

HIGHER NITEC IN RETAIL & ONLINE BUSINESS WITH ENHANCED FOUNDATION PROGRAMME (4 YEARS)

The first year (Enhanced Foundation Programme) aims to prepare students to cope with the demands of the course.

The modules include:

- Basics of Customer Service
- Basics of Digital Storytelling
- Fundamentals of Software Applications
- Understanding Social Media
- Elements of Communication
- Basics of Foreign Cultures
- Elements of Small Business Management
- Introduction to Personal Finance
- Sports & Wellness Foundation 1
- Sports & Wellness Foundation 2
- Applied Learning I
- Applied Learning II

Students who have completed the Enhanced Foundation Programme would then proceed to Year 1 of the 3-Year *Higher Nitec* in Retail & Online Business Programme as listed below:

CERTIFICATION

Credits required for certification:

Foundation Modules	: 24
Core Modules	: 19
Specialisation Modules	: 26
Life Skills Modules	: 10
Cross Disciplinary Core Modules	: 9
Elective Modules	: 8
<hr/> Total	<hr/> : 96

COURSE STRUCTURE

Module Title	Credits
FOUNDATION MODULES	
Principles of Business	3
Innovation & Entrepreneurship	3
Business Communication	3
Social Media Marketing	3
Service Excellence	3
Basics of Data Analytics	3
Fundamentals of Business Operations	3

Module Title	Credits
Sales Techniques & Engagement	3
CORE MODULES	
Retail Operations	3
Visual Merchandising	3
Digital Commerce & Retail Marketing	3
Retail Supply Chain	3
Retail Merchandising	3
Industry Attachment 1	4
SPECIALISATION MODULES	
Immersive Retail Experience	3
Live Streaming for Business	3
Digital Content Creation	3
E-Commerce for Business	3
Retail Analytics	3
Sustainability in Retail	3
Industry Attachment 2	8
CROSS-DISCIPLINARY CORE MODULES	
Robotic Process Automation for Business	3
Design Thinking for Business Services	3
Food Sustainability	3
Blockchain in Business Application'	3
Basic Data Management & UX Design	3
Advanced Data Management & UX Design	3
Digital Design Principles	3
ELECTIVES (COURSE SPECIFIC)	
Introduction to Hand-Tied Bouquet	2
Advanced Hand-Tied Bouquet	2
Floral Arrangement	2
Floral Arrangement for Occasions	2
ELECTIVES (INTER-DISCIPLINARY)	
Effective Business Networking	2
ASEAN Business Basics	2
Customer Experience Design	2
Introduction to Green & Sustainable Finance	2
Accounting Analytics	2
ELECTIVES (GENERAL) AND LIFE SKILLS MODULES	
For details, click here	

Note: The offer of electives is subject to the training schedule of respective ITE Colleges. Students are advised to check with their Class Advisors on the availability of the elective modules they intend to pursue.

MODULE OBJECTIVES

Foundation Modules

Principles of Business

On completion of the module, students should be able to understand basic business concepts and relate the impact of political, economic, social and technological factors on business activities.

Innovation & Entrepreneurship

On completion of the module, students should be able to explore opportunities for value-creation with an innovative mind-set and apply the fundamental concepts of entrepreneurship to develop a business plan for an entrepreneurial venture

Business Communication

On completion of the module, students should be able to apply essential communication skills to prepare business documents and presentations.

Social Media Marketing

On completion of the module, students should be able to develop social media content and apply online media tools to execute the organisation's social media marketing strategies.

Service Excellence

On completion of the module, students should be able to understand the concepts of service delivery, identify and respond to customers' needs and expectations, create and deliver value to build positive customers' experience and increase organisational profitability.

Basics of Data Analytics

On completion of the module, students should be able to adopt spreadsheet and analytics software to visualise and analyse data, and generate formatted reports to facilitate informed business decision

Fundamentals of Business Operations

On completion of this module, students should be able to support essential business operations by differentiating the various functions in an enterprise, compute employee payroll, prepare documents to support international trade, handle monetary transactions, compute accounting equation and record business transactions in source documents.

Sales Techniques & Engagement

On completion of module, students be able to apply sales techniques to sell to client needs and develop strong sales relationships.

Core Modules

Retail Operations

On completion of the module, students should be able to handle a range of core retail operations such as receiving, pricing, replenishing and cashiering.

Visual Merchandising

On completion of the module, students should be able to develop basic visual merchandising skills in executing a visual presentation to enhance a retail store's image, service, and merchandise to its customers.

Digital Commerce & Retail Marketing

On completion of this module, students should be able to perform market research and plan, execute and evaluate a digital marketing strategy. Students should be able to use digital marketing models, frameworks, and analytics tools to strategize and measure success for customer experience engagement and enhancement, and ultimately boost business performance.

Retail Supply Chain

On completion of this module, students should be able to implement retail supply chain operations: goods delivery process, collaboration with internal and external stakeholders, monitoring of supply chain operations and supply chain interventions.

Retail Merchandising

On completion of the module, students should be able to have a good overview of the principles of retail merchandising. Students should be able to determine target market, maintain inventory and supplier databases, assist in obtaining quotations, following up with suppliers and compute various pricing.

Industry Attachment 1

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

Specialisation Modules

Immersive Retail Experience

On completion of the module, students should be able to implement improvements across different retail touchpoints (online & offline) to enhance customer sensory experiences throughout the retail journey.

Live Streaming for Business

On completion of the module, students will be able to appreciate the application of digital live streaming and the transformation it brings to the global e-commerce. In particular, students will be equipped with practical skills to craft compelling online retail experience by creating interesting and engaging live streaming videos to enhance customer experience.

Digital Content Creation

On completion of this module, students should be able to obtain photography skills, design, edit image and texture, composite publication layout to create effective branding and advertising campaigns, using media processing techniques.

E-Commerce for Business

On completion of the module, students should be able to handle e-commerce operations to achieve optimisation of resources ensuring a seamless end-to-end cycle.

Retail Analytics

On completion of the module, students should be able to draw insights on the retail business performance through data analysis and the use of data visualisation tools.

Sustainability in Retail

On completion of this module, students should be able to promote retail sustainability, implement retail sustainability measures, and support the development of sustainability communication materials as well as to measure the results of such programmes.

Industry Attachment 2

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

Cross Disciplinary Core Modules

Robotic Process Automation for Business

On completion of the module, students should be able to appreciate the applications of Robotic Process Automation (RPA) and be equipped with RPA skills to automate repetitive business processes and operations.

Design Thinking for Business Services

On completion of the module, students should be able to develop innovative solutions in a business environment via transdisciplinary thinking approach that meets stakeholders' needs.

Food Sustainability

On completion of the module, students should be able to gain an overview of food security system and the importance of sustainable food supply in Singapore. Students should also be able to understand the different types of sustainable farming and food production for plant, animal and aquaculture and the technologies applied.

Blockchain in Business Application

On completion of the module, students should be able to gain an overview of blockchain, its importance and the development of blockchain technology in Singapore. Students will also identify blockchain opportunities in business and demonstrate the use of common blockchain applications.

Basic Data Management & UX Design

On completion of the module, students should be able to customise system settings to suit the needs of the business while controlling the access to data using point and click security tools, and be able to visualise key business metrics in real-time.

Advanced Data Management & UX Design

On completion of the module, students should be able to review the organisation's security design requirements, control user access to data and update the security design.

Digital Design Principles

On completion of the module, students should be able to apply design elements and principles onto digital designs.

Electives (Course Specific)

Introduction to Hand-tied Bouquet

On completion of the module, students should be able to identify fresh flowers and foliage, condition fresh cut flowers and foliage, store them in controlled condition, and prepare hand-tied bouquets.

Advanced Hand-tied Bouquet

On completion of the module, students should be able to prepare various types of hand-tied and novelty bouquets for different occasions such as graduation, Mother's Day, stage presentation.

Floral Arrangement

On completion of the module, students should be able to arrange flowers for table decoration and prepare silk floral arrangement.

Floral Arrangement for Occasions

On completion of the module, students should be able to plan, prepare and arrange floral decorations for congratulatory occasions and funeral.

Electives (Inter-disciplinary)

Effective Business Networking

On completion of the module, students should be able to manage their professional image and build effective relationships with others.

ASEAN Business Basics

On completion of the module, students should be able to research and provide credible and relevant information on ASEAN country's business culture and business operations.

Customer Experience Design

On completion of the module, students should be able to appreciate and understand how customers think, behave, share, and consume products/services from a customer journey perspective. This in turn will help students better understand how they can design better customer experiences to increase customer loyalty and generate more revenue.

Introduction to Green & Sustainable Finance

On completion of the module, students should be able to explain sustainability and sustainable development goals. Students should also be able to identify approaches and suitable strategies to address Green House Gases (GHG) emissions as well as plan, implement and evaluate a sustainability project.

Accounting Analytics

On completion of the module, students should be able to use software tools and techniques to analyse financial and accounting data to uncover valuable insights to facilitate data-driven decision-making and improve financial performance.

Electives (General) and Life Skills Modules

For details, click [here](#).