

DEVELOPING RETAIL LEADERS



# Apprenticeship in Retail Supervision



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**Retail  
Ireland**  
Ibec

**Retail  
Ireland**

**Skillnet**



# Welcome from Sean Carlin

## Dear Employer,



Since 2000, Retail Ireland Skillnet have been advocates for work-based learning in the retail sector and proudly certifying over 20,000 retail employees. We currently offer a wide range of programmes from level 5 to level 9 in the National Framework of Qualifications. Our programmes range from one day to three years and use a combination of delivery modes including, classroom, online and workplace. We can tailor many of our programmes to suit specific organisational requirements. All our programmes are funded resulting in significant savings for the employer.

It gives me great pleasure to announce the commencement of Ireland's first national retail apprenticeship programme. Over the last two years, our team of highly qualified tutors and work-based learning experts have worked closely with leading Irish retailers to develop a world class apprenticeship programme that addresses the emerging requirements of the retail sector.

The team at Retail Ireland Skillnet are excited about the Apprenticeship in Retail Supervision programme and the response from industry has been extremely positive. I look forward to engaging with you and your colleagues in the coming years and thank you for your continued support.

**Sean Carlin**

*General Manager at Retail Ireland Skillnet*

# Welcome from Oran Doherty

## Dear Employer,



On behalf of Retail Ireland Skillnet, it gives me great pleasure to welcome you to the Apprenticeship in Retail Supervision. As you well know, the retail sector is currently undergoing significant changes. The knowledge, skills and competencies required to perform effectively in the modern retail environment are becoming increasingly complex. Much of this is a result of changing consumer behaviour, more intense competition and the impact of disruptive technology. This design and delivery of this apprenticeship programme has taken all of this into consideration.

From engaging with retail employers throughout the design of the programme, it became very apparent that a number of themes needed to be addressed. First and foremost, the programme seeks to develop the human skills required to be an effective retail supervisor. Traits and competencies such as communications, collaboration, empathy, leadership, teamwork, self-awareness, motivation and time management are developed throughout the programme. A second theme running through the programme focuses on developing the digital and tech skills of the apprentice. The majority of the modules review emerging technologies currently disrupting the sector. The third theme running throughout the programme focuses on developing the ever-important traditional retail skills in areas such as sales, customer experience, merchandising, legal issues, finance and marketing. We are extremely confident, that upon successful completion of the programme, the apprentices will be very well equipped to perform effectively in a modern retail environment.

The programme will only succeed with the continued commitment of the wider retail sector and we are extremely grateful to the broad range of retailers that support the programme. Over the coming years, the programme will continue to evolve to reflect the dynamic nature of retail and I look forward to collaborating with you in addressing this.

**Dr. Oran Doherty**  
*Retail Apprenticeship Manager, Ibec*

# Table of Contents

About Retail Ireland Skillnet	2
.....	
Retail Ireland Skillnet - What we do	4
.....	
About Apprenticeships in Ireland	8
.....	
<b>Apprenticeship in Retail Supervision</b>	
What makes this a great Apprenticeship Programme	10
.....	
Entry Requirements	12
.....	
Progression	12
.....	
Employer steps to enrolling Apprentices	13
.....	
Cost to Employer	14
.....	
Delivery Model	15
.....	
Programme Structure	17
.....	
Module Overview	18
.....	
Description of Modules	18
.....	
Selecting the Right Apprentice	34
.....	
Contact Details	36
.....	

# About Retail Ireland Skillnet

Retail Ireland Skillnet (RIS) is Ireland's leading body for retail education and training. Since 2000, we have worked closely with retailers to design, develop and deliver programmes which meet the changing needs of the retail sector. We are committed to delivering quality work-based programmes which are enterprise-led, practical and reflective of the needs of people working in retail. Here at Retail Ireland Skillnet we are passionate about retail and creating career paths and opportunities for individuals working in all areas of retail.



## RIS Vision

RIS vision is to make retail a career of choice through the provision of innovative and transformational training and education programmes. RIS will provide lifelong learning opportunities for employees within the retail sector and raise skills levels across the sector by promoting work-based training.

## RIS Mission

To design, develop, maintain and promote an enterprise-led approach to training for the retail sector which recognises the importance of quality, quality assurance, quality improvement and enhancement of all training and education programmes. RIS aim to respond timely to the ever-changing needs of its learners, employers and society.

## RIS Values

RIS support Irish retail organisation create a learning culture within their companies which helps individuals continually expand their capacity to create results, expand their thinking and develop new organisational opportunities.

### RIS core values are:

- **Enterprise-Led** – Retail Ireland Skillnet aims to design and deliver work-based education and training programmes that meet the ever-changing needs of the Irish retail sector.
- **Learner Centric** – Retail Ireland Skillnet ensure the learner remains the primary focus of all its training and education activities. We aim to make training programmes geographically and demographically available to all retail employees providing an attainable career path within the retail sector.
- **Never Standing Still** – Retail Ireland Skillnet aims to promote a creative and innovative culture amongst all participants in the steering committees where new ideas are welcomed and explored. Retail Ireland Skillnet is committed to being an education and training provider which promotes creativity and innovation as a way of responding to the needs of the retail industry.
- **Respect and Diversity** - Retail Ireland Skillnet aims to promote a culture which actively supports equality of opportunity and access across all RIS staff, learners, member companies and other stakeholders promoting mutual respect, open communication and listening.

### Retail Ireland Skillnet is committed to:

- Prioritising learners' interests and welfare and providing high quality and enjoyable learning experiences.
- Providing information and advice to enable learners and Workplace Mentors make informed choices.
- Providing a safe and secure classroom learning environment.
- Catering for learners' individual requirements and needs insofar, where feasible.
- Assessing learners fairly and consistently.
- Treating everyone with respect and dignity meeting the requirements of equality legislation.
- Replying promptly to all communications.
- Dealing with complaints confidentially, fairly and in a professional manner and responding to any concerns raised.
- Respecting everyone's rights to privacy and confidentiality.
- Providing learners with access to an appropriate appeals procedure.
- Continuously improving the quality of training and education programmes, services and related activities.

# Retail Ireland Skillnet

## - What we do





## Short Courses

We have developed a range of short courses that can be made bespoke to individual employer requirements. Our short courses can be delivered at a time and place that suits the employer and employee. We normally require a minimum of 12 employees to run a course.

### Customer Experience (1-day course)

Customer Service skills are among the most important skills that enable employees to perform effectively in a retail organisation. The aim of this course is to develop practical and theoretical customer service skills which are essential in any retail environment. The course content focuses on a range of workplace-orientated skills associated with excellent customer experience.

Following the 1-day training workshop, the participants will have a greater awareness of the importance of delivering excellent customer service and its relationship with sales. They will have a greater confidence in dealing with all customer types.

The cost of this programme is €175 per person. Discounts are available for larger groups.

### Retail Selling (1-day course)

The retail selling skills training course is designed to help people working in the retail industry improve their selling skills to maximise sales for their business. As the consumers shopping habits continue to change and the lines between instore and online continue to blur, it is essential that retail employees are equipped with selling skills to optimise the life-time value of the customer across all channels.

The cost of this course is €175 per person. Discounts are available for larger groups.

### Retail Supervision (2-day course)

The aim of this two-day course is to equip existing and aspiring retail supervisors with the fundamental skills, knowledge and competencies required to supervise in a wide range of retail environments. Topics covered include communications, delegation, motivation, conflict, planning and time management. The course is delivered through practical and interactive workshops delivered by an extremely experienced and competent Tutor with significant supervisory experience.

The course provides illustrations of best practice from not just the retail sector but from a multiple of other business environments. Learners are expected to participate and contribute during workshops where they will complete a number of team tasks.

At the end of the course, learners can expect to see improvements in their overall supervisory skills which they should be able to put into practice in the shop floor almost immediately.

The cost of this course is €275 per person. Discounts are available for larger groups.

## Online Courses

### Retail Digital Marketing

This course will review the importance of online customer service, social media, blogging, video, e-commerce basics, common terms of reference, influencers, search engine optimisation and much more. Learners will gain practical information, real-life examples and video lectures on digital marketing and e-commerce practices.

The course is self-paced and takes approximately 8 hours in total to complete. The cost per learner is €15. Discounts are available for larger groups.

### Health and Safety

In recent years, retailers have experienced spiralling insurance costs. The Retail Ireland Skillnet Health and Safety online course helps retailers start the process of reducing their insurance costs. The course is self-paced and takes approximately 8 hours in total to complete.

The cost per learner is €15. Discounts are available for larger groups.

### GDPR

As retailers we handle data at multiple points therefore it is essential that all our employees understand not only how to handle customer data, but the reasons why it is protected data. This course is designed for any retail employees who handles customer data as part of their responsibilities.

This GDPR training for employee's course explains to all employees what GDPR is, how it impacts them, and actions everyone should be taking when processing protected data.

The course is self-paced and takes approximately 30 minutes in total to complete.

The cost per learner is €15. Discounts are available for larger groups.

## Longer Courses

### Degree in Retail Management Practice (3 Years Part Time Course)

The Retail Management Practice Degree is a 3-year part time Level 7 programme developed and delivered by Letterkenny Institute of Technology (LYIT) in conjunction with Retail Ireland Skillnet. The programme will provide learners with the practical skills, knowledge and competence required to manage successfully in a challenging retail environment.

The philosophy of the programme centres on developing learners into professional retail managers. An integral part of this is action learning within the learner's own workplace, enhancing the use of specialist knowledge in practice and recognising the reciprocal relationship between management theory and professional practice. The programme incorporates modules that focus on the practical capabilities required by retailers and addresses the lack of professional management expertise among graduates.

The programme is delivered in Dublin over 16-18 days per year (delivered in 2 day blocks 9am to 4.30pm) for 3 years.

The cost per employee is €1500 per year. Discounts are available when employers enrol more than one employee.



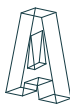
[More info...](#)

**For further information on any of the above programmes visit  
- [www.retailirelandskillnet.com](http://www.retailirelandskillnet.com)**

If you have any queries, please phone us on 074 9176853  
or email us – [info@retailirelandskillnet.com](mailto:info@retailirelandskillnet.com)

# About Apprenticeships in Ireland

An apprenticeship is defined as a programme of structured education and training which formally combines and alternates learning in the workplace with learning in an education or training centre. It is a dual system, a blended combination of on-the-job employer-based training and off-the-job training. Engaging in an apprenticeship is an exciting and proven way for employers to attract and develop talent for their company and sector.



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In Ireland, the apprenticeship system is governed by legislation, principally the 1967 Industrial Training Act. The legislation sets out the overall structure of the national system and the protections for as well as the responsibilities of apprentices, employers, and education and training providers.

Apprentices earn while they learn and build valuable work-ready skills in a chosen occupation. Apprenticeships open up exciting and rewarding careers, with learning grounded in the practical experience of undertaking a real job.

## Key Features of Apprenticeships in Ireland:

- Industry-led by consortia of industry and education partners
- Lead to an award at Levels 5 to 10 on the National Framework of Qualifications (NFQ)
- Between 2-4 years in duration
- Minimum 50% on-the-job learning
- Flexible delivery – online, blended, off-the-job learning in increments/blocks
- Apprentices are employed under a formal contract of apprenticeship
- The employer pays the apprentice for the duration of the apprenticeship (For apprenticeships in place prior to 2016 the State pays a training allowance to apprentices during off-the-job training phases)
- The 2012 Qualifications and Quality Assurance (Education and Training) Act also underpins apprenticeship, supporting validation and quality assurance arrangements for programmes nationally
- The national apprenticeship system is funded through the National Training Fund

## Employer Approval

For an employer to get approved to train apprentices in a particular occupation, he/she must demonstrate that they have the capacity and the ability to provide quality, relevant on-the-job training to apprentices as per the requirements of the national apprenticeship programme and the statutory apprenticeship system overall. To gain approval, an Authorised Officer (AO) from the local Education and Training Board (ETB) carries out a site visit where the employer is formally assessed. The AO makes a recommendation to SOLAS on the employer's suitability to deliver the programme.

If the employer is not initially approved, the AO will work with the employer to identify what requirements remain to be met and the employer can be re-assessed. For more information on the apprenticeship system in Ireland, please visit <http://www.apprenticeship.ie>



# Apprenticeship in Retail Supervision

## What makes this a great Apprenticeship Programme

### 1 Industry Involvement

This programme was designed for industry by industry. The content is extremely practical and relevant to the workplace.

### 2 Talent Attraction and Retention

This apprenticeship offers retailers an enhanced opportunity to attract and retain the best people within their organisation.

### 3 Well-informed Programme

The programme took two years to develop and involved significant engagement with national and international work-based learning experts and skills reports.

### 4 Retail Ireland Skillnet Experience and Expertise

RIS has considerable experience and expertise in the design, delivery and management of work-based learning programmes. The management team within RIS have an excellent blend of retail and training/education expertise.

### 5 Tutors

RIS has handpicked extremely competent and experienced tutors (with level 9 and 10 qualifications) with recent experience either working for or in the retail sector. Tutors are supported by guest speakers from industry.

## 6 **Costs**

There is no registration fee incurred by apprentices or employers participating on this programme.

## 7 **Delivery Model**

The programme is delivered over 23-24 classroom days per year ensuring minimum disruption to the workplace. Modules are delivered in Dublin and Galway in 2-3-day blocks per month with no classes delivered in the traditional busier retail periods (e.g. Christmas, Easter and Summer).

## 8 **Applied Learning**

As opposed to relying on exams or fictitious case studies, the majority of assessments are based on addressing real life opportunities and challenges in the Apprentice's workplace. The Apprentice will be encouraged to share learning throughout the organisation.

## 9 **Apprentice Focused**

The 3-day induction module will provide the Apprentice with the foundation skills in relation to studying, academic writing, time management and completing assignments. Learners who have being out of the education system for a number of years or who had bad experiences in the past will benefit from the supportive learning environment provided.

## 10 **Progression**

Apprentices that successfully complete the programme can access year 2 in a number of business related degree programmes including the Retail Management Degree programme delivered by LYIT in conjunction with RIS in Dublin.

# Entry Requirements

Applications for the Apprenticeship in Retail Supervision must come directly from the retailer.

## The entry requirements to enrol on the programme:

- Applicants must be 18 years or older to obtain a place on the programme.
- Applicants must have successfully completed their leaving certificate (Grade 06/H7 or above in 5 Leaving Certificate subjects including Maths F2/06/H7 along with English or Irish 06/H7) or a full QQI Level 5 or higher qualification OR be aged 21 years or over with 3 years relevant retail work experience.
- International applicants must present the equivalent of a full Level 5 qualification or higher. Learners for whom English is not the first language must demonstrate proficiency in English. Applicants should achieve a minimum of a grade B2 in the Oxford English Test or equivalent in other recognized English Tests. Employers should contact Retail Ireland Skillnet as early as possible when considering enrolling international applicants. RIS will attempt to organise tests for all international applicants.
- Recognition of Prior Learning will also be considered as part of entry requirements.

# Progression

Upon successful completion of this Apprenticeship programme, apprentices may wish to progress their studies. Retail Ireland Skillnet in conjunction with Letterkenny Institute of Technology deliver a work-based learning part-time Degree in Retail Management Practice for existing and aspiring retail managers. Apprentices will be eligible to access Year 2 of this three-year programme which is delivered on average two days per month – normally Tuesdays and Wednesdays between September and May (with no class during busy retail months such as December). This programme is 50% funded by Retail Ireland Skillnet and is delivered in Dublin. To find out more information about the Degree in Retail Management or to apply please visit [www.retailirelandskillnet.com](http://www.retailirelandskillnet.com).

This means the learner can obtain an Apprenticeship and a Degree within 4 years.



# Employer steps to enrolling Apprentices

1. Employers interested in registering an employee on the programme should initially contact Retail Ireland Skillnet by emailing [retailapprenticeship@ibec.ie](mailto:retailapprenticeship@ibec.ie) (Please include your name, organisation, role in your organisation, how many apprentices you wish to register).
2. Retail Ireland Skillnet will then forward the employer an application form which you must be completed and returned.
3. Retail Ireland Skillnet will review the application form(s) and ensure entry requirements are satisfied and will forward application(s) to your local Education Training Board (ETB).
4. An Authorised officer from your local ETB undertakes a store visit to confirm employer suitability to participate on the programme.
5. Employer approved.

Please note, applications can only be accepted from employers.



# Cost to Employer

SOLAS the State Body with the responsibility for funding, planning and co-ordinating Further Education and Training provide funding for the programme which ensures there is no registration fee for employers and apprentices.

There must be a commitment from employers to support the Apprentice for the duration of the two year programme. Employers must release the Apprentice so they can attend all classroom-based days (and this counts as workdays as opposed to annual leave/holidays). There are travel and accommodation costs associated with this programme.

All apprentices should have their own laptop (with camera and sound capabilities), before the programme commences. Employers may purchase this laptop for the Apprentice.

## Employer Commitment

- Employers must release apprentices to attend all classroom and online learning sessions.
- The employer must provide a supportive learning environment in the workplace to ensure the apprentices get an opportunity to demonstrate and develop skills and competencies.
- Employer must nominate a Workplace Mentor to support and coach the Apprentice through the different workplace tasks associated with each of the modules. This Mentor must attend the 2 day training course for mentors.
- Employers must engage regularly with apprentices to monitor their progress.
- Employers will also have to cooperate with Retail Ireland Skillnet and Authorised Officers from the local ETB when they visit the workplace to check-in on the Apprentice and provide feedback when required.

# Delivery Model

The Apprenticeship in Retail Supervision combines practical, on-the-job training with classroom and online workshops over a two year period. The programme is delivered in Dublin and Galway with a maximum annual intake of 120 apprentices. We currently deliver the programme in Dublin and Galway. The addresses for these two locations are as follows:

**Griffith College City Education Centre**  
25 Wolfe Tone Street  
Dublin 1  
D01 X9K7

**Galway Business School**  
Salthill  
Co. Galway  
H91 CDW4

*Please note, the programme is delivered by the RIS team of tutors and facilities are leased from both Griffith College and Galway Business School.*

The programme is delivered using a blended approach combining classroom, online and workplace learning.

## Classroom

- Apprentices attend 23-24 (24 days in year 1 and 23 days in year 2) classroom days per year.
- Classroom is scheduled from 10:00am-5:00pm in both Dublin and Galway.
- All apprentices must attend a 3-day induction at the beginning of the programme which prepares them for the apprenticeship.
- The programme is delivered one module at a time between September and June - typically 2-3 days per month. For example, Retail Customer Experience is delivered in September, Retail Professional Selling in October and Retail IT in November.
- All assessments are work-based with the aim of addressing key opportunities and challenges facing retailers and the wider retail sector.

## Online

- Apprentices must complete a series of online lectures as part of each module.
- Each online class lasts approximately 2 hours.
- Attendance is compulsory for all online classes.

## Workplace

An integral part of the Apprenticeship in Retail Supervision programme is the completion of workplace tasks. Each module has a variety of workplace tasks which have been devised by retailers, tutors and workplace learning experts which increase in complexity and variety throughout the programme. The purpose of the workplace tasks is to give the Apprentice the opportunity to practice their skills, apply knowledge obtained in the classroom and demonstrate competence in the workplace.



# Programme Structure

Over the two years, the Apprentice will complete 13 modules. The modules are delivered one at a time. The following is a list of modules.

## Year 1 Modules

Module	Credits	Classroom Days
Programme Induction	0	3
Retail Professional Selling	20	3
Retail Customer Experience	20	3
Retail IT	20	3
Communications for Retail	15	3
Legal Issues in Retail	15	3
Safety, Health and Welfare	10	2
Retail Supervision 1	20	4
<b>Total</b>	<b>120</b>	<b>24</b>

## Year 2 Modules

Module	Credits	Classroom Days	Elective/ Compulsory
Retail Pharmacy	15	3	Pick any 2 from 4
Food Safety Operations and HACCP	15	3	
Retail Merchandising	15	3	
Retail Security and Loss Prevention	15	3	
Financial Information for Decision-Making	20	5	Compulsory
Omni Channel Marketing	20	4	Compulsory
Retail Supervision 2	20	4	Compulsory
Capstone Module	30	4	Compulsory
<b>Total</b>	<b>120</b>	<b>23</b>	

# Module Overview

The modules in the Apprenticeship programme will give the Apprentice the knowledge and skills required to keep pace with the changing retail environment and to work effectively in all subsectors of retail.

The Apprenticeship in Retail Supervision programme includes fifteen modules. Eleven of these modules are compulsory, the Apprentice must select two additional elective modules from a possible group of four.

## Description of Modules

### Induction

The Apprentice will complete a three-day induction course at the start of the programme. The induction will introduce the Apprentice to the programme, the rules and regulations, roles and responsibilities as well as being introduced to key support contacts within RIS. The induction will also equip the Apprentice with essential study and academic writing skills as well as introducing the online learning tool (Moodle), the online Library and Microsoft Office Suite.

A major objective of the induction is to make apprentices comfortable with the programme and introduce them to other apprentices. There will be a number of social events organised for apprentices in induction week.

## Retail Professional Selling (Year One)

This module provides the Apprentice with the key selling techniques required to perform effectively in a retail setting. The Apprentice will become familiar with some of the latest technologies, current legislation and key legal responsibilities in relation to retail selling. The range of factors impacting retail selling including product knowledge, customer profile, handling objections, pricing strategies, cross-selling, upselling, ethics, communication skills, customer relationship management, merchandising, loyalty and customer buying motives will also be discussed. The Retail Professional Selling module will provide a good introduction to the key selling techniques required in retail, and these skills and techniques will be further explored and developed in subsequent modules including Retail Customer Experience, Retail IT, Retail Merchandising and Omni Channel Marketing.

### Minimum intended module learning outcomes

**On successful completion of this module, the Apprentice will be able to:**

1. Discuss the principles and practices of retail selling in a range of retail environments and to various customer profiles.
2. Illustrate a knowledge of the range of technologies that are used within the retail selling environment.
3. Examine current legislation in relation to retail sales and identify key legal responsibilities for the retailer.
4. Assess the range of factors that impact on retail selling such as communication skills, customer loyalty, customer buying motives and retail ethics.
5. Examine the key trends in retail selling.

### Delivery

- **Classroom:** 3 days
- **Online:** 2 x 2 hours sessions

### Module summative assessment strategy

Assessment Component	Learning Outcomes Assessed	Details	Percentage (%)
Work-Based Learning Portfolio	1, 2, 3, 4 & 5	Apprentices are expected to prepare a work-based learning portfolio that examines the key issues impacting customer experience in the retail environment.	100%

# Retail Customer Experience (Year One)

This module will present the key strategies retailers can employ to improve customer experience. The module will emphasise the skills and attributes required to deliver excellent customer service as well as the components that optimises customer experience in retail. The Apprentice will learn how to deal with difficult customers and apply metrics and measurements to monitor customer experience. Providing excellent customer experience is a theme that runs throughout the programme and is not confined to this module. The Retail Customer Experience module will provide a solid foundation that will be further developed and explored in subsequent modules.

## Minimum intended module learning outcomes

On successful completion of this module, the Apprentice will be able to:

1. Explain the importance of exceeding customer expectations in a range of retail contexts.
2. Demonstrate the personal skills, qualities, activities and attitudes required to perform effectively when dealing with both internal and external customers.
3. Describe the various components that optimises customer experience in retail.
4. Interpret how the stages of the customer lifecycle impacts on consumer behaviour and organisational performance in retail.
5. Review the various metrics retail organisations can use to measure and monitor the effectiveness of customer experience strategies.

## Delivery

- **Classroom:** 3 days
- **Online:** 2 x 2 hours sessions

## Module summative assessment strategy

Assessment Component	Learning Outcomes Assessed	Details	Percentage (%)
Work-Based Learning Portfolio	1, 2, 3, 4 & 5	Apprentices are expected to prepare a work-based learning portfolio that examines the key issues impacting customer experience in the retail environment.	100%



## Retail IT (Year One)

The retail sector is currently undergoing significant changes driven by new technologies. This module will develop the Apprentice's word processing, spreadsheets, presentation, internet, email and file management skills. In addition, the Apprentice will learn how technology is impacting the sector and the opportunities and threats this presents to the retail organisation. The role of technology is a central theme running throughout the programme. This module will provide a good overview of many of the key technologies impacting the sector before exploring in further detail in subsequent modules, including Communications for Retail, Retail Merchandising and Omni Channel Marketing.

### Minimum intended module learning outcomes

**On successful completion of this module, the Apprentice will be able to:**

1. Examine the various technologies impacting the retail sector.
2. Use an integrated software suite facilitating the manipulation of data from one software application to others within the integrated suite.
3. Demonstrate effective use of a word processing package to create, design, and produce professional documents, including business letters and reports.
4. Use a spreadsheet application to create, manage and carry out basic functions and formulas.
5. Create professional, high-impact presentations using presentation tools with colour, texture, animation schemes, slide templates and slide transitions.

### Delivery

- **Classroom:** 3 days
- **Online:** 1 x 2 hour session

### Module summative assessment strategy

Assessment Component	Learning Outcomes Assessed	Details	Percentage (%)
Class Based Practical Exams	2, 3, 4 & 5	2 separate practical exams in Microsoft Office.	50%
Individual Assignment	1 & 3	The Apprentice is expected to prepare an assignment reflecting on the benefits of technological change in their retail environment.	50%

## Communications for Retail (Year One)

Communications was identified as being one of the most important skills to develop in this Apprenticeship programme by all the stakeholders. The Communications for Retail module will present the principles for effective communications by reviewing communications models, frameworks, theories and latest technologies. The Apprentice will learn how to conduct themselves in meetings, deliver formal presentations, utilise blogs and other web platforms, as well as receive communications effectively. The importance of non-verbal communications will be emphasised. In relation to written communications, the module will cover both business writing and academic writing. Communications will also be covered in other modules in Year 1 and 2 of the programme.

### Minimum intended module learning outcomes

On successful completion of this module, the Apprentice will be able to:

1. Communicate clearly and in various formats of business writings such as email etiquette, formal reports, proposals, blogs and other web platforms commonly used in retail.
2. Demonstrate effective presentation and active listening skills.
3. Utilise non-verbal communication effectively.
4. Confidently apply referencing and self-evaluate work for plagiarism.
5. Critique key legal and ethical issues pertaining to business communication that those employed in retail should be aware of.

### Delivery

- **Classroom:** 3 days
- **Online:** 2 x 2 hours sessions

### Module summative assessment strategy

Assessment Component	Learning Outcomes Assessed	Details	Percentage (%)
Individual Report	1, 4 & 5	The Apprentice must compile a fully structured formal written report on the key legal and ethical issues that relate to effective business communications.	60%
Reflection	2 & 3	The apprentice is required to create an audio file containing 50 words.	40%

## Legal Issues in Retail (Year One)

The Legal Issues in Retail module will discuss the Sale of Goods and Supply of Services legislation and Consumer Protection Act and how these impact the retail organisation. Furthermore, the module will present the key legislation relevant to employee law including unfair dismissal, employment equality, employee contracts and GDPR. In addition, an overview of legislation in relation to health, safety and welfare will be provided.

### Minimum intended module learning outcomes

On successful completion of this module, the Apprentice will be able to:

1. Advise upon the rights and duties that derive from a sale of goods transaction.
2. Describe the personnel and institutional framework governing employment law issues in Ireland.
3. Identify the legal principles concerning the recruitment, employment and dismissal of employees.
4. Review the health and safety issues that arise from the employer/ employee relationship.

### Delivery

- **Classroom:** 3 days
- **Online:** 2 x 2 hours sessions

### Module summative assessment strategy

Assessment Component	Learning Outcomes Assessed	Details	Percentage (%)
Written Exam	1, 2, 3 & 4	2.5 Hours written exam after the Module is delivered. Apprentice must complete 4 questions from a selection of 6.	100%

# Safety, Health and Welfare (Year One)

This module will build on the introduction to legislation in relation to Irish Safety, Health and Welfare at Work legislation acquired in the Legal Issues in Retail module. The module will examine the legal requirement of having a safety statement and the typical content of such a statement. In addition, the Apprentice will learn how to prepare and respond to emergencies and common hazards typically encountered in a retail environment. Employee health and wellbeing in the workplace also receives considerable attention in this module and the Apprentice will be expected to outline wellbeing measures that could be put into practice in their organisation.

## Minimum intended module learning outcomes

On successful completion of this module, the Apprentice will be able to:

1. Describe in brief, Irish Safety, Health and Welfare at Work legislation.
2. Critique the content of a safety statement and risk management in the retail sector environment.
3. Outline the requirements for emergency preparedness in the retail workplace.
4. Examine various employee health and wellbeing initiatives that can be employed in a retail environment.

## Delivery

- **Classroom:** 3 days
- **Online:** 2 x 2 hours sessions

## Module summative assessment strategy

Assessment Component	Learning Outcomes Assessed	Details	Percentage (%)
Individual Project	1, 2, 3 & 4	The Apprentice will complete a project by examining safety, health and welfare in their retail organisation.	100%

## Retail Supervision 1 (Year One)

This is the first of two modules dedicated to developing the Apprentice's supervisory skills. Retail Supervision 1 will examine the roles, styles and leadership traits of an effective Retail Supervisor. The planning process and time management strategies will be examined. In addition, the importance of maintaining commercial awareness when planning, making decisions and carrying out tasks and duties will be emphasised. Best practice in relation to recruitment, selection, induction, performance management and delegation will be also be provided. The Apprentice will also learn how to manage teams and the ingredients for a successful team. Finally, the module will emphasise the importance of maintaining ethical behaviour, empathy and corporate social responsibility (CSR) when supervising in a retail environment.

### Minimum intended module learning outcomes

**On successful completion of this module, the Apprentice will be able to:**

1. Describe the role, styles and leadership traits of an effective Retail Supervisor.
2. Discuss the planning process in terms of strategising and how a supervisor can improve time management skills.
3. Explain the importance of commercial awareness and how it impacts on the role of the Retail Supervisor.
4. Appraise the key stages and procedures in the recruitment, selection and performance management of employees.
5. Identify prerequisites and techniques for effective teamwork and employee delegation.
6. Discuss the importance of empathy and ethical behaviour when supervising others.

### Delivery

- **Classroom:** 4 days
- **Online:** 2 x 2 hours sessions

### Module summative assessment strategy

Assessment Component	Learning Outcomes Assessed	Details	Percentage (%)
Appraise and Reflection	1 & 5	Appraise a leader/manager of their choice	30%
Individual Assignment	2,3,4 & 6	The Apprentice will be expected to complete a 1500 word assignment. The Apprentice will draw from their own experience as a retail supervisor when reviewing commercial awareness, recruitment and performance management and ethical behaviour.	70%

# Retail Pharmacy (Year Two)

The aim of this module is to equip the Apprentice with the fundamental knowledge, skills and competencies to evaluate customer/patient requirements relating to general health and wellbeing and respond appropriately with product and service recommendations, and useful customer guidance.

## Minimum intended module learning outcomes

On successful completion of this module, the Apprentice will be able to:

1. Categorise, define and discuss the general themes in relation to health and wellbeing within a Retail Pharmacy.
2. Describe and discuss pharmacy specific health and well-being products and their general uses and applications.
3. Explain how to appraise customers/patients' health and wellbeing indications, questions and queries.
4. Explain how to make informed health and well-being recommendations and suggestions for positive customer/patient outcomes.
5. Explain the protocol, and demonstrate the process for referring a customer patient to a Pharmacist/Doctor.

## Delivery

- **Classroom:** 3 days
- **Online:** 2 x 2 hours sessions

## Module summative assessment strategy

Assessment Component	Learning Outcomes Assessed	Details	Percentage [%]
Work-based Learning Portfolio	1, 2, 3, 4 & 5	Apprentices are expected to prepare a work-based learning portfolio that contains evidence and reflective entries that demonstrate knowledge, skills and competencies associated with this module.	100%

## Food Safety Operations and HACCP (Year Two)

The Food Safety Operations and HACCP module provides the opportunity to learn and apply the personal skills, qualities and attitudes required to perform effectively when dealing with food. The Apprentice will also be exposed to the latest legislation and standards to be adhered to in relation to food safety.

### Minimum intended module learning outcomes

On successful completion of this module, the Apprentice will be able to:

1. Apply the requirements of current legislation that regulates the hygienic production of safe food and demonstrate the ability to implement and manage HACCP in retail situations.
2. Define a range of terms associated with food safety and hygiene to include food hazards, risk, food spoilage and food poisoning, and apply the controls and corrective actions that are required to reduce the risk or threat to consumers.
3. Describe the procedures required for; systems review, HACCP plan review, product recall, product disposal along with maintaining the cold chain.
4. Examine the duties and responsibilities of a HACCP team and state the resources required to aid a team in best practice.

### Delivery

- **Classroom:** 3 days
- **Online:** 2 x 2 hours sessions

### Module summative assessment strategy

Assessment Component	Learning Outcomes Assessed	Details	Percentage (%)
Work-based Project	1, 2, 3, & 4	The Apprentice is required to produce a project that clearly identifies the practices required for the safe production of food within their store/retail unit.	65%
Written Examination	2, 3 & 4	1 Hour Exam 9 multiple choice and 14 short answer questions.	35%

# Retail Merchandising (Year Two)

The Retail Merchandising module will allow the Apprentice to learn about the key principles, theories and technologies relating to merchandising and retail display. The Apprentice will acquire skills that can be used to enhance the retail merchandising environment and become familiar with relevant legislation in this area. In addition, the module will provide an opportunity to learn and apply strategies for stock management relating to merchandising and retail display.

## Minimum intended module learning outcomes

On successful completion of this module, the Apprentice will be able to:

1. Examine the key principles and theories relating to merchandising and retail display.
2. Evaluate the components that enhance the retail merchandising environment.
3. Apply strategies for stock management relating to merchandising and retail display.
4. Interpret the key legislation in relation to retail merchandising and retail displays.
5. Engage with internal and external stakeholders to effectively implement visual merchandising plans.

## Delivery

- **Classroom:** 3 days
- **Online:** 1 x 2 hour session

## Module summative assessment strategy

Assessment Component	Learning Outcomes Assessed	Details	Percentage (%)
Work-based Learning Portfolio	1, 2, 3, 4 & 5	The Apprentice will prepare a work-based learning portfolio reflecting on personal experience and knowledge relevant to the five learning outcomes.	100%



## Retail Security and Loss Prevention (Year Two)

Security in retail stores has become an increasingly important feature in recent years. The upsurge in retail crime has significant repercussions, both in financial and personal terms for retailers and their employees. The Retail Security and Loss Prevention module will examine the key causes and impacts of retail loss and evaluate the effectiveness of commonly utilised retail loss prevention strategies. The Apprentice will be exposed to the latest technologies used in retail asset protection and acquire skills in implementing security risk assessments for a retail organisation.

### Minimum intended module learning outcomes

**On successful completion of this module, the Apprentice will be able to:**

1. Examine the key causes and impacts of retail loss in the rapidly evolving modern retail environment.
2. Evaluate the effectiveness of commonly utilised retail loss prevention strategies.
3. Appraise existing and emerging technologies used in retail asset protection.
4. Identify security risks and implement a security risk assessment in a retail setting.
5. Interpret the key legislation in relation to retail security and loss prevention.

### Delivery

- **Classroom:** 3 days
- **Online:** 2 x 2 hours sessions

### Module summative assessment strategy

Assessment Component	Learning Outcomes Assessed	Details	Percentage (%)
Work-based Learning Portfolio	1, 2, 3, 4 & 5	The Apprentice will be required to submit a portfolio which reviews the factors impacting on retail security and assess in your current work environment.	100%

# Financial Information for Decision-making (Year Two)

The Financial Information for Decision-making module will provide the Apprentice the opportunity to learn and apply costing principles, methods and techniques to determine product and service costs to aid decision-making for a retail organisation. The module will equip the Apprentice with the knowledge and skills related to pricing strategies as well as interpret and prepare cash budgets. In addition, the Apprentice will learn how to appraise financial statements using ratio analysis.

*For this module, Apprentices will be divided into smaller classes (delivered on different dates for the first 3 days to facilitate a workshop style of delivery).*

## Minimum intended module learning outcomes

**On successful completion of this module, the Apprentice will be able to:**

1. Apply costing principles, methods and techniques to determine product and service costs.
2. Apply best practice in relation to cash and revenue management in a retail environment.
3. Describe how pricing decisions are informed in a retail environment.
4. Prepare and interpret cash budgets.
5. Appraise financial statements using ratio analysis.

## Delivery

- **Classroom:** 5 days

## Module summative assessment strategy

Assessment Component	Learning Outcomes Assessed	Details	Percentage (%)
Written Examination	1, 2, 3, 4 & 5	The Apprentice will complete a 3 hour exam where they will complete 4 questions from a list of 5.	60%
Report	1 & 3	A report looking at approaches to pricing.	40%

## Omni Channel Marketing (Year Two)

The Omni Channel Marketing module will present the different traditional marketing and digital marketing strategies commonly utilised by retail organisations. The module will further explore the impact of technology in retail by reviewing innovative strategies organisations are employing to market their business. The module will seek to develop the Apprentice's traditional and digital marketing skills to engage effectively with consumers across all touchpoints. The Apprentice will be expected to develop and apply omni channel strategies for their organisation.

*For this module, apprentices will be divided into smaller classes (delivered on different dates for 2 of the days to facilitate a workshop style of delivery which will be delivered in a PC lab).*

### Minimum intended module learning outcomes

**On successful completion of this module, the Apprentice will be able to:**

1. Evaluate different traditional marketing and digital marketing strategies utilised within omni channel retailing
2. Examine how technology is impacting how retail organisations market their business.
3. Apply marketing concepts and approaches in a retail context.
4. Develop customised marketing strategies required in omni channel retailing.
5. Identify the stages of situational analysis, development, implementation, review and data analysis in marketing strategies.

### Delivery

- **Classroom:** 4 days
- **Online:** 2 x 2 hours sessions

### Module summative assessment strategy

Assessment Component	Learning Outcomes Assessed	Details	Percentage (%)
Individual Report	1, 2, 3, 4 & 5	The Apprentice will be required to submit a report assessing their current marketing strategies and outlining opportunities and suggestions for improvements.	70%
Group presentation <i>(delivered in the PC lab consisting of smaller class size)</i>	3, 4 & 5	The Apprentices will work in a group to develop a marketing campaign for an event for a fictional omni channel retailer.	30%

# Retail Supervision 2 (Year Two)

The Retail Supervision 2 module will build on learning and skills acquired from previous modules (most notably the Retail Supervision 1 Module) by developing the Apprentice’s decision-making and judgement skills. The Apprentice will learn how to undertake performance appraisals and offer career development support to their staff. In addition, the module will seek to equip the Apprentice with knowledge and skills in employee motivation before examining how conflict in the workplace can be best managed. Finally, the module will review and discuss the meaning and benefits of a diverse workforce.

## Minimum intended module learning outcomes

On successful completion of this module, the Apprentice will be able to:

1. Identify the challenges faced by Retail Supervisors and select strategies to overcome these challenges.
2. Describe the decision-making process and the importance of judgement in determining the correct decision.
3. Discuss the role of the Retail Supervisor in performance appraisals and career development for their staff.
4. Apply the different motivational theories and techniques that can be most effective in a retail environment.
5. Discuss the skills required for conflict resolution in the workplace.
6. Examine the meaning and benefits of a diversified workforce.

## Delivery

- **Classroom:** 4 days
- **Online:** 2 x 2 hours sessions

## Module summative assessment strategy

Assessment Component	Learning Outcomes Assessed	Details	Percentage (%)
Work-based Portfolio	1, 2, 3, 4, 5 & 6	The Apprentice will prepare a work-based learning portfolio reflecting on personal experience and knowledge relevant to the six learning outcomes.	100%

## Capstone Module (Year Two)

The objective of this module is to give the Apprentice an opportunity to build on their learning to date by undertaking research into a contemporary issue impacting the retail sector and relevant to the Apprentice's employer organisation. The Apprentice will be required to identify objectives within their chosen area, outline the tasks required, research the topic, and provide recommendations. They are required to document and discuss the findings, process and learning journey.

The Apprentice will be provided with an overview of this module at the beginning of Year 1 of the programme so they can identify a suitable research topic in advance of the module commencing. At the beginning of Year 2, a workshop on the Capstone module will be delivered to the apprentices. At this stage, the Apprentice should have discussed with their employer what topic of research they will undertake for the module. The Apprentice will be expected to submit their research proposal to the Tutor allocated to this module before December 1st. This research proposal will include the title of the research, research objectives and how this topic is relevant to the Apprentice's organisation. The Tutor will then review each proposal and provide feedback regarding the proposal.

Teaching and learning will occur through the delivery of classroom-based learning sessions. The Apprentice will be assigned a Tutor / Supervisor who provides feedback on progress in relation to their research project. This engagement will be conducted through Skype/telephone and should occur at least twice (1 hour session for each engagement) throughout the programme (first engagement within 4 weeks of module commencement and the second commencement at least 3 weeks before assessment submission date).

### Minimum intended module learning outcomes

**On successful completion of this module, the Apprentice will be able to:**

1. Apply knowledge and skills acquired from previous modules of the programme.
2. Reflect, analyse and evaluate the learning on the programme and highlight specific issues which emerged through the learning experience.
3. Engage with staff and workplace mentors to identify and research a specific workplace issue relevant to the host organisation and the retail sector.
4. Demonstrate skills of planning, research, analysis, problem-solving, emotional intelligence, critical thinking and appropriate practice.
5. Produce a report outlining the various stages in the project and discuss the findings in relation to the learning acquired during this programme.

### Delivery


- **Classroom:** 4 days
- **Online:** 2 x 2 hours sessions


### Module summative assessment strategy

The Apprentice must identify a suitable topic for investigation and present a research report highlighting their findings and recommendations.

# Selecting the Right Apprentice

## Employers Checklist

Criteria	
<p><b>1. Does the Applicant meet the minimum entry requirements?</b></p> <ul style="list-style-type: none"><li>• 18 or over with a minimum Level 5 qualification (e.g. Leaving Certificate).</li><li>• Mature learners aged 21 or over with 3 years relevant work experience.</li><li>• Learners for whom English is not a first language must demonstrate proficiency in English (Applicants must achieve a minimum of a Grade B2 in the Oxford English Test to meet the entry requirements).</li></ul>	
<p><b>2. Have you shown the Applicant the modules and an outline of the programme?</b></p>	
<p><b>3. Have you informed the Applicant about the commitments involved in completing the programme?</b></p> <ul style="list-style-type: none"><li>• 23-24 days per year</li><li>• Travel and overnight accommodation</li><li>• 3-4 hours independent learning per week</li><li>• Exams and assignments</li></ul>	
<p><b>4. Is the Applicant enthusiastic about completing the programme?</b></p>	

Criteria	
5. Does the Applicant feel confident he/she can complete the programme?	
6. Does the Applicant show qualities that would make a good Retail Supervisor?	
7. Have you spoken to the Applicant's immediate supervisor to ensure they will support him/her over the full duration of the programme?	
8. Is there an appropriate Workplace Mentor available (and willing to play the role of Mentor) within the organisation to support the Applicant?	
9. Are the Applicant's Digital Skills at a satisfactory level (e.g. good word processing skills, comfortable using the internet etc...) If not, perhaps the Applicant may consider undertaking a basic IT Programme e.g. ECDL in advance	
10. Has the Applicant discussed the programme with his/her family and received their support?	
11. Does the Applicant display good self-discipline skills?	

# Contact Details

## Get in touch

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