

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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FUTURE-PROOF YOUR BUSINESS WITH THE RIGHT SKILLS AND TRAINING

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WELCOME

A brand new qualification, which is the first of its kind for the retail sector, has been created to meet the rapid changes and challenges facing today's retail industry.

Designed with and for employers, this qualification will equip your managers with a wide range of skills including customer service, management skills, e-commerce and social media, visual merchandising, buying, merchandising and retail operations.

The Higher Apprenticeship contains a mixture of compulsory and optional learning modules, which will enable an employer to tailor the qualification so that it fully meets the needs of their business.

The Higher Apprenticeship in Retail Management has been created following in-depth consultations with employers, the Sector Skills Council, retail organisations, industry experts, the National Apprenticeship Service and potential Apprentices. It is equivalent to a Certificate of Higher Education and many companies and organisations, both large and small, are now training their staff through Higher Apprenticeships.

The Level 4 Higher Apprenticeship in Retail Management has been developed by Newham College, with funding from the National Apprenticeship Service, and in partnership with Westminster Kingsway College, Middlesex University, ABC Awards and Skillsmart Retail UK.

HOW CAN WE HELP YOUR BUSINESS?

Do you have management staff, or staff who could progress into management, who would benefit from a comprehensive training package of retail management skills?

Or are you looking to attract new talent by offering training that leads to a nationally recognised qualification with minimum disruption to your company?

The Higher Apprenticeship in Retail Management contains the units to help develop your managers' careers and benefit your business. The qualification has been designed to produce confident, experienced and qualified staff in all areas of retail management.

The Higher Apprenticeship is available for new and existing staff of all ages; you can integrate the qualification into your existing management training programmes or use it to recruit and develop new talent with minimum disruption.

The majority of the training is through assessment in the workplace, alongside some classroom and online learning.

WHY CHOOSE A HIGHER APPRENTICESHIP?

Apprenticeships provide real, measurable business benefits for employers. They bring productive, enthusiastic and loyal people into your organisation and demonstrate your commitment to investing in your staff to customers and suppliers.

Choosing a Higher Apprenticeship allows staff to undertake a qualification at Level 4, which is equivalent to a Certificate of Higher Education. This provides staff with an alternative to University that can be achieved while working. Many businesses require staff to stay with them for the duration of study and an agreed period after, helping reduce staff turnover and the associated recruitment costs. These reasons are why so many companies and organisations are now training their staff through Higher Apprenticeships.

The Higher Apprenticeship is currently offered across many sectors, including:

- Accounting
- Business and Administration
- Contact Centre Operations
- Engineering Technology
- Food and Drink
- IT, Software, Web & Telecoms Professionals

HOW DOES IT WORK?

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

Apprentices starting the Level 4 Higher Apprenticeship do not need to have completed previous levels or have any previous qualifications and could continue further than Level 4.

For more information, visit www.retailmanagementskills.org

Alternatively, contact:
Newham College's Higher Apprenticeship team on 020 8522 5700 or info@retailmanagementskills.org

THE LEARNING STRUCTURE

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

FAQs

How long does the course take?

This depends on the individual Higher Apprenticeship, but generally we would say that a Higher Apprenticeship course takes between eighteen months and two years to complete.

How much does it cost?

Costs will vary, but it could be as little as £5,000 for the full two year programme. Please see the 'Costs' section overleaf for more information

Why pay this when I can put staff on other professional qualifications for less?

The training on the Higher Apprenticeship in Retail Management is largely assessment and portfolio-based, minimising disruption to the business. The skills learnt by the Higher Apprentice will help your business meet the challenges of working in a rapidly changing sector. Most apprentices are expected to remain with their company for an agreed period after completing their course which reduces staff turnover.

Which areas of retail management does it cover?

The Higher Apprenticeship in Retail Management covers all areas of retail management; from customer service to leadership and decision making. We've incorporated new technologies; staff will learn about e-commerce and the benefits of social media, and we've included specialist units on buying, stock control, and merchandising so it can be used for employees working in these areas.

Who is this qualification for?

We're designing the Higher Apprenticeship in Retail Management to be flexible and suitable for a wide range of retail employees. You may have staff who have progressed to supervisory or team leading roles; this qualification would allow them to take the next step on the retail management ladder. Or you may have existing managers with no formal retail qualifications who would benefit from a formal course and its specialised units. You may also wish to offer the Higher Apprenticeship in Retail Management to new staff as part of their training.

Is there an age restriction?

No. This qualification is open to employees of all ages.

Would people coming into the sector for the first time be able to take it?

Yes. The Higher Apprenticeship in Retail Management could be used as a programme to recruit and train new management staff into your company.

Will it be day release, or will there be any e-learning?

Most Higher Apprenticeships involve one day per week at a college or training provider. We are investigating online learning tools as a way of minimising disruption to your business.

COSTS

The Higher Apprenticeship represents excellent value for money.

The Higher Apprenticeship in Retail Management is expected to cost in the region of £5,000 for a two year course. There will also be funding available to meet some of these costs for those aged under 24.

Those aged over 24 can also apply for a 24+ Advanced Learning Loan to cover the cost of the course. Compare this to a possible £27,000 for a degree and the benefits are obvious!

As the qualification is largely observation and portfolio based, there is minimal impact to the running of the business. Apprentices are often required to remain with the company for an agreed period after completion of the Higher Apprenticeship, reducing the recruiting costs incurred through staff turnover.

