

DIPLOMA IN RETAIL MANAGEMENT WORK-BASED LEARNING

KPT: N/341/4/0082 (06/26) MQA: PA 14683

In this course, designed to provide candidates with comprehensive understanding of the theoretical and applied aspects of retail management, with emphasis on the key perspectives that shape the retail marketplace, including environmental influences, retail relationships and retail operations.

Student will have a broad chance in term of job opportunity.

INTAKE	Monthly intake throughout the year
DURATION	2 Years 6 Months
ENTRY REQUIREMENTS	Pass SPM with at least three (3) credits with any subject and pass in Bahasa Melayu and History or its equivalent
JOB OPPORTUNITY	Retail Supervisor, Junior Purchasing Executive, Junior Marketing Executive, Assistant Retail Manager, Retail Area Manager

COURSE STRUCTURE

YEAR 1

- English Proficiency
- Pengajian Malaysia 2
- Bahasa Melayu Komunikasi 1
- Introduction to Information Technology
- Principle of Management
- Business Communication
- Organizational Behaviour
- Introduction to Business
- Community Services
- Professional Ethics in Malaysia

- Event Management
- Principle of Marketing
- Business Etiquette
- Financial Accounting 1
- Advanced English Proficiency
- Microeconomics

YEAR 2

- Financial Accounting II
- Management Information System
- Macroeconomics
- Business Law
- E-commerce
- Human Resource Management

Practical-Work Based Learning

- Retail Promotion
- Retail Buying
- Retail Logistics

YEAR 3

Practical-Work Based Learning

- Public Relations and Publicity
- Retail Project
- Mall Management

INNOVATIVE INTERNATIONAL COLLEGE

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