

Retail Qualifications

A guide for employers and learners

Making retail qualifications accessible to all

Qualification and Credit Framework: A unitised system

The Qualification and Credit Framework (QCF) is a new, unitised system for all qualifications which will lead to flexibility for both learners and employers to create tailored qualifications which are fit for purpose. The system will allow individuals to gain qualifications at their own pace along flexible routes.

QCF qualifications will be made up of units. Each unit will have a credit value and a level. One credit represents 10 hours of study. There are three sizes of qualifications available:

- Awards (1 to 12 credits)
- Certificates (13 to 36 credits)
- Diplomas (37 credits or more)

Each qualification title clearly identifies the level, size and content of the qualification:

The level	from entry level to level 8
The size	award/certificate/diploma
Content	details indicating the general content

Current examples of retail qualifications in the QCF are:

- Level 1 - Certificate in Retail Knowledge
- Level 2 - Award in Food Safety
- Level 3 - Diploma in Retail Skills

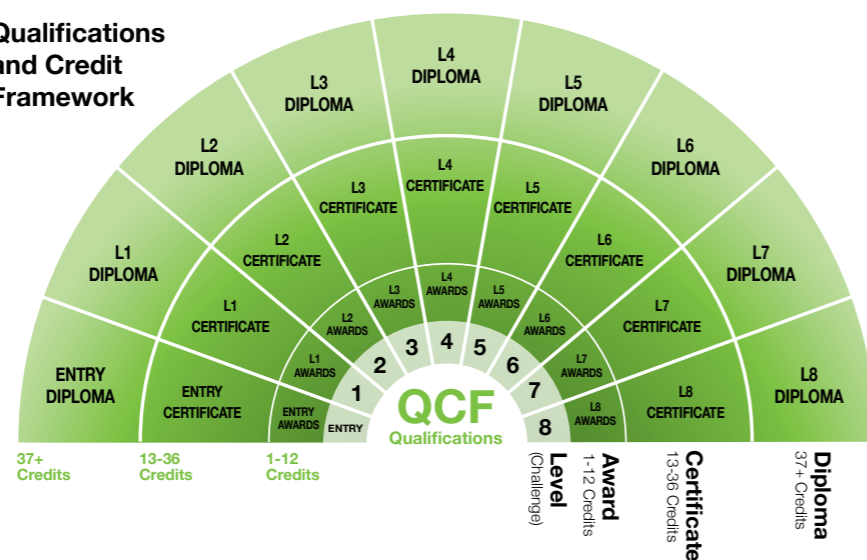
Benefits for employers:

- Helps to measure quickly the level and size of qualifications achieved by prospective employees
- Enables employers to have in-house training recognised within a national framework
- Describes levels of qualifications in terms everyone can understand
- Makes training options and pathways clear, helping employees and employers find the right training for their learning and business needs.

Benefits for learners:

- Offers more freedom, choice and flexibility
- Gives easy access to information about the commitment needed for different routes to achievement, letting learners balance that commitment with family, work and other responsibilities
- Allows learners to build up credits at their own pace and combine them in a way that will help them get where they want to be
- Enables learners to transfer credits between qualifications to avoid having to repeat their learning.

Qualifications and Credit Framework



How can I get more information?
For advice and guidance, please contact:

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→ Retail Qualifications

Skillsmart Retail and awarding organisations, with input from retail employers, have developed a suite of retail qualifications that meet the needs of employers in the sector.

There are now 3 categories of retail qualifications:

- Job-related qualifications
- Licence to practise qualifications
- Getting into retail qualifications

The table below describes each one in more detail:

Job-related qualifications

Award / Certificate / Diploma in Retail Knowledge
level 1/2 - 14+ years old
level 3 - 16+ years old

Retail Knowledge qualifications do exactly what they say. They cover the retail knowledge needed for selling, service, team working, health & safety, dealing with theft and product knowledge for specific product areas such as chilled food, newspapers, garden retail, beauty, fashion, builders' merchants and many others. The knowledge required for these qualifications can be delivered by any method, for example in-house training or through a retail skills shop, on-line or using a workbook.

Award / Certificate / Diploma in Retail Skills
level 1 - 14+ years old
level 2/3 - 16+ years old

Retail Skills is the competence-based qualification for retail store operations which is achieved in the workplace and recognises what people can do. Developed from the UK occupational standards for retail, which are based on real working practices, these qualifications can be totally embedded within a company's normal training and development process. They are structured so that staff can achieve recognition for a general retail sales role or specialist roles such as beauty consultant, butcher, fashion stylist or visual merchandiser.

Retail Apprenticeships
level 2/3 - 16+ years old

This programme comprises four qualifications and is suitable for retail staff, sales professionals, visual merchandisers, specialist and first line managers. The programme of learning can be tailored to fit different types of retail business and job roles. Apprenticeships include the retail competence-based and knowledge-based qualifications detailed above together with literacy and numeracy and are delivered in the workplace. Some additional support may be required if the apprentice has literacy or numeracy training needs.

Foundation Degree in Retailing
level 4/5 - 18+ years old

The Foundation Degree in Retailing is a unique and valuable higher level qualification for the retail sector and has been developed in partnership with a wide spectrum of retail employers. This qualification is for managers in store operations wishing to extend their knowledge of the retail industry. Study for the qualification is carried out part-time whilst at work primarily through distance learning and can be completed in two calendar years. For more information, visit www.fdf.ac.uk

Licence to practise qualifications

Awards in Food Safety
level 2/3 - 14+ years old

Food safety is a compliance issue and these qualifications will ensure that your food handlers and their supervisors are trained and qualified to meet FSA requirements. Based on UK occupational standards developed by retailers, these one- or two-day courses meet the sector's expectations. For more information, visit www.cieh.org or www.rsph.org.uk

Getting into retail qualifications

Diploma in Retail Business
Foundation / Higher / Advanced
level 1/2/3 – 14+ years old

The Diploma in Retail Business comprises a number of qualifications. It launches in September 2010 and offers young people in full-time education an applied and practical programme alongside traditional academic qualifications such as GCSEs and A Levels. Learners will study retail from product sourcing through to sales and the key retail processes in between. The Diploma will raise the profile of retail as a career of choice and provide retail businesses with talented and skilled new recruits who have made an informed choice to work in the business of retail. Achievement of the level 3 qualification attracts UCAS tariff points.

For more information, visit www.diplomainretailbusiness.com

Diploma in Fashion Retail
level 2 – 16+ years old
level 3 – 17+ years old

This one year full-time qualification is available at two levels for aspiring young adults to study in a Further Education college. The Level 2 is designed to prepare students for entry to the fashion retail industry and the Level 3 is a combination of theory and practice together with a significant amount of work experience. Achievement of the level 3 qualification attracts UCAS tariff points.

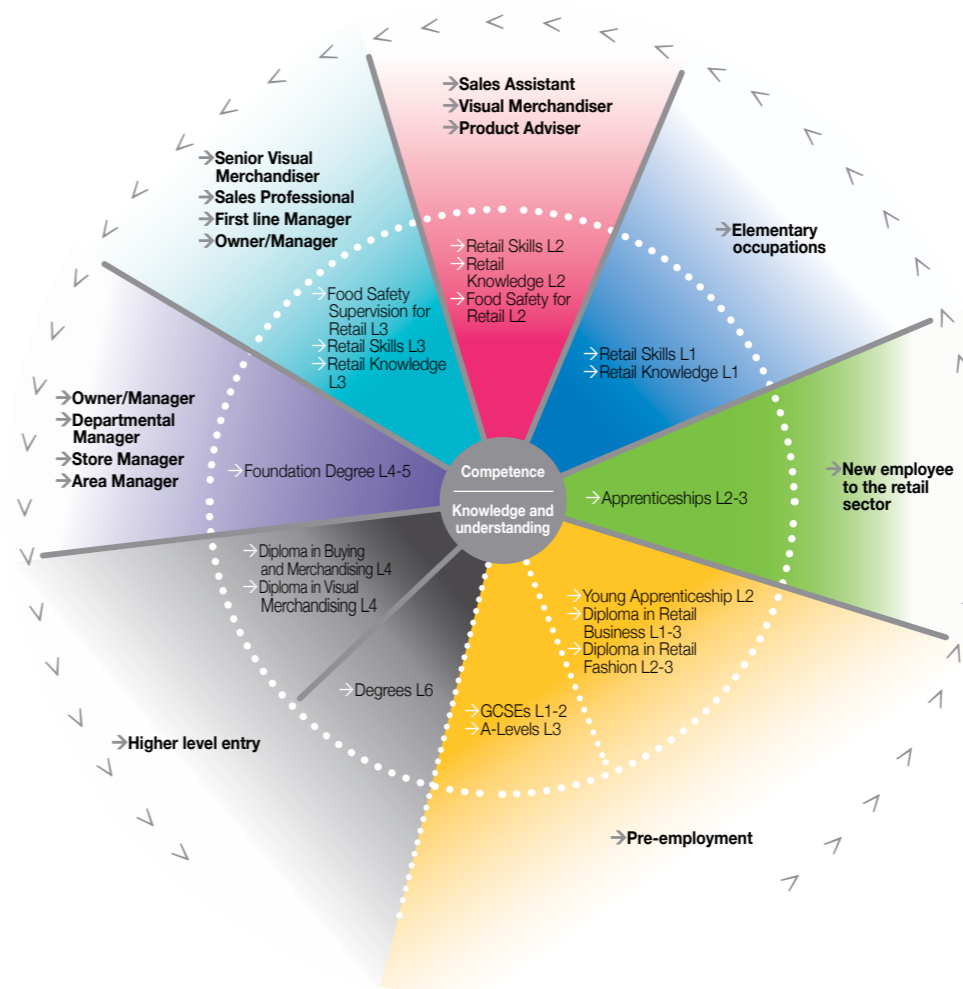
Diploma in Buying and Merchandising
level 4 – 18+ years old

This one year course is aimed at A Level or equivalent students who wish to study this specialist subject in order to gain employment in a buying office or progress onto a fashion degree. The focus of this course is on fashion buying and merchandising.

Diploma in Visual Merchandising
level 4 – 18+ years old

This one year course is aimed at A Level or equivalent students who wish to study this specialist subject in order to gain employment as part of a visual merchandising team or progress onto a fashion degree. Students will explore how visual merchandising is a key element of sales promotion and marketing.

Map of retail qualifications and job roles:



“ At Sainsbury's we have used retail qualifications to strengthen our training offer further, recognising our colleagues' achievements and skills, and supporting our business in being a great place to work ”

Gary Tovey,
Qualifications and Skills Manager,
Sainsbury's