

**Kingston  
University**  
London

Kingston  
Business  
School

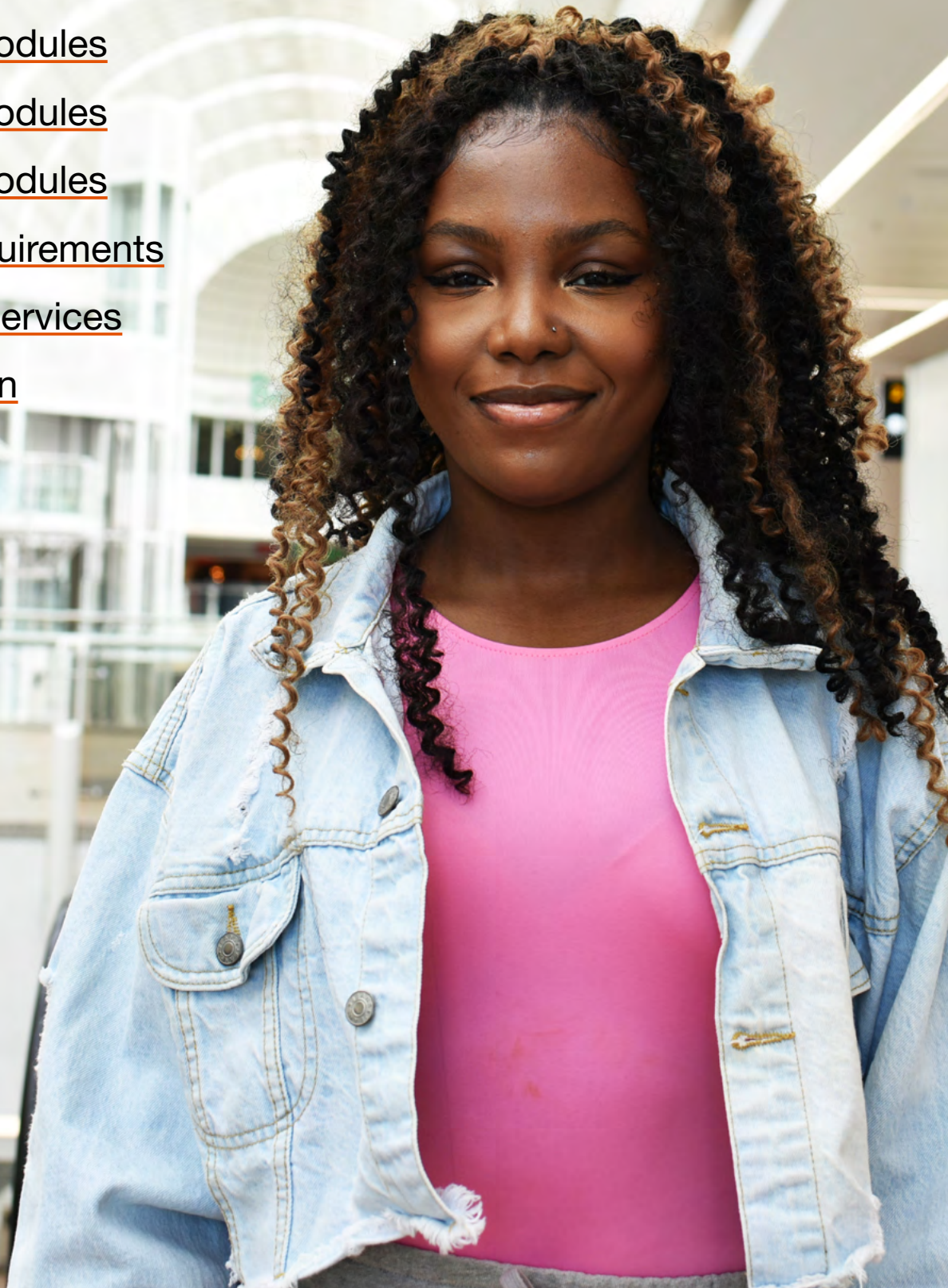
# Retail Leadership BSc (Hons) Degree Apprenticeship

Empowering the next generation of retail  
leaders with Kingston University



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# Welcome

**The Retail Leadership Degree Apprenticeship is delivered by Kingston University. This four-year, fully funded programme is designed in collaboration with industry partners to develop future retail leaders.**

At Kingston University we'll encourage you to challenge perceptions and perspectives, and be problem solvers and influencers, to get the best out of yourself and others. As digitalisation and Artificial Intelligence advances impact the business environment and change continues to affect our future, we prepare you to have an enterprising mindset to embrace potential opportunities.



We're passionate about enhancing your life chances by helping you make the most of learning opportunities and equipping you with the Future Skills and knowledge needed in the 21st century's demanding workplace.

At Kingston we see diversity as a strength. We value the rich variety of backgrounds, identities and experiences our staff and students bring to the university.

If you're looking to pursue an undergraduate level degree while gaining a head-start in your chosen career, our exciting Degree Apprenticeship programme provides an excellent platform. Apprenticeships are based on occupations recognised by employers which combine paid work with study. You'll earn a salary while you learn – with no tuition fees to pay.

In 2021, our Apprenticeships were rated 'good' by Ofsted. Our Apprenticeship programmes are a combination of 80% on-the-job training and 20% learning, training or study. They focus on work-integrated learning, developing and underpinning knowledge, professional competencies, and skills that you and your employer need.

You'll have the opportunity to obtain a Retail Leadership Degree from Kingston University while you continue to gain practical experience in your workplace, allowing you to apply everything you've learnt in the classroom to real-life situations in your workplace and apply learning at work in the classroom.



**Race Equality Charter Award  
holder since 2015**



Kingston Business School is internationally accredited by the AACSB (Association to Advance Collegiate Schools of Business), a global mark of excellence in business education.



Gold standard Education Teaching Excellence Framework (TEF), recognising that our learners experience and outcomes are typically outstanding



**Top 10 University in the UK for  
social mobility**

(Institute for Fiscal Studies/Sutton Trust/DfE 2021)

# Retail Leadership Degree Apprenticeship (Integrated)

## Degree Apprenticeship Standard

ST 0547 Retail Leadership

## Awarding Institution

Kingston University

## Award

Retail Leadership Degree Apprenticeship, including BSc (Hons)

## Tuition fee

Fully funded by your employer through the Apprenticeship levy or through Government SME funding for Apprenticeships (zero cost to you).

## Entry Requirements\*

- Meet the employer's entry requirements
- Aged 18 or older
- Have the right to reside in the UK until the end of the Apprenticeship including End Point Assessment (EPA)
- Maths and English (GCSE grade 4, or previously grade C)

## Mode of Study

Online seminars to accommodate shift patterns and learners situated in different geographic locations, self-guided learning, lectures, reading, exercises and work-based learning. The only exception is the first teaching block, which is in person, at Kingston Business School.

## Duration

4.5 years, including End Point Assessment (EPA)

## Assessment method

No Exams. Assignment based assessments including reports, case studies, presentations, skills e-portfolio, and EPA.

## Start-date

September

\* At Kingston University we recognise that every person's journey to Higher Education is different and unique, and, in some cases, we may take into account other non-standard pathways onto University level study.



## Aims of the course will develop your skills so you can:

- ✓ pursue a graduate level career in the sector
- ✓ apply critical thinking to challenge and innovate
- ✓ prepare as a future retail leader to face the challenges of leading in a dynamic retail environment
- ✓ plan and execute a work-based project
- ✓ develop a passion to work and progress in the retail sector

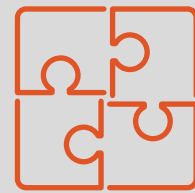
# Learning outcomes



## Knowledge and Understanding



## Intellectual Skills



## Subject Practical Skills

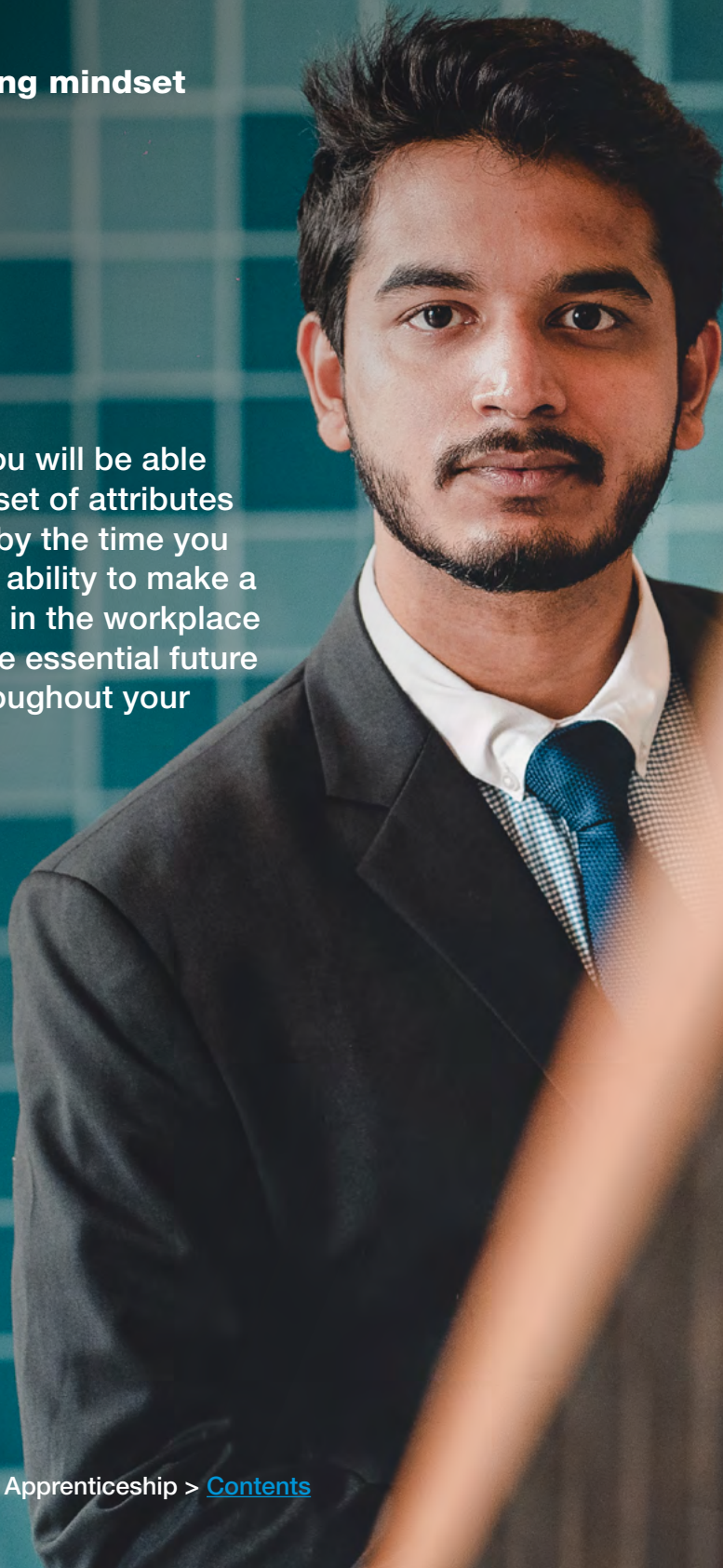
<ul style="list-style-type: none"> <li>✓ Explain and critically evaluate complex retail business environments</li> </ul>	<ul style="list-style-type: none"> <li>✓ Use data to identify and solve unstructured business problems, and make evidence-based decisions</li> </ul>	<ul style="list-style-type: none"> <li>✓ Implement current and emerging digital and technological solutions</li> </ul>
<ul style="list-style-type: none"> <li>✓ Communicate an in-depth knowledge and understanding and of the key functional business areas within retail</li> </ul>	<ul style="list-style-type: none"> <li>✓ Use an enterprising mindset to create value across the organisation.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Identify business opportunities and make a difference</li> </ul>
<ul style="list-style-type: none"> <li>✓ Apply a detailed and critical understanding of how retail business elements interrelate and affect overall organisational performance</li> </ul>	<ul style="list-style-type: none"> <li>✓ Interpret, analyse, evaluate and draw inferences from business information and other relevant information sources to aid decision making in the workplace</li> </ul>	<ul style="list-style-type: none"> <li>✓ Work effectively in diverse environments, and with others and get things done</li> </ul>
<ul style="list-style-type: none"> <li>✓ Apply a critical awareness and understanding of current issues of global concern such as sustainability, ethics, social responsibility and technology and how these relate to contemporary retail practice</li> </ul>	<ul style="list-style-type: none"> <li>✓ Use relevant critical or creative skills to deal with management problems and issues to produce recommendations for decision and subsequent action</li> </ul>	<ul style="list-style-type: none"> <li>✓ Conduct and present in a professional manner appropriate for the workplace</li> </ul>


# Gain Future Skills with your Degree Apprenticeship

In addition to the programme learning outcomes, Kingston University has identified nine attributes it will instil in its future graduates:

- ✓ **creative problem solving**
- ✓ **digital competency**
- ✓ **being enterprising**
- ✓ **having a questioning mindset**
- ✓ **adaptability**
- ✓ **empathy**
- ✓ **collaboration**
- ✓ **resilience**
- ✓ **self-awareness**

It aims to ensure that you will be able to demonstrate the full set of attributes in a variety of contexts by the time you graduate, to boost your ability to make a meaningful contribution in the workplace and wider society. These essential future skills are integrated throughout your apprenticeship.



INTRODUCTION			
<b>YEAR 1</b>	MODULE 1.1 Retail Business Environment	MODULE 1.2 Retail Culture and Service Mindset	MODULE 1.3 Digital Retail
<b>YEAR 2</b>	MODULE 1.4 Retail Operations	MODULE 2.1 Retail Marketing Strategy	MODULE 2.2 Retail Insights and Customer Information
<b>YEAR 3</b>	MODULE 2.3 Managing Retail Finance and Value	MODULE 2.4 Responsible and Sustainable Management	MODULE 3.1 Retail Leadership and Transformation
<b>YEAR 4</b>	MODULE 3.2 Building Retail Strategy	MODULE 3.3 Retail Project EPA	
GATEWAY			
<b>FINAL SIX MONTHS</b>	End Point Assessment		
 <b>AWARD Retail Leadership Degree Apprenticeship, with BSc (Hons)</b>			

48 MONTH DURATION WITH MINIMUM OF 20% OFF THE JOB TRAINING

QUARTERLY PROGRESS REVIEW MEETINGS

APPRENTICESHIP DEVELOPMENT AND PERSONAL TUTORING



# Level 4 Modules

## 1.1 Retail Business Environment

☆ 30 CREDITS

🕒 YEAR 1

This module introduces apprentices to the retail sector and seeks to embed the beginnings of a strong foundation of knowledge. Consideration is given to the external context in which retail organisations operate and introduces the concept of the retail journey ('from farm to fork').



## 1.2 Retail Culture and Service Mindset

☆ 30 CREDITS

🕒 YEAR 1

This module introduces core topics and concepts of experience and service management, which are critical to the development of a positive and successful retail business culture. This includes the behaviour and management of people in work situations, customer interactions, and stakeholder relationships.



## 1.3 Digital Retail

☆ 30 CREDITS

🕒 YEAR 1

The shift from ‘bricks to clicks’ has rapidly changed the retail landscape in recent years, leading to a proliferation of new opportunities and complexities associated with the advent of the omni-channel. The key focus of this module is to introduce the concepts and principles associated with the digitisation of the retail sector.



## 1.4 Retail Operations

☆ 30 CREDITS

🕒 YEAR 2

The retail supply chain has developed in recent years to become a dynamic ecosystem, accounting for the optimum movement of goods from the point of production through to the point of consumption. Technological advances have opened-up retail supply chains to consumer influence and concerns, as well as the onset of internationalization, ‘just in time’ approaches and e-commerce.



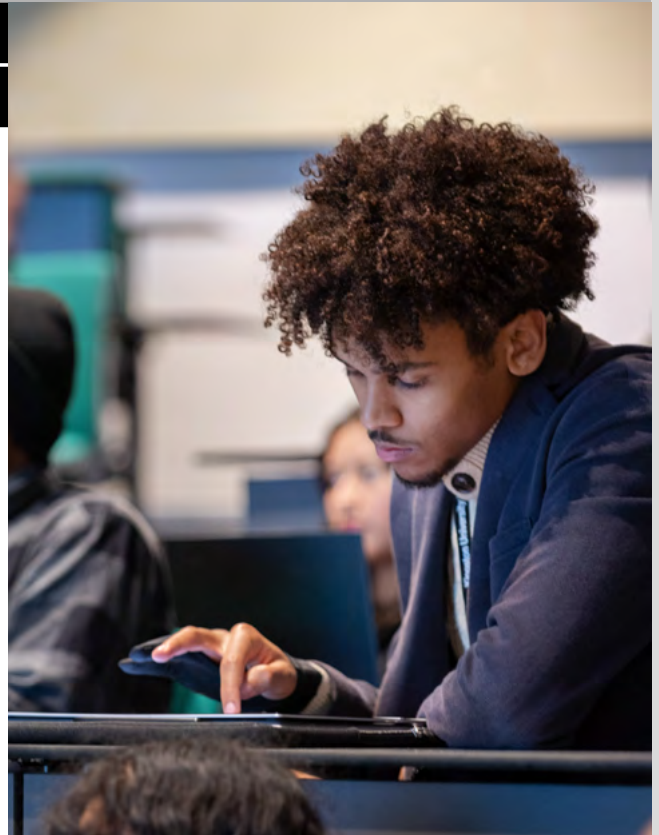
# Level 5 Modules

## 2.1 Retail Marketing Strategy

☆ 30 CREDITS

🕒 YEAR 1

The module will enable future Retail Leaders to understand and develop marketing plans for the medium to long term, aligned to corporate objectives, brand values and consumer needs.



## 2.2 Retail Insights and Customer Information

☆ 30 CREDITS

🕒 YEAR 2

What makes a product attractive to a consumer when they see it instore on a shelf or online? This module will take a closer look at consumer motivations and behaviours and how this has a direct impact upon product choices, ranges, merchandising and store/online formats.



## 2.3 Managing Retail Finance and Value

☆ 30 CREDITS

🕒 YEAR 3

This module introduces knowledge and application of the principles and key techniques of management accounting. It will support future Retail Leaders in planning, controlling and monitoring performance as part of their professional role.



## 2.4 Responsible and Sustainable Management

☆ 30 CREDITS

🕒 YEAR 3

We live in an uncertain world. Uncertainty brings both opportunities and challenges. In the business world, organisations are grappling with the challenges of sustainability, social responsibility, wellbeing and diversity and inclusion as key aspects of corporate strategy. This module will explore and consider these topics and the impact on Future Leadership.



# Level 6 Modules

## 3.1 Retail Leadership and Transformation

☆ 30 CREDITS

🕒 YEAR 3

This module will equip future Retail Leaders with the tools and skills required to operate in complex and rapidly changing environments. It will prepare Retail Leaders of the future to sense disruption and change and to create an organisation that is able to respond accordingly.



## 3.2 Building Retail Strategy

☆ 30 CREDITS

🕒 YEAR 4

This module takes a contemporary perspective on the retail landscape and seeks to equip future Retail Leaders with the skills and knowledge to lead and manage retail strategy development and operations in a fast-changing and technology driven world. This includes review of the use of AI in delivery and fulfilment as well as using data and AI tools to predict the behaviour of customers.



### 3.3 Retail Project EPA

☆ 60 CREDITS

🕒 YEAR 4 + EPA

In this module, apprentices will have the opportunity to integrate and apply their skills and knowledge accumulated from the programme so far into a 60-credit module that is focused upon preparation for undertaking and delivering an individual End Point Assessment (EPA). The EPA is required in order to complete the apprenticeship programme.

The purpose of this module is to ensure apprentices have the tools and techniques to propose and articulate a suitable work-based project, undertake a literature review, design a suitable data collection methodology, collect, analyse and present research findings, conclusions and recommendations.



### End Point Assessment (EPA)

#### Demonstrate your Knowledge, Skills and Behaviour

A critical part of this programme is the EPA.

Throughout the apprenticeship programme, you will be made aware of the EPA requirements and will collate supporting evidence to demonstrate your applied Knowledge, Skills and Behaviours.

The final Level 6 module is dedicated to preparing you for the EPA following which you will transition to the gateway with a robust and comprehensive project plan for onward completion during the EPA period, lasting up to six months.



# Entry Requirements

**Kingston University uses a range of entry requirements to assess an applicant's suitability for our courses. Most course requirements are based on UCAS Tariff points, usually stipulated as a range, and are sometimes coupled with minimum grades in specific relevant subjects.**

We may also use interview, to assess an applicant's suitability for the course. We recognise that every person's journey to Higher Education is different and unique and in some cases we may take into account work experience and other non-standard pathways onto University level study.

## Additional requirements include

✓ Maths and English (GCSE grade 4, or previously grade C)

✓ Right to reside in the UK until the end of the Apprenticeship including EPA

✓ Non-UK applicants must meet the University's English language requirements.

### Delivery Model

This course has been designed to develop future retail leaders with a strong business knowledge of the retail industry and appropriate skill set for transition to leadership roles. Modules have been developed to co-exist alongside workplace learning and skills development for each apprentice.

Teaching and learning will be delivered remotely using a series of online pre-recorded lectures, tutor led real-time online seminars, and additional guided eLearning activities such as reading, case studies and self-test quizzes. The only exception is the first teaching block, which is in person, at Kingston Business School, and includes an induction to the course and University.

### Comprehensive Support Services

The Retail Leadership Degree Apprenticeship is a demanding course, both personally and academically. Most apprentices on the programme are entering higher education for the first time and the combination of work, study and personal family commitments can be challenging.

It's important to us that you have the tools you need to succeed, both academically and personally. At Kingston, you'll be treated as an individual and will be supported by a strong community. Our friendly teams are here for you from the moment you arrive, providing expert advice and guidance to ensure you're well looked after and can make the most of your apprenticeship experience.

# Support Services

The following people provide ongoing support and guidance to apprentices:



**Module leader and teaching team:** are the primary source for academic support and assignment supervision. They coordinate tutorial support and ensure appropriate feedback is provided.

**Personal Tutor:** Every apprentice has their own personal tutor and regular opportunities to meet with them one-to-one providing support, guidance, and encouragement. They will be on hand to answer any questions about your academic studies and signpost you to further support.

**Skills Coach:** are assigned to each apprentice at the start of their journey. They facilitate quarterly review meetings, together with the apprentice and their workplace mentor to review progress, support work-based learning opportunities and in the preparation and readiness for the End Point Assessment (EPA).



**Workplace mentor:** Appointed by the employer to support the apprentice gain workplace learning needed to meet the requirements of the apprenticeship.



**Buddy system:** Learners are encouraged to form small peer groups to provide an informal support network.

In addition, Kingston University provides services such as:



**Information Centre:** We have a single point of contact for all our student services to help with library and course support queries and give general advice on money, accommodation, visa issues, disability support and student funding or refer you to the right person.



**Academic Skills Centres:** Self-referral drop-in centres staffed by specialist academic support lecturers who provide small group and one to one support.



**IT support:** The University uses Canvas as its virtual learning environment which provides a versatile, interactive learning platform. Canvas has its own dedicated 24-hour support available to learners.



Access to world-class learning resource centres (LRC), online learning (library) facilities and other learning support.



**Qualified disability advisor:** Provide guidance on reasonable adjustments and support for the apprentice and advises academic staff.



**Confidential counselling and pastoral support:** Including mental health support services.

# Graduation

## Celebrating your success

On successful completion of the End Point Assessment, you will be awarded with a Retail Leadership Degree Apprenticeship, including a BSc (Hons). You will be invited, by Kingston University, to attend a graduation ceremony to celebrate your amazing achievement, together with your friends, family, and work colleagues.



# Next Step

## Employees

If you are currently employed full time and would like to find out more about apprenticeships, please ask your employer to contact the Kingston University apprenticeship team.

## Employers

If you are an employer interested in how apprenticeships can support your organisation and employees, please contact the apprenticeship team for further details.

Find out more



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