



Executive Diploma in Retail Management

Program Objectives

- Enable the participants to acquire skills in effective Retail operations
- Educate, enhance and develop youths and individual in the Retail Industry.
- Enable the participants to acquire broad overall knowledge, skills and competencies in Retail and its associated disciplines.

Program Information

- Duration : 12 months
- Contact Hours : 16 hours per module
- Practical Hours : 208 hours per month

Entry Requirements

SPM with 2 credits.

Assessment

Upon completion of each module, students would undergo a quiz and submission of a project paper.

Program Fees

RM 7,000.00 (Ringgit Malaysia Seven Thousands)

Modules

- Module 1 : Introduction to the Retail Industry
- Module 2 : Public Opinion
- Module 3 : Distribution Management
- Module 4 : Retail Marketing
- Module 5 : Consumer Markets and Consumer Buying Behavior
- Module 6 : Business Markets and Business Buying Behavior
- Module 7 : Retail & Wholesaling
- Module 8 : Professional Selling
- Module 9 : Understanding Customer
- Module 10 : Customer Relationship Management



UMS LINK CENTRE FOR PROFESSIONAL DEVELOPMENT

For further enquiries, please contact us at: ▶▶▶



Supported by:
School of Business & Economics
University Malaysia Sabah

Lot No. 10, Ground Floor,
B-0-2, Alamesra Plaza Utama,
Sulaman Coastal Highway,
88400 Kota Kinabalu,
Sabah.

Tel : (60)88-485 575
Fax : (60)88-485 576
E-mail : ucpd@umslink.com.my
Website : <http://www.umslink.com.my>