

ELECTIVE MODULE FOR NORMAL (TECHNICAL) STUDENTS

Module Title: Retail Sales

Duration: 30 hours
(8T 22P)

Pre-requisite: Nil

Aims of Module

- (i) To create a learning interest in the world of retail sales and to acquire some basic theory and practical skills in retail sales
- (ii) To expose students to a possible career in the retail sales industry by providing them with the fundamental skills and knowledge required.

Learning Outcomes

At the end of the module, students will be able to:

- (a) Mark prices on different merchandise.
- (b) Arrange merchandise and ensure that it is conducive for buying.
- (c) Use appropriate promotion mechanisms for the merchandise displayed.
- (d) Communicate effectively with sales promotion materials.
- (e) Engage customers and handle customers' queries.

Module Outline

Students are trained to identify customer needs, sell products and services, receive, price, store and display merchandise as well as prepare for sales promotion events, perform cashiering and handle return and exchange of merchandise in a store outlet.

Outline of Module Syllabus

<u>Item</u>	<u>General Instructional Objective</u>	<u>Instructional Hour</u>	
	Students should be able to:	<u>T</u>	<u>P</u>
	<u>Customer Handling</u>	1	3
1.	Project a professional business image and identify the roles and responsibilities of a Retail Sale Assistant (RSA).		
2.	Cultivate customer contact and rapport as well as explaining the need and ways to maintain good relations.		
3.	Establish rapport with a sale prospect and approach customers.		

<u>Retail Operations</u>	6	16
4. Identify the different types of retail stores and the documentation for receiving merchandise.		
5. Explain how prices of merchandise are marked.		
6. Describe the procedures for handling stock replenishment.		
7. Control Inventory.		
8. Perform housekeeping.		
9. Explain the functions of store display and how it can affect the image and sales of the store.		
10. Explain the different ways of holding and preparing for sales promotions and events.		
11. Handle store payment.		
12. Assessments	1	3
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	8	22
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Teaching and Learning Approaches

Based on the needs and profile of the NT pupils, the theory will consist of 8 hours and practical training will consist of 22 hours, with an emphasis on group learning as well as individual learning. Students’ interest will be sustained through the use of a wide variety of learning activities, including discussions on retail sales, hands-on practice and work in a simulated retail environment.

For the practical sessions, students will learn to prepare merchandise and display areas and create sales promotional materials.

Completion Criterion

Students will be deemed to have successfully completed the module if they score the average marks of 50 for the 3 assessments. The guidelines for the assessments are given below.

<u>Assessment Component</u>	<u>Assessment Guidelines</u>
(i) <u>Assessment 1</u> Classroom attitude and conduct (20%)	Marks will be awarded for personal grooming, conduct & attitude, lesson attendance, punctuality, social interaction in group discussions and participation in class.
(ii) <u>Assessment 2</u> Theory test (30%)	Students will attempt 15 Multiple-choice questions and 3 short- answer questions during the 1-hour theory test.
(iii) <u>Assessment 3</u> Practical Assignment (50%)	Marks will be awarded for ability to comprehend and apply knowledge and skills, prepare merchandise and display area, and creation of sales promotion materials.

Target Audience

Sec 3 / 4 Normal (Technical) students

Class Size

20 students per class

Duration

30 instructional hours

Certification

ITE Certification of Attendance will be issued upon successful completion of the course. ITE Certificate of Achievement will be issued upon students meeting the assessment criteria.