Unit Title:	**Contribute to the continuous improvement of retail operations within own area of responsibility**
OCR unit number:	12
Sector unit number:	E.10
Level:	3
Credit value:	10
Guided learning hours:	47
Unit reference number:	D/503/5731

Unit purpose and aim

This unit assesses the occupational competence of a first line manager or senior team member in relation to the contribution they make to improving operations within their own area of responsibility. The candidate could contribute to improving performance against any operational measure set by the organisation, such as sales targets, service standards or quality standards.

Learning Outcomes	Assessment Criteria
The Learner will:	**The Learner can:**
1 Understand how own area of responsibility can contribute to the overall success of the retail organisation	1.1 explain characteristics of the organisation's brand image, customer base and desired market position 1.2 explain the relationship between the agreed performance measures for own area of responsibility and the organisation's brand image and desired market position 1.3 explain how systems and procedures in own area of responsibility are intended to support the achievement of organisational performance measures 1.4 explain potential causes of failure to achieve organisational performance measures in the type of retail operations carried out in own area of responsibility
2 Understand how to motivate staff in own area of responsibility to support and contribute to the continuous improvement of retail operations	2.1 explain why it is important for staff to understand the purpose and intended benefits of improvements to retail operations 2.2 explain how own manner when explaining improvements can affect staff's response to these 2.3 explain the importance of encouraging staff to suggest ideas for improvement to retail operations 2.4 explain the importance of ensuring that colleagues receive the credit if their ideas are implemented 2.5 explain the importance of showing enthusiasm and leading by example when putting improvements into practice

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Learning Outcomes	Assessment Criteria
3 Be able to evaluate achievements of organisational performance measures for retail operations within own area of responsibility	3.1 evaluate organisational performance within own area of responsibility using information that is: • relevant • reliable • up-to-date
4 Be able to develop recommendations for improving the effectiveness of retail operations	4.1 develop ideas to improve the effectiveness of operations in own area of responsibility 4.2 evaluate which ideas for improvements to the effectiveness of operations in own area of responsibility should be put forward to decision makers, based on the extent to which the ideas are: • consistent with the organisation's brand image • consistent with organisational policy • achievable, given the available resources • beneficial to the organisation and its customers
5 Be able to recommend ideas for improving the effectiveness of retail operations to decision makers	5.1 present ideas to decision makers for possible improvements, doing so: • with supporting facts • acknowledging any contributions made by other people 5.2 explain to decision makers the benefits the recommended improvements could bring 5.3 justify to decision makers the resources needed to put improvements into practice 5.4 clarify any aspects of the recommended improvements decision makers wish to discuss further
6 Be able to contribute to the implementation of planned improvements to retail operations within own area of responsibility	6.1 explain planned improvements to staff in ways that attempt to: • make clear the benefits of the proposed changes • encourage involvement in implementing proposed changes 6.2 ensure that staff have everything they need to implement proposed changes including additional training 6.3 seek advice and support to resolve any problems with implementing proposed changes that are not within own authority to resolve 6.4 demonstrate to staff own commitment to achieving the benefits of proposed changes through own behaviour

Assessment

This unit requires workplace assessment of occupational competence. It is internally assessed by centre staff and externally assessed by an OCR External Verifier.

The unit is competence-based. This means that it is linked to the candidate's ability to competently perform a range of tasks associated with their work.

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It is highly unlikely that the assessor will be able to gather evidence for this unit by observing workplace activity. Evidence can, however, come from professional discussion supported by oral reports of real achievements and testimony from an expert witness.

AC 4.2: If the organisation does not have a written policy, candidates need to ask their manager for broad guidelines and follow these where the unit refers to a policy.

The unit needs to be assessed in line with the relevant Sector Skills Council's (SSC's) Assessment Strategy or Principles. Skillsmart Retail's Assessment Principles for Retail Qualifications can be found on their website (www.skillsmartretail.com).

Assessment conducted by an external/peripatetic assessor must adhere to section 4.2.1 of Skillsmart Retail's '*Retail Qualifications Assessment Principles'*. As such, OCR requires the line manager or the owner/manager to sign and date the bottom of each unit Evidence Record Sheet (ERS) to both confirm their involvement and the candidate's competence. This should be on or prior to the signature and date provided by the assessor.

Evidence requirements

OCR does not stipulate the mode of delivery for the teaching of the content of this unit. Centres are free to deliver this unit using any mode of delivery that meets the needs of their candidates. Centres should consider the candidates' complete learning experience when designing programmes of learning.

Guidance on assessment and evidence requirements

You should refer to the '*Admin Guide: Vocational Qualifications* (A850)' for *Notes on Preventing Computer-Assisted Malpractice*.

National Occupational Standards (NOS) mapping/signposting

This unit is based on the NOS reference SSR.E301, SSR.E302, SSR.E303

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Functional skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills.

Functional Skills Standards					
English		**Mathematics**		**ICT**	
Speaking and Listening	✔	Representing		Use ICT systems	✔
Reading	✔	Analysing		Find and select information	✔
Writing	✔	Interpreting		Develop, present and communicate information	✔

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk .