

## Skills Framework for Wholesale Trade

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

Marketing, Business Development and Analysis

Job Role:  
Marketing Manager

Full Qualification Programmes	Providers
Minor in International Trade Management	Singapore University of Social Sciences
Specialist Diploma in Digital Marketing	Republic Polytechnic

Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Business Development	Data Analytics	3	NICF - Business Intelligence Analytics NICF - Business Intelligence Project	National University of Singapore Lithan Academy Pte Ltd
	Networking	4	Strategic Stakeholder Engagement Manage Programmes and Activities to Enhance Stakeholder Relationships (Part of Business Management for Managers) Strategic Business Skills for Project Managers (SBSPM)	Capalle Academy Pte Ltd Kaplan Professional Ode Consulting Pte Ltd
Business Finance	Budgeting	4	Financial Management Skills for Non-Accountants Manage budgeting and Forecasting Processes for the Business Unit (Part of Business Management for Managers) Manage Budgeting and Forecasting Processes for the Business Unit	Nanyang Polytechnic Kaplan Professional Singapore National Employers' Federation
Research and Data Analytics	Market Profiling	4	BHB3302 Hospitality Data Analytics	Singapore Institute of Technology

Generic Skills and Competencies (GSC)		Modular Programmes	Providers
Title	Proficiency Level		
Creative Thinking	Intermediate	Foster Service Innovation	Capelle Academy Pte Ltd
		ES WSQ Foster Team Adaptability (Level 3)	Civil Service College
		WSQ Foster Team Adaptability	Eagle Infotech Consultants Pte Ltd
		Foster Team Adaptability	Image Institute of Learning and Development Pte Ltd
		WSQ Service Design	Institute of Systems Science, National University of Singapore
		Foster Service Innovation	Kaplan Professional
		Foster Team Adaptability	Mendaki Social Enterprise Network Singapore Pte Ltd
		Foster Team Adaptability	NTUC LearningHub Pte Ltd
		WSQ Foster Service Innovation	NTUC LearningHub Pte Ltd
		WSQ Foster Service Innovation powered by ESSEC	NTUC LearningHub Pte Ltd
		WSQ Foster Service Innovation powered by Disney Institute	NTUC LearningHub Pte Ltd
		Foster Service Innovation	Service Quality Centre Pte Ltd
		Foster Service Innovation	Singapore Chinese Chamber Institute of Business
		Foster Team Adaptability	Singapore National Employers Federation
		Foster Service Innovation	Singapore National Employers Federation
		Foster Team Adaptability	SSA Consulting Group Pte Ltd
Foster Service Innovation	Training Vision Institute Pte Ltd		
Interpersonal Skills	Advanced	Foster Business Relationship	Kaplan Professional
		Strategic Leadership	SeraphCorp Institute Pte Ltd
		Role of Effective Managers – Connecting the Dots!	SMU-Centre for Professional Studies

Decision Making	Intermediate	Develop Self	Bootstrap Pte Ltd
		Leading through People	Capelle Academy Pte Ltd
		Develop Self	Kaplan Professional
		Develop Self	Mendaki Social Enterprise Network Singapore Pte Ltd
		Develop Self powered by John Maxwell	NTUC LearningHub Pte Ltd
		Develop Self	SeraphCorp Institute Pte Ltd
		Develop Self	Singapore Chinese Chamber Institute of Business
		Developing Self Effectiveness for Business Performance	Singapore Institute of Management
		Creative Leadership and Self Development Skills	Singapore National Employers Federation