

# Principal Learning for the EDI Diploma in Retail Business

The Retail Business Diploma is available from EDI for first teaching in September 2010 at levels 1, 2 and 3.

The Principal Learning component is designed to develop knowledge about retail business and enterprise. The enterprise theme is central to the Principal Learning qualification, enabling learners to investigate and implement ideas for their own retail business idea.

The retail industry is people and customer focused, therefore throughout the units there is a focus on developing people and leadership skills where possible. The use and promotion of experiential learning will develop learners' confidence in taking risks, therefore nurturing their enquiring, self motivated and creative minds. In addition, it is important to present to learners the rich range of career opportunities that are available in the industry.

EDI is committed to ensuring that learning, where possible, is through a hands-on approach in a retail environment. This will be achieved through promoting effective use of the work experience placement, use of a mock shop facility, employer engagement through links with school and encouraging learners where possible to use their own personal experiences of the industry. Implicit within this is the aim of introducing learners to the reality of the contemporary retail industry, including the dynamism, complexity, challenges and rewards young people entering the industry will face.

## Level 1

Unit	Unit Title	Guided Learning Hours	Assessment
1	<a href="#">Introducing retail</a>	30	External
2	<a href="#">Exploring enterprise in retail business</a>	60	Internal
3	<a href="#">Introducing the retail supply chain</a>	30	Internal
4	<a href="#">Introducing the retail outlet</a>	60	Internal
5	<a href="#">Introducing customer service in retail business</a>	30	Internal
6	<a href="#">Introducing retail selling</a>	30	Internal

## Level 2

Unit	Unit Title	Guided Learning Hours	Assessment
1	<a href="#">Exploring retail</a>	60	External
2	<a href="#">Exploring retail channels</a>	60	Internal
3	<a href="#">Sourcing and buying for product ranges of retail business</a>	60	Internal
4	<a href="#">Exploring the retail supply chain</a>	60	Internal
5	<a href="#">Operating the retail outlet</a>	30	Internal
6	<a href="#">Controlling stock in retail business</a>	30	Internal
7	<a href="#">Customer service in retail business</a>	30	Internal
8	<a href="#">Selling in retail business</a>	60	Internal
9	<a href="#">Creating retail theatre</a>	30	Internal

## Level 3

Unit	Unit Title	Guided Learning Hours	Assessment
1	<a href="#">Examining the world of retail</a>	60	External
2	<a href="#">Developing retail channels</a>	90	Internal
3	<a href="#">Buying practices of retail business</a>	60	Internal
4	<a href="#">Retail supply chain management and logistics</a>	90	Internal
5	<a href="#">Marketing in retail business</a>	60	External
6	<a href="#">Merchandising in retail business</a>	60	Internal
7	<a href="#">Sales management in retail business</a>	60	Internal
8	<a href="#">Visual merchandising in retail business</a>	60	Internal



Supporting learning  
and performance