RETAIL
Closer Alignment between Education Institutions and Industries

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Content

1. Status of the retail job market.
2. Existing retail programs.
3. Industry image and generation Y
4. Challenges to education and industry
1.1 Retail Job Market

Retail industry:
9000 vacancies (include 700 at managerial and supervisory level)
• Managerial: Store/Operations/Sales mgt.
• Supervisory: Store/Merchandising/Customer service
• Operative/clerical: Sales/Clerical support

Professional body:

1.2 Labour Supply

Secondary education graduates 2012/2013
• HKDSE = 73,000.
• HKALE = 31,000.

Higher Education Intake Places
• Government (UGC) undergrad programme = 30,300.
• Self-financing undergrad programme = 7,700
• Higher Diploma and Assoc. degree = 40,000

Every secondary school graduate has a place to further study

Education Bureau figures
2. Post-secondary Retail Education

UGC degrees:
• General business - BBA, Management, Marketing...
• Industry oriented – Accounting, Financial services, Global Supply Chain, Fashion, Design, Real Estate, Hotel and Tourism, Nursing, Social Work…(Retail?!) 

Retail specific programs:
• IVE HD in Retail and Merchandising, SPACE of HKU, CIE of BU ...
• VTC and HKRMA Pro-Dip/Cert in Retail Management
• PolyU SPEED Retail and Service Mgt top-up degree

3. Gen Y as Employee and Consumer

Me generation, seek instant gratification, tech-dependent, Job hopping...

Social media used by Gen Y: contributing, sharing, consuming, searching, participating, playing.

Internet generation
Always interactive and connected
Smartphone era
4.1 Education and Training Focus

Theory input – analytical and creative thinking (HIGH)

Industry support and involvement (LOW)

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Theory input – analytical and creative thinking (LOW)

4.2 Implication for the Educator & Industry

ED PROVIDER

Program design: Scholarly yet vocational

Program image management: Professionalism

Student self – development: Ethics, leadership...

IND SUPPORT

Speakers, internship, competitions...

Industry endorsement, joint events...

Scholarships, career talks, ind. attachment...

RETAIL CAREER COMMITMENT
Thank you