

## Retail Trades Course Outline - 180 Hours

Major Units of Instruction (Employability Skills, Content Area Skills, and Expected Student Proficiencies)	Expected Student Learning Results (ESLRs)	Methods of Assessment and Material Used	Class Hours	Standards
I. Essential Employability Skills/Career Preparation Standards A. Understand how personal skill development affect employability (positive attitude, honesty, self-confidence, time management). 8.0 B. Understand the importance of good academic skills, critical thinking and problem-solving in the workplace. 1.0 C. Understand principles of effective communication. 5.0 D. Understand occupational safety issues and observe all safety rules. 6.0 E. Understand career awareness, paths and strategies for obtaining employment. 3.0 F. Understand and adapt to changing technology. 4.0 G. Understand and prepare for employment (resume, job application, job interview, portfolio development). 3.0	Responsible Individual Interpersonal Learner Effective Communicators Technological Producer Problem Solver	- class discussion - group activities - individual practice - essay - tests/quizzes	30	<u>Language Arts</u> (8) R 1.3, 2.6 W1.3, 2.5. LC 1.4,1.5, 1.6 LS1.2, 1.3, 1.7 (9/10) R2.1,2.3,2.6; W2.5; LC1.4; LS 1.1, 2.3 (11/12) R2.3; W2.5; LC1.2 Math (7) NS1.2, 1.3, 1.7 MR 1.1,1.3,2.1, 2.7,2.8, 3.1 <u>CAHSEE</u> Lang. Arts R 8.2.1 (9/10) R 2.1, 2.3; W2.5 Math (7) NS 1.2, 1.3, 1.7 MR 1.1, 2.1, 3.1
II. Self-Preparation and Grooming 7.0, 8.0 A. Personal appearance and hygiene B. Company grooming standards C. Personality analysis D. Build self-esteem E. Work Ethics (loyalty)	Interpersonal Learners Effective Communicators	* Test	25	
III. Communication Skills D1.0 and 2.0 Comm. A. Understand customers' store personalities/needs B. Telephone skills C. Writing skills-including computer skill development D. Internet E. Body language F. Salesmanship personality development	Effective Communicators Responsible Individuals Technological Producers Interpersonal Learners Problem Solvers	Using computers * computer test * Sales test	25	2.0 Comm: 2.4 listen/speak - 1.1,1.3,1.7, 2.5,2,6
IV. Mathematics for Sales/Merchandising A. Commissions, percentages, calculate discounts B. 10-key calculator operation	Technological Producers Interpersonal Learners Problem Solvers	Using calculator and computers * Packet * Test * Speed Work	20	1.1 Mathematics Number Sense: 1.6, 1.7

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V. Sales System Fundamentals and Operations A. Cash register and change-making procedures B. Computerized systems	Effective Communicators Responsible Individuals Technological Producers Interpersonal Learners Problem Solvers	Using Registers, computers and play money * Test * Practice	20	Math Apps(7): 2.8 calculations
VI. Retail Business Knowledge A. Understand basics of economics B. Shipping/receiving methods C. Inventory methods (and value of accuracy) D. Customer/Employee/Employer protection laws 1. Consumer protection laws 2. Employees help control shrinkage 3. Make your business a safe place 4. Personal safety and security E. Types of retail businesses F. Salesmanship D1.0 1. Initial customer contact/customer service 2. Opening the sale 3. Suggestive selling/selling up 4. Overcome objectives 5. Closing the sale/customer follow-up	Effective Communicators Responsible Individuals Technological Producers Interpersonal Learners Problem Solvers	Using computers, student store * Paper & present * Student store documents * Practice	20	Math Apps(7): 2.8 calculations
VII. Retailing <i>and Marketing</i> as a Career 3.0 A. See personnel from management viewpoint B. How to prepare for a retail career C. Grooming for advancement	Effective Communicators Responsible Individuals Technological Producers Interpersonal Learners Problem Solvers	Using computers and videos * Research and present	20	
IX. Entrepreneurship B1.0, A. Fundamental requirements to start a business B. Economics and small business C. Revenue/expenses and gross profit/net profit D. Time cards, payroll and overtime calculations	Effective Communicators Responsible Individuals Technological Producers Interpersonal Learners Problem Solvers	Using computers and research material * Research and present * Test on student store	20	1.1 Math (7) Apps. - 1.7 profit/loss.
<b>TOTAL HOURS</b>			<b>180</b>	