

NITEC IN SERVICES – RETAIL SERVICES

Course Code: NSRSV / Plan Code: NSRSV

COURSE OBJECTIVE

This course provides students with the skills and knowledge to promote and sell merchandise, display merchandise, perform cashiering and serve customers in the retail outlet.

COURSE STRUCTURE

| S/N | Module Details | Module Code | Module Objectives |
|-----|---|---|--|
| M1 | Business Communication 80 hrs (T) 20 hrs (P) Credits: 5 Prerequisite: Nil | BS2008FP | On completion of the module, students should be able to communicate effectively, build professional relationships, prepare business documents and presentations for essential workplace communication. |
| | | Equivalent Code BS3001FP BS3001FPR | |
| M2 | Social Media Marketing 40 hrs (T) 60 hrs (P) Credits: 4 Prerequisite: Nil | BS2012FP | On completion of the module, students should be able to apply online media tools to execute the organisation's social media marketing strategies. |
| | | Equivalent Code Nil | |
| M3 | Retail and Online Selling 70 hrs (T) 40 hrs (P) Credits: 8 Prerequisite: Nil | RS2009FP | 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. |
| | | Equivalent Codes RS2001FP RS2001FPR RS2005FP | |
| M4 | Retail Operations 80 hrs (T) 40 hrs (P) Credits: 6 Prerequisite: Nil | RS2010FP | On completion of the module, students should be able to handle a range of core retail operations such as receiving, pricing, replenishing and cashiering. |
| | | Equivalent Codes RS2002FP RS2002FPR RS2006FP | |
| M5 | Retail Promotion and e-Marketing 50 hrs (T) 70 hrs (P) Credits: 5 Prerequisite: Nil | RS2007FP | 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. |
| | | Equivalent Codes RS2003FP RS2003FPR | |
| M6 | Visual Merchandising 50 hrs (T) 70 hrs (P) Credits: 4 Prerequisite: Nil | RS3003FP | 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. |
| | | Equivalent Codes RS3001FP RS3001FPR | |

Abbreviations: T – Theory, P – Practical

CREDITS FOR CERTIFICATION

Total of 32 credits from successful completion of 6 modules.

VENUE

ITE College West

Note:

- 1) The training schedule of lessons is subject to change.
- 2) Depending on the demand, not all the modules in the CET *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.