

HIGHER NITEC IN SERVICE MANAGEMENT

MODULE OBJECTIVES

Core Modules

Essentials of Communication I

On completion of the module, students should be able to apply the communication skills in listening, speaking, reading and writing, essential to build successful working relationships in social and workplace settings.

Information Technology

On completion of the module, students should be able to produce various types of business documents using software packages, apply advanced features of Word, Excel and PowerPoint for business functions.

Business Environment

On completion of the module, students should be able to provide an overview of the general environment in which businesses operate as well as be able to explore a range of contemporary issues relevant to each environment such as the changing public sector, corporate social responsibility and ethics, and globalization.

Service Excellence

On completion of the module, students should be able to display professional image and etiquette, cultivate customer rapport, respond to requests and enquiries, manage needs and expectations, handle customers from diverse backgrounds, handle service breakdown and recovery, provide information on products and services, approach sales prospects, promote products and services, close a sale, build customer loyalty and obtain customer feedback.

Event Administration & Operations

On completion of the module, students should be able to understand the concepts of event planning and operations and apply these concepts in simple event organisation at the workplace.

Principles of Marketing

On completion of the module, students should be able to develop skills and knowledge required to profile a target market or market segments in accordance with a marketing plan and to develop market positioning strategies.

Essentials of Communication II

On completion of the module, students should be able to apply the communication skills in listening, speaking, reading and writing, essential to build successful working relationships in business and workplace settings.

Contact Centre Systems & Operations

On completion of the module, students should be able to manage various contact centre equipment and applications. Students would also be well versed with the various technologies used in a contact centre environment to provide sales and/or support to customers.

Customer Relationship Management

On completion of the module, students should be able to have a basic understanding of the concepts used in customer relationship management.

New Media for Service Marketing

On completion of the module, students should be able to cultivate good customer service quality, customer contact and rapport through various new media service marketing tools and techniques.

On-the-Job Training I

On completion of the module, trainees should be able to apply and integrate Year 1 skills and knowledge acquired at ITE Approved Training Centres, and further develop competencies at the workplace.

On-the-Job Training II

On completion of the module, trainees should be able to apply and integrate Year 2 skills and knowledge acquired at ITE Approved Training Centres, and further develop competencies at the workplace.