

## HIGHER NITEC IN SERVICE MANAGEMENT

### CERTIFICATION

Credits required for certification:

Core Modules	: 53
Life Skills Modules	: 9
Elective Modules	: 6
<u>Total</u>	<u>: 68</u>

### COURSE STRUCTURE

Module Title	Credits
<b>CORE MODULES</b>	
Business Writing & Presentation	4
Customer Relationship Management	5
Digital Commerce & Marketing	5
Elementary Business Analytics & Cyber-security	4
Principles of Service Management	6
Event Operation & Management	5
Integrated Customer Service Support	6
Service Innovation & Design	5
Customer Insight for Service	5
Industry Attachment	8
<b>ELECTIVES (COURSE SPECIFIC)</b>	
Digital Storytelling	3
Fundamentals of Customer Relationship Management	3
Introduction to Infocomm Service Support	3
Engaging Customers in the Digital Age	3
Principles of International Commerce	4
<b>ELECTIVES (INTER-DISCIPLINARY)</b>	
Corporate Image and Etiquette	3
Cabin Services	3
Digital Marketing	3
Entrepreneurship Essentials	3
<b>ELECTIVES (GENERAL) AND LIFE SKILLS MODULES</b>	
For details, click <a href="#">here</a>	

*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.

### 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 multi-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.

### Industry Attachment

On completion of the module, students should be able to apply the skills and knowledge acquired to take on a range of job scope at the organisation.

## Electives (Course Specific)

### 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.

### Fundamentals of Customer Relationship Management

On completion of this module, students should be able to appreciate and carry out CRM effectively in a company's operation.

### Introduction to Infocomm Service Support

On completion of the module, students should be able to describe the roles and responsibilities of an info-communication service support staff, describe the technical and soft skills required of an info-communication service support staff, answer customer enquiries pertaining to Infocomm Technology (ICT) matters over voice, written or social media platforms and identify customer service breakdown due to ICT matters.

### Engaging Customers in the Digital Age

On completion of the module, students should be able to handle customers' needs effectively for a company's operation through a Customer Relationship Management (CRM) system.

### Principles of International Commerce

On completion of the module, students should be able to apply the basic knowledge of importing goods from overseas with considerations of local requirements.

## **Electives (Inter-disciplinary)**

### **Corporate Image and Etiquette**

On completion of the module, students should be able to maintain personal hygiene and grooming, and apply etiquette in a business setting.

### **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 Marketing**

On completion of the module, students should be able to have a sense of marketing on the digital space and transverse the digital arena to bring products and/or ideas into the digital space using commercially available digital advertising tools.

### **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.

## **Electives (General) and Life Skills Modules**

For details, click [here](#).