



# Executive Development Courses

Upskilling and Reskilling Programmes for Aspiring Business Leaders

July-December 2025

## BUSINESS MANAGEMENT

| Course Title                                                                                                                                              | Trainer         | Jul   | Aug   | Sep   | Oct   | Nov   | Dec   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------|-------|-------|-------|-------|-------|
| Business Law                                                                                                                                              | Catherine Tay   | 28-29 |       |       | 13-14 |       |       |
| Company Law For Business Managers                                                                                                                         | Catherine Tay   |       |       | 18    |       |       | 17    |
| Contract Administration & Management                                                                                                                      | Catherine Tay   |       | 25-26 |       | 30-31 |       | 10-11 |
| Contract Compliance - Increasing Contract Management Skills, Variations & Dispute Strategies & Effectively Monitoring Contracts Throughout Its Life-Cycle | Catherine Tay   |       | 18-19 |       |       | 17-18 |       |
| Contract Law For Non-Legal Professionals                                                                                                                  | Catherine Tay   |       | 14    |       |       |       | 12    |
| Contract Law - Understanding The Concepts Of A Contract                                                                                                   | Catherine Tay   |       |       | 15-16 | 6-7   |       |       |
| Contracts - Reading, Preparing & Understanding Implications Of Terms & Conditions: Best Practice Tips & Pitfalls In Making Contracts                      | Catherine Tay   |       |       | 22-23 |       | 8-9   |       |
| Contracts Risk Management In Oil & Gas Industry                                                                                                           | Catherine Tay   | 10-11 |       |       |       | 10-11 |       |
| Developing Winning KPIs For Peak Performance                                                                                                              | Cecilia Sim     | 28    |       |       | 22    |       |       |
| Essentials Of Preparing & Negotiating Contract Terms                                                                                                      | Catherine Tay   |       | 11-12 |       |       | 3-4   |       |
| Fundamentals Of Intellectual Property Rights For Strategic Business Planning                                                                              | Catherine Tay   |       |       |       |       | 5     |       |
| Hospitality Operations - Practical & Legal Risk Management                                                                                                | Catherine Tay   |       |       |       |       |       | 26    |
| Impact Of Covid-19 Business Contracts                                                                                                                     | Catherine Tay   |       |       |       |       |       | 23    |
| IT / Computing - Practical & Legal Environment                                                                                                            | Catherine Tay   |       |       |       |       |       | 23    |
| Joint Ventures & Strategic Business Alliances - Practical & Legal Considerations                                                                          | Catherine Tay   |       | 13    |       | 13/15 |       |       |
| Managing & Implementing Effective Corporate Governance Structures                                                                                         | Catherine Tay   |       |       |       |       | 26-27 |       |
| Mass Media Law Management And Ethics                                                                                                                      | Catherine Tay   |       |       |       |       |       | 29    |
| Mastering Procurement Agreements: Unlocking Improved Performance Through Contract Law Insights For Procurement Professionals                              | Catherine Tay   | 31    |       | 5     |       | 1     |       |
| New Code Of Conduct For Fair Tenancy For Leasing Of Qualifying Retail Premises - Fair Tenancy Industry Committee                                          | Catherine Tay   | 4     | 1     |       |       | 5     |       |
| Operational Sustainability For Frontline And Functional Teams                                                                                             | Raihan Husainni |       | 6-7   |       | 1-2   | 17-18 |       |
| Powered By Purpose - Helping Teams Perform At Peak Performance                                                                                            | Anser Aly       | 29    | 7     | 17    |       |       |       |
| Procuring, Implementing & Managing Public-Private Partnerships (PPP) Contract for Non-Legal Professionals                                                 | Catherine Tay   |       |       |       |       |       | 15-16 |
| Service Level Agreement (SLA) in Outsourcing Contracts - Mastering Techniques To Negotiate, Develop & Manage SLAs Effectively                             | Catherine Tay   |       |       | 1-2   |       | 13-14 |       |
| Shareholders' Agreements In Private Equity Transactions                                                                                                   | Catherine Tay   |       |       |       |       |       | 3     |
| Strategic Legal Writing For Managers                                                                                                                      | Catherine Tay   |       | 1     |       |       | 28    |       |
| Sustainability Fundamentals For Business                                                                                                                  | Raihan Husainni | 3-4   |       | 3-4   | 15-16 | 5-6   | 22-23 |
| Tenancy Agreements - Landlord & Tenant Law                                                                                                                | Catherine Tay   | 1-2   |       | 25-26 |       | 17-18 |       |

## BUSINESS MANAGEMENT

| Course Title                                                                                                       | Trainer       | Jul | Aug | Sep   | Oct  | Nov   | Dec   |
|--------------------------------------------------------------------------------------------------------------------|---------------|-----|-----|-------|------|-------|-------|
| Tendering & Bidding Process Management - Practical & Legal Aspects In Procurement                                  | Catherine Tay |     | 4-5 |       |      | 24-25 |       |
| Understanding & Interpreting Commerical Insurance Contracts                                                        | Catherine Tay |     | 13  |       |      | 28    |       |
| Understanding Contract Interpretation & Drafting Standard Commercial Clauses                                       | Catherine Tay | 7-8 |     |       | 9-10 | 13-14 |       |
| Understanding, Managing & Complying Your Obligations Under Personal Data Protection Framework (PDPA)               | Catherine Tay |     |     |       |      |       | 22    |
| Understanding Legalities In Project Management For Non-Legal Professionals                                         | Catherine Tay |     |     | 15-16 |      |       | 29-30 |
| Understanding Wrongful Acts In Business Management - Torts & Legal Remedies                                        | Catherine Tay |     | 8   |       |      |       | 18    |
| Workplace Issues - Intellectual Property, Harassment, Non-Compete, Confidentiality, Termination & Dismissal Issues | Catherine Tay | 4   |     |       |      |       | 18    |

## LEADERSHIP

| Course Title                                             | Trainer        | Jul   | Aug | Sep   | Oct | Nov   | Dec |
|----------------------------------------------------------|----------------|-------|-----|-------|-----|-------|-----|
| Be Ready For Personal And Professional Change Management | Cecilia Sim    |       |     | 25-26 |     | 11-12 |     |
| Leadership & Communication Using MBTI                    | Robin Robbins  | 28-29 |     | 10-11 |     |       | 1-2 |
| New Managers, New Leaders Bootcamp                       | Raymond Thomas | 10-11 |     | 11-12 |     |       | 4-5 |

## HUMAN CAPITAL MANAGEMENT

| Course Title                               | Trainer         | Jul | Aug   | Sep | Oct | Nov | Dec |
|--------------------------------------------|-----------------|-----|-------|-----|-----|-----|-----|
| Sustainability As A Career Advantage       | Raihan Husainni |     | 20-21 |     |     |     |     |
| When You Need To Move People, Not Products | Anand Vathiyar  |     | 15    |     | 24  |     | 8   |

## SERVICE EXCELLENCE

| Course Title                                                   | Trainer                  | Jul | Aug | Sep | Oct  | Nov   | Dec |
|----------------------------------------------------------------|--------------------------|-----|-----|-----|------|-------|-----|
| Effective Telephone Techniques to Engage & Influence Customers | Ng Ping Ping / Clare Lim | 22  |     |     | 22   |       |     |
| Managing Customer Feedback & Complaints With Empathy & Tact    | Samantha Sim             |     |     | 4-5 | 9-10 | 20-21 |     |
| Managing Difficult Customers Professionally                    | Samantha Sim             |     |     | 15  | 13   | 10    |     |

## EVENT MANAGEMENT

| Course Title                                       | Trainer    | Jul   | Aug   | Sep   | Oct   | Nov   | Dec   |
|----------------------------------------------------|------------|-------|-------|-------|-------|-------|-------|
| Executive Certificate In Business Event Management | Roger Wang | 15-16 | 19-20 | 16-17 | 14-15 | 18-19 | 16-17 |

## SALES

| Course Title                                                               | Trainer                                     | Jul   | Aug   | Sep   | Oct   | Nov   | Dec   |
|----------------------------------------------------------------------------|---------------------------------------------|-------|-------|-------|-------|-------|-------|
| Analysing Customer Behaviour And Body Language                             | Stanis Benjamin / Shankar G                 |       |       | 24    |       |       | 24    |
| Art Of Starting Sales Conversations                                        | Stanis Benjamin / Clare Lim                 |       |       | 4     |       |       | 4     |
| Breaking Sales Performance Barriers                                        | Stanis Benjamin / Shankar G                 | 2     |       |       | 1     |       |       |
| Clowning As An Engagement Technique To Build Effective Teams               | Stanis Benjamin / Shanice Stanislaus        |       |       |       | 7     |       |       |
| Consultative Selling Skills - Module 1                                     | Stanis Benjamin / Graham Carter / Clare Lim | 8     |       |       | 8     |       |       |
| Cross Selling Techniques To Drive Higher Revenue & Profits                 | Stanis Benjamin / Ho-Tan Whai Aun           |       | 13    |       |       | 13    |       |
| Developing An Actionable Strategic Sales Plan                              | Cecilia Sim                                 |       | 12-13 |       |       | 6-7   |       |
| Developing An Effective Sales Training And Coaching Program - Module 1     | Stanis Benjamin / Ho-Tan Whai Aun           |       |       | 26    |       |       | 16    |
| Developing Effective Sales Managers - Module 1                             | Stanis Benjamin / Shankar G                 |       | 29    |       |       | 26    |       |
| Effective Pricing Strategies & Tactics                                     | Tina McDowell                               |       |       | 29-30 |       |       |       |
| Effective Sales Leadership And Management for Peak Performance             | Cecilia Sim                                 |       |       | 22-23 |       |       | 22-23 |
| Effective Sales Negotiation For Long-Term Profitable Business Relationship | Cecilia Sim                                 |       | 21-22 |       |       | 27-28 |       |
| Effective Selling Skills For Maximum Results                               | Cecilia Sim                                 | 17-18 |       |       | 23-24 |       |       |
| Increasing Sales Capabilities And Competencies                             | Stanis Benjamin / Shanice Stanislaus        |       |       | 2     |       |       | 2     |
| Increasing Sales Productivity & Performance                                | Stanis Benjamin / Ho-Tan Whai Aun           | 3     |       |       | 3     |       |       |
| Inside Sales Strategies & Skills                                           | Ng Ping Ping / Evalina Lim                  | 23    |       |       | 23    |       |       |
| Key Account Selling and Management                                         | Cecilia Sim                                 |       |       | 18-19 |       |       | 18-19 |
| Managing Sales Objections And Obstacles                                    | Stanis Benjamin / Charles Tai               |       | 1     |       |       | 4     |       |
| Methods Of Persuasion: Secrets To Get More "Yes" From Others               | Tylus Lim                                   | 4     |       |       |       |       |       |
| Negotiation Skills For Sales & Marketing Professionals - Module 1          | Stanis Benjamin / Ho-Tan Whai Aun           | 4     |       |       | 2     |       |       |
| Onboarding New Sales Professionals - Training Techniques                   | Stanis Benjamin / Alan Phua                 |       | 27    |       |       | 27    |       |
| Persuasive Writing: How To Influence People With What You Write            | Tylus Lim                                   |       | 5     |       |       |       |       |
| Sales Coaching And Mentoring For Sales Team Performance And Retention      | Cecilia Sim                                 |       | 26-27 |       |       | 4-5   |       |
| Sales Coaching Skills For Managers And Leaders - Module 1                  | Stanis Benjamin / Alan Phua                 |       | 28    |       |       | 28    |       |
| Sales Negotiations And Persuasion Techniques                               | Stanis Benjamin / Ho-Tan Whai Aun           |       |       | 29-30 |       |       | 9-10  |
| Solution Sales Strategies & Skills - Module 1                              | Stanis Benjamin / Ho-Tan Whai Aun           |       | 6     |       |       | 6     |       |
| Strategies To Differentiating Your Sales Process                           | Stanis Benjamin / Alan Phua / Clare Lim     |       |       | 23    |       |       | 17    |
| Techniques To Closing Sales                                                | Stanis Benjamin / Shankar G                 |       | 7     |       |       | 7     |       |
| Winning Sales Pitches & Presentations That Drive Conversions - Module 1    | Stanis Benjamin / Clare Lim                 | 10    |       |       | 10    |       |       |

## COMMUNICATIONS

| Course Title                                                             | Trainer                                     | Jul   | Aug   | Sep   | Oct   | Nov   | Dec   |
|--------------------------------------------------------------------------|---------------------------------------------|-------|-------|-------|-------|-------|-------|
| Building Stronger Customer Relationships                                 | Stanis Benjamin / J Chew / Evalina Lim      |       |       | 1     |       |       | 1     |
| Communication Insights Into The Heartbeat Of Corporate Success           | Rowena Lim                                  | 17-18 | 21-22 | 18-19 | 14-15 | 20-21 | 3-4   |
| Connecting With Customers - Rapport and Relationship Building Techniques | Stanis Benjamin / Graham Carter / Clare Lim | 9     |       |       | 9     |       |       |
| Developing Influencing Skills To Achieve Successful Outcomes             | Cecilia Sim                                 |       | 28-29 |       | 9-10  |       |       |
| Effective Technical Presentation                                         | Samantha Sim                                |       |       |       |       | 13-14 |       |
| Elevate Your Impact - Communicating Effectively With Senior Stakeholders | Anser Aly                                   | 7     | 26    | 9     |       |       |       |
| Engaging Your Audience With Humour                                       | Stanis Benjamin / Shanice Stanislaus        |       |       |       | 6     |       |       |
| Internal Communication Strategies - From Employee To Brand Champion      | Rowena Lim                                  | 10-11 | 13-14 | 10-11 | 6-7   | 4-5   | 11-12 |
| Persuasive Presentation Skills                                           | Samantha Sim                                |       |       | 2-3   |       |       |       |
| Speak With Confidence For Personal & Professional Success                | Stanis Benjamin / Ho-Tan Whai Aun           | 8     |       | 5     |       |       | 5     |
| Stakeholder Relationship Management                                      | Rowena Lim                                  | 2-3   | 5-6   | 3-4   | 2-3   | 13-14 | 8-9   |
| Workplace Interpersonal Skills                                           | Cecilia Sim                                 | 10-11 | 18-19 |       |       | 13-14 |       |

## MARKETING

| Course Title                                                                                 | Trainer                           | Jul          | Aug   | Sep   | Oct   | Nov   | Dec |
|----------------------------------------------------------------------------------------------|-----------------------------------|--------------|-------|-------|-------|-------|-----|
| Advanced Marketing Strategies - Driving Business Growth & Sustainability                     | Cecilia Sim                       |              | 14-15 |       |       | 24-25 |     |
| AI-Powered Digital Marketing: A 1-Day Hands-On Workshop                                      | SK Pek                            | 7            | 4, 25 | 8, 29 | 6     | 10    | 8   |
| Big Marketing Ambition vs Small Budgets                                                      | Anand Vathiyar                    | 23           | 20    | 17    | 15    | 12    | 12  |
| Creating Competitive Differentiators In A Digital Marketplace                                | Stanis Benjamin / Ho-Tan Whai Aun |              | 5     |       |       | 5     |     |
| Developing A Business & Marketing Plan                                                       | Tina McDowell                     | 30-31        |       |       |       |       |     |
| Developing A Strategic Marketing Plan                                                        | Cecilia Sim                       | 29-30        |       |       | 16-17 |       |     |
| Developing Integrated Marketing Campaign For Impact And Results                              | Cecilia Sim                       | 23           |       |       | 15    |       |     |
| Effective Marketing Strategies                                                               | Cecilia Sim                       | 24-25        |       |       | 13-14 |       |     |
| Future-Proof Your Business: AI Tools & Strategies For Success                                | Pek Sek-Kiat                      | 4, 25        | 22    | 3, 26 | 3, 24 | 7, 21 | 5   |
| Green Marketing & Sustainable Brand Value                                                    | Raihan Husainni                   | 16-17, 23-24 |       | 17-18 |       | 19-20 |     |
| Integrated Digital Marketing With AI Masterclass                                             | Ivan Wong                         | 3-4          |       |       |       |       |     |
| Neuromarketing Bootcamp – Activating The ‘Buy Mode’ In Customer’s Brain                      | Tylus Lim                         |              |       |       | 16-17 |       |     |
| Sales & Marketing Strategies For Alignment Of Business Solutions For Existing & New Accounts | Tina McDowell                     |              | 13-14 |       |       |       |     |
| SG Is So Small, Why Spend So Much On Media                                                   | Anand Vathiyar                    | 30           | 27    | 24    | 22    | 19    | 3   |
| Unconventional & Creative Marketing Strategies That Get Results                              | Tylus Lim                         |              |       | 22-23 |       |       |     |

## Creating Marketers, Connecting Marketers.

### PERSONAL EFFECTIVENESS

| Course Title                                                                   | Trainer                     | Jul            | Aug   | Sep            | Oct                   | Nov            | Dec            |
|--------------------------------------------------------------------------------|-----------------------------|----------------|-------|----------------|-----------------------|----------------|----------------|
| Critical Thinking Skills For Breakthrough Performance                          | Raymond Thomas              |                | 21-22 |                | 16-17                 |                |                |
| Discover Your Purpose                                                          | Anser Aly                   | 9              | 15    | 24             |                       |                |                |
| Driving Critical Skills And Habits For Personal And Professional Effectiveness | Cecilia Sim                 |                |       | 15-16          |                       |                | 1-2            |
| Elevate Your Personal Brand - Strategies From The World's Largest Brands       | Anser Aly                   | 22             | 25    | 29             |                       |                |                |
| Essentials Of Executive Grooming And Power Image Mastery                       | Linda Teo                   | 2, 22, 29      | 5, 19 | 2, 16, 29      | 7, 21                 | 4, 18          | 2, 23, 30      |
| Executive Grooming And Power Image Mastery                                     | Linda Teo                   | 10-11<br>24-25 | 14-15 | 11-12<br>25-26 | 2-3<br>16-17<br>30-31 | 13-14<br>27-28 | 11-12<br>18-19 |
| I Have Chatgpt. Why Can't I Write Creatively                                   | Anand Vathiyar              | 21             | 18    | 19             | 13                    | 10             | 1              |
| Personal Leadership – Motivating Self & Others To Achieve Peak Performance     | Stanis Benjamin / Shankar G |                |       | 3              |                       |                | 3              |
| Time & Stress Management                                                       | Samantha Sim                |                |       | 16             | 14                    | 11             |                |
| Understanding Yourself And Others During Stress With MBTI                      | Robin Robbins               |                | 27-28 |                | 16-17                 |                |                |

### CONTACT US

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