NITEC IN BUSINESS SERVICES

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.

Personal Branding & Professional Image

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

Industry Attachment

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