



**Qualification Specification**

Version 1: April 2021

**OAL Level 4 Diploma in Retail  
Management**

Qualification Number: 603/7465/2

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**Qualification title: OAL Level 4 Diploma in Retail Management  
(QN): 603/7465/2**

## **Qualification Handbook**

### **1 Qualification purpose**

This qualification is designed to build upon the skills and knowledge in retail to develop into a senior role within the retail sector. The retail sector is diverse and covers a range of industries including trade, high street stores, supermarkets, e-commerce and wholesale.

Learners will be able to demonstrate their ability to lead and manage their teams through excellent organisation and communication, with a sound understanding of both business and people management skills. The role of the Retail Manager involves maximising income and minimising wastage through continuous improvement and engagement their team in enhancing business performance and productivity.

This qualification will support progression of learners to roles such as:

- Retail Store Manager
- Senior Retail Manager
- Area Manager

### **2 Who is this qualification for?**

This qualification is suitable for individuals working in a retail setting who have supervisory experience and the aspiration to move to a leadership or management role in the retail sector.

### **3 Entry requirements**

There are no formal entry requirements for learners selecting this qualification. However, the achievement of a Level 3 qualification in Retail or a related occupation may be an advantage to some learners. The learner should be in a position where they can demonstrate the competencies of the qualification with the support of their employer. Organisations providing training and assessment must ensure that learners have the potential and opportunity to achieve the qualification successfully. This qualification is not approved for use by learners under the age of 18 years and OAL cannot accept any registrations for learners in this age group.

#### 4 Regulatory information

Countries offered in:	UK, Europe and Internationally
Ofqual purpose:	D. Confirm occupational competence
Ofqual sub purpose:	D1. Confirm competence in an occupational role to the standards required
Subject/sector areas	7.1 Retailing and Wholesaling
Qualification operational start date	19 <sup>th</sup> April 2021
Qualification review date:	19 <sup>th</sup> April 2026
Applicable age ranges (years):	18+

## 5 Qualification coverage

On achievement of this qualification, learners will have gained the knowledge and skills to successfully lead and manage a retail team across a range of retail organisations.

The role of the Retail Manager involves maximising income and minimising wastage through continuous improvement and engagement their team in enhancing business performance and productivity. The qualification covers areas such as:

- Finance
- Marketing
- Leadership
- Branding
- Product and Services
- Merchandising
- Technology in the retail sector

## 6 Qualification support

This qualification is designed to map to the requirements of the Apprenticeship Standard in Retail Management and has been developed alongside Screwfix, who offered their expertise in the sector. This qualification can be taken alongside the Apprenticeship Standard, or as a standalone, regulated qualification in its own right.

## 7 Further information

Further information about this qualification can be obtained from:

<https://www.oawards.co.uk/quals/>

You can also contact OAL directly at:

Occupational Awards Ltd, The Catalyst, Baird Lane, Heslington, York, YO10 5GA

Tel: 01235 432 032

Email: [info@oawards.co.uk](mailto:info@oawards.co.uk)

## 8 Qualification achievement

This qualification is made up of 14 mandatory units of assessment. All units are allocated a credit value which provides an indication of the size of the units in terms of learning hours, 1 credit = 10 learning hours. All units also have assigned Guided Learning Hours (GLH), which

indicate the average number of hours a learner may require guidance and support from teaching, learning and assessment professionals.

The units set out what learners need to know and need to do in order to perform effectively in their role as a Retail Manager. These are described in Learning Outcomes in units of assessment. The Learning Outcomes are defined by Assessment Criteria and these criteria must be assessed successfully for a learner to achieve each unit.

Achievement of the required 42 credits in the mandatory group of units will mean the qualification has been completed and will be subject to approval of a claim for certification. OAL will issue a certificate complete with the learner's name, the qualification title and the credits achieved.

Centres must ensure they understand all qualification requirements prior to the registration of learners and prior to carrying out assessment of learners. Assessment of learners must not take place prior to the registration date of the learner with OAL. Centres must retain copies of learner's assessment records for at least three years after certification. Registration and certification fees may be subject to change. Centres should be fully aware of registration and certification end dates to ensure learners are not disadvantaged.

## 9 Qualification structure

Qualification title: OAL Level 4 Diploma in Retail Management					
Qualification number (QN):			Total Qualification Time (TQT): 420		
Total qualification credits: 42			Guided Learning Hours (GLH): 370		
Learners must achieve 42 credits from all the mandatory units.					
All units are Mandatory					
Unit number	Title	Type	Level	Credit	GLH
R/618/7032	Understand and implement customer requirements in the retail sector	KS	4	2	10
Y/618/7033	Lead business improvements in the retail sector	KS	4	8	60
D/618/7034	Manage finance in the retail sector	KS	4	2	20
H/618/7035	Lead and manage teams and monitor team	KS	4	4	40

	performance in retail				
K/618/7036	Understand and implement marketing strategies in the retail sector	KS	4	3	30
M/618/7037	Communicate effectively as a manager in the retail sector	KS	4	3	30
T/618/7038	Manage sales and promotions in retail	KS	4	3	30
A/618/7039	Understand products and services in your own sector area	KS	4	2	20
M/618/7040	Understand the importance of branding and uphold brand reputation within the retail sector	KS	4	2	10
T/618/7041	Monitor stock management in the retail sector	KS	4	2	20
A/618/7042	Understand and manage merchandising in retail	KS	4	2	20
F/618/7043	Use technology in the retail sector	KS	4	3	30
J/618/7044	Personal and Professional Development of your team and yourself when working in retail	KS	4	3	30
L/618/7045	Understand and adhere to legal requirements in the retail sector	KS	4	3	20

### Key to unit type

1. Knowledge (K) units are designed to assess the learners' knowledge and understanding of related subject content, procedures, application of process or workplace practice
2. Skills (S) units are designed to assess learner performance in respect of the learner's applied skills that demonstrate valid, consistent, and reliable practice