

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/Director of Catering/Assistant Director of Sales/Assistant Director of Catering

Full Qualification Programmes	Providers
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Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Business Management	Budgeting	4	Introduction to Finance for Small Business	Asian Culinary Institute of Singapore
			Manage Budgeting and Forecasting Processes for the Business Unit	SHATEC Institutes Pte. Ltd.
			Manage Budgeting and Forecasting Processes for the Business Unit	Singapore National Employers Federation
			Financial Analysis and Business Decisions for Non-Finance Managers	NUS School of Continuing and Lifelong Education (SCALE)
General Management	Business Negotiation	5	Getting to Yes, The Art of Successful Negotiation	The Leadership Institute Pte. Ltd.
Business Development	Business Presentation Delivery	5	Managing Disruption with Future-Proof Workplace Communication Skills	NUS School of Continuing and Lifelong Education (SCALE)
Sales and Marketing	Customer Behaviour Analysis	5	Customer Insight Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)
			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)
			Understanding Big Data & Data Analytics for Hospitality Professionals	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
Customer Experience	Customer Challenges Management	4	Manage Guests/Customers' Concerns and Feedbacks	YMCA Education Centre Limited
People Management	Organisational Relationship Building	4	WSQ Cultivate Workplace Relationships and Diversity powered by John Maxwell	NTUC Learninghub Pte. Ltd.
			Cultivate Workplace Relationships and Diversity	SeraphCorp Institute Pte. Ltd.
			Adopt Design Thinking for Team Building	SSTC Institute Pte. Ltd.
			Cultivate Workplace Relationships and Diversity	Training Masters Workforce Institute Pte Ltd
			Organisational Culture Change Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)

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	4	Develop Team Leaders Through Capability Development and Coaching	Aaarya Business College Pte. Ltd.
			Coaching for Performance and Capability Development	BP Coach Training Pte. Ltd.
			Develop Team Leaders through Capability Development and Coaching	Force 21 Equipment Pte Ltd
			Develop Team Leaders through Capability Development and Coaching	Mendaki Social Enterprise Network Singapore Pte. Ltd.
			Develop Team Leaders through Capability Development and Coaching.	NATC Institute Pte. Ltd.
			WSQ Develop Team Leaders through Capability Development and Coaching powered by John Maxwell	NTUC Learninghub Pte. Ltd.
			Develop Team Leaders through Capability Development and Coaching (Develop Team)	Raffles Skills Lab International Training Centre Pte. Ltd.
			LPM Enable People.	SeraphCorp Institute Pte. Ltd.
			Develop Design Thinking Skills Coaches	SSTC Institute Pte. Ltd.
			Enable People	Training Vision Institute Pte. Ltd.
Workplace Coaching Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)			
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	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)
Customer Experience	Service Excellence	4	Optimising Revenues and winning Customers with Service Excellence and Customer Delight	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.