



SBF
BUSINESS
INSTITUTE

Learn@SBF

CORPORATE WORKSHOPS
JAN- JUN 2022



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THE 4 FOCUS AREAS OF SBI




SBF Business Institute (SBI) aims to help SBF members and the wider business community build capabilities and achieve inclusive and quality-driven growth as Singapore continues to advance and restructure. SBI leverages on professional practitioners, certified trainers and successful business mentors to help companies address pertinent business challenges by providing training services tailored to upgrading capabilities and upskilling the workforce.

 **WHOLESALE TRADE (WST)**
Help develop skills and competencies needed for the future of Wholesale Trade sector.

 **INTERNATIONALISATION (INTL)**
Help build a pool of talent with practical skills who are ready to assist enterprises in their overseas expansion.

 **ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG)**
Provide companies with the knowledge and skills on integrating ESG strategies into their business and safeguard from future risks.

 **Business Operations (Biz Ops)**
Provide a range of practical training courses to help companies improve their business operations.















































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PROGRAMMES
















THE TRAINING WAS VERY INTERACTIVE AND INFORMATIVE! MANY GOOD EXAMPLES WERE PROVIDED BOTH IN THE MAIN GROUP & BREAKOUT SESSIONS!

S/N	Programme	Fee	Duration	Delivery Mode	Course Dates
INTERNATIONALISATION (INTL) / WHOLESALE TRADE (WST)					
BUSINESS MANAGEMENT					
1	Business Culture and Leadership in China	M: \$1,800 NM: \$1,800	1 Day		3 Jun
2	E-commerce Strategies in China	M: \$2,290 NM: \$2,290	2 Days	+	1 Apr
3	E-commerce Strategy (Southeast Asia)	M: \$1,790 NM: \$1,990	2 Days	+	13 Apr • 26 May
4	Essential Business Culture	M: \$880 NM: \$980	1 Day		18 Mar • 20 May
5	Leading Across Cultures: Leadership, Management & Business Acumen in the International Market (from eCornell)	M: \$980 NM: \$1,030	2-weeks access		30 Mar • 13 Apr • 27 Apr • 11 May • 25 May • 8 Jun • 22 Jun
6	Navigating the Global Business Landscape (from eCornell)	M: \$980 NM: \$1,030	2-weeks access		9 Mar • 6 Apr • 4 May • 1 Jun • 29 Jun
7	Negotiation Skills (from eCornell)	M: \$980 NM: \$1,030	2-weeks access		2 Mar • 16 Mar • 30 Mar • 13 Apr • 27 Apr • 11 May • 25 May • 8 Jun • 22 Jun
LEGAL & COMPLIANCE					
1	Local Labour Laws & Practices (Southeast Asia)	M: \$600 NM: \$700	1 Day	+	9 Mar
2	Taxation and Compliance Practices	M: \$600 NM: \$700	1 Day	+	10 May
3	The Legal Aspect of Doing Business Online	M: \$198 NM: \$305	1/2 Day		8 Mar
MARKETING					
1	Distribution Strategy & International Marketing (from eCornell)	M: \$980 NM: \$1,030	2-weeks access		9 Mar • 23 Mar • 6 Apr • 20 Apr • 4 May • 18 May • 1 Jun • 15 Jun • 29 Jun
2	International Business Social Media Strategies & Market Research Information	M: \$600 NM: \$700	1 Day	/	31 Jan • 16 Feb • 16 Mar • 13 Apr • 18 May • 15 Jun
3	Introduction to Marketing and Advertising for Consumer & B2B Products	M: \$520 NM: \$620	1 Day	/	25 Jan • 9 Feb • 9 Mar • 6 Apr • 11 May • 8 Jun
4	Digital Marketing for International Market Access	M: \$388 NM: \$495	1 Day		21 Jan • 19 May
5	Generating Sales Leads in The Digital Era	M: \$388 NM: \$495	1 Day		24 Mar
6	International Market Research for Business Intelligence & Strategy Planning	M: \$228 NM: \$335	1/2 Day		10 Feb • 23 Jun
7	Social Media & Content Marketing to Reach Global Markets	M: \$788 NM: \$895	2 Days		24 Feb • 3 Mar
8	Managing Brand Transformation in the Digital Age & Beyond	M: \$428 NM: \$535	1 Day		21 Apr • 20 May • 16 Jun
9	Evaluating & Measure ROIs from Social Media Marketing Investment	M: \$428 NM: \$535	1 Day		22 Apr • 17 Jun

S/N	Programme	Fee	Duration	Delivery Mode	Course Dates
INTERNATIONALISATION (INTL) / WHOLESALE TRADE (WST) TRADE					
1	Distribution Channel Design & Management in China	M: \$490 NM: \$590	1 Day	 	2 Mar
2	Distribution Channels (Southeast Asia)	M: \$880 NM: \$980	1 Day		27 Apr
3	Trade Investment Regulations & Incentives	M: \$600 NM: \$700	1 Day	 + 	11 Mar • 13 Jun
4	Trade Investment, Regulations, and Incentives in China	M: \$490 NM: \$590	1 Day	 	5 May
5	Tapping on Singapore's FTA Network	M: \$150 NM: \$300	2 Days		12 – 13 Apr
INTERNATIONALISATION (INTL) BUSINESS MANAGEMENT					
1	Cross-Cultural Business Negotiation	M: \$420 NM: \$530	1 Day	 	16 Jan • 31 Mar • 22 Jun
2	Expanding & Operating Internationally in A VUCA World	M: \$328 NM: \$390	1 Day		11 Feb
3	Inter-cultural Communication Skills	M: \$420 NM: \$530	1 Day	 	9 Feb • 18 May
4	Introduction to Business Practices in the ASEAN Economic Community	M: \$390 NM: \$490	1 Day		12 Jan • 23 Mar • 8 Jun
5	Managing Global Sourcing & Related Risks	M: \$328 NM: \$438	1 Day		19 Apr
FINANCE					
1	Effective Foreign Currency Management	M: \$298 NM: \$405	1 Day		20 Apr
2	Finance Essentials: Investing & Financing Fundamentals	M: \$298 NM: \$405	1 Day		15 Feb • 24 May
3	Measuring & Analysing Financial KPIs From Business Perspective	M: \$298 NM: \$405	1 Day		6 Apr
4	Strategy For Developing Effective Costing & Budgeting Management	M: \$298 NM: \$405	1 Day		29 Mar • 8 Jun
LEGAL & COMPLIANCE					
1	Competition Law & Its Impact on Your Business	M: \$198 NM: \$305	1/2 Day		23 Mar
2	Essential Contract Law for Non-Legal Professionals	M: \$298 NM: \$405	1 Day		23 Feb • 10 Apr
3	Eyeing Asia: Employment Law in Vietnam	M: \$198 NM: \$295	1/2 Day		22 Feb • 22 Jun
4	Eyeing Asia: Investment Law in Vietnam	M: \$198 NM: \$295	1/2 Day		8 Feb • 7 Jun
5	Overview of Employment Law in Singapore	M: \$198 NM: \$305	1/2 Day		16 Feb • 6 Apr

S/N	Programme	Fee	Duration	Delivery Mode	Course Dates
INTERNATIONALISATION (INTL)					
LEGAL & COMPLIANCE					
6	Safeguarding Personal Data for Businesses: Key Obligations & New Amendments	M: \$198 NM: \$305	1/2 Day		11 Mar
7	Workplace Harassment: Rights, Remedies & Managing the Process	M: \$198 NM: \$305	1/2 Day		13 Apr
MARKETING					
1	Apply and Develop TikTok Account and Functionalities	M: \$267.50 NM: \$374.50	1/2 Day		14 Jan • 25 Feb • 8 Apr • 20 May
2	Boost Your ASEAN Business Via WeChat	M: \$481.50 NM: \$588.50	1/2 Days (3)		28 Jan, 4 & 11 Feb • 11, 18 & 25 Mar • 22, 29 Apr & 6 May • 3, 10 & 17 Jun
3	Brand Protection for the Global Digital Economy	M: \$481.50 NM: \$588.50	1 Day		4 & 11 Jan • 23 & 30 Mar
4	Business Growth via Facebook Marketing	M: \$535 NM: \$642	1/2 Days (5)		3, 10, 17, 24 Jan & 7 Feb • 14, 21, 28 Feb, 7 & 14 Mar • 21, 28 Mar, 5, 11 & 18 Apr • 25 Apr 4, 6, 17, 23 May • 30 May, 6, 13, 20, 27 Jun
5	Challenges in Developing Buyer's Persona for FB Ads	M: \$321 NM: \$428	1/2 Day		3 Jan • 14 Feb • 21 Mar • 25 Apr • 30 May
6	Content Analysis for TikTok	M: \$267.50 NM: \$374.50	1/2 Day		21 Jan • 4 Mar • 15 Apr • 27 May
7	Creating a Lookalike Audience & Facebook Pixel for Retargeting	M: \$321 NM: \$428	1/2 Day		24 Jan • 7 Mar • 11 Apr • 17 May • 20 Jun
8	Design a Beautiful Feed for Your Instagram Business Profile	M: \$321 NM: \$428	1/2 Day (2)		8 Mar • 26 Apr • 28 Jun
9	Developing a Good User Generated Content to Grow Business for Facebook Marketing	M: \$321 NM: \$428	1/2 Day		7 Feb • 14 Mar • 18 Apr • 23 May • 27 Jun
10	Developing a Proven Facebook Marketing Strategy	M: \$321 NM: \$428	1/2 Day		10 Jan • 21 Feb • 28 Mar • 4 Apr • 6 Jun
11	Digitalize your Marketing Efforts to Millennials with Instagram Marketing	M: \$321 NM: \$428	1/2 Day		28 Feb • 19 Apr • 21 Jun
12	Discover TikTok Application	M: \$267.50 NM: \$374.50	1/2 Day		7 Jan • 18 Feb • 1 Apr • 13 May • 24 Jun
13	Discover WeChat Official Account Strategy	M: \$267.50 NM: \$374.50	1/2 Day		4 Feb • 18 Mar • 29 Apr • 10 Jun
14	Discover WeChat to Boost ASEAN Business	M: \$267.50 NM: \$374.50	1/2 Day		28 Jan • 11 Mar • 22 Apr • 3 Jun
15	Established WeChat Official Account Management for Businesses	M: \$267.50 NM: \$374.50	1/2 Day		11 Feb • 25 Mar • 6 May • 17 Jun
16	Establishing Your Brand Via TikTok	M: \$481.50 NM: \$588.50	1/2 Days (3)		7, 14 & 21 Jan • 18, 25 Feb & 4 Mar • 1, 8 & 15 Apr • 13, 20 & 27 May • 24 Jun 1 & 8 Jul
17	Integrating Instagram Marketing for Internationalisation	M: \$513.60 NM: \$620.60	1/2 Days (3)		28 Feb, 8 & 15 Mar • 19, 26 Apr, 10 May • 21, 28 Jun & 5 Jul
18	Internationalize your Business with Instagram Advertising	M: \$321 NM: \$428	1/2 Day		15 Mar • 10 May

S/N	Programme	Fee	Duration	Delivery Mode	Course Dates
INTERNATIONALISATION (INTL)					
MARKETING					
19	Planning for Campaign Budget Optimization for Facebook Marketing	M: \$321 NM: \$428	1/2 Day		17 Jan • 28 Feb • 5 Apr • 9 May • 13 Jun
20	Practical Skills for Successful Selling	M: \$390 NM: \$490	1 Day		23 Feb • 25 May
21	Telegram Marketing for Small Business	M: \$321 NM: \$428	1/2 Day		6 Jan • 22 Mar • 26 May
TRADE					
1	Corporate Tax Planning: Maximising Tax Benefits	M: \$320 NM: \$430	2 Days	 / 	22 & 23 Feb • 19 & 20 Apr • 21 & 22 Jun
2	Managing GST Effectively for Businesses	M: \$320 NM: \$430	2 Days	 / 	18 & 19 Jan • 22 & 23 Mar • 24 & 25 May
3	Zero-Rating for International Services and Exports	M: \$300 NM: \$420	2 Days	 / 	22 Feb • 26 Apr • 21 Jun
WHOLESALE TRADE (WST)					
BUSINESS MANAGEMENT					
1	Making Sense of Data Analytics to Gain Insight into Your Business	M: \$698 NM: \$805	2 Days		28 Jan • 9 Feb • 4 Mar • 7 Mar • 6 May • 9 May
2	Crisis Management & Communication	M: \$535 NM: \$ 856	1 Day		28 Apr
LEGAL & COMPLIANCE					
1	A Practical Approach to Vetting & Securing A Joint Venture Agreement	M: \$298 NM: \$405	1 Day		21 Feb • 18 Apr • 20 Jun
2	A Practical Approach to Vetting / Drafting Sales Purchase & Service Level Agreement	M: \$298 NM: \$405	1 Day		23 Apr
TRADE					
1	30 Pitfalls in Letters of Credit Transactions	M: \$420 NM: \$520	1 Day		11 Jan • 25 Apr
2	Letters of Credit: An In-Depth Understanding for Importers and Exporters	M: \$640 NM: \$1,050	2 Days		17 & 18 Jan • 17 & 18 Mar • 12 & 13 May
3	New Incoterms 2020	M: \$390 NM: \$490	1 Day		12 Jan • 11 Mar • 18 Apr • 23 May • 13 Jun
4	Revised International Standard Banking Practices on Letters of Credit Documentations	Me \$420 NM: \$520	1 Day		17 Feb • 10 Jun

S/N	Programme	Fee	Duration	Delivery Mode	Course Dates
ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG)					
BUSINESS MANAGEMENT					
1	CSR in Action - Business Impact Training	M: NM:	1/2 Days (5)		21, 22, 23, 24 & 25 Feb • 21, 22, 23, 24 & 25 Mar
2	Driving Sustainable Procurement Across Supply Chain	M: \$328 NM: \$390	1 Day		15 Mar • 14 Jun
3	ESG: Legal Considerations, Implications & Best Practices	M: \$198 NM: \$305	1/2 Day		25 Feb
4	ESG: Carbon Management Workshop: Increasing Profits Through Lowering Emissions	M: \$214 NM: \$321	½ Day		25 Mar
BUSINESS OPERATIONS (BIZ OPS)					
PEOPLE MANAGEMENT					
1	Addressing Organisational Learning Needs for a Future Ready Workforce	M: \$267.50 NM: \$374.50	1/2 Day		20 Jan • 24 Feb • 31 Mar • 5 May • 9 Jun
2	Apply Career Competencies for Skills Framework HR Planning and Management	M: \$267.50 NM: \$374.50	1/2 Day		13 Jan • 17 Feb • 24 Mar • 28 Apr • 2 Jun
3	Apply Skills Framework for HR Planning and Management	M: \$481.50 NM: \$588.50	1/2 Days (3)		6, 13 & 20 Jan • 10, 17 & 24 Feb • 17, 24, 31 Mar • 21, 28 Apr & 5 May • 26 May 2 & 9 Jun
4	Discover Skills Framework for HR Planning and Management	M: \$214 NM: \$321	1/2 Day		6 Jan • 10 Feb • 17 Mar • 21 Apr • 26 May
5	Managing Staff Performance	M: \$299.60 NM: \$406.60	1/2 Day		3 Feb • 10 Mar • 14 Apr • 19 May • 23 Jun
6	Plan and Manage Effective Performance Appraisals	M: \$481.50 NM: \$588.50	1/2 Day (2)		27 Jan & 3 Feb • 3 & 10 Mar • 7 & 14 Apr • 12 & 19 May • 16 & 23 Jun
7	Planning for Performance Management	M: \$299.60 NM: \$406.60	1/2 Day		27 Jan • 3 Mar • 7 Apr • 12 May • 16 Jun

Career Conversion Programme for Internationalisation Professionals



Increasingly, internationalisation is seen as a crucial business strategy for companies to grow and expand. However, venturing overseas comes with many challenges such as understanding compliance and regulation of overseas markets and having qualified locals to operate in the overseas markets. The Career Conversion Programme (CCP) for Internationalisation Professionals supports companies looking to build a pool of talent equipped with practical skills to readily assist companies internationalise and break into overseas markets, to reach new customers and access collaboration opportunities to grow their business.

	Current Disbursement	New Disbursement <i>(for new hires on CCPs/RnF programmes between 1 Sep 2020 to 31 Sep 2022)</i>
Salary Support for New Hires on CCPs	Standard Rate: Up to 70% of Monthly Salary <i>(capped at \$4,000 per month during training period)</i>	Standard Rate: Up to 35% of Monthly Salary <i>(capped at \$2,000 per month during training and retention period)</i>
	Enhanced Rate: Up to 90% of Monthly Salary <i>(capped at \$6,000 per month during training period)</i>	Enhanced Rate: Up to 45% of Monthly Salary <i>(capped at \$3,000 per month during training and retention period)</i>
Period of Salary Support	9 months	18 months
Course Fee Grant Standard Rate	Funded at 70% of Course Fees	

Scan here for more information on CCP-I

