

YISHUN SECONDARY SCHOOL
RETAIL OPERATIONS
SECONDARY FOUR 2026

Aim of RO Curriculum

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

TERM/ WEEK	UNIT	LESSON OBJECTIVES	KEY WORDS TASKS/ ASSESSMENT	TEACHER
1/1	0	Setting Class Routines & Admin Overview of Curriculum & Assessment Listen to the Seniors	<ul style="list-style-type: none"> • P2 Tabletop Exercises 	Ms Bariyah Mr Lee BK
1/2	Introduction to Research (Lecture)	P3 Practical Research: Features and Benefits Research Practise	<ul style="list-style-type: none"> • P3 Research Practise 	Ms Bariyah Mr Lee BK
1/3`		Research: Complimentary Products (Cross-sell, Upsell) Research Practise	<ul style="list-style-type: none"> • P3 Research Practise 	Ms Bariyah Mr Lee BK
1/4	Research Independent Practise	Researchwork (Individual) Features & Benefits (Cross-Sell, Upsell)	<ul style="list-style-type: none"> • P3 Research Individual work 	Ms Bariyah Mr Lee BK
1/5	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"> • Web design, websites • Content, usability, aesthetics, visibility, interactions • Search engine optimization (SEO) • Key website features: homepage, website footer, about page, inner pages 	Mr Lee BK

			<ul style="list-style-type: none"> • 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 	
1/6	3: Customer Service (Good Customer Service)	<p>3.1 Provide good customer service</p> <p>3.1.1 Explain the importance of good customer service</p> <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"> • Positive brand image, customer loyalty, customer retention, positive word-of-mouth • Damaged reputation, revenue loss, loss of referrals, loss of good employee • Positive customer touchpoints, innovative point of purchase (POP), digital-brand interactions • AR, VR, Magic Mirror, Voice commerce, cashier-less store, 	Mr Lee BK
1/7	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"> • Projecting professional image • Personal grooming, eye contact, good posture, business etiquette, • Positive selling attitude, service-oriented mindset, • Communication method/channels, telephone, face-to-face, written communication, video chat, short message service, chatbot 	Mr Lee BK
1/8-1/10	Revision & Assessment Week	<p>Consolidation of Learning:</p> <p>Theory Unit 1-3</p> <p>Researchwork (Features & Benefits, Cross Sell, Upsell)</p> <p>WA1</p>	<ul style="list-style-type: none"> • WA Theory • WA P2 Practical 	Mr Lee BK Ms Bariyah

TERM 1 MARCH HOLIDAYS – Holiday Homework (Research Work: Features, Benefits, Cross-sell, Upsell)

2/1	Research Practise (Consolidation)	Consolidation of students' works (Tutorial) Research: Features and Benefits Research: Complimentary Products	<ul style="list-style-type: none"> • Research: Features & Benefits • Research Complimentary Products 	Ms Bariyah Mr Lee BK
2/2	Paper 3: Practical	Paper 3 Practical Introduction of Question Paper		Ms Bariyah

	Presentation Skills	Part A: Preparation Task & Mark Scheme Part B: Demonstrate Selling Skills & Mark Scheme Video Lessons		
2/3	Paper 3: Practical Presentation Skills	Paper 3 Presentation Skills <ul style="list-style-type: none"> • Projecting professional image • Applying appropriate non-verbal communication technique • Applying appropriate oral communication skills Content presentation	<ul style="list-style-type: none"> • Neat hair and clean uniform • eye-contact, posture, gestures, facial expression, body language • tone, fluency, audibility • clear and concise language 	Ms Bariyah Mr Lee BK
2/4		Paper 2 Practical (Tutorial) <ul style="list-style-type: none"> • Opening • Explaining the Objectives of Presentation and explaining the details of the main product • Explaining the details of cross-selling products and upselling products • Responding to queries/situations on customers' needs • Bidding Farewell (To tie in with sub units 3.3.3, 3.3.4, 3.3.5, 3.3.7)	<ul style="list-style-type: none"> • Greeting, welcome, self-introduction • Objectives of presentations, features and benefits of main product • Cross-selling and up-selling products (complementary of the main product) • Well thought and elaborated explanations based on queries • Bidding Farewell 	Ms Bariyah Mr Lee BK
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2/6- 2/10	Paper 2 Paper 3 Theory Revision	Consolidation of Learning <ul style="list-style-type: none"> • Theory Revision • Paper 2 Practical & Documents • Paper 3 Practical Presentation • WA Theory and Practical 		Ms Bariyah Mr Lee BK

SEM 1 JUNE HOLIDAYS (e-learning of theory of Unit 3.3 Identifying Customers' needs – Mr Lee BK)				
3/1	Revision and Consolidation of e-leaning 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"> • Culture, social (family, reference groups, role and status), personal (age, occupation, lifestyle, income, personality), psychological (motivation, learning, beliefs) • Closed and open ended questions, probing questions, leading questions • 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, 	Mr Lee BK
3/2	Revision Tutorial	Paper 2 Practical	Paper 2 Practical	Ms Bariyah Mr Lee BK
3/3	Revision Tutorial	Paper 3 Practical	Paper 3 Practical	Ms Bariyah Mr Lee BK

Name of Subject Teacher(s):

Ms Hairul Bariyah binte Maksom

Mr Lee Boon Kiat