

# OCCUPATIONAL CERTIFICATE: RETAIL MANAGER GENERAL

## PROGRAMME OVERVIEW

Studying a retail manager qualification in South Africa offers a unique opportunity to thrive in a dynamic and rapidly growing retail sector. With the country's diverse consumer base and evolving market trends, acquiring specialised skills in retail management can significantly enhance your career prospects. This programme equips you with essential knowledge in areas such as customer service, inventory management, and sales strategies, preparing you to excel in various retail environments.

## QUALIFICATION SPECIFICATIONS

- SAQA ID: 91789
- NQF Level: 6
- Credits: 507
- Duration: 18 Months
- Accreditation body: Quality Council for Trade and Occupation (QCTO)

## ENTRY LEVEL REQUIREMENTS

- A NQF Level 4 qualification

## OCCUPATION FUNCTION

A Retail Manager General (Retail Store Manager) determines strategies and policies and reports directly to the owner or owners. A chain store manager implements and manages strategies and policies which are determined by a head office and reports to a regional manager

## PROGRAMME STRUCTURE

The programme is divided into nine modules covering the following:

1. Retailing
2. Customer Service in Retail
3. Asset and Risk Management in Retail
4. Retail Marketing
5. Retail Management
6. Human Resource Management in Retail
7. Retail Financial Management
8. Communication in Retail
9. Logistics and the Supply Chain in Retail

The programme consists of:

- Facilitator led online knowledge modules
- Facilitator led online practical modules
- Workplace based learning modules  
(268 compulsory workplace based days)
- External Integrated Summative Assessment (exam)