

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.

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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.