

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 Education and Programmes**

Full Qualification Programmes	Providers

Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Business Development, Sales and Marketing	Market Research	4	Data Analytics Begins with ME	National University of Singapore
			Data Visualisation Begins with Me	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 Data Analytics	4	Financial Analysis and Business for Non-finance Managers	National University of Singapore
			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
			Basic Data Analytics @ Work	Singapore Management University
			Building Business Intelligence & Analytics Function	Singapore Management University
			Business Analytics in Practice	Singapore Management University
			Business Essentials: Strategies for Growth	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
			Lean Six Sigma Black Belt Certification	Singapore Management University
	Lean Six Sigma Green Belt Certification	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	4	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
	Corporate Governance	4	NextGen Leadership Series: Personal Effectiveness, Team Efficacy and Business Excellence	Singapore Management University
			Business Excellence	Singapore University of Social Sciences
	Financial Management	4	Company & Tort Law	Singapore University of Social Sciences
	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	Financial Analysis and Business for Non-finance Managers	National University of Singapore
			Finance Essentials for Business Success	Singapore Management University
			Managing Disruption with Future-proof Workplace Communication Skills	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	4	Future-Proof Leadership Begins with ME	National University of Singapore	
		Leading a Service Centric Culture	Singapore Management University	
		Middle Managers' Role in Strategy Implementation - The Lynchpin of Success	Singapore Management University	

	Formulation		NextGen Leadership Series: Personal Effectiveness, Team Efficacy and Business Excellence	Singapore Management University
	Resource Management	4	Breakthrough Project Management - From Stakeholders Perspective	Singapore Management University
			Turning Strategy into Service Operations	Singapore Management University
	Service Excellence	4	Creating a Service Centric Culture Through Change Management	Singapore Management University
			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
			MKT363 Services Marketing	Singapore University of Social Sciences
			WSQ Lead with Vision (SFw)	Tourism Management Institute of Singapore
	Stakeholder Management	4	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
			NextGen Leadership Series: Personal Effectiveness, Team Efficacy and Business Excellence	Singapore Management University
	Strategy Implementation	4	Business Essentials: Strategies for Growth	Singapore Management University
			Lean Six Sigma Black Belt Certification	Singapore Management University
	Strategy Planning	4	Business Essentials: Strategies for Growth	Singapore Management University
			Lean Six Sigma Black Belt Certification	Singapore Management University
			WSQ Develop and Implement Business Strategies (SFw)	Tourism Management Institute of Singapore
	Tourism and Economic Development	4	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	4	The Financial Potential and Risks of New Business Ideas	Singapore Management University
			WSQ Develop Risk Management Plan (SFw)	Tourism Management Institute of Singapore
Human Resource Management	Learning and Development	4	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
			WSQ Manage Training (SFw)	Tourism Management Institute of Singapore
	Manpower Planning	4	Data Analytics Begins with ME	National University of Singapore
			Data Visualisation Begins with Me	National University 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
			International HRM Series: Global Trends, Mobility Management and Rewards Strategy	Singapore Management University
Succession Planning	4	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	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
			Digital:Works	Singapore Management University
Product Development, Content and Experience Management	Product, Content and Experience Performance Management	4	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