

HIGHER NITEC IN SERVICES – RETAIL & ONLINE BUSINESS

Course Code: HS2RB / Plan Code: HS2RB

COURSE OBJECTIVE

This course provides students with the skills and knowledge to support a spectrum of retail functions ranging from offline to online, in the areas of retail sales, retail analytics, merchandising, marketing including digital marketing, logistics and e-commerce solutions, to the enhancing of customer journey over physical and e-platforms, to provide a quality customer experience that would result in heightened business performance.

COURSE STRUCTURE

Core/Specialisation Modules

S/N	Module Details	Module Code	Module Objectives
MSC: Retail Operations & Visual Merchandising			
C1	Retail Operations 20 (T) 40 (P) Credits: 3	RB43001FP	On completion of the module, students should be able to handle a range of core retail operations such as receiving, pricing, replenishing and cashiering.
C2	Visual Merchandising 20 (T) 40 (P) Credits: 3	RB43002FP	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.
MSC: Retail Supply Chain & Merchandising			
C3	Retail Supply Chain 40 (T) 20 (P) Credits: 3	RB43004FP	On completion of this module, students should be able to implement retail supply chain operations: goods delivery process, collaboration with internal and external stakeholders, monitoring of supply chain operations and supply chain interventions.
C4	Retail Merchandising 40 (T) 20 (P) Credits: 3	RB43005FP	On completion of the module, students should be able to have a good overview of the principles of retail merchandising. Students should be able to determine target market, maintain inventory and supplier databases, assist in obtaining quotations, following up with suppliers and compute various pricing.
MSC: Immersive Retail Experience & Live Streaming for Business			
C5	Immersive Retail Experience 40 (T) 20 (P) Credits: 3	RB43006FP	On completion of the module, students should be able to implement improvements across different retail touchpoints (online & offline) through the use of data-driven solutions.
C6	Live Streaming for Business 20 (T) 40 (P) Credits: 3	RB43007FP	On completion of the module, students will be able to appreciate the application of digital live streaming and the transformation it brings to the global e-commerce. In particular, students will be equipped with practical skills to craft compelling online retail experience by creating interesting and engaging live streaming videos to enhance customer experience.

S/N	Module Details	Module Code	Module Objectives
MSC: E-Commerce & Retail Analytics			
C7	E-Commerce for Business 30 (T) 30 (P) Credits: 3	RB53002FP	On completion of the module, students should be able to handle e-commerce operations to achieve optimisation of resources ensuring a seamless end-to-end cycle.
C8	Retail Analytics 20 (T) 40 (P) Credits: 3	RB53003FP	On completion of the module, students should be able to draw insights on the retail business performance through data analysis and the use of data visualisation tools.
MSC: Digital Marketing & Content Creation for Business			
C9	Digital Commerce & Retail Marketing 40 (T) 20 (P) Credits: 3	RB43003FP	On completion of this module, students should be able to perform market research and plan, execute and evaluate a digital marketing strategy. Students should be able to use digital marketing models, frameworks, and analytics tools to strategise and measure success for customer experience engagement and enhancement, and ultimately boost business performance.
C10	Digital Content Creation 20 (T) 40 (P) Credits: 3	RB53001FP	On completion of this module, students should be able to obtain photography skills, design, edit image and texture, composite publication layout to create effective branding and advertising campaigns, using media processing techniques

Abbreviations: T - Theory, P - Practical, MSC - Modular Skills Certificate

CREDITS FOR CERTIFICATION

Total of 30 credits from successful completion of 10 Core/Specialisation modules.

Applicants who do not meet the entry requirements for Core/Specialisation modules will need to complete 12 credits from 4 Foundation modules before taking Core/Specialisation modules.

Foundation Modules

S/N	Module Details	Module Code	Module Objectives
F1	Business Communication 30 (T) 30 (P) Credits 3	BS33004FP	On completion of the module, students should be able to apply essential communication skills to prepare business documents and presentations.
F2	Social Media Marketing 30 (T) 30 (P) Credits 3	BS33008FP	On completion of the module, students should be able to develop social media content and apply online media tools to execute the organisation's social media marketing strategies.

F3	Service Excellence 40 (T) 20 (P) Credits 3	BS33011FP	On completion of the module, students should be able to understand the concepts of service delivery, identify and respond to customers' needs and expectations, create and deliver value to build positive customers' experience and increase organisational profitability.
F4	Basics of Data Analytics 15 (T) 45 (P) Credits 3	BS33001FP	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.

Abbreviations: T - Theory, P - Practical

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Note:

- 1) The training schedule of lessons is subject to change.
- 2) Depending on the demand, not all the modules in the CET *Higher Nitec* in Services courses will be offered in each intake. Where the modules are offered and there is insufficient enrolment, the classes will be cancelled and a full refund will be given to the affected students.