




Occupational Qualification Document				
Occupational Code	Qualification Title		NQF Level	
522010-00	Occupational Certificate: Retail Supervisor		4	
	Name	Email	Phone	Logo
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DQP Representative Signature

Date

QUALIFICATION DETAILS

Qualification Title: Occupational Certificate: Retail/Wholesale Supervisor

Occupational Code: 52201000

Quality Assuring Body: Quality Council for Trades and Occupations (QCTO)

Sub Framework: Occupational Qualifications Sub-Framework

Field: 11 (Services)

Subfield: Wholesale and Retail

NQF Level: 4

Credits: 129

Originator/Development Quality Partner (DQP): Wholesale and Retail Sector Education and Training Authority (W&R SETA)

Originating Provider/Assessment Quality Partner (AQP): QCTO

Qualification Type: Occupational Certificate

Registered qualifications and or learning programmes to be replaced:

- None

RATIONALE

Retail is defined as the activity of selling goods or services to the public, usually in small amounts, for their own use, including the resale (sale without transformation) of new and used goods and products to the general public mainly for household use. Retail is distinct from **wholesale**, which is defined as an enterprise deriving 70% or more of its turnover from the sale of goods to other businesses and institutions.

In South Africa the “Retail and Wholesale Industry” daily serves millions of consumers who visit a wide spectrum of business establishments where goods are stored, displayed and sold. Increasingly retailing and wholesaling is taking place virtually where the customers do not physically visit a store but where they view, order and purchase and pay for products and goods using telephonic and/or digital channels.

The wholesale and retail sector is the fourth largest contributor to the South African Gross Domestic Product (GDP) and it employs plus minus 21% of the total, formal, South African workforce. However if we consider that the retail sector cuts across the formal and the informal sectors of our economy, the relevance and impact will be much bigger.

Globally, and specifically in South Africa, employment, retention and development of staff is problematic. A large part of the workforce is temporarily employed and many entrants to the industry does not see themselves making a career within the sector. The wholesale and retail sector touches the lives of every person in South Africa. It is critical to the quality of life of all who live in or travel through the country. The availability and quality of the services provided

by this sector are key determinants of investor confidence and also contributes to the wellbeing and harmony within our communities.

The Occupational Qualification: Retail Supervisor was, originally, developed and approved in 2018 and its registration will end on 30 June 2023. There were several pilot programmes relating to the implementation of the qualification. Industry responded very positively to this qualification and indicated that it meets a critical need.

To optimise the effective utilisation of this qualification Industry identified the need to review this qualification.

The W&R SETA initiated a process to do this review.

This Qualification Document is a result of this review process. The process consisted of a desktop alignment exercise followed by extensive industry consultation.

The following are the main aspects that are being addressed in the updated qualification:

- A. Alignment of the knowledge and skills content between the three existing retail management qualifications, to ensure smooth articulation from the one to the other and to cater for effective scaffolding within the qualification.
- B. Addition of specific knowledge and skills relating to the following knowledge focus areas:
 - a. Economics and Financial Management.
 - b. Operations Management.
 - c. People Management.
 - d. Marketing and sales.
 - e. The Future World of Work.
 - f. Specific Life Skills.
- C. Attention was also given to integrate the, so called, “Green Skills” throughout the learning components.
- D. The various Legal and Regulatory requirements are also integrated throughout the learning components.
- E. The credit allocation was reviewed to ensure that it cater for sufficient learning at the various levels of the qualification but that the required learning time remains relevant and practical to the needs of industry.
- F. A final aspect that has received attention is the use of SAQA level descriptors in the phrasing of the various learning outcomes.

The additions and recommended changes will ensure alignment between the three qualifications, and it will enhance recognition of prior learning (RPL) and articulation processes.

PURPOSE

The purpose of this qualification is to prepare a learner to operate as a Retail Supervisor.

Retail Supervisors controls and co-ordinates the work performance of a team of employees operating within a specific area in a retail or wholesale business.

A qualified learner will be able to:

- Supervise staff operating in a wholesale or retail operation;
- Supervise the implementation and maintenance of retail or wholesale operations;
- Analyse causes of customer complaints and resolve these complaints in a manner that promotes customer satisfaction and loyalty.

RULES OF COMBINATION

This qualification is made up of the following compulsory Knowledge Modules, Practical Skill Modules and Work Experience Modules:

Knowledge Modules

Total number of credits for Knowledge Modules: 35

Practical Skill Modules

Total number of credits for Practical Skill Modules: 45

Work Experience Modules

Total number of credits for Work Experience Modules: 49

ENTRY REQUIREMENTS

NQF Level: 3

EXIT LEVEL OUTCOMES AND ASSOCIATED ASSESSMENT CRITERIA

Exit Level Outcome 1

Oversee and provide supervision for the execution of work activities for a designated work area in a retail or wholesale operation/business.

Associated Assessment Criteria

- Demonstrate a fundamental knowledge base relating to the operation of businesses and the determination of business success and contextualise this knowledge in terms of businesses operating within the wholesale and retail sectors;
- Demonstrate the ability to apply the essential methods, procedures and techniques for supervising and optimising team and individual performance within the context of work activities associated with the wholesale and/or retail business operations;
- Demonstrate the ability to use knowledge, experience and regulated guidelines to solve and resolve interpersonal and work related problems that are typically experienced by

individuals and/or teams within the context of activities in a wholesale/retail business operation;

- Demonstrate the ability to adhere to and facilitate the professional and ethical behaviour and conduct of self and team members within a wholesale/retail work environment; and
- Demonstrate the ability to collate available business information, instructions and briefings and communicate this information clearly, accurately and concisely to diverse team members and colleagues within a wholesale/retail work context.

Exit Level Outcome 2

Oversee and guide the effective implementation and maintenance of operations within wholesale or retail businesses.

Associated Assessment Criteria

- Demonstrate a fundamental knowledge base of the most important areas of Operations Management and the fundamental theories and principles of Risk Management and Loss Control and apply the ability to contextualise this knowledge within the wholesale and/or retail business contexts;
- Demonstrate the ability to apply the fundamental techniques and leading practices associated with Operations Efficiency Optimisation. These processes and techniques must be contextualised and customised to be appropriate at front line levels within wholesale or retail businesses;
- Demonstrate the ability to take accountability for compliance with budgets and organisational procedures and to identify and initiate actions to protect and grow the business and avoid wastage of resources.

Exit Level Outcome 3

Analyse causes of customer complaints, in a retail or wholesale business environment, and supervise the resolution of these queries and complaints in a manner that promotes customer satisfaction and loyalty.

Associated Assessment Criteria

- Demonstrate the ability to oversee and use appropriate processes and procedures to gather and verify customer information and perceptions. The gathered information must be analysed, evaluated and interpreted to reach conclusions regarding the validity and caused of customer queries and complaints;
- Demonstrate the ability to apply fundamental knowledge of basic consumer psychology to drive appropriate team and individual behaviour that will enhance the customer experience and build customer loyalty within a wholesale or retail business environment;

- Demonstrate the ability to oversee and drive consistent compliance with customer relations standards and procedures and ensure adherence to the associated regulatory requirements.

Exit Level Outcome 4

Participate in formal and informal learning and development and voluntarily engage in structured activities to enhance personal development, growth, and wellness.

Associated Assessment Criteria

- Demonstrate the capacity to take responsibility for own learning by fully participating in processes to continually evaluate own skills levels and, enthusiastically embarking on structured and unstructured learning and development, in aspects relating to the work of a supervisor in the retail/wholesale work environment;
- Demonstrate the ability to use own knowledge and experience to deliver and participate in appropriate coaching and mentorship activities that will foster personal career growth and support the career growth of team members and colleagues.

INTERNATIONAL COMPARABILITY

For international comparability this qualification was compared to the following internationally recognised qualifications:

- Scottish Vocational Qualification SVQ 3 in Retail Skills (Management) at SCQF Level 6 (2008-2032). The qualification is offered by, amongst others the City & Guilds Group.
- Australian National Qualifications Authority Certificate IV in Retail Management. The programme is run by, amongst others, Asset College (<https://www.asset.edu.au/>)

United Kingdom:

Qualifications in the UK at SCQF level 6 is deemed to be equivalent to a National Certificate at NQF Level 4 on the South African National Qualifications Framework. The SVQ Retail qualifications at Level 3 serve as the competency element, in the Scottish Retail Modern Apprenticeship framework. The qualification was developed in collaboration with the Sector Skills Council for the Retail Sector and other Awarding Organisations. The typical duration of the programme is plus minus 12 months consisting of institutional and workplace learning.

The learning in this programme comprises of the following components:

Mandatory Components:

- Work effectively in your retail organisation
- Allocate and check work in your team
- Contribute to the continuous improvement of retail operations
- Develop productive working relationships with colleagues
- Provide learning opportunities for colleagues
- Recruit, select and keep colleagues

At least two of the following optional units:

- Cash up in a retail store

- Monitor and support secure till use during trading hours
- Evaluate the receipt of payments from customers
- Monitor and evaluate the quality of service provided to your customers by external suppliers
- Monitor and help improve food safety in a retail environment
- Monitor and maintain health and safety in a retail environment
- Maintain the availability of goods for sale to customers in a retail environment
- Monitor and evaluate the quality of service provided to your customers by external suppliers
- Organise the delivery of reliable customer service
- Improve the customer service relationship
- Organise the receipt and storage of goods in a retail environment
- Audit stock levels and stock inventories in a retail environment
- Source required goods and services in a retail environment

Australia

The Australian Certificate IV qualifications are equivalent to qualifications registered at NQF Level 4 on the South African National Qualification Framework. The specific Retail Management Qualification, referred to here, is targeted at Supervisors within the Australian Retail Sector. The programme includes work applied learning and the typical duration is plus minus 12 months. The following learning units are covered in the programme:

Core units

- BSBLDR401 Communicate effectively as a workplace leader
- BSBLDR402 Lead effective workplace relationships
- BSBLDR403 Lead team effectiveness
- BSBMGT402 Implement operational plans

Elective Units

- BSBADM409 Coordinate business resources
- BSBCUS402 Address customer needs
- BSBMGT403 Implement continuous improvement
- BSBPMG522 Undertake project work
- BSBREL402 Build client relationships and business networks
- BSBRSK401 Identify risk and apply risk management processes
- BSBWOR404 Develop work priorities

Conclusion

The Occupational Certificate: Retail Supervisor compares favourably with the international qualifications listed here. The duration and level of the international qualifications are similar to that of the South African Occupational Certificate. There is a large overlap in terms of the content. In all cases use is made of institutional and workplace learning.

INTEGRATED ASSESSMENT

Integrated Formative Assessment:

The skills development provider will use the curriculum to guide them on the stipulated internal assessment criteria and weighting. They will also apply the scope of practical skills and applied knowledge as stipulated by the internal assessment criteria. This formative assessment leads to entrance into the integrated external summative assessment.

Integrated Summative Assessment:

An external integrated summative assessment conducted through the relevant QCTO Assessment Quality Partner is required for the issuing of this qualification. The external integrated summative assessment will focus on the exit level outcomes and associated assessment criteria.

RECOGNITION OF PRIOR LEARNING (RPL)

RPL for Access to the External Integrated Summative Assessment

Accredited providers and approved workplaces must apply the internal assessment criteria specified in the related curriculum document to establish and confirm prior learning. Accredited providers and workplaces must confirm prior learning by issuing a statement of result or certifying a work experience record.

RPL for Access to the Qualification

Accredited providers and approved workplaces may recognise prior learning against the relevant access requirements.

ARTICULATION

Horizontal

This qualification articulate horizontally with, amongst others, the following qualification:

- Further Education and Training Certificate: Retail Insurance, NQF Level 4

Vertical

This qualification could articulate vertically to, amongst others, the following qualification:

- Occupational Certificate: Retail Chain Store Manager, NQF Level 5

NOTES

Qualifying For External Assessment:

In order to qualify for the external summative assessment learners must provide proof of completion of all required modules by means of a statement of results and a signed Statement of Work Experience.

Additional legal or physical entry requirements:

None

Criteria For The Accreditation Of Providers

Accreditation of providers will be done against the criteria as reflected in the relevant curriculum on the QCTO website.

The curriculum title and code is: Occupational Certificate: First Aider. CODE: 32580100101

This qualification encompasses the following trades as recorded on the NLRD:

- This is not a trade qualification

Assessment Quality Partner (AQP)

- Quality Council for Trades & Occupations (QCTO)

Curriculum Components

This Qualification comprise of the following Knowledge, Practical Skills and Work Experience modules

COMPONENT	ID	MODULE TITLE	NQF LEVEL	CREDITS
Knowledge	52201000 KM01	Introduction to the Wholesale and Retail Business Sectors.	4	4
Knowledge	52201000 KM02	Fundamentals of Supervision.	4	5
Knowledge	52201000 KM03	Supervising Operation stability within the Wholesale and Retail Sector.	4	4
Knowledge	52201000 KM04	Fundamental Finance for non-Financial Staff.	4	5
Knowledge	52201000 KM05	First Line Marketing and Sales within the Retail Sector.	4	8
Knowledge	52201000 KM06	Importance and Dynamics of Customer Service delivery.	4	5
Knowledge	52201000 KM07	Enhancing self-development and lifelong learning.	4	7
Practical Skills	52201000 PM01	Supervise retail and wholesale staff.	4	12
Practical Skills	52201000 PM02	Monitor and Control the work performance of a team.	4	8
Practical Skills	52201000 PM03	Supervise operations.	4	12
Practical Skills	52201000 PM04	Supervise service to internal and external retail and wholesale customers.	4	8
Practical Skills	52201000 PM05	Resolve queries and complaints from internal and external retail and Wholesale customers.	4	5
Work Experience	52201000 WM01	Supervise individual and team performance of diverse staff members (full time and temporary staff) executing work within various sections/departments within the retail sector.	4	16

Work Experience	52201000 WM02	Ensure compliance with all standard operating procedures and all Occupational Health safety and quality standards within designated retail based work settings.	4	8
Work Experience	52201000 WM03	Operate the organisational query and complaint system and respond directly and/or using various agreed communication channels to the queries and complaints in order to optimise customer satisfaction and build customer and brand loyalty.	4	16
Work Experience	52201000 WM04	Participate in personal development and career path planning and execution and initiate own development activities.	4	9