

**ERB courses for the retail industry
which have been uploaded onto the Qualifications Register
(2010-11 to 2012-13)**

<u>Full-time placement-tied courses</u>	
1.	<p>Certificate in Pet Groomer and Shop Assistant Training</p> <p>(Training scope: to equip trainees with the knowledge on the daily operation of retail establishments, customer services and sales techniques; to help them grasp the basic knowledge and skills of bathing, modelling as well as hair and nail trimming for pets.)</p>
2.	<p>Certificate in Organic Products Promotion Training</p> <p>(Training scope: to enable trainees to learn and understand the concept of organic farming and the knowledge of organic products; to help them grasp the practical skills on daily operation of retail establishments, customer services and sales techniques.)</p>
3.	<p>Certificate in Retail Salesperson Training</p> <p>(Training scope: to enable trainees to grasp basic customer service and sales techniques; to help them understand stock management, the operation of retail establishments and payment methods and procedures.)</p>
4.	<p>Certificate in Florist and Floriculture Assistant Training¹</p> <p>(Training scope: to enable trainees to grasp the basic skills of the daily operation of floral shops and floriculture; to equip them with the knowledge of stock management, operation of retail establishments and payment procedures.)</p>

¹ This course has been grouped under another industry category since 2011-12.

<u>Half-day or evening “Skills Upgrading Scheme Plus” courses</u>	
5.	<p>Module Certificate in Introduction to Retailing</p> <p>(Training scope: to enable trainees to understand the basic requirements of the retail industry and the importance of good retail services; to help them grasp the skills of receiving customers.)</p>
6.	<p>Module Certificate in Advanced Excellent Customer Service and Selling Technique</p> <p>(Training scope: to enable trainees to have in-depth understanding of professional sales techniques, effective communication skills and handling complaints with emotional quotient to enhance the overall quality of customer service.)</p>
7.	<p>Module Certificate in Shop Management and Customer Service</p> <p>(Training scope: to enable trainees to understand the standard of retail establishment operation, the management of shop operation and the use of service management in providing quality customer services; to enhance the customer service skills of managerial staff; to educate managerial staff to train, supervise, and motivate staff in enhancing customer service skills in this aspect.)</p>
8.	<p>Module Certificate in Staff Management in Retailing</p> <p>(Training scope: to equip trainees with the skills of effective communication, team building and leadership; to equip them in training, motivating and counselling skills to achieve effective management.)</p>
9.	<p>Module Certificate in Merchandise Sale and Visual Merchandising</p> <p>(Training scope: to enhance trainees’ skills in product promotion, sales management and supervision; to train the managerial staff in educating their staff to improve skills in this aspect.)</p>

Half-day or evening “Skills Upgrading Scheme Plus” courses

10. Module Certificate in Basic Sales Analysis

(Training scope: to enable trainees to grasp the basic knowledge of profit and loss accounts as well as sales trend analysis; to adopt more effective sales strategies, manpower management that meets practical needs as well as expenses control in order to attain higher economic efficiency in shop management.)

11. Module Certificate in Personal Effective Management

(Training scope: to equip trainees with skills of effective time management, providing effective responses as well as attending interviews.)

12. Module Certificate in Basic Putonghua for Retailing (Generic)

(Training scope: to equip trainees with the basic knowledge of Putonghua pronunciation, common vocabularies and situational expressions used in the retail industry so as to strengthen their daily work place communication skills and thereby enhancing their competitiveness.)

13. Module Certificate in Advanced Putonghua for Retailing (Generic)

(Training scope: to enable trainees to grasp accurate Putonghua pronunciation in daily life and responses as well as common situational expressions; to equip them with more vocabularies and expressions used in the retail industry; to strengthen their Putonghua presentation and oral skills in the workplace through dialogues, practices and role-plays.)

14. Module Certificate in Basic English for Retailing (Generic)

(Training scope: to equip trainees with the basic knowledge of English pronunciation, common vocabularies and common situational expressions used in the retail industry so as to strengthen their daily and workplace communication skills and thereby enhancing their competitiveness.)

Half-day or evening “Skills Upgrading Scheme Plus” courses

15. Module Certificate in Advanced English for Retailing (Generic)

(Training scope: to enable trainees to grasp the English skills for daily workplace communication; to equip them with more vocabularies and expressions used in the retail industry; to strengthen their English presentation and oral skills in the workplace through dialogues, practices and role-plays.)

16. Module Certificate in Basic English for Retailing (Convenience Store, Supermarket, Fast Food Shop)

(Training scope: to equip trainees with the basic knowledge of English pronunciation, vocabularies and common situational expressions used in the retail industry so as to strengthen their daily workplace communication skills and thereby enhancing their competitiveness.)

17. Module Certificate in Basic English for Retailing (Jewelry, Clock & Watch, Cosmetics)

(Training scope: to equip trainees with the basic knowledge of English pronunciation, vocabularies and common situational expressions used in the retail industry so as to strengthen their daily workplace communication skills and thereby enhancing their competitiveness.)

18. Module Certificate in Basic English for Retailing (Electrical Appliances, AV Equipment, Electronic Products, Furniture & Houseware)

(Training scope: to equip trainees with the basic knowledge of English pronunciation, vocabularies and common situational expressions used in the retail industry so as to strengthen their daily workplace communication skills and thereby enhancing their competitiveness.)

19. Module Certificate in Basic English for Retailing (Footwear, Apparel, Children Products)

(Training scope: to equip trainees with the basic knowledge of English pronunciation, vocabularies and common situational expressions used in the retail industry so as to strengthen their daily workplace communication skills and thereby enhancing their competitiveness.)

Half-day or evening “Skills Upgrading Scheme Plus” courses

20. Module Certificate in Basic English for Market Vending Industry

(Training scope: to assist trainees to grasp the basic knowledge of English pronunciation, common situational expressions used in the market vending industry so as to strengthen their daily workplace communication skills and thereby enhancing their competitiveness.)

21. Module Certificate in Basic Putonghua for Market Vending Industry²

(Training scope: to assist trainees to grasp the basic knowledge of Putonghua pronunciation, common situational expressions used in the market vending industry so as to strengthen their daily workplace communication skills and thereby enhancing their competitiveness.)

22. Module Certificate in Occupational Safety & Health for Market Vending Industry³

(Training scope: to enable trainees to have a better understanding of personal hygiene and occupational safety so as to minimise the chance of food contamination, work accidents and occupational diseases.)

² This course was not offered in 2012-13.

³ This course is uploaded onto the Qualifications Register until March 2012.