

## **DIPLOMA IN RETAIL MANAGEMENT**

Diploma in Retail Management will provide students with the opportunity to obtain knowledge in a competitive retailing environment. The business of retailing is the most fascinating and vibrant industry and it is a major source of employment in Malaysia. Students will undergo a **five (5) semester programme inclusive of two (2) semesters work based learning**. General, core and discipline aspects of retail knowledge covers Pengurusan Dalam Islam, Nilai Masyarakat Malaysia, Communicative English, Computer Application, Statistics, Microeconomics, Entrepreneurship, Macroeconomics, Fundamental of Accounting, Principles of Marketing, Principles of Management, Commercial Law, Consumer Behaviour, Fundamental of Retailing, Mathematics for Retailing, Global Retailing are incorporated in this programme.

### **PROGRAMME EDUCATIONAL OBJECTIVES:**

The Diploma in Retail Management program shall produce semi professional who are:

- a. knowledgeable and competent in retailing, marketing and management discipline to adapt themselves with challenges in business environment.
- b. effective in communication and able to prepare them with social skills, leadership qualities and willing to be responsible towards developing country and community.
- c. capable to manage retail and business operation innovatively, creatively and ethically to face challenges in business industry.
- d. able to demonstrate entrepreneurship skills and recognize the need of life-long learning for successful career advancement.

### **JOB PROSPECTS**

1. Retail Outlet Assistant Manager
2. Logistics Officer
3. Inventory Controller
4. Display Artist
5. Customer Service Officer
6. Assistant Buyer
7. Department Supervisor
8. Retail Store Supervisor
9. Retail Banking Officer
10. Sales Officer / Executive
11. Assistant Merchandisers Administrator
12. Catalogue Assistant Manager
13. Entrepreneur

<b>PROGRAMME STRUCTURE (BY SEMESTER)FOR DIPLOMA IN RETAIL MANAGEMENT</b>			
<b>COMPONENTS</b>	<b>COURSE CODE</b>		<b>COURSE</b>
<b>SEMESTER 1</b>			
Compulsory	DUB	1012	Pengajian Malaysia
	DUE	1012	Communicative English 1
	DRB	1XX1	Asas Unit Beruniform
Common Core	DPB	1023	Microeconomics
	DPA	1013	Fundamentals of Accounting
	DPM	1013	Principles of Marketing
Discipline Core	DPR	1013	Fundamentals of Retailing
	DPR	2013	Mathematics for Retailing
<b>SEMESTER 2</b>			
Compulsory	DUA	2022	Pengurusan Dalam Islam*
	DUB	2012	Nilai Masyarakat Malaysia**
	DRB	2XX1	Unit Beruniform 1
	DRS	2XX1	Sukan
	DUE	3012	Communicative English 2
Common Core	DPB	2023	Macroeconomics
	DPB	1013	Statistics
	DPB	3013	Principles of Management
	DUC	2012	Computer Application
Elective ( choose one module)	DPA	2023	Basic Cost Accounting
	DPK	3013	Public Speaking
<b>SEMESTER 3</b>			
Compulsory	DRB	3XX1	Unit Beruniform 2
	DRK	3XX2	Kelab/Persatuan
	DUE	5012	Communicative English 3
	DUA	6022	Komunikasi dan Penyiaran Islam
Common Core	DPB	5023	Introduction to Research Methodology
	DPM	3033	Consumer Behaviour
	DPB	2012	Digital Entrepreneurship
	DPB	3023	Commercial Law
Discipline Core	DPM	6033	Global Retailing
<b>SEMESTER 4</b>			
Discipline Core	DPR	4W14	Front Store Operation
	DPR	4W24	Back Store Operation
	DPR	4W34	Visual Merchandising
	DPR	4W44	Customer Service
<b>SEMESTER 5</b>			
Discipline Core	DPR	5W14	Retail Promotion
	DPR	5W24	Retail Buying
	DPR	5W36	Retail Project
Elective ( choose one modular )	DPR	5W44	Retail Logistics
	DPR	5W54	Public Relation & Publicity
	DPR	5W64	Human Resource Management
	DPR	5W74	Mall Management