



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Align Retail Business Unit Activities

Business, Commerce and Management Studies / Generic Management

Unit Standard 243266 · NQF Level 5 · 12 Credits · 9 Days

COURSE OVERVIEW

This course equips retail managers and team leaders with the skills to align their business unit's activities with other units in the retail environment. Participants will learn to coordinate workflows, communicate effectively across departments, and ensure seamless integration of operations to achieve organizational goals.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	243266
Accreditation	SAQA Accredited · NQF Level 5 · 12 Credits
Duration	9 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of inter-unit coordination to align activities with other retail business units.
- Analyze the impact of own unit's activities on the overall retail value chain.
- Evaluate communication and feedback mechanisms to improve collaboration between units.
- Design action plans to resolve conflicts and optimize workflow across departments.
- Implement strategies to integrate unit activities with organizational objectives.
- Demonstrate effective communication and negotiation skills to foster inter-unit cooperation.

WHO SHOULD ATTEND

- Retail managers, supervisors, and team leaders responsible for coordinating activities within their business unit and collaborating with other units in a retail setting.

COURSE OUTLINE

Day 1: Introduction to Business Unit Alignment

- Overview of the course and unit standard 243266
- The retail business environment in South Africa
- Business unit structure and functions
- Concept of strategic alignment
- Stakeholder identification and engagement
- Benefits of aligned activities
- Case study: Successful alignment examples

Day 2: Organizational Strategy and Vision

- Vision, mission, and values
- Strategic planning process
- Cascading goals from corporate to unit level
- SWOT analysis for business units
- Activity mapping to strategy
- Gap analysis techniques
- Group exercise: Aligning unit goals

Day 3: Operational Planning and Resource Allocation

- Operational planning frameworks
- Resource identification and allocation
- Budgeting for business unit activities
- Prioritization techniques (e.g., Eisenhower matrix)
- Risk assessment in planning
- Activity: Create an operational plan

Day 4: Performance Management and Key Indicators

- Balanced scorecard approach
- Developing KPIs for retail units
- Target setting and benchmarking
- Performance dashboards and reporting
- Variance analysis
- Corrective action planning
- Practical: Design a KPI dashboard

Day 5: Communication and Collaboration

- Communication models and barriers
- Cross-functional collaboration techniques
- Meeting management and reporting structures
- Conflict resolution strategies
- Feedback mechanisms for continuous improvement
- Role-play: Alignment negotiation

Day 6: Process Improvement and Change Management

- Process mapping and analysis
- Lean and Six Sigma basics

- Change management models (e.g., Kotter
- Stakeholder analysis for change
- Communication during change
- Activity: Process improvement simulation

Day 7: Compliance, Ethics, and Governance

- South African retail regulations (e.g., Consumer Protection Act
- Ethical decision-making frameworks
- Corporate governance principles
- Risk management basics
- Internal controls and audits
- Case study: Compliance failure analysis

Day 8: Technology and Data in Alignment

- Retail technology landscape (POS, ERP, CRM
- Data collection and analysis for alignment
- Systems integration challenges
- Digital transformation in retail
- Tool evaluation criteria
- Practical: Data analysis exercise

Day 9: Integration, Review, and Action Planning

- Alignment maturity model
- Creating a business unit alignment plan
- Presentation skills for stakeholders
- Peer review and feedback
- Personal development planning
- Course summary and assessment

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **12 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 35,000.00	R 35,000.00
1	In-House	R 45,500.00	R 45,500.00
1	On-Campus (Pretoria)	R 52,500.00	R 52,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	13 Aug 2026	On-Campus	Lagos, Nigeria
04 Aug 2026	14 Aug 2026	On-Campus	Johannesburg, South Africa
05 Aug 2026	17 Aug 2026	On-Campus	Mauritius
06 Aug 2026	18 Aug 2026	On-Campus	Cape Town, South Africa
07 Aug 2026	19 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	20 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	21 Aug 2026	On-Campus	Mauritius

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 243266) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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