

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:
Travel Account Manager

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 Development, Sales and Marketing	Customer Behaviour Analysis	4	Customer Insights Begins with ME	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
			Designing An Exceptional Customer Experience	Singapore Management University
			Digital Marketing - Search Engine Marketing	Singapore Management University
	Customer Loyalty and Retention Strategy Formulation	4	Digital Marketing - Social Media Marketing	Singapore Management University
			Harnessing Data for Quality Service Delivery, Value Enhancement & Outcomes	Singapore Management University
			Customer Relationship Management	Singapore University of Social Sciences
Market Research	4	Data Visualisation Begins with Me	National University of Singapore	
		Data Analytics 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	
Business Data Analysis	Budgeting	4	Develop and Implement Budget	Avanta Academy Pte Ltd
			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		
	HR Analytics	National University of Singapore		
	Marketing Analytics	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		
	Multivariate Analysis	Singapore University of Social Sciences		
	Statistics	Singapore University of Social Sciences		
	Business Negotiation	4	Advanced Communication Strategies: Using Strategic Persuasion To Get What You Want	Singapore Management University
			Business Negotiation	Singapore University of Social Sciences
	Business Performance Management	4	Business Agility	National University of Singapore
			Data Analytics for Managers	National University of Singapore
			Financial Analysis and Business for Non-finance Managers	National University of Singapore
			Organisational Culture Change Begins with ME	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		

Business Management			NextGen Leadership Series: Personal Effectiveness, Team Efficacy and Business Excellence	Singapore Management University
			Business Excellence	Singapore University of Social Sciences
	Business Planning	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
	Contract Development and Management	4	Contract & Agency Law	Singapore University of Social Sciences
	Corporate Governance	4	Company & Tort Law	Singapore University of Social Sciences
	Customer Relationship Management	4	Marketing Analytics	National University of Singapore
			Harnessing Data for Quality Service Delivery, Value Enhancement & Outcomes	Singapore Management University
			Customer Relationship Management	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
	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
	Service Excellence	4	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	
Organisational Culture Change Begins with ME			National University of Singapore	
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	
		Starting and Managing a Business	Singapore University of Social Sciences	
		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	
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
Succession Planning	4	Selected Topics in Management	Singapore University of Social Sciences	
Infocomm Technology Management	Technology Application	4	Data Analytics for Managers	National University of Singapore
			Financial Analysis and Business for Non-finance Managers	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
Product Development, Content and Experience Management	Tour and Travel Services Product and Experience Development and Deliver1	4	MKT363 Services Marketing	Singapore University of Social Sciences