

External Assessment Specifications Document				
Curriculum Code	Qualification Title			
142103001	Occupational Certificate: Retail Manager General (Retail Store Manager)			
Assessment Quality Partner	Name	E-mail	Phone	Logo
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1 ASSESSMENT STRATEGY

1.1 Assessment Model

The external assessment will be conducted through a written assessment conducted over one day at an approved assessment site. The external assessment will consist of a set of written responses (paper or on-line) to a series of in-basket exercises which will test the candidate's ability to analyse, prioritise, plan, delegate, communicate, solve problems and make decisions in relation to a set of typical situations and circumstances which are encountered in the retail store environment. The responses will be assessed by registered assessors.

1.2 Qualification Outcomes

- 1 Manage employees in a retail business
- 2 Manage services and service standards and relations with stakeholders of a retail business
- 3 Manage the stock, supply chain and logistics of a retail business
- 4 Manage the marketing activities of a retail business
- 5 Manage the financial activities of a retail business
- 6 Manage assets and controlling risks and losses in a retail business

1.3 Assessment Standards

Integrated Assessment Focus Area 1

The ability to communicate effectively with a range of stakeholders using a variety of communication tools (10%)

Associated Assessment Criteria

- 1 Communication strategies clearly show the range of stakeholders affected, the most appropriate communication mediums and what the main content of each communication would be
- 2 The communications show an understanding of the issues and the solutions are presented in an appropriate and convincing manner for the relevant stakeholder
- 3 The communications are pitched at the correct level for the relevant audience or reader

Integrated Assessment Focus Area 2

The ability to analyse and interpret financial information and develop an action plan to address possible shortcomings (20%)

Associated Assessment Criteria

- 1 Key issues in a range of financial reports are identified and prioritised
- 2 Action plans focus on appropriate and workable solutions for identified issues or problems
- 3 Appropriate ratios and financial formulas are selected and used to identify issues in financial reports

Integrated Assessment Focus Area 3

The ability to manage employee performance to achieve specific objectives in a retail environment (20%)

Associated Assessment Criteria

- 1 Evaluations of case studies identify the key performance and compliance issues
- 2 Strategies to improve performance and compliance are developed

Integrated Assessment Focus Area 4

The ability to manage all aspects of the retail supply chain to achieve specific objectives in a retail environment (25%)

Associated Assessment Criteria

- 1 Reports on stock performance are evaluated and appropriate recommendations are made to improve stock performance
- 2 For a set of products and circumstances, various supply chain options are evaluated and an appropriate supply chain is proposed

Integrated Assessment Focus Area 5

The ability to manage all operational aspects of retail stores (25%)

Associated Assessment Criteria

- 1 Checklists are developed to evaluate selected operations and contribute to the smooth running of a retail store
- 2 Operations are evaluated, risks are identified and mitigation strategies are developed
- 3 Marketing strategies to achieve the objectives of a retail business are developed

2. ASSIGNMENTS TO BE EVALUATED EXTERNALLY

No assignments must be produced for external evaluation.

3. CRITICAL ASPECTS OF THE INTERNAL ASSESSMENTS TO BE ASSESSED EXTERNALLY

None specified.

4. CRITERIA FOR THE REGISTRATION OF ASSESSORS

- 1 A retail store owner or manager or an area manager in a retail chain with Matric and a minimum of five years' experience, or a lecturer or trainer with at least five years' experience in relevant aspects of retail management training, or people with a relevant retail qualification at NQF Level 6 and higher.
- 2 Successful completion of recognised assessment training.

5. ELIGIBILITY REQUIREMENTS FOR THE EXTERNAL ASSESSMENT

In order to qualify for the external summative assessment learners must provide a completed and signed Statement of Work Experience as well as proof of successful completion of the following subjects and modules or alternative programmes where applicable.

Proof of Knowledge Subjects				Or	Proof of Alternative Programmes			
Number	Title	NQF Level	Credits		Number	Title	NQF Level	Credits
142103001-KS-01	Retailing	6	20	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360
142103001-KS-02	Customer Service in Retail	6	15	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360
142103001-KS-03	Asset and Risk Management in Retail	6	15	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360
142103001-KS-04	Retail Marketing	6	15	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360
142103001-KS-05	Retail Management	6	15	Or	78666 74105 72635 72747	National Diploma: Retail Business Management	6	360

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142103001 -KS-06	Retail Financial Management	6	15	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360
142103001 -KS-07	Communication in Retail	5	5	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360
142103001 -KS-08	Human Resource Management in Retail	6	20	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360
142103001 -KS-09	Logistics and the Supply Chain in Retail	6	15	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360

Proof of Practical Skill Modules				Or	Proof of Alternative Programmes			
Number	Title	NQF Level	Credits		Number	Title	NQF Level	Credits
142103001 -PM-01	Manage people and relationships	5	8	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360

Proof of Practical Skill Modules				Or	Proof of Alternative Programmes			
Number	Title	NQF Level	Credits		Number	Title	NQF Level	Credits
142103001-PM-02	Manage operational processes	5	6	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360
142103001-PM-03	Manage workforce planning processes	5	10	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360
142103001-PM-04	Manage employee performance	6	12	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360
142103001-PM-05	Plan and control service standards	6	10	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360
142103001-PM-06	Build stakeholder relationships	6	10	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360
142103001-PM-07	Plan and manage stock	6	9	Or	78666 74105 72635	National Diploma: Retail Business Management	6	360

Proof of Practical Skill Modules				Or	Proof of Alternative Programmes			
Number	Title	NQF Level	Credits		Number	Title	NQF Level	Credits
					72747 72261			
142103001-PM-08	Price, merchandise and store stock	6	7	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360
142103001-PM-09	Manage supplier performance and relationships	6	8	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360
142103001-PM-10	Optimise stock performance	6	8	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360
142103001-PM-11	Develop marketing and sales plans	6	18	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360
142103001-PM-12	Develop and interpret financial documents	6	7	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360

Proof of Practical Skill Modules				Or	Proof of Alternative Programmes			
Number	Title	NQF Level	Credits		Number	Title	NQF Level	Credits
142103001-PM-13	Manage cash flow	6	5	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360
142103001-PM-14	Work with financial accounts and business plans	6	12	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360
142103001-PM-15	Manage and mitigate risk	6	20	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360
142103001-PM-16	Manage assets	6	8	Or	78666 74105 72635 72747 72261	National Diploma: Retail Business Management	6	360