

## **DIPLOMA IN RETAIL OPERATIONS MANAGEMENT (DRO)**

Diploma in Retail Operations Management provides students with the appropriate knowledge and skills to become a retail industry specialist. Students will undergo five (5) semesters programme inclusive of two (2) semester work-based learning. The courses in this programme are selected according to the current needs of industry. The discipline courses cover the technical aspects of retail and business knowledge. In addition to those courses, non-technical courses such as Communicative English, *Penghayatan Etika dan Peradaban*, *Pengajian Islam*, and *Nilai Masyarakat Malaysia* is also being taught to enhance student's generic skills. Students will also be required to undergo a work-based learning at the industry which covers modular Front Store and Back Store Operations, Customer Service and Capstone Project.

The industry would certainly require skilled and competent personnel in order to promote its growth. This programme will produce a quality semi-professional graduates who will be part of the manpower in retail sector. Students will able to understand and analyse the current retail situations through project, problem scenario, case studies and other relevant assessments.

### **PROGRAMME EDUCATIONAL OBJECTIVES**

PEO 1	Demonstrate competency in solving retail business problems that meet societal needs
PEO 2	Practice entrepreneurial skills and foster social interaction in glocal business environment
PEO 3	Capable to analyse numerically using digital technology advancement for business solution
PEO 4	Demonstrate high professionalism, good leadership qualities and acquire new business knowledge for career advancement

## **JOB PROSPECTS**

This programme provides the knowledge and skills where the graduates will have a wide range of career opportunities such as retailer, marketer, entrepreneur and employment in government agencies. The integration of WBL teaching method in this curriculum design is enhancing the opportunity for students to establish contacts with potential future employers. Upon completing their studies, graduates will have the opportunity to take up middle management roles within various operational departments of the retail industry sector, including:

### **GOVERNEMENT / CORPORATE / SELF-EMPLOYED**

1. Store Manager
2. Merchandiser
3. Visual Merchandiser
4. Loss & Prevention Executive
5. Retail Store Supervisor
6. Retail Outlet Assistant / Department Manager
7. Retail Data Analytic Executive
8. Event Coordinator
9. Event and Exhibition Assistant
10. Operations Executive
11. Customer Service Executive
12. Media Sales Executive
13. Retail Cyber Security Executive
14. Retail Digital Content Creator
15. Distribution Centre Officer
16. Junior Marketing Executive
17. Junior Purchasing Executive
18. Junior Supply Chain Executive

**PROGRAMME STRUCTURE (BY SEMESTER)**  
**DIPLOMA IN RETAIL OPERATIONS MANAGEMENT**

DIPLOMA IN RETAIL STORE OPERATION/ MANAGEMENT			
COMPONENTS	COURSE DODE		COURSE
SEMESTER 1			
Compulsory	MPU	21072	Penghayatan Etika Dan Peradaban
	DUE	10112	Communicative English 1
Discipline Core	DPB	10063	Principles of Management
	DPB	10033	Business Accounting
	DPB	10053	Microeconomics
	DPR	10033	Introduction to Retail Store Operation
SEMESTER 2			
Compulsory	MPU	22071	Kursus Integriti dan Antirasuah
Discipline Core	DPB	20093	Business Mathematics
	DPB	20073	Macroeconomics
	DPL	20033	Introduction to Supply Chain Management
	DPR	30073	Visual Merchandising
	DPR	20052	Halal Retailing
SEMESTER 3 (SHORT SEMESTER)			
Compulsory	MPU	23152	Pengajian Islam*
	MPU	23172	Nilai Masyarakat Malaysia**
	MPU	24031	Sukan 1
	MPU	24041	Kelab/Persatuan 1
	MPU	24XX1	Unit Beruniform 1
Discipline Core	DPM	20033	Fundamentals of Marketing
	DPB	40113	Business Ethics
SEMESTER 4			
Compulsory	DUE	50132	Communicative English 3
	MPU	24051	Sukan 2
	MPU	24061	Kelab/Persatuan 2
	MPU	24XX1	Unit Beruniform 2
Discipline Core	DPB	40153	Digital Entrepreneurship
	DPM	20043	Effective Presentation Skills
	DPB	30103	Introduction to Human Resource Management
	DPR	40103	Retail Buying
	DPR	40113	Retail Inventory Management
SEMESTER 5			
Discipline Core	DPR	40128	Front Store Operations
	DPR	40138	Customer Service
SEMESTER 6			
Discipline Core	DPR	50138	Back Store Operations
	DPR	50148	Capstone Project