

## NITEC IN FLORISTRY

### CERTIFICATION

Credits required for certification:

Core Modules	: 51
Life Skills Modules	: 10
Elective Modules	: 6
<u>Total</u>	<u>: 67</u>

### COURSE STRUCTURE

Module Title	Credits
<b>CORE MODULES</b>	
Business Communication	5
Customer Relationship & System	5
Business Essentials	4
Introduction to Data Analytics & Cyber-security	4
Social Media Marketing	4
Hand-tied Bouquet	6
Floral & Gift Arrangement	6
Floral Decoration for Event	7
Floristry Shop Operation	6
Industry Attachment	4
<b>ELECTIVES (COURSE SPECIFIC)</b>	
Creative Flower Arrangement	3
Advanced Floristry Techniques	3
<b>ELECTIVES (INTER-DISCIPLINARY)</b>	
Entrepreneurship Essentials	3
Digital Storytelling	3
<b>ELECTIVES (GENERAL) AND LIFE SKILLS MODULES</b>	
For details, click <a href="#">here</a>	

*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.

### Hand-tied Bouquet

On completion of the module, students should be able to prepare flowers for conditioning, condition and dye fresh cut flowers, store them in controlled condition, and prepare hand-tied bouquet.

### Floral & Gift Arrangement

On completion of the module, students should be able to arrange flowers for table decoration, prepare plant arrangement and prepare gift hamper.

### Floral Decoration for Event

On completion of the module, students should be able to plan, prepare and arrange floral decoration for events such as wedding, store opening and funeral.

### Floristry Shop Operation

On completion of the module, students should be able to handle a range of core retail operations in a floristry shop such as receiving, pricing, replenishing, cashiering and maintaining online content.

### Industry Attachment

Students will go on a 3-month industry attachment at a floral outlet or event company that provides floral decorations to gain hands-on practical training in a real work environment.

## Electives (Course Specific)

### Creative Flower Arrangement

On completion of the module, students will be equipped with skills and knowledge to design and create flower arrangements and topiaries, and perform leaf manipulation.

### Advanced Floristry Techniques

On completion of the module, students will be equipped with skills and knowledge to design and create table arrangements, hand-tied bouquets, flowers to wear and carry and room decorations with floral structures.

## 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](#).