

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

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

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

**Note:**

- a) Company must be able to provide OJT for at least **75%** of the List of Competencies (Standard).
- b) 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)].
- c) All alternate competencies (Company-specific) must be reviewed and endorsed by ITE.
- d) 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**

\_\_\_\_\_

**Designation**

\_\_\_\_\_

**Date**

For ITE's Completion			
<b>Reviewed by CED / College</b> <i>(For Company-specific Competencies)</i>			<b>Verified by IBT Officer</b>
Name:			Name
Designation:		Date:	& Date:

*Version: June'23*

## **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.

## **Module Objectives**

### **Module 1: 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.

### **Module 2: 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.

### **Module 3: 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.

### **Module 4: 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.

### **Module 5: 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.

### **Module 6: 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.

### **Module 7: 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 8: Event & Digital 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.

### **Module 9: 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.

### **Module 10: 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 (DAY RELEASE)

\*1 day on campus + 0.5 day e-learning

		10 weeks	4 weeks	10 weeks	2 weeks	10 weeks	4 weeks	10 weeks	2 weeks
1 <sup>st</sup> Year	ITE	1 day/week	June Term Break	1 day/week	Sept Term Break	1 day/week	Dec Term Break	1 day/week	March Term Break
	Company	4 days/week		4 days/week		4 days/week		4 days/week	
2 <sup>nd</sup> Year	ITE	1 day/week	June Term Break	1 day/week	Sept Term Break	1 day/week	Dec Term Break	1 day/week	March Term Break
	Company	4 days/week		4 days/week		4 days/week			
3 <sup>rd</sup> Year	ITE	1 day/week	June Term Break	1 day/week	Sept Term Break				
	Company	4 days/week		4 days/week					