

# HIGHER NITEC IN RETAIL & ONLINE BUSINESS

## 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.

### 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.

### Retail Management

On completion of the module, students should have knowledge to support retail sales, understand good customer service, implement environmental sustainable retail practices on the shop floor, assist in manpower planning, provide effective staff coaching, supervise on movement of merchandise, monitor sales of product range, produce and analyse sales data.

### Retail Merchandising

On completion of the module, students should have a good overview of the principles of retail merchandising. Students should be able to determine target market, maintain inventory and supplier databases, assist in obtaining quotations, following up with suppliers, compute various pricing and coordinate the display of goods.

### Retail Promotion and Digital Marketing

On completion of the module, students should be able to conduct market research, collate customer buying information, identify market entry strategies, integrate different digital marketing channels into the overall marketing mix to implement e-commerce activities, monitor sales, promotions and coordinate for order processing.

### Data Analytics

On completion of the module, students should be able to analyse and optimise website performance with the use of data analytics tools. Students will learn to address methods for managing and analysing large datasets in specific areas such as consumer behaviour and marketing campaign. Students will be able to develop basic data literacy and analytical mindsets that will assist in making recommendations for improvement to effectively reach specific segmented target markets.

### Digital Media

On completion of the module, students should be able to obtain basic photography skills, create basic design, edit image and texture, composite publication layout to create effective branding and advertising campaigns, using media processing techniques.

### Industry Attachment

Students are provided with the opportunity to work in a retail establishment for 3 months.