HIGHER NITEC IN RETAIL & ONLINE BUSINESS (2 YEARS)

CERTIFICATION

Credits required for certification:

Cluster Core Modules	:	27
Specialisation Modules	:	12
Internship Programme Modules	:	8
Life Skills Modules	:	9
Cross-Disciplinary Core Modules	:	6
Electives	:	6
Total	:	68

COURSE STRUCTURE

Module Title	Credits
CLUSTER CORE MODULES	
Retail Operations	3
Visual Merchandising	3
Digital Commerce & Retail Marketing	3
Retail Supply Chain	3
Retail Merchandising	3
Fundamentals of Business Operations	3
Sales Techniques & Engagement	3
E-Commerce for Business	3
Sustainability in Retail	3
SPECIALISATION MODULES (E-COMMERCE & DIGITAL MARKETING)	
Immersive Retail Experience	3
Live Streaming for Business	3
Digital Content Creation	3
Retail Analytics	3
SPECIALISATION MODULES (WHOLESALE BUSINESS)	
Procurement Management	3
Fundamentals of Wholesale Trading Operations	3
Wholesale Order Fulfilment	3
Wholesale Shipping	3
INTERNSHIP PROGRAMME MODULES	
Internship Programme	8
CROSS-DISCIPLINARY CORE MODULES	
Robotic Process Automation for Business	3
Design Thinking for Business Services	3
Food Sustainability	3

Module Title	Credits
Blockchain in Business Application'	3
Basic Data Management & UX Design	3
Advanced Data Management & UX Design	3
Digital Design Principles	3
ELECTIVES (COURSE SPECIFIC)	
Introduction to Hand-Tied Bouquet	2
Advanced Hand-Tied Bouquet	2
Floral Arrangement	2
Floral Arrangement for Occasions	2
ELECTIVES (INTER-DISCIPLINARY)	
Effective Business Networking	2
ASEAN Business Basics	2
Customer Experience Design	2
Introduction to Green & Sustainable Finance	2
Accounting Analytics	2
ELECTIVES (GENERAL) AND LIFE SKILLS MODULES	
For details, click here	

Note: The offer of electives is subject to the training schedule of respective ITE Colleges. Students are advised to check with their Class Advisors on the availability of the elective modules they intend to pursue.

MODULE OBJECTIVES

Cluster Core Modules

Retail Operations
On completion of the module, students should be able to handle a range of core retail operations such as receiving, pricing, replenishing and cashiering.

Visual Merchandising
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.

Digital Commerce & Retail Marketing
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 strategize and measure success for customer experience engagement and enhancement, and ultimately boost business performance.

Retail Supply Chain
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.

Retail Merchandising

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.

Fundamentals of Business Operations

On completion of this module, students should be able to support essential business operations by differentiating the various functions in an enterprise, compute employee payroll, prepare documents to support international trade, handle monetary transactions, compute accounting equation and record business transactions in source documents.

Sales Techniques & Engagement

On completion of module, students be able to apply sales techniques to sell to client needs and develop strong sales relationships.

E-Commerce for Business

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.

Sustainability in Retail

On completion of this module, students should be able to promote retail sustainability, implement retail sustainability measures, and support the development of sustainability communication materials as well as to measure the results of such programmes.

Specialisation Modules (E-Commerce & Digital Marketing)

Immersive Retail Experience

On completion of the module, students should be able to implement improvements across different retail touchpoints (online & offline) to enhance customer sensory experiences throughout the retail journey.

Live Streaming for Business

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.

Digital Content Creation

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.

Retail Analytics

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.

Specialisation Modules (Wholesale Business)

Procurement Management

On completion of the module, students should be able to apply skills and knowledge to support management decisions in wholesale procurement and negotiation with market and supplier information, as well as prepare information for bulk orders.

Fundamentals of Wholesale Trading Operations

On completion of the module, students should be able to apply skills and knowledge to process bulk orders, perform quality assurance on bulk orders, and receive and manage inventory for wholesale business.

Wholesale Order Fulfilment

On completion of the module, students should be able to apply skills and knowledge to provide business-to-business (B2B) order fulfilment services to customer specifications through after-sales support and customer relationship management.

Wholesale Shipping

On completion of the module, students should be able to apply skills and knowledge to coordinate business-to-business (B2B) shipping.

Electives (General) and Life Skills Modules

For details, click here.