

WORK-STUDY DIPLOMA IN E-COMMERCE & RETAIL (SUPERMARKET MANAGEMENT)

MODULE OBJECTIVES

The course aims to equip trainees with the necessary knowledge and skills to perform and build a retail career with deep understanding of e-commerce and supermarket management enabled by retail technology applications.

CORE MODULES

In-Store Operations

On completion of the module, trainees should be able to manage store operations in the supermarket environment.

Customer Immersive Experience & Service Innovation

On completion of the module, trainees should be able to use design thinking skills to plan and organise resources for the delivery of goods and services, through user-centred designs to develop innovative services and concepts to reinvent customers' journey.

Category Management & Merchandising

On completion of the module, trainees should be able to perform market analysis, understand market dynamics, perform spend & demand analysis, develop category management strategy and shelf & space planning to achieve effective use of resources.

E-Commerce Operations & Marketing

On completion of the module, trainees should be able to handle e-commerce products and processes to achieve optimisation of retail operations. Trainees should be able to conceptualise, plan and execute business plan for emarketing campaigns.

Logistics & Supply Chain Management

On completion of the module, trainees should be able to improve supply chain efficiency and responsiveness through the understanding of technological and logistical advancements in supermarket supply chain management

Retail Analytics & Business Performance

On completion of the module, trainees should be able to build retail dashboard along with data, dimensions and KPIs, to provide good analysis on business performance, and to use of data visualisation techniques to build successful story out of data.

Business Strategy & Revenue Management

On completion of the module, trainees should be able to analyse both competition and cooperation, form perspectives to build effective business models, review cost structure and

propose revenue streams for both online and offline stores to improve the productivity and business performance.

Leadership & People Management

On completion of the module, trainees should be able to understand different leadership styles to guide, coach, mentor, motivate and lead teams to achieve organisational goals.

Integration & Performance I

On completion of the module in Year 1, trainees should be able to integrate requisite skills, knowledge and professional attributes across different areas of competency centred around authentic work situations, and demonstrate proficiency in work performance.

Integration & Performance II

On completion of the module in Year 2, trainees should be able to integrate requisite skills, knowledge and professional attributes across different areas of competency centred around authentic work situations, and demonstrate proficiency in work performance.

Company Project

On completion of the module, trainees should have applied their acquired competencies in an authentic project that would value-add to the company.