

Commerce

Commerce is found in many different industries and forms, and is a link between manufacturers and consumers. Commerce is conducted in both goods and services – locally and globally, physically and digitally. The subject of commerce covers the role and functions of the commerce and service sectors, as well as business development, leadership and marketing.

Aim of the subject

Teaching in the subject of commerce should aim at helping students develop knowledge of the commerce and service sectors. It should also provide students with a foundation so that they are able to professionally perform work tasks in the commerce and service sectors. Teaching should give students the opportunity to develop practical knowledge and skills in marketing, maths for shops, running a business and leadership. Teaching should also help students understand the relationship between supply and demand.

Teaching should give students the opportunity to develop their ability to meet and communicate with customers in service-oriented and quality conscious ways. Teaching should also help students develop knowledge of safety issues, laws and other regulations. Teaching should also help students develop knowledge of the role of commerce in sustainable development.

Through practical exercises and an investigative approach, students should be given the opportunity to perform tasks involving goods and services in commerce, and develop a professional attitude when dealing with customers. Through contacts with businesses and organisations in the commerce and service sectors, students should be given the opportunity to develop their understanding of the conditions for running a business. Students should also be given the opportunity to use information technology in business activities.

Teaching in the subject of commerce should give students the opportunities to develop the following:

- 1) Knowledge of the commerce and service sectors.
- 2) Knowledge of business development, organisation and leadership, and also about entrepreneurship and running one's own business.
- 3) The ability to plan, organise and carry out tasks in commerce involving goods and services.
- 4) Skills in drawing up sales support material and displays for sale of goods.
- 5) The ability to use equipment, materials, tools and technologies and working methods in the area.
- 6) Knowledge of laws and other regulations in the area.
- 7) The ability to carry out financial calculations, make risk assessments and solve problems.

- 8) The ability to work ergonomically, safely and in environmentally friendly ways.
- 9) The ability to assess one's own work and results.
- 10) The ability to cooperate with others and communicate with customers.

Courses in the subject

- Industry knowledge in retailing and administration, 100 credits.
- Practical marketing 1, 100 credits.
- Practical marketing 2, 100 credits, which builds on the course practical marketing 1.
- Practical marketing 3, 100 credits, which builds on the course practical marketing 2. Grades in the course cannot be included in the student's diploma together with grades in the course, exhibition design 1.
- Business development and leadership, 100 credits which builds on the course practical marketing 1.
- Commerce – specialisation, 100 credits, which builds on the course service knowledge or the course practical marketing 1. The course can be studied several times with different contents.

Business development and leadership

The course business development and leadership covers points 2–3 and 5–10 under the heading Aim of the subject. The course covers advanced knowledge in the subject.

Core content

Teaching in the course should cover the following core content:

- Business development, business intelligence and market research.
- Business idea, concepts, sales channels and positioning.
- Entrepreneurship and running one's own business.
- Practical store operation.
- Sales environment, decor and equipment in stores.
- The manager's role and responsibilities in stores, hypermarkets and department stores.
- Management, as well as organisational and personnel issues, covering project management, conflict resolution, collaboration, social norms and working conditions.
- Laws and other regulations, e.g. labour law.
- Different techniques and methods of making financial calculations, as well as risk assessment and key ratios.
- Safety and risk in commerce and preventive measures for sound internal and external safety.

Knowledge requirements

Grade E

Students describe **in basic terms** conditions for and also different ways of developing, organising and managing work. In addition, students describe **some** aspects of entrepreneurship and **in basic terms** the conditions for running a business.

Students plan and organise **in consultation** with the supervisor tasks in business development, leadership and shop establishment. Students carry these out with **satisfactory** results. In their work, students use **with some certainty** common equipment, materials, tools, techniques and working methods.

Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students carry out **with some certainty** financial calculations, make basic risk assessments and solve **in consultation** with the supervisor problems that occur. The calculations are carried out correctly and students identify key ratios. Furthermore, students work

environmentally and ergonomically in ways which are safe both for themselves and others. Students do this **in consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **simple** assessments. Students cooperate with others and communicate **with some certainty** in a customer oriented way.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade D

Grade D means that the knowledge requirements for grade E and most of C are satisfied.

Grade C

Students describe **in detail** conditions for and also different ways of developing, organising and managing work. In addition, students describe **some** aspects of entrepreneurship and **in detail** the conditions for running a business.

Students plan and organise **after consultation** with the supervisor tasks in business development, leadership and shop establishment. Students carry these out with **satisfactory** results. In their work, students use **with some certainty** common equipment, materials, tools, techniques and working methods.

Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students carry out **with some certainty** financial calculations, make basic risk assessments, and solve **after consultation** with the supervisor problems that occur. The calculations are carried out correctly and students identify **and explain** key ratios. Furthermore, students work environmentally and ergonomically in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **balanced** assessments. Students cooperate with others and communicate **with some certainty** in a customer oriented way **in correct professional language**.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade B

Grade B means that the knowledge requirements for grade C and most of A are satisfied.

Grade A

Students describe **in detail and in a balanced way** conditions for and also different ways of developing, organising and managing work. In addition, students describe **several** aspects of entrepreneurship, and also describe **in detail and in a balanced way** conditions for running a business.

Students plan and organise **after consultation** with the supervisor tasks in business development, leadership and shop establishment. Students carry these out with **good** results. In their work, students use **with certainty** common equipment, materials, tools, techniques and working methods.

Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students carry out **with certainty** financial calculations, make basic risk assessments and solve **after consultation** with the supervisor problems that occur. The calculations are carried out correctly and students identify **and explain** key ratios. Furthermore, students work environmentally and ergonomically in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **balanced** assessments, **and also make proposals on how the work can be improved**. Students cooperate with others and communicate **with certainty** in a customer oriented way **in correct professional language**.

In consultation with the supervisor, students assess **with certainty** their own ability and the requirements of the situation.

Practical marketing 1

The course practical marketing 1 covers points 3–10 under the heading Aim of the subject, with special emphasis on points 4, 7 and 10. The course covers basic knowledge in the subject.

Core content

Teaching in the course should cover the following core content:

- Business idea, marketing and sales plan.
- Marketing, sales campaigns, and other sales promotional measures.
- Product range, store profile and customer perception and in-store experience.
- Quick lettering and sales support materials.
- Computer support for displays.
- Consumer and market legislation.
- Ethical rules.
- Retail maths, e.g. order-point and conversion rates, margins, markups, and risk assessments.
- Methods of evaluating marketing.
- In-store communication and how the store's environment affects and guides customer purchasing behaviour.
- Store communicator's tasks in different kinds of stores, such as convenience stores and specialised stores.

Knowledge requirements

Grade E

Students plan and organise **in consultation** with the supervisor tasks in practical marketing. Students carry these out with **satisfactory** results. In addition, students design **in consultation** with the supervisor simple sales aids and product displays which are of **satisfactory** quality. In their work, students use **with some certainty** common equipment, materials, tools, techniques and working methods.

Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students carry out **with some certainty** financial calculations, make basic risk assessments and solve **in consultation** with the supervisor problems that occur. The calculations are carried out correctly. Furthermore, students work environmentally and

ergonomically in ways which are safe both for themselves and others. Students do this **in consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **simple** assessments. Students cooperate with others and communicate **with some certainty** in a customer oriented way.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade D

Grade D means that the knowledge requirements for grade E and most of C are satisfied.

Grade C

Students plan and organise **after consultation** with the supervisor tasks in practical marketing. Students carry these out with **satisfactory** results. In addition, students design **after consultation** with the supervisor sales aids and product displays which are of **satisfactory** quality, **and fulfil aesthetic requirements**. In their work, students use **with some certainty** common equipment, materials, tools, techniques and working methods.

Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students carry out **with some certainty** financial calculations, make basic risk assessments, and solve **after consultation** with the supervisor problems that occur. The calculations are carried out correctly. Furthermore, students work environmentally and ergonomically and in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **balanced** assessments. Students cooperate with others and communicate **with some certainty** in a customer oriented way **in correct professional language**.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade B

Grade B means that the knowledge requirements for grade C and most of A are satisfied.

Grade A

Students plan and organise **after consultation** with the supervisor tasks in practical marketing. Students carry these out with **good** results. In addition, students design **after consultation** with the supervisor sales aids and product displays which are of **good** quality **and fulfil aesthetic requirements**. In their work, students use **with certainty** common equipment, materials, tools, techniques and working methods.

Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students carry out **with certainty** financial calculations, make basic risk assessments and solve **after consultation** with the supervisor problems that occur. The

calculations are carried out correctly. Furthermore, students work environmentally and ergonomically and in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **balanced** assessments, **and also make proposals on how the work can be improved**. Students cooperate with others and communicate **with certainty** in a customer oriented way **in correct professional language**.

In consultation with the supervisor, students assess **with certainty** their own ability and the requirements of the situation.

Practical marketing 2

The course practical marketing 2 covers points 3–10 under the heading Aim of the subject, with special emphasis on points 4, 6 and 10. The course covers advanced knowledge in the subject.

Core content

Teaching in the course should cover the following core content:

- Business idea and design of sales environment in terms of light, sound, colour and form.
- Marketing and sales plan.
- Business intelligence and market surveys.
- Display of goods, window displays and sales material, displaying in different price categories, in different industries and for different types of customers.
- Computer support in practical marketing.
- Laws and other regulations in the area, and also ethical rules.
- Competition instruments, competitiveness and profitability.
- The environment, recycling approaches, economy in the use of resources and safety issues.

Knowledge requirements

Grade E

Students plan and organise **in consultation** with the supervisor tasks in practical marketing. Students carry these out with **satisfactory** results. In addition, students design **in consultation** with the supervisor sales aids and product displays which are of **satisfactory** quality. In their work, students use **with some certainty** common equipment, materials, tools, techniques and working methods.

Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students carry out **with some certainty** basic risk assessments and solve **in consultation** with the supervisor problems that occur. Furthermore, students work environmentally and ergonomically in ways which are safe both for themselves and others. Students do this **in consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **simple** assessments. Students cooperate with others and communicate **with some certainty** in a customer oriented way.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade D

Grade D means that the knowledge requirements for grade E and most of C are satisfied.

Grade C

Students plan and organise **after consultation** with the supervisor tasks in practical marketing. Students carry these out with **satisfactory** results. In addition, students design **after consultation** with the supervisor sales aids and product displays which are of **satisfactory** quality **and fulfil aesthetic requirements**. In their work, students use **with some certainty** common equipment, materials, tools, techniques and working methods.

Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students carry out **with some certainty** basic risk assessments, and solve **after consultation** with the supervisor problems that occur. Furthermore, students work environmentally and ergonomically in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **balanced** assessments. Students cooperate with others and communicate **with some certainty** in a customer oriented way **in correct professional language**.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade B

Grade B means that the knowledge requirements for grade C and most of A are satisfied.

Grade A

Students plan and organise **after consultation** with the supervisor tasks in practical marketing. Students carry these out with **good** results. In addition, students design **after consultation** with the supervisor sales aids and product displays which are of **good** quality **and fulfil aesthetic requirements**. In their work, students use **with certainty** common equipment, materials, tools, techniques and working methods.

Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students carry out **with certainty** basic risk assessments and solve **after consultation** with the supervisor problems that occur. Furthermore, students work environmentally and ergonomically in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **balanced** assessments, **and also make proposals on how the work can be improved**. Students cooperate with others and communicate **with certainty** in a customer oriented way **in correct professional language**.

In consultation with the supervisor, students assess **with certainty** their own ability and the requirements of the situation.

Practical marketing 3

The course practical marketing 3 covers points 3–10 under the heading Aim of the subject, with special emphasis on points 4 and 6. The course covers advanced knowledge in the subject.

Core content

Teaching in the course should cover the following core content:

- Business idea and marketing plan.
- Internal marketing.
- Shop fittings and shop design.
- Shop and window displays, and how colour, form and lighting are used in shops.
- Different types of display e.g. categories and related displays.
- Sales literature.
- Digital aids.
- Laws and other regulations in the area, and also ethical rules.
- The environment, recycling approaches, economy in the use of resources and safety issues.
- Market communication.

Knowledge requirements

Grade E

Students plan and organise **in consultation** with the supervisor tasks in practical marketing. Students carry these out with **satisfactory** results. In addition, students design **in consultation** with the supervisor sales aids and product displays which are of **satisfactory** quality. In their work, students use **with some certainty** common equipment, materials, tools, techniques and working methods.

Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students carry out **with some certainty** basic risk assessments and solve **in consultation** with the supervisor problems that occur. Furthermore, students work environmentally and ergonomically, and in ways which are safe both for themselves and others. Students do this **in consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **simple** assessments. Students cooperate with others and communicate **with some certainty** in a customer oriented way.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade D

Grade D means that the knowledge requirements for grade E and most of C are satisfied.

Grade C

Students plan and organise **after consultation** with the supervisor tasks in practical marketing. Students carry these out with **satisfactory** results. In addition, students design **after consultation** with the supervisor sales aids and product displays which are of **satisfactory** quality **and fulfil aesthetic requirements**. In their work, students use **with some certainty** common equipment, materials, tools, techniques and working methods.

Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students carry out **with some certainty** basic risk assessments, and solve **after consultation** with the supervisor problems that occur. Furthermore, students work environmentally and ergonomically in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **balanced** assessments. Students cooperate with others and communicate **with some certainty** in a customer oriented way **in correct professional language**.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade B

Grade B means that the knowledge requirements for grade C and most of A are satisfied.

Grade A

Students plan and organise **after consultation** with the supervisor tasks in practical marketing. Students carry these out with **good** results. In addition, students design **after consultation** with the supervisor sales aids and product displays which are of **good** quality **and fulfil aesthetic requirements**. In their work, students use **with certainty** common equipment, materials, tools, techniques and working methods.

Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students carry out **with certainty** basic risk assessments and solve **after consultation** with the supervisor problems that occur. Furthermore, students work environmentally and ergonomically in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **balanced** assessments, **and also make proposals on how the work can be improved**. Students cooperate with others and communicate **with certainty** in a customer oriented way **in correct professional language**.

In consultation with the supervisor, students assess **with certainty** their own ability and the requirements of the situation.

Industry knowledge in commerce and administration

The course industry knowledge in commerce and administration covers points 1, 3, 5–6 and 8–10 under the heading Aim of the subject, with special emphasis on points 1 and 9. The course covers basic knowledge in the subject.

Core content

Teaching in the course should cover the following core content:

- Industries, key professions and work in the commerce and service sectors.
- History, structural transformation and development trends in the commerce and service sectors.
- The role, function and benefit of commerce and services in society and business.
- Information searching and processing e.g. via the Internet.
- Service concepts, business models and consumption trends.
- Consumer knowledge and ethical issues.
- Laws and other regulations in different industries and areas, e.g. labour law and discrimination.
- Safety for customers, personnel and companies.
- Environmental issues and environmental labelling.

Knowledge requirements

Grade E

Students describe **in basic terms** industries, key professions and tasks in the commercial and service sectors, and their development. In addition, students describe **in basic terms** the role, functions and benefits of commerce and services.

Students plan and organise **in consultation** with supervisors simpler tasks in the sale of goods and services. Students carry these out with **satisfactory** results. In their work, students use **with some certainty** common equipment, materials, tools, techniques and working methods. Students carry out the work in accordance with specific instructions, laws and other regulations.

Furthermore, students work environmentally and ergonomically in ways which are safe both for themselves and others. Students do this **in consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **simple** assessments. Students cooperate with others and communicate **with some certainty** both internally and externally.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade D

Grade D means that the knowledge requirements for grade E and most of C are satisfied.

Grade C

Students describe **in detail** industries, key professions and tasks in the commercial and service sectors, and their development. In addition, students describe **in detail** the role of commerce and services, their functions and benefits.

Students plan and organise **after consultation** with the supervisor simpler tasks in the sale of goods and services. Students carry these out with **satisfactory** results. In their work, students use **with some certainty** common equipment, materials, tools, techniques and working methods. Students carry out the work in accordance with specific instructions, laws and other regulations. Furthermore, students work environmentally and ergonomically in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **balanced** assessments. Students cooperate with others and communicate **with some certainty** both internally and externally **in correct professional language**.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade B

Grade B means that the knowledge requirements for grade C and most of A are satisfied.

Grade A

Students describe **in detail and in a balanced way** industries, key professions and tasks in the commercial and service sectors, and their development. In addition, students describe **in detail and in a balanced way** the role, functions and benefits of commerce and services.

Students plan and organise **after consultation** with the supervisor simpler tasks in the sale of goods and services. Students carry these out with **good** results. In their work, students use **with certainty** common equipment, materials, tools, techniques and working methods. Students carry out the work in accordance with specific instructions, laws and other regulations. Furthermore, students work environmentally and ergonomically in ways which are safe both for themselves and others. Students do this **after consultation with the supervisor**.

When the task has been completed, students evaluate their work and results in **balanced** assessments, **and also make proposals on how the work can be improved**. Students cooperate with others and communicate **with certainty** both internally and externally **in correct professional language**.

In consultation with the supervisor, students assess **with certainty** their own ability and the requirements of the situation.

Commerce – specialisation

The course commerce – specialisation covers points 1–10 under the heading Aim of the subject, with special emphasis on points 1, 7 and 10. The course covers advanced skills in the chosen area of activity.

Core content

Teaching in the course should cover the following core content:

- Product knowledge and industry knowledge in chosen areas.
- Occupations and tasks in chosen professional areas.
- Types of organisations and organisational activities in the chosen area.
- Entrepreneurship and running one's own business in a chosen area.
- Sales-focused and service-oriented tasks in the chosen area.
- Use of computers and relevant software in the chosen area.
- Laws and other regulations in the commerce and service sectors, e.g. labour legislation and discrimination, and ethical rules.
- Environmental and safety issues in the chosen area.

Knowledge requirements

Grade E

Students describe **in basic terms** industries, professions, tasks, organisational and business forms in selected areas. In addition, students describe **some** aspects of entrepreneurship and **in basic terms** the conditions for running a business.

Students plan and organise **in consultation** with the supervisor sales- and service-oriented tasks in the sale of goods and services. Students carry these out with **satisfactory** results. In addition, students design **in consultation** with the supervisor simple sales aids and product displays. In their work, students use **with some certainty** common equipment, materials, tools, techniques and working methods.

Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students carry out **with some certainty** basic risk assessments and solve **in consultation** with the supervisor problems that occur. Furthermore, students work environmentally and ergonomically in ways which are safe both for themselves and others. Students do this **in consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **simple** assessments. Students cooperate with others and communicate **with some certainty** both internally and externally.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade D

Grade D means that the knowledge requirements for grade E and most of C are satisfied.

Grade C

Students describe **in detail** industries, professions, tasks, organisational and business forms in selected areas. In addition, students describe **some** aspects of entrepreneurship and **in detail** the conditions for running a business.

Students plan and organise **after consultation** with the supervisor sales- and service-oriented tasks in the sale of goods and services. Students carry these out with **satisfactory** results. In addition, students design **after consultation** with the supervisor simple sales aids and product displays. In their work, students use **with some certainty** common equipment, materials, tools, techniques and working methods.

Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students carry out **with some certainty** basic risk assessments, and solve **after consultation** with the supervisor problems that occur. Furthermore, students work environmentally and ergonomically in ways which are safe both for themselves and others. Students do this **after consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **balanced** assessments. Students cooperate with others and communicate **with some certainty** both internally and externally **in correct professional language**.

In consultation with the supervisor, students assess **with some certainty** their own ability and the requirements of the situation.

Grade B

Grade B means that the knowledge requirements for grade C and most of A are satisfied.

Grade A

Students describe **in detail and in a balanced way** industries, professions, tasks, organisational and business forms in selected areas. In addition, students describe **several** aspects of entrepreneurship, and also describe **in detail and in a balanced way** conditions for running a business.

Students plan and organise **after consultation** with the supervisor sales- and service-oriented tasks in the sale of goods and services. Students carry these out with **good** results. In addition, students design **after consultation** with the supervisor simple sales aids and product displays. In

their work, students use **with certainty** common equipment, materials, tools, techniques and working methods.

Students carry out the work in accordance with specific instructions, laws and other regulations. During the working process, students carry out **with certainty** basic risk assessments and solve **after consultation** with the supervisor problems that occur. Furthermore, students work environmentally and ergonomically and in ways which are safe for themselves and others. Students do this **after consultation** with the supervisor.

When the task has been completed, students evaluate their work and results in **balanced** assessments, **and also make proposals on how the work can be improved**. Students cooperate with others and communicate **with certainty** both internally and externally **in correct professional language**.

In consultation with the supervisor, students assess **with certainty** their own ability and the requirements of the situation.