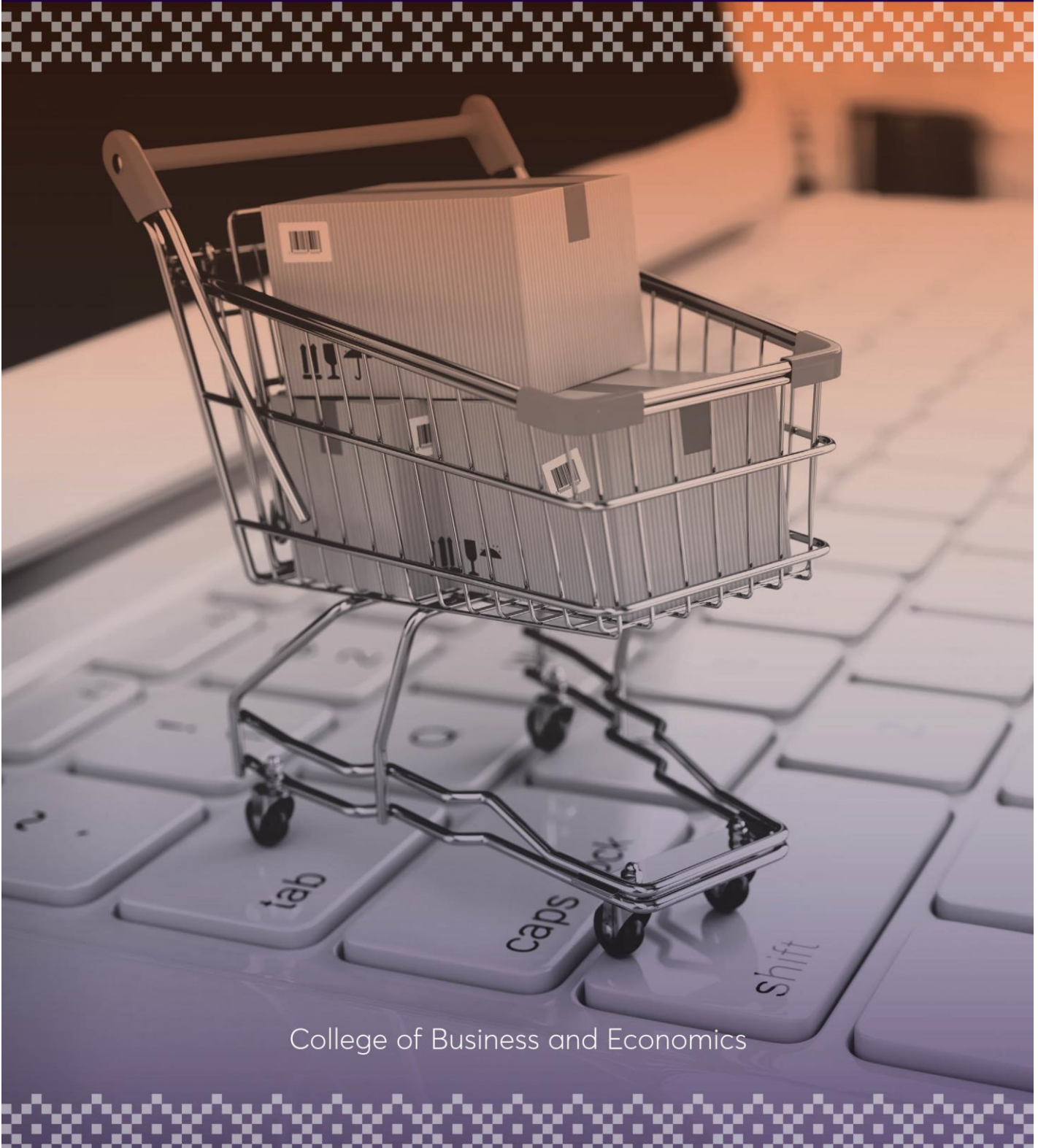




UNIVERSITY
OF
JOHANNESBURG

Department of Marketing Management
School of Consumer Intelligence and
Information Systems
Continuing Education and
Short Learning Programmes
Certificate in Retail Practice



College of Business and Economics

RETAIL PRACTICE

1. GENERAL

Thank you for your interest in the Certificate in Retail Practice offered at the University of Johannesburg. This document will provide a detailed overview of the programme.

2. ABOUT THIS CERTIFICATE

This certificate is ideal for individuals currently working in the retail sector or on the retail supply side (e.g. distributor, wholesaler, manufacturer currently supplying the retail sector as a major client) wishing to gain important knowledge of the workings of a retailer, the broader South African retail industry and future retail trends and developments. This programme introduces students to the workings of the retail sector and provides them with a broad overview of the retail industry and the key success factors to succeed in retail today.

A key selling point and excellent learning experience incorporated into this certificate is students' exposure to a practical simulated retail business module. This simulation challenges students to apply the knowledge they've learned in this simulation and witness first-hand how their decisions affect the market performance of the retailer and the financial implications of each decision.

This certificate is also available for corporate offerings. A minimum of 20 students must be enrolled.

CERTIFICATE OUTLINE

CERTIFICATE IN RETAIL PRACTICE	
LEARNING UNIT NAME	DESCRIPTION OF UNIT
Retailing NQF 5 32 credits*	<ul style="list-style-type: none">• describe a retail environment• recognise trends in the retail sector• differentiate between the types of retail structures and types of ownerships• categorise customers of a retail store into target groups• state how consumers behave and more specifically how they engage and interact in a store environment• generate a business plan for a retail business.
Retail Simulation	<ul style="list-style-type: none">• make decisions in running a retail operation and realise the consequences of those decisions• draft income statements, balance sheets and cash-flow statements for the simulated business and analyse these with reference to their decisions• identify and measure the key drivers of business performance and realise how to give effect to these in the operational decisions they make• gain an appreciation of the full value-chain in their business from negotiating with suppliers to ensure shopper satisfaction

- | | |
|--|---|
| | <ul style="list-style-type: none">• understand the KPIs used in the organisation which may include trading density, stock returns, stock turns, stock cover, sales per head, return on capital employed (ROCE) and shareholder value creation |
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* This programme gives students credits towards modules on the [Diploma Retail Business Management qualification](#) offered by the Department of Marketing Management. Students must however meet the entrance requirements as set out in the CBE yearbook and the HEQF.

Can I complete the Certificate in Retail practice online?

This certificate is offered over 8 weeks (Thursday evenings 17:30 – 20:30) and students are expected to attend all classes offered during the indicated class times. The simulation module is also a practical module that is performed and completed in groups and will take place on a Saturday (full day). Some elements may be recorded and presented online during the course, however, this is a contact offering.

What are the costs for the Certificate in Retail Practice?

The Retail in practice **course costs R14 950** which includes your:

- Registration fee
- UJ Student card
- Access to UJ campuses and support services such as library and writing centre
- Online lecture slides and classes
- Seven contact sessions at UJ with the assigned lecturers
- Full day practical Business Simulation
- Convenient classes offered after hours (*no need to put in leave for those working full-time*)
- Examination and certification fees

Cost not included:

- Textbook (+-R499)

Payment in three instalments:

R5950 deposit (with application) due March/ August

R4500 due April/ September

R4500 due May/ October

**Note that access to the course may be denied to students who are in arrears.*



3. ENTRANCE REQUIREMENTS

Matric/ Grade 12 with certificate endorsement

4. APPLICATION PROCESS

Applications open annually in January for second-semester programmes and September for first semester programmes. Closing dates will be available from the department (visit www.uj.ac.za/marketing and click on “Course and programmes” followed by “Short courses” to find the Retail Practice home page.

Corporates process?

5. FURTHER STUDIES

Upon completion of this programme, you may apply for the Diploma in Retail Business Management*. This programme gives students credits towards modules on the Diploma Retail Business Management.

** Students must, however, meet the entrance requirements as set out in the CBE yearbook and the HEQF.*

Ready to apply?

Visit www.uj.ac.za/marketing and click on “Course and programmes” followed by “Short courses” to find the Retail Practice home page where all the application documents are available.

6. CONTACT

Please contact Ms Alice Avenant 011 559 1424 / aavenant@uj.ac.za (administrator) OR Ms Mariëtte Frazer (Programme Co-ordinator) retail@uj.ac.za if you have any questions or require further information.

