

NITEC IN RETAIL 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.

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.