

HIGHER NITEC IN MARITIME BUSINESS

CERTIFICATION

Credits required for certification:

| | |
|---------------------|-------------|
| Core Modules | : 52 |
| Life Skills Modules | : 9 |
| Elective Modules | : 6 |
| <u>Total</u> | <u>: 67</u> |

COURSE STRUCTURE

| Module Title | Credits |
|--|---------|
| CORE MODULES | |
| Business Writing & Presentation | 4 |
| Customer Relationship Management | 5 |
| Digital Commerce & Marketing | 5 |
| Elementary Business Analytics & Cyber-security | 4 |
| Ship Accounting | 5 |
| Introduction to Maritime Industry | 5 |
| Shipping and Port Operations | 5 |
| Shipping Documentation | 5 |
| Ship Agency and Operations | 6 |
| Industry Attachment | 8 |
| ELECTIVES (INTER-DISCIPLINARY) | |
| Business Statistics | 3 |
| Entrepreneurship Essentials | 3 |
| Cabin Services | 3 |
| Digital Storytelling | 3 |
| Cross Cultural Intelligence at the Workplace | 3 |
| 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

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.

Ship Accounting

On completion of the module, students should be able to apply ship accounting concepts, tools and methods to post accounting transactions, perform accounts closing, prepare monthly financial statements, perform risk assessment and evaluate financing options to aid organisation in client's credit risk assessment.

Introduction to Maritime Industry

On completion of the module, students should have a foundational understanding of the maritime industry in terms of maritime geography, ships and cargo, maritime terminology, careers and challenges facing the industry.

Shipping and Port Operations

On completion of the module, students should be able to support key shipping and port operations activities. They would also be introduced to the concepts of maritime cargo transportation and equipped with an understanding of the trends and challenges facing the industry.

Shipping Documentation

On completion of the module, students should be able to identify and apply for the different types of documents related to cargo movement. Students would also be equipped with the skills and knowledge to assist customers in cargo shipment.

Ship Agency and Operations

On completion of the module, students should be able to support a ship manager/agent in the management of maritime commercial vessels. Students would also be equipped with the knowledge and skills to carry out ship agency functions relating to vessel operations, management, and cargo shipment.

Industry Attachment

Students are provided with opportunity to work in organizations in the shipping industry for around 6 months.

Electives (Inter-disciplinary)

Business Statistics

On completion of the module, students should be able to compute and present statistical data for use in business. The training covers collection, organisation and presentation of statistical data, measures of central tendency, dispersion and normal distribution, index numbers, time series analysis, regression and correlation analysis.

Entrepreneurship Essentials

On completion of the module, students should be able to source new information from multiple sources, brainstorm ideas to find novel approaches to draft out a business plan through identifying business opportunities and applying marketing mix strategies with sound financial analysis.

Cabin Services

On completion of the module, students should be able to provide in-flight service, perform up-sell and cross sell of in-flight products and improve service procedures so as to ensure a safe and pleasant experience for passengers.

Digital Storytelling

On completion of the module, students should be able to create various Electronic Direct Mailers (EDMs) to sell a product or service with an associated story tagline.

Cross Cultural Intelligence at the Workplace

On completion of the module, students should be able to apply and adapt cross cultural knowledge at workplace.

Electives (General) and Life Skills Modules

For details, click [here](#).