

**Purpose Statement****Name of regulated qualification****QAN: 601/7158/3****Title: BTEC Level 3 National Diploma in Retail (720 GLH)****Overview*****The retail sector***

The retail sector is the UK's largest private employer. Retail is a critical part of the UK economy as a driver of technological change, with the potential to improve productivity. It provides just over 3 million jobs, predicted to increase to 3.2 million by 2022.

There are many different career paths in the retail sector and students can progress directly into a number of roles, complete retail apprenticeships or choose to continue studying at degree level.

***Who is this qualification for?***

The Pearson BTEC Level 3 National Diploma in Retail is intended to be a Tech Level qualification for post-16 students who wish to pursue a career in the retail industry.

It is equivalent in size to 2 A levels, and has been designed to be delivered as a two-year programme, often alongside a further level 3 qualification. Students wishing to take this BTEC will usually have successfully completed a level 2 programme of learning with GCSEs and possibly vocational qualifications.

***What does the qualification cover?***

This qualification has been developed in consultation with employers and professional bodies to ensure that it gives students the opportunity to develop the knowledge, skills and behaviours appropriate for working in the retail sector. In addition, higher education representatives have been involved in order to confirm that the content is also appropriate for those interested in progressing into employment in the retail sector via a higher-level retail business qualification.

The qualification content and assessment has been mapped to the Trailblazer Apprenticeship standards for a Retail Team Leader, the national occupational standards in the retail industry, as well as the Chartered Institute of Procurement and Supply (CIPS) Level 3 Advanced Certificate in Procurement and Supply. This further supports the competencies that a student will be able to develop during the qualification.

Everyone taking this qualification will study six mandatory units:

- Investigating the Business Environment
- Investigating Retail Business
- Customer Service in Retail
- Team Building in Business
- Visual Merchandising
- Business Decision Making

Students choose a further four optional units from six, which have been designed to support progression to a range of in-demand retail sector-related areas, they are:

- Buying for Business (essential for CIPS)
- Supply Chain Operations (essential for CIPS)
- Marketing Planning (essential for CIPS)
- Recruitment and Selection Process
- Retailing in Food and Fashion
- Work Experience in Retail

Students will be required to engage with employers as part of their course. This could be through work experience, or employers contributing to the delivery and assessment of particular units, including Customer Service in Retail.

Practical experience of the retail sector is valuable for all those students who aim to progress to a career in the industry, either directly after completing this qualification, or following further study.

#### **What could this qualification lead to?**

##### ***Will the qualification lead to employment, if so, in which job role and at which level?***

The content of this qualification has been designed primarily to support progression directly into employment in the retail sector, to carry out roles such as:

- assistant merchandiser
- sales consultant
- visual displays coordinator
- retail supervisor
- retail sales advisor
- assistant buyer
- customer services advisor
- allocation and distribution consultant

Administration and junior management training programmes and apprenticeships are available in areas such as retail, sales or enterprise.

***Will the qualification support progression to further learning, if so, what to?***

In addition to the sector-specific content, the requirements of the qualification mean the student develops the transferable and higher-order skills that are highly regarded by both HE and employers.

The qualification is intended to carry UCAS points and is recognised by HE providers as meeting admission requirements to many relevant courses, for example, the following foundation degrees:

- FdA in Retail Management
- FdA in Visual Merchandising
- FdA in Fashion, Retail and Enterprise
- FdSc in Logistics and Supply Chain Management.

When studied with other qualifications within the study programme, such as an A level or BTEC Extended Certificate in a different complementary sector, such as Fashion, Hospitality or Sport, learners can progress into higher education on specialist degree courses, for example:

- BA (Hons) in Retail Management
- BA (Hons) in Retail Marketing
- BA (Hons) in Sports Business, Retailing and Merchandising
- BA (Hons) in Fashion and Textile Buying Management
- BSc (Hons) in Business with Retail Studies.

Students should always check the entry requirements for degree programmes at specific HE providers.

***If there are larger and/or smaller versions of this qualification, or it is available at different skills levels, why should the student choose this one?***

The **Pearson BTEC Level 3 National Diploma in Retail** is designed as a tech level qualification equivalent in size to 2 A Levels. It is an ideal qualification for students who want to progress to a career within the retail sector, and gives them good knowledge and skills to be able to apply for roles within the sector, either directly, or via higher education.

The suite also includes the following qualifications.

The **Pearson BTEC Level 3 National Certificate in Business** is the smallest qualification in the suite of BTEC Nationals in Business, equivalent in size to 0.5 of an A level. It is for students who would like an element of Business in a study programme that has a range of qualifications in other areas.

The **Pearson BTEC Level 3 National Extended Certificate in Business** is equivalent in size to 1 A level. It is for students who are interested in learning about the sector alongside other

fields of study, with a view to progressing to a wide range of HE courses, but not necessarily in business.

The **Pearson BTEC Level 3 National Foundation Diploma in Business** is equivalent in size to 1.5 A levels and is for students looking for a one-year course of full-time study, or alongside another area of study that contrasts or complements the Business Foundation Diploma over a two-year full-time study programme.

The **Pearson BTEC Level 3 National Diploma in Business** is equivalent in size to 2 A levels. It typically makes up two-thirds of a two-year 16–19 study programme, and is taken alongside other qualifications. The additional qualification(s) studied allow students either to give breadth to their study by choosing a contrasting subject, or to give their studies more focus by choosing a complementary subject.

The **Pearson BTEC Level 3 National Extended Diploma in Business** is the largest qualification in the suite of BTEC Nationals in Business and is equivalent in size to 3 A levels. It is best suited to students who want to progress to higher education programmes prior to employment probably in the business sector.

For more detail of the other qualifications listed here, and the different progression opportunities they particularly support, please refer to their statements of purpose.

### **This qualification is supported by the following organisations**

#### **Professional and trade bodies**

CIPS (Chartered Institute of Procurement and Supply)

#### **Employers**

The Co-operative Group

#### **Higher education**

The University of Manchester

University of Exeter

University of East Anglia

University of Huddersfield

University of Chichester

Kingston University

Southampton Solent University

University College Birmingham

University of the West of England

Harper Adams University