



كليات التقنية العليا  
HIGHER COLLEGES OF TECHNOLOGY



PROFESSIONAL  
DIPLOMA  
PROGRAM  
**LEVEL 5**

DIPLOMA in  
**RETAIL  
MANAGEMENT**



HCT's  
SECTOR  
SKILLS  
ACADEMIES

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## PROFESSIONAL DIPLOMA PROGRAM LEVEL 5 DIPLOMA in **RETAIL MANAGEMENT**

### PROGRAM OVERVIEW

The Retail Management Diploma program provides students with the Retail knowledge and skills needed to work as competent Retail industry professionals. Successful completion of the program will enable graduates to work in a variety of private sector organizations. The program imparts sought-after Retail expertise and instills confidence through its emphasis on both theoretical and applied contemporary Retail industry training.

The Retail Management Diploma program is designed to meet the criteria for NQA diploma level 5 standards, including 1350 hours of program time and 90 credits with an appropriate distribution of knowledge, skills and application. This program will be conducted in English. Students will need to meet specific English Language requirements that include demonstrating English Language Proficiency.

The program assumes a 6 hour day for class contact time progressing to longer days that reflect a typical work day in the private sector. The program begins with a common Workplace Preparation phase, which is offered for a duration of 10 weeks. This phase will be all in-class delivery focusing on preparing the learner for the transition to a new workplace. The content will be based on input from private industry around expectations they have of their employees in terms of professional behavior, communications and a basic understanding of the sector.

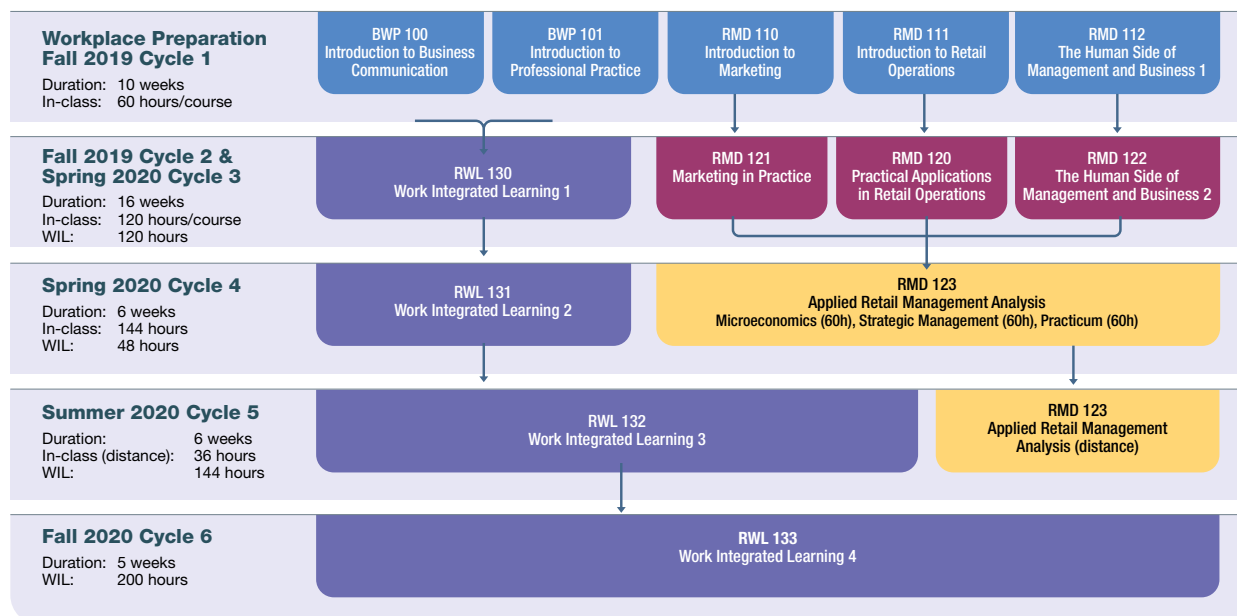
The mid phase is designed to introduce the learner to the new work environment with few days in-class and the remaining days in the workplace. The final phase is 100% Work Integrated Learning (WIL) in the workplace.

### PROGRAM SCOPE STATEMENT

Graduates of the Retail Management Diploma program will possess the applied knowledge, skills, and attitudes required to succeed in entry-level supervisory positions in the retail industry. They will have mastered competencies related to retail professional practice, corporate strategy and values, and communication skills. Graduates will be independent, critical thinkers who work well in team environments to provide customer-centric service and business results.



# PROGRAM MAP AND STRUCTURE



Course Code	Course Title	Total Periods
BWP 100	Introduction to Business Communication	60
BWP 101	Introduction to Professional Practice	60
RMD 110	Introduction to Marketing	60
RMD 111	Introduction to Retail Operations	60
RMD 112	The Human Side of Management and Business 1	108
RMD 121	Marketing in Practice	120
RMD 120	Practical Applications in Retail Operations	120
RMD 122	The Human Side of Management and Business 2	72
RWL 130	Work Integrated Learning 1	120
RWL 131	Work Integrated Learning 2	48
RMD 123	Applied Retail Management Analysis	180
RWL 132	Work Integrated Learning 3	144
RWL 133	Work Integrated Learning 4	200
<b>Total Hours</b>		<b>1352</b>

## ADMISSION

Students will be eligible to apply to enter the 'Level 5 Retail Management Diploma' program where they hold a post-secondary Certificate. The program is open to male and female students in the age range of 25 to 35 wanting an entry-level program. The program targets mid-career professionals with some employment experience, especially Retail- or retail-related. In addition, students will need to meet specific English Language requirements and their English language skills will be assessed prior to admission.




## Competencies and Assessment Environments

The Retail Management program is centred on a Competency Based Education model whereby students will progress not by passing traditional assessments, but by mastering specific competencies in industry settings with the guidance of industry professionals. Students' weekly study hours will be divided between classrooms at HCT and hours spent

working in an industry internship. As such, students will be already 'embedded' in retail industry positions that may lead to permanent employment with those industry partners post-graduation.

This section defines the competencies required of Retail Management Diploma program graduates.

### Competency Categories

Categories	Description
 <b>1 Communication Skills</b>	Uses effective communication skills to work in a diverse business environment
 <b>2 Professional Practice</b>	Uses technical and interpersonal skills to work in the retail field
 <b>3 Corporate Strategy &amp; Values</b>	Uses tasks and skills related to corporate strategy and values for a retail business environment

### Assessment Environment (Ae) Codes

The coding of program assessments of competencies is as follows.



Retail Partners:

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