

HIGHER NITEC IN SERVICE MANAGEMENT

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 information communication service support staff, describe the technical and soft skills required of an information 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.