

## Skills Framework for Tourism

Programmes that equip new entrants with skills and knowledge for the specific job role in the sector at their respective entry level

### Business Development, Sales, Sponsorships and Marketing

#### Programmes by Universities, Polytechnics and Institute of Technical Education

| Job Roles   | Programmes  | Providers                               |
|---|---|---|
| Chief Executive Officer/Managing Director/General Manager | Bachelor of Science in Business                         | Singapore University of Social Sciences |
|   | Bachelor of Science in Marketing                        | Singapore University of Social Sciences |
| Business Development Director                             | Diploma in Business Management                          | Nanyang Polytechnic                     |
| Sales Director  | Diploma in Hospitality & Tourism Management             | Nanyang Polytechnic                     |
| Sponsorship Director                                      | Diploma in Marketing                                    | Nanyang Polytechnic                     |
| Marketing Director  | Diploma in Visual Communication                         | Nanyang Polytechnic                     |
| Business Development Manager                              | Diploma in Business Studies                             | Ngee Ann Polytechnic                    |
| Sales Manager   | Diploma in Hotel & Leisure Facilities Management        | Ngee Ann Polytechnic                    |
| Sponsorship Manager                                       | Diploma in Real Estate Business                         | Ngee Ann Polytechnic                    |
| Marketing Manager   | Diploma in Tourism and Resort Management                | Ngee Ann Polytechnic                    |
| Sales Executive/Travel Consultant (Sales)                 | Diploma in Customer Experience Management with Business | Republic Polytechnic                    |
| Sponsorship Executive                                     | Diploma in Integrated Events Management                 | Republic Polytechnic                    |
| Marketing Executive                                       | Diploma in Social Enterprise Management                 | Republic Polytechnic                    |
| Assistant Sponsorship Executive                           | Specialist Diploma in Digital Business                  | Republic Polytechnic                    |
| Assistant Marketing Executive                             | Diploma in Integrated Events & Project Management       | Singapore Polytechnic                   |

Diploma in Hospitality & Tourism Management

Temasek Polytechnic

Higher Nitec in Leisure & Travel Operations

Institute of Technical  
Education