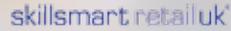
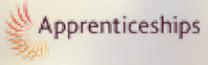


THE HIGHER APPRENTICESHIP IN RETAIL MANAGEMENT AT LEVEL 4 HAS BEEN DEVELOPED IN PARTNERSHIP WITH THE FOLLOWING ORGANISATIONS



HIGHER APPRENTICESHIP IN RETAIL MANAGEMENT



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GET THE RIGHT SKILLS FOR YOUR
FUTURE IN RETAIL





WHY CHOOSE AN APPRENTICESHIP?

British retail managers are highly prized and respected worldwide. No other sector demands the same level and combination of fast-paced people management, financial, creative, technological and customer service skills.

The Higher Apprenticeship in Retail Management develops and extends these skills. Developed in consultation with retail leaders, you'll gain a qualification that is universally recognised and respected.

Higher Apprenticeships are the gold standard for work-based learning and are offered by many companies over a wide range of sectors.

Benefits include:

- Gaining highly-transferable skills
- Increasing your value to an employer
- Greater career opportunities

IS IT FOR ME?

“People who complete a Higher Apprenticeship can expect to earn at least the same as those who go to university, plus they will earn while they are studying. This Government is making sure that vocational education is no longer seen as a lesser alternative to academic education.”
– Matthew Hancock, Skills Minister

The Higher Apprenticeship is for all ages, although you will need to have some retail experience and be working in a retail environment. Sales managers, buyers, merchandisers, marketers, operations and store managers operating in multi-disciplinary environment will all find this a challenging and rewarding Apprenticeship.

You will start at Level 4, which is the equivalent to a certificate in Higher Education, but as long as you have the required retail experience, you do not need any previous qualifications. After successful completion you could also continue onto further qualifications or even the Level 5 Higher Apprenticeship, which we are currently developing.

WHAT WILL IT INVOLVE?

The Higher Apprenticeship course will take between eighteen months and two years to complete. The majority of the training is through assessment in the workplace, alongside some classroom and online learning which is designed with minimal disruption to your employer in mind.

Staff studying the Higher Apprenticeship will take the compulsory units listed overleaf and a selection of optional units (depending on specific interest or business function) to complete the Higher Apprenticeship in Retail Management Skills.

You will learn all the key skills and knowledge needed to run a retail operation and deliver exceptional customer service through the Higher Apprenticeship's mandatory units.

Then, depending on the needs of your employer and your own particular skills and interests, there are more than 19 optional units to choose from. These cover everything from intellectual property to global business, merchandising and store design. Or you might choose to focus on leadership and people management, finance or the psychology of consumer behaviour.

Underpinning them all will be a thorough understanding of the potential impact of technology and the digital revolution on every aspect of retail.



COMPULSORY UNITS

- 1 UNDERSTANDING THE RETAIL ENVIRONMENT
- 2 UNDERSTANDING CUSTOMER SERVICE IN RETAIL

OPTIONAL UNITS

MANAGEMENT SKILLS

- MANAGING STAFF PERFORMANCE.
- MANAGING RISK.
- PRINCIPLES OF MANAGEMENT & LEADERSHIP.
- DEVELOPING SUCCESSFUL BUSINESS TEAMS.
- MANAGEMENT DECISION MAKING.
- INTELLECTUAL PROPERTY MANAGEMENT.
- LEADERSHIP IN YOUR ORGANISATION.
- ADDRESSING PERFORMANCE.

TECHNOLOGY

- GRAPHICS IN THE RETAIL ENVIRONMENT.
- E-BUSINESS.
- PROMOTE THE USE OF TECHNOLOGY WITHIN AN ORGANISATION.
- SOCIAL NETWORKING MANAGEMENT FOR A BUSINESS.
- PRINCIPLES OF SOCIAL MEDIA WITHIN A BUSINESS.

MARKETING

- MARKET INTELLIGENCE.
- INTERNET MARKETING IN BUSINESS.
- USING DIGITAL CHANNELS & SOCIAL NETWORKS TO DELIVER MARKETING COMMUNICATIONS.
- DOING BUSINESS GLOBALLY.

RETAIL OPERATIONS

- UNDERSTANDING RETAIL CONCEPTS & OUTLET DESIGN.
- PROJECT MANAGEMENT SKILLS.
- DESIGN DEVELOPMENT, CREATIVITY & BUSINESS DEVELOPMENT.
- HEALTH & SAFETY IN RETAIL ENVIRONMENTS.
- PREVENTION OF WASTE & LOSS.
- UNDERSTANDING SECURITY AND LOSS PREVENTION.
- IMPROVING RETAIL STORE OPERATIONS.
- DEVELOPING OPERATIONAL PLANS.
- AUDITING STOCK LEVELS.
- FINANCE FOR NON-FINANCE MANAGERS.

VISUAL MERCHANDISING

- THE INSTALLATION OF WINDOW DISPLAYS FOR SUCCESSFUL RETAILING.
- UNDERSTANDING IN-STORE VISUAL MERCHANDISING.

MERCHANDISING

- MERCHANDISING FOR RETAIL SUCCESS.

BUYING

- UNDERSTANDING THE SOURCING ENVIRONMENT IN RETAIL.
- UNDERSTANDING BUYING IN RETAIL.

 COMPETENCY BASED

 KNOWLEDGE BASED

If you are interested in studying the Higher Apprenticeship in Retail Management, or you have an employer who may be interested, you can find out more here:

www.retailmanagementskills.org

Alternatively, contact:
Newham College's Higher Apprenticeship team on
020 8522 5700

Email: info@retailmanagementskills.org