

NITEC IN RETAIL SERVICES

CERTIFICATION

Credits required for certification:

Core Modules	: 48
Life Skills Modules	: 9
Elective Modules	: 6
<u>Total</u>	<u>: 63</u>

COURSE STRUCTURE

Module Title	Credits
CORE MODULES	
Business Communication	5
Business Essentials	4
Introduction to Data Analytics & Cyber-security	4
Social Media Marketing	4
Retail & Online Selling	8
Retail Operations	6
Retail Promotion & e-Marketing	5
Visual Merchandising	4
Industry Attachment	8
ELECTIVES (INTER-DISCIPLINARY)	
Cosmetics Retailing	3
Entrepreneurship Essentials	3
Hair Upstyles	3
Digital Storytelling	3
ASEAN Business Practices	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.

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.

Retail & Online Selling

On completion of the module, students should be able to perform sales duties by identifying the needs of the customers and applying selling techniques when handling the sales process. In addition, students are expected to be more aware of how technology is transforming the retail selling function.

Retail Operations

On completion of the module, students should be able to handle a range of core retail operations such as receiving, pricing, replenishing stock and cashiering.

Retail Promotion & e-Marketing

On completion of the module, students should be able to engage in the promotion of goods and services and be aware of the extent technology is transforming retail promotion and marketing landscape.

Visual Merchandising

On completion of the module, students should be able to develop basic visual merchandising skills in executing a visual presentation to enhance a retail store's image, service, and merchandise to its customers.

Industry Attachment

Students will go on a 6-month industry attachment at a retail outlet to gain hands-on practical training in a real work environment.

Electives (Inter-disciplinary)

Cosmetics Retailing

On completion of the module, students will be equipped with skills to maintain good personal grooming, conduct a comprehensive skin analysis, demonstrate usage of cosmetic products and related services as well as display merchandise to enhance a cosmetic counter's image, service and merchandise to its customers.

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.

Hair Upstyles

On completion of the module, students are trained to perform upstyles, use clip-on hair extensions and attach wig pieces.

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.

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.

Electives (General) and Life Skills Modules

For details, click [here](#).