

# HIGHER NITEC IN FINANCIAL SERVICES

## Electives (Course Specific)

### Customer Relationship Management Applications

On completion of the module, students should be able to have a basic understanding of the concepts used in customer service relationship. They are also trained to provide pre- and after-sales support functions, target marketing to attract and retain customer base using customer relationship management software.

### Financial Technology Applications

On completion of the module, students will have a deeper appreciation of the applications of financial technology (Fintech) and its impact on the banking and insurance sectors. In particular, students will be equipped with practical skills to create a chatbot user interface to simplify and enhance user experience.

## Electives (Inter-disciplinary)

### Essentials of Tourism

On completion of the module, students should be able to describe the various products and services that are offered in the travel and tourism industry and other travel related services.

### 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.

### 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.