

# **HIGHER NITEC IN LEISURE & TRAVEL OPERATIONS**

## **Electives (Course Specific)**

### **Introduction to Amusement and Theme Park Operations**

On completion of the module, students should be able to handle ticketing, ride operations, custodial and retail services at amusement and theme parks.

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

### **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.

### **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.