



**DIPLOMA IN RETAIL AND SALES
MANAGEMENT**
Course Handbook

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Course Objective

The Diploma in Retail and Sales Management is particularly designed to equip learners with the knowledge to flourish in the retail industry at the managerial level. This course covers the skills and knowledge required to manage a retail business. Learners are required to demonstrate interpersonal, self-study and research and presentation skills throughout the qualification.

Course Outcome

The Diploma in Retail and Sales Management 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 Diploma in Retail and Sales Management are as follows:

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

Course Structure

- **Duration of Study and Contact Hours:**
12 months (6 months institutional studies + 6 months Industrial Attachment) (Full-time)
3 hours per day, 5 days a week, 4 - 5 weeks per module
Total Hours: 360 hours + 6 months industrial attachment
- **Modules:**
Six (6) Modules
 - Retailing Business Management
 - Retailing Marketing and Sales Management
 - Financial Management in Retailing
 - Effective Business Communication in Retailing
 - Retailing Staff Etiquette and Professional Image
 - Industrial Attachment
- **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 6 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 6-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 do 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) Retailing Business Management

The module focuses on the different management functions of business organizations in the retail environment. It describes how retail managers should manage resources and activities in such a way that retail organizations can operate their business in a profitable manner. Learners will also learn the purchasing process.

2) Retailing Marketing and Sales Management

This module aims to develop learners' knowledge on marketing and sales skills in the retail industry. Learners will also learn about marketing mix components and explain the environmental factors which influence consumer and organizational decision-making processes.

3) Financial Management in Retailing

The module introduces learners to the concepts of financial accounting and accounting skills required for preparation and analysis of financial statements. Learners will also learn about the operation of the retail business in terms of the elements of costs.

4) Effective Business Communication in Retailing

This module focuses on the effective communication in a retailing business. It includes a review of business letters, formal and informal reports, and oral presentation. Learners will also learn about different communication methods and barriers of communication.

5) Retailing Staff Etiquette and Professional Image

This module focuses on the retailing staff etiquette and professional image. Learners will learn about personal hygiene and how to maintain a good personal grooming at the workplace.

6) Industrial Attachment

This module aims to introduce learners to a range of managerial functions within the retail industry i.e. Retailing, Merchandising, Selling and Marketing.

Graduation Requirements

Students will be awarded the Diploma in Retail and Sales Management if they achieve at least a Pass grade in all 6 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 Diploma in Retail and Sales Management can progress onto the Advanced Diploma qualifications in retail related studies.

Admission Requirements

Age Requirement:

Minimum 18 years of age

Language Requirements:

Minimum C6 in English Language for GCE 'O' Level or regional equivalent

Academic Requirements:

Minimum 3 GCE O Level credits (minimum C6 in any 3 subjects) or NITEC (in any field) or Certificate in Retailing Operations 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\$)
Tuition Fees	4,250
Examination Fees	300
Course Material Fees	450
School Administration Fee	100
Fee Protection Scheme	200
Student Pass Application and Issuance Fees	180
Medical Insurance	120
Total Course Fees Payable	5,600

Miscellaneous Fees	Price (SGD\$)
Student Pass Renewal Processing Fees	200
School Application Fees (Non-refundable)	300
Medical Check-Up	50
Re-Mark Examination Fee / Certificate Reprint	150
Re-Examination Fee / Late Entry Exam Fee (per module)	100

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
RBM	Retailing Business Management	Written Examination	1	100%
Total				100%

Module Code	Module Title	Assessment Mode	Frequency	Weightage
RMSM	Retailing Marketing and Sales Management	Written Examination	1	100%
Total				100%

Module Code	Module Title	Assessment Mode	Frequency	Weightage
FMR	Financial Management in Retailing	Written Examination	1	100%
Total				100%

Module Code	Module Title	Assessment Mode	Frequency	Weightage
EBCR	Effective Business Communication in Retailing	Written Examination	1	100%
Total				100%

Module Code	Module Title	Assessment Mode	Frequency	Weightage
RSEPI	Retailing Staff Etiquette and Professional Image	Written Examination	1	100%
Total				100%

Module Code	Module Title	Assessment Mode	Frequency	Weightage
IA	Industrial Attachment	Industrial Attachment Logbook / Assignment	1	100%
Total				100%

- Overall Grade Structure for each module:**

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

- **Assessment Schedule**

Module	Duration	Assessment Schedule
RBM	Weeks 1 – 5	Week 5 – Written Examination
RMSM	Weeks 1 – 5	Week 5 – Written Examination
FMR	Weeks 1 – 5	Week 5 – Written Examination
EBCR	Weeks 1 – 5	Week 5 – Written Examination
RSEPI	Weeks 1 – 4	Week 4 – Written Examination
IA	6 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.