

Skills Framework for Hotel and Accommodation Services

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

Sales and Marketing

Job Role:
Director of Sales and Marketing

Full Qualification Programmes	Providers
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Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Business Management	Budgeting	5	Develop and Establish Financial Budget and Plans	Institute Of Singapore Chartered Accountants
			Financial Analysis and Business Decisions for Non-Finance Managers	NUS School of Continuing and Lifelong Education (SCALE)
Business Development	Business Presentation Delivery	5	Managing Disruption with Future-Proof Workplace Communication Skills	NUS School of Continuing and Lifelong Education (SCALE)
People Management	Organisational Relationship Building	5	Foster Business Relationships and Organisational Diversity	Human Capital (Singapore) Pte. Ltd.
			Strategic Leadership	SeraphCorp Institute Pte. Ltd.
			Foster Business Relationship	Training Vision Institute Pte. Ltd.
			Leadership for Managers in the Hospitality Sector	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
People Management	People and Performance Management	5	Monitor Divisional Performance and Develop Reward Strategies to Facilitate Achievement of Results	Human Capital (Singapore) Pte. Ltd.
			Monitor Divisional Performance and Develop Reward Strategies to Facilitate Achievement of Results	MDIS Corporation Pte. Ltd.
			Facilitate Change and Achievement of Results	SeraphCorp Institute Pte. Ltd.
			Facilitate Achievement of Results	Training Vision Institute Pte. Ltd.
People Management	People Development	5	Engage People	Human Capital (Singapore) Pte. Ltd.
			Develop Managers and High Potential Employees through Organisational Talent Capability Review	NATC Institute Pte. Ltd.
			Engage People	SeraphCorp Institute Pte. Ltd.
			Engage People	Training Vision Institute Pte. Ltd.
			Coaching for Supervisors in the Hospitality Sector	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
			Leadership for Managers in the Hospitality Sector	SITLEARN Professional Development, Singapore Institute of Technology (SIT)

Revenue and Distribution Management	Room Revenue Management	5	Revenue Management and Distribution for Practitioners	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
Revenue and Distribution Management	Room Revenue Management	6	Revenue Management and Distribution for Practitioners	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
Revenue and Distribution Management	Revenue Optimisation	5	Data Analytics Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)
			Data Visualisation Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)
			Data-driven Customer Experience	NUS School of Continuing and Lifelong Education (SCALE)
			Marketing Analytics	NUS School of Continuing and Lifelong Education (SCALE)
			Optimising Restaurant Performance with Revenue Management	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
			Revenue Management and Distribution for Practitioners	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
			Understanding Big Data & Data Analytics for Hospitality Professionals	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
People Management	Staff Management	6	Leadership for Managers in the Hospitality Sector	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
Infocomm Technology and Data	Technology Adoption and Innovation	5	From Ideas to Assets: Industry 4.0 and Innovation Management in the Digital Economy	NUS School of Continuing and Lifelong Education (SCALE)
			Innovation Management for Leaders in the Hospitality Sector	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
			Innovation Management for Managers/Supervisors in the Hospitality Sector	SITLEARN Professional Development, Singapore Institute of Technology (SIT)

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