SG UNITED

REPUBLIC POLYTECHNIC

Academy for Continuing Education

ARE YOU A JOB SEEKER?
IMPROVE YOUR EMPLOYABILITY TODAY!

SGUnited Skills (SGUS) Programme

Digital Business and User Experience

5 THINGS

to know about

SGUnited Skills Programme in Digital Business and User Experience

1 What will I get out of this course?

This programme equips participants with in-depth knowledge of the various digital business strategies along with the hands-on experience in the design and development of e-commerce portals. It also equips aspiring graduates with the skills to meet the need to adopt User Experience know-how to digital portals and applications. This trait will empower them to combine business sensibilities with UX skills to successfully grow businesses on various digital platforms. With a practicum based on real-life case studies and industry projects, participants will learn the commercialisation process of turning ideas into products, services and sustainable business models.

Upon completion of the programme, graduates will be able to:
- Analyse digital business strategies, processes, and decisions made by businesses
- Apply user-centred design guidelines in developing digital business models
- Analyse different types of portal technologies
- Operate effectively on digital business platforms
- Develop digital marketing campaigns using various channels

Career Opportunities:
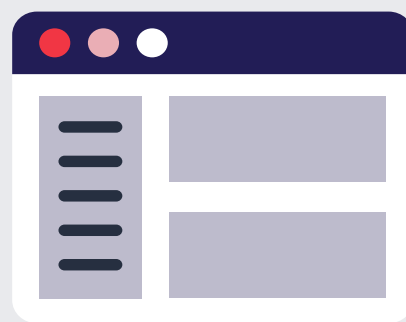Digital Marketer
Business Development
Sales and Marketing

2 What modules will I be taking?

- Digital Business Models
- Platform Strategy and Digital Ecosystem
- Business Model Design
- Digital Business Market Validation
- Digital Storefront Creation
- Digital Marketing Strategies
- Digital Business Capstone Project
- Visual Design
- Design Research
- Information Architecture and Interaction Design
- UX Requirements & Processes

3 Where will the course be held?

Lessons will be conducted via online learning.

4 How often do I need to attend the course?

Course commences in October 2020, and will run for a total of six months.

Number of Lessons	Duration
Three times a week (Weekdays/Weekends)	9:00am - 12:00pm/ 9:00am - 5:00pm

5 How much is the course fee?

Course fee for the six months programme is $500. The programme is eligible for SkillsFuture Credit.

MORE REASONS TO SIGN UP FOR SGUNITED SKILLS PROGRAMME

Training allowance up to $1,200/month

Flexibility to exit programme once a job is secured

Career advisory and employment assistance

Minimum Entry Requirements

Applicants should possess one of the following combinations of qualification and work experience:

- Relevant Polytechnic Diploma;

- Relevant working experience;

For applicants who do not meet the MER, an interview will be conducted to assess applicants' qualification and working experience.

For more information, you may contact:
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APPLY NOW

Information is accurate as of August 2020.