

**List of Competencies for On-the-Job Training (OJT)
Work-Study Diploma in E-Commerce & Retail**

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
1	Manage in-store inventory	
2	Analyse in-store sales performance	
3	Manage customer enquiries	
4	Perform payment activities	
5	Perform visual merchandising activities	
6	Perform in-store order fulfilment activities	
7	Facilitate HR, IT and Marcom resources to support business operations	
8	Maintain workplace health & safety standards	
9	Achieve sales objectives	
10	Maintain store security	
11	Identify customer profiles and preferences	
12	Implement customer retention strategy	
13	Design engaging customer service experience	
14	Implement innovative service experience	
15	Analyse product and category performance	
16	Execute trade marketing activities	
17	Implement shelf management activities	
18	Manage e-commerce platforms	
19	Manage e-marketing strategies & campaigns	
20	Review e-campaign effectiveness	
21	Manage e-store inventory	
22	Analyse online sales performance	
23	Manage online orders and process	
24	Manage after-sales care	
25	Fulfil PDPA guidelines	
26	Manage supply chain operations	
27	Manage warehouse operations	
28	Manage cold chain and food safety operations	

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
29	Compute statistical data	
30	Interpret statistical data and make recommendations for action plan	
31	Analyse competitive environment	
32	Conduct financial analysis	
33	Manage key performance indicators	
34	Participate in cross team projects to achieve organisation / department objectives	
35	Manage internal and external stakeholders	
36	Recommend suggestions to improve workplace collaboration	
37	Provide on-the-job instruction and coaching	
	Sub-total of Competencies (Standard)	
List of Competencies (Company-specific)		
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
	Sub-total of Competencies (Company-specific)	

Note:

- a) Company must be able to provide OJT for at least **75%** of the List of Competencies (Standard).
- b) If company is unable to meet the 75%, please propose alternate **course-related** competencies which are unique to company operations. Alternate competencies are capped at 25%.
[i.e. 50% of the list of competencies (standard) + 25% alternate competencies (Company-specific)].
- c) All alternate competencies (Company-specific) must be reviewed and endorsed by ITE.
- d) Trainees must receive OJT and be assessed for **All** competencies selected in this List.

Total no. of competencies selected by company for OJT

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Total no. of competencies listed (*standard & company specific*)

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Percentage of selected competencies

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Completed By:

Name

Company

Designation

Date

For ITE's Completion			
Reviewed by CED / College <i>(For Company-specific Competencies)</i>		Verified by IBT Officer	
Name:			Name & Date:
Designation:		Date:	

Version: June'23

I Course Title

Work-Study Diploma in E-Commerce and Retail

II Course Objective

This course equips trainees with the skills, knowledge and professional attributes to perform and build a retail career with deep understanding of e-commerce and store management enabled by retail technology applications.

III Module Synopses

Module 1: In-Store Operations

On completion of the module, trainees should be able to manage store operations in the retail environment.

Module 2: Customer Immersive Experience & Service Innovation

On completion of the module, trainees should be able to use design thinking skills to plan and organise resources for the delivery of goods and services, through user-centred designs, online and offline strategies to develop innovative services and concepts to reinvent customers' journey.

Module 3: Category Management & Merchandising

On completion of the module, trainees should be able to perform market analysis, understand market dynamics, perform spend & demand analysis, develop category management strategy and shelf & space planning to achieve effective use of resources.

Module 4: E-Commerce Operations & Marketing

On completion of the module, trainees should be able to handle e-commerce products and processes to achieve optimisation of retail operations. Trainees should be able to conceptualise, plan and execute business plan for e-marketing campaigns.

Module 5: Logistics & Supply Chain Management

On completion of the module, trainees should be able to improve supply chain efficiency and responsiveness through the understanding of technological and logistical advancements in supermarket supply chain management

Module 6: Retail Analytics & Business Performance

On completion of the module, trainees should be able to provide analytical data on inventory levels, supply chain movement, consumer demand and sales, that are crucial for making business decision.

Module 7: Business Strategy & Revenue Management

On completion of the module, trainees should be able to use strategic planning tool and data driven analysis to develop a business strategic plan to set a business focus and goals and using revenue management strategies to optimise revenue generation.

Module 8: Leadership & People Management

On completion of the module, trainees should be able to lead team planning activities so as to develop operational plans to achieve team objectives, manage professional development for self and team members.

Module 9: Company Project

On completion of the module, trainees should have applied their acquired competencies in an authentic project that would value-add to the company.

Module 10: On-the-Job Training

On completion of the module, trainees should be able to apply the skills and knowledge acquired at ITE College and workplace to take on the full job scope, including supervisory function, where appropriate, at the company



**WSDip in
E-COMMERCE &
RETAIL**

TRAINING PATTERN (DAY RELEASE)

* 2 half days on campus (Mons & Tues, half days each day) – Sample for reference only

		10 weeks	4 weeks	10 weeks	2 weeks	10 weeks	4 weeks	10 weeks	2 weeks
1st Year	ITE	2 half days/week	June Term Break	2 half days/week	Sept Term Break	1 half day/week	Dec Term Break	1 half day/week	March Term Break
	Company	4 days/week		4 days/week		4 days/week		4 days/week	
2nd Year	ITE	2 half days/week	June Term Break	2 half days/week	Sept Term Break	2 half days/week	Dec Term Break	2 half days/week	March Term Break
	Company	4 days/week		4 days/week		4 days/week		4 days/week	
3rd Year	ITE	1 full day/week	June Term Break	1 full day/week	Sept Term Break				
	Company	4 days/week		4 days/week					