



DIPLOMA IN RETAIL MANAGEMENT

CORE MODULES

Competency Unit: Manage Merchandising and Store Presentation

Reference Number: RE-MM-401C-1

COURSE OVERVIEW

This competency unit specifies a range of skills and knowledge required to effectively manage merchandise and store presentation. It includes:

- Manage store merchandising and display standards
- Plan and manage store advertising and promotions
- Manage store pricing policies
- Manage housekeeping

This unit is within the competency category of *Manage Merchandising and Store Presentation* and is one of the core modules leading to the CET Diploma in Retail Management.

The main target audience of this module is the service and sales manager/assistant manager from the retail outlets of various service industry sectors.

Recommended Hours (inclusive of assessment): 40 hours

Competency Unit: Manage Marketing Strategies

Reference Number: RE-MM-402C-2

COURSE OVERVIEW

On successful completion of this unit the participant will have the knowledge and skills to manage marketing strategies in a retail environment. The unit includes:

- Forecast trends to identify retail marketing opportunities
- Determine changes needed to improve current marketing performance and take advantage of marketing opportunities
- Monitor and improve marketing performance

This unit is within the competency category of *Manage Marketing Strategies* and is one of the core modules leading to the CET Diploma in Retail Management.

The main target audience of this module is the service and store manager/assistant manager from the retail outlets of various service industry sectors.

Recommended Hours (inclusive of assessment): 32 hours

Competency Unit: Manage Finance for Retail Operations

Reference Number: RE-SS-410C-2

COURSE OVERVIEW

This competency unit specifies the skills and knowledge required by store managers to manage finance and develop budgets for retail operations. It includes:

- Describe financial planning for retail operations
- Apply break even analysis to manage profitability
- Describe stock and operations productivity management
- Analyse operational, strategic and financial planning documents
- Develop budget proposals
- Negotiate with relevant groups to develop support / seek approval for plans

This unit is within the competency category of *Manage Finance for Retail Operations* and is one of the core modules leading to the CET Diploma in Retail Management.

The main target audience of this module is the service and sales manager/assistant manager from the retail outlets of various service industry sectors.

Recommended Hours (inclusive of assessment): 48 hours

Competency Unit: Lead and Manage Work Teams

Reference Number: RE-SO-410C-1

COURSE OVERVIEW

This competency unit looks at the process of leading and managing a work. The competency elements covered in this unit are:

- Direct and organise work teams
- Lead work teams
- Manage work teams

In this unit, learners can acquire competencies such as directing ,organising, leading and managing work teams effectively.

The main target audience of this module are the shop managers, merchandising managers, operations managers, chain store managers, department managers, commercial managers, area managers and store managers.

Recommended Hours (inclusive of assessment): 40 hours

Competency Unit: Retailing and the Economy

Reference Number: RE-MM-408C-1

COURSE OVERVIEW

On completion of this unit participant will be able to apply the knowledge of retailing and the economy in the organization. The unit includes:

- Demonstrate knowledge of retailing
- Demonstrate knowledge of economics in the context of retailing
- Apply economic concepts of retailing in Singapore

This unit is within the competency category of *Retailing and the Economy* and is one of the core modules leading to the CET Diploma in Retail Management.

The main target audience of this module is the service and store manager/assistant manager from the retail outlets of various service industry sectors.

Recommended Hours (inclusive of assessment): 24 hours

Competency Unit: Manage Service Operations

Reference Number: SV-CS-403G-0

COURSE OVERVIEW

On completion of this unit the learner will have knowledge and application skills in planning to meet internal and external customer requirements, ensuring delivery of quality service and monitoring and review of customer service. The unit includes:

- Plan to meet internal and external customer requirements
- Ensure the delivery of quality service
- Monitor and review customer service

This unit is within the competency category of *Manage Service Operations* and is one of the core modules leading to the CET Diploma in Retail Management.

The main target audience of this module is the service and store manager/assistant manager from the retail outlets of various service industry sectors.

Recommended Hours (inclusive of assessment): 40 hours

Competency Unit: Manage Human Resources to Achieve Service Excellence

Reference Number: SV-PP-401G-0

COURSE OVERVIEW

On completion of this unit the learner will have the knowledge and application skills in human resources planning, selecting, developing, motivating and empowering customer focused staff; and developing reward strategies to recognize service excellence. The unit includes:

- Undertake Human Resources planning based on the organisation's customer focused strategies.
- Recruit and select customer-centric staff
- Monitor the impact of staff satisfaction on staff performance
- Develop effective customer service staff
- Implement and manage a customer service award program for employees

This unit is within the competency category of *Manage Service Operations* and is one of the core modules leading to the CET Diploma in Retail Management.

The main target audience of this module is the service and store manager/assistant manager from the retail outlets of various service industry sectors.

Recommended Hours (inclusive of assessment): 40 hours

ELECTIVE MODULES

Competency Unit: Manage Promotional Activities

Reference Number: RE-MM-404E-1

COURSE OVERVIEW

This competency unit specifies the skills and knowledge needed for the establishment and management of promotional activities designed to assist businesses in providing service to their end customers.

It includes:

- Determine promotional programme, objectives and element
- Develop and communicate the promotional plan
- Monitor and evaluate the promotional programme plans and support activities

This unit is within the competency category of *Manage Promotional Activities* and is one of the elective modules leading to the CET Diploma in Retail Management.

The main target audience of this module is the service and store manager/assistant manager from the retail outlets of various service industry sectors.

Recommended Hours (inclusive of assessment): 32 hours

Competency Unit: Manage and Maintain Store Facilities

Reference Number: RE-SO-404E-1

COURSE OVERVIEW

This competency unit specifies the skills and knowledge required in the management of store facilities in the retail environment. It includes:

- Identify and analyse the store maintenance programme
- Analyse and negotiate maintenance contracts
- Develop and implement the store maintenance programme
- Review the store maintenance programme

This unit is within the competency category of *Manage and Maintain Store Facilities* and is one of the elective modules leading to the CET Diploma in Retail Management.

The main target audience of this module is the service and store manager/assistant manager from the retail outlets of various service industry sectors.

Recommended Hours (inclusive of assessment): 32 hours

Competency Unit: Buy Merchandise

Reference Number: RE-MM-403E-2

COURSE OVERVIEW

On completion of this unit, the participant will have knowledge and skills to buy merchandise in a retail environment. The unit includes:

- Identify the retail positioning of the store
- Interpret changing consumer-values and global trends
- Build a strategic product range
- Negotiate with the supplier
- Order stock

This unit is within the competency category of *Buy Merchandise* and is one of the elective modules leading to the CET Diploma in Retail Management.

The main target audience of this module is the service and store manager/assistant manager from the retail outlets of various service industry sectors.

Recommended Hours (inclusive of assessment): 40 hours

Competency Unit: Control Inventory

Reference Number: RE-MM-409E-1

COURSE OVERVIEW

On successful completion of this unit the participant will have the knowledge and skills to Control inventory in a retail environment. The unit includes:

- Manage receipt, dispatch and storage of merchandise
- Manage inventory control system
- Implement and monitor stocktaking procedures
- Investigate and document stock discrepancies

This unit is within the competency category of *Control Inventory* and is one of the elective modules leading to the CET Diploma in Retail Management.

The main target audience of this module is the service and store manager/assistant manager from the retail outlets of various service industry sectors.

Recommended Hours (inclusive of assessment): 32 hours

Competency Unit: Contribute to the Buying of Merchandise

Reference Number: RE-MM-406E-2

COURSE OVERVIEW

On successful completion of this unit the participant will have the knowledge and skills to contribute to the buying of merchandise in a retail environment. The unit includes:

- Identify and/or develop systems to gather feedback and monitor turnover of merchandise
- Gather feedback and monitor turnover of merchandise
- Provide feedback on merchandise and recommendations for buying plan

This unit is within the competency category of *Contribute to the Buying of Merchandise* and is one of the elective modules leading to the CET Diploma in Retail Management.

The main target audience of this module is the service and store manager/assistant manager from the retail outlets of various service industry sectors.

Recommended Hours (inclusive of assessment): 24 hours

Competency Unit: Manage Staff Training and Assessment

Reference Number: RE-SS-405E-2

COURSE OVERVIEW

On successful completion of this unit the participant will have the knowledge and skills to manage staff training and assessment. The unit includes:

- Communicate information relating to the training and assessment programmes
- Coordinate training and assessment
- Evaluate effectiveness of training and assessment

This unit is within the competency category of *Manage Staff Training and Assessment* and is one of the elective modules leading to the CET Diploma in Retail Management.

The main target audience of this module is the service and store manager/assistant manager from the retail outlets of various service industry sectors.

Recommended Hours (inclusive of assessment): 24 hours

Competency Unit: Manage Customer Relationships in a Retail Environment

Reference Number: RE-SS-412E-1

COURSE OVERVIEW

On completion of this unit, the learner will have knowledge and skills to manage customer relations management system in a retail environment. The unit includes:

- Develop and maintain positive relations with customers
- Develop systems to manage customer relations
- Maintain and improve the quality of customer relations management system

This unit is within the competency category of *Manage Customer Relationships in a Retail Environment* and is one of the elective modules leading to the CET Diploma in Retail Management.

The main target audience of this module is the service and store manager/assistant manager from the retail outlets of various service industry sectors.

Recommended Hours (inclusive of assessment): 32 hours

Competency Unit: Manage Sales Operations

Reference Number: RE-SCS-405E-1

COURSE OVERVIEW

On completion of this unit participant will have the knowledge and skills to manage sales operations. The unit includes:

- Manage sales targets
- Manage resources to ensure smooth running of store operations
- Manage staff performance
- Manage motivation of staff to achieve sales targets

This unit is within the competency category of *Manage Sales Operations* and is one of the elective modules leading to the CET Diploma in Retail Management.

The main target audience of this module is the service and store manager/assistant manager from the retail outlets of various service industry sectors.

Recommended Hours (inclusive of assessment): 40 hours

Competency Unit: Develop/ Co-develop Stores Security Policies and Procedures

Reference Number: RE-SO-409E-1

COURSE OVERVIEW

On completion of this unit participant will have the knowledge and skills to develop / co-develop store security policies and procedures. The unit includes:

- Plan / Co-plan a security system for the retail store
- Develop / Co-develop and implement store security policies and procedures for retail staff
- Promote a safe working environment

This unit is within the competency category of *Develop/ Co-develop Stores Security Policies and Procedures* and is one of the elective modules leading to the CET Diploma in Retail Management.

The main target audience of this module is the service and store manager/assistant manager from the retail outlets of various service industry sectors.

Recommended Hours (inclusive of assessment): 16 hours

Competency Unit: Setup a Retail Business

Reference Number: RE-SO-408E-1

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COURSE OVERVIEW

On successful completion of this unit the participant will have the knowledge and skills to setup a retail business. The unit includes:

- Study the retail environment
- Develop a retail business plan
- Implement the retail business plan

This unit is within the competency category of *Setup a Retail Business* and is one of the elective modules leading to the CET Diploma in Retail Management.

The main target audience of this module is the service and store manager/assistant manager from the retail outlets of various service industry sectors.

Recommended Hours (inclusive of assessment): 40 hours