

WORK-STUDY DIPLOMA IN LIFESTYLE & RECREATION MANAGEMENT

MODULE OBJECTIVES

Core Modules

Introduction to Lifestyle & Recreation

On completion of the module, trainees should be able to apply knowledge of the lifestyle and recreation industry to determine emerging trends and challenges for engagement opportunity.

Communication in Action

On completion of the module, trainees should be able to use various modes of communication to negotiate, facilitate and engage stakeholders, peers, and professionals. They also be able to deliver oral presentation, write project report, record meeting minutes and handle a variety of business correspondences.

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 their choice of commercial recreation activity. They should also be able to leverage on appropriate data analytics tool, and generate relevant dashboard and report for review and evaluation.

Quality Customer Experience

On completion of the module, trainees should be able to design quality user experience, giving due consideration to unique cultural beliefs, values and behaviours of respective organisation. They should also be able to examine customer touchpoint at various platforms, identify service delivery gap, and design quality service programme to improve customer service level.

Leadership & Staff Development

On completion of the module, trainees should be able to articulate clear and coherent organisational vision, culture and mission, as well as network and cultivate partnership, and execute business strategy. They should also be able to recruit, select, lead and manage team and group for recreation project.

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.

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 Management

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

Recreation Facility & Equipment Management

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

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.

Digital Marketing

This module builds on the knowledge and skills obtained from Consumer Behaviour Analytics module in Year 1.] On completion of the module, trainees should be able to implement and coordinate digital marketing strategies based on insights drawn from behavioural data analytics and predictive pattern, gained through examining consumer decision-making process. They should also be able to leverage on online platform and social media to market recreation programme and activity.

Company Project

On completion of the module, trainees should be able to actively integrate and apply skills and knowledge acquired to design and implement a pro-social programme for their organisation or address a workplace issue.

On-the-Job Training I

On completion of the module, trainees should be able to apply and integrate Year 1 skills and knowledge acquired at ITE College, and further develop competencies at the workplace.

On-the-Job Training II

On completion of the module, trainees should be able to apply and integrate Year 2 skills and knowledge acquired at ITE College, and further develop competencies at the workplace.

On-the-Job Training III

On completion of the module, trainees should be able to apply and integrate Year 3 skills and knowledge acquired at ITE College, and further develop competencies at the workplace.

List of Skills for Work-Study Diploma in Lifestyle & Recreation Management

LIST OF SKILLS FOR WORK-STUDY DIPLOMA IN LIFESTYLE & RECREATION MANAGEMENT		Company to indicate skills to be provided
1.	Manage stakeholder communication	
2.	Create and edit business document	
3.	Craft and deliver presentation	
4.	Apply negotiation skills to resolve work issue	
5.	Conduct and manage meeting	
6.	Design survey to collect data on consumer consumption patterns	
7.	Conduct market research on consumer consumption patterns	
8.	Apply data analytics tools to gain insight into consumer consumption	
9.	Perform data visualisation to interpret data trends and patterns	
10.	Design and implement quality service programme	
11.	Review and improve quality service programme	
12.	Execute service recovery strategy	
13.	Manage, lead and motivate team for workplace productivity	
14.	Manage team conflict for conducive work environment	
15.	Manage team communication for performance excellence	
16.	Conduct stakeholder analysis	
17.	Conduct needs assessment for different societal groups	
18.	Design innovative pro-social programme	
19.	Evaluate programme feasibility, sustainability and inclusivity	
20.	Design and implement pro-social recreation programme	
21.	Monitor budget and resource allocation	
22.	Execute project risk management strategy	
23.	Establish contingency plan	
24.	Review and improve pro-social recreation programme	
25.	Manage compliance with license, permits and regulations	
26.	Facilitate internal and external audits	
27.	Manage compliance with workplace safety and health protocols	
28.	Manage facility, inventory and equipment	
29.	Implement safe use measures for facility and equipment	
30.	Monitor and optimise utilisation of facility and equipment	
31.	Develop and execute membership engagement strategy	
32.	Conduct membership acquisition	
33.	Develop and execute volunteer engagement strategy	
34.	Conduct volunteer recruitment and deployment	
35.	Develop and execute digital marketing strategy	
36.	Evaluate digital media channel performance	