

Exam Board:	WJEC
Qualification:	603/7021/X
Assessment Information:	Unit 2 coursework in May of Year 10. Unit 1 exam in January of Year 11). Unit 3 coursework in Year 11.
Link to official specification	

Department Information:

The Business Retail Level 1/2 qualification offered by WJEC is designed to provide students with a comprehensive understanding of the retail sector. This course, which is part of the WJEC exam board's portfolio, is ideal for learners interested in the fundamentals of business operations within the retail environment.

The qualification typically covers several key units, including understanding the structure and functions of retail businesses, customer service, and sales techniques. Students also explore aspects like retail marketing, stock management, and the impact of digital technologies on retail. The coursework often includes practical assessments and case studies, enabling learners to apply theoretical knowledge in real-world contexts.

ACHIEVE in the curriculum:

- **Ambitious:** The course encourages students to set and achieve personal and academic goals, fostering a mindset geared toward continual improvement and higher achievement in the business retail sector.
- **Collaborative:** Through group projects and case studies, students work together to solve problems and create solutions, enhancing their ability to collaborate effectively in a team environment.
- **Happy:** The course focus on practical, real-world scenarios and interactive learning helps engage students and make the learning experience enjoyable and relevant, contributing to a positive attitude toward their studies.
- **Integrity:** By exploring ethical business practices and the importance of honesty in retail, students learn to value and uphold integrity in business dealings.
- **Endurance:** The course's comprehensive curriculum and assessment requirements help students build resilience and persistence as they tackle complex concepts and projects over time.
- **Versatility:** Students are exposed to various aspects of retail business operations, including marketing, finance, and customer service, which enhances their adaptability and ability to handle diverse tasks and roles.
- **Excellence:** The focus on high standards of business practice and the achievement of specific learning outcomes encourages students to strive for excellence in their work and understand the importance of quality and professionalism in the retail industry.

Curriculum Aims & Intent:

The BTEC Level 1/2 Business Retail course, offered by the WJEC exam board, is designed to provide learners with a robust foundation in the **principles and practices of the retail sector**. The course aims to equip students with **essential skills, knowledge, and understanding** needed to thrive in various **retail environments**. The primary intent of the BTEC Level 1/2 Business Retail course is to:

- **Develop Practical Skills:** Equip students with practical skills relevant to the retail industry, including customer service, sales techniques, and effective communication.
- **Enhance Business Knowledge:** Provide a thorough understanding of retail operations, including stock control, merchandising, and the impact of e-commerce.
- **Foster Entrepreneurial Thinking:** Encourage learners to develop entrepreneurial skills and an understanding of how retail businesses are established and operated.
- **Prepare for Further Education and Employment:** Prepare students for progression into further education, apprenticeships, or entry-level employment in the retail sector.

Course Content:

The course is structured to cover key areas of the retail business through a combination of theoretical knowledge and practical activities. Key topics include:

- **Unit 1:** Introduces the retail industry, exploring its dynamic nature, various types of retail businesses, and the influence of external factors on the sector.
- **Unit 2:** Focuses on customer service in retail, enabling learners to understand its principles and develop skills in evaluating customer experiences across different retail organisations.
- **Unit 3:** Emphasises the role of merchandising and marketing in retail, teaching learners how to create effective visual displays and promotional materials to meet business objectives

How parents can help their child:

- Support to ensure that research is continued at home (learning).
- Support with organisation and interim deadlines
- Encourage application of key words and relevant businesses.
- Support with understanding and RE-CALL of key words and points via student notes
- Encourage and support with timed practice questions at home

How we keep parents informed:

Year 10 - Progress reports are published 4 times per year, in October, November, March and July, with a face-to-face parents' evening in March.

Resources:

Level 1/2 Vocational Award Retail Business Course Companion WJEC. ISBN-101860857493

What we study and when:		
Term	Unit, Topic / Knowledge, Understanding & Skills Developed ACHIEVE / Personal Development Focus How The Work Is Assessed	Careers Links
1	<p>1.1 Introduction to retail business</p> <p>This unit introduces the fundamental concepts of retail business, covering the various types of retailers, their roles in the economy, and the different methods of retailing, such as physical stores, online platforms, and multichannel approaches. It also explores the customer journey, emphasising how retailers attract, engage, and retain customers.</p> <p>Students develop foundational skills in understanding the structure and function of retail businesses. They learn about various types of retail outlets, customer service principles, and the key elements of the retail process. This builds their ability to identify and analyse different retail formats and customer needs.</p> <ul style="list-style-type: none"> • Ambitious: Students are encouraged to set high goals and envision their future careers in retail. They learn about various retail formats, structures, and trends, fostering an ambitious mind-set to pursue success in this dynamic industry. • Collaborative: The retail industry thrives on teamwork, whether it's within a store or across different departments. Students learn about the importance of collaboration in delivering excellent customer service, managing operations, and driving sales. • Happy: A positive attitude is vital in retail, both for customer satisfaction and workplace morale. This unit helps students understand how a happy, engaging retail environment can lead to better customer experiences and a more motivated workforce. • Integrity: Integrity is crucial in building trust with customers and colleagues. This unit introduces ethical practices in retail, such as fair trading, honesty in advertising, and respect for customer rights, reinforcing the importance of integrity in business. • Endurance: The retail industry can be demanding, requiring long hours and resilience. This unit prepares students to cope with the pressures of retail work, emphasising the importance of endurance in maintaining consistent performance. • Versatility: Retail employees often need to adapt to different roles, from customer service to stock management. This unit teaches students about the diverse skills required in retail, encouraging them to develop versatility. • Excellence: Striving for excellence is essential in retail to stand out in a competitive market. This unit sets the foundation for students to aim for high standards in all aspects of retail, from product quality to customer service. <p>How The Work Is Assessed: Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments.</p>	<p>Retail Manager: Retail managers oversee the daily operations of retail stores, ensuring that the store runs smoothly, meets sales targets, and provides excellent customer service.</p> <p>Sales Assistant: Sales assistants play a crucial role in providing customer service, handling sales transactions, and maintaining the appearance of the store.</p> <p>Merchandiser: Merchandisers are responsible for planning and developing product ranges, working with suppliers, and ensuring that products are displayed effectively to maximise sales.</p> <p>Explanation: Understanding the fundamentals of retail business provides a foundation for careers in managing and operating retail environments. It covers the basic functions of retail businesses, including sales, customer service, and store operations.</p>

2.1 Introduction to Customer Service

This unit covers the fundamentals of customer service, including its importance to retail businesses. Students learn about the key principles of effective customer service, such as communication skills, listening to customer needs, and responding appropriately. The unit also emphasises the impact of good customer service on customer satisfaction and business success.

Students learn fundamental customer service **skills** such as effective communication, active listening, and problem-solving. They develop the ability to handle inquiries and complaints professionally, understanding the importance of creating a positive customer experience and building rapport with clients.

- **Ambitious:** Introducing customer service sets the stage for students to aspire to high standards in their interactions with customers. Understanding the fundamentals of excellent service encourages students to aim for excellence in their roles, pushing them to exceed basic expectations and strive for exceptional customer interactions.
- **Collaborative:** Customer service often involves working as part of a team to meet customer needs. By learning about customer service, students see the importance of collaborating effectively with colleagues to ensure a cohesive approach to customer satisfaction.
- **Happy:** A positive customer service experience leads to happier customers. Students learn how creating a pleasant experience for customers can lead to satisfaction and repeat business, emphasising the role of a positive attitude and approach in achieving successful customer interactions.
- **Integrity:** Providing honest and reliable service is central to customer satisfaction. An introduction to customer service teaches students the importance of honesty and transparency in all interactions, helping them understand how integrity builds trust with customers.
- **Endurance:** Customer service can sometimes be challenging, requiring patience and persistence. Students learn that maintaining a high level of service through difficult situations is crucial, and developing endurance in handling varied customer interactions is a key part of providing consistent service.
- **Versatility:** Customer service requires adapting to different customer needs and scenarios. Students learn to be versatile in their approach, handling a range of customer inquiries and problems effectively, which prepares them for the dynamic nature of retail environments.
- **Excellence:** Learning about customer service sets a benchmark for excellence. Students are encouraged to understand and meet high standards in service, striving for continuous improvement and aiming to deliver top-quality experiences for customers.

How The Work Is Assessed: Coursework

Customer Service Representative: This role involves directly interacting with customers to address their inquiries, complaints, and needs. A strong understanding of the fundamentals of customer service is essential for success in this career.

Sales Assistant: Sales assistants work in retail environments, helping customers with product selections and ensuring a positive shopping experience. A solid foundation in customer service is key to excelling in this role.

Explanation: An introduction to customer service provides the foundational knowledge needed for careers that involve customer interaction. Understanding the principles of good customer service is crucial in roles where customer satisfaction is a priority, such as in retail or customer support.

2

1.1 Introduction to retail business Continued.

2.2 Meeting Customer Expectations

In this unit, students explore how retail businesses identify and meet customer expectations. The focus is on understanding customer needs, offering appropriate products or services, and ensuring a positive shopping experience. The unit also covers strategies for managing and exceeding expectations to foster customer loyalty.

This module emphasises understanding and anticipating customer needs. **Skills** include assessing customer feedback, adapting service approaches to meet diverse expectations, and ensuring high standards of service delivery. Students learn to balance customer satisfaction with business goals.

- **Ambitious:** Meeting and exceeding customer expectations drives students to set high goals for their performance. By understanding what customers expect, students can aim to surpass these expectations, pushing themselves to achieve superior results in their roles.
- **Collaborative:** Meeting customer expectations often requires teamwork. Students learn the importance of working together with colleagues to understand and meet the diverse needs of customers, highlighting the collaborative nature of achieving customer satisfaction.
- **Happy:** When customer expectations are met, customers are more likely to be satisfied and happy. Students learn how their efforts in meeting and exceeding expectations directly contribute to creating positive customer experiences, which can also lead to their own sense of accomplishment and job satisfaction.
- **Integrity:** Students learn that meeting customer expectations involves being truthful about what can be delivered. Integrity plays a role in setting realistic expectations and fulfilling promises made to customers, fostering trust and reliability.
- **Endurance:** Consistently meeting customer expectations requires sustained effort and commitment. Students understand the importance of maintaining high standards over time, even when it requires persistent effort and dealing with challenging situations.
- **Versatility:** Customer expectations can vary widely, requiring a versatile approach to service. Students learn to adapt their strategies to meet different needs and preferences, developing flexibility in how they handle various customer interactions.
- **Excellence:** Meeting customer expectations is tied to striving for excellence in service delivery. Students are encouraged to not just meet but exceed expectations, aiming for high standards and continuous improvement in their performance.

How The Work Is Assessed: Coursework

Customer Service Manager: This role involves overseeing customer service teams and ensuring that the service provided meets or exceeds customer expectations. It requires a deep understanding of what customers expect and how to deliver it effectively.

Quality Assurance Specialist: A Quality Assurance Specialist ensures that the products or services meet customer expectations and standards. They work closely with customer feedback to improve business processes.

Explanation: Meeting customer expectations is critical in roles that involve managing customer interactions or ensuring the quality of products and services. Professionals in these careers must be adept at understanding and anticipating customer needs to ensure satisfaction and loyalty.

<p>3 & 4</p>	<p>1.2 The retail business environment</p> <p>This unit focuses on the external and internal factors that influence retail businesses. It examines the impact of economic, social, technological, and legal factors on retail operations. Additionally, it discusses competitive strategies and how retailers adapt to changes in the market environment to stay competitive and meet customer needs.</p> <p>Students acquire skills in analysing the factors that impact retail businesses, such as economic conditions, competition, and consumer behaviour. They learn to evaluate how external and internal environments affect retail operations, enabling them to assess business performance and strategy effectively.</p> <ul style="list-style-type: none"> • Ambitious: Understanding the retail business environment helps students to think strategically and develop a long-term vision for success in retail, cultivating an ambitious approach to business planning. • Collaborative: The unit emphasises the role of partnerships, such as supply chains and customer relationships, in the retail business environment. Students learn how collaboration is key to navigating and thriving in this environment. • Happy: A positive business environment contributes to employee well-being and customer satisfaction. This unit discusses the importance of a supportive and positive workplace, leading to happier employees and better business outcomes. • Integrity: Students explore legal and ethical considerations in the retail environment, such as consumer protection laws and ethical sourcing, reinforcing the need for integrity in business practices. • Endurance: The retail business environment is constantly evolving, requiring businesses to endure and adapt to changes. Students learn about the importance of staying resilient and proactive in the face of challenges. • Versatility: The dynamic nature of the retail business environment requires businesses and employees to be flexible. This unit encourages students to develop a broad skill set and the ability to adapt to new trends and technologies. • Excellence: To succeed in a competitive retail environment, businesses must strive for excellence in every aspect, from supply chain management to customer engagement. This unit instils the importance of continuous improvement and excellence in business practices. <p>How The Work Is Assessed: Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments.</p>	<p>Market Analyst: Market analysts study market conditions to assess potential sales of a product or service. They analyse trends, competition, and customer behaviour to provide insights for retail businesses.</p> <p>Supply Chain Manager: Supply chain managers oversee the entire supply chain process, ensuring that products are delivered efficiently and cost-effectively to retail stores.</p> <p>Retail Buyer: Retail buyers select and purchase goods for retail stores. They need to understand market trends, consumer behaviour, and the competitive landscape to make informed purchasing decisions.</p> <p>Explanation: The retail business environment involves understanding external factors that affect retail businesses, such as economic conditions, competition, and consumer trends. Careers in this area focus on analysing and responding to these external influences to optimise business performance.</p>
-------------------------	--	---

2.3 Investigate Customer Experiences in Retail Businesses

This unit involves examining real-life customer experiences within retail settings. Students learn to gather and analyse customer feedback, identify trends, and understand the impact of customer experiences on business performance. The unit emphasises the importance of continuous improvement based on customer insights.

Students gain **skills** in research and analysis by evaluating customer experiences through surveys, interviews, and observation. They learn to identify trends and areas for improvement, analyse customer feedback to enhance service quality, and apply findings to improve retail practices.

- **Ambitious:** Investigating customer experiences encourages students to seek deeper insights and understand what drives customer satisfaction. This ambition to grasp the full picture helps students set higher goals for improving customer experiences based on their findings.
- **Collaborative:** Investigating customer experiences often involves working with others, such as conducting surveys or focus groups. Students learn the value of collaboration in gathering and analysing feedback, which can lead to more comprehensive and accurate insights.
- **Happy:** Understanding customer experiences helps businesses create more enjoyable and satisfying interactions. Students learn how improving customer experiences contributes to greater customer happiness and loyalty, and how this, in turn, impacts the success of retail businesses.
- **Integrity:** When investigating customer experiences, students learn the importance of honest and unbiased reporting. Integrity is crucial in accurately representing customer feedback and using it constructively to make genuine improvements.
- **Endurance:** Analysing customer experiences can be a detailed and ongoing process. Students learn that perseverance and patience are necessary to gather meaningful data and make informed decisions based on customer feedback.
- **Versatility:** Customer experiences can vary greatly, and students must be versatile in their approach to investigation. They learn to adapt their methods to capture a wide range of experiences and feedback, leading to more comprehensive and actionable insights.
- **Excellence:** Investigating customer experiences drives students to seek excellence in understanding and improving service quality. By analysing feedback and identifying areas for improvement, students are encouraged to aim for high standards and continuous enhancement in customer service practices.

How The Work Is Assessed: Coursework

Market Research Analyst: This role involves researching and analysing customer experiences to provide insights that can help improve business strategies. Understanding customer experiences in retail is key to identifying trends and opportunities for growth.

Retail Manager: Retail Managers are responsible for overseeing the day-to-day operations of a retail store, including ensuring that customers have a positive shopping experience. Analysing customer experiences helps them make informed decisions to enhance service quality.

Explanation: Investigating customer experiences is essential for roles that involve improving customer satisfaction and business performance. By analysing how customers perceive and interact with a business, professionals in these careers can make strategic decisions that enhance the overall customer experience.

<p>5 & 6</p>	<p>Unit 2 Coursework How The Work Is Assessed: External moderation.</p> <p>1.3 Using data and recommending solutions to retail business issues This unit emphasises the importance of data in retail decision-making. Students learn how to collect, analyse, and interpret various types of retail data, including sales figures, customer feedback, and market trends. The unit also covers how to use this data to identify issues, recommend solutions, and make informed business decisions to improve retail performance.</p> <p>Students develop critical skills in data analysis and problem-solving. They learn how to collect, interpret, and use data to identify retail business challenges. This enables them to make informed recommendations for improvements, enhancing their decision-making and analytical capabilities in a retail context.</p> <ul style="list-style-type: none"> • Ambitious: Data analysis empowers students to make informed decisions and recommend innovative solutions to retail business challenges, fostering an ambitious mind-set to drive business success. • Collaborative: Data-driven decision-making often involves collaboration across teams. This unit highlights the importance of working together to interpret data and develop effective strategies for solving business problems. • Happy: Understanding and responding to customer data can lead to more personalized and satisfying shopping experiences, contributing to customer happiness and loyalty. • Integrity: Ethical data use is crucial in retail. Students learn about the responsible handling of customer information and the importance of transparency, ensuring that integrity is maintained in all data-related activities. • Endurance: Analysing data and implementing solutions can be a complex and time-consuming process. This unit teaches students to persevere through challenges and remain focused on achieving the best outcomes for the business. • Versatility: Data analysis requires a range of skills, from technical proficiency to critical thinking. Students develop versatility by learning how to use different tools and methods to analyse data and solve problems. • Excellence: Using data effectively can significantly enhance business performance. This unit encourages students to strive for excellence in their analytical skills and in the solutions, they propose, ensuring they contribute to the business's success. <p>How The Work Is Assessed: Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments.</p>	<p>Business Analyst: Business analysts use data to identify problems, assess potential solutions, and recommend strategies to improve business performance. In retail, this might involve analysing sales data, customer feedback, or market trends.</p> <p>Data Analyst: Data analysts focus on collecting, processing, and performing statistical analyses on large datasets. In retail, they help businesses make data-driven decisions to improve efficiency and profitability.</p> <p>Operations Manager: Operations managers use data to oversee the production of goods and services. They ensure that business operations are efficient and effective, often using data to identify and solve operational issues.</p> <p>Explanation: Using data to address retail business issues involves applying analytical skills to solve problems, optimise processes, and make strategic decisions. Careers in this area require a strong understanding of data analysis and problem-solving techniques.</p>
-------------------------	---	--