

Qualification Specification

Level 4 Diploma in Retail Management

Version 3.0

(July 2019)

learning your way





This qualification specification covers the following qualifications:

Qualification Title	Qualification Number
Gateway Qualifications Level 4 Diploma In Retail Management	601/6738/5



About this qualification specification

This qualification specification is intended for Tutors, Assessors, Internal Quality Assurers, Centre Quality Managers and other staff within Gateway Qualifications recognised centres and/or prospective centres.

It sets out what is required of the learner in order to achieve the qualification. It also contains information specific to managing and delivering the qualification(s) including specific quality assurance requirements.

The guide should be read in conjunction with the Gateway Qualifications Centre Handbook and other publications available on the website which contain more detailed guidance on assessment and verification practice.

In order to offer this qualification, you must be a Gateway Qualifications recognised centre.

If your centre is not yet recognised, please contact our Development Team to discuss becoming Gateway Qualifications Recognised Centre:

Telephone: 01206 911211

Email:enquiries@gatewayqualifications.org.ukWebsite:www.gatewayqualifications.org.uk/recognition



Contents

Qualification Information5
1.1 About the qualifications
1.2 Objective
1.3 Key Facts
1.4 Funding5
1.5 Achievement methodology
1.6 Geographical Coverage6
1.7 Progression Opportunities
1.8 Relationship with other frameworks7
Learner Entry Requirements8
2.1 Age
2.2 Prior Qualifications or Units
2.3 Prior Skills/Knowledge/Understanding
2.4 Restrictions
2.5 Access to qualifications for learners with disabilities or specific needs
2.6 Additional Requirements/Guidance
2.7 Recruiting Learners with Integrity
Achieving the Qualification10
3.1 Qualification Structure (Rules of Combination and Unit List)
For information on Recognition of Prior Learning/Exempt and Equivalent units please see section 3.2 Recognition of Prior Learning (RPL)/Exemptions/Equivalencies
Gateway Qualifications Level 4 Diploma in Retail Management
3.2 Recognition of Prior Learning (RPL)
3.3 Links to other qualifications
Assessment and Quality Assurance
4.1 Method of Assessment
4.2 Assessment Materials
4.3 Qualification-Specific Centre Requirements
4.4 Qualification-Specific Tutor/Assessor Requirements
4.5 Qualification-Specific Quality Assurance Requirements
4.6 Additional Requirements/Guidance
What to do next
Gateway Qualifications

1. Qualification Information

1.1 About the qualifications

The qualifications have been approved by the Office of Qualifications and Examinations Regulation (Ofqual) that regulates qualifications, examinations and assessments in England.

The qualification was formerly part of the Higher Apprenticeship in Retail Management Apprenticeship Framework which is now withdrawn.

The level 4 qualification in Retail Management combine business and management skills with the specialist knowledge required by retail managers. Modules for teaching and assessment are designed to enhance knowledge and the ability to operate in this fast paced and rewarding environment.

1.2 Objective

The objective of the Gateway Qualifications Level 4 qualification is to confirm competence in an occupational role.

1.3 Key Facts

Qualification Title in full	Credit Value	Min and Max Guided Learning Hours
Gateway Qualifications Level 4 Diploma In Retail Management	40	180-215

1 credit is 10 hours of notional learning time. Learning time is defined as the time taken by learners at the level of the unit, on average, to complete the learning outcomes of the unit to the standard determined by the assessment criteria.

Guided Learning Hours is the number of hours of teacher-supervised or directed study time required to teach a qualification or unit of a qualification.

Some learners will be able to achieve these units in a shorter time, other learners, particularly those with additional support requirements will take much longer.

1.4 Funding

For information regarding potential sources of funding please visit the ESFA website.



1.5 Achievement methodology

The qualification will be awarded to learners who successfully achieve an approved combination of units through a Portfolio of Evidence that has been successfully verified and monitored through Gateway Qualifications' Quality Assurance process. Achievement is therefore determined by successful completion of unit assessment with no further requirement for additional/summative assessment.

1.6 Geographical Coverage

The qualification has been approved by Ofqual to be offered in England.



1.7 Progression Opportunities

Those completing the **Level 4 qualifications** could progress onto further related qualifications at higher level or within a specialist area.

1.8 Relationship with other frameworks

Relevant units within the qualification have been carefully developed according to the relevant standards as appropriate and/or in conjunction with Users of qualifications



2 Learner Entry Requirements

2.1 Age

The approved age range for these qualifications is: 18+.

2.2 Prior Qualifications or Units

There is no requirement for learners to have achieved prior qualifications or units.

2.3 Prior Skills/Knowledge/Understanding

There is no requirement for learners to have prior skills, knowledge or understanding. Employers are looking to attract apprentices who have a strong interest in a career in management.

2.4 Restrictions

There are no restrictions to entry.

2.5 Access to qualifications for learners with disabilities or specific needs

It is Gateway Qualifications' aim that there shall be equal opportunities within this organisation and in all the services it provides and within its recognised centres and via the services they provide and so meet the organisation's legal responsibilities to prevent discrimination.

In particular it is the organisation's intention that there should be no discrimination on the grounds of a protected characteristic including age, disability, gender assignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex, sexual orientation. It is acknowledged that this is not an exhaustive list.

Gateway Qualifications and recognised centres have a responsibility to ensure that the process of assessment is robust and fair and allows the learner to show what they know and can do without compromising the assessment criteria.

Details on how to make adjustments for learners is set out in the Reasonable Adjustment and Special Considerations Policy.

2.6 Additional Requirements/Guidance

There are no additional rules or guidance regarding learner entry requirements.



2.7 Recruiting Learners with Integrity

It is vital that centres recruit with integrity with regard to qualifications. Centres must ensure that learners have the correct information and advice on their selected qualification(s) and that the qualification(s) will meet their needs.

The recruitment process must include the centre assessing each potential learner and making justifiable and professional judgements about the learner's potential to successfully complete the assessment and achieve the qualification. Such an assessment must identify, where appropriate, the support that will be made available to the learner to facilitate access to the qualification(s).



3 Achieving the Qualification

3.1 Qualification Structure (Rules of Combination and Unit List)

The knowledge, skills and understanding that will be assessed as part of the qualification are set out within the unit specifications. These include the learning outcomes and associated assessment criteria. To obtain unit information, please contact Gateway Qualifications who will enable access to our unit library.

For information on Recognition of Prior Learning/Exempt and Equivalent units please see section **3.2 Recognition of Prior Learning (RPL)/Exemptions/Equivalencies**

Gateway Qualifications Level 4 Diploma in Retail Management

Learners must achieve a minimum of 40 credits. A minimum of 27 credits must be achieved at Level 4 or above, of which 20 credits must come from the units in the Mandatory Group M. The remaining 20 credits must come from Optional Group O with a maximum of 13 credits at Level 3.

Mandatory Units

Learners must achieve 20 credits from this group.

Unit Reference Number	Title	Level	Credit Value	GLH
A/504/9992	Manage customer service in retail	Level 4	10	40
L/504/9995	Retail management skills	Level 4	10	40

Optional Units

Learners must achieve a minimum of 20 credits from this group with a maximum of 13 credits at Level 3.

Unit Reference Number	Title	Level	Credit Value	GLH
F/502/1482	Graphics in the Retail Environment	Level 4	6	30
H/504/9999	Installing window displays for retail	Level 4	7	40
L/505/0001	In-store visual merchandising for successful retail	Level 4	6	30
Y/505/0003	Project management skills	Level 4	7	30
R/501/8389	Design Development, Creativity and Business Development	Level 4	6	40
T/502/1463	Independent Strategic Retail Management Project	Level 4	12	90
D/600/9690	Support individuals to develop and take responsibility for their performance	Level 4	4	20
F/600/9679	Address performance problems affecting team members	Level 4	3	20
L/600/9619	Manage risk in own area of responsibility	Level 4	4	25
T/600/9601	Provide leadership and direction for own area of responsibility	Level 4	5	30
A/504/3089	Using Digital Channels, Platforms and Social Networks to Deliver Marketing Communications -	Level 4	7	40



Unit Reference Number	Title	Level	Credit Value	GLH
	Advertising			
J/600/9702	Promote the use of technology within an organisation	Level 5	6	30
Y/600/9588	Develop and evaluate operational plans for own area of responsibility	Level 5	6	25
M/503/5720	Help customers to choose specialist products in a retail environment	Level 3	8	34
M/503/5734	Monitor and maintain health and safety in a retail environment	Level 3	13	60
A/503/5669	Audit stock levels and stock inventories in a retail environment	Level 3	6	28
H/503/5682	Organise and monitor the storage of stock in a retail environment	Level 3	6	27
D/503/5731	Contribute to the continuous improvement of retail operations within own area of responsibility	Level 3	10	47
H/503/5732	Manage the prevention of wastage and loss in a retail environment	Level 3	11	50
Y/503/9325	Social Networking Management for a Business	Level 3	7	38



3.2 Recognition of Prior Learning (RPL)

Recognition of prior learning is a process that considers if a learner can meet the specified assessment requirements through knowledge, understanding or skills that they already possess and that can contribute towards the attainment of a qualification for which they are undertaking.

Where Recognition of Prior Learning is permitted then the evidence must be mapped against the criteria for which it is being claimed for and be valid, authentic, sufficient, reliable, valid and current.

A maximum of 70% of a qualification can be achieved through the process of Recognition of Prior Learning, with at least 30% gained through new learning.

The process for claiming RPL is set out in the Gateway Qualifications' policy on Recognition of Prior Learning.

3.3 Links to other qualifications

There are no direct links with other qualifications.



4 Assessment and Quality Assurance

The following are in addition to the standard assessment and quality assurance requirements set out in the Gateway Qualifications Centre Handbook.

4.1 Method of Assessment

The method of assessment for the qualification(s) is through a portfolio of evidence.

Skills formation in the retail sector, as delivered through staff induction and ongoing training and development programmes, reflects the unique character and culture of the organisation. To this end, the assessment systems for this qualification should, where possible, be integrated with organisations' training and HR models for developing and recognising the knowledge and competence of their workforce.

4.2 Assessment Materials

There are no specific assessment materials provided for this qualification.

4.3 Qualification-Specific Centre Requirements

Centres must ensure that they have the appropriate resources in place when delivering performance units from vocational areas.

Assessment for competence-based units must always be carried out in a retail environment except where a Realistic Working Environment (as defined below) is permitted for simulation. Simulation is allowed only where:

- assessment criteria require the learner to respond to an emergency;
- a unit covers a limited selection of basic functions which need not involve interacting with customers;
- a unit originates from another SSC or SSB and the originator expressly allows simulation to be used for that unit.

A list of those units for which simulation is allowed is appended to this document.

Evidence generated from simulated activities will not be acceptable for any other unit.

Where simulation is used the sector requires that:

- Simulation must be undertaken in a Realistic Working Environment
- Realistic Working Environments must:

"provide an environment that replicates the key characteristics of the workplace in which the skill to be assessed is normally employed".

A Realistic Working Environment (for the purpose of simulated work activities) is regarded as one that replicates a real working environment. For example, a college shop



that operates on a commercial basis (i.e. it has a profit and loss account) is acceptable for retail environments but a shop laid out in a classroom environment is not. However, in order to prevent any barriers to achievement, simulated activity may be used for assessment purposes within a real working environment.

4.4 Qualification-Specific Tutor/Assessor Requirements

Tutor/Assessors must be fully qualified and experienced in the subject area in which they are delivering, details of which must be provided to Gateway Qualifications as part of the Qualification Approval application.

Peripatetic assessors must hold or be working towards the appropriate regulatory authority approved qualifications for assessment.

The services offered by the peripatetic assessor must complement the activity of a line manager or owner/manager and the competence of a candidate employed in the retail sector may not be confirmed without the participation of a line manager or owner/manager in the process. It is also requested that specific reference be made to auditing this provision, within external verification processes.

Occupational competence of assessors

Assessors in the retail sector should have an in-depth knowledge of, and be competent in performing, the occupational requirements of the generic competence-based units as well as any specialist units for which they do not use expert witness testimony.

This competence will have been acquired either in direct employment in the occupational role to which the unit relates, or in employment as a manager, supervisor or in-house trainer of employees carrying out the role.

It is unlikely that occupational competence will have been achieved in less than twelve months of employment as a retail assistant, or less than six months in a managerial position, but individuals with less experience could be considered as assessors if sufficiently occupationally competent.

All assessors, if not currently employed within a retail organisation, will need to prove they have a current working knowledge of the sector they are assessing. This can be demonstrated by maintaining records of evidence from occupational updating activities such as:

- Internal or external work experience
- Internal or external work shadowing opportunities

Other relevant CPD activities with the prior approval of Gateway Qualifications.

4.5 Qualification-Specific Quality Assurance Requirements

Internal quality assurers must hold or be working towards the appropriate regulatory authority approved qualifications for internal quality assurance.

The services offered by a peripatetic assessor must complement the activity of a line manager or owner/manager and the competence of a candidate employed in the retail



sector may not be confirmed without the participation of a line manager or owner/manager in the process. It is also requested that specific reference be made to auditing this provision, within internal quality assurance processes.

Internal Quality Assurers (or equivalent quality assurance experts) in the retail sector must have a current understanding of the structure, content and occupational requirements of the units that they are internally quality assuring. This understanding will have been acquired while working directly within the relevant occupational area in either an operational or a support function.

The level of understanding should be sufficient to allow the Internal Quality Assurance to judge whether the assessor has fully assessed learners against all the assessment criteria in the unit.

It is unlikely that a person could have gained this level of understanding in less than six months of being employed in the retail sector, but individuals with less experience could be considered as Internal Quality Assurers if they have the required level of understanding.

All internal quality assurers, if not currently employed within a retail organisation, will need to prove they have a current working knowledge of the sector they are verifying. This can be demonstrated by maintaining records of evidence from occupational updating activities such as:

- Internal or external work experience
- Internal or external work shadowing opportunities

Other relevant CPD activities with the prior approval of Gateway Qualifications.

4.6 Additional Requirements/Guidance

The role of supervisors and managers in the assessment process

Wherever possible, assessment should be conducted by supervisors and/or managers in a workplace environment. Where the skill or capability of these individuals is inadequate to deliver the requirements of the organisation or the quality infrastructure, services external to the work unit or organisation may be introduced (peripatetic assessors). If the candidate is employed in the retail sector, in no circumstances may a competence-based qualification for the retail sector be delivered without the involvement of the candidate's line manager or the owner/manager to confirm the candidate's competence.

Where in-store line managers carry out the assessment or internal verification roles, retail stores with the agreement of Gateway Qualifications may choose between:

a achieving the appropriate regulatory authority approved qualifications for assessment and internal verification

OR

b demonstrating that training and development activity undertaken by the employer to prepare, validate and review these assessment/verification roles, maps 100% to the National Occupational Standards on which these qualifications are based. The mapping process **must be agreed** by the Awarding Organisation as providing the equivalent level



of rigour and robustness as the achievement of the qualification.

The role of expert witnesses in the assessment process

There are a number of specialist sub-sectors in retail. Consequently the sector has competence-based units relating to specialisms such as bakery, beauty consultancy and visual merchandising. In many cases assessors will not have the requisite experience of these specialist areas. In these instances the assessor <u>must use</u> an expert witness to provide evidence in confirming to the candidate's competence.

An expert witness is an experienced peer of the candidate, or the candidate's line manager. The expert witness is not consulted as a professional assessor, but as someone who is expert in the occupation to be assessed. The assessor will make the final judgement.

A list is appended of those units for which expert witness testimony is required, should the assessor lack the necessary occupational competence.

Occupational competence of expert witnesses

Expert witnesses can be drawn from a wide range of people who can attest to performance in the workplace, including line managers and experienced colleagues from inside the candidate's organisation. Skillsmart Retail requires that expert witnesses have proven practical experience and knowledge relating to the content of the unit being assessed.

It is unlikely that someone could become an expert in their entire job role in less than six to twelve months of being employed in the retail sector. They could, however, very quickly become an expert in the content of a single unit if this was the focus of their job role. The assessor should make a judgement as to the level of expertise held by a potential expert witness and, where necessary, confirm this with a member of the store management team.



5 What to do next

For existing centres please contact your named Development Manager or Development Officer.

For organisations, not yet registered as Gateway Qualifications centre please contact:

Gateway Qualifications Gateway House 3 Tollgate Business Park COLCHESTER CO3 8AB

Tel: 01206 911211

Email: enquiries@gatewayqualifications.org.uk

6 Gateway Qualifications

Gateway Qualifications, a not for profit registered charity, is an Awarding Organisation based in Colchester, Essex.

We work with learning providers and industry experts to design and develop qualifications that benefit the learner and the employer.

We support flexible, responsive and quality assured learning opportunities whether it's in the classroom, at work, in the community or through distance learning.

We are recognised by Ofqual, to design, develop and submit qualifications to the Regulated Qualifications Framework (RQF).

Gateway Qualifications Gateway House 3 Tollgate Business Park Colchester CO3 8AB

01206 911211 enquiries@gatewayqualifications.org.uk www.gatewayqualifications.org.uk