

WJEC Level 1/2 Award in Retail Business

Retail businesses operate in different retail channels, from outlets in local shopping arcades to catalogues and online shopping. There are different types and sizes of retailers, from large multinational department stores to small specialist retailers.

WJEC Level 1/2 Award in Retail Business is designed to mainly support learners who want to learn about the retail businesses and the potential it can offer them for careers or further study. It provides learners with a broad introduction to the retail sector and the types of career opportunities available.

This is the qualification structure:

WJEC Level 1/2 Award in Retail Business

| Unit number | Unit title | Assessment | GLH |
|--------------------|---------------------|-----------------------|------------|
| 1 | Customer experience | Mandatory Internal | 30 |
| 2 | Retail business | Mandatory External | 30 |
| 3 | Retail operations | Mandatory Internal | 30 |

This structure has been designed to allow learners to develop the understanding and skills related to a range of functional areas in retail businesses. The units allow a focus on specific functional areas, such as store operations and customer service, and the relationships between those functional areas that are essential in a successful retail business. Each unit has an applied purpose which acts as a focus for the learning in the unit. This approach is called applied learning and enables learners to learn in such a way that they develop:

- Skills required for independent learning
- Ability to solve problems
- Skills of project-based research, development and presentation
- Ability to work alongside other professionals in a professional environment

