



6th Form Retail Curriculum Map

	Year 1 (NCFE Level 1 Award in Retail Knowledge) Learning through	Year 2 (NCFE Level 2 Certificate in Retail Knowledge) Learning through
Autumn 1	<p>Unit 01 - Understanding the business of retail. (Section 1-2)</p> <ul style="list-style-type: none"> 1.1 - List the different retail channels and state the main features of each one. 1.2 - Identify the sizes and types of retail outlets typically found in a variety of retail locations such as retail business parks. 2.1 - State how retail occupations differ between small, medium and large retail businesses. 2.2 - Identify the usual entry points and progression opportunities for a variety of retail occupations. 2.3 - Outline the skills, personal attributes and behaviours required for a range of retail occupations. 	<p>Unit 03 - Understand how individuals and teams contribute to the effectiveness of a retail business. (Section 1-2)</p> <ul style="list-style-type: none"> 1.1 - State the key requirements in a contract of employment in retail business. 1.2 - State which organisations are able to help individuals in the cases of violation of employee rights. 1.3 - state the key areas covered by 'equality' legislation. 1.4 state the purpose of laws that promote equality within the workplace. 1.5 define diversity in relation to promoting equality and diversity within the workplace. 2.1 - Explain what is meant by team work in retail. 2.2 - Describe the benefits that teamwork can bring to retail. 2.3 - Describe the general qualities and abilities required to be an effective member of a team.
Autumn 2	<p>Unit 01 - Understanding the business of retail. (Section 3-5)</p> <ul style="list-style-type: none"> 3.1 - List the sources from which retailers obtain products. 3.2 - Outline the key stages of a product's journey through the supply chain. 4.1 - Understand the contribution which the retail sector makes to the economy of the United Kingdom. 5.1 - Outline environmental issues of concern to retail customers. 5.2 - Outline ethical issues of concern to retail customers. 5.3 - List the main advantages to retailers of being responsive to customers' environmental and ethical concerns. 	<p>Unit 03 - Understand how individuals and teams contribute to the effectiveness of a retail business (Section 3-4)</p> <ul style="list-style-type: none"> 3.1 - Describe the relevance and importance of communication skills in clarifying and resolving misunderstandings. 3.2 - Describe effective methods of communication used in teams. 3.3 - Describe how poor communication skills can affect a team's performance. 4.1 - Describe broad functional teams in retail and identify different job roles and career paths. 4.2 - Describe the relationships between different job roles within functional teams and identify the lines of accountability in retail.

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Spring 1	<p>Unit 02 – Understanding customer service in the retail sector (Section 1-3)</p> <ul style="list-style-type: none"> • 1.1 - State what is meant by customer service in a retail business. • 1.2 - Outline how customer service contributes to the success of a retail business. • 2.1 - Outline the factors which contribute to a customer's initial impression of a retail business. • 2.2 - Outline how the staff of a retail business can help to give customers a positive initial impression. • 3.1 - List the types of service which customers may need. • 3.2 - List the main ways of meeting customer needs. 	<p>Unit 03 – Understand how individuals and teams contribute to the effectiveness of a retail business (Section 5-6)</p> <ul style="list-style-type: none"> • 5.1 - Explain the benefit to individual employee's and the retail business as a whole of a personal development plan. • 5.2 - Describe the range of methods to identify own learning needs. • 5.3 - Explain the main learning styles and state which learning methods and activities suit each style. • 5.4 - Identify potential retail sources available for improving own performances. • 6.1 - Explain how work objectives are agreed and state the benefits they can bring to the individual in retail business. • 6.2 - Explain how a team's goals impact on the roles and responsibilities of individual team members. • 6.3 - Describe the benefits to a retail business of identifying more effective ways of working.
Spring 2	<p>Unit 02 – Understanding customer service in the retail sector (Section 4-5)</p> <ul style="list-style-type: none"> • 4.1 - Outline how written communication can contribute to the effectiveness of customer service. • 4.2 - Outline how spoken communication and body language can contribute to the effectiveness of customer service. • 4.3 - State how different types of questions can be used to find out what customers need. • 4.4 - State why it is important to listen to customers. • 5.1 - List the main customer complaints and problems. • 5.2 - Identify solutions to typical customer complaints and problems. • 5.3 - Outline the ways in which the law protects the rights of consumers. 	<p>Unit 06 – Understanding security and loss prevention in a retail business.</p> <ul style="list-style-type: none"> • 1.1 - Describe the types of criminal activity which commonly occur in the retail business. • 1.2 - Identify the types of merchandise at greater theft and the reason for this. • 2.1 - Describe how crime can affect the profit of retail business. • 2.2 - Describe how crime can affect people working in retail. • 3.1 - Outline actions and precautions typically taken to secure stock, preemies, cash, people and information. • 3.2 - Outline actions and precautions that can be taken to reduce staff theft and resulting loss of stock. • 4.1 - Describe what actions should be undertaken in the event of an observed or suspected theft. • 4.2 - Describe the steps employees should take to safeguard their own personal security. • 4.3 - State when security incidents should be referred to senior staff.

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Summer 1

Unit 03 - Understand how a retail business maintains health, safety and security on its premises.

- 1.1 - State the role of employees and employers in relation to relevant health and safety legislation.
- 1.2 - State when and why the control of substances hazardous to health is important.
- 1.3 - State where to find information on company health and safety policies.
- 2.1 - List the risks and hazards which commonly occur in retail.
- 2.2 - Outline precautions to reduce the risk of accidents.
- 2.3 - Outline precautions to reduce the risk of fire.
- 2.4 - List the main types of extinguisher and the materials each should be used on.
- 2.5 - Outline procedures for safe manual lifting.
- 2.6 - State why high standards of cleanliness and hygiene should apply to staff.
- 3.1 - List the main causes of stock loss.
- 3.2 - List the different types of stock theft and where each typically occurs.
- 3.3 - List methods of payment accepted in retail.
- 3.4 - Outline the main ways of preventing loss when taking payment.
- 3.5 - Outline the main checks for maintaining the security of cash and non-cash payments.

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Summer 2

Unit 06 - Understanding the retail selling process.

- 1.1 - Identify the key steps in the retail selling process.
- 1.2 - Outline the key skills and qualities required of successful sales staff.
- 2.1 - State when and how to acknowledge, greet and approach customers.
- 2.2 - State how to find out what customers want.
- 3.1 - List common concerns a customer may have when buying a product.
- 3.2 - State how providing information about the product can increase its attractiveness to the customer.
- 3.3 - Describe the difference between the features and benefits of products.
- 3.4 - Identify basic rules for demonstrating products to customers.
- 3.5 - State where to obtain different types of product information.