

What are the aims and intentions of this curriculum?

The aim of our Key Stage 4 Curriculum is to enable learners to propose business solutions for a range of issues in the retail sector and apply their knowledge and understanding of retail operations to propose responses to change. This unit will:

- allow learners to know about the everyday activities of a retailer and how different retailers organise these activities.
- ensure learners know how retailers prepare for changes by re-organising their operations.
- ensure students use what they learn to propose to retailers how they could organise their operations to respond to change.

Term	Topics	Knowledge and key terms	Skills developed	Assessment
Autumn 1	<p>AC1.1 DESCRIBE ACTIVITIES OF RETAIL FUNCTIONAL AREAS</p> <p>AC1.2 DESCRIBE RIGHTS OF RETAIL EMPLOYEES</p> <p>AC1.3 SUMMARISE RESPONSIBILITIES OF RETAIL EMPLOYEES</p>	<p>Retail</p> <ul style="list-style-type: none"> • Stores/shops • Online <p>Functional areas</p> <ul style="list-style-type: none"> • Sales • Warehousing • Customer service • Marketing • Administration • Finance • Human Resource • ICT and systems operations <p>Rights</p> <ul style="list-style-type: none"> • Working hours • Health and safety • Contract • Equality <p>Responsibilities</p> <ul style="list-style-type: none"> • Legal <ul style="list-style-type: none"> ○ Health and safety ○ Equality ○ Contractual • Company policies 	<ul style="list-style-type: none"> • Identify the various functional areas of Retail Businesses • Know the rights and responsibilities of retail employees. • Know the elements of each rights of retail employees 	<p>FORMATIVE:</p> <ul style="list-style-type: none"> • Weekly next step homework activities. • Peer/group class activities • In class differentiated individual activities • Case Study Summaries <p>SUMMATIVE:</p> <ul style="list-style-type: none"> • Projects (Individual and/or group) • Video analysis • Research papers • Stimulus papers assessment • Monthly tests

Autumn 2	<p>AC1.4 DESCRIBE EFFECTS OF LEGISLATION ON RETAIL OPERATIONS</p> <p>AC2.1 ASSESS METHODS USED BY RETAIL BUSINESSES TO ENCOURAGE SALES</p> <p>AC2.2 EXPLAIN HOW TECHNOLOGY IS USED TO INTERACT WITH CUSTOMERS</p>	<p>Legislation relating to</p> <ul style="list-style-type: none"> • Health and safety • Consumer protection • Security • Equality and diversity • Age restriction laws • Restricted products <p>Methods</p> <ul style="list-style-type: none"> • Signage • Customer flows • Product mix • Product location • Loyalty cards • Promotions • Services provided, e.g. personal shopper • Link sales <p>Technology</p> <ul style="list-style-type: none"> • Mobile applications • Internet • Management information systems • Digital media • Electronics 	<ul style="list-style-type: none"> • Know the health and safety legislation for all retail employees • Know the legislation surround retail consumer protection and security. • Understand the legislation relating to equality, diversity, age restriction • Describe the differences in the methods used by retailers to encourage sales. • Identify the various technology used by retailers to interact with their customers. 	<p>FORMATIVE:</p> <ul style="list-style-type: none"> • Weekly next step homework activities. • Peer/group class activities • In class differentiated individual activities • Case Study Summaries <p>SUMMATIVE:</p> <ul style="list-style-type: none"> • Projects (Individual and/or group) • Video analysis • Research papers • Stimulus papers assessment • Monthly tests
Spring 1	<p>AC3.1 EXPLAIN THE EFFECTS OF SEASONALITY ON RETAIL OPERATIONS</p> <p>AC3.2 EXPLAIN MEASURES RETAIL BUSINESSES USE TO PREPARE FOR UNPLANNED SITUATIONS IN DAILY RETAIL OPERATIONS</p>	<p>Seasonality</p> <ul style="list-style-type: none"> • Summer/spring/autumn/winter • Calendar events • Special events, e.g. Olympics, local festivals <p>Effects</p> <ul style="list-style-type: none"> • Staffing • Opening hours • Promotions • Product range • Health and safety • Customer types • Services provided • Customer expectations 	<ul style="list-style-type: none"> • Understand the impact of the various seasonality on retail business' operation. • Know how retailers deal with unplanned situation as they maintain the normal functions of their daily operations. 	<p>FORMATIVE:</p> <ul style="list-style-type: none"> • Weekly next step homework activities. • Peer/group class activities • In class differentiated individual activities • Case Study Summaries <p>SUMMATIVE:</p> <ul style="list-style-type: none"> • Projects (Individual and/or group) • Video analysis • Research papers

Spring 2		Situations related to <ul style="list-style-type: none"> • Security • Health and safety • Staffing • Stock 		<ul style="list-style-type: none"> • Stimulus papers assessment • Monthly tests
	AC4.1 IDENTIFY ISSUES TO RESOLVE AC4.2 SUGGEST ACTIONS IN RESPONSE TO ISSUES AC4.3 JUSTIFY SUGGESTIONS FOR CHANGE	Justify <ul style="list-style-type: none"> • Identify benefits of suggestions • Consider different perspectives • Draw on successful examples to support conclusions 	<ul style="list-style-type: none"> • Develop a critical mind and provide solutions and justification for change in retail operations. 	FORMATIVE: <ul style="list-style-type: none"> • Weekly next step homework activities. • Peer/group class activities • In class differentiated individual activities • Case Study Summaries SUMMATIVE: <ul style="list-style-type: none"> • Projects (Individual and/or group) • Video analysis • Research papers • Stimulus papers assessment • Monthly tests
Summer 1	REVISION	REVISION	CONTROLLED ASSESSEMENT	CONTROLLED ASSESSMENT
	CONTROLLED ASSESSMENT	CONTROLLED ASSESSMENT		