

HANDBOOK OF DIPLOMA IN RETAIL MANAGEMENT

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



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

PEO 4 resilient with positive attitude to manage resources information and solution for retailing problems



PROGRAMME LEARNING OUTCOMES (PLO)

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

PLO 1 Apply principles of retailing and other related business areas in managing retail operations.

PLO 2 Analyze issues and solutions in retail operation by employing appropriate and relevant approaches.

PLO 3 Display retail skills in managing retail operations

PLO 4 Demonstrate effective interactive communication to establish quick rapport with other in managing retail operations.

PLO 5 Use digital applications collate information to generate data in managing retail operations.

PLO 6 Demonstrate role as a leader in a team.

PLO 7 Participate in acquire new knowledge and entrepreneurship relating activities.

PLO 8 Demonstrate positive values and accountability in managing retail operations.

PROGRAMME COURSES

10

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

9

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

11

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

4

ELECTIVES & INDUSTRIAL TRAINING

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

CARTA ORGANISASI

DIPLOMA PENGURUSAN PERUNCITAN

JABATAN PERDAGANGAN



JUHaida HASSAN
KETUA PROGRAM DH44



NURANIQA SHAMIMI SHAMSDIN
SETIAUSAHA PROGRAM/
PENSYARAH DH41



NUR ALIYAH AZIZI
PENOLONG KETUA PROGRAM
DH44



ISRUL HASRITA ISMAIL
PENSYARAH KANAN DH48



DR NOR RAHIMY KHALID
PENSYARAH KANAN DH48



RUSILAH OTHMAN
PENSYARAH KANAN DH48



IDAYAZRA SURI
PENSYARAH KANAN DH48



YUSRITA YUSOEP
PENSYARAH DH44



SITI RAUDHA AZIS
PENSYARAH DH44



AFEIRA HELENA ZAINUDIN
PENSYARAH DH44

STRATEGIC COLLABORATION PARTNER

DIPLOMA IN RETAIL MANAGEMENT

COMMERCE DEPARTMENT



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.



Malaysian Association
of Retail Management
(MARM)

MALAYSIAN ASSOCIATION OF RETAIL MANAGEMENT

The Malaysian Association of Retail Management (MARM) freely shares information and knowledge for the growth of the retail industry. They are passionate about their goals, the retail environment, the businesses and professionals that they serve, and they celebrate every accomplishment in the industry as their own.



MY HERO HYPERMARKET SDN BHD

Hero Market is the leading supermarket chain in the Klang Valley which offers a variety of grocery items at low prices. Hero Market better known as one-stop center can be easily found and have a fresh market concept in a clean and modern environment, allowing their customers to enjoy the fresh products and daily groceries with low prices. They operates 28 supermarkets in Klang Valley.



QL MAXINCOME SDN BHD

FamilyMart is the world’s 2nd largest convenience store chain, with over 17,500 stores across various markets globally. Backed with over 40 years of experience in convenience retailing. At FamilyMart, they combined a dizzying array of store offerings into one single location. They served customers' with snacks and meals choices – all delivered daily for surpassing freshness.



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



MR. TEH AH HOCK

Chief Operation Officer
Home Product Center
(M) Sdn Bhd



DR. MOHD NIZAM KADIR

Industry Specialist Industry
Lucrative Base Sdn Bhd



Malaysian Association
of Retail Management
(MARM)

MR. N.M. THANGARAJ

President
Malaysian Association of Retail
Management