

## HIGHER NITEC IN CUSTOMER EXPERIENCE (3 YEARS)

### CERTIFICATION

Credits required for certification:

Sector Foundation Modules	: 18
Cluster Core Modules	: 6
Specialisation Modules	: 33
Internship Programme Modules	: 12
Life Skills Modules	: 10
Cross-Disciplinary Core Modules	: 9
Electives	: 8
Total	: 96

### COURSE STRUCTURE

Module Title	Credits
<b>SECTOR FOUNDATION MODULES</b>	
Principles of Business	3
Innovation & Entrepreneurship	3
Business Communication	3
Social Media Marketing	3
Service Excellence	3
Basics of Data Analytics	3
<b>CLUSTER CORE MODULES</b>	
Fundamentals of Business Operations	3
Sales Techniques & Engagement	3
<b>SPECIALISATION MODULES</b>	
Introduction to Service Quality	3
Managing Customer Expectations	3
Principles of Sustainability	3
Marketing Fundamentals	3
Consumer Insights Analytics	3
Consumer Behaviour	3
Digital Media Management	3
Customer Engagement & Loyalty	3
Sales & Channel Management	3
Service Design for Operations	3
Service Marketing	3
<b>INTERNSHIP PROGRAMME MODULES</b>	
Internship Programme 1	4
Internship Programme 2	8

Module Title	Credits
<b>CROSS-DISCIPLINARY CORE MODULES</b>	
Robotic Process Automation for Business	3
Design Thinking for Business Services	3
Food Sustainability	3
Basics of Supply Chain Management	3
Blockchain in Business Application'	3
Basic Data Management & UX Design	3
Advanced Data Management & UX Design	3
Digital Design Principles	3
<b>ELECTIVES (COURSE SPECIFIC)</b>	
Etiquette in the Digital World	2
Multimedia Content Creation	2
<b>ELECTIVES (INTER-DISCIPLINARY)</b>	
Effective Business Networking	2
ASEAN Business Basics	2
Introduction to Green & Sustainable Finance	2
Accounting Analytics	2
<b>ELECTIVES (GENERAL) AND LIFE SKILLS MODULES</b>	
For details, click <a href="#">here</a>	

*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

### Sector Foundation Modules

#### Principles of Business

On completion of the module, students should be able to understand basic business concepts and relate the impact of political, economic, social and technological factors on business activities.

#### Innovation & Entrepreneurship

On completion of the module, students should be able to explore opportunities for value-creation with an innovative mind-set and apply the fundamental concepts of entrepreneurship to develop a business plan for an entrepreneurial venture

#### Business Communication

On completion of the module, students should be able to apply essential communication skills to prepare business documents and presentations.

#### Social Media Marketing

On completion of the module, students should be able to develop social media content and apply online media tools to execute the organisation's social media marketing strategies.

### Service Excellence

On completion of the module, students should be able to understand the concepts of service delivery, identify and respond to customers' needs and expectations, create and deliver value to build positive customers' experience and increase organisational profitability.

### Basics of Data Analytics

On completion of the module, students should be able to adopt spreadsheet and analytics software to visualise and analyse data, and generate formatted reports to facilitate informed business decision

## Cluster Core Modules

### 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.

## Specialisation Modules

### Introduction to Service Quality

On completion of the module, students would be able to design and manage consumer touchpoints through mapping and evaluation to enhance personalised and customised service quality.

### Managing Customer Expectations

On completion of the module, students would be able to identify the elements of quality customer service, and work towards exceeding customer expectations.

### Marketing Fundamentals

On completion of the module, students would be able to apply the marketing mix to effectively position a product or service in the market.

### Principles of Sustainability

On completion of the module, students would be able to engage in consumer-oriented marketing, customer value marketing, innovative marketing, sense-of-mission marketing, and societal marketing for the promotion of environmentally and socially responsible products, practices, and brand values.

### Consumer Insights Analytics

On completion of the module, students would be able to analyse key elements of consumer behaviour and psychological influences from the data, to make suitable recommendations for product and services and manage relationships.

### Consumer Behaviour

On completion of the module, students would be able to identify, interpret customer cognitive processes and predict final behavioural patterns.

### Digital Media Management

On completion of the module, students would be able to create and manage content, and track trends on various digital platforms to engage customers.

### Customer Engagement & Loyalty

On completion of the module, students would be able to implement plans and initiatives relating to the customer experience and loyalty. Students would also be able to conduct market research activities to forecast emerging market needs that are relevant for the organisation.

### Sales & Channel Management

On completion of the module, students would be able to leverage technology to ensure consistency among suppliers carrying a company's product or service.

### Service Design for Operations

On completion of the module, students would be able to identify needs and uncover opportunities, create ideas and propose outcomes to improve the efficiency of customer care and services.

### Service Marketing

On completion of the module, students would be able to coordinate trade shows, marketing collaterals and track outreach activities, with the objective to widen brand exposure.

### **Electives (General) and Life Skills Modules**

For details, click [here](#).