

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:

Head of Marketing

Full Qualification Programmes	Providers
Minor in International Trade Management	Singapore University of Social Sciences

Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Business Development	Data Analytics	3	NICF - Business Intelligence Analytics	National University of Singapore
			NICF - Business Intelligence Project	Lithan Academy Pte Ltd
Business Finance	Budgeting	5	NICF-Finance for IT Managers	National University of Singapore
			BM-FIN-503E-1 Develop and Establish Financial Budget and Plans	Kaplan Professional
General Management	Change Management	5	Leading Organisational Change	Singapore University of Social Sciences
	Innovation Management	5	NICF-Business Driven Enterprise Architecture: Integrated Approach from Business Strategy to Implementation	NUS School of Computing
			Innovating for Organisational Success	Singapore National Employers Federation
Research and Data Analytics	Market Profiling	5	BHB1002 Principles of Marketing	

Generic Skills and Competencies (GSC)		Modular Programmes	Providers
Title	Proficiency Level		
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