

HIGHER NITEC IN RETAIL & ONLINE BUSINESS WITH ENHANCED FOUNDATION PROGRAMME (4 YEARS)

The first year (Enhanced Foundation Programme) aims to prepare students to cope with the demands of the course.

The modules include:

- Basics of Customer Service
- Basics of Digital Storytelling
- Fundamentals of Software Applications
- Understanding Social Media
- Elements of Communication
- Basics of Foreign Cultures
- Elements of Small Business Management
- Introduction to Personal Finance
- Sports & Wellness Foundation 1
- Sports & Wellness Foundation 2
- Applied Learning I
- Applied Learning II

Students who have completed the Enhanced Foundation Programme would then proceed to Year 1 of the 3-Year *Higher Nitec* in Retail & Online Business Programme as listed below:

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
Elective Modules	: 8
Total	: 96

COURSE STRUCTURE

Module Title	Credits
SECTOR FOUNDATION MODULES	
Principles of Business	3
Innovation & Entrepreneurship	3
Business Communication	3
Social Media Marketing	3
Service Excellence	3
Basics of Data Analytics	3
CLUSTER CORE MODULES	
Fundamentals of Business Operations	3
Sales Techniques & Engagement	3
SPECIALISATION MODULES	
Retail Operations	3
Visual Merchandising	3
Digital Commerce & Retail Marketing	3
Retail Supply Chain	3
Retail Merchandising	3
Immersive Retail Experience	3
Live Streaming for Business	3
Digital Content Creation	3
E-Commerce for Business	3
Retail Analytics	3
Sustainability in Retail	3
INTERNSHIP PROGRAMME MODULES	
Internship Programme 1	4
Internship Programme 2	8
CROSS-DISCIPLINARY CORE MODULES	
Robotic Process Automation for Business	3
Design Thinking for Business Services	3
Food Sustainability	3
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

Module Title	Credits
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

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

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

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.

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.

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.

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.

Electives (General) and Life Skills Modules

For details, click [here](#).