

List of Competencies for On-the-Job Training (OJT)
Work-Study Diploma in Lifestyle & Recreation Management

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

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
1	Prepare Project Scope	
2	Prepare project management plan	
3	Manage project delivery	
4	Perform post-project evaluation	
5	Apply for permits and license	
6	Prepare for audits	
7	Assess workplace risk, health and safety protocols	
8	Gather information on business viability based on consumer patterns/trends	
9	Execute market research	
10	Analyse consumer consumption data with data analytics	
11	Derive insights to enhance operational design and effectiveness	
12	Manage inventory and equipment	
13	Manage facilities	
14	Optimise facility and equipment utilisation	
15	Conduct needs assessment on societal groups	
16	Analyse industry trends, challenges and company's performance	
17	Prepare stakeholder engagement plan	
18	Design innovative social programme	
19	Evaluate programme feasibility, sustainability and inclusivity	
20	Curate pre-event/activity digital content	
21	Develop membership engagement strategy	
22	Perform membership acquisition	
23	Develop volunteer engagement strategy	
24	Perform volunteer recruitment and deployment	
25	Develop sales strategies for events	
26	Create sponsorship and partnership packages	
27	Develop event marketing plan	

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
	Sub-total of Competencies (Standard)	
List of Competencies (Company-specific)		
1		
2		
3		
4		
5		
6		
7		
	Sub-total of Competencies (Company-specific)	

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 Lifestyle & Recreation Management

Course Objective

This course equips trainees with the skills, knowledge and professional attributes to plan, conceptualise, execute and evaluate lifestyle recreation programme for members of private club and lifestyle & recreation organisation.

Modules Synopsis

Recreation Project Management

On completion of the module, trainees should be able to apply project management skills to plan and implement pro-social programme in various settings, ranging from lifestyle destination, arts, heritage, culture, sports and social to community service. They should also be able to manage process enhancement and uphold good practices.

Standards, Safety & Risk Assessment

On completion of the module, trainees should be able to apply appropriate risk management tool to conduct risk assessment for recreation activity, assess workplace safety and health protocols, liaise with relevant authority for special project licensing and/or permit and prepare internal and external audits in safety management.

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.

Recreation Facility & Equipment Management

On completion of the module, trainees should be able to manage, operate and maintain recreation facility and equipment, as well as plan and coordinate inventory procurement and stocktaking. They should also be able to monitor and optimise utilisation of facility and equipment.

Stakeholder Engagement Plan & Development

On completion of the module, trainees should be able to conduct needs assessment on societal groups to apply knowledge of the lifestyle and recreation industry to determine emerging trends and challenges for stakeholder engagement.

Lifestyle Programme Design

On completion of the module, trainees should be able to identify lifestyle needs and/or wants, and apply innovative strategy to design pro-social programme for different societal groups.

Membership & Volunteer Management

On completion of the module, trainees should be able to plan and implement membership strategy and process in recreation organisation, as well as engage and partner skilled volunteer and youth in developing interest group and volunteer management frameworks. They should also be able to use integrated Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) systems.

MODULE SYNOPSIS – WSDip in Lifestyle & Recreation Management

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 Lifestyle & Recreation Management

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.

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