

# **NITEC IN BUSINESS SERVICES**

## **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.

## **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.