

Executive Development Courses

Upskilling and Reskilling Programmes for Aspiring Business Leaders

July-December 2026

BUSINESS MANAGEMENT

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec
Business Law Essentials for Non-Legal Professionals	Chong Mae Shan						
Contract Basics - Essential Knowledge and Practical Tips for Business Professionals	Chong Mae Shan						
Contract Basics for Legal Professionals	Chong Mae Shan	29		23		4	
Corporate Strategies and Skills For Business Development	Stanis Benjamin/ Alan Phua			25			15
Data Protection Essentials for Non-Legal Professionals	Chong Mae Shan		12		21		9
Drafting, Vetting and Negotiating Partnership, Collaboration Investment Agreements	David Shamnugam	10	31		1		3
Drafting, Vetting International Contracts and Contract Administration	David Shamnugam	27		2		3	
Joint Ventures Unlocked - Governance, Risks and Success Factors	Chong Mae Shan						
Mergers & Acquisitions Essentials: A Practical Guide for Business Professionals	Chong Mae Shan						
The Art of Recovering Bad Debts and Credit Management	David Shamnugam		17	30		3	
Understanding Contract Law Terms and Its Application to Commercial Agreements	David Shamnugam		20-21		13-14	9-10	
Understanding Contract Law & Its Principles for Non-Legal Professionals	David Shamnugam	30-31		29-30	26-27	23-24	

SALES

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec
Analysing Customer Behaviour And Body Language	Shankar G / Stanis Benjamin			24			18
Art Of Starting Sales Conversations	Stanis Benjamin / Clare Lim			4			4
Breaking Sales Performance Barriers	Stanis Benjamin / Shankar G	6			5		
Clowning As An Engagement Technique To Build Effective Teams	Shanice Stanislaus				15		
Consultative Selling Skills - Module 1	Stanis Benjamin / Alan Phua	8			8		
Cross Selling Techniques To Drive Higher Revenue And Profits	Stanis Benjamin / Ho Tan Whai Aun		13			13	
Developing An Actionable Strategic Sales Plan	Cecilia Sim						

SALES

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec
Developing An Effective Sales Training And Coaching Program - Module 1	Stanis Benjamin / Ho Tan Whai Aun			22			16
Developing Effective Sales Managers - Module 1	Stanis Benjamin / Shankar G		27			26	
Effective Sales Leadership And Management For Peak Performance	Cecilia Sim	6-7		3-4			10-11
Effective Sales Negotiation For Long-Term Profitable Business Relationship	Cecilia Sim	2-3					
Effective Selling Skills For Maximum Results	Cecilia Sim				1-2		
Engaging Your Audience With Humour	Stanis Benjamin / Shanice Stanislaus				6		
From Prospect to Partner: Essential Sales And Marketing Skills	Tina McDowell			7-8			3-4
Increasing Sales Capabilities And Competencies	Stanis Benjamin / Clare Lim			1			1
Increasing Sales Productivity And Performance	Stanis Benjamin / Ho-Tan Whai Aun	3			1		
Inside Sales Strategies And Skills	Stanis Benjamin / Ng Ping Ping	23			23		
Key Account Selling And Management	Cecilia Sim			1-2			3-4
Managing Sales Objections And Obstacles	Stanis Benjamin		3			3	
Methods Of Persuasion: Secret To Get More 'Yes' From Others	Tylus Lim						
Negotiation Skills For Sales And Marketing Professionals - Module 1	Stanis Benjamin / Ho-Tan Whai Aun	2			2		
Onboarding New Sales Professionals - Training Techniques	Stanis Benjamin / Alan Phua		26			25	
Sales Coaching And Mentoring For Sales Team Performance And Retention	Cecilia Sim		3-4			5-6	
Sales Coaching Skills For Managers And Leaders - Module 1	Stanis Benjamin / Alan Phua		28			27	
Sales Negotiations And Persuasion Techniques	Stanis Benjamin / Ho Tan Whai Aun			29-30			9-10
Solution Sales Strategies And Skills - Module 1	Stanis Benjamin / Ho Tan Whai Aun		6			6	
Strategies To Differentiating Your Sales Process	Stanis Benjamin / Clare Lim			21			17
Techniques To Closing Sales	Stanis Benjamin / Shankar G		7			5	
Transaction To Partnership: Managing And Engaging Distributors Effectively	Tina McDowell		24-25			16-17	
Winning Sales Pitches & Presentations that Drive Conversions – Module 1	Stanis Benjamin / Clare Lim	10			9		

LEADERSHIP

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec
Be Ready for Personal and Professional Change Management	Cecilia Sim			7-8			
Leading for the First Time: Building Confidence and Credibility	Tina McDowell	6-7		28-29			
Measuring What Matters: Effective KPI Design for Job Development & Career Progression	Tina McDowell	27-28			7-8		
New Manager New Leader Bootcamp	Raymond Thomas	16-17			8-9		
Personal Leadership-Motivating Self and Others	Stanis Benjamin / Shankar G			2			2

SERVICE EXCELLENCE

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec
Effective Telephone Techniques	Stanis Benjamin / Ng Ping Ping	22			22		
Enhancing Customer Service	James Suresh		17		9		9
Managing Customer Expectations For Frontline Professionals	Stanis Benjamin / Clare Lim		14			12	
Managing Difficult Customers Professionally	James Suresh		18		14		14
Managing Difficult Customers Professionally	Samantha Sim	31			2		
Writing To Customer Feedback And Complaints With Empathy And Tact	Samantha Sim		6-7				

COMMUNICATIONS

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec
How Corporate Communication Works Effectively For You	Rowena Lim	1-2		9-10		4-5	
Internal Communication Strategies - From Employee To Brand Champion	Rowena Lim		12-13		15-16		9-10
Persuasive Presentation Skills	Samantha Sim				5-6		
Speak With Confidence For Personal And Professional Success	Stanis Benjamin / Clare Lim			3			3
Stakeholder Relationship Management	Rowena Lim	8-9	3-4	23-24	1-2	18-19	1-2
Workplace Interpersonal Skills	Cecilia Sim		13-14				8-9

MARKETING

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec
Advanced Marketing Strategies - Driving Business Growth & Sustainability	Cecilia Sim		5-6			3-4	
AI Content Creation & Marketing for Leads and Sales	Tylus Lim	24			16		
AI-Powered Digital Marketing: A 1-Day Hands-On Workshop	Pek Sek-Kiat					13	
Creating Competitive Differentiators	Stanis Benjamin / Ho Tan Whai Aun		5			4	
Developing A Strategic Marketing Plan	Cecilia Sim	13-14			15-16		
Effective Marketing Strategies	Cecilia Sim	9-10			8-9		
Future-Proof Your Business: AI Tools & Strategies for Success	Pek Sek-Kiat			15			
Integrated Digital Marketing with AI Masterclass	Ivan Wong						
Marketing by Design: Planning Your Plan for Measurable Impact	Tina McDowell		3-4			19-20	
Neuromarketing Bootcamp : Activating the "Buy Mode" in Your Customer's Brain	Tylus Lim			28-29			21-22
Persuasive Writing - How to Influence People With What you Write	Tylus Lim						
Unconventional & Creative Marketing Strategies That Get Results	Tylus Lim		20-21			2-3	

PERSONAL EFFECTIVENESS

Course Title	Trainer	Jul	Aug	Sep	Oct	Nov	Dec
Change Management for Individuals and Organizations	James Suresh	8	27	17		5	
Developing Critical Thinking & Reasoning	Asnah Ahmad			2	11		
Effective Communication & Conflict Management	Asnah Ahmad		4	4	14		
Giving Effective Feedback	Asnah Ahmad			9	16		
Stress Management for Working Professionals	James Suresh	14		21		11	
Time & Stress Management	Samantha Sim	30			1		



Creating Marketers, Connecting Marketers.

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