

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:

Sales Manager/Catering Sales Manager/Assistant Sales Manager/Assistant Catering Sales Manager

Full Qualification Programmes	Providers
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Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Business Management	Budgeting	3	Financial Analysis and Business Decisions for Non-Finance Managers	NUS School of Continuing and Lifelong Education (SCALE)
Business Development	Business Opportunities Development	4	Data Analytics Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)
			Data Science and Artificial Intelligence for Senior Executives	NUS School of Continuing and Lifelong Education (SCALE)
			Data Visualisation Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)
			From Ideas to Assets: Industry 4.0 and Innovation Management in the Digital Economy	NUS School of Continuing and Lifelong Education (SCALE)
Business Development	Business Relationship Building	4	Communicating your Personal Brand Identity Across Professional Contexts	NUS School of Continuing and Lifelong Education (SCALE)
			Managing Disruption with Future-Proof Workplace Communication Skills	NUS School of Continuing and Lifelong Education (SCALE)
Sales and Marketing	Customer Behaviour Analysis	4	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 Feedback and Relationship Management	4	Building Positive Customer Relationship	Ibosses Pte. Ltd.
			WSQ Manage Relationship with Customers	SFIC Institute Pte. Ltd.
General Management	Dispute Resolution	4	Participate in Dispute Resolution	SeraphCorp Institute Pte. Ltd.
			Participate In Dispute Resolution: Strategic Conflict Management for Professionals Module 1	Singapore Mediation Centre
Risk and Compliance Management	Legal Compliance Management	3	Facilitate compliance with legislative and regulatory requirements	Lloyd McGill Pte Ltd
Business Development	Proposal Writing	3	Write Proposal	Alue Singapore Pte Ltd

Revenue and Distribution Management	Room Revenue Management	4	Revenue Management and Distribution for Practitioners	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
Sales and Marketing	Sales Delivery	3	Sell Products and Services	Ascott International Management (2001) Pte Ltd
			Optimising Revenues and winning Customers with Service Excellence and Customer Delight	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
Sales and Marketing	Sales Trends and Opportunities Analysis	4	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)
			Marketing Analytics	NUS School of Continuing and Lifelong Education (SCALE)
Customer Experience	Service Challenges	4	Develop Service Recovery Framework	Training Vision Institute Pte. Ltd.
People Management	Service Coaching	3	Coach for Service Performance	Andalus Corporation Pte Ltd
			Coach for Service Performance (Optimising Performance Through Coaching)	Beacon Consulting Pte Ltd
			The Service Coach	Capelle Academy Pte. Ltd.
			Coach for Service Performance	Civil Service College
			Coach for Service Performance	DSI Academy Pte. Ltd.
			Coach for Service Performance	Leacov Singapore Pte. Ltd.
			Coach for Service Performance	Mendaki Social Enterprise Network Singapore Pte. Ltd.
			WSQ Coach for Service Performance.	NTUC Learninghub Pte. Ltd.
			Coach for Service Performance	Training Vision Institute Pte. Ltd.
Workplace Coaching Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)			
Customer Experience	Service Excellence	3	Establish Relationship for Customer Confidence	Andalus Corporation Pte Ltd
			Establish Relationships for Customer Confidence	Avanta Global Pte. Ltd.
			Establish Relationships for Customer Confidence	Center for Competency-Based Learning and Development Pte. Ltd.
			Establish Relationships for Customer Confidence	Civil Service College
			Establish Relationships for Customer Confidence	DSI Academy Pte. Ltd.
			WSQ Establish Relationships for Customer Confidence	Educare International Consultancy Pte. Ltd.
			Effective Customer Service Skills	Impact Management Seminars Pte Ltd
			Building Rapport to Create Selling Opportunities	Impact Management Seminars Pte Ltd
			Establish Relationships for Customer Confidence	Leacov Singapore Pte. Ltd.
			WSQ Establish Relationships for Customer Confidence	NTUC Learninghub Pte. Ltd.
			Establish Relationship for Customer Confidence	Training Masters Workforce Institute Pte Ltd
			Establish Relationships for Customer Confidence	Training Vision Institute Pte. Ltd.
			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.