

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:



HONG KONG
RETAIL MANAGEMENT
ASSOCIATION
香港零售管理協會

VTC 2012 Manpower Survey of the Retail Trade

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.

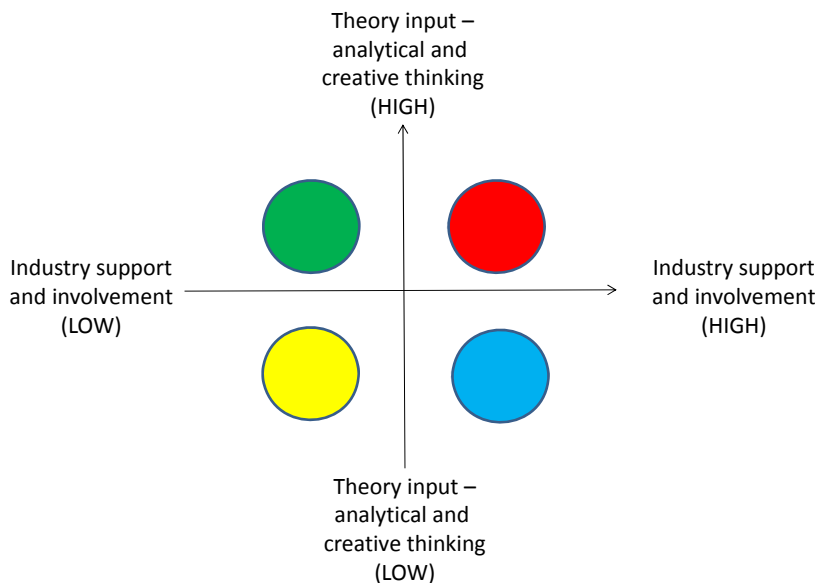


Internet generation

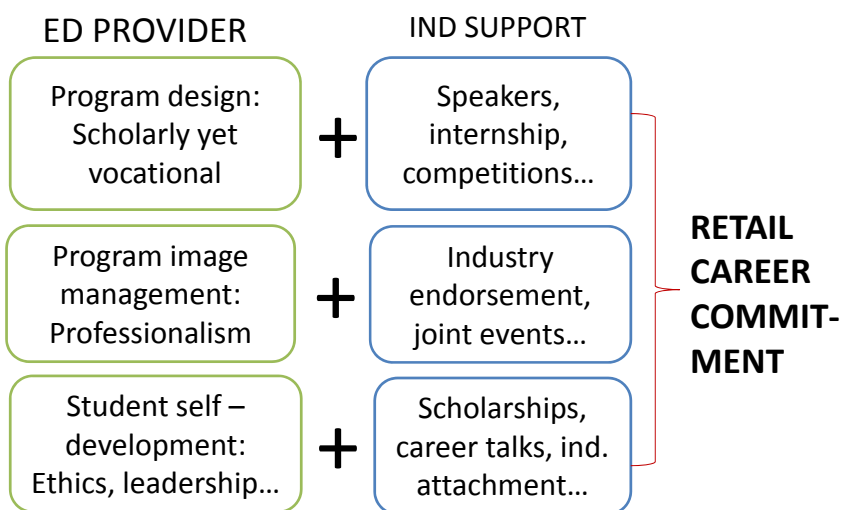
Always interactive and connected

Smartphone era

4.1 Education and Training Focus



4.2 Implication for the Educator & Industry



Thank you