MQF Level 4

BC4-A7-21

Advanced Diploma in Retail

Course Specification

Course Description

Learners will be exposed to the different aspects and career opportunities related to retail including front line, logistics, purchasing, retail operations and visual merchandising as an example. The retail industry in Malta is one of the largest industries and offers career opportunities with both local as well as international chains.

Learners will be covering all aspects of the retail environment including Stock Presentation, Customer Care, Buying, Visual Merchandising and Consumer Behaviour. Throughout this course, which is on Apprenticeship, learners will be studying on a dual system whereby they will have days at school, and days out working in industry.

Programme Learning Outcomes

At the end of the programme the learner will be able to:

1. *Apply principles of marketing and selling within a retail outlet.*
2. *Manage a team within a retail environment.*
3. *Engage effectively with retail customers.*
4. *Use IT applications to control and report on the retail outlet's performance.*

Entry Requirements

MCAST Level 3 Diploma;

Or 4 SEC/O-Level/SSC&P (Level 3) passes.

Preferred: Mathematics, English Language.

Current Approved Programme Structure

Unit Code	Unit Title	ECVET	Year
BCMRK-406-1506	Principles of Marketing	6	1
BCMRK-406-1508	Consumer Behaviour and the Marketing Process	6	1
BCCMR-406-1504	Customer Service in Marketing	6	1
BCSLN-406-1501	Principles and Practice of Selling	6	1
BCRTL-406-2001	IT for Retail	6	1
BCRTL-406-2002	Introduction to the Retail Industry	6	1
BCOPS-406-2005	Logistics Operations	6	1
CDKSK-406-2001	English	6	1
CDKSB-406-1906	Il-Malti Applikat għas-Settur Kummerċjali	6	1
CDKSK-406-1412	Soft Skills Within Marketing	6	1
BCRTL-406-2116	Health and Safety in the Retail Environment	6	2
BCRTL-406-2112	E-Commerce for Retail	6	2
BCRTL-406-2113	Visual Merchandising Principles	6	2
BCRTL-406-2117	Warehousing	6	2
BCRTL-406-2118	Working With and Leading Teams	6	2
BCRTL-406-2114	Corporate Store Image	6	2
BCRTL-406-2115	Costings for Retail	6	2
BCRTL-406-2119	Mathematics for Retail	6	2
CDKSK-404-1915	Employability and Entrepreneurial Skills	4	2
CDKSK-402-2104	Community Social Responsibility	2	2
BCWBL-406-2102	Work Based Learning	6	2
	Total ECVET	**120**	_/_

BCMRK-406-1506 Principles of Marketing

Unit level (MQF):   **4**

Credits: **6**

Unit description

Marketing involves informing people about a particular product or service, in order to encourage them to buy more, thus increasing sales, the purpose of which is to encourage people to purchase or use the product or service. In environments where profitability is paramount it is accepted that customers' needs must be identified and satisfied.   The Marketing concept is about creating satisfied customers. This can be done through coordinating the development, pricing, promotion and distribution of products, services and ideas.

Individuals studying this unit will learn about the development and role of marketing, how it interacts with other functions and the importance of the marketing planning process. Marketing information and its use in the development of marketing plans is a key area of study in this unit. Individuals should also gain a good understanding of segmentation and targeting.   Segmentation theory and methods available to organisations in different industry sectors should be covered in detail. The individuals should then understand the development of successful marketing mixes. This focuses on the traditional '4ps' (product, price, place and promotion) and also the extended marketing mix (people, process and physical evidence).

This unit provides a solid foundation for individuals wishing to learn the basic concepts of Marketing, its role within an organisation and the importance of the Marketing Planning Process. The unit is designed to help learners develop and learn how to search for information, identify and analyse relevant information to aid decision making. This allows learners to apply knowledge within a marketing context.

Learning Outcomes

On completion of this unit the learner will be able to

1. *Explain the concept, development and role of marketing in an organisation.*
2. *Understand the marketing planning process and the interaction of marketing with other organisational functions.*
3. *Explain the importance and role of marketing information within the marketing planning process.*

4. *Identify and explain factors affecting marketing decisions.*
5. *Analyse both internal and external marketing information and use it appropriately to inform marketing decisions.*
6. *Select and justify appropriate segmentation and targeting methods within different industry sectors.*
7. *Analyse and propose appropriate marketing and extended marketing mixes across different industry sectors.*

BCMRK-406-1508 Consumer Behaviour and the Marketing Process

Unit level (MQF):   4

Credits: 6

Unit description

Consumer Behaviour is the foundation to all advertising and marketing campaigns. Until you understand what motivates a consumer, it is not possible to target them. It is this understanding that sets companies apart from their competitor. Looking at the influences placed on consumers from friends, family, society and culture. To understand the influences means we can then tap into this and target consumers better. The unit looks at both psychological and sociological reasoning for motivation and decision making. From a psychological point of view, the unit begins by looking at learning, perception and motivation – these are the key fundamentals to understand when looking at behavioural traits, moving into the unconscious and the impact this has on us.

From the Sociological point of view, the key topics include reference groups and the external factors that influence consumers in order to understand how to then use this as a campaign. It allows the student to comprehend the influences on them and, subsequently, the consumer.

Understanding consumer behaviour is the key point when starting any marketing campaign. One needs to know consumers to know how to talk to them. Students will learn research and analytical evaluation skills to delve deeper into consumers' buyer behaviour. The application of the unit in real scenarios (e.g. advertising, product development, etc.) will let the student see the importance and the need for learning.

Learning Outcomes

On completion of this unit the learner will be able to

1. *Explain key psychological terminology and apply it to a marketing setting.*
2. *Explain key sociological terminology and apply it to a marketing setting.*
3. *Research buying behaviour around a chosen marketing campaign.*
4. *Evaluate a current marketing activity through identifying the key concept and explaining how it is utilised.*

BCCMR-406-1504 Customer Service in Marketing

Unit level (MQF):   **4**

Credits: **6**

Unit description

It is important to learn the importance of customers and the impact they can have on a business. The unit will begin with a focus on customers which will then widen out to explore different customer types. The unit will then examine various techniques and approaches to adopt in order to deal with them.

Moving on to look at customer service from a management point of view allows the student to see customer service from both points of view. From looking at the impact management decisions can have can help align staff and ensure a level of customer service is maintained throughout.

By then looking at strategies companies currently have allows students to examine effective customer service techniques and improvements a company could implement. These improvements can then be channeled into creating a new strategy.

The student should feel confident in customer types, customer service terminology, and what entails good customer service.

The unit allows students to look at customer care from an organisational point of view. Beginning from the point of view of the customer and following this through the point of view of staff (internal customers) and finally the organisation.

The unit will enable students to understand terminology surrounding customer care to ultimately identifying areas of weakness in a company and developing a customer care strategy based on this.

Learning Outcomes

On completion of this unit the learner will be able to

1. *Understand the importance of customer service and identify different customer types and different customer expectations*
2. *Choose appropriate measures to manage customer sales and complaints.*
3. *Analyse a company's customer service strategy*
4. *Show how the customer service function influences continuous improvement and innovation*

BCSLN-406-1501 Principles and Practice of Selling

Unit level (MQF):   **4**

Credits: **6**

Unit Description

It has been argued that there should be 5p's of marketing, being product, price, promotion and place, the fifth element being people. Much of what occurs in marketing has a people element. People sell goods and services and as such play a critical role in marketing. The extended marketing mix also includes physical environment and process. This unit is designed to allow the candidate to identify how selling is used in a variety of contexts and its role in the overall marketing effort. A sales person must be able to apply the marketing concept in order to develop a relationship with the customer, aiming to increase the level and frequency of sales. Students will consider and examine the two main issues arising throughout the Unit which are that Principles are the underlying structure on which all sales success are built and practices are the methods of applying basic principles in day-to-day sales efforts. A student will understand through this Unit that if your practices don't align with your principles there could be a negative effect on overall business performance and a failure in sales. At the end of this unit, the learner will understand the role of selling and its importance in achieving the organisation's objectives.

Learning Outcomes

On completion of this unit the learner will be able to

1. *Identify the key role of selling in retail, business and service markets.*
2. *Understand the importance of keeping accurate and updated records, and the analyses of sales records and information to an organisation making the sales.*
3. *Identify and use the stages of the selling process to prepare and present a sales presentation.*

BCRTL-406-2001 IT for Retail

Unit level (MQF): 4

Credits: 6

Unit Description

Globally retailing is a fast growing industry and has become one of the pillars of countries' economy and accounts. In some countries it amounts to 12-18 percent of its GDP and acts as an inevitable part of other industries like logistics, commercial transportation, production and automobile industries.

The Information and Technology System in retailing anticipates the information needs of retail managers. It thus collects, organizes and stores relevant data on a continuous basis. An efficient IT for the retail management can bring a significant increase in the organization's competitiveness, efficiency and productivity.

The aim of this unit is to give the learners the opportunity to gain the crucial skills and knowledge by utilizing the magnificent power of the Information Technologies (spreadsheets, power points, excel etc.) in a business context to produce a high quality retail management and to be able to foresee the present and the future of the organization.

The implementation of an efficient IT in Retail management improves commercial performance by meeting customer demand, increasing product turnover, and maximizing profitability.

A good understanding, accurate collection and recording of data is an inevitable task of the management in preparing an effective strategic plan, excellent collaboration of resources and the utilization of an appropriate Information technology system for the achievement of the organization's goal.

It assists the retail management to achieve an effective time and territory management, accurate data utilization, precise forecasting, regular planning, realistic budgeting, good communication and public relations. This results to a very sustainable market share and profitability.

Learning Outcomes

On completion of this unit, the learner will be able to

1. *Explain the role and importance of a retail and sales manager in the day to day retail operation of an organization.*
2. *Apply a wide range of IT automated processes to study the effects of promotions, prices, new products and PR on the retail results.*
3. *Use the appropriate software to plan the retail business.*
4. *Use technological tools for Electronic Funds Transfer at Point of Sale (EFTPOS) to add value to retail transactions.*
5. *Recognize laws and principles of an efficient IT for retail management and structural retail planning.*
6. *Apply a qualitative and quantitative data collection system using various advanced IT processing tools for an efficient and effective retail management system.*

BCRTL-406-2002 Introduction to the Retail Industry

Unit level (MQF):   **4**

Credits: **6**

Unit Description

Because of its impact on a country's economy, retailing is an important field and in this complex and ever changing environment, retailers today need to plan for and adapt. In order to provide more value to their customers, retailers need to understand retail planning strategies to gain competitive advantage and use advanced technologies and analytical tools to improve operational efficiencies.

This study unit is designed to stimulate learner interest in retail management and career by capturing the exciting, challenging and rewarding opportunities facing retailers today. Learners will be provided with useful skills and knowledge on developing retail strategies and understanding the financial implications of strategic retail decisions. Visits to the industry may be included as part of the retail learning experience.

Learning Outcomes

On completion of this unit, the learner will be able to

1. *Recognize various retail outlets and other forms of retailing.*
2. *Identify the retail categories for different types of products.*
3. *Understand the internal procedures and practices relating to stock and the role of stock in business operations.*
4. *Explore the use of modern employment patterns in retailing.*

BCOPS-406-2005 Logistics Operations

Unit level (MQF):   **4**

Credits: **6**

Unit Description

Logistics Operations and application are a fundamental requirement for today's Supply Chain Professional and are at the heart of the Logistics Industry. Moving products by road, rail, sea and air are a core requirement for the Logistics organisation and professional and this unit will focus on key details within those areas.

This unit has been designed to give learners an overview of how logistics Operations are incorporated to the positive management of the supply chain. Students are required to determine the part taken by the organisation in delivering logistics Operations to meet business needs, as well as the significance of the supply chain organisation in delivering ultimate value.

This unit is principally for students who seek a career in Logistics Operations and aspire to senior level management posts which have a strong emphasis of supply chain activity

This unit would also be suitable for people in a variety of occupations in retail, not-for-profit services, public sector and production businesses. This area of study is also relevant for learners who are working within a variety of wider supply chain roles such as distribution, inventory control and procurement to deliver an appreciation of logistics operations.

Learning Outcomes

On completion of this unit, the learner will be able to

1. *Understand the supply chain and the logistics function;*
2. *Recognise the competitive advantages that are achieved by logistics operations;*
3. *Identify the procurement process and clarify how to manage inventory;*
4. *Understand detail warehousing and transportation systems.*

BCRTL-406-2116 Health and Safety in the Retail Environment

Unit level (MQF): 4

Credits: 6

Unit Description

This unit is designed to introduce the learner to the basic principles of health and safety in the retail environment. The learner will develop an understanding of how employers and employees should comply with health and safety legislation and be aware of other regulations applicable to the warehouse and retail environment.

Learners will learn to recognise the importance of handling and holding stock safely so as to minimise stock damages and conservation of the storage and display areas of stock.

Learners will need to demonstrate that they can identify hazards and risks associated with the warehousing and retail sector. It will prepare the learner to apply and document risk assessment tools, processes and procedures for effective operations in a retail environment.

The unit will cover the procedures of drafting a health and safety policy and procedures for a retail and storage environment so as to establish a safe and healthy working environment.

Learning Outcomes

On completion of this unit, the learner will be able to

1. *Understand the health and safety regulations for a warehouse and retail operation.*
2. *Recognise the importance of handling and holding stock safely in a warehouse and retail environment.*
3. *Identify typical hazards in the wholesale and retail sector.*
4. *Establish a safe and healthy warehouse and retail environment.*

BCRTL-406-2112 E-Commerce for Retail

Unit level (MQF):   **4**

Credits: **6**

Unit Description

E-Commerce is the buying and selling of goods and services online. This e-Commerce in Retailing programme responds to a changing retail landscape that is influenced by digital and social media. It was developed in the context of the impact on retailing of social, mobile, and analytic technologies, the demand for learners equipped to work in a connected, collaborative electronic retailing environment, and the need for retail employees with advanced social media, platform, and design skills.

The programme addresses contemporary retail management needs that reflect the rapidly changing economic and technological environment. It aims to provide a broad technologically informed business education for future retail employees and managers that reflects the changing needs of the sector.

This unit aims to equip learners with the skills required in contemporary electronic business technologies. The content reflects this by integrating modules on retailing, e-business and e-business applications, and addresses the market need for technologically literate retail managers for the dynamic retail environment of the 21st century.

The unit is divided into 4 main areas being; a basic introduction to e-commerce, the basics of building and running a retail website, UX design and a user-friendly interface, and finally marketing own e-Commerce website, including web analytics.

Learners will build their own web presence and market it using an online platform.

Learning Outcomes

On completion of this unit, the learner will be able to

1. *Understand what e-Commerce is and what is required to start an e-Commerce project.*
2. *Create a website through appropriate software allowing for the display of a product catalogue.*
3. *Recognise the basic principles of UX design in order to maintain an engaging e-Commerce website.*
4. *Market and promote an e-Commerce Website through various tools such as SEO, Keywords, Social Media and Advertising.*

BCRTL-406-2113 Visual Merchandising Principles

Unit level (MQF):   **4**

Credits: **6**

Unit Description

This unit is designed to introduce the learner to the basic principles of visual merchandising that support retail operations. The learner will learn to identify appropriate tools used that support the visual merchandiser's role. Historical influences and new concepts in store design will be delved into by the learner.

The unit will continue by providing the learning with an understanding of the different approaches to merchandising in different types of stores. It will prepare the learner to apply visual merchandising techniques for effective window and in-store displays.

Essential warehouse management and information that support performance monitoring in warehouse operations will be covered to introduce the learner to the supervisory role of a storekeeper within a storage environment.

Learning Outcomes

On completion of this unit, the learner will be able to

1. *Understand the historical influence of visual merchandising on store design.*
2. *Identify the role of a visual merchandiser in retail operations.*
3. *Apply visual merchandising techniques for effective window displays.*
4. *Apply in-store visual merchandising techniques in a retail operation.*

BCRTL-406-2118 Working with and Leading Teams

Unit level (MQF):   **4**

Credits: **6**

Unit Description

Most people work with others every day, including classmates, teammates, coworkers, and significant others. We work as pairs, teams, groups, and organisations to accomplish our individual goals, like getting a promotion, as well as our shared goals, like winning a championship. Teams may be portrayed as effective work groups whose effectiveness rests in the degree of motivation, co-ordination and purpose and whose synergy produces an energy and creativity which goes beyond them as individuals.Teamwork is an essential component of most professional activities in the modern world. But what makes an effective team?

Effective teamwork and group communication are essential for one's own professional and personal success. Leading teams involves managing different personalities, cultures, conflicting political agendas, and varying skill levels while simultaneously securing resources and managing expectations of senior executives or other stakeholders internal or external to the organisation.

This course addresses several important questions to explore how we can best work with others, such as: How do we work with others to enhance our individual and group outcomes? What works best for diverse groups? How does our culture or identity influence teamwork? How do we maximize gains for everyone? How do we create effective teams in organisations? Learners will learn to: make better decisions, be more creative and innovative, manage conflict and work with difficult group members, negotiate for preferred outcomes, improve group communication, develop a better overall understanding of human interaction, and work more effectively as a team.

Learning Outcomes

On completion of this unit, the learner will be able to

1. *Assess frameworks and concepts for understanding teams, how they develop, functions and the dynamics of teams.*
2. *Identify critical team processes including communication, problem solving, decision-making, handling conflicts and methods to leverage teams most efficiently.*
3. *Develop own proficiency to effectively work in and lead professional teams in an organisation.*
4. *Manage and motivate team members and productively deal with conflicts, special issues, dilemmas and creativity in professional teams.*

BCRTL-406-2114 Corporate Store Image

Unit level (MQF):   **4**

Credits: **6**

Unit Description

As the retail business moves from the product to the space to the store where all the things happen, the shopping ambiance has become increasingly important. Retailers are giving their stores a contemporary and consumer-friendly design, and consumers expect to shop in a store with good ambiance. Shopping has become a brand experience rather than merely a transaction. The moment of real purchase takes place at the point of purchase where the decision on how much to buy is made. The store's future depends on what the consumer sees and experiences at the store. Retail design and visual merchandising play a crucial role in creating this difference.

This unit is intended to familiarize learners with the basic elements of good store design and how these will impact sales. Store layout and atmospherics are the key elements in creating and maintaining a positive exterior and interior corporate store image. These elements are also used beyond the physical store.

Learning Outcomes

On completion of this unit, the learner will be able to

1. *Recognise the functions and processes of the retail environment.*
2. *Analyse different store layouts and basic design principles.*
3. *Create basic visual merchandising concepts.*
4. *Establish a link between sales strategies and corporate brand image to enhance the customer experience.*

BCRTL-406-2115 Costings for Retail

Unit level (MQF):   **4**

Credits: **6**

Unit Description

This unit considers the aspects of cost, costing and cost accounting, dealing with the gathering and analyses of data to provide the management with necessary information to enable them to carry out the three main functions of the management (planning, decision making and control) properly.

The Chartered Institute of Management Accounts (CIMA), London has defined costing as "the techniques and processes of ascertaining costs." Defining cost as "the amount of expenditure (actual or notional) incurred on, or attributable to a specified thing or activity."

Cost accounting in retail may be regarded as "specialized branch of accounting" which involves the classification, the accumulation, the assignment and the control of costs.

It also refers to the establishment of budgets, standard cost and actual cost of retail operations, retail processes and the analysis of variances, for the definition of profitability or the use of funds.

Cost accounting is different from costing, in the sense that, the formal provides only the basis and information of ascertainment of costs. Once the information is made available, costing can be carried out arithmetically by means of memorandum statement or by method of integral accounting.

Since cost is defined in so many ways, it is important for the learner to understand that the relationship between the cost, costing, cost accounting, prices and stock, in accounting and finance budgeting, is basically a good balance sheet and profit.

Due to this diversity it is very important for the learners to also have a good knowledge of the management four important components:

- Net Sales
- Cost of Goods Sold (COGS)
- Gross Margin and Operating Profit Margin.

Knowledge of these components is essential due to their influence on the profitability of the organization, and thus, it is a key element during the decision making progress.

Learning Outcomes

On completion of this unit, the learner will be able to

1. *Apply the concepts of cost in the accounting systems, budgeting and cost-volume-profit analysis to the management for planning and decision-making.*
2. *Analyse the differences and similarities between retail cost and retail price, and their role and functions in accounting, financing and budgeting.*
3. *Review the concept of cost, cost centre and cost unit, classification and elements of costing.*
4. *Design irrational costing methods and techniques, by using cost accounting standards and principals.*
5. *Identify the different types of costs and costing in retail.*
6. *Recognize the objectives and importance of cost and cost accounting in retail.*

For further information, please contact us on information@mcast.edu.mt.