



KOLEJ ANTARABANGSA INOVATIF  
**INNOVATIVE**  
INTERNATIONAL COLLEGE



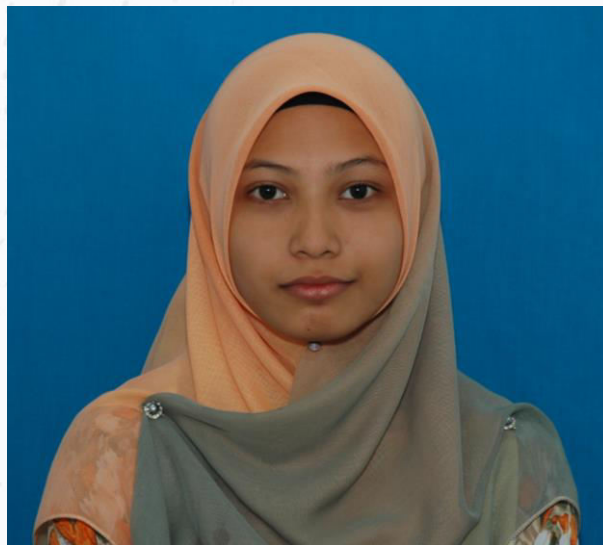
# PROGRAMME HANDBOOK

DIPLOMA IN RETAIL MANAGEMENT

**JPT** | JABATAN  
PENDIDIKAN  
TINGGI

**MQA**  
Agensi Kelayakan Malaysia  
Malaysian Qualifications Agency

## 1. A WORD FROM PL



HAZIRA BINTI SARWOR

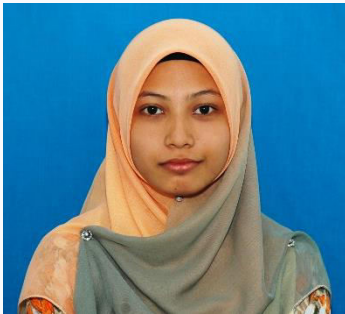
“Knowledge is not measured by how much is memorised, but rather on how much it is acted on –*Imam Syafie*-“

“Education is the passport to the future, for tomorrow belongs to those who prepare for it today -*Malcolm X*-“

Live your life to the fullest so you won't regret later. Focus on the blessings and start to be grateful.

## 2. LECTURER INFORMATION

PRO  
GRA  
MM  
E  
LEA  
DER



HAZIRA BINTI SARWOR

Master's Degree in Applied Biology at Uitm Shah Alam.

Bachelor in Science Education (Hons.) Biology at Uitm Puncak Alam

Experience in retail industry for almost three years in both operation and management

Lecturer from industry in course Organizational Behaviour, Business Etiquette and Professional Ethics in

IST  
OF  
LEC  
TURERS



LIYANA BINTI ABU NOOR

Bachelor in Business & Finance Studies in United Kingdom

Lecturer from industry in course Financial Accounting I, Financial Accounting II and Business Law

Experience in retail management for more than five years and currently working as Chief Financial Officer at AEON HQ



ABDUL ARHAM BIN MAT

Master's Degree in *Pengajian Islam* at OUM

Master's Degree in *Politik Islam* at UKM

Lecturer from industry in course *Penghayatan Etika dan Peradaban*, Community Services, Introduction to Business and Event Management

Expert in business field including act as business consultant in several business firms for the past 20 years

Email :

[abdularham.arnsuccess@innovative.ed](mailto:abdularham.arnsuccess@innovative.ed)



## LIST OF LECTURERS

NURULAIN BINTI ABDUL RAHMAN

Bachelor in Education of  
Teaching English as Second Language  
(TESL) at UniTAR

Lecturer from industry in course  
English Proficiency I and Advanced  
English Proficiency

Experience in business and  
marketing field for almost four years



AFIF MAAHI BIN ABU BAKAR

Bachelor (Hons.) in Multimedia  
Computing Collaboration with Coventry  
University, Kolej Politek MARA Ipoh.

Higher National Diploma in  
Software Development

Lecturer from industry in course  
Principle in Management, Principle in  
Marketing, Basic Computer Concepts,  
Microeconomics and Macroeconomics

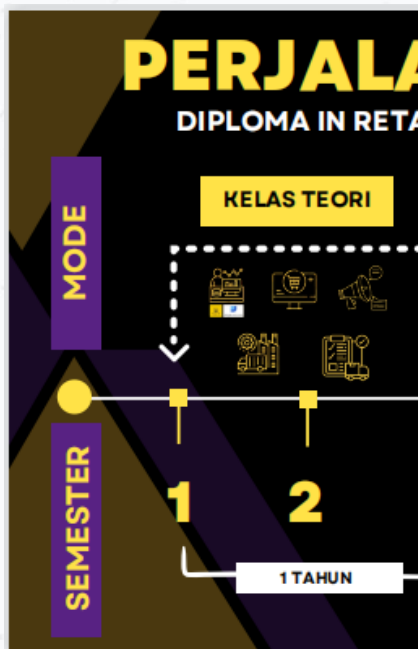
Experience in IT field both in  
industry and academically

### 3. PROGRAMME DESCRIPTION

This programme focus on a strong foundation in Retail Management, Retail Operation, and Retail Relationships.

Diploma in Retail Management (DRM) programme designed to provide candidates with comprehensive understanding of the theoretical and applied aspects of retail management, with emphasis on the key perspectives that shape the retail marketplace, including environmental influences, retail relationships, and retail operation.

To brief, this program has a total of two (2) years and six (6) months duration which compiled of one (1) year of theory class and eighteen (18) months of Work-based learning (WBL) at selected strategic partner of companies' collaboration.



Picture 3.1

DRM focus on preparation of the students in the well-being of the individual to serve the industries with complete knowledge infused to the students following the demands of the industries.

This programme requires students with *Sijil Pelajaran Malaysia* (SPM). The applicants must **pass** in SPM or equivalent with **three (3) credits** including **a pass in Bahasa Melayu and History**.

#### **4. PROGRAMME LEARNING OUTCOME (PLO) & PROGRAMME EDUCATIONAL OUTCOME (PEO)**

This programme has these PLO & PEO listed below to ensure both lecturers and students stay directed following MQA standard;

**PLO 1:** Demonstrate understanding of a broad range of complex technical and theoretical knowledge to effectively manage operations and services in the retail area.

**PLO 2:** Apply general concepts and principles of retail management to identify and solve problems.

**PLO 3:** Apply a range of practical skills, essential tools, methods and procedures to perform required task and use a range of digital and numeracy skills.

**PLO 4:** Communicate effectively orally and in writing with leadership autonomy and responsibility.

**PLO 5:** Use relevant information to further education and engage in activities relating to entrepreneurship.

**PLO 6:** Demonstrate the ability to understand and comply with organizational and professional ethics in the work environment.

**PEO 1:** To provide learners with broad knowledge of the general theories and principles of retail management discipline.

**PEO 2:** Able to demonstrate skills in focused area of the retail management discipline.

**PEO 3:** Enable the graduate to undertake specialized work leading to a career path in the retail management discipline.

**PEO 4:** Express interest in pursuing further education.

**PEO 5:** Show commitment for appropriate ethical behaviour and develop awareness of national aspirations within the global perspective.

Diplom	
Subject Classification	
1	Core
2	Compulsory
Total Credit Value	

Table 4.1

Based on Table 4.1, students only require to complete a total of **93** credits to complete DRM programme. Any credit value lesser than that should entitled an extension of semester to complete the study.

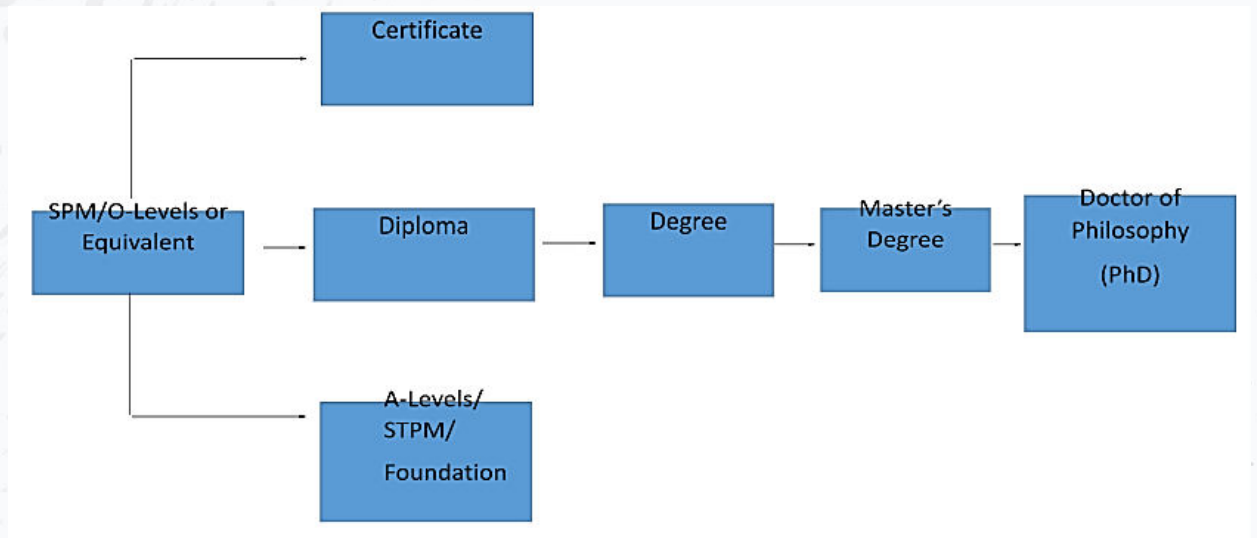
## 5. COURSE STRUCTURE

Year	Semester	Subject	Code	Classification	Pre-requisite	Credit	
1	1	English Proficiency I	ENG1113	Compulsory		3	
		Pengahayatan Etika dan Peradaban	MPU2163	Compulsory		3	
		Bahasa Melayu Komunikasi 1	MPU2133				
		Basic Computer Concept	DIT1113	Core		3	
		Principle of Management	DPBA1113	Core		3	
		Business Communication	ENG 1313	Compulsory		3	
		<b>Total Credit</b>					
	2	Organisational Behaviour	DPBA2433	Core		3	
		Introduction to Business	DPBA1223	Core		3	
		Professional Ethics in Malaysia	MPU2313	Compulsory		2	
		Community Services	MPU2412	Compulsory		2	
		Event Management	MPU2422				
		Principles of Marketing	DPBA1213	Core		3	

		Business Etiquette	MPU2222	Compulsory		2	
		<b>Total Credit</b>					<b>15</b>
	3	Financial Accounting I	DPBA1313	Core		3	
		Advanced English Proficiency	ENG1213	Compulsory	English Proficiency	3	
		Microeconomics	DPBA1312	Core		3	
		<b>Total Credit</b>					<b>9</b>
2	1	Financial Accounting II	DPBA2413	Core	Financial Accounting I	3	
		Management Information System	DIT1223	Core	Basic Computer Concepts	3	
		Macroeconomics	DPBA2423	Core	Microeconomics	3	
		Business Law	DPBA1333	Core		3	
		E-Commerce	DIT3137	Core		3	
		Human Resource Management	DRM3726	Core		3	
		<b>Total Credit</b>					<b>18</b>
	2 <b>(Work Based learning)</b>	Retail Promotion	DRM2516	Core		6	
		Retail Buying	DRM2526	Core		6	
		Retail Logistics	DRM2616	Core		6	
		<b>Total Credit</b>					<b>18</b>
3	1 <b>(Work-Based learning)</b>	Public Relations and Publicity	DRM3716	Core		6	
		Retail Project	DRM 3816	Core		6	
		Mall Management	DRM 3916	Core		6	
		<b>Total Credit</b>					<b>18</b>
				<b>Total Credit to Graduate</b>			<b>93</b>

## 6. ACADEMIC & CAREER PATHWAY

### Academic pathway



### Career pathways

- DISTRICT SALES MANAGER
- MERCHANDISE MANAGER
- FOOD DEPARTMENT MANAGER
- PRODUCT DEPARTMENT MANAGER
- ASSISTANT STORE MANAGER
- CUSTOMER SERVICE MANAGER
- SALES MANAGER
- STORE MANAGER
- WAREHOUSE MANAGER
- ENTREPRENEUR
- CYBERPRENEUR

## 5. COURSE STRUCTURE

Unit GL35, Main Lobby, Block C, Kelana Square,  
Jalan SS7/26, 47301 Petaling Jaya, Selangor Darul Ehsan.  
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