



Why is the study of Retail Business important?

Retail encompasses shops, department stores, supermarkets, market stalls, door-to-door salespeople and internet retailers. The retail industry is vital to the UK economy - 2018 generated £381 billion worth of retail sales. A qualification in retail will enable you to understand and work effectively in an ever changing and fast-paced industry.

What skills will the study of Retail Business teach you?

- the ability to solve problems;
- the skills of project based research, development and presentation;
- the ability to apply learning in vocational contexts.

What will you know and understand from your study of Retail Business?

You will learn about the principles of customer service and how retailers use these to set the standards that are at the heart of the customer experience. You will develop research skills so that you can investigate the quality of the customer experience across different retailers, analysing and presenting your findings. You will explore and gain an understanding of how customer service affects the behaviour of both customers and employees.

You will also learn about everyday activities of a retailer and how different retailers organise these activities. You will also learn how retailers prepare for changes by re-organising their operations. Additionally you will use what you learn to propose to retailers how they could organise their operations to respond to change.

How can you deepen your understanding of Economics?

You should visit these websites:

- www.retail-week.com
- www.thegrocer.co.uk
- www.british-shops.co.uk

How are you assessed in Retail Business?

There are 6 assessment points each year that we term Praising Stars©. We assess how students at their current stage of study are on track to reach their end of stage targets which are formulated on aspirational expectation from their KS2 starting points. We make an informed prediction from our holistic assessments based on our subject mapping of expectation across the Vocational Award in Retail Business curriculum.

Unit 1 Customer Experience

Controlled assessment (25% of qualification)

Unit 2 Retail Business

External examination (25% of qualification)

Unit 3 Retail Operations

Scenario based controlled assessment (50% of qualification)

Key Assessment Objectives

AO1 - Know how retail operations are organised

AO2 - Understand interaction between customers and retail activities

AO3 - Understand how retail businesses prepare for changes in the retail environment

AO4 - Be able to propose changes to retail operations

Study of Retail Business can lead to a wide range of careers:

- Customer service
- Retail management
- Buyer
- Merchandiser

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