

ADVANCED DIPLOMA IN RETAIL MANAGEMENT

Awarded by : Raffles Singapore

Intakes : January, April, July, and October

Duration : 24 months (Full-time)

Core Modules

Academic Research and Communication Skills	<p>This course prepares students in Communication and Research skills. The three main areas of focus are: Research and Analysis, Academic Writing Skills and Academic Presentation Skills.</p> <p>Credit Points: 5</p>
Accounting for Decision Making	<p>This module is designed to help students gain further understanding of financial statements through examination of each section of the balance sheet given the characteristics of business structures. Students will also acquire practical experience of accounting software applications.</p> <p>Credit Points: 10</p>
Business Information System	<p>This subject is designed to help students to gain further understanding of financial statements through a thorough examination of each section of the balance sheet given the characteristics of business structures. The students will also acquire practical experience of an accounting software application.</p> <p>Credit Points: 10</p>
Business Statistics	<p>The Business Statistics module introduces students to a range of statistical techniques that are appropriate for and applicable in business practice and decision-making. Students should develop an understanding of how the appropriate use of statistical techniques can add to the value of research done in a business context.</p> <p>Credit Points: 10</p>

Buying Principles 1	<p>Through practical exercise, lectures, demonstrations, students will be exposed to various aspects such as the major functions of a buyer; planning the merchandise mix, merchandise classification, assortment planning and pricing and supplier selection.</p> <p>Credit Points: 10</p>
Buying Principles 2	<p>The aim of this module is to familiarize students with the planning of buying at both wholesale and retail levels. Aspects such as sales and reduction planning, purchase and inventory controls and financial ratios in merchandise management will also be discussed.</p> <p>Credit Points: 10</p>
Fashion and the Consumer	<p>Students will be taught to examine the basic factors that influence consumer behaviour and analyse their effects on the purchasing of fashion products. They will be required to successfully complete practical exercises and an industry-based term project in order to complete the course.</p> <p>Credit Points: 10</p>
Fashion Coordination and Promotion	<p>A module designed for the students to create, produce and participate in a Fashion Show or Fashion Event. The module involves the coordination of all aspects of sales promotion activities that may be used by a manufacturer or a retailer. It also includes discussions on consumer profile, customer awareness, wardrobe planning and selection. Basic techniques needed for the visual presentation of fashion through fashion show production and promotion will be explored. Students will have to complete an integrated project commissioned by an industrial partner.</p> <p>Credit Points: 10</p>
Fashion Marketing	<p>This module introduces the student to the Fashion Marketing concept and further clarifies the Marketing Mix from a Fashion Industry perspective.</p> <p>Credit Points: 10</p>
Fashion Merchandising	<p>This module introduces the student to the Fashion Merchandising concept and further clarifies the Marketing Mix from a Fashion Industry perspective.</p> <p>Credit Points: 10</p>

Final Retail Project 1	<p>The Retail Management Project is a six-month project and it is the last step of the training process. It is introduced as preparation for a career in fashion marketing. Student groups will submit a marketing plan/strategy, in eight parts over a six-month period for an industry client or specific marketing situation. Student groups will present and be judged by industry judges at the culmination of the project. Students conduct commercial research and gather information. They complete the buying, layout, human resources, promotion and financial statements within a given set of parameters. Students will have to successfully complete the integrated project in order to complete the module.</p> <p>Credit Points: 10</p>
Final Retail Project 2	<p>The Retail Management Project is a six-month project and it is the last step of the training process. It is introduced as preparation for a career in fashion marketing. Student groups will submit a marketing plan/strategy, in eight parts over a six-month period for an industry client or specific marketing situation. Student groups will present and be judged by industry judges at the culmination of the project. Students conduct commercial research and gather information. They complete the buying, layout, human resources, promotion and financial statements within a given set of parameters. Students will have to successfully complete the integrated project in order to complete the module.</p> <p>Credit Points: 10</p>
Human Resource Management	<p>This preliminary course is to give the students an overview of the responsibilities of a Human Resource department. The student learn to analyze the different techniques used in Human Resource Management in accordance with the mission, vision and values of a company and further develop Human Resource plans to suit a designated company.</p> <p>Credit Points: 10</p>
Industrial Attachment	<p>The internship is designed to provide the students with the opportunity to gain valuable work experience as part of their gain valuable work experience as part of their educational academic experience. The internship is conducted within a fashion or fashion related company and supervised by the Programme Director of the Fashion Communication and Journalism course.</p> <p>Credit Points: 15</p>
Integrated Marketing Communication	<p>To provide participants with the knowledge and skills on the role of promotion in the overall context of overall marketing strategies. Key topics will focus on the integration of advertising with other promotional mix elements,</p>

	<p>advertising and promotions budget. The module will also emphasise sales promotions and merchandising.</p> <p>Credit Points: 10</p>
Management and Organization Behavior	<p>The objective of this subject is to prepare the student for the dynamism that exists in this millennium and to keep focused on the foundation principles of organizational behaviour. It looks closely at the study of the individual behaviour and group dynamics within an organizational setting. It focuses on topics like motivations, leadership, teamwork, and communication. The subject also takes a holistic approach and it looks at organizational culture, organizational design and structure, ethics and its impact upon organization. It looks at conflicts, causes of such and conflict resolution methods. The subject ends by looking at the dynamic environment and how to manage the change brought about by such dynamism.</p> <p>Credit Points: 10</p>
Managing Retail Channels	<p>This subject focuses on the design and management of retail channels with particular emphasis on the role of the retailer. Topics covered included how retailers create value for the producer and the end user, the financial and marketing strategies that underlie retailing formats, geo-demographic demand analysis for target marketing decision, category management, how retail price promotions work, managing customer service, and internet retailing. Mini cases, video cases, and applied project, and guest speakers from industry will be utilized to provide practical illustration of various concepts and stimulate class discussion.</p> <p>Credit Points: 6</p>
Market Research Techniques	<p>This module is an introduction to the basic components of market research, with the primary objective of conducting a research project. The students will be taught practical applications by identifying the information required, selecting samples, choosing the appropriate data collection method and finally, analyzing and interpreting the collected data. Students will have to successfully complete practical exercises and an integrated project in order to complete the module.</p> <p>Credit Points: 10</p>
Marketing and Design on the Web	<p>This module promotes students' understanding of web design by integrating all elements to create a mid-sized company website. Students will understand the goals and strategies for creating a website as well as organizing information and navigation. Functionality of a website will be explored.</p>

	Credit Points: 10
Principles of Economics	<p>This module is designed to provide students with an in-depth understanding of the importance of economics in the business environment. In this module, students are exposed to microeconomics: a local or individual perspective, and macroeconomics: a broader more holistic perspective, to promote a well-balanced approach to the understanding to impact of economics and economic theory.</p> <p>Credit Points: 10</p>
Relationship Marketing Management	<p>Student will learn to summarize existing work in Relationship marketing and to examine the practical application of these concepts. Relationship marketing management presents a coherent overview of the theory as well as exploring the practicalities of Relationship Marketing.</p> <p>Credit Points: 6</p>
Retail Marketing and Management	<p>This subject covers a wide range of marketing related topics that exist in the retail environment. It includes the retail marketing mix, service quality, consumer behaviour, retail logistics and distribution and retail operations. At the same time, it also covers topics that include an understanding of the local and international retail markets. It takes an integrated approach to explain the process of internalization, and the inclusion of plenty of international examples reinforces this approach.</p> <p>Credit Points: 6</p>
Retail Store Operations	<p>The aim of the subject is to examine retail merchandise decisions within the context of retail store operations, and in doing so, prepare students planning to work in the retail industry (both store operation and head office).</p> <p>Credit Points: 6</p>
Retail Strategy	<p>This subject covers the internal and external environments in the retail industry e.g. culture, competition and vision statement etc. Taking into considerations of the different factors, the company has to create a winning strategy e.g. value-added packaging that will differentiate themselves from other competitors. It shows you and your management how to formulate a strategic business and marketing plan backed by viable, practical and easy-to- implement steps that lay the foundation for long-term profitable growth.</p>

	Credit Points: 6
Service Marketing	<p>This subject integrates operations, marketing, strategy, information technology, and organizational issues relevant to service firms and firms developing service as a source of competitive advantage. The subject also looks at the implications of relationships, customer satisfaction, service recovery and other critical elements in services marketing.</p> <p>Credit Points: 6</p>
Visual Merchandising	<p>To provide students with an understanding of the history of modern retail environment and its development and practical knowledge of Visual Merchandising techniques. Students will understand store layouts, fixtures & fittings, mannequins, lighting, display principles and in-store merchandising systems.</p> <p>Credit Points: 10</p>