

# HIGHER NITEC IN SERVICE MANAGEMENT

## MODULE OBJECTIVES

### Core Modules

#### **Business Writing & Presentation**

On completion of the module, students should be able to apply business writing and presentation skills in a variety of business contexts.

#### **Customer Relationship Management**

On completion of the module, students should be able to recognise customer behaviour to build positive customer experience, utilise indicative trends and patterns in Customer Relationship Management (CRM) system to support business decision.

#### **Digital Commerce & Marketing**

On completion of the module, students should be able to perform market research and plan, execute and evaluate a digital marketing strategy.

#### **Elementary Business Analytics & Cyber-security**

On completion of the module, students should be able to analyse multiple sources of data to improve organisation's processes and achieve strategic objectives through data-driven decision-making concepts and theories. Students will also gain awareness on the importance of data confidentiality and data security.

#### **Principles of Service Management**

On completion of the module, students should be able to apply techniques to enhance their professionalism as service employees, better understand customers and strategies to enhance customer experience and service quality.

#### **Event Operation & Management**

On completion of the module, students should be able to understand the concepts of event planning and operations, and apply these concepts to event organisation at the workplace.

#### **Integrated Customer Service Support**

On completion of the module, students should be able to manage omni-channel applications to handle customer care and support.

#### **Service Innovation & Design**

On completion of the module, students should be able to identify need and uncover opportunity, create ideas and propose outcome to improve the efficiency of customer care and services.

### **Customer Insight for Service**

On completion of the module, students should be able to understand consumer behaviour and utilise applications for consumer analytics to enhance customer satisfaction.

### **On-the-Job Training I**

On completion of the module, trainees should be able to apply and integrate Year 1 skills and knowledge acquired at ITE College, and further develop competencies at the workplace.

### **On-the-Job Training II**

On completion of the module, trainees should be able to apply and integrate Year 2 skills and knowledge acquired at ITE College, and further develop competencies at the workplace.