

Occupational Certificate: Retail Chain Store Manager

This qualification does not replace any other qualification and is not replaced by any other qualification

Purpose and Rationale of the Qualification

Purpose: The qualification aims to equip learners with the necessary knowledge, skills, and competencies to perform duties as a Retail Chain Store Manager. A Retail Chain Store Manager is responsible for managing the functions of a branch within a retail chain organization.

The qualification will provide learners with the fundamental skills and attitudes to:

- Manage retail chain store operational processes.
- Maintain retail chain store stakeholder relations.
- Implement plans to improve sales in a retail chain store.
- Manage risk and maintain assets in a retail chain store.

A qualified learner will be able to:

- Lead teams to achieve retail chain store operational objectives.
- Manage service standards of a retail chain store.
- Manage stock control in a retail chain store.
- Improve the financial performance of a retail chain store.

Rationale: The Wholesale and Retail sector has identified the position of Retail Chain Store Manager as a scarce skill nationally. The industry struggles to find qualified individuals for these roles, leading major retail chains to develop their own trainee programs. However, these programs lack consistency, highlighting the need for a national qualification that sets a standard allowing mobility between organizations.

The developed qualification targets unemployed individuals with a grade 12 education, as well as employed learners moving from supervisory positions into store management roles. Properly trained managers are crucial as they control significant assets and staff, and without adequate training, they could cause substantial financial losses to their organizations.

Learning Assumed to be in Place and Recognition of Prior Learning (RPL)

RPL for Access to the External Integrated Summative Assessment: Accredited providers and approved workplaces must apply internal assessment criteria to establish and confirm prior learning. Confirmation of prior learning can be demonstrated through a statement of results or certification of work experience.

RPL for Access to the Qualification: Accredited providers and approved workplaces may recognize prior learning against the relevant access requirements.

Entry Requirements:

- National Senior Certificate (NSC).
- Or National Vocational Certificate (NC (V)) at Level 4.

Recognize Previous Learning: Yes

Qualification Rules

This qualification consists of compulsory Knowledge, Practical Skill, and Work Experience Modules:

Knowledge Modules:

1. Concept and principles of retail operations management, Level 5, 4 Credits.
2. Concept and principles of communication in retail, Level 4, 4 Credits.
3. Concepts and principles of leading teams in a retail chain store environment, Level 5, 7 Credits.
4. Concept and principles of managing service standards of a retail chain store, Level 5, 2 Credits.
5. Concepts and principles of stock control in a retail chain store, Level 5, 3 Credits.
6. Concept and principles of implementing promotional activities in a retail chain store, Level 5, 3 Credits.
7. Concept and principles of improving the financial performance of a retail chain store, Level 5, 3 Credits.

Practical Skill Modules:

1. Manage retail chain store employee performance, Level 5, 3 Credits.
2. Manage retail chain store operational processes, Level 5, 2 Credits.
3. Manage retail chain store service standards, Level 5, 2 Credits.
4. Maintain effective retail chain store stakeholder relations, Level 5, 2 Credits.
5. Manage stock control in a retail chain store, Level 5, 3 Credits.
6. Propose improvements to a retail chain store's range and layout, Level 5, 2 Credits.

7. Implement plans to improve sales in a retail chain store, Level 5, 2 Credits.
8. Implement plans to improve a retail chain store's financial performance, Level 5, 2 Credits.
9. Manage risk and maintain assets in a retail chain store, Level 5, 3 Credits.

Work Experience Modules:

1. Processes and procedures for planning and implementing retail chain store operations, Level 5, 9 Credits.
2. Processes and procedures for leading teams in a retail chain store environment, Level 4, 8 Credits.
3. Processes and procedures for managing retail chain store service standards, Level 5, 8 Credits.
4. Processes and procedures for maintaining effective retail chain store stakeholder relations, Level 5, 4 Credits.
5. Processes and procedures for managing stock levels and influencing store range and layout, Level 5, 8 Credits.
6. Processes and procedures for improving the retail chain store's bottom line, Level 5, 8 Credits.
7. Processes and procedures for managing sales and promotional activities, Level 5, 6 Credits.
8. Processes and procedures for managing risk and maintaining assets in a retail chain store, Level 5, 8 Credits.

Exit Level Outcomes and Associated Assessment Criteria

1. **Maintain or Improve Customer Service Standards:**
 - Evaluate customer service standards and identify shortfalls.
 - Propose practical actions to improve service delivery within organizational policies.
2. **Manage Stock Levels:**
 - Evaluate stock performance reports and identify problem areas.
 - Ensure stock quantities meet expected sales, taking into account stock on hand and outstanding orders.
3. **Manage Retail Chain Store Operations:**
 - Allocate operational objectives according to importance, frequency, and time expected for completion.
 - Schedule staff effectively, considering experience, legal working hours, and task completion times.
4. **Minimize Shrinkage and Losses:**
 - Develop checklists to highlight potential loss areas in the store.

- Create practical, legal action plans within organizational policies to minimize shrinkage and losses.
- 5. Plan to Improve the Bottom Line Contribution:**
 - Analyze store reports and identify key areas requiring action.
 - Develop practical action plans to improve gross profit and reduce expenses within a chain store environment.

Integrated Assessment

Integrated Formative Assessment: The Skills Development Provider will use the curriculum to guide internal assessment criteria and apply the scope of practical skills and applied knowledge.

Integrated Summative Assessment: An External Integrated Summative Assessment, conducted through the relevant Quality Council for Trades and Occupations (QCTO) Assessment Quality Partner, is required for qualification issuance. This assessment will focus on the Exit Level Outcomes and Associated Assessment Criteria.

International Comparability

International qualifications with comparable outcomes include:

Scotland:

- Higher National Certificate Retail Management at SCQF level 7 (96 SCQF Credit points).

Republic of Ireland:

- Certificate in Retail Knowledge Level 3.

Articulation Options

Horizontal Articulation:

- Occupational Certificate: Supply Chain Practitioner, Level 5.

Vertical Articulation:

- Occupational Certificate: Facilities Manager, Level 6.

Notes

Qualifying for External Assessment: Learners must provide proof of completion of all required modules through statements of results and work experience records.

Additional Legal or Physical Entry Requirements: None.

Criteria for the Accreditation of Providers: Accreditation will be done against criteria reflected in the relevant curriculum on the QCTO website. The curriculum title and code is: Retail Chain Store Manager: 142103-001-00-00.

Assessment Quality Partner (AQP): Wholesale and Retail Sector Education and Training Authority (W&R SETA).

Modules: This qualification does not encompass any trades.

Part Qualifications: None.