

Retail Business	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10	<b>Unit 1 - Customer Experience</b>		<b>Unit 2 - Retail Business</b>			
	<b>Customer service standards of retail businesses and meeting the expectations of customers</b>  This topic explores what customer service is, how customers interact with retail businesses and how customer service delivery differs across retail channels.  Customers have different needs; we explore how retail businesses meet expectations of different types of customers.	<b>Quality of customer experience in retail businesses</b>  Using different research tools, we investigate the quality of a retail business's customer experience.	<b>Understanding retail business</b>  We learn about the different forms of retail businesses, different types of ownership, and explore the objectives retail businesses have.	<b>The business environment in which retail businesses operate</b>  This topic looks at how the UK business environment affects retail businesses, the effect of location characteristics on retail businesses and the methods used by retail businesses to achieve objectives.	<b>Recommending solutions to retail business issues</b>  This topic we interpret data and review options for solutions to issues a retail business might experience.	<b>Revision Exam Practice</b>
Year 11	<b>Unit 3 - Retail Operations</b>					
	<b>How retail operations are organised</b>  We learn about how retail businesses are organised and how legal factors impact the retail business, employee and customer.	<b>Understanding interaction between customers and retail activities</b>  We explore methods used by retail businesses to encourage sales and how technology is used to interact with customers.	<b>Understanding how retail businesses prepare for changes in the retail environment</b>  This topic explores the effects of seasonality on retail operations and the measures retail businesses use to prepare for unplanned situations in daily retail operations.	<b>Proposing changes to retail store operations</b>  Using a case study, we identify issues to resolve, suggest actions in response to issues and justify suggestions for change.	<b>Revision and Exam Practice</b>	