



Year 11 - Retail - Curriculum – 2024-2025

	Autumn Term		Spring Term		Summer Term	
	1	2	1	2	1	2
Key Concepts	Retail Operations and dealing with different situations	Technology and how retail functions	Increasing sales	Retail & Seasons	Retail & The customer experience	Retail & The customer experience
Knowledge & Understanding (National Curriculum) <i>Skills are across the whole year.</i>	<p>Year 11 Retail provides students with the platform to develop and enhance skills needed by many retail roles. All skills are taught in a sequential manner to support independence in assessments. Students will be aware of how retail operations are organised on a daily basis making them ready for the working world. Students will explore and study, top brands that are seen as leaders on the high street and in the digital world such as Adidas and Pretty Little Things. Students will undertake a range of projects to help and support the development of smaller retail projects for a range of sectors with a focus on fashion whilst also looking at other areas such as technology or leisure. This will allow students to be flexible in their thought process when coming up with a range of solutions to develop their business. It is exciting to see how students can develop their own creative ideas, on how the high street can be developed in a world where shopping mainly takes place online. Our assessment structure is designed to ensure students can apply their knowledge while developing skills in different retail operations. In addition, learners will be taught about different customer experiences in retail. Learners will develop their understanding of technology in retail and how retail functions. The projects and topics are developed to ensure that each year students embed and build upon previous knowledge and skills. Students will explore and develop brand knowledge to become experienced in the retail leaders on the high street and in the digital world. Students will be ready to further study and explore retail and be able to access the future workplace.</p>					
Skills	R Develop RESILIENCE			★ <i>Students need to tackle sensitive real world topics such as changing retail environments and retail job redundancies / business closures. Irrespective of how sensitive and tough the</i>		



		<i>students are learning, students will learn from these experiences.</i>
	A Possess AMBITION	★ <i>Students should show a desire to always improve based on constructive feedback and look to participate in group discussions and problem solving retail activities. Students should show a desire to always improve their retail skills.</i>
	I Demonstrate INTEGRITY	★ <i>Demonstrating and upholding strong moral and ethical values when learning specific topics throughout the year.</i>
	S Embed Self-Discovery	★ <i>Students have to reflect on topical issues such as economic and technology issues and impacts on retail. Students should be open to developing personal opinions and feelings, being mature enough to discuss in a group environment.</i>
	E Display EMPATHY	★ <i>Students need to listen to other people's views, experiences and opinions and be prepared to listen and understand differing viewpoints in order to develop their own personal opinion.</i>
Curriculum Links	<ul style="list-style-type: none"> • Retail has deep links with Business, IT, Technology, Art & Design and builds on some knowledge developed in these areas. Retail enables students to develop brand knowledge to become experienced in the retail leaders on the high street and in the digital world. Students will be ready to further study and explore retail and be able to access the future workplace. Retail students who complete other business courses will have crossover skills with knowledge and understanding in marketing and technology in business. Students will develop their understanding of technological changes in businesses and this links in with Digital IT. 	



<p>Assessment</p>	<ul style="list-style-type: none"> ● Practical Assessment - Functional Areas checkpoint <ul style="list-style-type: none"> ○ Checkpoint - Rights & Responsibilities ● Practical Assessment - Retail Operations - Issues checkpoint <ul style="list-style-type: none"> ○ Checkpoint - Sales & Technology ● Practical Assessment - Services checkpoint <ul style="list-style-type: none"> ○ Checkpoint - Marketing ● Written Assessment - Product ranges checkpoint <ul style="list-style-type: none"> ○ Checkpoint - Customer Expectations ● Written Assessment - Health & Safety checkpoint <ul style="list-style-type: none"> ○ Checkpoint - Operations ● Written Assessment - Security <ul style="list-style-type: none"> ○ Checkpoint - Product Mix
<p>Aspirations & Careers</p>	<ul style="list-style-type: none"> ● Students recognise that the retail sector is a major source of employment in the UK and developing a wide range of retail skills and retail business knowledge is valuable. Students can pursue a career in retail, business, university, sixth form or apprenticeship with good retail skills. Retail enables students to have a broad appreciation of work in retail and related growth industries. The retail and fashion industry is vital to the UK economy; in 2019 it generated £366 billion worth of retail sales and employed 2.9 million people.