

Curriculum

For

“Textile & Apparel Merchandising”

(Junior Merchandiser)

(Level -3)



17th to 21st May



**National Vocational & Technical
Training Commission**

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Introduction

Definition/ Description of the training programme for *Textile & Apparel Merchandising*

Merchandiser is the interface between Buyer & Manufacturer/Producer. He/she is monitoring client's order during the entire production process, starting from ordering to shipment. Merchandising is the department which mediates marketing and production departments. Pricing is part of the merchandising department's duties.

Purpose of the Training Programme

The purpose of this training is to develop a range of skills and techniques, personal skills and attributes essential for successful performance in merchandising sector in accordance with industry requirements. Graduates of this program may find employment in local and international textile/ garment industries

Overall Objectives of Training Programme

The main objective of this training program is to improve the employability of young graduates through qualifying job-related training in the merchandiser sector, and to train them so that they can prove to be an asset to this sector.

Competencies to Be Gained After Completion Of Course

- **A-** Identify and implement Workplace Policies and Procedures
- **B-** Apply work health and safety practices (WHS)
- **C-** Communicate at workplace
- **D-** Perform Basic Computer Application Skills
- **E-** Identify vendor
- **F-** Perform Product Costing
- **G-** Perform Store Merchandising
- **H-** Manage Visual Merchandising

Possible Available Job Opportunities Available Immediately and Later In The Future

- Merchandiser
- Senior Merchandiser
- Retail Merchandiser

- Merchandiser (Part-Time)
- Merchandise Coordinator
- Catalogue Production Manager
- Fashion Buyer
- Merchandise Display Artist
- Retail Store Manager
- Stock Clerk
- Stock Supervisor
- Quantity Surveyor
- Retail Planners

Trainee Entry Level

Middle or Equivalent (with English, Urdu and Numeracy reading and writing skills)

Minimum Qualification of Trainer

Teaching staff should have DAE with two years' experience or 2 years Certificate with five years' experience in Digging/Excavation. They should also hold or be working towards a formal teaching qualification.

Other formal qualifications in the Civil Construction or Mining would be useful in addition to the above.

Recommended Trainer: Trainee Ratio

The recommended maximum trainer: trainee ratio for this programme is 1 trainer for 25 trainees.

Medium of instruction i.e. language of instruction

Instruction will be Urdu and English.

Duration of the Course (Total Time, Theory & Practical Time)

This curriculum comprises 09 modules. The recommended delivery time is 600 hours. Delivery of the course could therefore be full time, 5 days a week. Training providers are at liberty to develop other models of delivery, including part-time and evening delivery.

The full structure of the course is as follow:

Module	Theory ¹ Days/hours	Workplace ² Days/hours	Total hours
Module 1: Identify and Implement Workplace Policy and Procedures	10	10	20
Module 2: Apply Work Health and Safety Practices (WHS)	20	10	30
Module 3: Communicate at Workplace	20	10	30
Module 4: Perform Basic Computer Application Skills	20	30	50
Module 5: Identify Vendor	30	90	120
Module 6: Perform Product Costing	30	90	120
Module 7: Perform Store Merchandising	20	80	100
Module 8: Manage Visual Merchandising	30	100	130

¹ Learning Module hours in training provider premises

² Training workshop, laboratory and on-the-job workplace

Sequence of the Modules

Each module covers a range of learning components. These are intended to provide detailed guidance to teachers (for example the Learning Elements component) and give them additional support for preparing their lessons (for example the Materials Required component). The detail provided by each module will contribute to a standardized approach to teaching, ensuring that training providers in different parts of the country have clear information on what should be taught. Each module also incorporates the industrial needs of Pakistan.

The distribution table is shown below:

Junior Merchandiser - 6 Months		
Module 1: Apply Work Health and Safety Practices (WHS) 30 Hours	Module 3: Communicate at Workplace 30 Hours	Module 5: Identify Vendor 120Hours
Module 2: Identify and Implement Workplace Policy and Procedures 20 Hours	Module 4: Perform Computer Application Skills 60 Hours	Module 6: Perform Product Costing 110 Hours
Module 7: Perform store Merchandising 100Hours	Module 8: Manage visual merchandising 130 Hours	

Summary – Overview of the Curriculum

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 1: Identify and Implement Workplace Policy and Procedures Aim: After successful completion of this module, the trainee is competent in Identifying and Implementing Workplace Policy and Procedures	LU1: Identify workplace policy & procedures LU2: Implement workplace policy & procedures LU3: Communicate workplace policy & procedures LU4: Review the implementation of workplace policy & procedures	10	10	20
Module 2: Apply Work Health and Safety Practices (WHS) Aim: After successful completion of this module, the trainee is competent in Applying Work Health and Safety Practices (WHS)	LU1: Implement safe work practices at work place LU2: Participate in hazard assessment activities a work place LU3: Follow emergency procedures at workplace LU4: Participate in OHS consultative processes	20	10	30

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 3: Communicate at Workplace Aim: After successful completion of this module, the trainee is competent in Communicating at Workplace	LU1: Communicate within the organization LU2: Communicate outside the organization LU3: Communicate effectively in workgroup LU4: Communicate in writing	20	10	30
Module 4: Perform Basic Computer Application Skills Aim: After successful completion of this module, the trainee is competent in Performing Computer Application Skills	LU1: Prepare In-page documents as per required information LU2: Prepare Spreadsheets as per required information LU3: Use MS Office as per required information LU4: Perform computer graphics in basic applications LU5: Create Email account for communications	20	30	50
Module 5: Identify Vendor Aim: After successful completion of this module, the trainee is competent in Identifying Vendor	LU1: Determine Merchandising Requirements LU2: Select Vendor as per requirement and criteria	30	90	120

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 6: Perform Product Costing Aim: After successful completion of this module, the trainee is competent in Performing Product Costing	LU1: Calculate Costs (Direct/ indirect) LU2: Calculate Offered price LU3: Negotiate product price	50	60	120
Module 7: Perform Store Merchandising Aim: After successful completion of this module, the trainee is competent in Performing Store Merchandising	LU1: Develop Merchandising Strategies LU2: Implement product layout plan	30	90	100

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 8: Manage Visual Merchandising Aim: After successful completion of this module, the trainee is competent in Managing Visual Merchandising	LU1: Apply Colour Theory LU2: Interpret VM Documents LU3: Use In-store Visual Merchandising Toolkits LU4: Manage Window Display LU5: Execute floor plans and store fixtures according to given checklist	30	100	130

Modules

Module 1: Identify and Implement Workplace policies and Procedures

Objective of the module: The aim of this module to get knowledge, skills and understanding to Identify and Implement Workplace policies and Procedures

Duration: 20hours **Theory:** 10 hours **Practical:** 10 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Identify workplace policy & procedures	The trainee will be able to: <ol style="list-style-type: none"> 1. Identify the workplace policy & procedures 2. Apply appropriate strategies that can be used to measure whether your workplace health and safety obligations are being met. 3. Assure the policies are realistic, resources and personnel to implement 4. Implement the policy & procedures that reflects the organizations commitments 5. Ensure the appropriate methods of implementation, outcomes and performance indicators 	<ul style="list-style-type: none"> • Define the workplace policy & procedures • Enlist the strategies for workplace health and safety obligations • Explain the workplace policies , resources and personnel • Describe the methods of implementation, outcomes and performance indicators 	Total: 05hrs Theory: 02hrs Practical: 02hrs	<div>Consumable</div> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners <div>Non Consumable</div> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	Class room

LU2: Implement workplace policy & procedures	The trainee will be able to: <ol style="list-style-type: none"> 1. Apply and assign responsibility for recording systems to track continuous improvements in policy & procedures 2. Implement strategies for continuous improvement in effective and efficient information 	<ul style="list-style-type: none"> • Explain the procedures of Implementation of strategies for continuous improvement 	Total: 05hrs Theory: 02hrs Practical: 02hrs	<div>Consumable</div> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners <div>Non Consumable</div> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system • PPEs (Safety glasses, Ear muffs/ear plugs, Protective Gloves, Cap, Safety shoes etc.) 	Class room
LU3: Communicate workplace policy & procedures	The trainee will be able to: <ol style="list-style-type: none"> 1. Communicate procedures to help implement workplace policy 2. Inform those involved in implementing the policy about expected outcomes, 	<ul style="list-style-type: none"> • Define the Communication procedures to help implement workplace policy 	Total: 05hrs Theory: 03hrs Practical: 03hrs	<div>Consumable</div> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners <div>Non Consumable</div>	Class room

	activities to be undertaken and assigned responsibilities			<ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system • Safety manuals 	
LU4: Review the implementation of workplace policy & procedures	The trainee will be able to: <ol style="list-style-type: none"> 1. Identify the trends that may require remedial actions 2. Record the trends that may require remedial actions 3. Ensure policy and procedures as required are made for continuous improvement of performance 	<ul style="list-style-type: none"> • Describe the trends for required remedial actions 	Total: 05hrs Theory: 03hrs Practical: 03hrs	<div>Consumable</div> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners <div>Non Consumable</div> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	Class room

Module 2: Apply Work Health and Safety Practices (WHS)

Objective of the module: The aim of this module to get knowledge, skills and understanding to Apply Work Health and Safety Practices (WHS)

Duration: 30 hours **Theory:** 20 hours **Practical:** 10hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Implement safe work practices at work place	The trainee will be able to: <ol style="list-style-type: none"> 1. Implement relevant rules and procedures of WHS at work place 2. Comply with duty of care requirements 3. Use personal protective equipment according to safe work practices 4. Contribute to WHS consultative activities 5. Raise WHS issues with relevant personnel 	<ul style="list-style-type: none"> • Explain the WHS rights and responsibilities that apply to own role • Explain the term duty of care 	Total: 07hrs Theory: 05hrs Practical: 02hrs	Consumable <ul style="list-style-type: none"> • Notebooks • Pen Non Consumable <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture,

					electrical manufacture)
LU2: Participate in hazard assessment activities a work place	The trainee will be able to: <ol style="list-style-type: none"> 1. Identify hazards or WHS issues in the workplace to relevant personnel 2. Assess and control risks according to own level of responsibility, in line with workplace procedures 3. Report hazards or WHS issues in the workplace to relevant personnel 4. Document risk control actions as required 	<ul style="list-style-type: none"> • List and describe common safety signs and symbols 	Total: 08hrs Theory: 05hrs Practical: 03hrs	Consumable <ul style="list-style-type: none"> • Notebooks • Pen Non Consumable <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)

LU3: Follow emergency procedures at workplace	The trainee will be able to: <ol style="list-style-type: none"> 1. Report emergencies or incidents promptly to relevant personnel 2. Deal with emergencies in line with own level of responsibility 3. Implement evacuation procedures as required 	<ul style="list-style-type: none"> • Describe typical health and safety roles in the workplace • Enlist emergencies or incidents relevant personnel • Define evacuation procedures at workplace 	Total: 07hrs Theory: 05hrs Practical: 02hrs	Consumable <ul style="list-style-type: none"> • Notebooks • Pen Non Consumable <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	Class Room
LU4: Participate in OHS consultative processes	The trainee will be able to: <ol style="list-style-type: none"> 1. Contribute to workplace meetings, inspections or other consultative activities 2. Raise OHS (Occupational Health and Safety) issues with designated persons in accordance with organizational procedures 3. Take actions to eliminate workplace hazards or to reduce risks 	<ul style="list-style-type: none"> • Importance of workplace meetings, inspections or other consultative activities • Enlist common OHS (Occupational Health and Safety) issues with accordance to the organizational procedures • Describe actions to eliminate workplace hazards or to reduce risks 	Total: 08hrs Theory: 05hrs Practical: 03hrs	Consumable <ul style="list-style-type: none"> • Notebooks • Pen Non Consumable <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry,

					leather industry, shoe industry, fan manufacture, electrical manufacture)
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Module 3: Communicate at Workplace

Objective of the module: The aim of this module to get knowledge, skills and understanding to Communicate at Workplace.

Duration: 30 hours **Theory:** 10 hours **Practical:** 20 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Communicate within the organization	The trainee will be able to: <ol style="list-style-type: none"> 1. Communicate within a department 2. Communicate with other departments 3. Use various media to communicate effectively 4. Communicate orally and written 	<ul style="list-style-type: none"> • Importance of intra and inter organizational communication • Types of Modes of communication • 8C's of communication 	Total: 08hrs Theory: 03hrs Practical: 05hrs	<div>Consumable</div> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners <div>Non Consumable</div> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)

LU2: Communicate outside the organization	The trainee will be able to: <ol style="list-style-type: none"> 1. Deal with vendors 2. Deal with clients/customers 3. Interact with other organisations 4. Use various media to communicate effectively 5. Work with people of different cultures / backgrounds 	<ul style="list-style-type: none"> • Basics of business communication • Importance of communication with clients/customers/vendor 	Total: 08hrs Theory: 03hrs Practical: 05hrs	<div>Consumable</div> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners <div>Non Consumable</div> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system • PPEs (Safety glasses, Ear muffs/ear plugs, Protective Gloves, Cap, Safety shoes etc.) 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)
LU3: Communicate effectively in work group	The trainee will be able to: <ol style="list-style-type: none"> 1. Assess the issues to provide relevant suggestion to group members 	<ul style="list-style-type: none"> • Explain the method of Communication in work group • Importance of communication style/manner 	Total: 07hrs Theory: 02hrs Practical: 05hrs	<div>Consumable</div> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners 	Class room with multimedia aid and flip charts

	<p>2. Resolve the issues/problems /conflicts within the group</p> <p>3. Arrange group working sessions to increase the level of participation in the group processes</p> <p>4. Communicate messages to group members clearly to ensure interpretation is valid</p> <p>5. Communicate style /manner to reflect professional standards/ awareness of appropriate cultural practices</p> <p>6. Act upon constructive feedback</p>	<ul style="list-style-type: none"> • Method of feed back <ul style="list-style-type: none"> ○ Verbal ○ Written etc. • Types of feed back <ul style="list-style-type: none"> ○ Informal ○ Formal ○ Formative ○ Summative etc. 		<p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system • Safety manuals 	<p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>
<p>LU4:</p> <p>Communicate in writing</p>	<p>The trainee will be able to:</p> <p>1. Identify relevant procedures for written information</p> <p>2. Use strategies to ensure correct communication in writing .i.e.</p> <ul style="list-style-type: none"> • Correct composition • Clarity 	<ul style="list-style-type: none"> • Define procedures for written information <p>Importance of communication strategies in writing</p>	<p>Total: 07hrs</p> <p>Theory: 02hrs</p> <p>Practical: 05hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia 	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p>

	<ul style="list-style-type: none"> • Comprehensiveness • Accuracy • Appropriateness <p>3. Draft assigned written information for approval, ensuring it is written within designated timeframes</p> <p>4. Ensure written information meets required standards of style, format and detail</p> <p>5. Seek assistance / feedback to aid communication skills development</p>			<ul style="list-style-type: none"> • Internet • Computer system • PPEs (Safety glasses, Ear muffs/ear plugs, Protective Gloves, Cap, Safety shoes etc.) 	<p>OR</p> <p>Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>
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Module 4: Perform Basic Computer Operations

Objective of the module: After successful completion of this module, the trainee is competent in performing Basic Computer Operations.

Duration: 50 hours **Theory:** 20 hours **Practical:** 30 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Configure Computer System	The trainee will be able to: <ol style="list-style-type: none"> 1. Connect computer components and peripherals as per requirement. 2. Install Drivers and applications according to the software specification. 3. Troubleshoot Applications to trace and fix faults in a specific application to bring it in a running condition. 	<ul style="list-style-type: none"> • Introduction to hardware and software • Introduction to configuring computer • Install and Configure a Computer System • Introduction to troubleshooting • Types of troubleshooting 	Total: 10hrs Theory: 05hrs Practical: 05hrs	<div>Consumable</div> <ul style="list-style-type: none"> • Pocket files • Notebooks • Pencils • Erasers • Sharpeners <div>Non Consumable</div> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	Class room/Computer Lab
LU2. Create a Document using MS Word	The trainee will be able to: <ol style="list-style-type: none"> 1. Compose a document as per the requirement. 2. Format Word Document according to given requirements. 3. Print Word Documents 	<ul style="list-style-type: none"> • Introduction to MS Word • Creating a file in MS Word • Uses of Templates in MS Word • File and types of files 	Total: 13hrs Theory: 05hrs Practical: 08hrs	<div>Consumable</div> <ul style="list-style-type: none"> • Pocket files • Notebooks • Pencils • Erasers • Sharpeners <div>Non Consumable</div>	Class room/Computer Lab

	according to requirements.	<ul style="list-style-type: none"> • Creating and printing different documents in MS Word 		<ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	
LU3. Prepare a Worksheet using MS Excel	The trainee will be able to: <ol style="list-style-type: none"> 1. Develop a worksheet as per given data. 2. Format the worksheet according to given criteria. 3. Apply Formulas according to the requirement. 4. Generate Charts/Graphs according to the given data. 	<ul style="list-style-type: none"> • Introduction to MS Excel • Creating a worksheet in MS Excel • Uses of Templates in MS Excel • Formulas for calculations • Adding Graphs in MS Excel sheet • Creating and printing different documents in MS Excel 	Total: 14hrs Theory: 05hrs Practical: 09hrs	Consumable <ul style="list-style-type: none"> • Pocket files • Notebooks • Pencils • Erasers • Sharpeners Non Consumable <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	Class room/Computer Lab
LU4. Prepare a presentation using MS PowerPoint	The trainee will be able to: <ol style="list-style-type: none"> 1. Insert Slides with different Layouts according to requirements of presentation. 2. Insert text, tables, images, etc. according to the requirement. 	<ul style="list-style-type: none"> • Introduction to MS PowerPoint • Creating a presentation in MS PowerPoint • Uses of Templates in MS PowerPoint • Setting the transitions for slides 	Total: 13hrs Theory: 05hrs Practical: 08hrs	Consumable <ul style="list-style-type: none"> • Pocket files • Notebooks • Pencils • Erasers • Sharpeners Non Consumable <ul style="list-style-type: none"> • White board 	Class room/Computer Lab

	<ol style="list-style-type: none"> 3. Apply a set of effects to animate the slide according to requirement. 4. Apply Slide Transitions on Slides according to requirement. 5. Apply Sound Effects on Objects/text/images according to requirement. 6. Present a presentation according to 7Cs of communication. 	<ul style="list-style-type: none"> • Presentation of slides 		<ul style="list-style-type: none"> • Multimedia • Internet • Computer system 	
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Module 5: Identify Vendor

Objective of the module: After successful completion of this module, the trainee is competent in identify the vendor according to the defined requirements.

Duration: 120 hrs.

Theory: 30 hrs.

Practical: 90 hrs.

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Determine Merchandising Requirements	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Prepare a list of all relevant Raw Materials 2. Calculate the required quantities 3. Establish target prices for Raw Material 4. Calculate economic order quantity 	<ul style="list-style-type: none"> • Describe different types of Raw Material • Explain the purpose of a raw material list • Describe the content of the raw material • Explain the use of formulas for quantity calculation • Define price • Explain target price • Describe the purpose of a Target price for raw material • Define economic order • Explain the purpose of economic order quantity 	<p>Total: 60hrs Theory: 15hrs Practical: 45hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture,</p>

		<ul style="list-style-type: none"> Describe the use of relevant formulas to calculate economic order quantity 			electrical manufacture)
		Practical Activity: <ol style="list-style-type: none"> Prepare a production form according to given raw material quantities by the assessor and calculate price using standard formulas. 			
LU2: Select Vendor as per requirement and criteria	The trainee will be able to: <ol style="list-style-type: none"> Prepare a contact list of vendors to establish communication. Identify key elements of vendor as per requirement (product quality, production capacity, market repute, reliability, financial stability, etc.) 	<ul style="list-style-type: none"> Define business communication Describe the properties of trade information Explain requirements for contact list of vendors Describe the properties of vendor Explain the key requirements for vendor selection Explain the classification of vendor requirements Explain product quality 	Total: 60hrs Theory: 15hrs Practical: 45hrs	Consumable <ul style="list-style-type: none"> Notebooks Pencils Erasers Sharpeners Non Consumable <ul style="list-style-type: none"> White board Multimedia Internet Computer system 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather

	<p>3. Prepare vendor evaluation form (production capacity, financial stability, quality, on time delivery, product cost, etc.)</p>	<ul style="list-style-type: none"> • Explain production capacity in given timeline • Explain the importance of key elements of vendor as per requirement (product quality, production capacity, market reput, reliability, financial stability, etc.) • Interpret the terms of vendor evaluation form • Explain the evaluation of key elements of vendor as per requirement (product quality, production capacity, market reput, reliability, financial stability, etc.) • Explain the purpose of vendor evaluation form (production capacity, financial stability, quality, on time delivery, product cost, etc.) • Define GSM (general supplier management) • Prepare list of suppliers according to GSM 			<p>industry, shoe industry, fan manufacture, electrical manufacture)</p>
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		Practical Activity: 1. Prepare a list of parameters on which vendors can be evaluated.			
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Module 7: Perform Product Costing

Objective of the module: After successful completion of this module, the trainee is competent in perform product costing.

Duration: 120 hrs.

Theory: 30 hrs.

Practical: 90 hrs.

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Calculate (Direct /Indirect Costs)	<p>The trainee will be able to:</p> <p>1. Calculate Direct Cost</p> <p>➤ Calculate material consumption</p> <ul style="list-style-type: none"> Fabric consumption Yarn consumption Accessories consumption Packaging consumption <p>➤ Calculate process cost</p> <ul style="list-style-type: none"> Finishing cost (Dying, printing, washing, etc.) Production cost (Stitching, cutting, embroidery, etc.) Packaging cost 	<ul style="list-style-type: none"> Explain the importance of Material consumption (Fabric Yarn, packaging, etc.) Explain different types of material consumed Describe the use of different formulas' to calculate the consumed materials Describe Manufacturing processes Explain different types of cost Explain Process Cost (Finishing cost and production cost) Describe the use of formulas' to calculate the Process Cost 	<p>Total: 40hrs</p> <p>Theory: 10hrs</p> <p>Practical: 30hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> Notebooks Pencils Erasers Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> White board Multimedia Internet <p>Computer system</p>	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>

	<p>➤ Calculate dispatch cost (EX Factory, FOB, CNF, CIF, etc.)</p> <p>2. Calculate indirect Costs</p> <p>✓ Calculate Overhead cost</p>	<ul style="list-style-type: none"> • Explain dispatch cost (EX Factory, FOB, CNF, CIF, etc.) • Explain different dispatch cost • Explain use of different dispatch cost • Describe the use of different formulas' to calculate the Dispatch Cost • Define overhead Cost • Describe heads in overhead cost • Interpret the overhead cost steps • Explain the use overhead cost formula • Describe the use of different formulas' to calculate the Overhead Cost • Explain Financial Cost • Explain the use of financial cost 			
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		<ul style="list-style-type: none"> Describe the use of different formulas' to calculate the Financial Cost 			
		<u>Practical Activity:</u> <ol style="list-style-type: none"> Calculate the complete Cost (direct/indirect) of a specific article assigned by trainer 			
LU2: Calculate Offered price	The trainee will be able to: <ol style="list-style-type: none"> Calculate the Break-even price Calculate the cost of product Calculate price margins 	<ul style="list-style-type: none"> Describe Break- even analysis Explain Break- even price Explain the use of break-even point (CVP) Describe the use of formulas' to (CVP) Describe the use of formulas' to calculate the Break- even price Explain cost of product Describe the use of formulas' to calculate the cost of product Explain price margins 	Total: 40hrs Theory: 10hrs Practical: 30hrs	Consumable <ul style="list-style-type: none"> Notebooks Pencils Erasers Sharpeners Non Consumable <ul style="list-style-type: none"> White board Multimedia Internet Computer system 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry)

	<p>4. Calculate and add commissions</p> <p>5. Quote the final price</p>	<ul style="list-style-type: none"> • Explain the use of price margins • Describe the use of formulas' to calculate the price margins • Knowledge and understanding of formulas' to calculate the commissions • Implementation of formulas' to calculate the commissions • Explain the use of calculating commission • Explain Quotation • Explain the use of different quotation • Describe the calculation of final quote <p><u>Practical Activity:</u></p> <p>1. Select the final quotation from the given 3 quotations by trainer and also enlist the selection parameters.</p>			industry, fan manufacture, electrical manufacture)
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LU3: Negotiate product price	The trainee will be able to: <ol style="list-style-type: none"> 1. Identify price gap 2. Identify possible cost improvements 3. Re-calculate the final price after negotiation 	<ul style="list-style-type: none"> • Explain price gaps • Describe the concept of cost improvements • Explain different Rules of Negotiation and effecting factors • Explain the purpose of Re-Evaluation of the final price <hr/> <u>Practical Activity:</u> <ol style="list-style-type: none"> 1. Role Play: <ul style="list-style-type: none"> ○ Negotiate the final price with the vendor and recalculate the final discounted product price ○ Enlist the possible cost improvement parameters. 	Total: 40hrs Theory: 10hrs Practical: 30hrs	<div>Consumable</div> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners <div>Non Consumable</div> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)
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Module 8: Perform Store Merchandising

Objective of the module: After successful completion of this module, the trainee is competent in perform store merchandising

Duration: 100 hrs.

Theory: 20 hrs.

Practical: 80 hrs.

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Develop Store Merchandising Strategies	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> Plan Display patterns: <ul style="list-style-type: none"> Category wise Season wise Promotion wise (product and communication display) Market demand Stakeholder investment Product life wise display Perform inventory planning: <ul style="list-style-type: none"> On floor display Inventory planning and execution 	<ul style="list-style-type: none"> Explain the purpose of Display Patterns <ul style="list-style-type: none"> Category wise Season wise Promotion wise (product and communication display) Market demand/requirements Product life wise display Define Stakeholder Explain planning for display patterns Explain inventory planning Explain the purpose of Inventory Planning (On floor display Inventory planning and execution, Back store inventory reports and 	<p>Total:50hrs Theory:10hrs Practical:40hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> Notebooks Pencils Erasers Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> White board Multimedia Internet Computer system 	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>

	<ul style="list-style-type: none"> ○ Back store inventory reports and management ○ Pre-order level ○ Product expiry management 	<p>management, Pre-order level and Product expiry management)</p> <ul style="list-style-type: none"> • Explain performance of inventory planning • Explain factors effecting inventory planning • Describe Inventory Management <p><u>Practical Activity:</u></p> <ol style="list-style-type: none"> 1. Plan a product display in simulated environment as per display pattern assigned by trainer. 2. Plan inventory according to product expiry. 			
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LU2: Implement product layout plan	The trainee will be able to: 1. Execute store layout plans (AutoCAD and manual) and techniques <ul style="list-style-type: none"> o Belt to eye level o Vertical merchandising o Departmental segregations o Horizontal Merchandising 2. Ensure product maintenance checklist according to set standards <ul style="list-style-type: none"> o Cleaning standards o STI's for Sustainable Retail 	<ul style="list-style-type: none"> • Explain Basic plans (AutoCAD and manual) • Explain the use of different types of software • Explain the use of Auto CAD in computer • Interpretation of AutoCAD plans • Describe Managing inventories according to layout techniques (Belt to eye level, Vertical merchandising, Departmental segregations and Horizontal Merchandising) • Explain product maintenance • Explain the purpose of product maintenance checklist • Explain different Marketing strategies • Explain lightening standards • Describe cleaning standards 	Total: 50hrs Theory: 10hrs Practical: 40hrs	<div>Consumable</div> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners <div>Non Consumable</div> <ul style="list-style-type: none"> • White board • Multimedia • Internet Computer system	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)
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	<p>Display/fixtures placements</p> <ul style="list-style-type: none"> ○ Lightening standards <p>3. Execute Ambiance planning and Cross Merchandising Patterns includes:</p> <ul style="list-style-type: none"> ○ Category wise ○ Season wise ○ Promotion wise 	<ul style="list-style-type: none"> • Describe the maintenance of checklist according to set standards (Cleaning standards, STI's for Sustainable Retail Display/fixtures placements and Lightening standards) • Describe Ambiance Planning • Explain use of ambiance planning • Describe cross merchandising patterns • Explain use of ambiance planning in ambiance planning <p><u>Practical Activity:</u></p> <ol style="list-style-type: none"> 1. Execute store layout plan (AutoCAD/manual) assigned by trainer using Belt to eye level technique. 2. Execute ambiance planning according to the Cross merchandising 			
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		pattern assigned by trainer.			
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Module 9: Manage Visual Merchandising

Objective of the module: After successful completion of this module, the trainee is competent in manage visual merchandising.

Duration: 130 hrs.

Theory: 30 hrs.

Practical: 100 hrs.

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Apply Colour Theory	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Identify the importance of colour in drawing 2. Identify colours according to colour wheel <ul style="list-style-type: none"> o Primary Colours o Secondary Colours o Tertiary Colours o Complementary Colours o Split Complementary Colours o Triadic Colours o Tetradic Colours o Analogous Colours o Neutral Colours o Monochromatic Colours o Tints and shades o Warm Colours 	<ul style="list-style-type: none"> • Explain color theory • Describe Basic Colours • Explain use of colours • Explain primary colors • Explain use of colors in drawing • Define the Colour Wheel • Explain different color wheels • Describe the use of different types of colors in detail 	<p>Total:26hrs Theory:6hrs Practical:20hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners • Color pencils • Drawing sheets <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system • Printer 	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>

	<ul style="list-style-type: none"> o Cool Colours <p>3. Develop Colour Schemes/Combinations according to colour wheel</p> <p>4. Develop Designs from different colour themes according to colour wheel</p> <p>5. Develop Designs from contrasting colours according to colour wheel</p>	<ul style="list-style-type: none"> • Explain colour schemes • Describe the purpose of color combinations • Explain use of color schemes and combinations according to color wheel • Explain the determination of designs from different colour themes • Describe the selection of colour according to colour themes • Explain contrasting colours according to colour wheel • Explain how to use contrasting colour in color wheel • Implementing of contrasting colours according to colour wheel 			
		<p><u>Practical Activity:</u></p> <p>1. Develop Wall Design by using contrasting color combination (warm and cool) as per theme assigned by trainer.</p>			

LU2: Interpret VM Documents	The trainee will be able to: 1. Interpret given documents according to the requirement: <ul style="list-style-type: none"> o VM Toolkit/Manual o Store checklist o Fixtures checklist o Floor Plans 	<ul style="list-style-type: none"> • Define Visual Merchandising (VM) • Describe the importance of visual merchandising • Explain the purpose of Visual Merchandising (VM) documents (VM Toolkit/Manual, Store checklist, Fixtures checklist and Floor Plans) • Explain different types of visual merchandising documents • Describe the Evaluation of Visual Merchandising (VM) documents <u>Practical Group Activity:</u> 1. Explain the purpose of Visual Merchandising (VM) Toolkit and enlist its major points/sections.	Total:26hrs Theory:6hrs Practical:20hrs	Consumable <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners Consumable <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)
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LU3: Use In-store Visual Merchandising Toolkits	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Perform display management including: <ul style="list-style-type: none"> o Colour wise o Price wise o Category wise o Size wise 2. Apply display techniques including: <ul style="list-style-type: none"> o Pyramid display o Inverted Pyramid display o Asymmetrical display o Symmetrical display 	<ul style="list-style-type: none"> • Describe the use of merchandising tool kits • Explain different marketing strategies for VM • Explain Display management • Explain Display Techniques <p><u>Practical Activity:</u></p> <ol style="list-style-type: none"> 1. Perform a shelf display of different products, price and category wise by using Asymmetrical display technique in accordance with given VM Toolkit. 	<p>Total:26hrs</p> <p>Theory:6hrs</p> <p>Practical:20hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners <p>Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>
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LU4: Manage Window Display	The trainee will be able to: <ol style="list-style-type: none"> 1. Arrange light setting 2. Perform Mannequin Handling 3. Execute Prop placement plan 4. Execute Product Placement Guidelines 	<ul style="list-style-type: none"> • Explain Window Display • Explain light effect • Explain different light effects techniques • Describe the Importance of light effects • Explain the importance of mannequin selection according to products • Describe Placing Mannequins according to layouts • Explain use of props • Explain types of props • Describe the purpose of window display • Explain the use of product placement guidelines <p><u>Practical Activity:</u></p> <ol style="list-style-type: none"> 1. Perform a window display in accordance with given VM Toolkit, including: <ul style="list-style-type: none"> ○ Light setting 	Total:26hrs Theory:6hrs Practical:20hrs	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system • Lights • Mannequin • Props 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)
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		<ul style="list-style-type: none"> ○ Mannequin handling ○ Prop and product placement 			
LU:5 Execute floor plans and store fixtures according to given checklist	<p>The trainee will be able to:</p> <ol style="list-style-type: none"> 1. Arrange Floor Plans according to instructions 2. Manage Fixtures 3. Display Marketing and Promotional Material 	<ul style="list-style-type: none"> • Explain the purpose of Floor Plans and fixtures • Explain different store fixtures • Explain Floors management according to product/campaign • Explain the use of floor plan according to store fixtures • Explain the use of floor plan according to products • Explain the use of floor plan according to campaign • Explain Fixtures • Describe the evaluation of fixtures • Describe the importance of Marketing • Describe the use of marketing materials • Explain promotional Material 	<p>Total:26hrs</p> <p>Theory:6hrs</p> <p>Practical:20hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners • Marketing promotional material <p>Non Consumable</p> <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system 	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>

		<ul style="list-style-type: none"> • Explain the purpose of promotion • Describe the use of promotional material 			
		<p><u>Practical Group Activity:</u></p> <ol style="list-style-type: none"> 1. Design a floor by following assigned promotional strategy/campaign by using fixtures and marketing and promotional material. 			

General assessment guidance for *Textile Merchandiser*

Good practice in Pakistan makes use of sessional and final assessments, the basis of which is described below. Good practice by vocational training providers in Pakistan is to use a combination of these sessional and final assessments, combined to produce the final qualification result.

Sessional Assessment is going on all the time. Its purpose is to provide feedback on what students are learning:

- To the student: to identify achievement and areas for further work
- To the teacher: to evaluate the effectiveness of teaching to date, and to focus future plans.

Assessors need to devise sessional assessments for both theoretical and practical work. Guidance is provided in the assessment strategy

Final Assessment is the assessment, usually on completion of a course or module, which says whether or not the student has "passed". It is – or should be – undertaken with reference to all the objectives or outcomes of the course, and is usually fairly formal. Considerations of security – ensuring that the student who gets the credit is the person who did the work – assume considerable importance in final assessment.

Methods of Assessment

For lessons with a high quantity of theory, written or oral tests related to learning outcomes and/ or learning content can be conducted. For workplace lessons, assessment can focus on the quality of planning the related process, the quality of executing the process, the quality of the product and/or evaluation of the process.

Methods include direct assessment, which is the most desirable form of assessment. For this method, evidence is obtained by direct observation of the student's performance.

Examples for direct assessment of a Textile Merchandiser include:

- Work performances, for example perform basic communication, maintain personal health, hygiene and safety, perform basic computer operations, and dispose the waste materials.
- Demonstrations, for example organize store merchandizing, handling documents
- Direct questioning, where the assessor would ask the student how to perform personal safety at work place, how they can communicate work place policy and

procedures, how they can handle documents, what are the benefits of organizing store merchandising

- Paper-based tests, such as multiple choice or short answer questions on communication at work place policy and procedures, handling documents, organizing store merchandizing
- Indirect assessment is the method used where the performance could not be watched and evidence is gained indirectly.

Examples for indirect assessment of a Textile Merchandiser include:

- Work products, such as preparing and handling documents, perform some procedures of store merchandising

Indirect assessment should only be a second choice. (In some cases, it may not even be guaranteed that the work products were produced by the person being assessed.)

Principles of Assessment

All assessments should be valid, reliable, fair and flexible:

Fairness means that there should be no advantages or disadvantages for any assessed person. For example, it should not happen that one student gets prior information about the type of work performance that will be assessed, while another candidate does not get any prior information.

Validity means that a valid assessment assesses what it claims to assess. For example, if documentation or organizing procedures of store merchandiser are to be assessed and certificated, the assessment should involve performance criteria that are directly related to that documentation activity. An interview about the organization of store merchandizing would not meet the performance criteria.

Reliability means that the assessment is consistent and reproducible. For example, if the work performance of preparing documents in words has been assessed, another assessor (e.g. the future employer) should be able to see the same work performance and witness the same level of achievement.

Flexibility means that the assessor has to be flexible concerning the assessment approach. For example, if there is a power failure during the assessment, the assessor should modify the arrangements to accommodate the students' needs.

Assessment strategy for *Junior Merchandiser*

This curriculum consists of 08 modules:

- **Module 1:** Identify and Implement Workplace Policy and Procedures
- **Module 2:** Apply Work Health and Safety Practices (WHS)
- **Module 3:** Communicate at Workplace
- **Module 4:** Perform Computer Application Skills
- **Module 5:** Identify Vendor
- **Module 6:** Perform Product Costing
- **Module 7:** Perform Store Merchandising
- **Module 8:** Manage Visual Merchandising

Sessional Assessment

The sessional assessment for all modules shall be in two parts: theoretical assessment and practical assessment. The sessional marks shall contribute to the final qualification.

Theoretical assessment for all learning modules must consist of a written paper lasting at least one hour per module. This can be a combination of multiple choice and short answer questions.

For practical assessment, all procedures and methods for the modules must be assessed on a sessional basis. Guidance is provided below under Planning for assessment.

Final Assessment

Final assessment shall be in two parts: theoretical assessment and practical assessment. The final assessment marks shall contribute to the final qualification.

The Assessment Team

The number of assessors must meet the needs of the students and the training provider. For example, where two assessors are conducting the assessment, there must be a maximum of five students per assessor. In this example, a group of 25 students shall therefore require assessments to be carried out over a four-day period. For a group of only 10 to 15 students, assessments would be carried out over a two-day period only.

Planning for Assessment

Sessional Assessment: assessors need to plan in advance how they will conduct sessional assessments for each module. The tables on the following pages are for assessors to use to

insert how many hours of theoretical and practical assessment will be conducted and what the scheduled dates are.

Final Assessment: Training providers need to decide ways to combine modules into a cohesive two-day final assessment programme for each group of five students. Training providers must agree the content for practical assessments in advance.

Complete List of Tools and Equipment

Sr no	Description	Quantity
1	Computer with relevant software and internet	26
2	Printer	1
3	Multi media	1
4	Whiteboard	1
5	Lights	1
6	Mannequin	5
7	Props	

List of Consumable Supplies

Sr no	Material	Quantity
1	Colour box pencil(12)	25
2	Color box water color	25
3	Colour box oil colours	25
4	White sheets	40
5	Stencils	30

6	White sheets	30
7	A4 rim	13
8	Note books	25
9	Eraser	25
10	Pencils	25
11	Sharpener	25

Credit Values

The credit value of the National Certificate Level 2 in Textile Merchandizing is defined by estimating the amount of time/ instruction hours required to complete each competency unit and competency standard. The NVQF uses a standard credit value of 1 credit = 10 hours of learning (Following Higher Education Commission (HEC) guidelines).

The credit values are as follows:

Competency Standard	Estimate of hours	Credit
A. Identify and Implement Workplace Policy and Procedures	2	20
B. Apply Work Health and Safety Practices (WHS)	3	30
C. Communicate at Workplace	3	30
D. Perform Computer Application Skills	6	60
E. Identify Vendor	12	120
F. Perform Product Costing	11	110
G. Perform Store Merchandising	10	100
H. Manage Visual Merchandising	13	130