

QUALIFICATION SPECIFICATION									
SECTION A									
QUALIFICATION DEVELOPER		GIPS							
TITLE		Bachelor of Commerce in Retail Management				NCQF LEVEL		7	
FIELD	Business, Commerce and Management			SUB-FIELD	Management Studies				
NEW QUALIFICATION		✓	Review of existing qualification						
SUB-FRAMEWORK		General Education			TVET			Higher Education	✓
QUALIFICATION TYPE		Certificate			Diploma			Bachelor	✓
		Bachelor Honours			Master			Doctorate/ PhD	
CREDIT VALUE								490	
RATIONALE AND PURPOSE OF THE QUALIFICATION									
<p>Rationale</p> <p>With reference to the needs assessment as attached in Appendix 1, it revealed that students were keen to continue from Diploma through to the Bachelor of Commerce in Retail Management degree. In addition, 86% of students who completed diplomas in related fields are keen to continue with a degree in Retail Management. More so, stakeholders (Government and Private sector) were consulted and there was a 100% consensus on the need for skills in retail management. The qualification embraces all elements of skills development and planning for citizen empowerment.</p> <p>In pursuance of Botswana's vision 2036 (pillar one) -- "to build an educated and informed nation, and a prosperous, productive and innovative society"; and the National Development Plan 11's theme of "Inclusive Growth for the Realization of Sustainable Employment Creation and Poverty Eradication", The nation has to develop entrepreneurial graduates with multiple skilled in management of retail businesses through its Bachelor of Commerce in Retail Management qualification.</p> <p>This qualification is therefore of special interest to the working professional in business and private</p>									



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organizations and those who wish to pursue a career in Retail Management. The course work is designed to provide the learner with an understanding and working application of the principles of Retail Management. The qualification content is designed to provide learners with graduate-level knowledge, specific skills and applied competence (including the development of graduate attitudes and qualities). The qualification will provide opportunities for continued personal intellectual growth, gainful economic activity and rewarding contributions to society.

Purpose

The purpose of this qualification is to produce graduates with specialised knowledge, skills and competences to:

- Manage all aspects of the retail supply chain to achieve specific objectives in a retail environment.
- Analyse and interpret financial information and develop an action plan to address possible shortcomings.
- Apply in-depth knowledge of the concepts and theories in retail management.

ENTRY REQUIREMENTS (including access and inclusion)

- Certificate IV, NCQF level 4 (General Education or TVET).
- There is provision for entry through RPL.

QUALIFICATION SPECIFICATION		SECTION
B		
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA	
3.1 Apply in-depth knowledge of the concepts and theories in retail management.	3.1.1	Apply basic knowledge on retail consumer behaviour and psychology.
	3.2.2.	Develop a retail customer profile.
	3.2.3.	Demonstrate knowledge of merchandise management.
3.2 Develop a model of a retail strategy	3.2.1	Conduct a retail environmental analysis.



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	<p>3.2.2 Formulate and implement a retail strategic plan.</p> <p>3.2.3 Evaluate and control the retail strategy.</p>
3.3. Demonstrate understanding in activities involved in the functions of merchandise management.	<p>3.3.1 Apply visual merchandising techniques .</p> <p>3.3.2 Design various retail store layouts.</p> <p>3.3.3 Display aptitude in retail brand management.</p> <p>3.3.4 Demonstrate the ability to promote retail product or services.</p>
3.4 Apply retail management problem definition skills.	<p>3.4.1 Conduct a market research .</p> <p>3.4.2 Develop a marketing research plan.</p> <p>3.4.3 Collect relevant market data and information.</p> <p>3.4.4 Analyse data and report findings and implement findings.</p>
3.5 Communicate effectively with a range of stakeholders using a variety of communication tools.	<p>3.5.1 Develop and use the most appropriate communication strategies and media.</p> <p>3.5.2 Show an understanding of issues and the solutions relating to different stakeholders.</p> <p>3.5.3 Use appropriate communication tools and pitch communications at the correct level for the relevant audience.</p>
3.6 Analyse and interpret financial information.	<p>3.6.1 Identify key issues in a range of financial</p>

	<p>reports.</p> <p>3.6.2 Develop an action plan to address possible shortcomings.</p> <p>3.6.3 Formulate action plans and workable solutions for identified issues or problems.</p> <p>3.6.4 Use appropriate ratios and financial formulas to identify issues in financial reports.</p>
3.7 Manage employee performance to achieve specific objectives in a retail environment.	<p>3.7.1 Evaluate case studies and scenarios to identify the key performance and compliance issues.</p> <p>3.7.2 Develop and implement strategies to improve performance and compliance.</p> <p>3.7.3 Use Performance Development Plans to help employees achieve their objectives.</p>
3.8 Manage all aspects of the retail supply chain to achieve specific objectives in a retail environment in alignment to international standards.	<p>3.8.1 Evaluate reports on stock performance to improve stock performance.</p> <p>3.8.2 Evaluate a set of products and circumstances, and various supply chain options</p>
3.9 Manage all operational aspects of retail stores.	<p>3.9.1 Prepare checklists to evaluate selected operations that contribute to the smooth running of a retail store.</p> <p>3.9.2 Identify risks and develop mitigation strategies in line with ISO 9001.</p> <p>3.9.3 Develop effective marketing strategies to achieve the objectives of a retail business.</p>



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QUALIFICATION			STRUCTURE
SECTION C			
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	Title	Level	Credits
	Introduction to Marketing Management	5	10
	Introduction to Business Communication	5	10
	Introduction to Quantitative Methods	5	10
	Introduction to Information Technology	5	10
	Introduction to Accounting	5	10
	Introduction to Management	6	10
	Introduction to Business Law	6	10
	Business Economics	6	10
	Retail Store Layout Design	5	10
CORE COMPONENT Subjects / Units / Modules /Courses	Visual Merchandising	6	10
	Quantitative Methods	6	10
	Business Finance	6	10
	Merchandise Procurement and Management	6	10
	Retail Store Administration	6	10
	Human Resources Management	6	10



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	Customer Relationship Management	6	10
	Retail Buying and Merchandising	6	10
	Business Investment Analysis	6	10
	Inventory Management	6	10
	Retail Brand Management	7	10
	International Retail Management	7	10
	Transport, Logistics and Operations Management	7	10
	Managing Retail Locations	7	10
	Research Methods	7	10
	Retail Research Project	7	80
	E-Commerce in Retail	7	10
	Management Information System	7	10
	Corporate Strategy	7	10
	Green Retailing	7	10
	International Trade	7	10
	Industrial Attachment	7	80
	CHOOSE 4		
ELECTIVE COMPONENT Subjects / Units / Modules /Courses	Creativity and Innovation	7	10
	Marketing Analytics	7	10
	Business Environment	7	10



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	Managing Diversity	7	10
	Corporate Governance and Ethics	7	10
	Retail Outsourcing Trends and Best Practice	7	10
	Total Quality Management	7	10
	International Marketing Management	7	10

RULES OF COMBINATIONS, CREDIT DISTRIBUTION (WHERE APPLICABLE):

The qualification consists of (490 Credits):

- Core modules at NCQF Levels 5, 6 and 7: 360 Credits.
- Fundamental modules at NCQF Levels 5, 6 and 7: 90 Credits
- 4 Elective Modules at NCQF Level 7: 40 Credits.

Modules at NCQF Level 5:

Total Credits at NCQF Level 6 = 60 Credits.

Total Credits at NCQF Level 6 = 140 Credits.

Total Credits at NCQF Level 7 = 260 Credits

Elective Modules at NCQF Level 7 = 40 Credits

TOTAL NUMBER OF CREDITS = 490 Credits



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ASSESSMENT AND MODERATION ARRANGEMENTS

Assessment is conducted in accordance to the institution's Assessment Policy. Formative assessment contributes 60% to the final assessment mark

Summative assessment: Integrated assessment, focusing on the achievement of the exit-level outcomes, will contribute 40% to their final assessment mark. Assessment will be carried out by BQA registered assessors

Moderation

There is provision for internal and external moderation which will be done in accordance with institutional policies using BQA a moderators.

RECOGNITION OF PRIOR LEARNING (if applicable)

There is provision for awarding the qualification through RPL and CAT in accordance with the institutional Recognition of Prior Learning Policy which are aligned to the national policies.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Employment Opportunities

- Retail outlets
- Export houses
- Departmental stores
- Manufacturers
- Financial institutions for marketing
- Education sector
- Publishing houses
- Healthcare product manufacturers
- Sports equipment and sports gear manufacturers



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Academic Pathways

Vertical Progression

- Honor's Degree in Retail Management
- Master's in Business Administration
- Master's Degree in Retail Management

Horizontal Progression

Possible qualifications to articulate to at the same level (level 7) include;

- Bachelor of Business Administration in Strategic Management.
- Bachelor of Business Administration in Marketing Management
- Bachelor of Commerce in Purchasing and Supply Chain Management.
- Bachelor of Commerce in Logistic and Supply Chain Management.

QUALIFICATION AWARD AND CERTIFICATION

Qualification Award and Certification

- To be awarded Bachelor of Commerce in Retail Management a candidate must attain 490 credits and meet all prescribed requirements A candidate meeting the above requirements will be issued a certificate and an official transcript.

REGIONAL AND INTERNATIONAL COMPARABILITY

This qualification compares with the following:

Management College of South Africa Bachelor of Commerce in retail management, worth 360 Credits

which produces candidates with competence, knowledge and skills in a variety of business areas which are Retail Management, Operations, Entrepreneurship, General Dealers, Super Marketers, Hyper Market Services, and Project Management. The qualification prepares students for current and future leadership roles particularly helping them develop analytical, decision making, interpersonal, verbal and communication skills.

- University of Pretoria Bachelors of Consumer Science: Retail management worth 520 credits which develops competencies in areas of retail management.
- Other qualifications offered in countries such as Bachelor of Science in Retail Management, Florida State University (America), generally emphasize development of competencies in research, retail management.

Although the qualifications examined generally follow similar structures and standards, there are differences, though not significant, in that the submitted Bachelors of Retail Management degree is a 4 year qualification which includes both elements of industrial attachment and a research programme whereas the one that is offered by the university of Pretoria is a three year qualification that does not include elements of research project and industrial attachment.

Similarities

This qualification generally compares well with all the qualifications studied as the exit outcomes cover similar scope and depth and are aligned to exit-level descriptors typical of this level and type of qualification as done within the region and beyond. What sets it apart from the qualifications examined is that there is provision for research, which is done in last semester. It also incorporates work related attachment, which exposes learners to the real world of work, which they will encounter upon successfully completing the qualification.

Differences

There are however notable differences on the modules on offer. Though most the qualifications have common modules like economics, accounting and communication modules, there are however, different certain examinable modules.

REVIEW PERIOD

This Qualification will be reviewed after every 5 years.



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