

Course Title

Vocational Certificate in Retail Operations — Moodle Course Example

Course overview

This is a 12-week blended Moodle course designed for learners preparing for vocational employment in retail operations (store associate, cashier, visual merchandiser). The course emphasizes practical workplace skills, customer service, health & safety, point-of-sale (POS) operations, and employability (CV, interview, workplace behavior). It is suitable for learners aged 16+ and can be adapted to different national vocational qualification frameworks.

Format: Weekly topics (Social format with sections), blended (face-to-face + online)

Estimated learner time: 120 hours total (10 hours/week)

Delivery language: English

Target learners

- New entrants to retail roles
 - Apprentices or trainees
 - Unemployed people seeking entry-level retail jobs
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Learning outcomes (LOs)

By the end of the course learners will be able to: 1. Demonstrate effective customer service communication across common retail scenarios. (LO1) 2. Operate a basic POS system to complete sales and returns accurately. (LO2) 3. Apply workplace health & safety practices appropriate to a retail environment. (LO3) 4. Prepare a job-ready CV and perform well in a retail job interview. (LO4) 5. Plan and execute a simple visual merchandising display following brand guidelines. (LO5)

Competencies mapped

- Customer Communication (LO1)
- Transaction Processing (LO2)
- Health & Safety Compliance (LO3)
- Employability & Professionalism (LO4)
- Visual Merchandising Basics (LO5)

Use Moodle competency framework or align to national qualification codes.

Course structure (Weekly modules)

Week 0 — Orientation & Onboarding - Activities: Welcome forum, course tour (H5P interactive guide), introduction quiz (baseline), upload photo for ID - Teacher tasks: Set groups, enable completion tracking, review accessibility needs

Week 1 — Retail Fundamentals & Customer Service - Resources: Short video (5–8 min) "Principles of good customer service", downloadable job aid - Activities: Scenario-based forum (roleplay), glossary term set, H5P branching scenario - Assessment: Formative quiz — multiple choice (pass threshold 70%)

Week 2 — Communication & De-escalation - Resources: Case study PDF, model dialogues - Activities: Peer-assessed roleplay recordings (audio or video), rubric - Assessment: Teacher feedback on 2 selected recordings

Week 3 — Products & Stock Management - Resources: Microlesson about stock rotation (FIFO), spreadsheet template - Activities: Practical assignment — count and report mock stock

Week 4 — Point-of-Sale (POS) Operations - Resources: Screencast demonstrating POS workflow - Activities: Simulated POS SCORM package or quiz with scenario transactions - Assessment: Graded simulation (automated) + short reflection

Week 5 — Cash Handling & Security - Resources: Policy document, checklist - Activities: Case study discussion, short quiz

Week 6 — Health & Safety in Retail - Resources: Infographic, local legislation summary (teacher-provided) - Activities: Safety walk checklist (upload photo evidence from placement), workplace incident report exercise - Assessment: LO3 practical evidence + online quiz

Week 7 — Visual Merchandising - Resources: Portfolio examples, layout templates - Activities: Group project — design a window display (use forum + file submission) - Assessment: Peer review + teacher rubric (LO5)

Week 8 — Sales Techniques & Upselling - Resources: Video tutorials, roleplay prompts - Activities: Live synchronous roleplay (Zoom) recorded and uploaded; reflective journal

Week 9 — Legal, Ethics & Data Protection - Resources: Brief on data protection (customer cards), ethical sales - Activities: Quiz + scenario reflections

Week 10 — Job Application & Interview Workshop - Resources: CV templates, sample interview questions, short video on body language - Activities: Submit CV & cover letter (assignment), mock interview recordings - Assessment: LO4 summative (CV + recorded interview assessed with rubric)

Week 11 — Work Placement / Capstone Project - Activities: 1-week micro-placement (or simulated tasks) + final project: run a 1-day store operation plan - Evidence: Logbook entries, supervisor sign-off, portfolio files

Week 12 — Assessment, Reflection & Celebration - Activities: Final reflective journal, course survey, award badges - Teacher tasks: Final grading, issue certificate/badge

Assessment strategy

- **Formative:** Weekly quizzes, peer feedback, practice roleplays, auto-graded SCORM tasks.
- **Summative:** Portfolio (LO1, LO2, LO3, LO5), CV + recorded interview (LO4), final practical assessment (work placement logbook).
- **Grading:** Pass/fail for some workplace competencies; percentage scale for knowledge quizzes.
Weighting example:
 - Quizzes & formative tasks: 20%
 - Assignments (CV, stock report, POS sim): 30%
 - Practical/placement evidence & portfolio: 40%
 - Participation & reflection: 10%

Provide clear rubrics in Moodle assignment activity and use the Workshop module for peer assessment.

Moodle settings & recommended modules

- **Course format:** Weekly format or Topics with visible sections
 - **Completion tracking:** Enable (activity completion + conditional access)
 - **Groups:** Small groups for project work (3–5 learners)
 - **Gradebook setup:** Categories mirroring weightings; scale for Pass/Fail competencies
 - **Plugins recommended:** H5P (interactive content), Forum NG or advanced forum, Attendance, Workshop, Questionnaire, Badges, SCORM (for POS sim), Booking (if scheduling placements)
 - **Authentication:** Email + guest disabled; cohort sync if available for apprenticeships
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Learning activities & templates

- **Welcome forum prompt:** "Introduce yourself, say your role model in customer service, and one skill you want to learn"
 - **Roleplay rubric (teacher):** Criteria: clarity of speech (1–4), empathy & tone (1–4), problem resolution (1–4), accuracy of procedure (1–4) — total /16
 - **CV assessment rubric:** Format (10), content relevance (30), spelling & grammar (10), employability language (20), overall impression (30)
 - **POS quiz example question:** "A customer returns an item without a receipt. According to store policy, which option(s) are acceptable? (Select all that apply)"
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Accessibility & inclusion

- Provide transcripts for videos and alt text for images.
 - Use plain English and short paragraphs; enable adjustable text size and high-contrast documents.
 - Offer alternative assessments (e.g., oral submission instead of written) where appropriate.
 - Make sure deadlines accommodate reasonable adjustments.
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Badges & micro-credentials

- Week badges: "Customer Service Essentials", "POS Operator", "Health & Safety Aware" — auto-awarded when activities completed.
 - Final badge: "Retail Operations Certificate" (criteria: all summative assessments passed + placement sign-off).
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Communication plan

- Weekly announcement (Moodle announcement forum) summarizing outcomes and tasks for the week.
 - Office hours: two 1-hour live Q&A slots per week (recorded).
 - Use messaging for urgent individual contact.
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Teacher notes & implementation checklist

- Set up grade categories and scales before learners begin.
 - Prepare all scaffolding resources (job aids, templates) and mark as "available from day 0" where needed.
 - Pilot test the POS simulation and H5P scenarios with a colleague.
 - Pre-populate competency framework and link activities to competencies.
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Exportable materials (what to upload to Moodle)

- Course syllabus (PDF)
 - Weekly lesson plans (PDF)
 - H5P packages for scenarios
 - SCORM POS simulation
 - Rubrics (CSV import or assignment description)
 - CV template (Word and PDF)
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Example quick-start checklist for the first week

1. Enable Activity completion and conditional activities in course settings.
 2. Add forum, H5P activity, and baseline quiz to Week 0.
 3. Create groups and assign groupings.
 4. Upload course syllabus and welcome video.
 5. Add "Customer Service Essentials" badge and set criteria.
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Sample quiz items (for teacher import)

1. **Multiple choice:** "Which of the following is a key element of customer service?"

2. Options: Product knowledge; Friendly tone; Quick response; All of the above (correct)
 3. **True/false:** "You should always ask for ID when a customer uses a credit card." (Depends on store policy — suggested answer: False; teacher note: link to policy)
 4. **Short answer:** "List three steps to handle a customer complaint effectively." (Teacher grades)
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Final remarks

This Moodle course example prioritizes real-world, competency-based outcomes for vocational learners and uses blended learning to mirror workplace practice. It is designed to be modular so trainers can adapt sections to local legislation, employer requirements, or different retail specialisms.
