

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.

S/N	List of Competencies (Standard)
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.	Prepare research groundwork on consumer consumption patterns
9.	Conduct market research on consumer consumption patterns
10.	Analyse consumer consumption data with data analytics and/or data visualisation tools
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