



Group Award Specification for:

SQA Advanced Certificate in Retail

Group Award Code: GN0F 47

SQA Advanced Diploma in Retail Management

Group Award Code: GM8H 48

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Acknowledgement

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of SQA Advanced Qualifications.

Further information

Call SQA's Customer Contact Centre on 00 44 141 500 5030. Alternatively, complete our [Centre Feedback Form](#).

History of changes

It is anticipated that changes will take place during the life of the qualification and this section will record these changes. Centres are advised to check SQA Connect to confirm they are using the up-to-date qualification structure.

NOTE: Where a Unit is revised by another Unit:

- ◆ No new centres may be approved to offer the Unit which has been revised.

Centres should only enter students for the Unit which has been revised where they are expected to complete the Unit before its finish date.

Version number	Description	Date
06	Revision of Unit: HP77 47 Continuous Workforce Development (finish date 31/07/2022) has been replaced by J491 47 (start date 01/08/2020 for the both frameworks)	17/06/20
05	Revision of Unit: HP7E 48 Human Resource Management Practice (finish date 31/07/2021) has been replaced by J45T 46 (start date 01/08/2019) for the Advanced Diploma in Retail Management for both frameworks Revision of Unit: HP6V 48 Statistics for Business (finish date 31/07/2021) has been replaced by J45Y 47 Statistics for Business (start date 01/08/2019) for both frameworks Revision of Unit: HP6T 47 Economic Issues: An Introduction (finish date 31/07/2024) has been replaced by J461 47 Economic Issues: An Introduction (start date 01/08/2020) for both frameworks	06/04/20
04	Revision of Unit: HR16 47 - Managing and Working with People (finish date 31/07/2021) has been replaced by J1NG 47 Managing and Working with People in Advanced Certificate and Advanced Diploma Frameworks Revision of Unit: HR0Y 47 Research Skills (finish date 31/07/2022) has been replaced by J1NB 47 Research Skills in Advanced Certificate and Advanced Diploma Frameworks	17/03/19 07/03/19
03	Revision of Unit: HT5C 48 Managing People (finish date 31/07/2021) has been replaced by J1GR 48 Managing People (start date 01/08/2018) for both the Advanced Certificate and Advanced Diploma	14/11/18

02	Revision of Units: HP6W 48 Behavioural Skills for Business (finish date 31/07/2021) has been replaced by J1E5 48 Behavioural Skills for Business (start date 01/08/2018) for both the Advanced Certificate and Advanced Diploma. HP0A 47 Marketing Practice: An Introduction (finish date 31/07/2021) has been replaced by J1GM 47 Marketing Practice: An Introduction (start date 01/08/2018) for both the Advanced Certificate and Advanced Diploma	31/08/18
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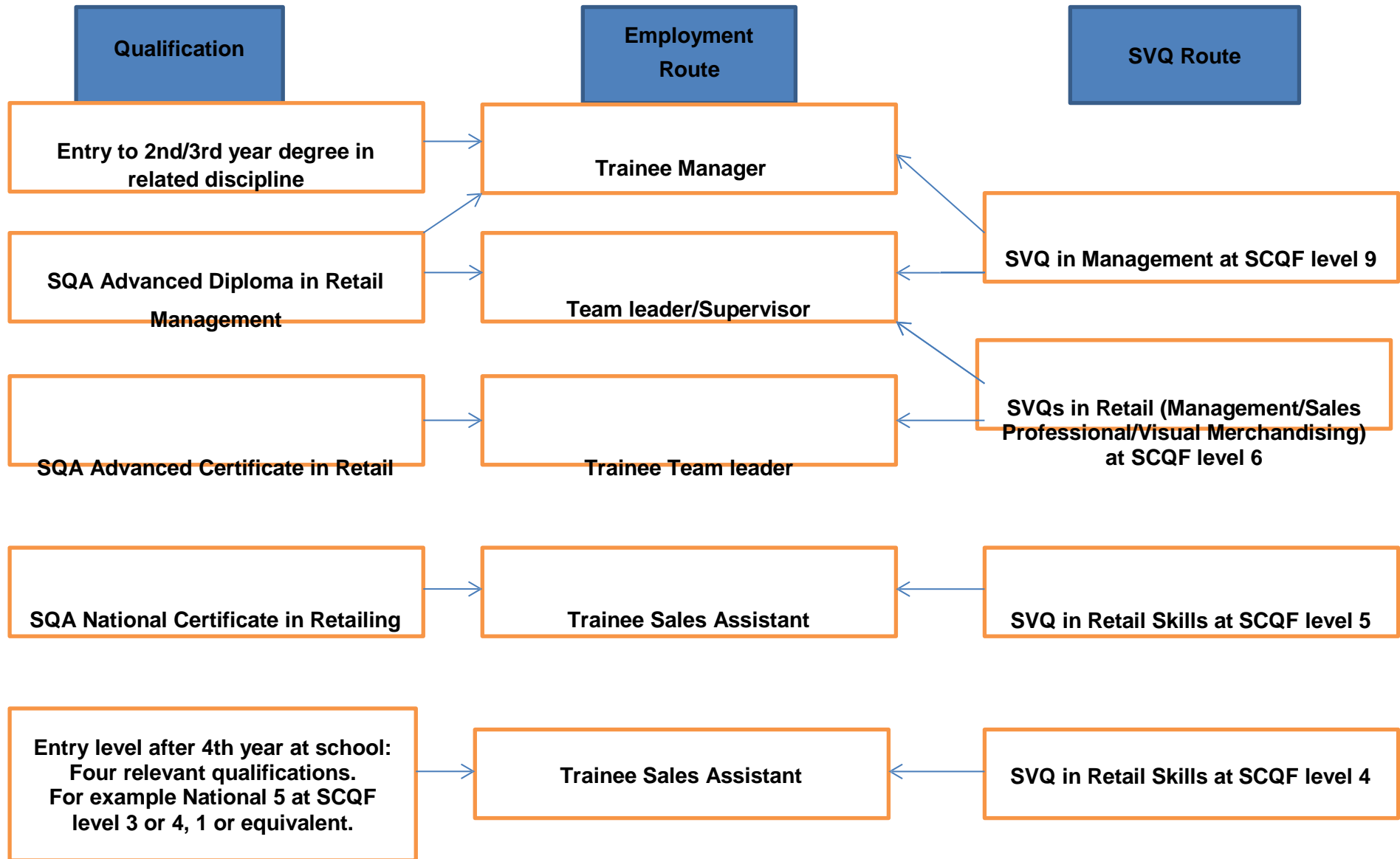
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1 Introduction

This is the Group Award Specification for the SQA Advanced Certificate in Retail and the SQA Advanced Diploma in Retail Management. This document includes background information on the group awards, their aims, details of the group award structures, and guidance on delivery.

SQA Advanced Certificates and SQA Advanced Diplomas are designed to equip candidates with the knowledge, understanding and skills required for success in current and future employment or for progression to further academic and/or professional qualifications.

1.1 Progression routes



2 Qualifications structure

2.1 Structure

SQA Advanced Certificate in Retail

Learners must complete 9 mandatory SQA credits (72 SCQF credit points) and a further 3 SQA credits (24 SCQF credit points) from the options.

4 code +2 code	Title	SQA credit	SCQF credit points	SCQF level
Mandatory:				
HT5K 47	Retail Environment	1	8	7
HT5L 47	Stock Presentation	1	8	7
HT5P 47	Retail Operations	2	16	7
HT5M 47	Retail Law	1	8	7
HT8F 47	Retail Customer Experience	1	8	7
HT5F 47	Financial Accounting Statements: An Introduction	1	8	7
HT3T 47	Organisations and Management	1	8	7
HT60 47	Retail: Graded Unit 1	1	8	7
Options: A further 3 SQA credits must be achieved from the options				
Group 1 — Learners must achieve a minimum of one, a maximum of two from this group				
HP6L 47	Information Technology: Applications Software 1	1	8	7
HR0A 47	Using Software Application Packages	1	8	7
HR81 47	Digital Culture: Online Communication	1	8	7
HT22 47	Internet: Introducing e-Commerce	1	8	7
HT5J 47	Web Design: An Introduction	1	8	7
HT5G 47	Digital Imaging	1	8	7
HR9W 47	Or Digital Skills	1	8	7
Group 2 — Learners must achieve a minimum of one, a maximum of two from this group				
HR9T 47	Big Data	1	8	7
HT5R 47	Principles of Retail Buying	2	16	7

4 code + 2 code	Title	SQA credit	SCQF credit points	SCQF level
HT8E 48	Contemporary Issues in Retailing	2	16	8
HT5V 48	Retail Corporate Image	1	8	8
HT5X 48	Store Design	2	16	8
HT5T 47	Fashion Merchandising	2	16	7
HT5W 48	International Retailing	1	8	8
HT5N 47	Visual Merchandising	1	8	7
J1GM 47*	Marketing Practice: An Introduction	1	8	7
HT3N 47	Consumer Behaviour and the Marketing Process	1	8	7
HW93 48	Marketing Research Applications	1	8	8
HP0F 47	Marketing Research Theory	1	8	7
HP09 48	Marketing Planning: Domestic Market	2	16	8
HP6N 47	Marketing: An Introduction	1	8	7
HP75 47	Communication: Business Communication	1	8	7
J461 47*	Economic Issues: An Introduction	1	8	7
HP6P 48	Economics 1: Micro and Macro Theory and Application	1	8	8
HP72 48	Economics 2: The World Economy	1	8	8
HP70 48	Preparing Financial Forecasts	1	8	8
J45Y 47	Statistics for Business	1	8	7
HT5E 47	Using Financial Accounting Statements	1	8	7
J1E5 48*	Behavioural Skills for Business	1	8	8
HT3P 47	Working within a Project Team	1	8	7
HP6M 47	Personal Development Planning	1	8	7
HT3C 48	Managing an Event	2	16	8
HT3L 48	Assessing Small Business Ventures	2	16	8

*History of Changes

4 code + 2 code	Title	SQA credit	SCQF credit points	SCQF level
HR19 47	Preparing a Formal Business Plan	2	16	7
HR18 48	Managing Information Systems to Develop a Small Business	2	16	8
HR1C 46	Workplace Communication in English	1	8	6
J45T 48*	Human Resource Management Practice	2	16	8
HP7F 48	Grievance and Discipline Handling	1	8	8
J491 47*	Continuous Workforce Development	2	16	7
HT3M 47	Training Skills	1	8	7
HR3E 47	Preparing to Start a Business	1	8	7
J1NB 47*	Research Skills	1	8	7
HP6R 48	Business Culture and Strategy	2	16	8
HP74 47	Human Resource Management: Introduction	1	8	7
HR0X 47	Personal Enterprise Skills	1	8	7
HR36 47	Recruitment, Selection and Induction	1	8	7
HR37 47	Interviewing	1	8	7
HR38 47	Individual Employee Relations: Practice	1	8	7
HP4X 47	Work Placement	1	8	7
HP79 48	Presentation Skills	1	8	8
HT5Y 47	Advertising: The Advertising Industry	1	8	7
J1GR 48*	Managing People	2	16	8
HR33 47	Digital Marketing Communications: An Introduction	1	8	7
HT5H 47	Management: Developing Self Management Skills	1	8	7
J1NG 47*	Managing and Working with People	2	16	7
J461 47*	Economics Issues: An Introduction	1	8	7

Learners must complete 12 SQA credits/96 SCQF credit points in total to achieve the SQA Advanced Certificate in Retail.

SQA Advanced Diploma in Retail Management

Learners must complete 22 mandatory SQA credits (176 SCQF credit points) and a further 8 SQA credits (64 SCQF credit points) from the options.

4 code + 2 code	Title	SQA credit	SCQF credit points	SCQF level
Mandatory:				
HT5K 47	Retail Environment	1	8	7
HT5L 47	Stock Presentation	1	8	7
HT5P 47	Retail Operations	2	16	7
HT5M 47	Retail Law	1	8	7
HT8F 47	Retail Customer Experience	1	8	7
HT5F 47	Financial Accounting Statements: An Introduction	1	8	7
HT3T 47	Organisations and Management	1	8	7
HT60 47	Retail: Graded Unit 1	1	8	7
J1GM 47*	Marketing Practice: An Introduction	1	8	7
HT3N 47	Consumer Behaviour and the Marketing Process	1	8	7
HT5E 47	Using Financial Accounting Statements	1	8	7
HR36 47	Recruitment Selection and Induction	1	8	7
J1GR 48*	Managing People	2	16	8
HT8E 35	Contemporary Issues in Retailing	2	16	8
HT5V 48	Retail Corporate Image	1	8	8
HT5X 48	Store Design	2	16	8
HT61 48	Retail Management: Graded Unit 2	2	16	8
Options: A further 8 SQA credits must be achieved from the options				
Group 1 — Learners must achieve a minimum of one, a maximum of two from this group				
HP6L 47	Information Technology: Applications Software 1	1	8	7
HR0A 47	Using Software Application Packages	1	8	7
HR81 47	Digital Culture: Online Communication	1	8	7

4 code 2 code	Title	SQA credit	SCQF credit points	SCQF level
HT22 47	Internet: Introducing e-Commerce	1	8	7
HT5J 47	Web Design: An Introduction	1	8	7
HT5G 47	Digital Imaging	1	8	7
HR9W 47	Or Digital Skills	1	8	7
Group 2 — Learners must achieve a minimum of six, a maximum of seven from this group				
J1E5 48*	Behavioural Skills for Business	1	8	8
HR0K 48	Developing Skills for Personal Effectiveness	1	8	8
HW93 48	Marketing Research Applications	1	8	8
HP09 48	Marketing Planning: Domestic Market	2	16	8
HP70 48	Preparing Financial Forecasts	1	8	8
J45Y 47	Statistics for Business	1	8	7
HT3C 48	Managing an Event	2	16	8
HT3L 48	Assessing Small Business Ventures	2	16	8
HR18 48	Managing Information Systems to Develop a Small Business	2	16	8
J45T 48*	Human Resource Management Practice	2	16	8
HP7F 48	Grievance and Discipline Handling	1	8	8
HP6R 48	Business Culture and Strategy	2	16	8
HP79 48	Presentation Skills	1	8	8
HP72 48	Economics 2: The World Economy	1	8	8
HR0P 48	Work Role Effectiveness (2003)	3	24	8
HP3C 48	Developing the Individual within a Team	1	1	8
HP6P 48	Economics 1: Micro and Macro Economic Theory and Application	1	1	8
HR9T 47	Big Data	1	8	7
HT5R 47	Principles of Retail Buying	2	16	7
HT5T 47	Fashion Merchandising	2	16	7

*History of Changes

4 code + 2 code	Title	SQA credit	SCQF credit points	SCQF level
HT5W 48	International Retailing	1	8	8
HT5N 47	Visual Merchandising	1	8	7
J1GM 47*	Marketing Practice: An Introduction	1	8	7
HP0F 47	Marketing Research Theory	1	8	7
HP6N 47	Marketing: An Introduction	1	8	7
HP75 47	Communication: Business Communication	1	8	7
J461 47*	Economic Issues: An Introduction	1	8	7
HT3P 47	Working within a Project Team	1	8	7
HP6M 47	Personal Development Planning	1	8	7
HR19 47	Preparing a Formal Business Plan	2	16	7
HR1C 46	Workplace Communication in English	1	8	6
J591 47*	Continuous Workforce Development	2	16	7
HT3M 47	Training Skills	1	8	7
HR3E 47	Preparing to Start a Business	1	8	7
J1NB 47*	Research Skills	1	8	7
HP74 47	Human Resource Management: Introduction	1	8	7
HR0X 47	Personal Enterprise Skills	1	8	7
HR 37 47	Interviewing	1	8	7
HR38 47	Individual Employee Relations: Practice	1	8	7
HP4X 47	Work Placement	1	8	7
HT5Y 47	Advertising: The Advertising Industry	1	8	7
HR33 47	Digital Marketing Communications: An Introduction	1	8	7

4 code + 2 code	Title	SQA credit	SCQF credit points	SCQF level
HT5H 47	Management: Developing Self Management Skills	1	8	7
J1NG 47*	Managing and Working with People	2	16	7
J461 47*	Economics Issues: An Introduction	1	8	7

Learners must complete 30 SQA credits/240 SCQF credit points in total to achieve the SQA Advanced Diploma in Retail Management.

3 Aims of the qualifications

The overall aim of the qualification is to provide an industry relevant qualification designed to provide learners with retail specific, professional and employability skills and attributes required to progress successfully in employment or education in the sector.

3.1 General aims of the qualifications

- 1 Develop learner's knowledge and skills in planning and analysis.
- 2 Develop problem solving skills.
- 3 Develop study and research skills.
- 4 Develop critical and evaluative thinking.
- 5 Develop communication skills and presentation techniques.
- 6 Develop ICT skills.
- 7 Develop personal effectiveness.
- 8 Provide opportunities for career planning.
- 9 Develop the ability to be flexible and to work co-operatively with others.

3.2 Specific aims of the qualifications

SQA Advanced Certificate in Retail

- 10 Prepare for employment in the retail industry in a supervisory/team leader/manager level post.
- 11 Develop skills and understanding of the retail customer experience.
- 12 Develop an understanding of the environment in which the retail sector operates.
- 13 Develop knowledge and understanding of the managing, controlling and presenting of stock.
- 14 Develop an understanding of the underpinning concepts of management and finance.
- 15 Develop an understanding of the technological advancements underpinning the retail sector.

SQA Advanced Diploma in Retail Management will additionally

- 16 Develop a sound understanding of the current and future trends in the environment in which the retail sector operates and their impact on organisations.
- 17 Develop an understanding of retail corporate image and store design.
- 18 Develop an understanding of consumer buying behavior.
- 19 Broaden and deepen knowledge, understanding and skills in key areas of management, human resources, finance and marketing.

The SQA Advanced Diploma can be distinguished from the SQA Advanced Certificate in terms of the:

- ◆ Likely entry point into an organisation.
- ◆ Speed of progression within an organisation.
- ◆ Level of entry into further qualifications.
- ◆ Development of underpinning knowledge of relevant SVQs.

3.3 Target groups

The awards are suitable for a wide range of learners including:

- ◆ School leavers
- ◆ Adult returners to education
- ◆ Learners in employment who wish to enhance their career prospects
- ◆ Learners who wish to start their own business and require a broad grounding in retail

3.3 Graded units

The purpose of the graded units in the qualifications is to assess the learner's ability to integrate and apply the knowledge and/or skills gained in the individual units in order to demonstrate that they have achieved the principal aims of the qualifications.

To achieve the SQA Advanced Certificate in Retail, learners are required to complete one single credit graded unit at SCQF level 7. To achieve the SQA Diploma in Retail Management, learners are required to complete one double credit graded unit at SCQF level 8, in addition to the graded unit at SCQF level 7.

A project-based graded unit will assess the application of knowledge and skills in the planning and evaluation of a given task, while an examination assesses theoretical knowledge and understanding under invigilated conditions.

Projects were chosen in preference to examinations for both the single credit SQA Advanced Certificate Graded Unit and the double credit SQA Diploma Graded Unit as it was felt that a project was more appropriate for testing learner's understanding of the award's principal aims, and also would better prepare the learners for employment or further study.

The single credit graded unit for the SQA Advanced Certificate will be assessed by means of a case study, which will be based on a realistic retail business model, therefore allowing learners the opportunity to display their knowledge and skills over as wide a range of units, as they feel appropriate to cover, but which must include a minimum of three of the mandatory units.

It will also allow them to develop transferable skills, such as planning, researching executing and evaluating the given task. An additional benefit of this method of assessment is that it does not place time restrictions on learners, who wish to develop their responses in greater depth.

At SQA Diploma level, one double credit graded unit was chosen, in preference to two single ones. This choice allows for greater continuity of study, and offers learners the challenge of researching, developing and evaluating an extended piece of work. It also eliminates any duplication of generic processes in planning and evaluation arising from completion of two single credit units.

As with the SQA Advanced Certificate Graded Unit case study, learners do not experience the time constraints associated with examinations, and can devote a greater amount of time developing their investigation topic and to integrate information from across a minimum of three units.

4 Recommended entry to the qualifications

Entry to this qualification is at the discretion of the centre. The following information on prior knowledge, skills, experience or qualifications that provide suitable preparation for this qualification has been provided by the qualification design team as guidance only.

Learners would benefit from having attained the skills, knowledge and understanding required by one or more of the following or equivalent qualifications and/or experience:

- ◆ An NC in a related discipline
- ◆ At least one Higher level pass together with three National qualifications at SCQF level 5 or above
- ◆ An SVQ at SCQF 5 or above in a relevant area
- ◆ Relevant work experience
- ◆ For learners where English is not their first language it is recommended that they possess English for Speakers of other Languages (ESOL) level 5 or a score of 5.5 in IELTS

4.1 Core Skills entry profile

The Core Skill entry profile provides a summary of the associated assessment activities that exemplify why a particular level has been recommended for this qualification. The information should be used to identify if additional learning support needs to be put in place for learners whose Core Skills profile is below the recommended entry level or whether learners should be encouraged to do an alternative level or learning programme.

Core Skill	Recommended SCQF entry profile	Associated assessment activities
Communication	5	Report writing, presentation skills.
Numeracy	4	Income statements, statements of cash flow.
Information and Communication Technology (ICT)	4	Use of blogs, wikis, use of Microsoft applications.
Problem Solving	4	Identify, explain and evaluate factors in relation to the changing consumer environment.
Working with Others	4	Classroom activities, group research activities, group presentations.

5 Additional benefits of the qualification in meeting employer needs

This qualification was designed to meet a specific purpose and what follows are details on how that purpose has been met through mapping of the units to the aims of the qualification. Through meeting the aims, additional value has been achieved by linking the unit standards with those defined in related national occupational standards and/or trade/professional body requirements. In addition, significant opportunities exist for learners to develop the more generic skills, known as Core Skills through doing this qualification.

5.1 Mapping of qualification aims to units

Unit title	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Retail Environment	X	X	X	X	X	X	X	X		X		X			X	X		X	
Stock Presentation	X	X	X	X	X	X	X	X		X	X	X	X				X		
Retail Operations	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X			X
Retail Law	X	X	X	X	X		X	X		X		X							
Retail Customer Experience	X	X	X	X	X		X	X		X	X	X							
Financial Accounting Statements: An Introduction		X					X	X		X				X					
Organisations and Management	X	X	X	X	X	X	X	X	X	X		X		X					
Retail: Graded Unit 1	X	X	X	X	X	X	X	X		X	X	X	X	X	X				
Marketing Practice: An Introduction			X						X										X
Consumer Behaviour and the Marketing Process			X				X			X								X	X
Using Financial Accounting Statements		X					X	X						X					X

Unit title	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
	Contemporary Issues in Retailing	X	X	X	X	X	X	X	X		X	X	X			X	X		
Managing People										X									X
Retail Corporate Image	X	X	X	X		X	X	X		X		X			X	X	X		
Store Design	X	X	X	X	X	X		X		X	X		X			X			
Retail Management: Graded Unit 2	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
International Retailing	X	X	X	X		X	X	X		X	X		X	X	X	X		X	
Managing an Event	X	X	X	X	X		X		X	X									
Principles of Retail Buying	X	X	X	X	X		X	X		X			X					X	
Fashion Merchandising	X	X	X	X	X	X	X	X		X									
International Retailing	X	X	X	X	X	X	X	X		X									

5.2 Mapping of National Occupational Standards (NOS)

There is currently a full suite of occupational standards for the retail sector. The table below identifies where the HN units provide a broad underpinning to relevant NOS units.

Unit title	National Occupational Standard
Stock Presentation	C202 – Set up and dismantle retail displays C230 – Interpret design briefs for retail displays C003 – Develop quality standards for stock on display C002 – Create designs and displays for retail outlets
Retail Operations	C269 – Cash up in a retail store B102 – Check stock levels in a retail environment E105 – Work well as part of a retail team E101 – Identify and report security risks E302 – Recommend ways of improving retail operations
Retail Customer Experience	D004 – Resolve customer complaints within your retail business C223 – Check the customer’s preferences and buying decisions when making retail sales C206 – Know how to identify opportunities to increase retail sales of particular products C208 – Know how to provide information and advice to meet the needs of retail customers C209 – Help retail customers sort out complaints E208 – Work effectively in your retail team
Organisations and Management	E338 – Help to manage a retail team
Consumer Behaviour and the Marketing Process	C312 – Market your service to potential retail clients A003 – Develop the brand image of your retail business
Recruitment Selection and Induction	E338 – Help to manage a retail team
Retail Corporate Image	C312 – Market your service to potential retail clients A003 – Develop the brand image of your retail business B401 – Contribute to the decision making processes within retail buying and merchandising
Store Design	C230 – Interpret design briefs for retail displays C002 – Create designs and displays for retail outlets C312 – Market your service to potential retail clients E301 – Identify opportunities for solving problems and improving retail operations

5.3 Mapping of Core Skills development opportunities across the qualifications

The table below summarises how the five Core Skills can be covered across the units in the SQA Advanced Certificate/SQA Diploma.

E = Embedded within the unit, which means learners who achieve the unit will automatically have their Core Skills profile updated on their certificate

S = Signposted, which means learners will be developing aspects of Core Skills through teaching and learning approaches but not enough to attract automatic certification

Unit title	Communication			Numeracy		ICT		Problem Solving			Working with Others	
	Written (Reading)	Written (Writing)	Oral	Using Number	Using Graphical Information	Accessing Information	Providing/Creating Information	Critical Thinking	Planning and Organising	Reviewing and Evaluating	Working Co-operatively with Others	Reviewing Co-operative Contribution
Retail Environment	S	S				S	S	S	S	S		
Stock Presentation	S	S	S			S	S	S	S	S		
Retail Operations	S	S		S		S	S	S	S	S		
Retail Law		S	S					S				
Financial Accounting Statements: An Introduction		S		S								
Organisations and Management	S	S						S				
Retail: Graded Unit 1	S	S				S	S	E6	E6	E6		

Unit title	Communication			Numeracy		ICT		Problem Solving			Working with Others	
	Written (Reading)	Written (Writing)	Oral	Using Number	Using Graphical Information	Accessing Information	Providing/Creating Information	Critical Thinking	Planning and Organising	Reviewing and Evaluating	Working Co-operatively with Others	Reviewing Co-operative Contribution
Using Financial Accounting Statements		S		S								
Recruitment Selection and Induction	S	S	S			S					S	
Contemporary Issues in Retailing	S	S	S	S		S	S	S	S	S		
Managing People	S	S						S	S	S	S	S
Retail Corporate Image	S	S				S	S	S	S	S		
Store Design	S	S				S	S	S	S	S		
Retail Management: Graded Unit 2	S	S	S	S	S	S	S	E6	E6	E6	S	S
Managing an Event	S	S						E6	E6	E6	E6	E6
Working within a Project Team											E6	E6

5.4 Assessment strategy for the qualifications

- ◆ The recommended assessment method(s) for each unit, bearing in mind that there may be more than one assessment in a unit.
- ◆ The conditions in which the evidence must be produced, eg open/closed book, length of time for assessment (if appropriate).

Unit	Assessment				
	Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5
Retail Environment	Report				
Stock Presentation	Report				
Retail Operations	Report				
Retail Law	Short answer restricted response questions.	Short answer restricted response questions.	Short answer restricted response questions.		
Retail Customer Experience	Case study/restricted response questions.	Case study/restricted response questions/practical activity.	Case study/restricted response questions/practical activity.		
Financial Accounting Statements: An Introduction	Case study				
Organisations and Management	Case study				
Managing People	Investigation or case study across all outcomes.	Investigation or case study across all outcomes.	Investigation or case study across all outcomes.	Investigation or case study across all outcomes.	
Retail Management: Graded Unit 1	Project				

Unit	Assessment				
	Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5
Marketing Practice: An Introduction	Case study. The assessment will be completed under open-book conditions, supervised within the classroom environment.	Case study. The assessment will be completed under open-book conditions, supervised within the classroom environment.	Case study. The assessment will be completed under open-book conditions, supervised within the classroom environment.	Case study. The assessment will be completed under open-book conditions, supervised within the classroom environment.	
Consumer Behaviour and the Marketing Process	Case study	Case study			
Using Financial Accounting Statements	The assessment for Outcomes 1, 2 and 3 could be based around one case study, not necessarily given as a single assessment event.				
Recruitment Selection and Induction	Outcomes 1 and 2 could be assessed by a holistic assessment; this could be a portfolio/report or preparing for and conducting a selection interview.		Assessment for Outcome 3 could be carried through a set of questions.		
Contemporary Issues in Retailing	Outcome 1 and 2 could be assessed by an open book assessment of 1,000 words on a retailer of their choice		Outcome 3 could be assessed by a portfolio of evidence.	Outcome 4 could be assessed by a short presentation.	
Retail Corporate Image	Market research report of approximately 2,000–2,500 words covering all unit outcomes The assessment will not be conducted under supervision.				

Unit	Assessment				
	Outcome 1	Outcome 2	Outcome 3	Outcome 4	Outcome 5
Store Design	Report of approximately 2,000–2,500 words covering Outcomes 1, 2 and 3			Outcome 4 could be assessed by two pieces of work. The first could take the form of a case study, and the second could be a practical exercise.	Outcome 5 could take the form of an assignment.
Retail Management: Graded Unit 2	Project				

6 Guidance on approaches to delivery and assessment

The SQA Advanced Certificate in Retail and SQA Diploma in Retail Management are designed for learners who want to enter into positions in the retail industry at an operational, supervisory or managerial level. The awards place a heavy focus on developing learners' practical skills and their ability to apply their knowledge to the relevant environment. The awards have been developed to ensure that there is a balance of both theoretical and practical units within the frameworks. The theory will underpin the knowledge required to cope with the practical elements.

The application of practical, managerial and theoretical skills underpins the philosophy of the awards and is central to their delivery.

It is recommended that all units should be delivered in the context of the awards. Learners should be given the opportunity to apply knowledge gained in realistic and practical settings. The awards also aim to prepare learners for progression to a range of programmes of study either in higher education or workplace qualifications including SVQ routes. The awards are designed to facilitate articulation routes to a number of universities.

6.1 Sequencing/integration of units

The structure of the qualifications allows for a high degree of flexibility in the delivery mode. The awards could be offered on full-time, block-release, day release or evening modes. A distance learning delivery mode is possible providing adequate materials, tutorial support and assessment facilities exist. Combination of delivery modes is also a possibility. Such combined modes of study may enable learners to complete the awards within a shorter time period.

There are many opportunities for integrative delivery of units within each of the awards. Teaching and learning for the following units could be integrated:

- ◆ Stock Presentation/Store Design
- ◆ Retail Corporate Image/Retail Customer Experience
- ◆ Store Design/Retail Corporate Image
- ◆ Visual Merchandising/Stock Presentation

Graded units provide the opportunity for integration of knowledge and skills across the units in the award.

Support notes in each of the unit specifications identify specific opportunities for integration with other units.

Centres will define which order units are undertaken based on learner recruitment patterns, mode of delivery, resource issues and logical progression dictated by topic and unit content. Provided that adequate material and tutorial expertise existed these awards could be delivered by open/distance learning as well as on an online basis. Centre devised supervision agreements should detail controlled conditions to ensure authenticity of evidence.

The awards lend themselves to a wide range of delivery mechanisms including case studies, formal teaching, tutorial, group work, laboratory/practical work and, where appropriate, work based learning. Centres should develop clear delivery and assessment strategies taking into account the efficacy of teaching, learning, and the use of resources, modes of attendance and the need for a rigorous but not excessively demanding assessment regime.

6.1.1 Delivery schedule

There are many driving forces which determine a full-time delivery programme for any qualification such as accommodation, staff availability and materials and equipment. The following tables indicate a suggested delivery programme for a typical SQA Diploma over a two-year, full-time, two-semester session.

Suggested delivery for a 2 year programme	
Year 1: Semester 1	Year 1: Semester 2
Retail Environment	Marketing Practice: An Introduction
Financial Accounting Statements: An Introduction	Using Financial Accounting Statements
Retail Customer Experience	Organisations and Management
Retail Law	Stock Presentation
Information Technology/Digital Skills unit	Visual Merchandising
Economic Issues: An Introduction	Economics 1: Micro and Macro Theory and Application
	Retail : Graded Unit 1
Retail Operations	

Suggested delivery for a 2 year programme	
Year 2: Semester 1	Year 2: Semester 2
Consumer Behaviour and the Buying Process	
Recruitment, Selection and Induction	Retail Corporate Image
Principles of Retail Buying	
Managing People	
Contemporary Issues in Retailing	
Store Design	
Marketing Planning for a Domestic Market	
Fashion Merchandising	
Retail Management: Graded Unit 2	

Bold = mandatory units

6.2 Recognition of prior learning

SQA recognises that learners gain knowledge and skills acquired through formal, non-formal and informal learning contexts.

In some instances, a full group award may be achieved through the recognition of prior learning. However, it is unlikely that a learner would have the appropriate prior learning and experience to meet all the requirements of a full group award.

The recognition of prior learning may **not** be used as a method of assessing in the following types of units and assessments:

- ◆ HN Graded Units
- ◆ Course and/or external assessments
- ◆ Other integrative assessment units (which may or not be graded)
- ◆ Certain types of assessment instruments where the standard may be compromised by not using the same assessment method outlined in the unit
- ◆ Where there is an existing requirement for a licence to practice
- ◆ Where there are specific health and safety requirements
- ◆ Where there are regulatory, professional or other statutory requirements
- ◆ Where otherwise specified in an assessment strategy

More information and guidance on the *Recognition of Prior Learning* (RPL) may be found on our website www.sqa.org.uk.

The following sub-sections outline how existing SQA unit(s) may contribute to this group award. Additionally, they also outline how this group award may be recognised for professional and articulation purposes.

6.2.1 Articulation and/or progression

The SQA Advanced Certificate in Retail and SQA Diploma in Retail Management allow for articulation to several universities in the UK, including (at time of writing):

- ◆ Robert Gordon University
- ◆ University of Stirling
- ◆ Heriot Watt

The awards allow direct access to the retail industry in areas such as:

- ◆ Trainee Manager
- ◆ Team Leader/Supervisor
- ◆ Trainee team leader

6.3 Opportunities for e-assessment

By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres that wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. SQA Academy has resources which can be used for the delivery of the unit. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at www.sqa.org.uk/e-assessment.

6.4 Support materials

A **list of existing ASPs** is available to view on SQA's website.

6.5 Resource requirements

It would be useful to have access to Photoshop for the delivery of both *Stock Presentation* and *Store Design*.

7 General information for centres

Equality and inclusion

The unit specifications making up this group award have been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners will be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

Internal and external verification

All instruments of assessment used within this/these qualifications should be internally verified, using the appropriate policy within the centre and the guidelines set by SQA.

External verification will be carried out by SQA to ensure that internal assessment is within the national guidelines for these qualifications.

Further information on internal and external verification can be found in *SQA's Guide to Assessment* (www.sqa.org.uk/GuideToAssessment).

8 Glossary of terms

Embedded Core Skills: is where the assessment evidence for the unit also includes full evidence for complete Core Skill or Core Skill components. A learner successfully completing the unit will be automatically certificated for the Core Skill. (This depends on the unit having been successfully audited and validated for Core Skills certification.)

Finish date: The end of a group award's lapsing period is known as the finish date. After the finish date, the group award will no longer be live and the following applies:

- ◆ learners may not be entered for the group award
- ◆ the group award will continue to exist only as an archive record on the Awards Processing System (APS)

Graded unit: Graded units assess learners' ability to integrate what they have learned while working towards the units of the group award. Their purpose is to add value to the group award, making it more than the sum of its parts, and to encourage learners to retain and adapt their skills and knowledge.

Lapsing date: When a group award is entered into its lapsing period, the following will apply:

- ◆ the group award will be deleted from the relevant catalogue
- ◆ the group award specification will remain until the qualification reaches its finish date at which point it will be removed from SQA's website and archived
- ◆ no new centres may be approved to offer the group award
- ◆ centres should only enter learners whom they expect to complete the group award during the defined lapsing period

SQA credit value: The credit value allocated to a unit gives an indication of the contribution the unit makes to an SQA Group Award. An SQA credit value of 1 given to an SQA unit represents approximately 40 hours of programmed learning, teaching and assessment.

SCQF: The Scottish Credit and Qualification Framework (SCQF) provides the national common framework for describing all relevant programmes of learning and qualifications in Scotland. SCQF terminology is used throughout this guide to refer to credits and levels. For further information on the SCQF visit the SCQF website at www.scqf.org.uk.

SCQF credit points: SCQF credit points provide a means of describing and comparing the amount of learning that is required to complete a qualification at a given level of the Framework. One National Unit credit is equivalent to 6 SCQF credit points. One National Unit credit at Advanced Higher and one SQA Advanced Unit credit (irrespective of level) is equivalent to 8 SCQF credit points.

SCQF levels: The level a qualification is assigned within the framework is an indication of how hard it is to achieve. The SCQF covers 12 levels of learning. SQA Advanced Certificates and SQA Diplomas are available at SCQF levels 7 and 8 respectively. SQA Advanced Units will normally be at levels 6–9 and graded units will be at level 7 and 8. National Qualification Group Awards are available at SCQF levels 2–6 and will normally be made up of National units which are available from SCQF levels 2–7.

Signposted Core Skills: refers to opportunities to develop Core Skills arise in learning and teaching but are not automatically certificated.

9 General information for learners

This section will help you decide whether this is the qualification for you by explaining what the qualification is about, what you should know or be able to do before you start, what you will need to do during the qualification and opportunities for further learning and employment.

The SQA Advanced Certificate in Retail and SQA Diploma in Retail Management are designed to prepare you for a variety of roles and levels of employment in the retail industry.

The awards will support you towards a career in industry as well provide a platform through which you can progress through the SCQF level. The industry has high expectations of its employees demanding highly developed social skills, which can be demonstrated through good oral and written communication skills and the ability to work productively both individually and with others.

SQA Advanced Qualifications provide practical skills and theoretical knowledge that meet the needs of employers.

The SQA Advanced Certificate in Retail (SCQF level 7) develops knowledge in areas such as retail operations, understanding the retail customer experience and the retail environment, stock presentation, finance, digital/IT skills.

The SQA Diploma in Retail Management (SCQF level 8) builds on the knowledge and skills of the SQA Advanced Certificate and also enhances knowledge and skills relating to retail corporate image and store design, marketing, current trends in the sector, consumer buying behaviour and management.

The optional units in both qualifications allow you to specialise in particular areas of the industry, such as international retailing, retail buying and merchandising.

The programmes are demanding, however experience in delivering the awards has shown that learners who enter their chosen award with at least the minimum entry qualifications and who show commitment by attending classes regularly and completing the work demanded on time, do successfully achieve their award.

The language used in the learning and teaching within these awards is English and therefore learners wishing to pursue this course of study should have English language skills at an appropriate level. ESOL programmes may be available for you if you require pre-access learning in English language. The level for entry is an International English Language Test score of 5.5

Assessment

Units will be assessed using a variety of assessment styles. Some will be class based, some home based. Some may be open-book assessments and others will be closed-book assessments. Integration of assessments between units will take place where appropriate, which will lessen the assessment burden.

The graded units will be delivered and assessed towards the end of year one and year two. These units will be using the knowledge and understanding gained from all the other units and will get you to apply this knowledge. Graded Unit 1 is a case study and Graded Unit 2 is an investigation. They are marked and graded A, B or C.