



**CERTIFICATE IN  
RETAILING OPERATIONS**  
Course Handbook

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## Course Objective

The Certificate in Retailing Operations is particularly designed to equip students with the knowledge to flourish in the retail industry and establishments. Learners are required to demonstrate interpersonal, self-study, research and presentation skills throughout the qualification.

## Course Outcome

The Certificate in Retailing Operations combines practical career-based elements with several essential underpinning management disciplines that will be invaluable as the individual's career progresses. The course is therefore an ideal preparation for immediate employment in the sector.

The overall outcomes of the Certificate in Retailing Operations are as follows:

1. To provide students with the knowledge and skills that will enable them to progress to Diploma in retail related studies;
2. To provide students with the necessary theoretical and practical knowledge of business at the foundation level;
3. To lay the foundation for future professional development.

## Course Structure

- **Duration of Study and Contact Hours:**  
6 months (3 months institutional studies + 3 months Industrial Attachment) (Full-time)  
3 hours per day, 5 days a week  
Total Hours: 180 hours + 3 months industrial attachment
- **Modules:**  
**Five (5) Modules**
  - Introduction to Retailing Operations
  - Leading and Developing Staff
  - Introduction to Retailing Sales and Marketing
  - Customer Service in Retailing
  - Industrial Attachment – Essentials of Retailing Operations
- **Mode of Teaching:**  
Face-to-Face Delivery via
  - Lecture Sessions
  - Tutorial Sessions
  - Class Discussion
  - Group Work & Pair Work
  - Practical Sessions
  - Industrial Attachment
- **Teacher to Student Ratio:**  
1:80
- **Medium of Instruction:**  
English

## Industrial Attachment

The Industrial Attachment provides students the opportunity to undergo 3 months internship in the retail industry. Typical establishments range from small businesses such as retail shops, supermarkets and convenience stores through to large, globally recognized hypermarkets and department stores. Students will be able to apply their academic learning via hands-on learning in real life scenarios.

The Industrial Attachment forms a critical part of the overall assessment. Students are expected to complete their work-based assessment in the form of the Industrial Attachment Logbook during the 3-month period.

A training work permit is required to undertake the Industrial Attachment. The application for training work permit is subject to approval by the Ministry of Manpower. Students who are unable to secure the training work pass will have to successfully complete and submit an assignment for the module under IA.

## Course Modules and Outline

### 1) Introduction to Retailing Operations:

The purpose of this course is to introduce the learners to the world of retailing. Learners will learn the elements that comprise the retail mix, including types of retailers, multi-channel retailing, consumer buying behaviour and learn the importance of store location for a retailer's performance.

### 2) Leading and Developing Staff:

This module aims to teach learners the essentials for retail business success; how to build a strong team culture, setting clear goals for performance, and motivating and leading team members.

### 3) Introduction to Retailing Sales and Marketing:

The aims of this module to teach learners to identify the needs of the customers, marketing strategies and applying selling techniques when handling the sales process in the retail industry.

### 4) Customer Service in Retailing:

The purpose of this module is to understand the importance of excellent customer service and learners will also learn how to turn a potentially negative customer experience into a great one.

### 5) Industrial Attachment – Essentials of Retailing Operations:

Through a 3-month industrial attachment, this module aims to introduce learners to a range of functions within the retail industry, which includes, retailing, merchandising, storing and inventory control.

## Graduation Requirements

Students will be awarded the Certificate in Retailing Operations if they achieve at least a Pass grade in all 5 modules of the course and has a minimum of 90% of attendance rate for the whole duration of the course.

Students who successfully completed the Certificate in Retailing Operations can progress onto the Diploma qualifications in retail related studies.

## Admission Requirements

### Age Requirement:

Minimum 17 years of age

### Language Requirements:

Minimum Grade 5 in English Language for GCE 'N' Level or regional equivalent

### Academic Requirements:

Minimum 2 GCE 'N' Level credits or regional equivalent

### Mature Candidates:

- Are 30 years and above at the time of registration; and
- Have at least 8 years of verifiable working experience; and
- Provide a detailed resume with contact details of past and present employers

All applicants are subjected to the School's assessment of eligibility for entry into the programme.

## Required Documents

1. Application Form
2. Passport Photocopy of Applicant
3. Certified Copy of Highest Qualification Certificates and Transcripts
4. 2 Passport Size Photograph
5. CV (For Mature Candidates)

## Course Fees

Course Fees	Price (SGD\$) (with GST, if any)
Tuition Fees	2,400
Examination Fees	150
Course Material Fees	350
School Administration Fee	100
Fee Protection Scheme	200
Student Pass Application and Issuance Fees	180
Medical Insurance	120
<b>Total Course Fees Payable</b>	<b>3,500</b>

Miscellaneous Fees	Price (SGD\$) (with GST, if any)
Student Pass Renewal Processing Fees	216
School Application Fees (Non-refundable)	324
Medical Check-Up	54
Re-Mark Examination Fee / Certificate Reprint	162
Re-Examination Fee / Late Entry Exam Fee (per module)	108
Late Payment Fee (per month)	54

## Course Assessment

- **Modes for Assessment:**

The students will be assessed through two (2) components:

- 1) Written Examination
- 2) Industrial Attachment Logbook / Assignment

Module Code	Module Title	Assessment Mode	Frequency	Weightage
<b>IRO</b>	Introduction to Retailing Operations	Written Examination	1	100%
<b>Total</b>				<b>100%</b>

Module Code	Module Title	Assessment Mode	Frequency	Weightage
<b>LDS</b>	Leading and Developing Staff	Written Examination	1	100%
<b>Total</b>				<b>100%</b>

Module Code	Module Title	Assessment Mode	Frequency	Weightage
<b>IRSM</b>	Introduction to Retailing Sales and Marketing	Written Examination	1	100%
<b>Total</b>				<b>100%</b>

Module Code	Module Title	Assessment Mode	Frequency	Weightage
<b>CSR</b>	Customer Service in Retailing	Written Examination	1	100%
<b>Total</b>				<b>100%</b>

Module Code	Module Title	Assessment Mode	Frequency	Weightage
<b>IA - ERO</b>	Industrial Attachment – Essentials of Retailing Operations	Industrial Attachment Logbook / Assignment	1	100%
<b>Total</b>				<b>100%</b>

- **Overall Grade Structure for each module:**

High Distinction	Distinction	Merit	Pass	Fail
90 – 100%	80 – 89%	60 – 79%	50 – 59%	Below 50%

- **Assessment Schedule**

<b>Duration</b>	<b>Assessment Schedule</b>
Weeks 1 – 3	Week 3 – Written Examination
Weeks 4- 6	Week 6 – Written Examination
Weeks 7 - 9	Week 9 – Written Examination
Weeks 10 - 12	Week 12 – Written Examination
3 Months IA	Industrial Attachment Logbook / Assignment

**Note:**

Actual dates of the assessments may vary to better fit students' learning progress. Students will be informed by the class lecturer if there are changes.