DIPLOMA IN RETAIL MANAGEMENT



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.

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.