

Skills Framework for Tourism

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

Event Management and Operations

Job Role:
Exhibition Director/ Conference Director/ Meeting Director

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

Technical Skills and Competencies (TSC)				
Category	Title	Proficiency Level	Modular Programmes	Providers
Business Management	Business Planning	5	Business Essentials: Strategies for Growth	Singapore Management University
			Lean Six Sigma Black Belt Certification	Singapore Management University
	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
	Innovation Management	5	Advancing Innovation through Human Centered Design	Singapore Management University
			Product/Service Innovation & Design	Singapore University of Social Sciences
	Organisational Vision, Mission and Values Formulation	5	Future-Proof Leadership Begins with ME	National University of Singapore
			Middle Managers' Role in Strategy Implementation - The Lynchpin of Success	Singapore Management University
	Resource Management	5	NextGen Leadership Series: Personal Effectiveness, Team Efficacy and Business Excellence	Singapore Management University
			Breakthrough Project Management - From Stakeholders Perspective	Singapore Management University
	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	
Human Resource Management	Change Management	5	Organisational Culture Change Begins with ME	National University of Singapore
			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
	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
	Learning and Development	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
			Middle Managers' Role in Strategy Implementation - The Lynchpin of Success	Singapore Management University
	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
			Advancing Innovation through Human Centered Design	Singapore Management University

Product Development, Content and Experience Management	Product, Content and Experience Performance Management	5	Brand Storytelling Studio	Singapore Management University
			Digital Marketing - Social Media Marketing	Singapore Management University
			Digital:Works	Singapore Management University
			Foundations of Brand Storytelling	Singapore Management University