

Skills Framework for Food Manufacturing

Programmes that broaden or deepen specific skills and knowledge for the various occupations in the sector

Business Development

Job Role:
Regional Manager/Export Manager

Full Qualification Programme	Provider
Masters of Science (By Coursework) in Food Science and Human Nutrition	National University of Singapore

Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Business-to-Consumer Management	Customer Acquisition Management	4	Effective Customer Acquisition & Retention Strategies	Marketing Institute of Singapore
			Strategies for Winning and Retaining Customers	Singapore Chinese Chamber Institute of Business
			Strategies for Winning and Retaining Customers in Mandarin	
	Market Research	4	Manage Market Research	Nanyang Polytechnic
	Marketing Communications Plan Development	4	BHB1002 Principles of Marketing	Singapore Institute of Technology
E-commerce Management	E-Commerce Campaign Management	4	Transform Your Business with eCommerce	Singapore Polytechnic
Export Market Development	Business Environment Analysis	4	BHB1002 Principles of Marketing	Singapore Institute of Technology
	Business Opportunities Development	5	BHB3002 Strategic Management	Singapore Institute of Technology

For Generic Skills and Competencies (GSCs) programme listing, please refer to *Section (v) (c) - View the Training Programmes for GSCs*. Or click this [link](#) to view the GSCs Programme Listing.