This (SCTP) NUS Digital Transformation Programme (DTP) is a Train and Place programme that offers the trainees the latest insights on various digital technologies widely used in the industry, and pre-eminently by companies that have walked the transformation path with years of successes and failures. The trainees will learn through live sessions, small group work with fellow participants, hands-on practice, and conversations with NUS faculty and industry experts on some of today’s most cutting-edge topics.

Upon completion of the 3-month programme, trainees will be presented the opportunity to work with enterprises in Infocomm Technology and Media industry. NUS will offer employment facilitation and career advisory services to the trainees.

The (SCTP) NUS DTP comprises the following modules:

- Digital Business Strategy
- Marketplace Digitalisation Platforms
- Protecting Digital Assets
- Agility & Growth
- Technology for Productivity
- Talent & Culture
- Digital Marketing
- Introduction to E-Commerce
- Trisector Strategy and Innovation for Transformation (Problem Setting)
- Trisector Strategy and Innovation for Transformation (Data Collection and Analysis)
- Trisector Strategy and Innovation for Transformation (Idea Generation and Strategy Consolidation)
The programme will equip participants with literacy and skills in:

- Design Thinking and the Business Model Canvas (customer persona and journey, business capabilities and processes)
- Marketplace solutions that cut across industries, such as customer management, data analytics, financial management and inventory tracking
- Digital Business Capability requirement and marketplace solution selection framework to assess digital and technical solutions
- Agility and Growth (Agile Methodology)
- Talent and Culture (building digital culture, digital-native workforce)
- Protecting Digital Assets (Data Privacy, Cybersecurity and Assets Protection)
- Paid advertising, Facebook, Instagram marketing and Google Analytics
- E-commerce web development with WordPress and WooCommerce
- Technology for Productivity (Cloud Productivity, Robotic Process Automation, Enterprise Resource Planning and Workflow Management)

Who Should Attend

Mid-career switchers who wish to upskill their capability for career growth, gain relevant competencies and take on new, exciting careers to drive innovation and digital transformation in the company.

Course Fees

<table>
<thead>
<tr>
<th>Singapore Citizens¹</th>
<th>Singapore Citizens¹</th>
<th>Singapore Citizens¹</th>
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<tbody>
<tr>
<td>≤ 39 years old OR</td>
<td>≥ 40 years old AND</td>
<td>eligible for AFS²</td>
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<tr>
<td>Singapore PRs</td>
<td>eligible for MCES³</td>
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<td>Total Nett Course Fee, incl. GST, after additional funding</td>
<td>$7,318.80</td>
<td>$2,758.80</td>
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Course Fees are inclusive of prevailing GST

Singapore Citizens¹ or Singapore Permanent Residents (SPRs) eligible for the SSG grant must attain at least 75% training attendance and passed all prescribed assessments.

¹ All self-sponsored Singaporeans aged 25 and above can use their $500 SkillsFuture Credit to pay for the programme. Visit https://www.skillsfuture.gov.sg/credit for more details.
² Additional Funding Support (AFS)
³ Mid-Career Enhanced Subsidy (MCES) - Singaporeans aged 40 and above may enjoy subsidies up to 90% of the programme fee. Visit https://www.skillsfuture.gov.sg/enhancedsubsidy for more details.

For more information, please contact

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- Ms LOW Lee Keng
lowlk@nus.edu.sg

To register, please scan the QR code or visit our website

https://nus.edu/3NGV11E