

NITEC IN RETAIL SERVICES

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.