Entry Level 3 Award in Introduction to Retail Skills (7519)

Qualification handbook
500/6836/2
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City & Guilds
1 Giltspur Street
London EC1A 9DD
T +44 (0)20 7294 2800 www.cityandguilds.com
F +44 (0)20 7294 2400 centresupport@cityandguilds.com
Entry Level 3 Award in Introduction to Retail Skills (7519)

Qualification handbook
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1 Introduction to the qualification

This document contains the information that centres need to offer the following qualification:

<table>
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<th>Entry Level 3 Award in Introduction to Retail Skills</th>
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<tbody>
<tr>
<td>City &amp; Guilds qualification number</td>
<td>(7519-01)</td>
</tr>
<tr>
<td>Qualification accreditation number (QAN) / Learning aims reference</td>
<td>500/6836/2</td>
</tr>
<tr>
<td>Last registration date</td>
<td>Consult the Walled Garden/Online Catalogue for last dates</td>
</tr>
<tr>
<td>Last certification date</td>
<td>Consult the Walled Garden/Online Catalogue for last dates</td>
</tr>
</tbody>
</table>

1.1 Qualification structure

To achieve the Entry 3 Award in an Introduction to Retail skills, learners must achieve 9 credits from the units.

The diagram below illustrates the unit titles, the credit value of each unit and the title of the qualification which will be awarded to candidates successfully completing the required combination of units and/or credits. It also shows any excluded combination of units.

<table>
<thead>
<tr>
<th>Accreditation unit reference</th>
<th>City &amp; Guilds unit number</th>
<th>Unit title</th>
<th>Credit value</th>
</tr>
</thead>
<tbody>
<tr>
<td>M/501/9520</td>
<td>Unit 001</td>
<td>Discovering the retail workplace</td>
<td>3</td>
</tr>
<tr>
<td>F/501/9523</td>
<td>Unit 002</td>
<td>Introduction to looking after customers in a retail environment</td>
<td>3</td>
</tr>
</tbody>
</table>

For more information on the Foundation learning please go to [www.cityandguilds.com/FLT](http://www.cityandguilds.com/FLT)
1.2 Opportunities for progression

On completion of this qualification candidates may progress into employment or through the following City & Guilds qualifications:

- Level 1 Award/Certificate in Retail Knowledge (1013)
- Level 1 Award/Certificate/Diploma in Retail Skills (7536-91, -02, -03)
- Level 2 Award/Certificate in Retail Knowledge (1013-92, -22)
- Level 2 Award/Certificate/Diploma in Retail Skills (7536-92, -22, -23)
- Level 3 Award/Certificate in Retail Knowledge (1013-93, -32)
- Level 3 Certificate/Diploma in Retail (Management) (7536-93, -31, -34)
- Level 3 Certificate/Diploma in Retail (Sales Professional) (7536-93, -32, -35)
- Level 3 Certificate/Diploma in Retail (Visual Merchandising) (7536-93, -33, -36)

1.3 Qualification support materials

City & Guilds also provides the following publications and resources specifically for this qualification:

<table>
<thead>
<tr>
<th>Description</th>
<th>How to access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qualification handbook</td>
<td><a href="http://www.cityandguilds.com/retail">www.cityandguilds.com/retail</a></td>
</tr>
<tr>
<td>Assessment guide</td>
<td><a href="http://www.cityandguilds.com/retail">www.cityandguilds.com/retail</a></td>
</tr>
</tbody>
</table>
2 Centre requirements

This section outlines the approval processes for Centres to offer this qualification and any resources that Centres will need in place to offer the qualifications including qualification-specific requirements for Centre staff.

Centres already offering City & Guilds qualifications in this subject area

Centres approved to offer any of the following qualifications may apply for approval for the new Entry Level 3 Award in Introduction to Retail Skills using the fast track approval form, available from the City & Guilds website.

- Award/Certificate/Diploma in Retail Skills (7536)
- Certificate/Award in Retail Knowledge (1013)
- Certificate in Retailing (1007) (closed for registrations)
- N/SVQ in Retail Skills (1008) (closed for registrations)

Centres may apply to offer the new qualification using the fast track form

- providing there have been no changes to the way the qualifications are delivered, and
- if they meet all of the approval criteria specified in the fast track form guidance notes.

Fast track approval is available for 12 months from the launch of the qualification. After this time, the qualification is subject to the standard Qualification Approval Process. It is the centre’s responsibility to check that fast track approval is still current at the time of application.

2.1 Resource requirements

Physical resources and site agreements

Centres must provide access to sufficient equipment in the centre or workplace to ensure candidates have the opportunity to cover all of the practical activities.

Human resources

Staff delivering this qualification must be able to demonstrate that they meet the following occupational expertise requirements. They should:

- be occupationally knowledgeable in the area of retail for which they are delivering training. This knowledge must be at least to the same level as the training being delivered
- have credible experience of providing training.

Centre staff may undertake more than one role, eg tutor and assessor or internal verifier, but must never internally verify their own assessments.

Assessors and internal verifiers

While the Assessor/Verifier (A/V) units are valued as qualifications for centre staff, they are not currently a requirement for the qualification.

Continuing professional development (CPD)

Centres are expected to support their staff in ensuring that their knowledge remains current of the occupational area and of best practice in delivery, mentoring, training, assessment and verification, and that it takes account of any national or legislative developments.
2.2 Candidate entry requirements

Candidates should not be entered for a qualification of the same type, content and level as that of a qualification they already hold.

There are no formal entry requirements for candidates undertaking this qualification. However, centres must ensure that candidates have the potential and opportunity to gain the qualification successfully.

Age restrictions

There are no age limits attached to candidates undertaking the qualification unless this is a legal requirement of the process or the environment.
3 Course design and delivery

3.1 Initial assessment and induction
Centres will need to make an initial assessment of each candidate prior to the start of their programme to ensure they are entered for an appropriate type and level of qualification.

The initial assessment should identify:

• any specific training needs the candidate has, and the support and guidance they may require when working towards their qualification. This is sometimes referred to as diagnostic testing.
• any units the candidate has already completed, or credit they have accumulated which is relevant to the qualification they are about to begin.

City & Guilds recommends that centres provide an induction programme to ensure the candidate fully understands the requirements of the qualification they will work towards, their responsibilities as a candidate, and the responsibilities of the centre. It may be helpful to record the information on a learning contract.

Further guidance about initial assessment and induction, as well as a learning contract that centres may use, are available on the City & Guilds website.

3.2 Recommended delivery strategies
Centre staff should familiarise themselves with the structure, content and assessment requirements of the qualification before designing a course programme.

Centres may design course programmes of study in any way which:

• best meets the needs and capabilities of their candidates
• satisfies the requirements of the qualification.

City & Guilds recommends that centres address the wider curriculum, where appropriate, when designing and delivering the course. Centres should also consider links to the National Occupational Standards, functional Skills, Personal Social Development units (PSD) and other related qualifications.

Centres may wish to include topics as part of the course programme which will not be assessed through the qualification.

3.3 Summary of assessment methods
For this qualification, candidates will be required to complete the following assessments:

• one assignment for each unit

Please refer the Assessment guide for further information about the assignments.
4 Units

Availability of units

The units for this qualification follow.

The learning outcomes and assessment criteria are also viewable on the National Database of Accredited Qualifications (NDAQ) [www.accreditedqualifications.org.uk](http://www.accreditedqualifications.org.uk)

Structure of units

The units in this qualification are written in a standard format and comprise the following:

- City & Guilds reference number
- title
- level
- credit value
- unit aim
- endorsement by a sector or other appropriate body
- information on assessment
- learning outcomes which are comprised of a number of assessment criteria

Summary of units

<table>
<thead>
<tr>
<th>City &amp; Guilds unit number</th>
<th>Title</th>
<th>Unit number</th>
<th>Credits</th>
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<tbody>
<tr>
<td>001</td>
<td>Discovering the retail workplace</td>
<td>M/501/9520</td>
<td>3</td>
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<td>002</td>
<td>Introduction to looking after customers in a retail environment</td>
<td>F/501/9523</td>
<td>3</td>
</tr>
<tr>
<td>003</td>
<td>Introduction to handling stock in a retail environment</td>
<td>J/501/9524</td>
<td>3</td>
</tr>
<tr>
<td>004</td>
<td>Introduction to keeping the work area clean, tidy and safe in a retail environment</td>
<td>A/501/9522</td>
<td>3</td>
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</tbody>
</table>
Unit 001   Discovering the retail workplace

Level:    Entry 2

Credit value:  3

Unit aim
This unit is about the learner getting to know the retail environment. The learner will be expected to work under close supervision.

Learning outcomes
There are two learning outcomes to this unit. The learner will be able to:
1. Know about different types of retailers
2. Know about different job roles in retail

Guided learning hours
It is recommended that 30 hours should be allocated for this unit. This may be on a full-time or part-time basis.

Endorsement of the unit by a sector or other appropriate body (if required)
This unit is endorsed by Skillsmart Retail, the Sector Skills Council for Retail.

Assessment
This unit will be assessed by:
• an assignment covering underpinning knowledge.
Unit 001  Discovering the retail workplace
Learning outcomes and assessment criteria

Outcome 1  Know about different types of retailers

Assessment Criteria
The learner can:
1. Identify the types of retail stores in a trading area such as a shopping centre or ‘high street’
2. Identify the range of goods and services retail stores sell
3. Identify common customer questions about products and services

Outcome 2  Know about different job roles in retail

Assessment Criteria
The learner can:
1. Identify the functions of different departments within retail stores
2. Identify different job roles in retail

Range/Scope/Unit content
Retail stores
Department store, multiples (including supermarkets), co-operatives, independents

Services
Home deliveries, credit facilities, store cards, personal shopper, restaurants, refund and exchange

Customer questions
Questions that can be answered, questions that should be referred

Products
Fashion, non fashion, food

Functions
Store operations, buying and merchandising, customer contact centres, logistics, finance and administration, marketing, PR, HR, IT

Job roles
Sales person, cashier, store manager, merchandiser, display assistants, stock room assistants, shelf filler, fitting room assistant, security
Unit 002  
Introduction to looking after customers in a retail environment

Level: Entry 3

Credit value: 3

Unit aim
This unit is about the learner helping to greet and help a limited number of customers with their enquiries. The learner will be expected to work under close supervision in the retail environment. This may be carried out in a simulated environment.

Learning outcomes
There are three learning outcomes to this unit. The learner will be able to:
1. Know how to project positive impression of self/company to customers
2. Know how to communicate with customers
3. Know how to deal with customer enquires

Guided learning hours
It is recommended that 30 hours should be allocated for this unit. This may be on a full-time or part-time basis.

Endorsement of the unit by a sector or other appropriate body (if required)
This unit is endorsed by Skillsmart Retail, the Sector Skills Council for Retail.

Assessment
This unit will be assessed by:
• an assignment covering practical skills and underpinning knowledge.
Unit 002  Introduction to looking after customers in a retail environment
Learning outcomes and assessment criteria

Outcome 1  Know how to project positive impression of self/company to customers

Assessment Criteria
The learner can:
1. State why personal appearance and following a dress code is important to giving a positive impression
2. State how to greet customers in a positive way

Outcome 2  Know how to communicate with customers

Assessment Criteria
The learner can:
1. Use appropriate and clear language, tone, manner and body language when communicating with customers

Outcome 3  Know how to deal with customer enquiries

Assessment Criteria
The learner can:
1. Identify a range of customer enquiries common to a retailer
2. Respond politely to simple enquiries

Range/Scope/Unit content
Personal appearance
Hair and nails, footwear, personal hygiene, clean clothes

Clear language
Open and closed questions, use of jargon

Enquiries
Enquiries that can be answered, enquiries that should be referred
Unit 003 Introduction to handling stock in a retail environment

Level: Entry 3

Credit value: 3

Unit aim
This unit is about the learner helping to handle a limited range of stock in the store/stockroom and filling up one or more items of stock on display. The learner will be expected to work under close supervision in the retail environment. This may be carried out in a simulated environment.

Learning outcomes
There are three learning outcomes to this unit. The learner will be able to:
1. Know how to unpack and move stock
2. Know how to store stock safely
3. Know how to fill up stock on display

Guided learning hours
It is recommended that 30 hours should be allocated for this unit. This may be on a full-time or part-time basis.

Endorsement of the unit by a sector or other appropriate body (if required)
This unit is endorsed by Skillsmart Retail, the Sector Skills Council for Retail.

Assessment
This unit will be assessed by:
• an assignment covering practical skills.
Unit 003 Introduction to handling stock in a retail environment

Learning outcomes and assessment criteria

Outcome 1 Know how to unpack and move stock

Assessment Criteria
The learner can:
1. **Unpack items** of stock safely
2. Respond to instructions to **move goods and materials safely** to prevent damage to stock or injury to self or others

Outcome 2 Know how to store stock safely

Assessment Criteria
The learner can:
1. Put stock into the right **storage place** safely
2. Contribute to storing items neatly and securely and in **correct order**

Outcome 3 Know how to fill up stock on display

Assessment Criteria
The learner can:
1. Fill up stock on display
2. Contribute to cleaning and tidying shelves without altering the layout of the display
3. Contribute to positioning items on shelves in the right place and order

Range/Scope/Unit content

**Unpack items**
Cleared space, use appropriate tools, manual handling, disposed of packaging

**Move goods and materials safely**
Select and use appropriate equipment

**Storage place**
Height location

**Correct order**
Date order
Unit 004

Introduction to keeping the work area clean, tidy and safe in a retail environment

Level: Entry 3

Credit value: 3

Unit aim
This unit is about the learner helping to keep a discrete area of the store clean and tidy and being able to react appropriately in the case of an accident/emergency. The learner will be expected to work under close supervision in the retail environment. This may be carried out in a simulated environment.

Learning outcomes
There are three learning outcomes to this unit. The learner will be able to:
1. Know how to clean work areas
2. Know how to dispose of waste and rubbish safely
3. Know how to ask for help in an accident or emergency

Guided learning hours
It is recommended that 30 hours should be allocated for this unit. This may be on a full-time or part-time basis.

Endorsement of the unit by a sector or other appropriate body (if required)
This unit is endorsed by Skillsmart Retail, the Sector Skills Council for Retail.

Assessment
This unit will be assessed by:
• an assignment covering practical skills and underpinning knowledge.
Unit 004  Introduction to keeping the work area clean, tidy and safe in a retail environment

Learning outcomes and assessment criteria

Outcome 1  Know how to clean work areas

Assessment Criteria
The learner can:
1. State why it is important to keep the work area clean and tidy
2. Follow instructions to clean the work area

Outcome 2  Know how to dispose of waste and rubbish safely

Assessment Criteria
The learner can:
1. Dispose of different types of waste and rubbish safely

Outcome 3  Know how to ask for help in an accident or emergency

Assessment Criteria
The learner can:
1. State the types of accidents and emergencies that may occur in a retail environment
2. Identify who to ask for help in case of an accident or emergency
3. Respond to instructions given by senior staff and the emergency services

Range/Scope/Unit content
Keep the work area clean and tidy
Infestation, contamination, safety, professional image, work place policy

Instructions
Verbal, written

Types of waste
Hazardous, non hazardous

Emergencies
Fire, bomb threat, water, suspicious package

Accidents
Slips, trips, falls, burns and scalds
Appendix 1  Sources of general information

The following documents contain essential information for centres delivering City & Guilds qualifications. They should be referred to in conjunction with this handbook. To download the documents and to find other useful documents, go to the Centres and Training Providers homepage on www.cityandguilds.com.

Centre Guide – Delivering International Qualifications contains detailed information about the processes which must be followed and requirements which must be met for a centre to achieve ‘approved centre’ status, or to offer a particular qualification. Specifically, the document includes sections on:

- The centre and qualification approval process and forms
- Assessment, verification and examination roles at the centre
- Registration and certification of candidates
- Non-compliance
- Complaints and appeals
- Equal opportunities
- Data protection
- Frequently asked questions.

Providing City & Guilds qualifications – a guide to centre and qualification approval contains detailed information about the processes which must be followed and requirements which must be met for a centre to achieve ‘approved centre’ status, or to offer a particular qualification. Specifically, the document includes sections on:

- The centre and qualification approval process and forms
- Assessment, verification and examination roles at the centre
- Registration and certification of candidates
- Non-compliance
- Complaints and appeals
- Equal opportunities
- Data protection
- Frequently asked questions.

Ensuring quality contains updates and good practice exemplars for City & Guilds assessment and policy issues. Specifically, the document contains information on:

- Management systems
- Maintaining records
- Assessment
- Internal verification and quality assurance
- External verification.

Access to Assessment & Qualifications provides full details of the arrangements that may be made to facilitate access to assessments and qualifications for candidates who are eligible for adjustments in assessment.

The centre homepage section of the City & Guilds website also contains useful information such on such things as:

- Walled Garden
  Find out how to register and certificate candidates on line
• **Events**  
  Contains dates and information on the latest Centre events

• **Online assessment**  
  Contains information on how to register for GOLA assessments.
## Useful contacts

<table>
<thead>
<tr>
<th>Type</th>
<th>Contact</th>
<th>Query</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK learners</td>
<td>T: +44 (0)20 7294 2800 E: <a href="mailto:learnersupport@cityandguilds.com">learnersupport@cityandguilds.com</a></td>
<td>• General qualification information</td>
</tr>
<tr>
<td>International learners</td>
<td>T: +44 (0)20 7294 2885 F: +44 (0)20 7294 2413 E: <a href="mailto:intcg@cityandguilds.com">intcg@cityandguilds.com</a></td>
<td>• General qualification information</td>
</tr>
<tr>
<td>Centres</td>
<td>T: +44 (0)20 7294 2787 F: +44 (0)20 7294 2413 E: <a href="mailto:centresupport@cityandguilds.com">centresupport@cityandguilds.com</a></td>
<td>• Exam entries&lt;br&gt;• Registrations/enrolment&lt;br&gt;• Certificates&lt;br&gt;• Invoices&lt;br&gt;• Missing or late exam materials&lt;br&gt;• Nominal roll reports&lt;br&gt;• Results</td>
</tr>
<tr>
<td>Single subject qualifications</td>
<td>T: +44 (0)20 7294 8080 F: +44 (0)20 7294 2413 F: +44 (0)20 7294 2404 (BB forms) E: <a href="mailto:singlesubjects@cityandguilds.com">singlesubjects@cityandguilds.com</a></td>
<td>• Exam entries&lt;br&gt;• Results&lt;br&gt;• Certification&lt;br&gt;• Missing or late exam materials&lt;br&gt;• Incorrect exam papers&lt;br&gt;• Forms request (BB, results entry)&lt;br&gt;• Exam date and time change</td>
</tr>
<tr>
<td>International awards</td>
<td>T: +44 (0)20 7294 2885 F: +44 (0)20 7294 2413 E: <a href="mailto:intops@cityandguilds.com">intops@cityandguilds.com</a></td>
<td>• Results&lt;br&gt;• Entries&lt;br&gt;• Enrolments&lt;br&gt;• Invoices&lt;br&gt;• Missing or late exam materials&lt;br&gt;• Nominal roll reports</td>
</tr>
<tr>
<td>Walled Garden</td>
<td>T: +44 (0)20 7294 2840 F: +44 (0)20 7294 2405 E: <a href="mailto:walledgarden@cityandguilds.com">walledgarden@cityandguilds.com</a></td>
<td>• Re-issue of password or username&lt;br&gt;• Technical problems&lt;br&gt;• Entries&lt;br&gt;• Results&lt;br&gt;• GOLA&lt;br&gt;• Navigation&lt;br&gt;• User/menu option problems</td>
</tr>
<tr>
<td>Employer</td>
<td>T: +44 (0)121 503 8993 E: <a href="mailto:business_unit@cityandguilds.com">business_unit@cityandguilds.com</a></td>
<td>• Employer solutions&lt;br&gt;• Mapping&lt;br&gt;• Accreditation&lt;br&gt;• Development Skills&lt;br&gt;• Consultancy</td>
</tr>
<tr>
<td>Publications</td>
<td>T: +44 (0)20 7294 2850 F: +44 (0)20 7294 3387</td>
<td>• Logbooks&lt;br&gt;• Centre documents&lt;br&gt;• Forms&lt;br&gt;• Free literature</td>
</tr>
</tbody>
</table>

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