



EXECUTIVE MASTER IN RETAIL MANAGEMENT

A programme specially designed for working
adults by industry experts

In Collaboration with
Industry Strategic Partner



INTRODUCTION

The current global geopolitical climate is still volatile especially from the impact of the current Russian-Ukraine war, and this will have ongoing implications for the retail market in Malaysia and the region. While many retail sectors are experiencing unfavorable market conditions, non-essential goods will be the most affected. Many are questioning whether the momentum in retail is sustainable going forward.

Though there are some signs that are showing some improvement for the retail sector to bustling with life again. The retail sector is said to be one of the recovery plays as Malaysia transitions to the endemic phase of the coronavirus. However, one has to wonder whether the retail sector will achieve the expected recovery, given the concerning issues of rising prices, labour shortage and weaker ringgit and in some countries the retail sector is already starting to feel the strain of price pressures.

The shining stars in this retail sector leverage technology while investing in people and internal retail processes to drive competitiveness. We hope the retail industry will provide a recipe for both stability and long-term, profitable growth, while strengthening the backbone of an economic supply chain that was almost under siege by COVID-19 pandemic and now the Russia -Ukraine war.

Despite all challenges and issues, the retail is an ever-growing industry. Retail management saves time and ensures the customers easily locate their desired merchandise and return home satisfied. An effective management avoids unnecessary chaos at the store and rather increase the sales of the store.

PROGRAM OBJECTIVES

The programme is designed for retail leaders including managers across the retail industry to develop effective strategies with advanced knowledge and skills that are needed to lead a high-performing retail business.

Participants will be able to understand the retail and e-commerce retail size for effective operations. Able to have a hands-on retail merchandising master cleaning HI and LO Theory in practice.

When dealing with vendors, necessary skills for effective vendor margins negotiations for operations and merchandising teams are further strengthened. This allows for a comprehensive understanding of retail business and able to manage effectively the retail store profit and loss account.

With the wide range of skills learned from the programme, participants will be able to position visual merchandising and floor layout to best possible way to enhance sale and increase profitability.

DELIVERY MODES

Blended/hybrid mode to develop and enhance managerial knowledge and skills throughout the programme. Interactive presentations, group discussions and brainstorming sessions based on case studies and work experiences will keep participants actively engaged during sharing and discourse sessions.

ASSESSMENT

Continuous assessments; formative and summative in the form of discussion tasks, assignments, quizzes and presentations are utilized throughout the programme.

PROGRAMME FEE

RM 19,500.00

REGISTRATION FEE

RM 500

GRADUATION CEREMONY

RM 400.00

MODULES

- 1.Strategic Planning and Management in Retailing
- 2.Retail Store Management and Operations
- 3.Retail Human Resource and Leadership
- 4.Retail Merchandising and Visual Merchandising
- 5.Retail Inventory Management
- 6.Retail Finance and Receipt Management
- 7.Retail Supply Chain Management and Logistics
- 8.Retail Customer Service and Relations

Compulsory Module: Project Paper /or Case Study

ENTRY REQUIREMENTS

For Local Students:

Passed Bachelor/Executive Bachelor/Professional Bachelor in related field **OR**
Other academic qualifications with at least 4 years working experience depending
on UNIMAS Senate approval **OR** Passed Accreditation of Prior Experiential Learning
(APELA.A)

For International Students:

Passed Bachelor/Executive Bachelor/Professional Bachelor in related field **OR**
Other academic qualifications with at least 4 years working experience depending
on UNIMAS Senate approval **OR** Passed Accreditation of Prior Experiential Learning,
APELA or equivalent

FOR MORE INFORMATION, PLEASE CONTACT :



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