

## Skills Framework for Tourism

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

Attractions Management and  
Operations

**Job Role:**  
Attractions Operations Director

Full Qualification Programmes	Providers
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Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Business Management	Budgeting	5	Financial Analysis and Business for Non-finance Managers	National University of Singapore
	Business Data Analysis	5	Basic Data Analytics @ Work	Singapore Management University
			Building Business Intelligence & Analytics Function	Singapore Management University
			Business Analytics in Practice	Singapore Management University
			Certified Analytical Professional	Singapore Management University
			Data Analytics - Communication Insights	Singapore Management University
			Data Analytics for Managers	Singapore Management University
			Data Visualisation	Singapore Management University
			Extracting Business Value through Business Analytics	Singapore Management University
			SMU-Deloitte Data Driven Design: Harnessing the Power of Predictive Analytics	Singapore Management University
	Statistics	Singapore University of Social Sciences		
	Business Performance Management	5	Business Essentials: Strategies for Growth	Singapore Management University
			Digital Business: Technologies and Transformation	Singapore Management University
			Lean Six Sigma Black Belt Certification	Singapore Management University
			Middle Managers' Role in Strategy Implementation - The Lynchpin of Success	Singapore Management University
			NextGen Leadership Series: Personal Effectiveness, Team Efficacy and Business Excellence	Singapore Management University
	Business Planning	5	Business Essentials: Strategies for Growth	Singapore Management University
			Lean Six Sigma Black Belt Certification	Singapore Management University
	Continuous Improvement Management	5	LEAN Six Sigma Foundation (Yellow)	National University of Singapore
			Advancing Innovation through Human Centered Design	Singapore Management University
			Basic Data Analytics @ Work	Singapore Management University
			Business Essentials: Strategies for Growth	Singapore Management University
			Digital Business: Technologies and Transformation	Singapore Management University
			Lean Six Sigma Black Belt Certification	Singapore Management University
			Lean Six Sigma	Singapore University of Social Sciences
	Total Quality Management	Singapore University of Social Sciences		
	Corporate Governance	5	Company & Tort Law	Singapore University of Social Sciences
Financial Management	5	Financial Analysis and Business for Non-finance Managers	National University of Singapore	
		Finance Essentials for Business Success	Singapore Management University	
Organisational Vision, Mission and Values Formulation	5	Business Agility	National University of Singapore	
		Middle Managers' Role in Strategy Implementation - The Lynchpin of Success	Singapore Management University	
		NextGen Leadership Series: Personal Effectiveness, Team Efficacy and Business Excellence	Singapore Management University	
Productivity Improvement	5	LEAN Six Sigma Foundation (Yellow)	National University of Singapore	
		Business Essentials: Strategies for Growth	Singapore Management University	
		Lean Six Sigma Black Belt Certification	Singapore Management University	
		Lean Six Sigma	Singapore University of Social Sciences	
Resource Management	5	Operations Management	Singapore University of Social Sciences	
		Breakthrough Project Management - From Stakeholders Perspective	Singapore Management University	
Service Excellence	5	Business Excellence	Singapore University of Social Sciences	
		MKT363 Services Marketing	Singapore University of Social Sciences	
Stakeholder Management	5	Future-Proof Leadership Begins with ME	National University of Singapore	
		Advanced Communication Strategies: Using Strategic Persuasion To Get What You Want	Singapore Management University	
		International HRM Series: Global Trends, Mobility Management and Rewards Strategy	Singapore Management University	
		NextGen Leadership Series: Personal Effectiveness, Team Efficacy and Business Excellence	Singapore Management University	
Strategy Planning	5	Business Essentials: Evidence-Based Talent Management	Singapore Management University	
		Business Essentials: Strategies for Growth	Singapore Management University	

			Lean Six Sigma Black Belt Certification	Singapore Management University
			Starting and Managing a Business	Singapore University of Social Sciences
	Tourism and Economic Development	5	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	Employee and Labour Relations	5	International HRM Series: Global Trends, Mobility Management and Rewards Strategy	Singapore Management University
			Middle Managers' Role in Strategy Implementation - The Lynchpin of Success	Singapore Management University
			Selected Topics in Management	Singapore University of Social Sciences
			HR Analytics	National University of Singapore
	Learning and Development	5	Workplace Coaching Begins with Me	National University of Singapore
			Business Essentials: Evidence-Based Talent Management	Singapore Management University
			Business Essentials: Human Capital and Business Success	Singapore Management University
			International HRM Series: Global Trends, Mobility Management and Rewards Strategy	Singapore Management University
			Middle Managers' Role in Strategy Implementation - The Lynchpin of Success	Singapore Management University
			HR Analytics	National University of Singapore
	Manpower Planning	5	Business Essentials: Evidence-Based Talent Management	Singapore Management University
			Business Essentials: Human Capital and Business Success	Singapore Management University
			International HRM Series: Global Trends, Mobility Management and Rewards Strategy	Singapore Management University
			Selected Topics in Management	Singapore University of Social Sciences
	Succession Planning	5	Business Essentials: Evidence-Based Talent Management	Singapore Management University
			Selected Topics in Management	Singapore University of Social Sciences
Starting and Managing a Business			Singapore University of Social Sciences	
Infocomm Technology Management	Internet of Things Management	5	Digital Business: Technologies and Transformation	Singapore Management University
	Technology Scanning	5	Digital Business: Technologies and Transformation	Singapore Management University