

Skills Framework for Tourism

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

Business Development, Sales, Sponsorships and Marketing

Job Role:
Chief Executive Officer/ Managing Director/ General Manager

Full Qualification Programmes	Providers
Bachelor of Science in Business	Singapore University of Social Sciences

Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Business Management	Business Negotiation	6	Business Negotiation	Singapore University of Social Sciences
	Business Performance Management	6	Business Excellence	Singapore University of Social Sciences
	Business Planning	6	Organisational Culture Change Begins with ME Business Negotiation	National University of Singapore Singapore University of Social Sciences
	Continuous Improvement Management	6	LEAN Six Sigma Foundation (Black belt) Accelerated	National University of Singapore
			Business Excellence	Singapore University of Social Sciences
			Lean Six Sigma	Singapore University of Social Sciences
			Total Quality Management	Singapore University of Social Sciences
	Financial Management	6	Financial Analysis and Business for Non-finance Managers	National University of Singapore
	Innovation Management	6	Organisational Culture Change Begins with ME	National University of Singapore
			Transforming Mindsets for Tomorrow	National University of Singapore
			Product/Service Innovation & Design	Singapore University of Social Sciences
	Organisational Vision, Mission and Values Formulation	6	Business Agility	National University of Singapore
			Future-Proof Leadership Begins with ME	National University of Singapore
Service Excellence	6	Organisational Culture Change Begins with ME	National University of Singapore	
		Business Excellence MKT363 Services Marketing	Singapore University of Social Sciences Singapore University of Social Sciences	
Stakeholder Management	6	Future-Proof Leadership Begins with ME	National University of Singapore	
		Business Negotiation	Singapore University of Social Sciences	
Strategy Planning	6	Starting and Managing a Business	Singapore University of Social Sciences	
Tourism and Economic Development	6	Doing Business with China	Singapore University of Social Sciences	
		International Economics	Singapore University of Social Sciences	
		Managerial Economics	Singapore University of Social Sciences	
		Political Economy of Asia	Singapore University of Social Sciences	
Enterprise Risk Management	Risk Management and Administration	5	The Financial Potential and Risks of New Business Ideas	Singapore Management University
Human Resource Management	Change Management	6	Business Agility	National University of Singapore
			Future-Proof Leadership Begins with ME	National University of Singapore
			Organisational Culture Change Begins with ME	National University of Singapore
	Employee and Labour Relations	6	Selected Topics in Management	Singapore University of Social Sciences
Succession Planning	6	Selected Topics in Management	Singapore University of Social Sciences	
Infocomm Technology Management	Technology Scanning	6	Organisational Culture Change Begins with ME	National University of Singapore