

**List of Competencies for On-the-Job Training (OJT)  
Work-Study Diploma in Community Engagement & Development**

Note: LOC is subject to changes due to curriculum review/ development

| <b>S/N</b> | <b>List of Competencies (Standard)</b>                                     | <b>Company to indicate '✓' for OJT competencies it can provide</b> |
|------------|--|--|
| 1          | Provide customer assistance  |  |
| 2          | Handle customer service-related administration                             |  |
| 3          | Evaluate customer service strategy   |  |
| 4          | Carry out routine workplace communication                                  |  |
| 5          | Plan stakeholder engagement strategy                                       |  |
| 6          | Implement stakeholder engagement plan                                      |  |
| 7          | Review stakeholder engagement  |  |
| 8          | Plan community programmes and activities                                   |  |
| 9          | Produce programme materials  |  |
| 10         | Manage community programme delivery  |  |
| 11         | Evaluate community programmes  |  |
| 12         | Conduct research on current issues   |  |
| 13         | Collaborate in professional practice                                       |  |
| 14         | Develop own self-care plans  |  |
| 15         | Determine beneficiary's service needs                                      |  |
| 16         | Assist to implement social service programme                               |  |
| 17         | Provide support for group work activities                                  |  |
| 18         | Provide support for casework management                                    |  |
| 19         | Plan fundraising activities  |  |
| 20         | Organise fundraising activities  |  |
| 21         | Review fundraising activities  |  |
| 22         | Manage volunteer recruitment   |  |
| 23         | Implement volunteer support systems  |  |
| 24         | Supervise volunteer teams  |  |
| 25         | Evaluate volunteer management strategy                                     |  |
| 26         | Gather information on business viability based on consumer patterns/trends |  |
| 27         | Execute market research  |  |
| 28         | Analyse consumer consumption data with data analytics                      |  |

| S/N  | List of Competencies (Standard)                                 | Company to indicate '✓' for OJT competencies it can provide |
|--|---|---|
| 29   | Derive insights to enhance operational design and effectiveness |   |
| 30   | Develop sales strategies for events                             |   |
| 31   | Create sponsorship and partnership packages                     |   |
| 32   | Develop event marketing plan                                    |   |
|  | <b>Sub-total of Competencies (Standard)</b>                     |   |
| <b>List of Competencies (Company-specific)</b> |   |   |
| 1  |   |   |
| 2  |   |   |
| 3  |   |   |
| 4  |   |   |
| 5  |   |   |
| 6  |   |   |
| 7  |   |   |
| 8  |   |   |
|  | <b>Sub-total of Competencies (Company-specific)</b>             |   |

**Note:**

- Company must be able to provide OJT for at least **75%** of the List of Competencies (Standard).
- If company is unable to meet the 75%, please propose alternate **course-related** competencies which are unique to company operations. Alternate competencies are capped at 25%.  
[i.e. 50% of the list of competencies (standard) + 25% alternate competencies (Company-specific)].
- All alternate competencies (Company-specific) must be reviewed and endorsed by ITE.
- Trainees must receive OJT and be assessed for **All** competencies selected in this List.

Total no. of competencies selected by company for OJT

Total no. of competencies listed (*standard & company specific*)

Percentage of selected competencies

**Completed By:**

\_\_\_\_\_

**Name**

\_\_\_\_\_

**Company**

# MODULE SYNOPSIS – WSDip in Community Engagement & Development

## Course Objective

The course equips trainees with the skills, knowledge and professional attributes to plan, develop and coordinate the provision of community services to the public to serve the community through social engagement and bonding towards building a caring and inclusive society.

## Modules Synopsis

### **Customer Management**

On completion of the module, trainees should be able to manage customer service provision and resolve customer issues.

### **Stakeholder Management**

On completion of the module, trainees should be able to analyse stakeholder needs, plan, implement and evaluate stakeholder management to create and maintain positive stakeholder relationships.

### **Community Programme Management**

On completion of the module, trainees should be able to plan, implement and evaluate community engagement programmes and strategies

### **Consumer Behaviour Analytics**

On completion of the module, trainees should be able to determine how consumers' psychological needs, wants, perceptions and motivations impact decision-making in choice of commercial event/s and/or activity/ies. Using technology, they should be able to build customised event surveys and leverage on appropriate data analytics tool/s, generate relevant dashboard to provide consumer insights for decision-making and strategy implementation, and report for review and evaluation

### **Professional Practice**

On completion of the module, trainees should be able to collect and analyse data for research and to apply a range of tools to move organisation and self forward professionally.

### **Social & Care Service Provision**

On completion of the module, trainees should be able to assist social work and care service professionals in the provision of social and care services for beneficiaries by coordinating administrative and logistics and operational aspects of service provision

### **Fundraising Management**

On completion of the module, trainees should be able to plan, organise and evaluate fundraising strategies and programmes in support of specific causes.

### **Volunteer Management**

On completion of the module, trainees should be able to plan and implement volunteer management strategies to recruit and induct volunteers and develop volunteer support.

## MODULE SYNOPSIS – WSDip in Community Engagement & Development

### Event Sales & Marketing

On completion of the module, trainees should be able to leverage on digital platforms and channels to plan and execute event marketing campaign to meet the specific needs of an event. In particular, trainees should be able to leverage on web and/ or app-based event management technology applications and its data analytics capabilities for real-time audience engagement through online platform and various social media channels and market event programme/s or activity/ies to a targeted group of potential customers.

### Company Project

On completion of the module, trainees should have applied their acquired competencies in an authentic project that would value-add to the company.

### On-the-Job Training

On completion of the module, trainees should be able to apply the skills and knowledge acquired at ITE College and workplace to take on the full job scope, including supervisory function, where appropriate, at the company.

# TRAINING PATTERN SCHEDULE

## WSDip in Community Engagement & Development

Day Release - Trainees attend 1 day of lessons per week at ITE, with the remaining work-week spent at the workplace for On-the-Job Training.

|   |                          |                                      |                              |                                      |   |                                     |                                |                                       |
|---|--------------------------|--------------------------------------|------------------------------|--------------------------------------|---|-------------------------------------|--------------------------------|---------------------------------------|
| <b>April'26 Intake</b>                  | <b>April – June 2026</b> | ITE<br>Vacation<br>(June)<br>4 weeks | <b>July – September 2026</b> | ITE<br>Vacation<br>(Sept)<br>2 weeks | <b>October – December 2026</b>  | ITE<br>Vacation<br>(Dec)<br>4 weeks | <b>January – March 2027</b>    | ITE<br>Vacation<br>(March)<br>2 weeks |
| <b>1<sup>st</sup> Year Off-JT @ ITE</b> | <b>1 day/week</b>        |                                      | <b>1 day/week</b>            |                                      | <b>1 day/week</b>   |                                     | <b>1 day/week</b>              |                                       |
| <b>April'26 Intake</b>                  | <b>April – June 2027</b> | ITE<br>Vacation<br>(June)<br>4 weeks | <b>July – September 2027</b> | ITE<br>Vacation<br>(Sept)<br>2 weeks | <b>October – December 2027</b>  | ITE<br>Vacation<br>(Dec)<br>4 weeks | <b>October – December 2028</b> | ITE<br>Vacation<br>(March)<br>2 weeks |
| <b>2<sup>nd</sup> Year Off-JT @ ITE</b> | <b>1 day/week</b>        |                                      | <b>1 day/week</b>            |                                      | <b>1 day/week</b>   |                                     | <b>1 day/week</b>              |                                       |
| <b>April'26 Intake</b>                  | <b>April – June 2028</b> | ITE<br>Vacation<br>(June)<br>4 weeks | <b>July – September 2028</b> | ITE<br>Vacation<br>(Sept)<br>2 weeks | <b>WSDip Programme 2026</b><br><b>Start: 1 April 2026</b><br><b>End: 30 September 2028</b><br><b>Duration: 2.5 years</b><br> <b>Final results release may be later than programme end date</b> |                                     |                                |                                       |
| <b>3<sup>rd</sup> Year Off-JT @ ITE</b> | <b>1 day/week</b>        |                                      | <b>1 day/week</b>            |                                      |   |                                     |                                |                                       |