

Skills Framework for Retail

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

Brand Management

Job Role:

Brand Director

Full Qualification Programmes	Providers
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Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Analytical, Conceptual and Evaluative	Market Research	5	Direct Market Research	Tourism Management Institute of Singapore Pte Ltd
Corporate Governance and Policies	Compliance with Legal Regulations	5	NICF - Risk and Compliance Management	National University of Singapore

Generic Skills and Competencies (GSCs)		Modular Programmes	Providers
Title	Proficiency Level		
Managing Diversity	Advanced	Manage cross functional and culturally diverse Teams	Capelle Academy Pte Ltd
		Foster Business Relationship	Kaplan Professional
		Manage Cross Functional and Culturally Diverse Teams	Ngee Ann Polytechnic
		Manage Cross Functional and Culturally Diverse Teams	NTUC LearningHub Pte Ltd
		Strategic Leadership	SeraphCorp Institute Pte Ltd
		Manage Cross Functional and Culturally Diverse Teams	Service Quality Centre Pte Ltd
		Manage Cross Functional and Culturally Diverse Teams	Singapore National Employers Federation
		Role of Effective Managers – Connecting the Dots!	SMU-Centre for Professional Studies
		Manage Cross Functional and Culturally Diverse Teams	SSA Consulting Group Pte Ltd
Creative Thinking	Advanced	WSQ Innovate The Customer Experience	At-Sunrice Globalchef Academy Pte Ltd
		WSQ Leading Service Innovation	Institute of Systems Science, National University of Singapore
		Innovate the Customer Experience	Service Quality Centre Pte Ltd
		Innovate the Customer Experience (24 HRS)	Training Vision Institute Pte Ltd