

HANDBOOK OF DIPLOMA IN RETAIL MANAGEMENT

**DIPLOMA PENGURUSAN PERUNCITAN
[MQA/FA5884]**



INTRODUCTION



The Fourth Industrial Revolution (IR 4.0) drives Malaysian economic growth that creates a new revolution for purchasing styles in retail industries. Remarkably, there is growing demand for highly skilled and knowledgeable workforce in retail industries. Retailing is the final stage of distribution of product or service. It not only contributes to country's Gross Domestic Production (GDP) but also empowers a large number of people by providing employment. Retail industries require strong leaders and energetic employees. This curriculum integrates all activities in modern retail industries. This program is tailored to achieve the need of retail industries.

SYNOPSIS

Diploma in Retail Management is design to provide students with the opportunity to obtain knowledge in a challenges and competitive retailing environment. This program equips the graduates with relevant knowledge and skills to enable them to supervise and manage a retail store effectively. Besides that, graduates will adapt to the current situation in challenging retail industry. Students will undergo a six (6) semester program inclusive of industrial training. The programme structure offers courses such as Introduction of Retailing, Merchandising Mathematics for Retailing, Retail Customer Service, Retail Operation 1, Visual Merchandising, Retail Operation 2, Retail Buying, Retail Promotion, Retail Security and Loss Prevention, Current Issues in Retailing and Retail Project. Hence, students will also be exposing to business language such as English.

JOB PROSPECT

The knowledge and skills that the students acquire from the program will enable them to participate in the job market as:

- Sales Consultant
- Section Assistant Manager
- Buyer / Assistant Buyer
- Retail Outlet Assistant Manager
- Retail Store Supervisor
- Assistant Merchandiser
- Division Manager
- Data Administration Officer
- Entrepreneur
- Section Manager
- Store Manager
- Visual Merchandising Officer
- Distribution Center Officer
- Area Manager
- Customer Service Officer
- Logistic Officer
- E-Commerce Officer



PROGRAMME AIM

This programme believes that every individual has potential and the programme aims to foster adaptable and responsible retailers in supporting national agenda to modernize, globalize and revolutionize retail industry.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

The Diploma in Retail Management programme shall produce semi-professionals who:

Apply knowledge, understand and technical skills of retailing

PEO 1 in providing solution for retailing related issues and challenge

Integrate values, attitudes, professionalism and social skills in engaging to the society and stakeholder

PEO 2

Adopt the rules of a leader and a team member and communicate effectively in providing digital and numerical skills

PEO 3

Proactively acquire new knowledge and skills for career advancement and resilient with positive attitude to manage resources information and solution for retailing problems

PEO 4



PROGRAMME LEARNING OUTCOMES (PLO)

Upon completion of the programme, students should be able to:

PL01 Apply principles of retailing and other related business areas in managing retail operations.

PL02 Analyze issues and solutions in retail operation by employing appropriate and relevant approaches.

PL03 Display retail skills in managing retail operations

PL04 Demonstrate effective interactive communication to establish quick rapport with other in managing retail operations.

PL05 Use digital applications collate information to generate data in managing retail operations.

PL06 Demonstrate role as a leader in a team.

PL07 Participate in acquire new knowledge and entrepreneurship relating activities.

PL08 Demonstrate positive values and accountability in managing retail operations.

PROGRAMME STRUCTURE BY SEMESTER

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COMPULSORY

MPU21032	Penghayatan Etika & Peradaban
MPU23032	Pengajian Islam
MPU23042	Nilai Masyarakat Malaysia
MPU22012	Entrepreneurship
MPU24XX1	Unit Beruniform 1/Sukan/Kelab/Persatuan
MPU24XX2	Unit Beruniform 2
DUE10012	Communicative English 1
DUE30022	Communicative English 2
DUE50032	Communicative English 3

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COMMON CORE

DPM10013	Principles of Marketing
DPB10013	Microeconomics
DPA10333	Business Accounting
DBC20012	Computer Application
DPB20033	Macroeconomics
DPB10023	Principles of Management
DPB30073	Business Law
DPB30063	Statistics
DPM40083	Consumer Behavior

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DISCIPLINE CORE

DPR10013	Introduction to Retailing
DPR20023	Merchandising Mathematics for Retailing
DPR20033	Retail Customer Service
DPR30043	Retail Operation 1
DPR30053	Visual Merchandising
DPR40063	Retail Operation 2
DPR40073	Retail Buying
DPR40083	Retail Promotion
DPR50093	Retail Security
DPR50103	Current Issues in Retailing
DPR50113	Retail Project

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ELECTIVES & INDUSTRIAL TRAINING

DPL10013	Fundamentals of Logistics Management
DPL30033	Fundamental of Warehouse Operations
DPK50183	Event Organization
DPB50113	Business Finance
DUT60019	industrial Training

ORGANIZATION CHART

DIPLOMA IN RETAIL MANAGEMENT

COMMERCE DEPARTMENT



ISRULHASRITA ISMAIL
HEAD OF COMMERCE DEPARTMENT
DH43



NURANIKA SHAMIMI SHAMSDIN
HEAD OF PROGRAMME
DH44



NUR ALIYAH AZIZI
HEAD OF PROGRAMME ASSISTANT
DH44



RUSILAH OTHMAN
SENIOR LECTURER
DH43



DR NOR RAHIMY KHALID
SENIOR LECTURER
DH43



IDAYAZRA SURI
SENIOR LECTURER
DH43



SITI RAUDHA AZIS
SENIOR LECTURER
DH43



YUSRITA YUSOEP
SENIOR LECTURER
DH43



JUHaida HASSAN
SENIOR LECTURER
DH43



**IZAWATI ANWAR
SHAM SUN ANWAR**
SENIOR LECTURER
DH43



AFEIRA HELENA ZAINUDIN
SENIOR LECTURER
DH44

INDUSTRY ADVISORY COMMITTEE (IAC) DIPLOMA IN RETAIL MANAGEMENT COMMERCE DEPARTMENT



MR. TEH AH HOCK
CHIEF OPERATING OFFICER (COO)
HOMEPRO MALAYSIA



**HOME PRODUCT CENTER
(M) SDN BHD**

HomePro is a retail business of home center for all home needs striving towards the goal of “One Shop For All Home”. They have a wide range of home products which we can shop most of the products for our house including bathroom, home accessories, furniture, electrical appliances and renovation items. They also offer product installation services as well as access and advice from the interior design team.