

QUALIFICATION SPECIFICATION							SECTION A
QUALIFICATION DEVELOPER		BA ISAGO UNIVERSITY					
TITLE	Bachelor of Commerce Degree in Retail Operations Management				NCQF LEVEL	7	
FIELD	Business, Commerce and Management Studies			SUB-FIELD	Retail-Operations		
New qualification	✓	Review of existing qualification					
SUB-FRAMEWORK	General Education		TVET		Higher Education	✓	
QUALIFICATION TYPE	Certificate		Diploma		Bachelor	✓	
	Bachelor Honours		Master		Doctor		
CREDIT VALUE						492	
RATIONALE AND PURPOSE OF THE QUALIFICATION							
<p>Rationale</p> <p>The wholesale and retail trade sector does not only provide value to consumers by offering an assortment of goods and services, but significantly contributes to the Botswana's gross domestic product (GDP) through investment in technology, employment income, and generation of government revenue through taxation. As a result, the Ministry of Investment, Trade and Industry as a potential opportunity for economic diversification have identified this sector.</p> <p>Over the years, retailing has experienced considerable growth in Botswana, making it a dominant sector of the economy. The National Development Plan (NDP 11), states that there is still potential growth in this sector based on government programmes such as Economic Diversification Drive, Special Economic Zones and the Economic Stimulus Programme. In addition, Statistics Botswana through the Census of Enterprises and Establishments Report Phase 1 (2016) has also noted growth in this sector. The Wholesale and Retail Trade was recorded as the largest industry in Botswana in terms of the number of establishments. The census reported a total of 6,787 establishments within this industry, representing 36.6% of the total establishments. Despite this growth, the retail industry continues to employ thousands of Batswana largely as non-skilled or semi-skilled labour, with the majority of management positions occupied by non-citizens. Therefore, this calls for skills development and training for the local population.</p>							

Purpose

This qualification is intended to equip learners with the requisite skills and competences to effectively manage sustainable retail operations establishment. Learners who pursue this qualification would be competent in problem solving, financial management, merchandising, wholesaling, purchasing, staff training, supervision, and administration. The qualification prepares learners for employment within a wide variety of service and product industries.

ENTRY REQUIREMENTS (including access and inclusion)

- i. Applicants must have obtained a minimum qualification of five credits at Botswana General Certificate of Secondary Education or its equivalent including a pass in English language. Candidates who have a Credit in Commerce and Business Studies will have an advantage.
OR
- ii. Candidates must have successfully completed a level 6 Diploma in Retail Management, or its equivalent in the related field from a recognized institution.
OR
- iii. Special Entry: Candidates who do not have the minimum academic qualifications stated above, but have five years relevant work experience in a related field, will be considered upon satisfying the requirements of the Academic Affairs Board that might include an entrance interview.

QUALIFICATION SPECIFICATION

SECTION B

GRADUATE PROFILE (LEARNING OUTCOMES)

ASSESSMENT CRITERIA

1. Demonstrate competence in the planning and implementation of an overall retail management strategy.	1.1 Describe the theory and practice of retail operations management. 1.2 Identify different types of retail businesses 1.3 Develop comprehensive strategic and tactical plans for retail operations. 1.4 Apply the principles and theories of planning, organizing, staffing, directing, leading, and controlling in retail management. 1.5 Assess the current trends in the retail industry for retail
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	<p>concept design and developments.</p> <p>1.6 Evaluate the impact of environmental forces on retail operations including legal, market, ethical, social and technological change issues.</p> <p>1.7 Assess the importance and role of store location, personnel management, financial control and customer services on retail operations.</p> <p>1.8 Monitor retail operations to ensure successful implementation of strategies and operational processes to maximize store profits.</p>
2. Apply accounting concepts to interpret financial statements and evaluate the financial position and performance of retail operations	<p>2.1 Prepare accounting information for internal control, planning, performance evaluation, and coordination to continuously improve business processes</p> <p>2.2 Develop sales and profit reports to determine retail performance</p> <p>2.3 Analyze financial data to determine business performance against objectives</p> <p>2.4 Monitor operational expenses and cost of inventory to identify losses and develop strategy for increased profits.</p>
3. Develop appropriate marketing mix and customer relationship management strategies to enhance retail productivity, efficiency and profitability	<p>3.1 Define customer profiles and demographics to determine their needs and wants</p> <p>3.2 Develop strategies and tactics associated with retail pricing and promotions</p> <p>3.3 Examine the seasonal factors affecting customer needs and wants.</p> <p>3.4 Identify key retailing positions and their contribution to the customer's shopping experience and the success of the business.</p> <p>3.5 Assess the key issues associated with customer service in a retail environment.</p> <p>3.6 Set service standards to create shopping experiences that builds customer loyalty.</p>

	<p>3.7 Measure the value of customer relationship to profitability</p> <p>3.8 Develop strategies for Customer Relationship Management in a retail environment</p>
4. Apply theoretical and practical knowledge of retail operations to analyse and solve problems and provide leadership and management to staff	<p>4.1 Identify key issues influencing the effective management of store staff</p> <p>4.2 Apply quantitative and qualitative reasoning to solve problems in the retail settings</p> <p>4.3 Use quantitative tools and methodologies to support organizational decision-making.</p> <p>4.4 Apply the principles, methodologies and ideas of retail management in diversified and changing environment.</p> <p>4.5 Apply leadership principles and theory in various organizational settings.</p>
5. Examine the complexities of the international environment and its influence on retail operations management	<p>5.1 Define key concepts and theories in international retail management</p> <p>5.2 Contrast different national cultures and their impact on the management style of retailers.</p> <p>5.3 Evaluate the dynamic of the global business environment from a competitive and economic perspective.</p> <p>5.4 Develop a of global retail strategy in various retail settings</p> <p>5.5 Use appropriate human resources management strategy and policies in international retail settings</p>
6. Examine and adhere to the legal and ethical frameworks regulating various retail operations.	<p>6.1 Identify the relevant national and international laws regulating the retail environment</p> <p>6.2 Apply the relevant national and international legislations in business transactions</p> <p>6.3 Use the relevant safety regulations and requirements in the conduct of business activities</p> <p>6.4 Exhibit an understanding and appreciation of the ethical implications of decisions.</p>

	6.5 Review retail practices to ensure compliance to regulatory standards
7. Analyse the role of supply chain and inventory management principles in effective retail operations	<p>7.1 Diagram the channels of distribution available to firms</p> <p>7.2 Use information technology in managing inventory</p> <p>7.3 Hypothesize demand planning across the supply chain using information from market signals.</p> <p>7.4 Calculate the financial impact of the inventory decisions</p> <p>7.5 Identify gaps and lead improvement efforts for forecasting and inventory management</p> <p>7.6 Select channel-spanning performance measures to gauge collective success in reaching the end-user effectively and efficiently.</p>
8. Integrate and use of appropriate information communication technologies for innovation in retail operations.	<p>8.1 Explore various technologies feasible to support retail operations</p> <p>8.2 Develop customer databases to better manage customer information</p> <p>8.3 Engage more actively with customers through innovative platforms</p> <p>8.4 Appraise the economic value of the use of information communication technologies</p>
9. Contribute to the advancement of the retail operational management profession through participation in research or inquiry into areas of practice and professional practice	<p>9.1 Identify problems or areas requiring research in relation retailing</p> <p>9.2 Collect data relevant to the research objectives using varied means</p> <p>9.3 Analyze data using various techniques and methods in a way that provides information that justifies the rationale</p> <p>9.4 Develop research findings and communicate to decision makers.</p> <p>9.5 Reflect on the implications of research findings on retail practices.</p>

QUALIFICATION STRUCTURE			
			SECTION C
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	Title	Level	Credits
	Business Communication	6	12
	Computing and Information Skills	6	12
	Accounting Concepts, Principles and procedures	6	12
	Quantitative Methods	6	12
	Introduction Occupational Health and Safety	6	12
CORE COMPONENT Subjects / Units / Modules /Courses	Principles of Business Management	6	12
	Principles of Marketing	6	12
	Introduction to Retail Management	6	12
	Understanding the Business Environment	6	12
	Commercial Law	6	12
	Principles of Economics	6	12
	Managing Retail Locations	7	12
	Cost Accounting	6	12
	Human Resources Management	7	12
	Price Management	7	12
	Enterprise Risk Management	7	12
	Procurement	7	12
	Buyer Behaviour and Consumerism	7	12
	Customer Care	6	12
	Selling and Sales Management	7	12
	Industrial Attachment	7	60
	International Retailing	7	12
	Business Planning and Entrepreneurship	7	12
	Retail Marketing Management	7	12
	Inventory Management	7	12
	Research Methods	7	12
	Strategic Retail and Merchandising Management	7	12
	Strategic Supply Chain Management	7	12
	Supplier Relationship Management	8	12

	Productions and Operations Management	7	12
	Research Project	7	24
	E-Commerce	7	12
	Relationship Marketing	8	12
	Corporate Strategy and Planning	7	12
ELECTIVE COMPONENT Subjects / Units / Modules /Courses (Select 2)	Integrated Marketing Communications	7	12
	Business Ethics	7	12
	Shipping, forwarding and transportation broking	7	12
	Contemporary Issues in Marketing	7	12
	Public Relations Management	7	12
	Organizational Change and Development	7	12

Rules of combinations, Credit distribution (where applicable):

Candidates will have to complete the entire fundamental and core components and attain **468** credits. They will also have to choose two electives to attain **24** credits. The sum total to be attained will be **492**. The breakdown in terms of NCQF levels will be as follows:

Level 6 credits =156

Level 7 credits = 312

Level 8 credits = 24

Total credits = 492

ASSESSMENT AND MODERATION ARRANGEMENTS

Assessment

All assessments leading to the award of the qualification will be based on learning outcomes and associated assessment criteria.

i. Formative assessment

The weighting of formative assessment is 40 % of the Final assessment mark.

ii. Summative assessment

The weighting of summative assessment is 60 % of the Final assessment mark.

Internal moderation requirements

- i. All assessment instruments should be internally moderated before administration
- ii. All marked scripts should be moderated internally
- iii. The preparation of the moderation should be accompanied by the Assessment Matrix.
- iv. Reports and associated documents to be in place for external moderation should include but not limited to:
 - Qualification document
 - Assessment Instrument
 - Assessment design and alignment matrix
 - Marking key
 - Internal Moderation report
 - List of candidates and scores attained (Module – wise report)
 - Examination Attendance register

External moderation requirements

External moderation is a final check, by external subject experts, that the examination and marking is at the right standard for the type and level of the qualification. External moderation exercise may lead to a decision to change marks. Each sub-field will have a Substantive External Examiner.

RECOGNITION OF PRIOR LEARNING (if applicable)

Recognition of Prior Learning (RPL) is a form of assessment for eligibility into the qualification. It allows recognition of skills and knowledge acquired through informal learning such as work or life experience. RPL is granted where the candidate is able to provide sufficient evidence of their competence in a module as determined by the appointed RPL Assessor.

Candidates wishing to apply for RPL assessment submit their applications three months prior to the commencement of the qualification they seek to enroll in. All prospective students will complete an application form and attach all required evidence, in the form of following:

- In-house training certificates
- Examples of work produced
- Workplace reference

- Statement of duties
- Project Work
- Newspaper cuttings of achievements
- Minutes of meetings attended or conducted
- Documents showing organizing/supervisory skills
- Awards, commendations, certificates of merit

All evidence presented will be matched against the Performance Criteria stated in the Unit of Competency. If necessary, candidate would be asked to perform an activity or undergo a test to provide evidence where there are gaps between what has been provided and what is required.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Learning Pathways

Horizontal Articulation:

- Bachelor of Commerce in Supply Chain Management
- Bachelor of Commerce in Entrepreneurship
- Bachelor of Commerce in Marketing
- Bachelor of Commerce in Purchasing and Supply

Vertical Articulation

- Master Commerce in Retail Operations Management
- Master of Business Administration in International Business
- Master of Commerce Degree in Strategic Management
- Master of Science Degree in Project Management

Employment Pathways

- Retail Store Manager
- Customer Service Officer
- Account Manager
- Sales Manager
- Retail Analyst

- Online Sales Agent
- Store Supervisor
- Inventory Officer
- Stores Controller
- Supply Chain Manager
- Export Manager
- Online Sales Agent
- Merchandiser
- Operations Manager

QUALIFICATION AWARD AND CERTIFICATION

- i. Candidates meeting the prescribed requirements will be awarded the qualification in accordance with the qualification composition rules and applicable policies. To be eligible for the award, candidates must have successfully completed all core and elective modules and passed examinations in accordance with regulations set by the Faculty. The Bachelor of Commerce Degree in Retail Operations Management will be awarded to candidates who have obtained a minimum of 480 credits.
- ii. Those candidates who have not met the minimum requirements but have accumulated credits from the qualification sought may be considered for an appropriate exit awards in accordance with the University Assessment Policy.

REGIONAL AND INTERNATIONAL COMPARABILITY

This qualification compares well with following:

- Bachelor of Commerce in Retail Management – MANCOSA
- Bachelor of Commerce (Honors) Degree in Retail Management and Consumer Science- Chinhoyi University of Technology
- B.Sc. (Hons) Business and Retail Management- University of Surrey

The proposed degree qualification has similarities especially in scope with the local, regional and international qualifications presented in this matrix. All the qualifications are intended to provide the skills and knowledge relating to the functions and management of a retail business and the key issues associated with understanding retail trading and environments. These skills can be used to embark on a number of different career paths in the retail industry, including retail store management, marketing, purchasing, and management positions at corporate level.

All the qualifications cover a combination of retail, marketing, human resources, accounting and leadership modules. However, there are notable differences in terms of duration, structure and credit value of the qualifications. Whilst this qualification runs for 4 years, with a total credit value of 492, the MANCOSA qualification runs for 3 years with a total of 360 credits. The qualification is structured with taught modules and a compulsory industrial attachment, which is similar to Chinhoyi University of Technology (Zimbabwe). However, the University of Surrey (UK)'s qualification is made up of taught modules and an optional industrial attachment.

REVIEW PERIOD

This qualification will be reviewed in 5 years upon registration.

Other information – None