NITEC IN RETAIL SERVICES

MODULE OBJECTIVES

Core Modules

Fundamentals of Communication I
Communication skills are important in everyday life, helping us to better understand the people and issues around us. This module encourages trainees to enjoy the communication process, to be better communicators and to motivate them to improve their skills. This module will re-visit some communication basics but will focus on speaking and listening.

Customer Service
On completion of the module, trainees 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 and promote products and services, close a sale, and obtain customer feedback.

Software Applications
On completion of the module, trainees should be able to produce office document using word processing, spreadsheet and PowerPoint software. In addition, students will be able to handle file management and have a basic appreciation of the user level maintenance of hardware.

Professional Image & Etiquette
On completion of the module, trainees will be aware of personal hygiene, grooming and deportment. They would also be able to plan their wardrobe for a professional appearance. They will also have the skills for social, business and dining etiquette.

Retail & Online Selling
On completion of the module, trainees 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, trainees 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, trainees should be able to engage in the promotion of goods and services and be aware of the extent technology is transforming the retail promotion and marketing landscape.

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 College, and further develop competencies at the workplace.

Fundamentals of Communication II
On completion of the module, trainees should be able to apply the essential communicative skills in listening, speaking, reading and writing, to build good relationships in social as well as workplace settings.

Elements of Business

On completion of the module, trainees should be able to provide an overview of the general environment in which businesses operate as well as business ethics and corporate social responsibility.

Visual Merchandising

On completion of the module, trainees 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.

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 College, and further develop competencies at the workplace.