

**YISHUN SECONDARY SCHOOL  
RETAIL OPERATIONS  
SECONDARY FOUR 2025**

<b>Aim of RO Curriculum</b>				
The curriculum aims to provide students with the opportunity to:				
a) introduce students to the retail business environment				
b) develop in students the basic functional skills and knowledge required for a variety of retail scenarios in a store and online settings				
c) develop in students the ability to perform service-related skills in providing basic customer service, problem-solving and communicating effectively;				
d) develop in students good working attitudes and safe working habits; and				
e) develop in students an interest in a post-secondary education in retailing and/or a possible career in the services industry				
<b>TERM/ WEEK</b>	<b>UNIT</b>	<b>LESSON OBJECTIVES</b>	<b>KEY WORDS TASKS/ ASSESSMENT</b>	<b>TEACHER</b>
1/1	0	Setting Class Routines & Admin Overview of Curriculum & Assessment Listen to the Seniors Review of P2 Tabletop Practical Exercises	<ul style="list-style-type: none"> <li>P2 Tabletop Exercises</li> </ul>	Ms Bariyah
1/2	P2 Practical: From Tabletop to Practical (Lecture)	Paper 2 From Tabletop to Practical Introduction to Paper 2 Practical Settings Introducing Station 1: Receiving & Dispatching (Annex A Table 1 & e-DO) Introducing Station 2: Storing & Annex A Table 2, Annex B)	<ul style="list-style-type: none"> <li>P2 Tabletop Exercise</li> <li>Practical Notes</li> </ul>	Ms Bariyah
1/3`		Paper 2 From Tabletop to Practical (continued) Introducing Station 3: Display Station & Annex A Table 3, Annex C) Housekeeping Matters	<ul style="list-style-type: none"> <li>P2 Tabletop Exercise</li> <li>Practical Notes</li> </ul>	Mr Lee Boon Kiat
1/4	P2 Practical (Tutorials)	Tutorial Groupings: Paper 2 Practical: Station 1, 2 and 3	<ul style="list-style-type: none"> <li>P2 Practical</li> </ul>	Ms Bariyah Mdm Vemala
1/5	P2 Practical (Tutorials)	Tutorial Groupings: Paper 2 Practical: Station 1, 2 and 3	<ul style="list-style-type: none"> <li>P2 Practical</li> </ul>	Ms Bariyah Mdm Vemala
1/6	2: Handling Retail	2.8 E-order fulfilment (theory) 2.8.1 Explain an e-order	<ul style="list-style-type: none"> <li>E-order fulfillment</li> <li>Shipping address</li> </ul>	Mdm Vemala

	Processes: E-order fulfillment	2.8.2 Describe the stages om am e-order fulfillment	<ul style="list-style-type: none"> <li>• Special requests</li> <li>• Pick list / digital pick lists</li> <li>• Sorting</li> <li>• Packaging</li> <li>• Invoicing</li> <li>• Shipping</li> <li>• Tracking</li> </ul>	
1/7	2: Handling Retail Processes: Good Website Design	2.9 Good Website Design 2.9.1 State the elements of a website 2.9.2 Describe the importance of a good web design	<ul style="list-style-type: none"> <li>• Web design, websites</li> <li>• Content, usability, aesthetics, visibility, interactions</li> <li>• Search engine optimization (SEO)</li> <li>• Key website features: homepage, website footer, about page, inner pages</li> <li>• Domain name, company name, search bar, logo, description, navigation, CTAs (Call to Action), Visual Media, Internal links, Testimonials, Live chat, subscriber opt-in, tabs and options, social media icons, location, business hours, contact info, contact form, biography, inner pages content, FAQ page</li> </ul>	Mdm Vemala
1/8	Revision & Assessment Week	Consolidation of Learning: Theory & Paper 2 Practical Research Practise (Pre-Practise)	<ul style="list-style-type: none"> <li>• WA Theory</li> <li>• WA P2 Practical</li> </ul>	Mdm Vemala Ms Bariyah
1/9	Introduction to Research (Lecture)	P3 Practical Research: Features and Benefits Research: Complimentary Products (Cross-sell, Upsell)	<ul style="list-style-type: none"> <li>• Research: Features &amp; Benefits</li> <li>• Research Complimentary Products</li> </ul>	Ms Bariyah
1/10	Research Practise (Tutorial)	P3 Practical Research: Features and Benefits Research: Complimentary Products (Cross-sell, Upsell)	<ul style="list-style-type: none"> <li>• Research: Features &amp; Benefits</li> <li>• Research Complimentary Products</li> </ul>	Ms Bariyah Mdm Vemala
<b>TERM 1 MARCH HOLIDAYS – Holiday Homework (Research Work: Features, Benefits, Cross-sell, Upsell)</b>				
2/1	Research Practise (Consolidation)	Consolidation of students' works (Tutorial) Research: Features and Benefits Research: Complimentary Products	<ul style="list-style-type: none"> <li>• Research: Features &amp; Benefits</li> <li>• Research Complimentary Products</li> </ul>	Ms Bariyah Mdm Vemala
2/2	3: Customer Service (Good	3.1 Provide good customer service 3.1.1 Explain the importance of good customer service	<ul style="list-style-type: none"> <li>• Positive brand image, customer loyalty, customer retention, positive word-of-mouth</li> </ul>	Mdm Vemala

	Customer Service)	<p>3.1.2 Explain the consequences of poor customer service</p> <p>3.1.3 Explain the concepts in providing quality customer service</p> <p>3.1.4 Explain how technologies can enhance customer experience</p>	<ul style="list-style-type: none"> <li>• Damaged reputation, revenue loss, loss of referrals, loss of good employee</li> <li>• Positive customer touchpints, innovative point of purchase (POP), digital-brand interactions</li> <li>• AR, VR, Magic Mirror, Voice commerce, cashier-less store,</li> </ul>	
2/3	3: Customer Service (Maintain a Professional Image)	<p>3.2 Maintain a Professional Image</p> <p>3.2.1 Explain the importance of projecting a professional image.</p> <p>3.2.2 Describe ways to project a professional image</p> <p>3.2.3 Describe the characteristic of a successful sales professional</p> <p>3.2.4 Explain the importance of effective communication</p> <p>3.2.5 Explain the different communication methods</p>	<ul style="list-style-type: none"> <li>• Projecting professional image</li> <li>• Personal grooming, eye contact, good posture, business etiquette,</li> <li>• Positive selling attitude, service-oriented mindset,</li> <li>• Communication method/channels, telephone, face-to-face, written communication, video chat, short message service, chatbot</li> </ul>	Mdm Vemala
2/4	Paper 3: Practical	<p>Paper 3 Practical</p> <p>Introduction of Question Paper</p> <p>Part A: Preparation Task &amp; Mark Scheme</p> <p>Part B: Demonstrate Selling Skills &amp; Mark Scheme</p>	<ul style="list-style-type: none"> <li>• Paper 3 Sample Specimen Paper</li> <li>• Part A, Mark Scheme</li> <li>• Part B, Mark Scheme</li> </ul>	Ms Bariyah
2/5	Paper 3: Practical Presentation Skills	<p>Paper 3 Presentation Skills</p> <ul style="list-style-type: none"> <li>• Projecting professional image</li> <li>• Applying appropriate non-verbal communication technique</li> <li>• Applying appropriate oral communication skills</li> <li>• Content presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Neat hair and clean uniform</li> <li>• eye-contact, posture, gestures, facial expression, body language</li> <li>• tone, fluency, audibility</li> <li>• clear and concise language</li> </ul>	Ms Bariyah
2/6	Paper 3: Practical Opening and Main Product Selling	<p>Paper 2 Practical (Tutorial)</p> <ul style="list-style-type: none"> <li>• Opening</li> <li>• Explaining the Objectives of Presentation and explaining the details of the main product</li> <li>• Explaining the details of cross-selling products and upselling products</li> <li>• Responding to queries/situations on customers' needs</li> <li>• Bidding Farewell</li> </ul>	<ul style="list-style-type: none"> <li>• Greeting, welcome, self-introduction</li> <li>• Objectives of presentations, features and benefits of main product</li> <li>• Cross-selling and up-selling products (complementary of the main product)</li> <li>• Well thought and elaborated explanations based on queries</li> <li>• Bidding Farewell</li> </ul>	Ms Bariyah

		<ul style="list-style-type: none"> <li>(To tie in with sub units 3.3.3, 3.3.4, 3.3.5, 3.3.7)</li> </ul>		
2/7 - 2/8	Paper 3: Practical Opening and Main Product Selling (Tutorial)	Paper 2 Practical (Tutorial) <ul style="list-style-type: none"> <li>Opening</li> <li>Explaining the Objectives of Presentation and explaining the details of the main product</li> <li>Explaining the details of cross-selling products and upselling products</li> <li>Responding to queries/situations on customers' needs</li> <li>Bidding Farewell</li> </ul> (To tie in with sub units 3.3.3, 3.3.4, 3.3.5, 3.3.7)	<ul style="list-style-type: none"> <li>Greeting, welcome, self-introduction</li> <li>Objectives of presentations, features and benefits of main product</li> <li>Cross-selling and up-selling products (complementary of the main product)</li> <li>Well thought and elaborated explanations based on queries</li> <li>Bidding Farewell</li> </ul>	Ms Bariyah Mdm Vemala
2/9	Consolidation of the Term's work and Assessment	<ul style="list-style-type: none"> <li>P1 Theory</li> <li>P3 Practical</li> <li>Research Practise</li> </ul>	<ul style="list-style-type: none"> <li>WA2: P1 Theory</li> <li>P3: Practical &amp; Research</li> </ul>	Ms Bariyah Mdm Vemala
2/10	<b>APPLIED LEARNING MODULE @ SCHOOLS</b>			
<b>SEM 1 JUNE HOLIDAYS (e-learning of theory of Unit 3.3 Identifying Customers' needs – Mdm Vemala)</b>				
3/1	Revision and Consolidation of e-learning Unit 3.3: Identifying Customers' Needs	Revision and Consolidation of Unit 3.3 Identifying Customers' needs 3.3.1 Factors that could affect customers' behaviour 3.3.2 Questioning techniques to identify customer needs 3.3.3, 3.3.4, 3.3.5, 3.3.7 (to be covered during practical component) 3.3.6 Ways to promote a product 3.3.9 Importance of closing a sale	<ul style="list-style-type: none"> <li>Culture, social (family, reference groups, role and status), personal (age, occupation, lifestyle, income, personality), psychological (motivation, learning, beliefs)</li> <li>Closed and open ended questions, probing questions, leading questions</li> <li>Point-of-purchase displays (POP), Outdoor Promotion, Atrium Sales Exhibition/Trade shows, Pop-up store, Outdoor Billiard, Online marketing, Email marketing, Social media marketing, Search engine marketing, Content marketing,</li> </ul>	Mdm Vemala
3/2	Revision Tutorial	Paper 2 Practical	Paper 2 Practical	Ms Bariyah Mdm Vemala
3/3	Revision Tutorial	Paper 3 Practical	Paper 3 Practical	Ms Bariyah Mdm Vemala

**Name of Subject Teacher(s):**  
**Ms Hairul Bariyah binte Maksom**  
**Mdm Vemala**