

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:
Head of Content and Experience Development/Senior Curator

Full Qualification Programmes	Providers
Specialist Diploma in MICE & Events Management	Temasek Polytechnic

Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Attractions Operations	Attractions Guest Relations Management	3	Customer Relationship Management	Singapore University of Social Sciences
Business Development, Sales and Marketing	Market Research	4	Data Analytics Begins with ME	National University of Singapore
			Data Analytics for Managers	National University of Singapore
			Data Visualisation Begins with Me	National University of Singapore
			Data-driven Customer Experience	National University of Singapore
			Marketing Analytics	National University of Singapore
			Digital Marketing - Search Engine Marketing	Singapore Management University
			Harnessing Data for Quality Service Delivery, Value Enhancement & Outcomes	Singapore Management University
			MKT390 Marketing Research	Singapore University of Social Sciences
Statistics	Singapore University of Social Sciences			
Business Management	Budgeting	4	Develop and Implement Budget	Avanta Academy Pte Ltd
	Business Performance Management	4	Financial Analysis and Business for Non-finance Managers	National University of Singapore
			Lean Six Sigma (Green Belt)	National University of Singapore
			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 Green 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 Excellence	Singapore University of Social Sciences		
	Contract Development and Management	4	Project Management	Singapore University of Social Sciences
	Corporate Governance	4	Company & Tort Law	Singapore University of Social Sciences
	Financial Management	4	Financial Analysis and Business for Non-finance Managers	National University of Singapore
			Cost & Management Accounting	Ngee Ann Polytechnic
			Finance Essentials for Business Success	Singapore Management University
	Financial Planning and Analysis	4	Financial Analysis and Business for Non-finance Managers	National University of Singapore
			Finance Essentials for Business Success	Singapore Management University
	Innovation Management	4	Data-driven Customer Experience	National University of Singapore
			Lean Six Sigma (Green Belt)	National University of Singapore
			Managing Disruption with Future-proof Workplace Communication Skills	National University of Singapore
			Transforming Mindsets for Tomorrow	National University of Singapore
			Advancing Innovation through Human Centered Design	Singapore Management University
Business Model and Technology Innovation			Singapore Management University	
Innovating to Achieve High Service Performance			Singapore Management University	
Innovation Management Tool 'Design Thinking'			Singapore Management University	
Introduction to Opportunity Recognition and Ideation Management			Singapore Management University	
Introduction to the Organizational Aspects of Making Innovation Work			Singapore Management University	
Turning Innovation Concepts into Business Cases			Singapore Management University	
Product/Service Innovation & Design			Singapore University of Social Sciences	
Organisational Vision, Mission and Values Formulation			4	Business Agility
	Leading a Service Centric Culture	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		
	Organisational Behaviour	Singapore University of Social Sciences		
Resource Management	4	Breakthrough Project Management - From Stakeholders Perspective	Singapore Management University	
		Turning Strategy into Service Operations	Singapore Management University	
			Creating a Service Centric Culture Through Change Management	Singapore Management University

	Service Excellence	4	Designing An Exceptional Customer Experience	Singapore Management University
			Harnessing Data for Quality Service Delivery, Value Enhancement & Outcomes	Singapore Management University
			Innovating to Achieve High Service Performance	Singapore Management University
			Leading a Service Centric Culture	Singapore Management University
			Turning Strategy into Service Operations	Singapore Management University
			Business Excellence	Singapore University of Social Sciences
	Stakeholder Management	4	MKT363 Services Marketing	Singapore University of Social Sciences
			WSQ Lead with Vision (SFw)	Tourism Management Institute of Singapore
			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
			Middle Managers' Role in Strategy Implementation - The Lynchpin of Success	Singapore Management University
	Strategy Implementation	4	NextGen Leadership Series: Personal Effectiveness, Team Efficacy and Business Excellence	Singapore Management University
			Business Essentials: Strategies for Growth	Singapore Management University
	Strategy Planning	4	Lean Six Sigma Black Belt Certification	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	4	WSQ Develop and Implement Business Strategies (SFw)	Tourism Management Institute of Singapore	
		Doing Business with China	Singapore University of Social Sciences	
		International Economics	Singapore University of Social Sciences	
		Managerial Economics	Singapore University of Social Sciences	
Enterprise Risk Management	Risk Management and Administration	4	Political Economy of Asia	Singapore University of Social Sciences
			The Financial Potential and Risks of New Business Ideas	Singapore Management University
Human Resource Management	Learning and Development	4	WSQ Develop Risk Management Plan (SFw)	Tourism Management Institute of Singapore
			Manage Training	Avanta Academy Pte Ltd
			HR Analytics	National University of Singapore
			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
	Manpower Planning	4	WSQ Manage Training (SFw)	Tourism Management Institute of Singapore
			HR Analytics	National University of Singapore
			Business Essentials: Evidence-Based Talent Management	Singapore Management University
			Business Essentials: Human Capital and Business Success	Singapore Management University
	Succession Planning	4	International HRM Series: Global Trends, Mobility Management and Rewards Strategy	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	Technology Application	4	Data-driven Customer Experience	National University of Singapore
			Managing Disruption with Future-proof Workplace Communication Skills	National University of Singapore
			Digital Business: Technologies and Transformation	Singapore Management University
			IT-enabled Business Transformation	Singapore University of Social Sciences
	Technology Scanning	4	Digital Business: Technologies and Transformation	Singapore Management University
			Digital:Works	Singapore Management University
Product Development, Content and Experience Management	Product, Content and Experience Performance Management	4	Data Analytics Begins with ME	National University of Singapore
			Data Analytics for Managers	National University of Singapore
			Data Visualisation Begins with Me	National University of Singapore
			Data-driven Customer Experience	National University of Singapore
			Lean Six Sigma (Green Belt)	National University of Singapore
			Marketing Analytics	National University of Singapore
			Advancing Innovation through Human Centered Design	Singapore Management University
			Brand Storytelling Studio	Singapore Management University
			Designing An Exceptional Customer Experience	Singapore Management University
			Digital Marketing - Social Media Marketing	Singapore Management University
			Digital:Works	Singapore Management University
			Foundations of Brand Storytelling	Singapore Management University