

# DIPLOMA IN RETAIL MANAGEMENT



## OVERVIEW

The Diploma in Retail Management has had 41 runs conducted over the past 22 years. The Retail Academy of Singapore is proud to take over this successful programme from August 2005. This programme started as a collaborative effort between the Singapore Retailers Association's Institute for Retailing and the Institute for Retail Studies (IRS), University of Stirling. It has since helped many retail managers, executives and supervisors to make better contributions to their companies as well as advance their careers. More than 950 retail staff have graduated; many of them are now in senior positions. Some 100 retailers have sponsored their staff on this programme.

The programme is taught by a local faculty as well as the faculty from the IRS. Conducted over a period of 15 months, the programme helps participants integrate their retail experience with relevant retail concepts and international practices.

The Diploma in Retail Management is the designated course of study for the Singapore National Retail Scholarships (Diploma) from 2008 to 2011.

**APPLICATION FEE \***  
S\$50 (Non-refundable)

**COURSE FEE \***  
S\$5,580

**COURSE FEE SUPPORT \*\***  
WSQ funding available

**DURATION**  
15 months

**DATE**  
16 April 2012 - 15 June 2013

**ENROLMENT**  
Contact the Retail Academy  
of Singapore

\* Subject to GST  
\* S\$400 fee discount for SRA Members  
\*\* Details at [www.skillsconnect.gov.sg](http://www.skillsconnect.gov.sg)

## OBJECTIVES

After completion, participants will be able to integrate theory and practice and better manage various retail functions and operations such as store operations, merchandising, marketing, advertising and promotion, customer relations, managing people, inventory control, finance, and supply chain; as well as grow the business.

a supervisory position in the retail industry. Alternatively, the applicant should have a minimum Level 7 for English Employability Skills WSQ-WPL (Comprehensive) and 5 years of working experience and is currently holding a supervisory position in the retail industry. In exceptional circumstances, applicants with extensive working experience in retailing OR who have higher qualifications may also be considered.

## COURSE CONTENT

### Semester One

- Developing Customer Relations and Managing People (21 hours)
- Retail Accounting and Finance (18 hours)
- Retail Buying and Merchandising (24 hours)
- Retail Communications (24 hours)
- Retail Operations (24 hours)
- Retailing and the Economy (21 hours)

### Semester Two

- International Retailing (10 hours)
- Retail Marketing (10 hours)
- Retail Strategies (10 hours)
- Retail Supply Chains (10 hours)
- Project Paper

## DELIVERY

The diploma is a 15-month programme with 2 semesters. Semester One will be taught by a local faculty; lectures will be held twice a week in the evening. Semester Two will be taught by the IRS faculty (past lecturers included Prof Paul Freathy, Prof Leigh Sparks, Dr Keri Davies); full-day lectures will be held over five days. Assessment includes written examinations and a project paper.

## ACCREDITATION

A Diploma in Retail Management will be awarded to participants who have successfully completed the course and passed the examinations. It is jointly awarded by the Retail Academy of Singapore and the Institute for Retail Studies, University of Stirling.

Participants who met the Retail WSQ assessment criteria will be awarded six (6) Statement of Attainment (SOAs) under the Retail WSQ for:

- Retailing and the Economy
- Manage Service Operations
- Manage Customer Relationships (CRM) in the Retail Environment
- Buy Merchandise
- Manage Merchandise and Store Operations
- Manage Promotional Activities

## WHO SHOULD ATTEND

This course is beneficial for managers, executives and supervisors who would like to better integrate their practical experience with theories and be better grounded in retail management. It is also suitable for executives who are new to the retail industry and who would like to fast-track their professional development.

## ENTRY REQUIREMENTS

The applicant should have a minimum of 5 GCE 'O' Levels (including English) and 2 years of working experience and is currently holding

## 42<sup>nd</sup> Intake Diploma in Retail Management Provisional Course Schedule

	2012									2013						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
<b>Semester 1</b> by local lecturers																
Mod 1 (24 hrs) Retail Operations	16, 18, 23, 25, 30	2, 7, 9 [24]														
Mod 2 (21 hrs) Retailing and The Economy		28, 30	4, 6, 11, 13, 18, 20	[12]												
Mod 3 (21 hrs) Developing Customer Relations and Managing People				16, 18, 23, 25, 30	1, 6 [23]											
Mod 4 (18 hrs) Retail Accounting and Finance					27, 29,	3, 5, 10, 12 [27]										
Mod 5 (24 hrs) Retail Buying and Merchandising							1, 3, 8, 10, 15, 17, 22, 2	[15]								
Mod 6 (24 hrs) Retail Communications								19, 21, 26, 28	3, 5, 10, 12	[8]						
<b>Semester 2</b> by Stirling Professors																
Mod 7 (10 hrs) Retail Strategies											*To be confirmed	[ ] To be confirmed				
Mod 8 (10 hrs) Retail Marketing																
Mod 9 (10 hrs) Retail Supply Chains																
Mod 10 (10 hrs) International Retailing																
Project Paper Briefing/ Review (2 hrs)																^ To be confirmed

**Note: Semester 1: lectures twice weekly-Monday, Wednesday 7:00 pm to 10:00 pm or Tues, Thursday 7:00pm – 10:00pm**

[ ] **Assessment: 9:30am to 11:45am**

\* **Block-teaching: Full-day 8 hours (9 am – 6 pm) including 1 hour lunch break**

[ ] **Final Examination: 9:30am to 11:45am**

**Project Briefing @Project Review ^ Submission of Project Paper**

# Diploma in Retail Management



UNIVERSITY OF  
**STIRLING**

## Application Form

CLOSING DATE FOR APPLICATION

28 February 2012

**IMPORTANT INSTRUCTION: Please complete the form throughout in full. Tick  boxes where appropriate. All applications with incomplete information and not accompanied by copies of supporting documents or application fee will not be processed.**

### 1. PERSONAL PARTICULARS

NRIC/Passport No:

Full Name (as in NRIC):   
(\*Mr/Ms/Mrs) \*Delete as appropriate

Date of Birth:  Age:  Gender ():  Male  Female

Nationality (Singaporean/PR/Others):  Others, please specify Nationality

Address:   
 Postal Code

Email:

Contact No: (H)  (O)  (HP)

Marital Status ():  Single  Married  Others, please specify

Employment Status ():  Singapore Citizen  PR  Student Pass  
 Employment Pass  Professional Pass  Others

### 2. COMPANY DETAILS

Name of Company:

Address:   
 Postal Code

Contact Person Name:  Designation:

Contact No: (O)  (FAX)

Email:

Company Type ():  Private  Public No. of Employees:

Nature of Business:

**3. YOUR PRESENT JOB**

**Position:** \_\_\_\_\_ **Commencement Date:** \_\_\_\_\_

**Job Description:** \_\_\_\_\_ **Number of people reporting to you:** \_\_\_\_\_

**Responsibilities:** \_\_\_\_\_

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**Salary Range:**

<input type="checkbox"/> Below \$1,000	<input type="checkbox"/> \$1,000 - \$1,499	<input type="checkbox"/> \$1,500 - \$1,999
<input type="checkbox"/> \$2,000 - \$2,499	<input type="checkbox"/> \$2,500 - \$2,999	<input type="checkbox"/> \$3,000 - \$3,499
<input type="checkbox"/> \$3,500 and above		

**What is the nature of your work:**

<input type="checkbox"/> General Administration	<input type="checkbox"/> Retail Marketing & Sales	<input type="checkbox"/> Retail Operations
<input type="checkbox"/> Human Resource & Training	<input type="checkbox"/> Procurement	<input type="checkbox"/> Others, pls specify

**4. YOUR EMPLOYMENT RECORD**

In chronological order, starting with the most recent past employer:

	Name of Company	Designation	Gross Annual Income	Period		Job Description
				From mth/yr	To mth/yr	
A)						
B)						
C)						

**5. EDUCATIONAL QUALIFICATIONS**

All supporting documents must be stamped "Certified True Copy". Certification may be made by your company /school. In such instances, please state the name, NRIC no. and position of the person certifying the photocopies. The Retail Academy of Singapore reserves the right to call for your original documents for verification.

Certification can also be made at the Retail Academy of Singapore. Your original documents must be presented for verification.

SECONDARY SCHOOL/ JUNIOR COLLEGE/ PRE-UNIVERSITY ("N"/"O"/"A" Level)					
From		To		Title of qualifications	Institution
Mth	Yr	Mth	Yr		

TERTIARY EDUCATION (DEGREE/DIPLOMA)					
From		To		Title of qualifications	Institution
Mth	Yr	Mth	Yr		

PROFESSIONAL QUALIFICATIONS/OTHERS					
From		To		Title of qualifications	Institution
Mth	Yr	Mth	Yr		

**6. APPLICANT'S CHECKLIST AND DECLARATION**

Payment of the S\$53.50 (\$50.00 + 7%GST) application fee (non-refundable) is enclosed.

Copies of academic qualifications & NRIC (to be certified true copy by company for company sponsored) are attached.

I certify that all the information given by me in this application is true and correct and I understand that misrepresentation or omission is sufficient ground for rejecting my application.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

**7. COMPANY SPONSORSHIP**

For company-sponsored applicant the nett course after the WDA Funding Support will be paid.

- 1. Is your company an SRA member?  Yes  No
- 2. Is your company sponsoring the applicant?  Yes  No
- 3. Is your company registered with the WDA SkillsConnect System?  Yes  No

**COMPANY CERTIFICATION:**

We certify that all information made on this application is true and complete to the best of our knowledge. We agree that any misrepresentation or omission is sufficient grounds to reject the application. We authorise any investigation of the above information for the purpose of verification. If admitted, the company-sponsored applicant will not be asked to absent himself/herself from lessons except for urgent assignments.

\_\_\_\_\_  
Signature and Date

\_\_\_\_\_  
Company Stamp

\_\_\_\_\_  
Name of Company Representative

\_\_\_\_\_  
Designation

**8. APPLICATION FOR SUBMISSION**

**Applicants should submit the completed application form together with certified true copies of supporting documents and non-refundable registration fee of S\$53.50 before the closing date to:**

Programme Manager  
The Retail Academy of Singapore Pte Ltd  
47 Scotts Road #07-04 Goldbell Towers  
Singapore 228233  
Tel: 6838 7001  
Fax: 6235 4990

**FOR OFFICIAL USE**

**Applicant:** Unsuccessful  Successful

**Remarks:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Name and Designation of Authorised Person

\_\_\_\_\_  
Signature and Date