

Diploma in Business and Retail Management



The Diploma in Business and Retail Management is designed for an individual intending to pursue a career in retail management. It is specially designed to equip you with the knowledge and practical skills required to succeed in the retail industry. During this course, the student will be kept abreast of the latest developments and trends in the industry, with topics that cover introduction to the management and operations of the retail business, customer service, introduction to understanding financial statements, marketing and branding, and sales and personal selling.

Job Prospects

- Retail Operations Executive
- Sales Executive
- Sales Promoter

Entry Requirements

Age	• Minimum 16 years old
Academic Qualification	• 3 GCE 'O' Level Passes at C6 and above; or • NITEC or Higher NITEC; or • Formal education equivalent to GCE 'O' Levels
English Language Proficiency	• GCE 'O' Level Pass in English at C6 and above; or • IELTS 5.0 and above

Intake

Monthly intake. Please contact IMSC for specific intake dates.

Course Duration

Academic Instruction (6 months)	No. of days per week No. of hours per day	5 3-4
The number of hours stated above are subject to change. Students will be eligible for the course as long as they fulfil the requisite number of hours, and successfully complete all the assessments as required of them.		
Industrial Attachment (Up to 6 months)	Upon completion of all 6 modules, students are required to attend an Industrial Attachment (IA). However, if students are unable to secure an IA, they will be given the option to complete a Final Project (FP).	

Delivery Method

The form of teaching involves lectures given to groups of students, accompanied by tutorials.

Assessment Methods

Assessments may take the form of one or more of the following:

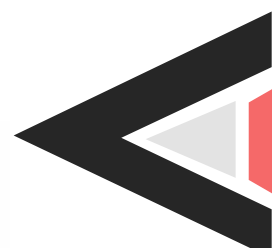
- Written and/or Oral Examinations
- Projects and/or Case Studies
- Practical Demonstrations and Assessments
- Simulations
- Role plays

Recognition of Prior Learning

Recognition of Prior Learning (RPL) is a process where a candidate may be granted credit or partial credit towards a qualification in recognition of skills and knowledge gained through work experience and/or formal training. For additional information relating to RPL for this course, please contact IMSC.

Enrollment

Contact IMSC at (65) 6423 0668 or info@imsc.edu.sg.



Course Outline

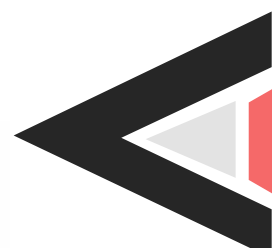
Academic Instruction (6 months)	Total no. of modules	6 modules
	No. of contact hours per module	60 hours
	Total contact hours	6 modules x 60 hours = 360 hours
Industrial Attachment (Up to 6 months)	Upon completion of all 6 modules, students are required to attend an Industrial Attachment (IA). However, if students are unable to secure an IA, they will be given the option to complete a Final Project (FP).	

Compulsory Core Modules

Module Code	Module Title
R1	Retail Business
R2	Management and Operations
R3	Customer Service
R4	Business Finance
R5	Sales and Personal Selling
R6	Promoting a Brand
IA	Industrial Attachment

Module Description

R1 – Retail Business	In this module, the learner will gain an understanding of the ways in which retailing has developed. The learner will learn about the structure and organization of the retail sector and current trends in the industry. The learner will also learn about available job roles in retail operations and explore progression routes for these jobs. Lastly, the learner will gain an understanding of the links between retailing and the wider political and economic environment and investigate important issues that affect the retail sector.
R2 – Management and Operations	In this module, the learner will understand the differences between the functional manager and the role of a leader. The learner will consider characteristics, behaviors and traits which support effective management and leadership. In addition, this module will introduce the concept of operations as both function and a process which all organizations must adopt to conduct business. Learners will be introduced to contemporary and historical theories and concepts which will support their learning for this module.
R3 – Customer Service	In this module learners will learn that attracting new customers costs a business more than keeping existing customers, so it is important to keep existing customers happy. This is done by building relationships with internal and external customers and giving them excellent service that exceeds their needs and expectations. This module will help learners develop communication and interpersonal skills when dealing with customers, and to understand the importance of having good product and service knowledge. It will explore how a business builds effective relationships with customers through identifying and confirming the customer's needs.



R4 – Business Finance	This module will explore the types of costs that businesses incur, from the initial start-up costs involved in setting up a business to the ongoing daily costs of running the business. Learners will explore the ways which sale of products and services generates revenue, in order to understand profit. Learners will examine how businesses plan for success and learn about techniques used to assist the planning process. This module will also enable learners to use budgets and cashflow forecasts. This module also explores ways in which business measure success and identify areas for improvement.
R5 – Sales and Personal Selling	<p>Personal selling is a direct method of dealing with customers, where each customer receives a relatively high level of personal attention. It usually involves meeting customers face-to-face or speaking to them on the telephone. However, new technologies also allow personal contact to take place over the internet, via video conferencing for example. Personal selling is flexible so that sales staff can respond to customer questions.</p> <p>Businesses have always relied on sales staff to sell goods and services in person and, in doing so, promote the business and its purposes. Sales staff need to know about the products and services they are selling so they can give customers any relevant information that may influence the purchasing decision.</p> <p>Successful selling will meet the needs and expectations of customers, while also meeting the organization's business objectives. In order to achieve this, sales staff need a combination of excellent communication and interpersonal skills, product knowledge and customer awareness.</p>
R6 – Promoting a Brand	<p>A successful business promotes itself to customers through its brand and image. This module explores what it takes to build a brand and what a business must consider when planning brand development. Learners will consider the important role of promotion and its place within the marketing mix. Learners will discover that promotion is a communication process, involving the sending and receiving of messages via a medium.</p> <p>The total communications program is called the promotional mix and involves a blend of advertising, direct marketing, personal selling, sales promotion and public relations. Learners will investigate the different elements of the promotional mix and begin to understand why careful planning of the promotional mix is essential if a brand is to be successful.</p>
IA – Industrial Attachment	<p>Upon completion of all 6 modules, all students are required an industrial attachment for up to 6 months with an organisation of their choice. Students will be required to submit reports and evaluations during the attachment.</p> <p>Industrial experience learning opens your eyes to a range of opportunities in the business world. It gives the learners first-hand practical experience and the chance to see what a variety of different jobs are really like, including some the learner may have considered. In this module, the learner will be exposed to different types of industry-related learning and its benefits. The learner will gather information before starting the placement, and how the placement can help the learner develop key competencies needed for employment. The learner will learn more about expectations of different roles and evaluate the experience through a reflective journal.</p>
FP – Final Project	Students who are unable to secure an attachment can opt for the Final Project as a replacement of the attachment. Students will be required to complete a research paper and presentation on a topic of their choice under the guidance of a lecturer.

Fees

LOCAL STUDENTS		
Fees Breakdown		Amount including 7% GST (SGD)
<i>Academic Fees</i>		
1	Course Fees	3,745.00
2	Course Material Fees	642.00
3	Examination Fees	642.00
Sub-Total:		5,029.00
<i>Others</i>		
4	Application Fees (non-refundable)	192.60
5	Fee Protection Scheme (FPS) (compulsory)	100.55
6	Medical Insurance (optional)	96.30
Grand Total:		5,418.45
Note: <ul style="list-style-type: none"> • Application Fees (\$192.60) have to be paid to begin the registration process. • Fee Protection Scheme is compulsory and payable before course commencement. • Instalment payment potentially available for local students. • Medical insurance is optional, depending on whether student has equivalent local insurance coverage. 		

INTERNATIONAL STUDENTS		
Fees Breakdown		Amount including 7% GST (SGD)
<i>Academic Fees</i>		
1	Course Fees	4,280.00
2	Course Material Fees	642.00
3	Examination Fees	642.00
Sub-Total:		5,564.00
<i>Others</i>		
4	Application Fees (non-refundable)	385.20
5	Fee Protection Scheme (FPS) (compulsory)	111.25
6	Banker's Guarantee	280.00
7	Medical Insurance (compulsory)	96.30
Grand Total:		6,436.75
Note: <ul style="list-style-type: none"> • Application Fees (\$385.20) have to be paid to begin the registration process. • All items except 4 must be paid in a single instalment before course commencement. 		

MISCELLANEOUS FEES (payable only if applicable)		
Purpose of Fees		Amount including 7% GST (SGD)
1	Deferment Fees	235.40
2	Re-Assessment Fees (per module)	160.50
3	Re-Module Fees (per module)	428.00
4	Penalty for Late Payment (per week)	10.70
5	Replacement of Student ID	21.40
6	ICA Online Issuance Fee (for Student's Pass)	90.00
7	Medical Insurance (if applicable)	96.30
8	IMSC T-Shirt	32.10

About IMSC

The International Management and Sports College (IMSC) was formed after a rebranding exercise undertaken by the International Sports Academy (ISA).

ISA was founded in 2003 to provide the much-needed knowledge and skills required to empower individuals with the right tools to achieve success in the burgeoning sporting industry. Together with our partners from the courseed States Sports Academy, the Australian Sports Academy, the National Strength and Conditioning Association, and the American Council on Exercise, we offer quality certifications and diplomas that are recognised internationally, to provide our students with an edge in the sports and fitness industry and meet their needs for lifelong learning.

Over the years, the sports and fitness industry has evolved greatly and the local sports scene has seen an explosion of world class sports events like Formula One and the WTA Finals. There is now a demand for trained personnel not just in sports and fitness, but also in tourism, hospitality, events management, marketing, retail, and facilities management. Thus ISA was renamed International Management and Sports College (IMSC) to better reflect our increased course offerings in business, tourism and hospitality management to better serve the changing needs of the industry.

IMSC will continue to serve as Singapore's and the region's premier private education institution, in providing a holistic education that equips individuals with the skillsets and competencies required for the future economy. We offer a series of quality academic programmes, professional certifications and continuing education courses to cater to varied needs and schedules, in helping our students achieve their goals in lifelong learning.

Our Mission

To provide a holistic education that equips individuals with the skillsets and competencies required for the industry.

Our Vision

To develop industry-ready individuals for the future economy.

Our Values

Passion | Progress | Purpose

Our Culture

Where success is not quantified by just the result, but rather by the calibre of the pursuit.

- Conferred Edutrust (4-Year) Award by the Committee for Private Education for maintaining high standards in providing quality education services.
- Recognised as an Approved Centre by OTHM Qualifications, which are approved and regulated by Ofqual in the UK.
- Named Most Preferred Private Education Institute for Diploma/Advanced Diploma (Sports and Recreation) by JobsCentral Learning Survey.
- Provides early industry exposure and job placement assistance through extensive industry network.
- Endorsed by leading industry employers such as Virgin Active, True Fitness, the Pure Group, Triple Fit, among others.
- Appointed Education Partner and Approved Provider in Singapore by the American Council on Exercise (ACE).
- Offers continuing education courses for increasing skill sets.

