<table>
<thead>
<tr>
<th>Training Package</th>
<th>Retail WRR02</th>
<th>HSC Requirements and Advice</th>
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<tbody>
<tr>
<td><strong>Title:</strong></td>
<td><strong>Introduction to Retailing</strong></td>
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<tr>
<td><strong>Module Code</strong></td>
<td><strong>Unit Descriptor</strong></td>
<td>HSC Indicative Hours: 20</td>
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<tr>
<td>RET001</td>
<td>Promotes understanding of the retail industry, its place in the economy and society, and of career pathways in retail. Its purpose is to provide the student with knowledge and skills necessary to enter the retail industry.</td>
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**Relationship to Units of Competency**

While this module is not explicitly linked to specific National Competency Standards, it reflects underpinning knowledge and skills required to develop competence. The learning outcomes it contains have been developed to promote understanding of the retail industry and career planning in a retail context.
<table>
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<th>Learning Outcome</th>
<th>Assessment Criteria</th>
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</table>
| 1 Discuss the structure of the retail industry | • Describe significant stages in the development of the retail industry.  
• Describe the profile and place of the retail industry in the economy and the community.  
• Describe and distinguish between the major types of retail outlets in terms of their services and methods of distribution.  
• Identify the major functions of retail organisations.  
• Describe and analyse retail enterprises in terms of scale and ownership.  
• Describe enterprises in terms of control and function. | • Significant stages in the development of the retail industry  
• Profile and place of the retail industry in the economy and the community  
• Major types of retail outlets  
• Methods of distribution of goods, eg manufacturing through to wholesale and retail  
• Major functions of retail organisations, eg buying, merchandising, administration, human resources, stock control, customer service  
• Scale and ownership of retail organisations – sole trader, partnership, private/public companies, co-operatives, public authorities  
• Retail enterprises in terms of control and function – franchising, chains, small business, consumer co-operatives, wholesale. | Learning experiences for the HSC must include:  
• analysis of changes in the retail industry due to technology and societal changes  
• the major types of retail outlets in terms of their services and methods of distribution, eg owner operated, chain, discount, franchise, department, direct sell, telemarketing, speciality stores, e-commerce, hypermarkets  
• key functions of retail organisations explained  
• the various types of ownership  
• changes in employment patterns in terms of percentage of population employed in retail and in regard full-time, part-time, and casual employment  
• pollution, transport, employment, accessibility and congestion impacts of suburban shopping centres analysed  
• changes in employment patterns in the retail industry |
| 2 Assess the costs and benefits of retailing for society and the environment | • Identify changing patterns of employment within the industry.  
• Assess the impact of suburban shopping centres on the environment.  
• Assess the impact of modern methods of shopping on the community. | • Changing patterns of employment in the retail industry in regard to location, numbers employed and employment type  
• The costs and benefits of suburban shopping centres  
• Shifts from village shops, to town/city commercial districts, to suburban shopping centres as the hub of retail activity – the use of computer ‘online’ shopping |
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| 3 Discuss retail industry career path options | • Identify changes of employment patterns in the retail industry.  
• Identify career opportunities in the retail industry.  
• Propose a possible career path in the retail industry suitable to the needs of the proponent. | • Changes in employment patterns in the retail industry  
• Career opportunities in the retail industry  
• Considerations when making career decisions, eg interests, work ethic, study, location, variety, responsibility  
• Employees' responsibilities in the workplace  
• Appearance and behaviour standards  
• Methods of mapping a career path in the retail industry | • career opportunities in the retail industry  
• considerations when making career decisions, eg interests, work ethic, study, location, variety, responsibility  
• employees' responsibilities in the workplace  
• appearance and behaviour standards  
• methods of mapping a career path in the retail industry |
| 4 Suggest training options appropriate to the proposed industry career path | • Identify training options available in the retail industry.  
• Identify skills and personal attributes necessary to be successful in the retail industry.  
• Define appropriate personal presentation and behaviour in the retail workplace.  
• Suggest training options applicable to the career path proposed in Learning Outcome 3. | • Training options available in the retail industry, eg private providers, vocational education institutions, tertiary education institutions  
• Skills and personal attributes necessary to be successful in the retail industry | • description of the various training options available  
• analysis of the skills and personal attributes required to be successful in the retail industry  
• career pathways identified in regard to training options available  
• the preparation and subsequent completion of a job application letter  
• the compilation of a resume/curriculum vitae  
• a real or simulated interview for a retail job |
| 5 Prepare documents and personal presentation to enter into a career path | • Prepare an application letter for a job in the retail industry.  
• Prepare a resume/curriculum vitae for a job in the retail industry.  
• Outline the steps that should be taken to prepare for a job interview in the retail industry, including personal presentation and demonstration of personal attributes.  
• Demonstrate effective performance at interview. | • Layout, principles and content of a job application letter  
• Layout principles and essential components of a resume/curriculum vitae  
• Interview preparation  
• Interview performance | • Key Terms and Concepts  
• administration  
• buying  
• chain  
• curriculum vitae  
• customer service  
• department  
• direct sell  
• discount  
• franchise |
Key Competencies

This module will relate to and support the development and demonstration of the following key competencies:

- Collecting, analysing and organising information
- Communicating ideas and information
- Planning and organising activities

Learning Resources include:

- Board of Studies – Retail Support Document
- National Retail Training Materials – Certificate II in Retail Operations – Curriculum – Module RET001 – Introduction to Retailing
- National Retail Training Materials – Learners Guide – Introduction to Retailing

HSC Requirements

- human resources
- interview
- manufacturing
- markets
- unlimited liability
- limited liability
- full time
- part time
- merchandising
- owner operated
- private providers
- resumé
- retail
- retail industry
- speciality
- stock control
- telemarketing
- tertiary education institutions
- vocational education institutions
- wholesale
- work ethic
- franchisee
- casual