

NITEC IN LOGISTICS SERVICES

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.

Multimedia & Desktop Publishing

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

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.