



SCAN ME

# Diploma in Business and Retail Management

## WHY CHOOSE IMSC?



### High Employability

Prepare students to meet the needs of the future industry



### Industry Relevance

Industry experts to help keep our programmes relevant



### Industry Recognition

Received endorsements from industry-leading organisations



### International Partners

Established partnerships and worked with industry-leading education institutions



Cert No. : EDU-2-2149  
Validity : 11/04/2022 - 10/04/2026

RCB No. 200305869C | Exp: 13 July 2022 - 12 July 2026

f @ IMSC

ig @ int.mgmt.and.sports.college

## COURSE OVERVIEW

The Diploma in Business and Retail Management is designed for an individuals intending to pursue a career in retail management. It is specially designed to equip students with the knowledge and practical skills required to succeed in the retail industry. During this course, the students will be kept abreast of the latest developments and trends in the industry, with topics that cover introduction to the management and operations of the retail business, customer service, introduction to understanding financial statements, marketing and branding, and sales and personal selling.

## JOB PROSPECTS

- Retail Operations Executive
- Sales Executive
- Sales Promoter

Visit us at : [www.imsc.edu.sg/lmscdip-biz-retail-mgmt](http://www.imsc.edu.sg/lmscdip-biz-retail-mgmt)

Contact us at : +65 6423 0668 or [info@imsc.edu.sg](mailto:info@imsc.edu.sg).

## Entry Requirements

Age	<ul style="list-style-type: none"> <li>Minimum 16 years old</li> </ul>
Academic Qualification	<ul style="list-style-type: none"> <li>3 GCE 'O' Level Passes at C6 and above; or</li> <li>NITEC or Higher NITEC; or</li> <li>Formal education equivalent to 'O' Levels;</li> <li>Mature candidates (≥ 30 years old with 8 years' work experience); or candidates with other qualifications will be considered on a case-by-case basis</li> </ul>
English Language Proficiency	<ul style="list-style-type: none"> <li>GCE 'O' Level Pass in English at C6 and above; or</li> <li>IELTS 5.0 and above; or</li> <li>TOEFL 49 and above; or</li> <li>Pearson Test of English (PTEA) 42 and above; or</li> <li>Duolingo English Test Score (DET) score of 75 and above; or</li> <li>Pass in IMSC Language Literacy and Numeracy (LLN) Test</li> </ul>

## Intake

Monthly intake. Please contact IMSC for specific intake dates.

## Fees \*

Local Students **\$ 5,948.64**

\*Including application fees and Fee Protection Scheme fees; excluding medical insurance (optional) and miscellaneous fees (payable only if applicable)

International Students **\$ 6,780.24**

\*Including application fees, Fee Protection Scheme fees and medical insurance (compulsory); excluding miscellaneous fees (payable only if applicable)

## Duration

(3 - 4 hours x 5 days a week)

Full - Time **6 Months**

Industrial Attachment  
(compulsory) **Up to 6 Months**

## Enrollment



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### COMPULSORY CORE MODULES

No.	Module Title
1	Retail Business
2	Management and Operations
3	Customer Service
4	Business Finance
5	Sales and Personal Selling
6	Promoting a Brand



## MODULES DESCRIPTION

### RETAIL BUSINESS

In this module, the learner will gain an understanding of the ways in which retailing has developed. The learner will learn about the structure and organization of the retail sector and current trends in the industry. The learner will also learn about available job roles in retail operations and explore progression routes for these jobs. Lastly, the learner will gain an understanding of the links between retailing and the wider political and economic environment and investigate important issues that affect the retail sector.

### MANAGEMENT AND OPERATIONS

In this module, the learner will understand the differences between the functional manager and the role of a leader. The learner will consider characteristics, behaviors and traits which support effective management and leadership. In addition, this module will introduce the concept of operations as both function and a process which all organizations must adopt to conduct business. Learners will be introduced to contemporary and historical theories and concepts which will support their learning for this module.

### CUSTOMER SERVICE

In this module learners will learn that attracting new customers costs a business more than keeping existing customers, so it is important to keep existing customers happy. This is done by building relationships with internal and external customers and giving them excellent service that exceeds their needs and expectations. This module will help learners develop communication and interpersonal skills when dealing with customers, and to understand the importance of having good product and service knowledge. It will explore how a business builds effective relationships with customers through identifying and confirming the customer's needs.

### BUSINESS FINANCE

This module will explore the types of costs that businesses incur, from the initial start-up costs involved in setting up a business to the ongoing daily costs of running the business. Learners will explore the ways which sale of products and services generates revenue, in order to understand profit. Learners will examine how businesses plan for success and learn about techniques used to assist the planning process. This module will also enable learners to use budgets and cashflow forecasts. This module also explores ways in which business measure success and identify areas for improvement.

## Enrollment



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## MODULES DESCRIPTION

### **SALES AND PERSONAL SELLING**

Personal selling is a direct method of interacting with customers, providing personalized attention through face-to-face or phone contact, and now also through internet technologies like video conferencing. Sales staff can be flexible and answer customer inquiries. Successful selling requires sales staff to meet both customer needs and business objectives. To achieve this, sales staff need to possess excellent communication and interpersonal skills, as well as product knowledge and customer awareness.

### **PROMOTING A BRAND**

A successful business promotes itself to customers through its brand and image. This module explores what it takes to build a brand and what a business must consider when planning brand development. Learners will consider the important role of promotion and its place within the marketing mix. Learners will discover that promotion is a communication process, involving the sending and receiving of messages via a medium.

The total communications program is called the promotional mix and involves a blend of advertising, direct marketing, personal selling, sales promotion and public relations. Learners will investigate the different elements of the promotional mix and begin to understand why careful planning of the promotional mix is essential if a brand is to be successful.

### **INDUSTRIAL ATTACHMENT**

Upon completion of all academic modules, students are required to undertake an industrial attachment of up to 6 months with an organization of their choice. The industrial attachment gives students first-hand practical experience and the chance to see what a variety of different jobs are really like, including some the student may not have considered. Students will learn more about the expectations of different roles and develop key competencies needed for employment. Students will be required to submit reports and evaluations during the attachment.

## Enrollment



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## Fees

LOCAL STUDENTS		
FEES BREAKDOWN		AMOUNT INCLUDING GST (SGD)
<i>Academic Fees</i>		
<b>1</b>	Course Fees	\$ 4,320.00
<b>2</b>	Course Material Fees	\$ 648.00
<b>3</b>	Examination Fees	\$ 648.00
<b>SUB - TOTAL :</b>		<b>\$ 5,616.00</b>
<i>Others</i>		
<b>4</b>	Application Fees - <i>non-refundable</i>	\$ 194.40
<b>5</b>	Fee Protection Scheme (FPS) - <i>compulsory</i>	\$ 138.24
<b>GRAND - TOTAL :</b>		<b>\$ 5,948.64</b>
<b>6</b>	Medical Insurance - <i>optional</i>	\$ 97.20
		<b>\$ 6,045.84</b>
<b>Note :</b> <ul style="list-style-type: none"> <li>• Application Fees have to be paid to begin the registration process.</li> <li>• Fee Protection Scheme is compulsory and payable before course commencement.</li> <li>• Instalment payment potentially available for local students.</li> <li>• Medical insurance is optional, depending on whether student has equivalent local insurance coverage.</li> </ul>		

MISCELLANEOUS FEES (PAYABLE ONLY IF APPLICABLE)		
PURPOSE OF FEES		AMOUNT INCLUDING GST (SGD)
<b>1</b>	Deferment Fees	\$ 237.60
<b>2</b>	Re-Assessment Fees ( <i>per unit</i> )	\$ 172.80
<b>3</b>	Re-Module Fees ( <i>per module</i> )	\$ 432.00
<b>4</b>	Penalty for Late Payment ( <i>per week</i> )	\$ 10.80
<b>5</b>	ICA Online Issuance Fee ( <i>for Student's Pass</i> )	\$ 60.00 - \$ 90.00
<b>6</b>	Replacement of Student ID	\$ 21.60
<b>7</b>	Medical Insurance ( <i>if applicable</i> )	\$ 97.20
<b>8</b>	IMSC T-Shirt	\$ 32.40
<b>9</b>	Exam Appeal Fee	\$ 54.00
<b>10</b>	Renewal of Student's Pass ( <i>including ICA processing &amp; issuance fee</i> )	\$ 120.00
<b>11</b>	Printing Cost ( <i>per sheet</i> )	\$ 0.20 - \$ 0.40

## Enrollment



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## Fees

INTERNATIONAL STUDENTS		
FEES BREAKDOWN		AMOUNT INCLUDING GST (SGD)
<i>Academic Fees</i>		
<b>1</b>	Course Fees	\$ 4,860.00
<b>2</b>	Course Material Fees	\$ 648.00
<b>3</b>	Examination Fees	\$ 648.00
<b>SUB - TOTAL :</b>		<b>\$ 6,156.00</b>
<i>Others</i>		
<b>4</b>	Application Fees - <i>non-refundable</i>	\$ 388.80
<b>5</b>	Fee Protection Scheme (FPS) - <i>compulsory</i>	\$ 138.24
<b>6</b>	Medical Insurance - <i>compulsory</i>	\$ 97.20
<b>GRAND - TOTAL :</b>		<b>\$ 6,780.24</b>
<i>Note :</i>		
<ul style="list-style-type: none"> <li>• Application Fees have to be paid to begin the registration process.</li> <li>• All items except Application Fees must be paid in a single instalment before course commencement.</li> </ul>		

MISCELLANEOUS FEES (PAYABLE ONLY IF APPLICABLE)		
PURPOSE OF FEES		AMOUNT INCLUDING GST (SGD)
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<b>2</b>	Re-Assessment Fees ( <i>per unit</i> )	\$ 172.80
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## About IMSC

The International Management and Sports College (IMSC) was formed after a rebranding exercise undertaken by the International Sports Academy (ISA).

ISA was founded in 2003 to provide the much-needed knowledge and skills required to empower individuals with the right tools to achieve success in the burgeoning sporting industry. Together with our partners from the United States Sports Academy, the National Strength and Conditioning Association, and the American Council on Exercise, we offer quality certifications and diplomas that are recognised internationally, to provide our students with an edge in the sports and fitness industry.

Over the years, the sports and fitness industry has evolved greatly and the local sports scene has seen an explosion of world-class sports events like Formula One and the WTA Finals. There is now a demand for trained personnel not just in sports and fitness, but also in tourism, hospitality, events management, marketing, retail, and facilities management. Thus ISA was renamed International Management and Sports College (IMSC) to better reflect our increased course offerings in business, tourism and hospitality management to better serve the changing needs of the industry.

IMSC will continue to serve as Singapore's and the region's premier private education institution, in providing a holistic education that equips individuals with the skillsets and competencies required for the future economy. We offer a series of quality academic programmes, professional certifications and continuing education courses to cater to varied needs and schedules, in helping our students achieve their goals in lifelong learning.

### OUR MISSION

To provide a holistic education that equips individuals with the skillsets and competencies required for the industry.

### OUR CULTURE

Where success is not quantified by just the result, but rather by the calibre of the pursuit.

### OUR VISION

To develop industry-ready individuals for the future economy.

### OUR VALUES

Passion | Progress | Purpose

## Why choose IMSC?

- Conferred Edutrust (4-Year) Award by the Committee for Private Education for maintaining high standards in providing quality education services.
- Appointed Education Partner by University of Portsmouth for Sports Science and Sports Management programmes.
- Named Most Preferred Private Education Institute for Diploma/Advanced Diploma (Sports and Recreation) by JobsCentral Learning Survey.
- Provides early industry exposure and job placement assistance through extensive industry network.
- Endorsed by leading industry employers such as Virgin Active, True Fitness, the Pure Group, BFT, among others.
- Offers continuing education courses for increasing skillsets.

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