



WJEC Level 1/2 Award in Retail Business

STATEMENT OF PURPOSE

Retail businesses operate in different retail channels, from outlets in local shopping arcades to catalogues and online shopping. There are different types and sizes of retailers, from large multinational department stores to small specialist retailers.

WJEC Level 1/2 Award in Retail Business is designed to mainly support learners in schools and colleges who want to learn about the retail businesses and the potential it can offer them for careers or further study. It provides learners with a broad introduction to the retail sector and the types of career opportunities available. It is mainly suitable as a foundation for further study. This further study could provide learners with the specialist and general skills needed to start a career in a junior role, such as a sales assistant, stock control assistant, administrative assistant or apprenticeship. Alternatively, if they have studied retail business and related subjects at a higher level, learners would be able to seek a more senior or specialist role including merchandiser, buyer, visual merchandiser or trainee manager. These roles require further education and training either through apprenticeships or further and higher education.

This qualification, together with other relevant qualifications at Level 2 such as GCSE English and Maths, could provide progression to GCE Business and other vocational qualifications at Level 3.

There are no formal entry requirements for this qualification. It is likely to be studied by 14-16 year olds in schools alongside GCSEs.

This is the qualification structure:

WJEC Level 1/2 Award in Retail Business				
Unit number	Unit title		Assessment	GLH
1	Customer experience	Mandatory	Internal	30
2	Retail business	Mandatory	External	30
3	Retail operations	Mandatory	Internal	60

This structure has been designed to allow learners to develop the understanding and skills related to a range of functional areas in retail businesses. The units allow a focus on specific functional areas, such as store operations and customer service, and the relationships between those functional areas that are essential in a successful retail business. The structure and content does not only relate to functional areas, but each unit has been designed so that knowledge, skills and understanding are developed through tasks that have many of the characteristics of real work in retail businesses. Each unit has an applied purpose which acts as a focus for the learning in the unit. This approach is called applied learning and enables learners to learn in such a way that they develop:

- skills required for independent learning and development
- a range of generic and transferable skills
- the ability to solve problems
- the skills of project-based research, development and presentation
- the fundamental ability to work alongside other professionals in a professional environment.

The qualification has been devised around the concept of a 'plan, do, review' approach to learning, where learners are introduced to a context for learning, review previous learning to plan activities, carry out activities and review outcomes and learning. This approach mirrors many work-related activities in retail business and retail operations and also provides for learning in a range of contexts. As such, the qualification provides learners with a broad appreciation of work in retail business-related industries and wider opportunities for progression into further education, employment or training.

In addition to the WJEC Level 1/2 Award in Retail Business, there is also the WJEC Level 1/2 Certificate in Retail Business. This is a larger sized qualification, designed to be delivered in schools to 14-16 year olds alongside GCSEs or in colleges by 16-19 year olds as part of a programme of study or learning programme. It has similar characteristics to the WJEC Level 1/2 Award in Retail Business, including some of the same units, as shown here:

WJEC Level 1/2 Certificate in Retail Business				
Unit number	Unit title		Assessment	GLH
1	Customer experience	Mandatory	Internal	30
2	Retail business	Mandatory	External	30
3	Retail operations	Mandatory	Internal	60
4	Promotion for retail business	Mandatory	External	60
5	Stock control in retail business	Optional	Internal	60
6	Selling retail products	Optional	Internal	60

Learners must complete all mandatory units and ONE optional unit.

The purpose of the WJEC Level 1/2 Certificate, however, is to support learners in schools and colleges who want to learn about retail businesses and may be interested in pursuing a career in this sector. Successful completion of the qualification could lead to learners starting a career in a junior role, such as an apprenticeship.