

Skills Framework for Tourism

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

Travel Management and Operations

Job Role:

Product And Experience Development Manager

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

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
			Statistics	Singapore University of Social Sciences
Business Management	Budgeting	4	Develop and Implement Budget	Avanta Academy Pte Ltd
	Business Negotiation	4	Financial Analysis and Business for Non-finance Managers	National University of Singapore
			Advanced Communication Strategies: Using Strategic Persuasion To Get What You Want	Singapore Management University
	Business Performance Management	4	Business Negotiation	Singapore University of Social Sciences
			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
	Business Planning	4	NextGen Leadership Series: Personal Effectiveness, Team Efficacy and Business Excellence	Singapore Management University
			Business Excellence	Singapore University of Social Sciences
	Continuous Improvement Management	4	Business Essentials: Strategies for Growth	Singapore Management University
			Lean Six Sigma Black Belt Certification	Singapore Management University
			Lean Six Sigma Green Belt Certification	Singapore Management University
			Customer Insights Begins with ME	National University of Singapore
			Data Analytics for Managers	National University of Singapore
			Data Visualisation Begins with Me	National University of Singapore
			Lean Six Sigma (Green Belt)	National University of Singapore
			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
			Breakthrough Project Management - From Stakeholders Perspective	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	
Digital Business: Technologies and Transformation			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			
Turning Strategy into Service Operations	Singapore Management University			
Lean Six Sigma	Singapore University of Social Sciences			
Total Quality Management	Singapore University of Social Sciences			
Contract Development and Management	4	Contract & Agency Law	Singapore University of Social Sciences	
Corporate Governance	5	Company & Tort Law	Singapore University of Social Sciences	
Financial Management	4	Financial Analysis and Business for Non-finance Managers	National University of Singapore	
		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	
			Lean Six Sigma (Green Belt)	National University of Singapore

	Innovation Management	4	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
	Organisational Vision, Mission and Values Formulation	4	Business Agility	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
			NextGen Leadership Series: Personal Effectiveness, Team Efficacy and Business Excellence	Singapore Management University
	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	
		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	
Vendor Management	4	Political Economy of Asia	Singapore University of Social Sciences	
		Vendor Management	Singapore Chinese Chamber Institute of Business	
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	Change Management	4	Managing Disruption with Future-proof Workplace Communication Skills	National University of Singapore
			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
			Creating a Service Centric Culture Through Change Management	Singapore Management University
			Lean Six Sigma Black Belt Certification	Singapore Management University
			Lean Six Sigma Green Belt Certification	Singapore Management University
			Selected Topics in Management	Singapore University of Social Sciences
	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			
Succession Planning	4	Selected Topics in Management	Singapore University of Social Sciences	
Infocomm Technology Management	Technology Application	4	Business Agility	National University of Singapore
			Data Analytics for Managers	National University of Singapore
			Data Visualisation Begins with Me	National University of Singapore
			Financial Analysis and Business for Non-finance Managers	National University of Singapore
			Future-Proof Leadership Begins with ME	National University of Singapore
			Managing Disruption with Future-proof Workplace Communication Skills	National University of Singapore
			Organisational Culture Change Begins with ME	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
Customer Insights Begins with ME			National University of Singapore	

Product Development, Content and Experience Management	Product, Content and Experience Performance Management	4	Data-driven Customer Experience	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
	Tour and Travel Services Product and Experience Development and Delivery	4	MKT363 Services Marketing	Singapore University of Social Sciences