

List of Competencies for On-the-Job Training (OJT)
Work-Study Diploma in E-Commerce & Retail

Note: LOC is subject to changes due to curriculum review/ development

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
1	Manage inventory	☐
2	Perform sales transactions	☐
3	Align branch operations to HQ	☐
4	Maintain store security	☐
5	Gather target customer/consumer profile	☐
6	Enhance customer experience and touchpoints	☐
7	Review product category performance	☐
8	Implement trade marketing promotions and shelf management strategies	☐
9	Manage online store	☐
10	Execute e-marketing strategies & campaigns	☐
11	Evaluate channel sales data	☐
12	Manage supply chain operations	☐
13	Manage warehouse operations	☐
14	Manage cold chain operations	☐
15	Compute statistical data	☐
16	Perform data visualisation	☐
17	Conduct competitor analysis	☐
18	Conduct financial analysis	☐
19	Manage revenue streams	☐
20	Lead team planning activities to develop operational plans to achieve team objectives	☐
21	Manage professional development for self and team members	☐
	Sub-total of Competencies (Standard)	0
List of Competencies (Company-specific)		
1		
2		
3		
4		

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
5		
	Sub-total of Competencies (Company-specific)	0

Note:

- Company must be able to provide OJT for at least **75%** of the List of Competencies (Standard).
- If company is unable to meet the 75%, please propose alternate **course-related** competencies which are unique to company operations. Alternate competencies are capped at 25%.
[i.e. 50% of the list of competencies (standard) + 25% alternate competencies (Company-specific)].
- All alternate competencies (Company-specific) must be reviewed and endorsed by ITE.
- Trainees must receive OJT and be assessed for **All** competencies selected in this List.

Total no. of competencies selected by company for OJT

0

Total no. of competencies listed (*standard & company specific*)

21

Percentage of selected competencies

0%

Completed By:

Name

Company

MODULE SYNOPSIS – WSDip in E-commerce & Retail

Course Objective

This course equips trainees with the skills, knowledge and professional attributes to perform and build a retail career with deep understanding of e-commerce and store management enabled by retail technology applications.

Modules Synopsis

In-Store Operations
On completion of the module, trainees should be able to manage store operations in the retail 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, online and offline strategies 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 e-marketing 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 provide analytical data on inventory levels, supply chain movement, consumer demand and sales, that are crucial for making business decision.
Business Strategy & Revenue Management
On completion of the module, trainees should be able to use strategic planning tool and data driven analysis to develop a business strategic plan to set a business focus and goals and using revenue management strategies to optimise revenue generation.
Leadership & People Management
On completion of the module, trainees should be able to lead team planning activities so as to develop operational plans to achieve team objectives, manage professional development for self and team members.
On-the-Job Training
On completion of the module, trainees should be able to apply the skills and knowledge acquired at ITE College and workplace to take on the full job scope, including supervisory function, where appropriate, at the company

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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.