

Abu Dhabi Centre for Technical and Vocational Education and Training

Retail Operations

Qualification title: Certificate Level 2 in Retail Operations

Qualification code: PQLD70020114

Qualification Structure

Qualification Type: Principal Qualification	Discipline: L	Sector: D70	Level: 2	No in series: 01	Year of approval: 14	
Credit value: 24 Credit hours		Certification requirement: 10 Core Units				
<b>Qualification aims</b>						
<p>The aim of the qualification is to prepare early school leavers that have not completed the minimum schooling to undertake practical workplace experience and perform very basic duties within a variety of retail environments. This qualification provides the skills and knowledge for an individual to be competent in a range of activities and functions requiring basic retail operational knowledge and limited practical skills in a defined context. Work would be undertaken in various retail store settings, such as specialty stores, supermarkets, department stores and retail outlets. Individuals may work with some autonomy or in a team but usually under close supervision.</p>						
<b>Qualification units</b>						
<b>Core units</b>						
Unit code:	Unit no:	Unit title:			Credit value	Level
OF450100212	1	<a href="#">Prepare portfolio of evidence</a>			3	1
LD700200614	2	<a href="#">Plan a career in the retail industry</a>			2	2
LD700200114	3	<a href="#">Apply safe work practices in a retail environment</a>			2	2
LD700200214	4	<a href="#">Interact with customers</a>			3	2
LD700200514	5	<a href="#">Communicate in the workplace to support team and customers</a>			3	2
LD700200914	6	<a href="#">Work effectively in a retail environment</a>			1	2
LD700200714	7	<a href="#">Advise on products</a>			1	2
LD700200414	8	<a href="#">Merchandise products</a>			1	2
LD700200314	9	<a href="#">Perform stock control procedures</a>			4	2
LD700200814	10	<a href="#">Coordinate a retail office</a>			4	2
<b>Specialist units</b>						
Unit code:	Unit no:	Unit title:			Credit value	Level
<b>Optional units</b>						
Unit code:	Unit no:	Unit title:			Credit value	Level
<b>Prerequisites</b>						
<b>Entry Requirements</b>			<b>Required skills and knowledge</b>			
No entry requirements of skills and knowledge ability			<ul style="list-style-type: none"> <li>• Basic numeracy.</li> <li>• IELTS equivalent of 2.5 is preferred.</li> </ul>			
<b>Qualification Pathways</b>						
This qualification			Pathways			

Certificate 2 in Retail Operations	Certificate 3 in Retail Operations	
<p>Level 2 Component Award in Retail Customer Service is open to candidates of either gender and there are no entry barriers on grounds of race, creed or previous academic attainment or learning.</p> <p>There should be equality of access for candidates and candidates must be enabled and supported to undertake this qualification.</p> <p>All institute staff involved in the assessment or delivery of these qualifications should understand learner's requirements and, through initial assessment, match them to the needs and capabilities before entering learners as candidates for this qualification.</p>		
Copyright and Ownership	Modification history	
Copyright of units, Intellectual Property Rights and ownership of the qualification will be owned by ACTVET.	Release No: 1	Previous Code:
	Comment:	New Code:
National Occupational Standards	UK and Australia	

Abu Dhabi Centre for Technical and Vocational Education and Training

Retail Services

Qualification title: Certificate Level 2 in Retail Operations

Qualification code: PQLD70020114

Qualification Overview

This qualification is suitable for	This qualification is suitable for early school leavers that have not completed minimum schooling to enter the workplace and perform very basic duties in an office environment.	
Target market	The target market for this qualification is for young and early school leavers with low skill or knowledge and no experience of work.	
Job related activities/tasks	The core components contain knowledge and skills in: Work effectively in a retail environment, apply safe work practices in a retail environment, team work, interact with customers, service delivery, stock control procedures, merchandising, advice on products, career planning in retail, and preparation of portfolio of evidence.	
Work context/conditions	This qualification is for any individual who is, or wishes to be, involved in the basic job functions in any retail organisation in any sector, or field.	
Example employers	Government organisations. Private sector employers.	
Example jobs	Related Occupations	
Retail Service Assistant Retail Supervisor Sales Representative Warehouse attendant	Hotel Customer Service Officer Display Designer Receptionist	
Employability	This qualification includes employability skills.	
Professional Association	International professional association such as Chartered Institute of Management.	

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Delivery and Assessment

<b>Mode of delivery</b>	
<p>Mode of delivery will be classroom or any other mode of delivery that meets the needs of the learner, ensuring learner has access to appropriate resources. It is strongly advised that learning and development of subject content and associated skills be referenced to real vocational situations in an office environment.</p>	
<b>Arrangements for learners with special assessment requirements</b>	
<p>Arrangements for learners with special assessment requirements may need to be adapted to meet;</p> <ul style="list-style-type: none"> <li>• language requirements</li> <li>• cultural or religious requirements</li> <li>• physical disabilities</li> <li>• particular learning needs.</li> </ul>	
<b>Trainer qualifications</b>	
<p>Training of learners will be by qualified Licensed Vocational Trainers who meet the requirements for employment in an ACTVET licensed institute and hold the required qualifications of Licensed Vocational Trainer (proposed). Licensed Vocational Trainers should be qualified and have recent experience of work in office environments. The trainer will comply with all licensing and accreditation requirements for an ACTVET Licensed Trainer.</p>	
<b>Training methods</b>	
<p>Licensed Vocational Trainers must use appropriate methods of training for classroom environment that reflects the vocational requirements of a workplace setting. Learning must be paced to meet the learner’s needs, preferred style of learning and is taught at a level where all learners comprehend the concepts trained.</p>	
<b>Assessment</b>	
<p>Assessment will be in classroom environment conducted by Assessors who meet the requirements for employment in an ACTVET licensed institute and hold the required qualifications of Licensed Vocational Assessor. Assessment methodology will be selected to utilise the most appropriate methods of assessment for the knowledge or skill involved and will be tailored to meet the requirements of the Unit Standards. Assessors must take into consideration any special assessment arrangements for learners to ensure learners are not disadvantaged in the assessment process.</p>	<p>Assessors must have:</p> <ul style="list-style-type: none"> <li>• licensed Vocational Assessor qualifications or similar</li> <li>• applied industrial experience</li> <li>• assessment practices that meet QFEmirates National Standards of assessment</li> <li>• regular professional development practices.</li> </ul>

<b>Assessment methods</b>	
<p>All assessment methods must use the appropriate assessment methods to assess knowledge and skill. There must be fair, valid, reliable, authentic and sufficient evidence for all assessment criteria.</p> <p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this qualification:</p> <ul style="list-style-type: none"> <li>• assessment of written reports summarising results of candidate skills assessment and selection outcomes</li> <li>• observation of techniques</li> <li>• direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate</li> <li>• oral or written questioning</li> <li>• review of authenticated documents from the workplace or training environment</li> <li>• review of testimony from team members, colleagues, supervisors, managers, clients or candidates.</li> </ul>	
Assessor decisions will make assessments that will be coded according to the following schedule:	Code to be inserted on record sheet
<p>Observation of the candidate by the assessor (Role play scenarios included)</p> <p><i>Examination of the evidence by the assessor:</i></p> <p>Examination of a product</p> <p>Examination of the witness/expert testimony</p> <p>Examination of a case history</p> <p>Examination of a personal statement</p> <p>Examination of written answers to questions</p> <p><i>Questioning of the candidate or witness by the assessor:</i></p> <p>Questioning of the candidate</p> <p>Questioning of the witness</p> <p>Professional Discussion</p> <p>Realistic working environment</p> <p>Simulation</p>	<p>O</p> <p>EP</p> <p>EWT</p> <p>ECH</p> <p>EPS</p> <p>EWQ</p> <p>QC</p> <p>QW</p> <p>PD</p> <p>RWE</p> <p>S</p>
<b>Verifier</b>	<b>Vocational verifiers must have</b>
<p>The Verifier will observe Assessors carrying out assessments, review assessment decisions from the evidence provided and hold meetings with the assessment team to ensure consistency in the use of paperwork and interpretation of the qualification's requirements. Verifiers will ensure that learner tracking of registration for qualifications, assessment decisions and achievement, are recorded and maintained accurately and timely and are open to scrutiny.</p>	<ul style="list-style-type: none"> <li>• verifier qualifications or similar</li> <li>• applied industrial experience</li> <li>• verification practices that meet NQEmirates National Standards of verification</li> <li>• regular professional development practices</li> <li>• ability to manage the learner's work environment for the verification process</li> <li>• ability to evidence standardisation processes.</li> </ul>

<b>Verification method</b>	
Assessment and verification process will conform to the following:	
<ul style="list-style-type: none"> <li>• Institute systems for learner, assessment and verification are unified.</li> <li>• Qualified Assessors must be used for all assessment.</li> <li>• Learner’s achievement is evidenced and recorded.</li> <li>• Learner is included in the assessment decision making process.</li> <li>• Assessment of learner’s achievement is evidenced by best practice.</li> <li>• Assessment takes into account diversity and language differences.</li> <li>• Assessment of learner’s achievement is tracked and recorded.</li> <li>• Learner will be able to compile their portfolio using their preferred technology.</li> <li>• Assessment uses valid, fair, authentic and reliable practice and reduces barriers to assessment.</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence collection makes efficient use of assessment opportunities and work production.</li> <li>• Licensed Vocational Verifiers must be used for all verifications.</li> <li>• Verification of learner’s achievement is evidenced by best practice.</li> <li>• Verification of learner’s achievement is tracked and recorded.</li> <li>• Standardisation of assessment and verification processes are evidenced</li> <li>• Evidence of sharing of learner, assessor and verifier best practice.</li> <li>• Evidence that complaints are addressed, recorded and solved effectively.</li> <li>• National Industry Sector Classification Code (SIC) to classify units and qualifications as per the guidance in the QFEmirates handbook.</li> </ul>
<b>Assessing and grading</b>	
<p>This qualification is a knowledge, skills and application qualification. Assessment should, where possible, take a holistic approach. Assessment in one unit can be used as the assessment for another, if the assessed piece of work covers the criteria in the units. Assessment must be accessible for learners and the process of assessment as simple as possible. Learners must demonstrate competence by producing a portfolio of evidence.</p> <p>This qualification is examined in two ways: assessment of performance and underpinning knowledge. All performance is assessed by an assessor against the performance criteria and recorded in the Cumulative Assessment Record. Competence recognises all qualification requirements have been achieved. Not yet competent means all requirements have been attempted but yet to be achieved, insufficient evidence means all requirements have not been attempted. Underpinning knowledge is examined that more than 80% of the predetermined marking criteria should be met.</p> <p>This qualification is internally assessed by qualified Assessors and verified by Qualified Internal and External Verifiers of Approved Provider status institutions. Simulations in assessment are not recommended will require prior approval from the External Verifier.</p>	
<b>Learner evidence</b>	
Learners must demonstrate knowledge and skill achievement in a presented portfolio.	

**Risk in assessment**

The learner's work environment needs proper management and risk management analyses. The following risks will be observed in the training, assessment and verification phases:

- health and safety
- stressing the learner
- inauthentic evidence/collation/unjustifiable support to the learner
- over-assessment
- potential of unfairness to the learner
- failing to meet assessment strategy of a qualification.

**Appeals procedure**

In the event that a learner judges that he is being unfairly considered in the assessment or verification process he has the right to appeal using the recognised appeals procedure and documentation (not included in this submission).

In the event that an assessor judges that he is being unfairly considered in the assessment or verification process he has the right to appeal using the recognised appeals procedure and documentation.

Abu Dhabi Centre for Technical and Vocational Education and Training

Retail Operations

Qualification title: Certificate Level 2 in Retail Operations

Qualification code: PQLD70020114

Unit: 1

Unit title: Prepare portfolio of evidence

Unit code: OF450100212

Business Administration

Level: 1

Credit value: 3

Notional learning hours: 45 hours

### Unit information

#### Unit description of content

This unit looks at identifying portfolio usage, the purpose, use and advantages of maintaining a current portfolio, types of evidence in a portfolio, collecting personal evidence and identifying gaps in the evidence in a portfolio and preparing personal records, personal details, educational achievement and work history for portfolio.

#### Information for learning and achievement

This unit is a knowledge, skill and application unit (KSA). Learners must attempt all aspects of the unit requirements and demonstrate achievement in all aspects of evidence requirements. It is strongly advised that learning and development of knowledge and associated skills be referenced to real vocational situations in the workplace. Evidence must be at the level required by the unit standard and all related criteria. Candidates must contribute to group work by playing a role of both individuals as well as team members in varied roles and parts in group activities. Groups must perform as a group but individuals within the group must perform different tasks to demonstrate achievement of evidence requirements.

#### Assessment strategy

Assessment of the evidence requirements, to confirm that learning outcomes have been met, is considered holistically where evidence in one unit or learning outcome may provide the evidence for other units and learning outcome.

This qualification is examined in two ways: assessment of underpinning knowledge and performance. Underpinning knowledge is examined so that more than 80% of the predetermined marking criteria must be met. Performance is assessed by an assessor in the workplace against the performance criteria and recorded in the Cumulative Assessment Record. 'Competent' recognises all unit criteria have been achieved. 'Not yet competent' means all criteria have been attempted but yet to be achieved, 'insufficient evidence' means not all criteria have been attempted.

This qualification is internally assessed by qualified Assessors and verified by Qualified Internal and External Verifiers of Approved Provider status institutions. Simulations in assessment are not recommended and will require prior approval from the External Verifier.

Assessment can include role play, scenario setting, use of drama, presentations, written material, notes, checklists, lists, statements, comparative charts, and diagrammes.

#### Recording and storing of learner achievement

Keep evidence of learners' work in the centre for up to one year.

Encourage learners to maintain learning logs and evidence of professional development.

Ensure learners maintain portfolios of work as evidence of achieving learning outcomes.

Abu Dhabi Centre for Technical and Vocational Education and Training  
Retail Operations  
Qualification title: Certificate Level 2 in Retail Operations  
Qualification code: PQLD70020114

Unit: 1  
Unit title: Prepare portfolio of evidence  
Unit code: OF450100212  
Business Administration

Level: 1	Credit value: 3	Notional learning hours: 45 hours
<b>Assessment criteria: Knowledge, skills and application (KSA)</b>		
<b>Learning outcomes</b>		
Learning outcome 1: Understand how to prepare a portfolio		
Performance criteria: 1.1. Purpose of a portfolio of evidence is explained. 1.2. Uses of a portfolio of evidence is described. 1.3. Maintaining and updating information are explained.		
Learning outcome 2: Understand how to identify types of evidence in a portfolio		
Performance criteria: 2.1. Evidence for a portfolio of evidence is identified. 2.2. Evidence for a personal portfolio of evidence is collected. 2.3. Gaps in evidence for personal portfolio of evidence are identified.		
Learning outcome 3: Be able to prepare personal records for a portfolio		
Performance criteria: 3.1. Personal details are written. 3.2. Educational details are written. 3.3. Work history details are written.		
<b>Evidence guideline</b>		
<ul style="list-style-type: none"> <li>• Formative evidence for this unit can be written, oral or diagrammatic, as directed for given situations.</li> <li>• Formative evidence ought to assist learners to learn and increase performance to reach summative assessment requirements.</li> <li>• Summative assessment is project based from real live work situations. Simulation is only permissible with the written approval of the Internal Verifier.</li> <li>• Learners should demonstrate not less than 80% of the requirements for the summative assessment.</li> <li>• Re submissions are permissible.</li> </ul>		
<b>Evidence requirements</b>		
<ol style="list-style-type: none"> <li>1. Learners prepare a portfolio and evidence with an example.</li> <li>2. Learners list different types of evidence and provide examples in the portfolio.</li> <li>3. Learners list personal, educational and work history details and provide examples in the portfolio.</li> <li>4. Learners review own work and identify performance improvement strategies.</li> </ol>		

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Unit: 1

Unit title: Prepare portfolio of evidence

Unit code: OF450100212

Business Administration

**Mapping of CoreLife Skills**

Learning outcomes	Performance Criteria	Collecting, analysing, organising and applying information in a given context	Communicating information, concepts and ideas	Initiating and organising self and activities, including motivation, exploration and creativity	Working with others in teams including leadership	Solving problems including using mathematical ideas and techniques	Applying information and communication technology	Participating in social and civic life including ethical practice
1	1.1			X				
	1.2			X				
	1.3			X				
2	2.1			X				
	2.2	X		X				
	2.3	X		X		X		
3	3.1	X		X				
	3.2	X		X				
	3.3	X		X				

Abu Dhabi Centre for Technical and Vocational Education and Training

Retail Operations

Qualification title: Certificate Level 2 in Retail Operations

Qualification code: PQLD70020114

Unit: 2

Unit title: Plan a career in the retail industry

Unit code: LD700200614

Retail Operations

Level: 2	Credit value: 2	Notional learning hours: 30 hours
<b>Unit information</b>		
<b>Unit description of content</b>		
<p>This unit describes the performance outcomes, skills and knowledge required to identify and document current skills and interests, and explore related retail career options. It also covers planning future skills development with the help of advisory personnel or experienced retail industry staff.</p>		
<b>Information for learning and achievement</b>		
<p>This unit is a knowledge, skill and application unit (KSA). Learners must attempt all aspects of the unit requirements and demonstrate achievement in all aspects of evidence requirements. It is strongly advised that learning and development of knowledge and associated skills be referenced to real vocational situations in the workplace. Evidence must be at the level required by the unit standard and all related criteria. Candidates must contribute to group work by playing a role of both individuals as well as team members in varied roles and parts in group activities. Groups must perform as a group but individuals within the group must perform different tasks to demonstrate achievement of evidence requirements.</p>		
<b>Assessment strategy</b>		
<p>Assessment of the evidence requirements, to confirm that learning outcomes have been met, is considered holistically where evidence in one unit or learning outcome may provide the evidence for other units and learning outcome.</p> <p>This qualification is examined in two ways: assessment of underpinning knowledge and performance. Underpinning knowledge is examined so that more than 80% of the predetermined marking criteria must be met. Performance is assessed by an assessor in the workplace against the performance criteria and recorded in the Cumulative Assessment Record. ‘Competent’ recognises all unit criteria have been achieved. ‘Not yet competent’ means all criteria have been attempted but yet to be achieved, ‘insufficient evidence’ means not all criteria have been attempted.</p> <p>This qualification is internally assessed by qualified Assessors and verified by Qualified Internal and External Verifiers of Approved Provider status institutions. Simulations in assessment are not recommended and will require prior approval from the External Verifier.</p> <p>Assessment can include role play, scenario setting, use of drama, presentations, written material, notes, checklists, lists, statements, comparative charts, and diagrammes.</p>		
<b>Recording and storing of learner achievement</b>		
<p>Keep evidence of learners’ work in the Centre for up to one year.</p> <p>Encourage learners to maintain learning logs and evidence of professional development.</p> <p>Ensure learners maintain portfolios of work as evidence of achieving learning outcomes.</p>		

Abu Dhabi Centre for Technical and Vocational Education and Training

Retail Operations

Qualification title: Certificate Level 2 in Retail Operations

Qualification code: PQLD70020114

Unit: 2

Unit title: Plan a career in the retail industry

Unit code: LD700200614

Retail Operations

Level: 2	Credit value: 2	Notional learning hours: 30 hours
<b>Assessment criteria: Knowledge, skills and application (KSA)</b>		
<b>Learning outcomes</b>		
Learning outcome 1: Be able to explore career opportunities and preferences		
Performance criteria: 1.1. Information is obtained and advice sought from experienced personnel to identify the nature of work and retail career options. 1.2. Education and training requirements for retail career options are explored. 1.3. Levels of personal aptitude in relation to a range of retail workplace tasks and responsibilities are evaluated. 1.4. Levels of personal interest in a range of retail career options are evaluated. 1.5. Optimum career preferences and related education and training requirements are documented.		
Learning outcome 2: Be able to identify skill development requirements.		
Performance criteria: 2.1. Opportunities for and stages of skill development for selected retail career preferences are identified. 2.2. Current personal skills and knowledge against competencies relevant to career preferences are evaluated and recorded to identify current stage of career development. 2.3. Results of assessment are discussed with experienced personnel and additional skill development requirements for career progression are identified. 2.4. Skill development options for selected career preferences are documented.		
Learning outcome 3: Be able to plan retail career progression		
Performance criteria: 3.1. Options for immediate and future skill development are reviewed and selected in consultation with experienced personnel. 3.2. Skill development options are selected and documented with timelines for progression. 3.3. Career planning documentation is collated and updated regularly with skill development evidence.		
<b>Evidence guideline</b>		
<ul style="list-style-type: none"><li>▪ Formative evidence for this unit can be written, oral or diagrammatic, as directed for given situations.</li><li>▪ Formative evidence ought to assist learners to learn and increase performance to reach summative assessment requirements.</li><li>▪ Summative assessment is project based from real live work situations. Simulation is only permissible with the written approval of the Internal Verifier.</li><li>▪ Learners should demonstrate not less than 80% of the requirements for the summative assessment.</li><li>▪ Re submissions are permissible.</li></ul>		

**Evidence requirements**

1. Learners explore career opportunities and preferences and evidence with a report on career options in retail and personal career interests.
2. Learners identify skill and knowledge development requirements and evidence with a report on current competencies, required competencies in preferred career options, and skills development requirements.
3. Learners plan retail career progression and evidence with an action plan and portfolio of career planning documentation.
4. Learners review own work and identify performance improvement strategies.

Abu Dhabi Centre for Technical and Vocational Education and Training

Retail Operations

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Unit: 2

Unit title: Plan a career in the retail industry

Unit code: LD700200614

Retail Operations

**Mapping of CoreLife Skills**

Elements	Performance Criteria	Collecting, analysing, organising and applying information in a given context	Communicating information, concepts and ideas	Initiating and organising self and activities, including motivation, exploration and creativity	Working with others in teams including leadership	Solving problems including using mathematical ideas and techniques	Applying information and communication technology	Participating in social and civic life including ethical practice
1	1.1	X	X	X	X		X	X
	1.2	X	X	X	X		X	X
	1.3	X	X	X	X		X	X
	1.4	X	X	X	X		X	X
	1.5	X	X	X	X		X	X
2	2.1	X	X	X	X	X	X	X
	2.2	X	X	X	X	X	X	X
	2.3	X	X	X	X	X	X	X
	2.4	X	X	X	X	X	X	X
	2.5	X	X	X	X	X	X	X
3	3.1	X	X	X	X	X	X	X
	3.2	X	X	X	X	X	X	X
	3.3	X	X	X	X	X	X	X

Abu Dhabi Centre for Technical and Vocational Education and Training

Retail Operations

Qualification title: Certificate Level 2 in Retail Operations

Qualification code: PQLD70020114

Unit: 3

Unit title: Apply safe work practices in a retail environment

Unit code: LD700200113

Retail Operations

Level: 2	Credit value: 2	Notional learning hours: 30 hours
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### Unit information

#### Unit description of content

This unit describes the performance outcomes, skills and knowledge required to apply safe work practices, including identifying and reporting faults and problems, according to work health and safety (WHS) legislation and store policies. It also covers procedures for emergency situations, evacuation, accident and illness. It encompasses the National Occupational Health and Safety guidelines for WHS.

#### Information for learning and achievement

This unit is a knowledge, skill and application unit (KSA). Learners must attempt all aspects of the unit requirements and demonstrate achievement in all aspects of evidence requirements. It is strongly advised that learning and development of knowledge and associated skills be referenced to real vocational situations in the workplace. Evidence must be at the level required by the unit standard and all related criteria. Candidates must contribute to group work by playing a role of both individuals as well as team members in varied roles and parts in group activities. Groups must perform as a group but individuals within the group must perform different tasks to demonstrate achievement of evidence requirements.

#### Assessment strategy

Assessment of the evidence requirements, to confirm that learning outcomes have been met, is considered holistically where evidence in one unit or learning outcome may provide the evidence for other units and learning outcome.

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Assessment can include role play, scenario setting, use of drama, presentations, written material, notes, checklists, lists, statements, comparative charts, and diagrammes.

#### Recording and storing of learner achievement

Keep evidence of learners' work in the centre for up to one year.

Encourage learners to maintain learning logs and evidence of professional development.

Ensure learners maintain portfolios of work as evidence of achieving learning outcomes.

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Unit: 3  
 Unit title: Apply safe work practices in a retail environment  
 Unit code: LD700200113  
 Retail Operations

Level: 2	Credit value: 2	Notional learning hours: 30 hours
<b>Assessment criteria: Knowledge, skills, and application (KSA)</b>		
<b>Learning outcomes</b>		
Learning outcome 1: Know how to identify safety procedures for a given situation in a retail environment		
Performance criteria: 1.1. Safe work procedures and practices are explained. 1.2. Hazards are identified in a retail environment. 1.3. First aid requirements and injuries are explained and reported for a given situation. 1.4. Evacuation requirements are explained for a given situation.		
Learning outcome 2: Be able to report an incident		
Performance criteria: 2.1. Emergency response team is identified for an incident in a given situation. 2.2. Emergency services contact process is described. 2.3. Actions are outlined in an emergency for a given situation.		
<b>Evidence guideline</b>		
<ul style="list-style-type: none"> <li>• Formative evidence for this unit can be written, oral or diagrammatic, as directed for given situations.</li> <li>• Formative evidence ought to assist learners to learn and increase performance to reach summative assessment requirements.</li> <li>• Summative assessment is project based from real live work situations. Simulation is only permissible with the written approval of the Internal Verifier.</li> <li>• Learners should demonstrate not less than 80% of the requirements for the summative assessment.</li> <li>• Re submissions are permissible.</li> </ul>		
<b>Evidence requirements</b>		
<ol style="list-style-type: none"> <li>1. Learners identify safety procedures for a given situation in a retail environment and evidence with an instruction to employees on safe work practices, hazards in the workplace, and first aid and evacuation procedures.</li> <li>2. Learners report an accident and evidence with an instruction on reporting accidents to employees.</li> <li>3. Learners review own work and identify performance improvement strategies.</li> </ol>		

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Unit: 3

Unit title: Apply safe work practices in a retail environment

Unit code: LD700200113

Retail Operations

**Mapping of CoreLife Skills**

Learning outcomes	Performance Criteria	Collecting, analysing, organising and applying information in a given context	Communicating information, concepts and ideas	Initiating and organising self and activities, including motivation, exploration and creativity	Working with others in teams including leadership	Solving problems including using mathematical ideas and techniques	Applying information and communication technology	Participating in social and civic life including ethical practice
1	1.1	X	X			X		
	1.2	X	X			X		
	1.3	X	X			X		
	1.4	X	X			X		
2	2.1	X	X		X	X		
	2.2	X	X			X		
	2.3	X	X			X		

Abu Dhabi Centre for Technical and Vocational Education and Training  
Retail Operations

Qualification title: Certificate Level 2 in Retail Operations

Qualification code: PQLD70020114

Unit: 4

Unit title: Interact with customers

Unit code: LD700200213

Retail Operations

Level: 2	Credit value: 3	Notional learning hours: 45 hours
<b>Unit Information</b>		
Unit description of content		
<p>This unit describes the performance outcomes, skills, knowledge and application required to deliver service to customers. It entails being able to communicate effectively with customers, personal presentation standards, respond to customer complaints, receive and process sales demands and identify and address special customer requirements</p>		
Information for learning and achievement		
<p>This unit is a knowledge, skill and application unit (KSA). Learners must attempt all aspects of the unit requirements and demonstrate achievement in all aspects of evidence requirements. It is strongly advised that learning and development of knowledge and associated skills be referenced to real vocational situations in the workplace. Evidence must be at the level required by the unit standard and all related criteria. Candidates must contribute to group work by playing a role of both individuals as well as team members in varied roles and parts in group activities. Groups must perform as a group but individuals within the group must perform different tasks to demonstrate achievement of evidence requirements.</p>		
Assessment strategy		
<p>Assessment of the evidence requirements, to confirm that learning outcomes have been met, is considered holistically where evidence in one unit or learning outcome may provide the evidence for other units and learning outcome.</p> <p>This qualification is examined in two ways: assessment of underpinning knowledge and performance. Underpinning knowledge is examined so that more than 80% of the predetermined marking criteria must be met. Performance is assessed by an assessor in the workplace against the performance criteria and recorded in the Cumulative Assessment Record. ‘Competent’ recognises all unit criteria have been achieved. ‘Not yet competent’ means all criteria have been attempted but yet to be achieved, ‘insufficient evidence’ means not all criteria have been attempted.</p> <p>This qualification is internally assessed by qualified Assessors and verified by Qualified Internal and External Verifiers of Approved Provider status institutions. Simulations in assessment are not recommended and will require prior approval from the External Verifier.</p> <p>Assessment can include role play, scenario setting, use of drama, presentations, written material, notes, checklists, lists, statements, comparative charts, and diagrammes.</p>		
<b>Recording and storing of learner achievement</b>		
<p>Keep evidence of learners’ work in the Centre for up to one year.</p> <p>Encourage learners to maintain learning logs and evidence of professional development.</p> <p>Ensure learners maintain portfolios of work as evidence of achieving learning outcomes.</p>		

Abu Dhabi Centre for Technical and Vocational Education and Training

Retail Operations

Qualification title: Certificate Level 2 in Retail Operations

Qualification code: PQLD70020114

Unit: 4

Unit title: Interact with customers

Unit code: LD700200213

Retail Operations

Level: 2

Credit value: 3

Notional learning hours: 45 hours

**Assessment criteria: Knowledge, skills and application (KSA)**

**Learning outcomes**

Learning outcome 1: Be able to deliver service to customers

Performance criteria:

- 1.1 Communication with customers and colleagues is conducted in a polite, professional and friendly manner and in accordance with store policy.
- 1.2 Customer needs and reasonable requests are met or referred to supervisor in accordance with store policy.
- 1.3 Customer details and information are recorded where necessary.
- 1.4 Possible problems are anticipated and identified and appropriate action is taken to minimise the effects on customer satisfaction.
- 1.5 Opportunities to deliver additional levels of service beyond the customer's immediate request are identified and acted upon.
- 1.6 Customer contact is maintained until sale is completed in accordance with store policy
- 1.7 Customer is appropriately and courteously welcomed and fare-welled in accordance with store policy.
- 1.8 Verbal and non-verbal communication is used to develop rapport with customers during service delivery.
- 1.9 Repeat customer patronage is encouraged by offering special store services or products in accordance with store policy.
- 1.10 Customer returns or refunds are processed in a courteous manner and in accordance with store policy.

Learning outcome 2: Be able to respond to customer complaints

Performance criteria:

- 2.1 A courteous, positive and helpful attitude is exhibited towards customers that is in line with store policy when handling customer complaints.
- 2.2 Complaints are handled sensitively and with discretion.
- 2.3 Nature of a customer's complaint is identified and confirmed by using active listening and questioning.
- 2.4 Action to resolve a complaint to the customer's satisfaction is taken wherever possible.
- 2.5 Unresolved customer complaints or dissatisfaction are promptly referred to the supervisor.
- 2.6 Opportunity to turn incidents of customer dissatisfaction into a demonstration of high-quality service to customers is taken.
- 2.7 Documentation regarding customer dissatisfaction or complaints is completed accurately and legibly.
- 2.8 Follow-up action is taken as necessary to ensure customer satisfaction.

<b>Learning outcome 3: Be able to receive and process sales</b>
<p>Performance criteria:</p> <p>3.1 Customer's details and information are accurately recorded.</p> <p>3.2 Customers are promptly referred to the appropriate area to receive and process sales.</p> <p>3.3 Customers are provided with information in a clear and concise manner.</p> <p>3.4 Sales orders are processed, recorded and acted upon in accordance with store policy.</p>
<b>Learning outcome 4: Be able to identify special customer requirements</b>
<p>Performance criteria:</p> <p>4.1 Customers with special needs or requirements are promptly identified by observation and questioning.</p> <p>4.2 Willingness to assist is conveyed verbally and non-verbally.</p> <p>4.3 Customer's service needs are promptly redirected as required.</p>
<b>Evidence guideline</b>
<ul style="list-style-type: none"> <li>▪ Formative evidence for this unit can be written, oral or diagrammatic, as directed for given situations.</li> <li>▪ Formative evidence ought to assist learners to learn and increase performance to reach summative assessment requirements.</li> <li>▪ Summative assessment is project based from real live work situations. Simulation is only permissible with the written approval of the Internal Verifier.</li> <li>▪ Learners should demonstrate not less than 80% of the requirements for the summative assessment.</li> <li>▪ Re submissions are permissible.</li> </ul>
<b>Evidence requirements</b>
<ol style="list-style-type: none"> <li>1. Learners deliver customer service and evidence with a report on customer interactions and service delivery.</li> <li>2. Learners respond to customer complaints and evidence with a report on complaints filed and actions taken.</li> <li>3. Learners receive and process sales and evidence with a report on sales orders and follow up.</li> <li>4. Learners identify special customer requirements and evidence with a report on special customer requirements.</li> <li>5. Learners review own work and identify performance improvement strategies.</li> </ol>

Abu Dhabi Centre for Technical Vocational Education and Training  
Retail Operations  
Qualification title: Certificate Level 2 in Retail Operations  
Qualification code: PQLD70020114

Unit: 4  
Unit title: Interact with customers  
Unit code: LD700200213  
Retail Operations

**Mapping of CoreLife Skills**

Learning outcomes	Performance Criteria	Collecting, analysing, organising and applying information in a given context	Communicating information, concepts and ideas	Initiating and organising self and activities, including motivation, exploration and creativity	Working with others in teams including leadership	Solving problems including using mathematical ideas and techniques	Applying information and communication technology	Participating in social and civic life including ethical practice
1	1.1	X	X	X				
	1.2	X	X	X	X	X	X	
	1.3	X	X	X	X			
	1.4	X	X	X	X	X		
	1.5	X	X	X	X	X		
	1.6	X	X	X	X			
	1.7	X	X	X	X			
	1.8	X	X	X	X			
	1.9	X	X	X		X		
	1.10	X	X	X	X	X		
2	2.1	X	X	X	X	X		
	2.2	X	X	X	X	X		
	2.3	X	X	X	X	X		
	2.4		X	X	X	X		
	2.5	X	X	X	X	X		
	2.6		X	X	X	X		
	2.7	X	X	X	X			
	2.8	X	X	X	X	X		
3	3.1	X	X	X	X			
	3.2	X	X	X	X			
	3.3	X	X	X	X			
	3.4	X	X	X				
4	4.1	X	X	X	X	X		X
	4.2		X	X				
	4.3	X	X	X	X			

Abu Dhabi Centre for Technical and Vocational Education and Training  
Retail Operations  
Qualification title: Certificate Level 2 in Retail Operations  
Qualification code: PQLD70020114

Unit: 5  
Unit title: Communicate in the workplace to support team and customers  
Unit code: LD700200514  
Retail Operations

Level: 2	Credit value: 3	Notional learning hours: 45 hours
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**Unit information**

**Unit description of content**

This unit describes the performance outcomes, skills and knowledge required for effective communication with customers and other staff in the workplace. It involves establishing contact with customers, processing information, working in a team, maintaining personal presentation, following routine instructions, and reading and interpreting retail documents.

The unit covers the ability to select and use verbal and non-verbal communication techniques to interact with colleagues and customers in a positive and inclusive manner, and to interpret and generate workplace information in a variety of formats.

**Information for learning and achievement**

This unit is a knowledge, skill and application unit (KSA). Learners must attempt all aspects of the unit requirements and demonstrate achievement in all aspects of evidence requirements. It is strongly advised that learning and development of knowledge and associated skills be referenced to real vocational situations in the workplace. Evidence must be at the level required by the unit standard and all related criteria. Candidates must contribute to group work by playing a role of both individuals as well as team members in varied roles and parts in group activities. Groups must perform as a group but individuals within the group must perform different tasks to demonstrate achievement of evidence requirements.

**Assessment strategy**

Assessment of the evidence requirements, to confirm that learning outcomes have been met, is considered holistically where evidence in one unit or learning outcome may provide the evidence for other units and learning outcome.

This qualification is examined in two ways: assessment of underpinning knowledge and performance. Underpinning knowledge is examined so that more than 80% of the predetermined marking criteria must be met. Performance is assessed by an assessor in the workplace against the performance criteria and recorded in the Cumulative Assessment Record. ‘Competent’ recognises all unit criteria have been achieved. ‘Not yet competent’ means all criteria have been attempted but yet to be achieved, ‘insufficient evidence’ means not all criteria have been attempted.

This qualification is internally assessed by qualified Assessors and verified by Qualified Internal and External Verifiers of Approved Provider status institutions. Simulations in assessment are not recommended and will require prior approval from the External Verifier.

Assessment can include role play, scenario setting, use of drama, presentations, written material, notes, checklists, lists, statements, comparative charts, and diagrammes.

<b>Recording and storing of learner achievement</b>
Keep evidence of learners' work in the Centre for up to one year. Encourage learners to maintain learning logs and evidence of professional development. Ensure learners maintain portfolios of work as evidence of achieving learning outcomes.

Abu Dhabi Centre for Technical and Vocational Education and Training  
 Retail Operations  
 Qualification title: Certificate Level 2 in Retail Operations  
 Qualification code: PQLD70020114

Unit: 5  
 Unit title: Communicate in the workplace to support team and customers  
 Unit code: LD700200514  
 Retail Operations

Level: 2	Credit value: 3	Notional learning hours: 45 hours
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**Assessment criteria: Knowledge, skills and application (KSA)**

**Learning outcomes**

Learning outcome 1: Be able to communicate face-to-face with customers.

Performance criteria:

- 1.1. A welcoming customer environment is maintained that reflects store branding and market position and is in line with store policy and procedures.
- 1.2. Customers are greeted warmly and in accordance with store policy and procedures.
- 1.3. An effective service environment is created through verbal and non-verbal interaction according to store policy and procedures.
- 1.4. Questioning and active listening are used to determine customer needs.
- 1.5. Confidentiality and tact is used.

Learning outcome 2: Be able to use technology to communicate with customers.

Performance criteria:

- 2.1. Telephone calls are answered in accordance with store procedures.
- 2.2. Questioning and active listening are used to identify caller and establish and confirm requirements.
- 2.3. Email, social networking sites and other technologies are used to receive and process information and customer requests in line with store policy and procedures.
- 2.4. Messages and information are recorded and promptly passed on.
- 2.5. Customers are promptly informed of any problems and relevant action being taken
- 2.6. Actions are followed up as necessary.

Learning outcome 3:

Be able to communicate with customers and colleagues from diverse backgrounds

Performance criteria:

- 3.1. Customers and colleagues from diverse backgrounds are valued and treated with respect.
- 3.2. Cultural differences are considered in verbal and non-verbal communication.
- 3.3. Assistance to facilitate communication is obtained from colleagues or supervisor when required.

<b>Learning outcome 4: Be able to work in a team</b>
<p>Performance criteria:</p> <p>4.1. A courteous and helpful manner is demonstrated at all times.</p> <p>4.2. Allocated tasks are completed willingly, according to set timeframes.</p> <p>4.3. Assistance is actively sought or provided by approaching other team members when difficulties arise.</p> <p>4.4. Lines of communication are identified and used with supervisors and peers in accordance with store policy.</p> <p>4.5. Constructive feedback provided by other team members is encouraged, acknowledged and acted upon.</p> <p>4.6. Questioning is used to minimise understanding.</p> <p>4.7. Signs of potential workplace conflict are identified wherever possible and action taken to resolve the situation using open and respectful communication.</p>
<b>Learning outcome 5: Be able to read and interpret retail information</b>
<p>Performance criteria:</p> <p>5.1. A range of retail documents are identified and listed.</p> <p>5.2. Information from a range of retail documents is read and interpreted.</p> <p>5.3. Appropriate application of information contained in retail information is demonstrated.</p>
<b>Evidence guideline</b>
<ul style="list-style-type: none"> <li>• Formative evidence for this unit can be written, oral or diagrammatic, as directed for given situations.</li> <li>• Formative evidence ought to assist learners to learn and increase performance to reach summative assessment requirements.</li> <li>• Summative assessment is project based from real live work situations. Simulation is only permissible with the written approval of the Internal Verifier.</li> <li>• Learners should demonstrate no less than 80% of the requirements for the summative assessment.</li> <li>• Re submissions are permissible.</li> </ul>
<b>Evidence requirements</b>
<ol style="list-style-type: none"> <li>1. Learners communicate face to face with customers and evidence with a report on face to face communication with customers.</li> <li>2. Learners use technology to communicate with customers and evidence with a report on different types of technology and examples of usage in communication with customers.</li> <li>3. Learners communicate with customers and colleagues from different backgrounds and evidence with a report on diversity and communication.</li> <li>4. Learners work in a team and evidence with a report on communication, participation in and contribution to a team.</li> <li>5. Learners read and interpret retail information and evidence with a report on information sources and application in the workplace.</li> <li>6. Learners review own work and identify performance improvement strategies</li> </ol>

Abu Dhabi Centre for Technical and Vocational Education and Training  
Retail Operations  
Qualification title: Certificate Level 2 in Retail Operations  
Qualification code: PQLD70020114

Unit: 5  
Unit title: Communicate in the workplace to support team and customers  
Unit code: LD700200514  
Retail Operations

**Mapping of CoreLife Skills**

Elements	Performance Criteria	Collecting, analysing, organising and applying information in a given context	Communicating information, concepts and ideas	Initiating and organising self and activities, including motivation, exploration and creativity	Working with others in teams including leadership	Solving problems including using mathematical ideas and techniques	Applying information and communication technology	Participating in social and civic life including ethical practice
1	1.1		X	X	X			X
	1.2		X	X	X			X
	1.3		X	X	X			X
	1.4		X	X	X			X
	1.5		X	X	X	X		X
2	2.1	X	X	X	X	X	X	X
	2.2	X	X	X	X	X	X	X
	2.3	X	X	X	X	X	X	X
	2.4	X	X	X	X	X	X	X
	2.5	X	X	X	X	X	X	X
	2.6	X	X	X	X	X	X	X
3	3.1	X	X	X	X	X		X
	3.2	X	X	X	X	X		X
	3.3	X	X	X	X	X		X
4	4.1	X	X	X	X	X		X
	4.2	X	X	X	X	X		X
	4.3	X	X	X	X	X		X
	4.4	X	X	X	X	X		X
	4.5	X	X	X	X	X		X
	4.6	X	X	X	X	X		X
	4.7	X	X	X	X	X		X
	4.8	X	X	X	X	X		X
5	5.1	X					X	
	5.2	X					X	
	5.3	X					X	

Abu Dhabi Centre for Technical and Vocational Education and Training  
Retail Operations  
Qualification title: Certificate Level 2 in Retail Operations  
Qualification code: PQLD70020114

Unit: 6  
Unit title: Work effectively in a retail environment  
Unit code: LD700200914  
Retail Operations

Level: 2	Credit value: 1	Notional learning hours: 15 hours
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**Unit information**

**Unit description of content**

This unit deals with performance outcomes, skills and knowledge required to work effectively in a retail environment. It involves an understanding of workplace policies and procedures, including government legislation. It also covers the organizational structure and the structure of the sector. It addresses the roles and responsibilities of the employer and the employees, as well as relationships and communication in the retail environment.

**Information for learning and achievement**

This unit is a knowledge, skill and application unit (KSA) Learners must attempt all aspects of the unit requirements and demonstrate achievement in all aspects of evidence requirements. It is strongly advised that learning and development of knowledge and associated skills be referenced to real vocational situations in the workplace. Evidence must be at the level required by the unit standard and all related criteria. Candidates must contribute to group work by playing a role of both individuals as well as team members in varied roles and parts in group activities. Groups must perform as a group but individuals within the group must perform different tasks to demonstrate achievement of evidence requirements.

**Assessment strategy**

Assessment of the evidence requirements, to confirm that learning outcomes have been met, is considered holistically where evidence in one unit or learning outcome may provide the evidence for other units and learning outcome.

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Assessment can include role play, scenario setting, use of drama, presentations, written material, notes, checklists, lists, statements, comparative charts, and diagrammes.

**Recording and storing of learner achievement**

Keep evidence of learners’ work in the Centre for up to one year.  
Encourage learners to maintain learning logs and evidence of professional development.  
Ensure learners maintain portfolios of work as evidence of achieving learning outcomes.

Abu Dhabi Centre for Technical and Vocational Education and Training  
Retail Operations  
Qualification title: Certificate Level 2 in Retail Operations  
Qualification code: PQLD70020114

Unit: 6  
Unit title: Work effectively in a retail environment  
Unit code: LD700200914  
Retail Operations

Level: 2	Credit value: 1	Notional learning hours: 15 hours
<b>Assessment criteria: Knowledge, skills and application (KSA)</b>		
<b>Learning outcomes</b>		
Learning outcome 1: Be able to act responsibly		
Performance criteria: 1.1. Shift availability or notification for non-attendance for shift is communicated according to set time frames and store policies and procedures. 1.2. Staff rosters are interpreted accurately. 1.3. Organisational culture is recognised and described.		
Learning outcome 2: Be able to act in a non-discriminatory manner		
Performance criteria: 2.1. Non-discriminatory attitudes are displayed when interacting with customers, staff or management. 2.2. Non-discriminatory language is used.		
Learning outcome 3: Be able to develop retail industry knowledge		
Performance criteria: 3.1. Sources of information on the retail industry are identified and accessed. 3.2. Information is obtained to assist with effective work performance and career planning within the retail industry. 3.3. Roles and responsibilities of employer and employee are identified and understood within the context of the organizational structure.		
Learning outcome 4: Be able to maintain personal presentation		
Performance criteria: 4.1. Personal dress is presented and maintained at all times in a neat and tidy manner according to store policies and procedures. 4.2. Personal hygiene procedures are maintained at all times according to store policies.		
Learning outcome 5: Be able to follow routine instructions		
Performance criteria: 5.1. Instructions are received and acted upon. 5.2. Effective questioning is used to elicit information. 5.3. Workplace information relevant to a particular task is assessed, comprehended, and acted upon. 5.4. Daily work routine is planned and organized within the scope of the job role. 5.5. Tasks are prioritised and completed according to required time frames.		

**Evidence guideline**

- Formative evidence for this unit can be written, oral or diagrammatic, as directed for given situations.
- Formative evidence ought to assist learners to learn and increase performance to reach summative assessment requirements.
- Summative assessment is project based from real live work situations. Simulation is only permissible with the written approval of the Internal Verifier.
- Learners should demonstrate no less than 80% of the requirements for the summative assessment.
- Re submissions are permissible.

**Evidence requirements**

1. Learners act responsibly and evidence with a report on organizational culture, policies and procedures and a reflection on own behaviour.
2. Learners act in a non-discriminatory way and evidence with a report on non-discriminatory behaviour, attitude and language.
3. Learners develop retail industry knowledge and evidence with a report on sources of information on the retail industry.
4. Learners maintain personal presentation and evidence with a report on personal dress and hygiene procedures.
5. Learners follow routine instructions and evidence with a report on instructions received, questions asked, information sources accessed and tasks completed.
6. Learners review own work and identify performance improvement strategies.

Abu Dhabi Centre for Technical and Vocational Education and Training  
Retail Operations  
Qualification title: Certificate Level 2 in Retail Operations  
Qualification code: PQLD70020114

Unit: 6  
Unit title: Work effectively in a retail environment  
Unit code: LD700200914  
Retail Operations

**Mapping of CoreLife Skills**

Elements	Performance Criteria	Collecting, analysing, organising and applying information in a given context	Communicating information, concepts and ideas	Initiating and organising self and activities, including motivation, exploration and creativity	Working with others in teams including leadership	Solving problems including using mathematical ideas and techniques	Applying information and communication technology	Participating in social and civic life including ethical practice
1	1.1	X		X	X			X
	1.2	X		X	X			X
	1.3	X		X	X			X
2	2.1	X		X	X			X
	2.2	X		X	X			X
3	3.1	X			X		X	X
	3.2	X			X		X	X
	3.3	X			X		X	X
4	4.1	X		X	X			X
	4.2	X		X	X			X
5	5.1	X	X	X	X			X
	5.2	X	X	X	X	X		X
	5.3	X	X	X	X			X
	5.4	X	X	X	X			X
	5.5	X	X	X	X			X

Abu Dhabi Centre for Technical and Vocational Education and Training  
Retail Operations  
Qualification title: Certificate Level 2 in Retail Operations  
Qualification code: PQLD70020114

Unit: 7  
Unit title: Advise on products  
Unit code: LD700200714  
Retail Operations

Level: 2	Credit value: 1	Notional learning hours: 15 hours
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**Unit information**

**Unit description of content**

This unit describes the performance outcomes, skills and knowledge required to apply a depth of specialist or general product knowledge and a need for experience and skill in offering advice to customers. It deals with developing and recommending specialised products and services.

**Information for learning and achievement**

This unit is a knowledge, skill and application unit (KSA). Learners must attempt all aspects of the unit requirements and demonstrate achievement in all aspects of evidence requirements. It is strongly advised that learning and development of knowledge and associated skills be referenced to real vocational situations in the workplace. Evidence must be at the level required by the unit standard and all related criteria. Candidates must contribute to group work by playing a role of both individuals as well as team members in varied roles and parts in group activities. Groups must perform as a group but individuals within the group must perform different tasks to demonstrate achievement of evidence requirements.

**Assessment strategy**

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**Recording and storing of learner achievement**

Keep evidence of learners’ work in the Centre for up to one year.  
Encourage learners to maintain learning logs and evidence of professional development.  
Ensure learners maintain portfolios of work as evidence of achieving learning outcomes.

Abu Dhabi Centre for Technical and Vocational Education and Training

Retail Operations

Qualification title: Certificate Level 2 in Retail Operations

Qualification code: PQLD70020114

Unit: 7

Unit title: Advise on products

Unit code: LD700200714

Retail Operations

Level: 2

Credit value: 1

Notional learning hours: 15 hours

**Assessment criteria: Knowledge, skills and application (KSA)**

**Learning outcomes**

Learning outcome 1: Be able to develop product and service knowledge.

Performance criteria:

- 1.1. Product knowledge is developed and maintained according to store policy and legislative requirements.
- 1.2. Product knowledge is conveyed to other staff as required.
- 1.3. Comparisons between competitors' products, services and pricing structures are researched and applied.

Learning outcome 2: Be able to recommend specialised products or services.

Performance criteria:

- 2.1. Merchandise is evaluated in accordance with customer requirements.
- 2.2. Features and benefits of products and services are demonstrated to customer to create a buying environment.
- 2.3. Detailed specialised knowledge of products is applied to provide accurate advice to customers.
- 2.4. Own practice is reviewed and required action to improve undertaken.

**Evidence guideline**

- Formative evidence for this unit can be written, oral or diagrammatic, as directed for given situations.
- Formative evidence ought to assist learners to learn and increase performance to reach summative assessment requirements.
- Summative assessment is project based from real live work situations. Simulation is only permissible with the written approval of the Internal Verifier.
- Learners should demonstrate no less than 80% of the requirements for the summative assessment.
- Re submissions are permissible.

**Evidence requirements**

1. Learners develop product and service knowledge and evidence with a report on product and service knowledge in own workplace and comparison with competitors.
2. Learners recommend products or services and evidence with a report on customer requirements and advice provided.
3. Learners review own work and identify performance improvement strategies.

Abu Dhabi Centre for Technical and Vocational Education and Training  
 Retail Operations  
 Qualification title: Certificate Level 2 in Retail Operations  
 Qualification code: PQLD70020114

Unit: 7  
 Unit title: Advise on products  
 Unit code: LD700200714  
 Retail Operations

**Mapping of CoreLife Skills**

Learning outcomes	Performance Criteria	Collecting, analysing, organising and applying information in a given context	Communicating information, concepts and ideas	Initiating and organising self and activities, including motivation, exploration and creativity	Working with others in teams including leadership	Solving problems including using mathematical ideas and techniques	Applying information and communication technology	Participating in social and civic life including ethical practice
1	1.1	X					X	
	1.2	X	X	X	X		X	X
	1.3	X	X	X			X	
2	2.1	X	X	X	X	X	X	X
	2.2	X	X	X	X	X	X	X
	2.3	X	X	X	X	X	X	X
	2.4	X	X	X	X	X		X

Abu Dhabi Centre for Technical and Vocational Education and Training  
Retail Operations  
Qualification title: Certificate Level 2 in Retail Operations  
Qualification code: PQLD70020114

Unit: 8  
Unit title: Merchandise products  
Unit code: LD70020041  
Retail Operations

Level: 2	Credit value: 1	Notional learning hours: 15 hours
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**Unit information**

**Unit description of content**

This unit describes the performance outcomes, skills and knowledge required to merchandise products within a retail store. It involves the consistent application of store policies and procedures in regard to displaying, merchandising, ticketing, labeling, pricing and storing stock. It also includes the application of correct manual handling, storage and display techniques according to stock characteristics, industry codes of practice and relevant legislation.

**Information for learning and achievement**

This unit is a knowledge, skill and application unit (KSA). Learners must attempt all aspects of the unit requirements and demonstrate achievement in all aspects of evidence requirements. It is strongly advised that learning and development of knowledge and associated skills be referenced to real vocational situations in the workplace. Evidence must be at the level required by the unit standard and all related criteria. Candidates must contribute to group work by playing a role of both individuals as well as team members in varied roles and parts in group activities. Groups must perform as a group but individuals within the group must perform different tasks to demonstrate achievement of evidence requirements.

**Assessment strategy**

Assessment of the evidence requirements, to confirm that learning outcomes have been met, is considered holistically where evidence in one unit or learning outcome may provide the evidence for other units and learning outcome.

This qualification is examined in two ways: assessment of underpinning knowledge and performance. Underpinning knowledge is examined so that more than 80% of the predetermined marking criteria must be met. Performance is assessed by an assessor in the workplace against the performance criteria and recorded in the Cumulative Assessment Record. ‘Competent’ recognises all unit criteria have been achieved. ‘Not yet competent’ means all criteria have been attempted but yet to be achieved, ‘insufficient evidence’ means not all criteria have been attempted.

This qualification is internally assessed by qualified Assessors and verified by Qualified Internal and External Verifiers of Approved Provider status institutions. Simulations in assessment are not recommended and will require prior approval from the External Verifier.

Assessment can include role play, scenario setting, use of drama, presentations, written material, notes, checklists, lists, statements, comparative charts, and diagrammes.

**Recording and storing of learner achievement**

Keep evidence of learners’ work in the Centre for up to one year.  
Encourage learners to maintain learning logs and evidence of professional development.  
Ensure learners maintain portfolios of work as evidence of achieving learning outcomes.

Abu Dhabi Centre for Technical and Vocational Education and Training  
Retail Operations  
Qualification title: Certificate Level 2 in Retail Operations  
Qualification code: PQLD70020114

Unit: 8  
Unit title: Merchandise products  
Unit code: LD70020041  
Retail Operations

Level: 2	Credit value: 1	Notional learning hours: 15 hours
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**Assessment criteria: Knowledge, skills and application (KSA)**

**Learning outcomes**

Learning outcome 1: Prepare and apply labels and tickets

Performance criteria:

- 1.1. Tickets are prepared using electronic equipment or neatly by hand according to design specifications and store procedures.
- 1.2. Labels and tickets for window, wall or floor displays are prepared according to store policy.
- 1.3. Soiled, damaged, illegible or incorrect labels and tickets are identified and action to correct same is taken in accordance with store procedures.
- 1.4. Electronic ticketing and labeling equipment is used, maintained and stored according to manufacturer's instructions and store procedures.
- 1.5. Labels and tickets are placed visibly and correctly on merchandise.
- 1.6. Own merchandising practice is reflected on and improvements made.

Learning outcome 2: Maintain merchandising displays

Performance criteria:

- 2.1. Unsuitable or out-of-date displays and special promotions are reset or dismantled as directed.
- 2.2. Merchandise is arranged and faced-up as directed and in accordance with layout specifications and load-bearing capacity of fixtures.
- 2.3. Correct pricing and information are maintained on merchandise in accordance with store procedures, brand specifications and industry codes of practice and legislative requirements.
- 2.4. Optimum display stock levels are identified and replenished in accordance with store policy.

**Evidence guideline**

- Formative evidence for this unit can be written, oral or diagrammatic, as directed for given situations.
- Formative evidence ought to assist learners to learn and increase performance to reach summative assessment requirements.
- Summative assessment is project based from real live work situations. Simulation is only permissible with the written approval of the Internal Verifier.
- Learners should demonstrate not less than 80% of the requirements for the summative assessment.
- Re submissions are permissible.

**Evidence requirements**

1. Learners prepare and apply labels and tickets and evidence with a report on prepared, displayed, and rejected or replaced labels.
2. Learners maintain merchandising displays and evidence with a report on suitable and unsuitable displays.
3. Learners review own work and identify performance improvement strategies.

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Qualification code: PQLD70020114

Unit: 8  
Unit title: Merchandise products  
Unit code: LD70020041  
Retail Operations

**Mapping of CoreLife Skills**

Elements	Performance Criteria	Collecting, analysing, organising and applying information in a given context	Communicating information, concepts and ideas	Initiating and organising self and activities, including motivation, exploration and creativity	Working with others in teams including leadership	Solving problems including using mathematical ideas and techniques	Applying information and communication technology	Participating in social and civic life including ethical practice
1	1.1	X	X	X			X	
	1.2	X	X	X				
	1.3	X		X		X		
	1.4	X	X	X			X	
	1.5	X	X	X		X	X	
	1.6	X	X	X				
2	2.1			X	X	X		
	2.2	X	X	X	X			
	2.3	X	X	X	X	X	X	X
	2.4	X	X	X		X		

Abu Dhabi Centre for Technical and Vocational Education and Training  
Retail Operations  
Qualification title: Certificate Level 2 in Retail Operations  
Qualification code: PQLD70020114

Unit: 9  
Unit title: Perform stock control procedures  
Unit code: LD700200314  
Retail Operations

Level: 2	Credit value: 4	Notional learning hours: 60 hours
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**Unit information**

**Unit description of content**

This unit describes the performance outcomes, skills and knowledge required to handle stock in a retail environment. It involves receiving and processing of incoming goods, rotating stock and dispatching goods. It also addresses health and safety procedures in handling stock.

**Information for learning and achievement**

This unit is a knowledge, skill and application unit (KSA). Learners must attempt all aspects of the unit requirements and demonstrate achievement in all aspects of evidence requirements. It is strongly advised that learning and development of knowledge and associated skills be referenced to real vocational situations in the workplace. Evidence must be at the level required by the unit standard and all related criteria. Candidates must contribute to group work by playing a role of both individuals as well as team members in varied roles and parts in group activities. Groups must perform as a group but individuals within the group must perform different tasks to demonstrate achievement of evidence requirements.

**Assessment strategy**

Assessment of the evidence requirements, to confirm that learning outcomes have been met, is considered holistically where evidence in one unit or learning outcome may provide the evidence for other units and learning outcome.

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**Recording and storing of learner achievement**

Keep evidence of learners’ work in the Centre for up to one year.  
Encourage learners to maintain learning logs and evidence of professional development.  
Ensure learners maintain portfolios of work as evidence of achieving learning outcomes.

Abu Dhabi Centre for Technical and Vocational Education and Training  
Retail Operations  
Qualification title: Certificate Level 2 in Retail Operations  
Qualification code: PQLD70020114

Unit: 9  
Unit title: Perform stock control procedures  
Unit code: LD700200314  
Retail Operations

Level: 2	Credit value: 4	Notional learning hours: 60 hours
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**Assessment criteria: Knowledge, skills and application (KSA)**

**Learning outcomes**

Learning outcome 1: Be able to handle stock using health and safety procedures

Performance criteria:

- 1.1. Cleanliness and orderliness are maintained in the stock receiving area according to store policy and procedures.
- 1.2. Packing materials are removed and promptly disposed of in accordance with store policy and environmental legislative requirements.
- 1.3. Correct handling techniques and equipment are used in accordance with store policy to unpack goods.
- 1.4. Safe lifting, shifting and carrying techniques are maintained in accordance with store Workplace Health and Safety (WHS) policies and legislative requirements.

Learning outcome 2: Be able to receive and process incoming goods

Performance criteria:

- 2.1. Incoming stock is checked and validated against purchase orders and delivery documentation in accordance with store policy.
- 2.2. Items received are inspected for damage, quality, use by dates, breakages or discrepancies and recorded in accordance with store policy.

Learning outcome 3: Be able to record and prepare stock

Performance criteria:

- 3.1. Stock levels are recorded on store stock systems in accordance with store policy.
- 3.2. Stock prices and code labels are applied when required in accordance with store policy.
- 3.3. Stock is dispatched to appropriate areas and departments.

Learning outcome 4: Be able to rotate stock

Performance criteria:

- 4.1. Stock rotations procedures are carried out in accordance with store routine and policy.
- 4.2. Store code checking and reporting procedures including recording of waste and markdowns are performed.
- 4.3. Excess stock is placed in storage or disposed of in accordance with store policy.

**Evidence guideline**

- Formative evidence for this unit can be written, oral or diagrammatic, as directed for given situations.
- Formative evidence ought to assist learners to learn and increase performance to reach summative assessment requirements.
- Summative assessment is project based from real live work situations. Simulation is only permissible with the written approval of the Internal Verifier.

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- Re submissions are permissible.

### **Evidence requirements**

1. Learners handle stock using health and safety procedures and evidence with a guideline on health and safety procedures to employees.
2. Learners receive and process incoming goods and evidence with a report on incoming goods against purchase orders, accompanied by an inspection report.
3. Learners record and prepare stock and evidence with a report on stock levels, prices, code labels and dispatching.
4. Learners rotate stock and evidence with a report on stock rotations, waste, markdowns, and excess stock.
5. Learners review own work and identify performance improvement strategies.

Abu Dhabi Centre for Technical and Vocational Education and Training  
 Retail Operations  
 Qualification title: Certificate Level 2 in Retail Operations  
 Qualification code: PQLD70020114

Unit: 9  
 Unit title: Perform stock control procedures  
 Unit code: LD700200314  
 Retail Operations

**Mapping of CoreLife Skills**

Elements	Performance Criteria	Collecting, analysing, organising and applying information in a given context	Communicating information, concepts and ideas	Initiating and organising self and activities, including motivation, exploration and creativity	Working with others in teams including leadership	Solving problems including using mathematical ideas and techniques	Applying information and communication technology	Participating in social and civic life including ethical practice
1	1.1			X	X	X		
	1.2	X		X				
	1.3	X		X				
	1.4	X	X	X			X	
2	2.1	X		X				
	2.2	X	X	X		X	X	
3	3.1	X		X			X	
	3.2	X		X			X	
	3.3	X	X	X				
4	4.1	X		X				
	4.2	X		X		X		
	4.3	X	X	X				

Abu Dhabi Centre for Technical and Vocational Education and Training

Retail Operations

Qualification title: Certificate Level 2 in Retail Operations

Qualification code: PQLD70020114

Unit: 10

Unit title: Coordinate a retail office

Unit code: LD700200814

Retail Operations

Level: 2

Credit value: 4

Notional learning hours: 60 hours

### Unit information

#### Unit description of content

This unit describes the performance outcomes, skills and knowledge required to coordinate a retail office. It involves maintaining office procedures, processing data in response to information requests, composing reports and correspondence, maintaining recording and filing systems and maintaining digital storage media and computer filing systems.

#### Information for learning and achievement

This unit is a knowledge, skill and application unit (KSA). Learners must attempt all aspects of the unit requirements and demonstrate achievement in all aspects of evidence requirements. It is strongly advised that learning and development of knowledge and associated skills be referenced to real vocational situations in the workplace. Evidence must be at the level required by the unit standard and all related criteria. Candidates must contribute to group work by playing a role of both individuals as well as team members in varied roles and parts in group activities. Groups must perform as a group but individuals within the group must perform different tasks to demonstrate achievement of evidence requirements.

#### Assessment strategy

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#### Recording and storing of learner achievement

Keep evidence of learners' work in the Centre for up to one year.

Encourage learners to maintain learning logs and evidence of professional development.

Ensure learners maintain portfolios of work as evidence of achieving learning outcomes.

Abu Dhabi Centre for Technical and Vocational Education and Training  
Retail Operations  
Qualification title: Certificate Level 2 in Retail Operations  
Qualification code: PQLD70020114

Unit: 10  
Unit title: Coordinate a retail office  
Unit code: LD700200814  
Retail Operations

Level: 2	Credit value: 4	Notional learning hours: 60 hours
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**Assessment criteria: Knowledge, skills and application (KSA)**

**Learning outcomes**

Learning outcome 1: Be able to maintain office procedures

Performance criteria:

- 1.1. Office supplies are monitored, recorded and ordered as required according to store policy and procedures.
- 1.2. Store policy and procedures are reviewed with regards to special requests and requirements.

Learning outcome 2: Be able to process data in response to information requests

Performance criteria:

- 2.1. Requests for information are documented and responses identified according to store policy.
- 2.2. Access to identified sources is obtained.
- 2.3. Relevant information is accessed and extracted.
- 2.4. Extracted information is accurately copied or summarised.
- 2.5. Options and alternatives are identified and offered where available information does not match defined needs.
- 2.6. Security and confidentiality of content are maintained.

Learning outcome 3: Be able to compose reports and correspondence

Performance criteria:

- 3.1. Relevant information is collated and edited as required.
- 3.2. Clear, easily understood language with correct spelling, punctuation and grammar is used when writing text.
- 3.3. Correspondence is filed and reports bound and dispatched to relevant personnel according to store policy.

Learning outcome 4: Be able to maintain existing recording and filing systems

Performance criteria:

- 4.1. New documents are allocated to designated categories.
- 4.2. The issue and return of documents are monitored to ensure the integrity of the system is maintained.
- 4.3. Documents are archived, removed and updated to ensure appropriate space is available for current records.
- 4.4. Required files are identified and located and dispatched to nominated persons or sections within designated time limits.
- 4.5. Documents are maintained in good condition and in correct location.
- 4.6. Security system is monitored to ensure issued files are traceable at all times.
- 4.7. Own practice is reviewed and required action to improve is undertaken.

<b>Learning outcome 5: Be able to maintain computer storage media</b>
<p>Performance criteria:</p> <p>5.1. Storage media and filing system is maintained according to store policy and procedures.</p> <p>5.2. Flash drive media is formatted using correct procedures.</p> <p>5.3. Own work files are backed-up to ensure safety, security and confidentiality of files is maintained.</p> <p>5.4. Backed-up files are stored in the designated manner and location.</p> <p>5.5. Workplace Health and Safety (WHS) guidelines are observed as they relate to screen based equipment and ergonomic work stations.</p>
<b>Learning outcome 6: Be able to maintain computer filing</b>
<p>Performance criteria:</p> <p>6.1. Document filing requirements are determined.</p> <p>6.2. Filing systems are created that reflect the size, nature and complexity of the workplace.</p> <p>6.3. File names are added to the filing system as required.</p> <p>6.4. Programmes are exited according to screen prompts to preserve data.</p>
<b>Evidence guideline</b>
<ul style="list-style-type: none"> <li>• Formative evidence for this unit can be written, oral or diagrammatic, as directed for given situations.</li> <li>• Formative evidence ought to assist learners to learn and increase performance to reach summative assessment requirements.</li> <li>• Summative assessment is project based from real live work situations. Simulation is only permissible with the written approval of the Internal Verifier.</li> <li>• Learners should demonstrate not less than 80% of the requirements for the summative assessment.</li> <li>• Re submissions are permissible.</li> </ul>
<b>Evidence requirements</b>
<ol style="list-style-type: none"> <li>1. Learners maintain office procedures and evidence with a report on changes in office supplies and procedures.</li> <li>2. Learners process data in response to information requests and evidenced with a report on requests for information, responses provided and resources accessed.</li> <li>3. Learners compose reports and correspondence and evidence with a portfolio of documents produced.</li> <li>4. Learners maintain existing recording and filing systems and evidence with a report on documents issued, returned, filed, dispatched and removed.</li> <li>5. Learners maintain computer storage media and evidence with a report on storage media and filing system used.</li> <li>6. Learners maintain computer filing and evidence with a report on document filing requirements and documents filed.</li> <li>7. Learners review own work and identify performance improvement strategies.</li> </ol>

Abu Dhabi Centre for Technical and Vocational Education and Training

Retail Operations

Qualification title: Certificate Level 2 in Retail Operations

Qualification code: PQLD70020114

Unit: 10

Unit title: Coordinate a retail office

Unit code: LD700200814

Retail Operations

**Mapping of CoreLife Skills**

Learning outcomes	Performance Criteria	Collecting, analysing, organising and applying information in a given context	Communicating information, concepts and ideas	Initiating and organising self and activities, including motivation, exploration and creativity	Working with others in teams including leadership	Solving problems including using mathematical ideas and techniques	Applying information and communication technology	Participating in social and civic life including ethical practice
1	1.1	X	X	X	X	X	X	X
	1.2	X	X	X	X	X	X	X
2	2.1	X		X	X	X	X	
	2.2	X		X	X	X	X	
	2.3	X		X	X	X	X	
	2.4	X		X	X	X	X	
	2.5	X		X	X	X	X	
	2.6	X		X	X	X	X	
3	3.1	X	X	X			X	
	3.2	X	X	X			X	
	3.3	X	X	X			X	
	3.4	X	X	X			X	
4	4.1	X	X	X			X	
	4.2	X	X	X			X	
	4.3	X	X	X			X	
	4.4	X	X	X			X	
	4.5	X	X	X			X	
	4.6	X	X	X			X	
	4.7	X	X	X	X		X	
5	5.1	X					X	
	5.2	X					X	
	5.3	X					X	
	5.4	X					X	
	5.5	X					X	
6	6.1						X	
	6.2						X	
	6.3						X	
	6.4	X	X	X	X	X	X	X