



# Professional Diploma in Retail Management

## 零售管理專業文憑



### Introduction

With the rapid economic development in the mainland and increasing number of mainland visitors to Hong Kong, retailing industry has become one of the major economic sectors of the Hong Kong economy. To meet the rapid-changing business environment in the retailing industry, marketing skills, knowledge of retail management and adaptability to environmental changes are the indispensable factors for successful retailers.



With a view to provide retailers continuous supply of highly competent retail practitioners to raise the competitiveness of the Hong Kong retailing industry, The Chinese University of Hong Kong – Tung Wah Group of Hospitals Community College and the Hong Kong Retail Management Association pioneered a comprehensive retail practitioner in-service programme: Professional Diploma Programme in Retail Management (PDRM).

### Objective

The PDRM is specifically designed to:

1. raise the professionalism of the retail workforce and upgrade corresponding skills profile through competency-based curriculum;
2. help students appreciate and master the fundamental retail management theories and retail management development;
3. develop a range of retail management techniques and attributes pivotal for successful retail performance;
4. provide students with training in critical thinking, proactive attitudes and effective communication skills and an exposure to the applications of the various retail management strategies; and
5. prepare students for career progression and further professional studies in retail management and/or other related fields.

## YEAR 1

### Supervisory Management for Retailers

#### **Aims**

This course aims at introducing concepts, theories and skills that will help learners understand and analyze various aspects of supervisory management in a retail setting. Supervision and management are essentially concepts; it is important for students to integrate them with daily experience and apply them to the retail workplace.

#### **Contents**

1. Modern Supervisory Management
2. Good Management Starts from Yourself
3. Delegation for Leverage
4. Understanding and Motivation People at Work
5. Turning a Disciplinary Situation into a Developmental One
6. Decision-Making and Problem-Solving Skills
7. Contemporary Concerns of Supervision

### Retail Operations – Retail Finance and Information Technology

#### **Aims**

This course introduces retail finance and information technology focusing on the application of financial analysis in management control and performance analysis for retailers, and assessment of impacts of information technology on retail financial systems.

#### **Contents**

1. Retail accounting and finance controls
2. Retail stock management
3. Retail financial planning
4. Retail financial performance analysis
5. Overview of retail information technology

### Retail Marketing

#### **Aims**

This course presents the fundamental retail marketing skills, addressing major issues and complexities affecting competitive market positioning in the retail context.

#### **Contents**

1. Introduction to Retail Marketing
2. Consumer behavior
  - Consumer analysis
  - Foundations of consumer behavior
  - Consumer decision making and consumer behavior
3. Retail marketing strategies
  - Market-led strategic retail marketing management
  - Competitive market analysis
  - Segmentations
  - Targeting
  - Positioning
  - Visual merchandising
4. The retail marketing mix
  - Retail communication, promotion and advertising management
  - Retail distribution and supply chain management
  - Retail Service
5. International retail marketing management
6. Techno-marketing and electronic retailing

## YEAR 2

### Retail Buying and Merchandising

#### **Aims**

This course presents the working fundamentals of retail merchandising and buying, with emphasis on current retail merchandising and buying strategies, which optimize sales opportunities in a retail operation.

#### **Contents**

1. Introduction of Retail Merchandising and Buying
2. Retail Merchandising & Buying Strategies
  - Planning
  - Organizing & Implementing
  - Merchandise Development
  - Controlling
3. Laws and regulations governing retail buying and merchandising
4. Merchandising intellectual property

### Retail Operations – Human Resources and Administration

#### **Aims**

This course presents the fundamentals of human resources management in the retail industry, and features practical coverage on a wide range of human resources functions, systems and frameworks that create sustainable employment relationships and retail success.

#### **Contents**

1. Retail Organization and Human Resources Planning
2. Staff recruitment
3. Selection
4. Training and development
5. Performance appraisal and incentive systems
6. Discipline and grievance
7. Employee exit
8. Payroll administration
9. Current issues in retail human resources management

### Retail Business Communication Skills

#### **Aims**

This course presents the communication skills base essential for modern retailing, explores how organizational culture influences communications within a retailing organization, and examines appropriate communication skills and methods that suit a retail management role.

#### **Contents**

1. Organizational structure and culture contribute to effective communication
2. 3D communications
3. Communication skills for retail managers
4. Managing communication with customers and clients
5. Managing sales communication in the retail workplace
6. Managing team building in the retail workplace
7. SMART communication development plan
8. Managing informative presentation in the retail workplace

### Project

#### **Aims**

1. Identify the critical issues in a specific area of retail management.
2. Decide on the area of investigation. Select the appropriate methodology, source of data, and present the proposal to the supervisor.
3. Conduct the investigation based on proposal agreed by the supervisor.
4. Students should be able to formulate a topic of investigation, collect relevant data, analyze the information, and provide solutions and recommendations.
5. In teams, students are expected to present the work professionally to the supervisor and peer students.

#### **Contents**

The project provides an opportunity for students to work in a guided but independent fashion to plan and execute a retail-related campaign, integrating principles, techniques and methodologies that have been acquired throughout the programme. Each team will be assigned an internal supervisor. When in-company empirical study is conducted, representative(s) from the company will be invited as co-assessor in the Verbal Presentation and Written Report.

## Target

Front-line operational staff and junior management staff in retail industry

## Structure

The professional diploma is a part-time programme including 7 courses, one of which is a project. The curriculum is designed to develop a comprehensive knowledge of retail management in both theoretical and applied dimensions. Case studies, group presentations and discussion will be used to facilitate learning.

## Programme Structure

Students were required to attend the following courses:

Name of Course(s)	Credit units (if applicable)
Retail Business Communication Skills	3
Retail Buying and Merchandising	3
Retail Marketing	4
Retail Operations - Human Resources and Administration	3
Retail Operations - Retail Finance and Information Technology	3
Supervisory Management for Retailers	2
Project	3

## Admission Requirements

- Applicant is required to fulfill the following minimum requirements:
  - have 5 passes in HKCEE including English and Chinese, OR
  - attainment of Level 2 in English and Chinese plus 3 subject passes in HKCEE; OR
  - equivalent qualifications;

PLUS

  - 3 years of post-qualification working experience; OR
  - Mature students at the age of 21 or above with at least one year of relevant working experience.
- An admission interview is normally required to ascertain the applicant's suitability to study in the Programme.

## Language

Teaching activities will be conducted mainly in English, supplemented by Chinese as appropriate. Learning materials will be prepared in both English and Chinese as deemed appropriate.

## Fees

**Tuition Fees : HK\$29,880 (in 6 instalments)**  
**Application Fee : HK\$200**

## Student sharing



**Ms Mandy Law**  
**Merchandising Manager of Nuance-Watson (HK) Ltd.**

A successful career in retail management demands a specific set of skills and competencies. The curriculum of PDRM gives me an exposure to the practical aspects of the retail sector ranging from retail operation, finance & accounting to buying & merchandising. The programme offers innovative approaches to learning outside classrooms, including value added presentations, case analyses, professional seminars, group discussions and projects. It prepares me to meet the rapidly changing and highly competitive retail scene.

I learn the ropes of retail management together with other professionals coming from different sectors of the retail industry in Hong Kong. With expert academics who are also the practitioners of the retail industry, exchange of views makes the class more interesting and valuable.