

NITEC IN BUSINESS SERVICES

CERTIFICATION

Credits required for certification:

Core Modules	: 44
Life Skills Modules	: 9
Elective Modules	: 4
<u>Total</u>	<u>: 57</u>

COURSE STRUCTURE

Module Title	Credits
CORE MODULES	
Business Communication	5
Customer Relationship & System	5
Business Essentials	4
Introduction to Data Analytics & Cyber-security	4
Social Media Marketing	4
Customer Service	5
Event Planning & Administration	5
Sales Techniques & Engagement	4
Industry Attachment	8
ELECTIVES (COURSE SPECIFIC)	
Multimedia & Desktop Publishing	3
ASEAN Business Practices	3
Personal Branding & Professional Image	4
ELECTIVES (INTER-DISCIPLINARY)	
Entrepreneurship Essentials	3
Digital Storytelling	3
ELECTIVES (GENERAL) AND LIFE SKILLS MODULES	
For details, click here	

Note: The offer of electives is subject to the training schedule of respective ITE Colleges. Students are advised to check with their Class Advisors on the availability of the elective modules they intend to pursue.

MODULE OBJECTIVES

Core Modules

Business Communication

On completion of the module, students should be able to apply essential communication skills to build professional relationships, and prepare business documents as well as presentations.

Customer Relationship & System

On completion of the module, students should be able to understand the concept of Customer Relationship Management (CRM), identify customer needs through data patterns, suggest timely products and/or services to build customer loyalty and increase organisational profitability.

Business Essentials

On completion of the module, students should be able to apply relevant business concepts in the context of their workplace.

Introduction to Data Analytics & Cyber-security

On completion of the module, students should be able to adopt spreadsheet and analytics software to visualise and analyse data, and generate formatted reports to facilitate informed business decision. Students will also gain awareness on the importance of data confidentiality and data security.

Social Media Marketing

On completion of the module, students should be able to apply online media tools to execute the organisation's social media marketing strategies.

Customer Service

On completion of the module, students should be able to identify and respond to customer and stakeholders needs, create and deliver value for targeted customers and the organisation.

Event Planning & Administration

On completion of the module, students should be able to plan an office event and handle event administration.

Sales Techniques & Engagement

On completion of the module, students should be able to apply sales techniques to sell to client needs and develop strong sales relationships.

Industry Attachment

On completion of the module, students should be able to apply the skills and knowledge acquired in various business organisations.

Electives (Course Specific)

Multimedia & Desktop Publishing

On completion of the module, students should be able to use the features of common Graphics Authoring Tools and presentation software to produce captivating and creative publications, showcasing an integrated display of animations.

ASEAN Business Practices

On completion of the module, students should be able to support and contribute to their organisation's expansion in ASEAN countries. Students should be able to support organisational readiness in expansion through the preparation of required information for business operations in host country such as business culture and practices and business operating requirements, for business operations in host country.

Personal Branding & Professional Image

On completion of the module, students should be able to project a positive and personal brand.

Electives (Inter-disciplinary)

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.

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.

Electives (General) and Life Skills Modules

For details, click [here](#).