

# ABOUT SKILLSFUTURE WORK-STUDY PROGRAMME

## BENEFITS OF WSP

### UPON SIGNING UP



First sign-on incentive \$2,500<sup>1</sup>



Access to job opportunities from relevant industry with structured career progression pathway

### DURING WSP



Assigned workplace mentor



Deepen skills through company-based projects and facilitated learning

### UPON COMPLETION



Upon successful completion:  
- Second sign-on incentive - \$2,500



Attainment of industry-recognized qualification/certification

<sup>1</sup> Terms and conditions apply

Note: Sign-on incentive is applicable only for fresh graduates who are Singapore Citizens and are within three years of graduation or Operationally Ready date for National Servicemen.

“ RP recommended us good candidates who are not only interested in our industry, but also keen to learn useful tools such as RPA through their specialist diploma. This work and study arrangement includes a project component. With the help of RP lecturers, the students work on our real operational capstone project. Indeed, it was a win-win situation! ”

Gideon Lam, CEO, Shalom International Movers  
Work-Study Programme Partner for Specialist Diploma in Supply Chain Management

# SPECIALIST DIPLOMA IN DIGITAL BUSINESS



## PROGRAMME TYPE: Specialist Diploma + Work-Study Post-Diploma

VENUE: RP ACE @ Woodlands

NOTE: Lessons may be conducted via online learning.

This programme focuses on in-depth knowledge and application of strategies in digital business, along with technology and design of e-commerce portals. With practicum based on real case studies and industry projects, this course will provide a bigger pool of professionals to meet the growing demands of the digital economy and help companies overcome digitalisation inertia, towards the full adoption and integration of business technologies.

For participants who opt for the Work-Study Post-Diploma, you will enjoy additional benefits such as sign-on incentive with full-time employment, assigned company mentor, well-structured training, and career advancement opportunities.

Upon completion of the programme, you will be awarded a Specialist Diploma in Digital Business.

## COURSE STRUCTURE

### 2 POST-DIPLOMA CERTIFICATES (PDCs)

- Digital Business Transformation
  - i. Digital Business Models
  - ii. Platform and Digital Ecosystem
  - iii. Digital Business Market Validation
  - iv. Business Model Design
- Digital Marketing
  - i. Digital Storefront Creation
  - ii. Digital Marketing Strategies
  - iii. Digital Business Capstone Project\*

The programme includes self-learning hours in the form of e-learning, assessments, case studies, and revision.

\*For Non-Work-Study Certificate: Project is RP-based.

For Work-Study Certificate: Project is company-based on-the-job training.

## CAREER OPPORTUNITIES

Business Development Executive | Content Delivery Executive | Digital Campaign Executive | Digital Community Development Executive | Digital Marketing Executive | Digital Media Performance Executive | E-Commerce Executive | Marketing and Sales Executive | Social Media Analyst Executive



## ENTRY REQUIREMENTS

### SPECIALIST DIPLOMA

Applicants should possess at least a relevant local diploma qualification or equivalent from recognised institution.

Applicants who do not meet the entry requirements may be considered for admission to the course based on evidence of at least five years of relevant working experience or supporting evidence of competency readiness. Suitable applicants who are shortlisted will have to go through an interview and/or entrance test. The polytechnic reserves the right to shortlist and admit applicants.

Scan the QR Code  
to find out more about the course



### WORK-STUDY POST-DIPLOMA

Applicants (Singapore Citizens or Permanent Residents) who want to pursue the course under Work-Study Post-Diploma must be either:

- **Polytechnic graduates from relevant courses within (three years of their graduation date or completion of National Service) who are selected for hiring by Work-Study Post-Diploma-participating companies;**

OR

- **Current employees who have graduated from local polytechnic for more than three years but within five years from date of graduation or completion of National Service**

Admission will be reviewed and approved on a case-by-case basis.

Scan the QR Code  
to find out more about the course



“ Pursuing this specialist diploma has equipped me with the relevant skills and knowledge to start a social enterprise. ”

- Mr Basheer Ahmad, Graduate of Specialist Diploma in Digital Business