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كلية دبي للسياحة
Dubai College of Tourism

DCT Certificate in Retail Business (Level 4)

Core Units

Unit Title	Cultural Awareness and Workplace Communication	Programme/s	Tourism, Hospitality, Events, Retail & Culinary Arts (Level 4)
Unit Code	M1001	Credit Value	4
Classroom Hours:	48	Self-Study Hours:	12
Unit Description/ Purpose	Through this unit, students will acquire the basic knowledge and skills needed to communicate effectively within Dubai's multi-cultural environment and across the world. They will learn about various types of communication methods including written and verbal and the implications of culture in the communication process. Finally, emphasis will be placed on how to interact with people from a range of different social and cultural backgrounds as well as how to effectively handle conflicts and misunderstandings.		
High Level Learning Outcomes	LO1: Gain an understanding of different communication styles including both verbal and non-verbal aspects LO2: Identify and handle conflicts arising from miscommunication in a service setting and devise strategies to minimise cross cultural misunderstandings LO3: Apply different considerations while communicating with diverse audiences LO4: Gain familiarity with different types of written and verbal communication tools that are used in various contexts		
Topics	<ol style="list-style-type: none"> 1. Effective verbal and non-verbal communication 2. Multiculturalism and diversity 3. Communicating in diverse workgroups 4. Listening skills 5. Business documents 6. Presentations 7. Service standards for dealing with diverse customers 8. Discrimination and handling conflicts 		
Delivery Method & Facilities	<ul style="list-style-type: none"> • Classroom delivery • External visits • Guest speakers from local industry experts 		
Unit Assessment	<ul style="list-style-type: none"> • Case Study • Presentation 		

Unit Title	International Computer Driving License (ICDL) Basic Skills Certificate	Programme	Tourism, Hospitality, Events & Retail (Level 4)
Unit Code	M1002	Credit Value	6
Classroom Hours:	72	Self Study Hours:	18
Unit Description/ Purpose	ICDL (International Computer Driving Licence) is the world's leading computer skills certification. To date more than 14 million people have engaged with the ICDL programme, in over 100 countries. DCT is an officially Accredited Test Centre (ATC). The ICDL Basic Skills Certificate combines four ICDL modules- Computer Essentials, Online Essentials, Word Processing, Spreadsheets- that are essential for every working professional to excel in primary digital skills that are fundamental to all job functions.		
High Level Learning Outcomes	<p>LO1: Gain a practical understanding of computer essentials which includes skills and concepts relating to the use of devices, file creation and management, networks and data security.</p> <p>LO2: Gain a practical understanding of online essentials which includes skills and concepts relating to web browsing, effective information search, online communication and e-mail.</p> <p>LO3: Gain a practical understanding of word processing which includes skills to accomplish everyday tasks associated with creating, formatting and finishing word processing documents, such as letters, CVs, and other documents.</p> <p>LO4: Gain a practical understanding of spreadsheets which includes skills to perform tasks associated with developing, formatting, modifying and using a spreadsheet, to use standard formulas and functions, and to competently create and format graphs or charts.</p>		
Topics	<p>31. Computer Essentials</p> <p>32. Online Essentials</p> <p>33. Word processing</p> <p>34. Spreadsheets</p>		
Delivery Method & Facilities	<ul style="list-style-type: none"> Classroom delivery through practicals 		
Unit Assessment	<ul style="list-style-type: none"> Practical task-based assessment 		

Unit Title	Business Fundamentals	Programme/s	Tourism, Hospitality, Events & Retail
Unit Code	M1003	Credit Value	3
Classroom Hours:	36	Self Study Hours:	9
Unit Description/ Purpose	This unit covers the basics of what a business is, how it is structured, the ownership, how it impacts the world in which we live and how processes within the business work. You will also begin to understand what businesses' aims are, what their goals are and how they work together as an organisation to achieve these. This unit will provide you with the opportunity to relate these key topics to the real world by researching and working on case studies based on existing global companies.		
High Level Learning Outcomes	<p>LO1: Gain an understanding of what a business is and how it is organised, its key functional units and the main types and categorisations of businesses</p> <p>LO2: Describe different business ownership structures</p> <p>LO3: Articulate the goals of a business and describe how they are set and measured</p> <p>LO4: Explain the impact of disruptors on businesses, and indicate ways in which businesses must continuously add value to their offerings to effectively operate in an evolving macro environment</p>		
Topics	<p>35. What is a Business?</p> <ul style="list-style-type: none"> • Goods and Services • Business Activities in the UAE • Primary, Secondary and Tertiary Industries • Employment Structures • Introducing Supply Chain • Adding Value <p>36. Forms of Business Ownership</p> <ul style="list-style-type: none"> • Sole Trader • Partnerships • Corporation • Franchising <p>37. Business Aims and Objectives</p> <ul style="list-style-type: none"> • Business Objectives • Setting SMART Objectives <p>38. Main Functions of Business</p> <ul style="list-style-type: none"> • Finance • Procurement • Human Resources (HR) • Marketing • Operations • Sales <p>39. Organisational Structures</p> <p>40. Business Environment</p> <ul style="list-style-type: none"> • Stakeholders • Corporate Social Responsibility (CSR) • Disruptors 		
Delivery Method & Facilities	<ul style="list-style-type: none"> • Classroom delivery • Site visits • Guest speakers 		
Unit Assessment	<ul style="list-style-type: none"> • Short questions • Report 		

Unit Title	Service Skills Fundamentals	Programme	Tourism, Hospitality, Events & Retail (Level 4)
Unit Code	M1004	Credit Value	5
Classroom Hours:	60	Self-Study Hours:	15
Unit Description/ Purpose	<p>The purpose of this unit is to provide learners with the knowledge and skills to be able to understand the principles of customer service excellence and to recognise the difference between customer service and customer experience.</p> <p>Students will be able to proactively sell products and services to customers of the Tourism, Hospitality, Retail and Events sectors, to engage with customers in a way that builds rapport and trust, identify customer needs and desires and recommend appropriate products and services to meet identified needs. Students will be able to utilise common selling techniques to close the sale and deliver positive memorable experiences to customers.</p>		
High Level Learning Outcomes	<p>LO1: Gain an understanding of the role of customer service excellence and the creation of a customer experience in organisational success</p> <p>LO2: Understand and apply concepts related to consumer behaviour and psychology in order to better anticipate and cater to varying customer needs, and to build adequate rapport for a positive first impression</p> <p>LO3: Practically apply the FAB (Features, Advantages and Benefits) model to provide clear product and service information to customers</p> <p>LO4: Understand different types of selling and stages in the selling process and explore specific techniques at each stage to identify and respond to buying signals, close a sale and practice service recovery in the face of conflict</p>		
Topics	<ol style="list-style-type: none"> 1. Defining Customer Service 2. Creating Positive Memorable Service Experiences 3. The Psychology of Buying and Selling 4. Selling Techniques 5. Developing and Maintaining Product and Service Knowledge 6. Proactively Managing Customer Dissatisfaction 		
Delivery Method & Facilities	<ul style="list-style-type: none"> • Classroom delivery • External visits • Guest speakers from local industry experts 		
Unit Assessment	<ul style="list-style-type: none"> • Written Assessment • Roleplay 		

Unit Title	Marketing	Programme/s	Tourism, Hospitality, Events & Retail (Level 4)
Unit Code	M1005	Credit Value	4
Classroom Hours:	48	Self Study Hours:	12
Unit Description/ Purpose	<p>This unit introduces students to the fundamental concepts within marketing and teaches them to craft a high-level marketing strategy by using the STP approach (segmentation, targeting, and positioning) and to design the marketing mix (product, price, place, and promotion).</p> <p>This unit aims to help students build a strong foundation of what marketing is and obtain a structured approach to planning marketing activities, while maintaining a high standard of ethics.</p>		
High Level Learning Outcomes	<p>LO1: Display an understanding of the basic marketing vocabulary and concepts LO2: Articulate and analyse the macro factors at play while developing a marketing plan LO3: Describe how to identify and target a specific audience for marketing efforts LO4: Design a high level marketing plan that incorporates the four key elements of a marketing mix using the STP approach</p>		
Topics	<p>41. What is Marketing?</p> <ul style="list-style-type: none"> • Needs, Wants and Demands • Market Offerings/Products • Competition and Value • The Link between Sales and Marketing • The Marketing Planning Process • SWOT Analysis • The Marketing Mix <p>42. Understanding Customers</p> <ul style="list-style-type: none"> • The Three Roles of a Customer • Customer Decision Making • Organisational Decision Making <p>43. Segmentation, Targeting and Positioning</p> <ul style="list-style-type: none"> • Introduction to Segmentation • The basics of Targeting • Positioning a Product or Offering • Developing the Value Proposition Statement <p>44. Product</p> <ul style="list-style-type: none"> • Viewing Service as a Product • Developing a product • Branding <p>45. Price</p> <ul style="list-style-type: none"> • Pricing Decisions • Factors affecting pricing decisions • Pricing Strategies <p>46. Distribution Channels</p> <ul style="list-style-type: none"> • The importance of distribution channels • Deconstructing distribution channels <p>47. Promotion</p> <ul style="list-style-type: none"> • Communicating Value Proposition to Customers • Personal Selling • Advertising • Digital Marketing • Sales Promotion • Media Releases • Influencer Marketing • Familiarisation <p>48. Ethical and Legal Considerations</p> <ul style="list-style-type: none"> • Standards for Marketing Ethics • Consumer Rights in Dubai 		
Delivery Method & Facilities	<ul style="list-style-type: none"> • Classroom delivery • Site visits • Guest speakers 		
Unit Assessment	<ul style="list-style-type: none"> • Presentation 		

Unit Title	Financial Accounting and Control	Programme	Tourism, Hospitality, Events and Retail (certificate)
Unit Code	M1006	Credit Value	3
Classroom Hours:	36	Self Study Hours:	9
Unit Description/ Purpose	<p>This unit focuses on the processes necessary to control specific workplace safety risks. The risk management approach is central to compliance with Occupational Safety & Health (OSH) legislation, which imposes obligations on businesses to manage the safety of their workers and anyone else in the workplace. Students will start by differentiating between a 'hazard' and a 'risk' and learning how to identify and categorise common workplace hazards. They will then explore how risk is measured and learn how to perform a common risk assessment with the help of a risk matrix. Various ways to control risk will be studied, including the many factors that influence the choice of risk control. Finally, students will explore the importance of evaluating and recording workplace incidents and illnesses, followed by a deep dive into the importance of safe food production in service establishments.</p>		
High Level Learning Outcomes	<p>LO1: Be able to identify and categorise common workplace hazards, ensuring that local legal requirements are being followed. LO2: Perform a risk assessment using a risk matrix. LO3: Explore the various ways to eliminate or control risk in the workplace and understand the importance of recording and evaluating incidents. LO4: Be familiar with safe food legislation in Dubai that impacts businesses, workers and their responsibilities including personal hygiene, type of food issues as well as correct food handling and storage procedures to reduce risk to health.</p>		
Topics	<p>49. Introduction to Hazards and Risks 50. Risk Assessments 51. Risk Control 52. Review Risk Management Process 53. Safe Food Production in Dubai</p>		
Delivery Method & Facilities	<ul style="list-style-type: none"> • Classroom delivery • External visits to local hospitality establishments • Guest speakers from local industry experts 		
Unit Assessment	<ul style="list-style-type: none"> • Written Assessment 		

Unit Title	Sustainability	Programme	Tourism, Hospitality, Events & Retail (Level 4)
Unit Code	M1007	Credit Value	3
Classroom Hours:	36	Self Study Hours:	9
Unit Description/ Purpose	This unit introduces students to the concept of sustainability, and to current global issues and concerns in the field. Students will gain the knowledge and skills to analyse the impact of businesses operating in tourism on the three pillars of sustainability, will learn about major global and local initiatives in sustainability across various tourism subsectors and will understand the importance of continuous monitoring to measure the effectiveness of sustainability initiatives.		
High Level Learning Outcomes	<p>LO1: Gain a holistic view of sustainability across three dimensions (environmental, social and economic) and understand key stakeholders in this area.</p> <p>LO2: Display an awareness of the major global issues in sustainability and understand the implications of sustainability concerns for tourism and its associated sectors.</p> <p>LO3: Describe existing global initiatives and mitigation techniques related to sustainability, and propose new solutions.</p> <p>LO4: Understand how the impact of sustainability measures are analysed and monitored.</p>		
Topics	<p>54. Tourism and its Subsectors</p> <ul style="list-style-type: none"> • Hospitality • Events • Retail • Transportation • Tourism services and service providers • Working together for sustainable tourism <p>55. Introduction to Sustainability</p> <ul style="list-style-type: none"> • Defining Sustainability • The Sustainable Development Goals (SDGs) • Sustainable Tourism • Sustainability in Dubai <p>56. Defining the Three Pillars</p> <ul style="list-style-type: none"> • The Environmental Pillar • Environmental Impacts of Tourism and its subsectors • The Economic Pillar • Economic Impacts of Tourism and its subsectors • The Social Pillar • Socio-Cultural Impacts of Tourism and its subsectors • Social Responsibility <p>57. Global Sustainability Issues</p> <ul style="list-style-type: none"> • Climate Change • Energy Usage • Land Mangement • Consumption and Waste • Water • Carbon Emissions <p>58. Implications for the Tourism industry</p> <ul style="list-style-type: none"> • Aviation and the case of Emirates Group • The Cruise Industry • Accomodation and Hospitality • Adventure Tourism • Sports Tourism • Religious Tourism • Attractions <p>59. Conducting Sustainable Tourism Activities</p> <ul style="list-style-type: none"> • Main techniques to minimise impacts • Managing impacts • Customer behaviour <p>60. Monitoring Impacts and Changes</p> <ul style="list-style-type: none"> • Key monitoring methods 		

Delivery Method & Facilities	<ul style="list-style-type: none">• Classroom delivery• Site visits to local leaders in sustainability initiatives• Guest speakers
Unit Assessment	<ul style="list-style-type: none">• Presentation

Unit Title	Financial Accounting and Control	Programme/s	Tourism, Hospitality, Events & Retail (Level 4)
Unit Code	M1008	Credit Value	4
Classroom Hours:	48	Self Study Hours:	12
Unit Description/ Purpose	This unit will introduce and develop basic analytical skills service industry employees and managers require in terms of facilitating effective financial planning, control and decision making in a service industry context. This unit covers the knowledge and skills required to interpret financial information used by organisations to monitor business performance and provide information on operational and departmental financial activities. On successful completion of this unit, students will be able to interpret financial statements, perform breakeven analysis and calculations, create and interpret budgeting and forecasting data as well as calculate and explain key performance indicators such as financial ratios.		
High Level Learning Outcomes	LO1: Demonstrate an understanding of financial accounting systems. LO2: Apply a range of financial accounting techniques. LO3: Explain and apply tools for effective financial planning and control. LO4: Display an understanding of financial ratios.		
Topics	61. What is Finance and Accounting <ul style="list-style-type: none"> • Money, finance and accounting • Money in our day-to-day lives • Types of accounting • Records and documentation • Balancing a cash register 62. Financial Statements and Reports <ul style="list-style-type: none"> • Income Statement • Balance Sheet • Cash Flow Statement and Forecast • Double-entry bookkeeping 63. Calculating the Price <ul style="list-style-type: none"> • The break-even point: the relationship between cost, volume and price • Discounts and offers • Taxes in Dubai 64. Budgeting <ul style="list-style-type: none"> • Budgeting • Variance Analysis 65. Financing a Business <ul style="list-style-type: none"> • Types of finance • Risk and return 66. Analysing Business Performance <ul style="list-style-type: none"> • Financial Ratios • Key Performance Indicators (KPIs) 67. Audits <ul style="list-style-type: none"> • What is an audit? • Responsibilities of a business • Business ethics 		
Delivery Method & Facilities	<ul style="list-style-type: none"> • Classroom delivery • Practice exercises • Financial statement analysis and decision-making 		
Unit Assessment	<ul style="list-style-type: none"> • Exam 1 • Exam 2 		

Unit Title	Internship 1	Programmes	Tourism, Hospitality, Events, Retail and Culinary Arts
Unit Code	M1009	Credit Value	8
Hours in the workplace	120 (minimum)		
Unit Description/ Purpose	<p>The internship unit involves a four week professional work placement with a Dubai business or government department in an industry that is relevant to the student's area of study. The internship provides students with exposure to a professional environment and an opportunity to apply the knowledge and skills they have gained through out the certificate programme in the real world.</p> <p>Students will set relevant objectives for their internship at the beginning of the month with their workplace supervisor and have weekly check-ins to assess progress. They will be involved in a number of activities and projects depending on the business, and all students will partake in observations, meetings, clerical work and administration, to gain a clearer insight into the day-to-day functioning of the business. Students must complete the programme to the satisfaction of their host organisation and will be assessed against clear criteria. They will also be expected to keep a weekly diary of their activities and to complete a self-evaluation at the end of the placement.</p>		
High Level Learning Outcomes	<p>LO1: Plan, coordinate and undertake a range of professional activities within a workplace environment.</p> <p>LO2: Apply and practice good communication skills in a variety of professional and cultural contexts.</p> <p>LO3: Apply relevant skills and capabilities learnt throughout the year to support the needs of the business you are placed with.</p> <p>LO4: Evaluate the internship experience in relation to personal career goals, engaging in reflective practice to facilitate personal and professional growth.</p>		
Topics	N/A		
Delivery Method & Facilities	<ul style="list-style-type: none"> • External internship in a professional business environment. • Weekly check-ins from academic advisor. 		
Unit Assessment	<ul style="list-style-type: none"> • Written reflections. • Professional behaviour and attitude report from business placement. 		

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Dubai College of Tourism

DCT Certificate in Retail Business (Level 4)

Specialised Units

Unit Title	Introduction to Retail Business	Programme	Certificate in Retail Business
Unit Code	R1001	Credit Value	4
Classroom Hours:	48	Self Study Hours:	12
Unit Description/ Purpose	This unit introduces students to the retail business, starting with the definition and history of retail, the changing face of retail in Dubai and the importance of contemporary retail to global economies. Students will explore the various types and categories of retail businesses and be introduced to some of the key global retail players. A large part of modern retail business is technology, and students will learn about current and future trends and how the digital age has disrupted the sector. Students will then examine the various roles in the sector and the key skills and competencies required.		
High Level Learning Outcomes	<p>LO1: Discuss the history, development and economic importance of the retail business.</p> <p>LO2: Explain the different types of retail businesses.</p> <p>LO3: Evaluate current trends and new technologies in retail business that are shaping the industry in Dubai and internationally.</p> <p>LO4: Know the key roles within retail business and their associated skills.</p>		
Topics	<ol style="list-style-type: none"> 1. Introduction to the retail business 2. Understanding the retail business 3. Trends and technology in retail business 4. Employment opportunities within retail business 		
Delivery Method & Facilities	<ul style="list-style-type: none"> • Classroom delivery • External visits to local retail businesses • Guest speakers from local industry experts 		
Unit Assessment	<ul style="list-style-type: none"> • Written Assessment • Presentation 		

Unit Title	Preparing for a Career in Retail Business	Programme	Retail Business
Unit Code	R1002	Credit Value	3
Classroom Hours:	36	Self Study Hours:	9
Unit Description/ Purpose	The purpose of this unit is to equip learners with the fundamental skills required to access and excel at jobs in the retail business. Students will gain an understanding of the importance of personal branding and professionalism in making a positive first impression to a prospective employer, and will learn the key soft skills that are valued in the workplace of today. Learners will also be given an in-depth understanding of how to apply to jobs in the retail business: from finding potential opportunities, to setting career goals and learning the practical skills required during a job application process including effective CV creation, and key interview skills. Finally, learners will learn how to use feedback as a tool for constant improvement.		
High Level Learning Outcomes	<p>LO1: Know the importance of cultivating a professional personal image.</p> <p>LO2: Explore the importance of taking ownership of on-going professional development to enhance professional identity and further career opportunities.</p> <p>LO3: Be prepared for the job application process for an entry level position within a retail business.</p> <p>LO4: Develop the personal skills and attitudes required to be successful in a workplace environment.</p>		
Topics	<ol style="list-style-type: none"> 1. Personal Branding 2. Presenting a Professional Image 3. Taking responsibility for own Performance and Development 4. Preparing for an Interview 5. Motivation in the workplace 6. Working in a Team 		
Delivery Method & Facilities	<ul style="list-style-type: none"> • Classroom delivery • External visits to local hospitality establishments • Guest speakers from local industry experts 		
Unit Assessment	<ul style="list-style-type: none"> • Written Assessment • Role Play 		

Unit Title	Visual Merchandising	Programme	Certificate in Retail Business
Unit Code	R1003	Credit Value	4
Classroom Hours:	48	Self Study Hours:	12
Unit Description/ Purpose	The purpose of this unit is to provide students with an understanding of how visual merchandising is used to promote the sale of goods, through a variety of techniques to optimise the use of selling space in store to increase footfall, brand engagement and to drive sales. Students will explore a variety of visual merchandising techniques and learn the steps and activities involved in the end-to-end process, from identifying the target audience of a display, to generating ideas, confirming resources and budget, managing stakeholders and finally constructing, revealing, maintaining and dismantling the visual creation. Finally, the crucial step of evaluating a display's effectiveness will be studied, including how to track engagement and gain customer feedback.		
High Level Learning Outcomes	<p>LO1: Define visual merchandising and its impact on the sales revenue of a retail business.</p> <p>LO2: Describe a variety of visual merchandising techniques.</p> <p>LO3: Explain the end-to-end process of planning, executing and closing down a visual merchandising project.</p> <p>LO4: Evaluate the effectiveness of a visual merchandising project.</p>		
Topics	<ol style="list-style-type: none"> 5. Introduction to Visual Merchandising 6. Showcase products using visual merchandising techniques 7. Plan and execute visual merchandising 8. Coordinate visual merchandising 9. Evaluate the success of visual merchandising 		
Delivery Method & Facilities	<ul style="list-style-type: none"> • Classroom delivery • External visits to local retail establishments • Guest speakers from local industry experts 		
Unit Assessment	<ul style="list-style-type: none"> • Creative design assessment 		

Unit Title	Luxury Retail	Programme	Certificate in Retail Business
Unit Code	R1004	Credit Value	3
Classroom Hours:	36	Self Study Hours:	9
Unit Description/ Purpose	The aim of this Unit is to provide learners with the knowledge to define and describe the characteristics of luxury and to recognise the importance of luxury retail business to Dubai. This unit will equip learners with an understanding of luxury customers, trends in the luxury retail sector and the strategies that brands in this category adopt to deliver a luxury experience to their customers. This unit will also explore the skills required to be successful working in this specialised area of retail.		
High Level Learning Outcomes	<p>LO1: Describe the characteristics underlying the concept of luxury and the different types of approaches to luxury.</p> <p>LO2: Recognise the importance of luxury brands to Dubai as a leading destination for this specialised form of retail in the global market.</p> <p>LO3: Identify the digital tools used to enhance the luxury experience for customers.</p> <p>LO4: Describe the major techniques used to help connect customers to a luxury brand's vision and identity.</p>		
Topics	<ol style="list-style-type: none"> 1. What is Luxury? 2. The Role of Branding in Luxury 3. The Different Approaches and Types of Luxury 4. Luxury Retail: A Dubai Perspective 5. Delivering a Luxury Experience (Digitalisation, Location, Store Design and Concept) 6. Core Competencies for Success 		
Delivery Method & Facilities	<ul style="list-style-type: none"> • Classroom delivery • External site visits • Guest speakers from local industry experts 		
Unit Assessment	<ul style="list-style-type: none"> • Case-based written Assessment 		

Unit Title	Introduction to the Tourism Industry (Short)	Programme	Certificate in Hospitality Certificate in Events Certificate in Retail
Unit Code	T1006	Credit Value	3
Classroom Hours:	36	Self Study Hours:	9
Unit Description/ Purpose	This unit introduces students to the tourism industry, starting with the history of tourism, the purpose of travel and the importance of contemporary tourism to global economies. Students will study the various sectors and offerings within the industry, examining the interactions between the different elements such as accommodation, transport, events, attractions and the variety of tourism services. This will support students in developing an appreciation of the travel and tourism experience. Students will then explore how to search for and use current and emerging information on the tourism industry to meet the needs of customers. This will lead into an overview of trends in the tourism industry, factors that impact trends and therefore disrupt the movements of inbound, outbound and domestic visitors. A common thread through the unit will be the tourism industry in Dubai, its growth in recent years and importance to the local economy.		
High Level Learning Outcomes	<p>LO1: Discuss the history, development and economic importance of the tourism industry and explain how its different elements combine to provide a tourism experience.</p> <p>LO2: Explain and demonstrate how to use various sources of tourism related information.</p> <p>LO3: Review current trends in tourism that are shaping the industry in Dubai and internationally.</p>		
Topics	<ol style="list-style-type: none"> 1. Introduction to the tourism industry 2. The tourism industry sectors 3. Sources of information 4. Trends in the Tourism Industry 		
Delivery Method & Facilities	<ul style="list-style-type: none"> • Classroom delivery • External visits to local hospitality establishments • Guest speakers from local industry experts 		
Unit Assessment	<ul style="list-style-type: none"> • Written Assessment • Presentation 		

Unit Title	Inventory Management and Logistics	Programme	Certificate in Retail Business
Unit Code	R1005	Credit Value	6
Classroom Hours:	72	Self Study Hours:	18
Unit Description/ Purpose	<p>This unit will equip learners with the knowledge and understanding of the fundamental aspects of inventory management and logistics and the vital these functions play in the success of retail business. The inventory control (also called stock control) policies and procedures implemented in retail businesses enable one of the largest retail expenses to be monitored and controlled. In the first part of this unit, students will explore the various stages of the stock control cycle, including purchasing stock, receiving stock, storing stock and maintaining stock. They will be introduced to key terminology, inventory management best practices and common inventory issues. The second part of this unit explores the area of logistics and how it crucially links to the smooth management of inventory. Topics covered include the activities involved in logistics, an overview of logistics operations, the purpose and aims of warehouses and a deep dive into transport management.</p> <p>Studying both parts of this unit will provide students with a 360 degree view of how a product transforms from a raw material to a ready-to-buy consumer good.</p>		
High Level Learning Outcomes	<p>LO1: Discuss the role and importance of inventory management, including best practices and common key challenges.</p> <p>LO2: Explain the various stages of the stock control cycle.</p> <p>LO3: Describe what is meant by 'logistics' and the key activities involved</p> <p>LO4: Explain the purpose, activities and operations involved in warehousing</p> <p>LO5: Evaluate the different types of transport used in Supply Chains.</p>		
Topics	<p>10. Introduction to inventory management</p> <p>11. Purchasing stock</p> <p>12. Receiving stock</p> <p>13. Storing stock</p> <p>14. Maintaining stock</p> <p>15. Introduction to Logistics</p> <p>16. Warehousing</p> <p>17. Transport</p>		
Delivery Method & Facilities	<ul style="list-style-type: none"> • Classroom delivery • External visits to local hospitality establishments • Guest speakers from local industry experts 		
Unit Assessment	<ul style="list-style-type: none"> • Written Assessment 		

Unit Title	Multichannel Retail	Programme	Retail
Unit Code	R1006	Credit Value	5
Classroom Hours:	60	Self Study Hours:	15
Unit Description/ Purpose	<p>This unit aims to develop the knowledge and skills required to understand the factors that have prompted the evolution of various retail business channels and how digital disruption is transforming the way in which customers are discovering, researching, purchasing and evaluating products and services post purchase. You will gain an insight into the commercial challenges facing retailers today and how retailers are striving to respond to changing customer buying behaviour and increased expectations. Working as part of a team students will be given a project to set up a run a small retail business, which aims to consolidate and intergrate the knwoeldge, skills and attitudes acquired throughout the level 4 Certificate in Retail Business.</p>		
High Level Learning Outcomes	<p>LO1: Diffrentiate between single channel, multi-channel, and omnichannel retailing</p> <p>LO2: Discuss the evolution of electronic retailing and the change that this has prompted in customer behaviour and expectations</p> <p>LO3: Describe what a seamless experience across all channels would mean to a customer</p> <p>LO4: Explain the data that retailers collect in order to support omnichannel shopping experiences and how it can be used to enhance the overall customer experience</p>		
Topics	<ol style="list-style-type: none"> 7. The Evolving world of Retail 8. The rise of Data driven retail and the power of Analytics 9. Customer Experience in an Omnichannel World 10. Delivering an Integrated Customer Experience 11. Building Customer Loyalty 		
Delivery Method & Facilities	<ul style="list-style-type: none"> • Classroom delivery • External site visits • Guest speakers from local industry experts 		
Unit Assessment	<ul style="list-style-type: none"> • Written Assessment • Practical Assessment 		