



**NATC**  
INSTITUTE

**WSQ**  
**DIPLOMA IN RETAIL**  
**(RETAIL OPERATIONS)**

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REG NO: 201113270M  
ERF VALIDITY PERIOD:  
05/09/2018-04/09/2022

**Target Audience**  
**RETAIL PROFESSIONALS AT**  
**SUPERVISORY / MANAGERIAL LEVEL**

Upon the successful completion of each course, students will be awarded a WSQ Statement of Attainment (SOA). For more information on the retail framework, do visit [www.myskillsfuture.sg](http://www.myskillsfuture.sg).

WSQ Retail courses at level 4 are for individuals or company leaders who wish to progress within the Retail sector and hone their skills so as to excel in their roles. These courses seek to equip participants with the skills and knowledge to navigate the changes in the retail landscape and at the same time, be empowered to develop and sustain high-performing customer-centric businesses.

Entry Requirement:

- GCE O Levels, and
- Attained minimally 3 years of work experience in Retail or Service Industry. Students are required to submit supporting documents at the point of registration.

**1. ADAPT TO CHANGE**  
(Synchronous E-learning)

The course aims to equip learners with the skills and knowledge required to identify the global trends and changes impacting the workplace. It also aims to equip learners to engage in lifelong learning that will help them adapt to the many changes so as to achieve sustained employability in the new knowledge economy

**2. PRODUCTIVITY IMPROVEMENT**  
(Synchronous E-learning)

The course aims to equip learners with the understanding of the concept of productivity and innovation, recognizing needs for productivity improvement, identifying and applying simple techniques and tools for potential productivity improvement at the workplace.

**3. RETAILING AND THE ECONOMY**  
(Synchronous E-learning)

This course aims to equip learners with the ability to understand key considerations and target markets in retailing, as well as to understand the Economic system and concepts of Demand & Supply in the retail industry.

**4. CUSTOMER EXPERIENCE INNOVATION**  
(Synchronous E-learning)

This course aims to equip learners with the knowledge and skills needed to develop and analyse gaps in the customer journey map, as well as to evaluate proposed improvements for implementation to enhance good customer experience.

**5. SALES TARGET MANAGEMENT**  
(Synchronous E-learning)

This course aims to equip learners with the knowledge and skills to communicate and motivate staff to achieve sales targets in the retailing environment. It also aims to empower students to apply strategic sales target management skills in order to achieve sales target and goals

**6. WORKPLACE COMMUNICATION**  
(Synchronous E-learning)

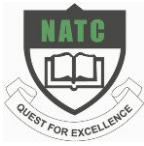
This course aims to equip learners with the knowledge and skills to identify and analyse gaps in communication, as well as to develop a communication plan to evaluate proposed improvements. This course also aims to foster innovation, creativity and a sense of collaboration among students.

**7. CUSTOMER LOYALTY & RETENTION STRATEGY**  
(Synchronous & Asynchronous E-learning)

This course aims to establish key components of customer loyalty strategies and to develop strategies for customer acquisition and retention. This course also aims to refine workflow processes and SOPs for service delivery.

**8. EMERGING TECHNOLOGY**  
(Synchronous E-learning)

This course, aims to provide with knowledge and skills to lead analysis of emerging technologies and drive implementation of industry specific technologies for organisational effectiveness. Establish framework, guidelines and procedures to review and adopt emerging technologies. Determine environmental considerations for new or upgraded equipment/software. Evaluate environmental considerations involved with technological use to review emerging technologies and their implication towards business strategies and objectives. Evaluate usability of emerging technologies for internal operations, processes and systems to drive process improvement and change management based on adoption of emerging technologies.



## COURSE FEE TABLE

No	Course Competence Code	Course Reference Number	Funding Validity Period	Course Abbreviations	Course Title	Course Duration	Total Gross [Exclude. GST]	WSS/MCE S 40 years & above [Incl.GST]	Sc/PR 21-39 years old [Incl.GST]
1	RET-CHG-4001-1.1	TGS-2019503561	15 Apr 2020 to 30 Jul 2021	ATC (L4)	Adapt To Change	16 hours (2 days)	\$570.00	\$60.99	\$353.10
2	RET-INO-4007-1.1	TGS-2019503485	15 Apr 2020 to 30 Jul 2021	PI (L4)	Productivity Improvement	16 hours (2 days)	\$570.00	\$60.99	\$353.10
3	RET-INR-4003-1.1	TGS-2019504235	17 Apr 2020 to 14 Sept 2021	RATE (L4)	Retailing and The Economy	24 hours (3 days)	\$800.00	\$85.60	\$470.80
4.	RET-INO-4001-1.1	TGS-2019504731	15 Apr 2020 to 27 Nov 2021	CEI (L4)	Customer Experience Innovation	24 hours (3 days)	\$800.00	\$85.60	\$470.80
5.	RET-COM-4002-1.1	TGS-2020503203	17 Apr 2020 to 12 Jan 2022	WPC (L4)	Workplace Communication	18 hours (2 days, 9 hours a day)	\$650.00	\$69.55	\$406.60
6	RET-SNM-4002-1.1	TGS-2019504946	15 Apr 2020 to 14 Jan 2022	STM (L4)	Sales Target Management	24 hours (3 days)	\$800.00	\$85.60	\$470.80
7.	RET-CAR-4002-1.1	TGS-2020503762	24 May 2020 to 23 May 2022	CL (L4)	Customer Loyalty & Retention Strategy	24 hours (3 days)	\$800.00	\$85.60	\$470.80
8.	RET-ICT-5001-1.1	TGS-2020505081	14 Sep 2020 to 9 Aug 2022	ET (L5)	Emerging technology	24 hours (3 days)	\$1080.00	\$115.56	\$770.40
Total Fee Payable (\$)						21 days	\$6070.00	\$649.49	\$3766.40

### NOTES:

- Students who fall within the above mentioned categories may enjoy course fee funding from the government and thus are only required to pay the amount listed in the table above. However, students must attain at least 75% in course attendance and be certified competent for all assessments. Additionally, they must not have enjoyed this funding for the same course before. The course fee funding is subjected to the approval of the government. Students may visit the SkillsFuture Singapore Website at [www.ssg-wsg.gov.sg](http://www.ssg-wsg.gov.sg) for more information.
- You may visit our website at [www.natcinstitute.edu.sg](http://www.natcinstitute.edu.sg) for more information on course schedule.
- All Singaporeans aged 25 and above can use their \$500 SkillsFuture Credit from the government to pay for a wide range of approved skills-related courses.
- Students below 30 years are able to use the funds in their PSEA account to offset in part or in full the course fees for all the listed courses.
- The School accepts a minimum class size of 10. SMEs are welcomed to organise their own class groups. Please approach the SSS Team for clarification.