

MEDIA RELEASE

Republic Polytechnic launches new Specialist Diploma in Digital Business

New CET programme aims to facilitate digitalisation of businesses amidst a growing digital economy

SINGAPORE, 1 MARCH 2018 – In line with recent Budget announcements to accelerate innovation and digital transformation among businesses, Republic Polytechnic (RP) has introduced the Specialist Diploma in Digital Business, available in both SkillsFuture Earn and Learn Programme (ELP) and non-ELP formats. The one-year programme will commence classes for its first intake in June 2018.

This Continuing Education and Training (CET) programme will offer in-depth knowledge and applications to transform and digitalise businesses. Students will apply concepts learnt and develop various strategies including the design of e-commerce portals in real-world industry projects. They can also choose to work on their companies' projects or projects offered by RP's industry partners, under the supervision of the companies and RP lecturers.

Growing capabilities to facilitate digitalisation of businesses

With the recent Budget debates revealing how some businesses in Singapore are facing difficulties coping with digital transformation¹, the need for both businesses and professionals to develop digital capabilities becomes more important than ever. As digital transformation is expected to continue adding US\$10 billion to Singapore's economy by 2021², companies will need to accelerate their digitalisation journey to reap the full benefits from their initiatives.

However, 74 percent of business leaders³ believe more could be done to bridge the digital skills gap among workers, and this has resulted in an increasing demand for professionals with such skills. Several survey reports conducted over the last three years have revealed that in terms of embracing digital technologies and driving growth in a changing business climate, many firms in Singapore are still facing difficulties. Despite the benefits of digitalisation, many local businesses believe that investing in digital technologies is expensive and difficult, given their limited manpower. With the new Specialist Diploma in Digital Business, RP hopes to address these needs, equipping professionals with new skills and knowledge to support businesses in their digital transformation journey.

Mr Sim Choon Hou, Acting Director of RP's School of Management and Communication, said, "Our economies are undergoing remarkable changes. Many of these changes are fuelled by digital technologies that have redefined business models and created new opportunities amidst disruptions. In particular, companies that could embrace innovation through new digital platforms can expect to gain better customer engagement and streamlined operations. This Specialist Diploma will not only train a bigger pool of professionals to meet the growing demands of the digital economy, but also help companies and professionals overcome digitalisation inertia that is hampering the full adoption and integration of digital technologies into business operations."

¹ Channel NewsAsia. Some businesses struggling to keep up with digital transformation: MPs. Retrieved from: <https://www.channelnewsasia.com/news/singapore/some-businesses-struggling-to-keep-up-with-digital-9996538>

² Business Times. Digital transformation to contribute US\$10b to Singapore's GDP by 2021: study. Retrieved from: <http://www.businesstimes.com.sg/government-economy/digital-transformation-to-contribute-us10b-to-singapores-gdp-by-2021-study>

³ Business Times. 'Digitalise and upskill' employees for modern workplace with technology. Retrieved from: <http://www.businesstimes.com.sg/hub/empowering-enterprise/digitalise-and-upskill-employees-for-modern-workplace-with-technology>

Support for retail, F&B and other industries

The Specialist Diploma in Digital Business is expected to support industry clusters including but not limited to the growing lifestyle cluster of retail and food services. In the face of disruption by e-commerce players, the Retail Industry Transformation Map encourages productivity growth through the use of innovative business formats and technology.

Graduate outcomes

Graduates of the course will be well-positioned to contribute to the digitalisation strategies of lifestyle businesses and those of many other industry sectors. Through the ELP track, trainees will be able to deepen their learning through on-the-job training in participating companies. They will also receive mentorship guidance from their company and be well-prepared to take on supervisory roles in future as part of their career progression.

About the Specialist Diploma in Digital Business

This Specialist Diploma focuses on offering in-depth knowledge and application on various strategies in digital business along with technology and the design of e-commerce portals. With practicum based on real case studies and industry projects, there will be an application of the commercialisation process, turning ideas into products, services or even business models.

Singapore citizens aged 25 and above are eligible to use the \$500 SkillsFuture credit to pay for this course. RP will take in 40 students in the first batch for this course. Registration is open, and will close on 11 March 2018. Prospective students can find out more about the course at <https://www.rp.edu.sg/ace/course-summary/Detail/sddb>.

About Republic Polytechnic

The first educational institution in Singapore to leverage the Problem-based Learning approach for all its diploma programmes, Republic Polytechnic (RP) has seven schools and one academic centre offering forty-one diplomas in Applied Science, Engineering, Management and Communication, Hospitality, Infocomm, Sports, Health & Leisure, and Technology for the Arts.

Republic Polytechnic is committed to nurturing innovation and entrepreneurial learning in an environment that develops problem-solving skills and lifelong learning opportunities. Its holistic and broad-based curriculum prepares students for an active and meaningful role in society as problem solvers, respected professionals and passionate citizens.

Republic Polytechnic strives for excellence by achieving various international and national accreditations, including ISO 9001, ISO 14001, OHSAS 18001, ISO 22301, Singapore Quality Class, People Developer, Innovation Class, and Service Class.

For more information, visit <http://www.rp.edu.sg>

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