HIGHER NITEC IN MARITIME BUSINESS

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.