

# Rise with RISE

Skill Up Today for a Digital-First Tomorrow

Up to  
**95%**  
SkillsFuture  
Subsidy

Use your  
**SkillsFuture  
Mid-Career Credits**  
(\$4000)  
to offset  
course fees

**SkillsFuture  
Mid-Career Training  
Allowance Available**  
Up to \$3000/month  
for Full-Time  
classes



# About Boston Consulting Group (BCG)



## Boston Consulting Group

Founded in 1963, BCG is a leading global management consulting firm, renowned for pioneering business strategies and helping organisations tackle their most important challenges.



## Presence in Singapore

Partnered with local SMEs, multinational corporations, and government entities in Singapore since 1995.



## Digital Transformation

A global leader in digital transformation, with a network of over 7000 digital experts worldwide.



## BCG U

Within BCG, BCG U accelerates skill-building by combining deep learning with broad reach, solving the long-standing challenge traditional training programmes face.

## About RISE 2.0

RISE (Rapid & Immersive Skill Enhancement) by Boston Consulting Group (BCG) is an upskilling programme designed to empower job seekers, mid-career switchers, and experienced professionals with the latest business and digital expertise to thrive in today's ever-evolving job market.

Whether you are looking to launch a career in data analytics, transition into the dynamic realm of digital transformation, or elevate your digital proficiency with cutting-edge marketing tools and strategies, our BCG expert-led courses will equip you for your next career leap.

### RISE 2.0 in numbers



**3000+**

RISE learners



**87%**

Programme satisfaction

*(Learners who rated the programme at least 4 out of 5 for training satisfaction)*



**50-70%**

Learners across RISE batches achieved a positive career outcome within 6 months of graduation

# Why Learn with RISE 2.0



## **Designed & Delivered by BCG Experts & Industry Practitioners**

Crafted and taught by BCG experts and leading industry practitioners. Each trainer is a subject matter expert, offering real-world insights and field-tested strategies to enrich your learning journey



## **Comprehensive Skill-Building in the Age of AI**

Gain a strategic advantage with frameworks modelled after BCG's consultant training, built upon a continuously evolving curriculum that integrates next-gen AI skills



## **Hands-On Capstone Project with Real Business Data**

Get practical by working on a real-world capstone project. Apply key concepts and skills learnt throughout the course to deliver real business solutions



## **Exclusive Access to BCG's Proprietary Content & Industry Tools**

Gain access to world-class learning resources developed by seasoned BCG consultants who've shaped strategies for Fortune 500 companies



## **Career Guidance & Transition Support**

Receive career support from Day 1 to 6 months post-graduation. This includes CV and interview workshops, as well as job-matching through BCG RISE's growing partner network



# 50–70% of learners across RISE batches achieved a positive career outcome within 6 months of graduation

*\*Based on RISE career survey responses*



## Employers of Our Graduates



### Business Data & Analytics

- Insights Manager
- Business Solutions Analyst
- Senior Consultant, Data & Analytics Consulting
- Intelligence Analyst
- Product Analytics, and more



### Digital Marketing & eCommerce Accelerator

- Digital Sales Executive
- eCommerce Marketing Manager
- Digital Marketing Lead, B2B & Enterprise
- Head of Business Sales Management
- Digital Marketing Manager, APAC and more.



### Digital Transformation & Change Management

- Agile Consultant
- Director, Product Management
- Manager, Change Management APAC
- Head of Digital Capability & Solution
- Senior Manager, Transformation Office, and more.



**Roles secured,  
by course**

## Hear from Our Learners

“



I would like to recommend the RISE DMEA 2.0 programme wholeheartedly. Although I was a total beginner in Digital Marketing and eCommerce, **I believe the comprehensive and relevant training has equipped me to confidently pivot to this emerging industry.**

Gerald Chia  
RISE Digital Marketing Graduate

“



The programme provided a robust platform to learn theoretical knowledge and technical skills and how they can be applied **to solve practical, real-world problems.** This experience not only deepened my technical expertise but also **showcased the transformative power of data driven insights in shaping business strategies.**

Andrew Toh  
RISE Business & Analytics Graduate

“



The programme has been a refreshing learning experience that has helped me get up to speed with the developments in the transformation space. **It has been a booster to the skills and experience I had from my previous career path.**

Amit Upadhyay  
RISE Digital Transformation &  
Change Management Graduate



# RISE 2.0 Programme Overview

## RISE 2.0 Programme Overview



### Business & Data Analytics (BDA)



Become the go-to expert for turning data into decisions



### Digital Marketing & eCommerce Accelerator (DMEA)



Drive topline growth as an AI-savvy next-gen digital marketer



### Digital Transformation & Change Management (DTCM)






Lead teams and organisations to change through digital transformation



# RISE 2.0 Courses Overview

Choose from three specialised digital courses, tailored for today's digital landscape

	 <b>Business &amp; Data Analytics</b>	 <b>Digital Marketing &amp; eCommerce Accelerator</b>	 <b>Digital Transformation &amp; Change Management</b>
Course Description	<ul style="list-style-type: none"><li>Learn the best-in-class tools and approaches used in data analytics for business</li></ul>	<ul style="list-style-type: none"><li>Learn in-demand digital marketing, AI, &amp; eCommerce strategies</li></ul>	<ul style="list-style-type: none"><li>Learn to lead digital transformation strategies &amp; approaches from the best experts in the industry</li></ul>
Duration	<ul style="list-style-type: none"><li>Full-time – 16 weeks</li><li>Part-time – 26 weeks</li></ul>	<ul style="list-style-type: none"><li>Full-time – 14 weeks</li><li>Part-time – 22 weeks</li></ul>	<ul style="list-style-type: none"><li>Full-time – 16 weeks</li><li>Part-time – 22 weeks</li></ul>
Career Outcomes	<ul style="list-style-type: none"><li>Business Manager (with digital understanding), Researcher, Data Analyst, Business Insights Analyst, Data Visualisation Analyst, Dashboard Developer</li></ul>	<ul style="list-style-type: none"><li>Digital Marketers, Digital Sales Executive, Content Specialist, SEO Specialist, eCommerce Manager, Performance Marketer</li></ul>	<ul style="list-style-type: none"><li>Senior Business Manager, Internal Transformation Consultant, PMO Manager, Change Manager, Business Analyst</li></ul>
Suitable for	<ul style="list-style-type: none"><li>More suitable for those with at least some programming exposure</li><li>STEM background is a plus</li><li>Good logical/numerical ability could compensate background</li></ul>	<ul style="list-style-type: none"><li>Friendly for people without relevant background</li><li>Sales, marketing, and creative profiles is a plus</li></ul>	<ul style="list-style-type: none"><li>Mid-career (&gt;5 yrs) friendly</li><li>Suitable for those with &gt;4/5 years of experience in managerial positions</li></ul>

# Full-time or Part-time:

Pick a pathway that best fits your learning needs

## Full-time

Freelancers, gig economy workers, job seekers, and individuals between jobs

- Structured weekday learning with no weekend commitments
- Slower pace with more coaching and hands-on support
- Ideal for career switchers needing quick certification and job placement

Master in-demand digital skills quickly, accelerating your career transition and job readiness in a shorter time.

← **Best for** →

← **What to expect** →

← **How you'll benefit** →

## Part-time

Full-time employees or working professionals looking to balance work and learning.

- Evening & weekend classes that fit around work
- Faster-paced learning for those with some foundational knowledge
- Best suited for professionals looking to apply new skills to current/upcoming role or upskill without the urgency of a job switch

Advance your skills while working, allowing you to upskill for career growth without disrupting your job.

# Business & Data Analytics (BDA)

Become the go-to expert for turning data into decisions

## Stand out as a data-driven professional who:

- Excels in problem-solving with real-world case studies inspired by BCG's consultant training
- Master essential data analytics tools like Excel, SQL, Power BI, Tableau, and Python
- Leverages AI-powered techniques alongside traditional programming for cutting-edge solutions
- Transforms data into actionable insights with advanced analysis and visualization skills
- Applies analytics to real business challenges through a hands-on Capstone project



# BDA Course schedule

Full-Time Program (Upcoming)	Upcoming Part-Time Program
<p>Course Period: 4 Months Start Date: 22 Sep 2025 – 16 Jan 2026 Online Orientation: 15 Sept 2025</p> <p>Schedule</p> <ul style="list-style-type: none"><li>•Daily, Monday to Friday (9am - 1pm)</li><li>•5 Days / Week</li><li>•&amp; Scheduled Afternoon sessions</li></ul> <p>Training Allowance (TA) is applicable for this Full-Time program</p>	<p>To Resume in 2026</p> <p>Course Period: 6 Months</p> <p>Schedule</p> <ul style="list-style-type: none"><li>• 3 Days / Week</li><li>• 2 x Weekdays + 1 x Saturday</li></ul>
Next Full-Time Program	
Tentative Start Date: January 2026 Onwards	

## Format and attendance:

- All classes are conducted live online via Zoom & E-learning. Zoom Sessions are recorded for your reference.
- A minimum attendance of 75% is required. SingPass App will be used for attendance tracking.
- To successfully complete the program, you must attempt and pass all required assessments.
- While attendance at all sessions is strongly encouraged, please inform RISE in advance if you are unable to attend any class.

# Business & Data Analytics (BDA)



## Course Duration

- Full time: 16 weeks
- Part time: 26 weeks



## Learning Mode

- Live online classes, with select in-person sessions
- Structured learning with flexibility

(Suitable for both job seekers & working professionals)



## Who is it for

- Fresh graduates/Job seekers looking to kickstart their career in data analytics
- Mid-career switchers pursuing new job opportunities in data analytics
- Working professionals seeking to enhance their career prospects with data analytics skills

While not mandatory, having some basic programming exposure is recommended.



## Career Opportunities

- Business Manager (with digital understanding), Researcher, Data Analyst, Business Insights Analyst, Data Visualization Analyst, Dashboard Developer, and more.



Speak with our enrolment team to learn more!

## Learning Outcomes

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### In this course, you will learn to

- Build a strong foundation in essential business and data analytics skills
  - Develop problem-solving abilities through real-world case studies inspired by BCG's consultant training
  - Gain hands-on experience in data preparation, analysis, and visualization
  - Become proficient with widely-used data analytics tools, including Excel, SQL, Power BI, Tableau, Python, & more
  - Stay updated on the latest trends in AI, Generative AI, and advanced analytical solutions
  - Master critical skills such as data literacy, problem-solving, and programming-based solutions tailored for aspiring data analysts
  - Explore both traditional analytical programming methods and cutting-edge AI-powered, prompt-based development techniques
  - Work on a Capstone project to solve a real business problem for a leading organization
-

# Choose between Data Analyst (DA) or Functional Analyst (FA/M)

## Pick a track

## Career goal



### Data Analyst track

#### Course highlights:

- Business & digital foundations
- Data analytics foundation and advanced courses
- Preparation for technical interviews and technical test for analytics tools
- Hands-on experience with Gen AI and industry standard tools
- Real-world data analytics case studies and projects



### Data analyst

**Role:** Identify key metrics across org; prepare reporting dashboards

**Skills required:** Structured problem solving, hands-on knowledge of data analytics tools



### Functional Analyst/Manager track

#### Course highlights:

- Business & digital foundations
- Data analytics foundation
- Low code/no code analytics
- Functional use of Gen AI and industry standard tools
- Real-world data analytics case studies and projects



### Functional analyst/manager

**Role:** Support functional leadership with data-driven decision making

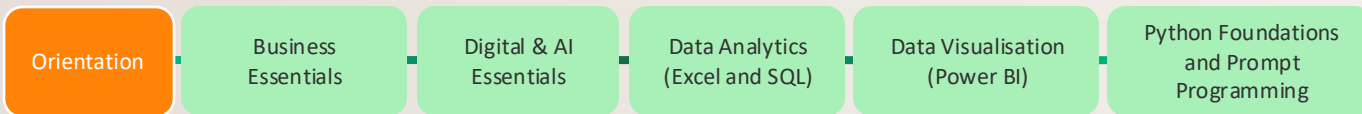
**Skills required:** Structure problem solving, functional expertise, application of data analytics to functional use cases

# Your Learning Journey: At a Glance

Full-time

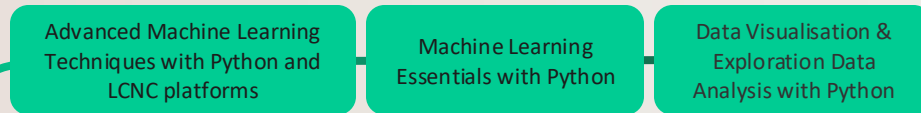
## Phase 1

Master business & digital skills modelled after BCG's consultant training programme. Be introduced to the basics of data analytics, visualization, and python programming.



## Phase 2

Be equipped with skills in data visualisation and exploratory data analysis (EDA) using Python, enabling you to uncover patterns in data. Learn to build machine learning models, from basics to advanced techniques using Python and Low Code/ No Code (LCNC) platforms, and apply them to real-world scenarios for predictive analytics.



## Phase 3

Gain experience in Cloud Platforms to manage data and train machine learning models on Cloud. Gain hands-on experience by working on a real-world capstone project. Receive direct guidance and mentorship from experienced industry practitioners and BCG experts.





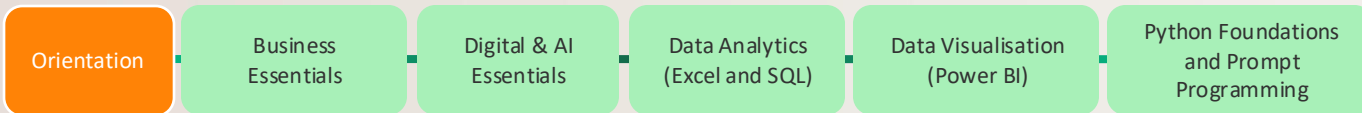
# Your Learning Journey: At a Glance

(Data Analyst)

Part-time

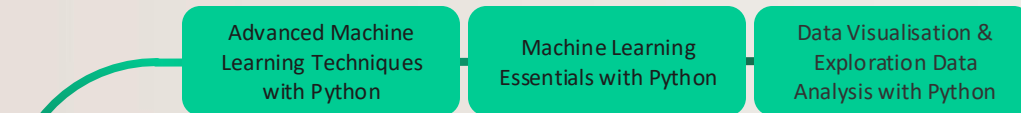
## Phase 1

Master business & digital skills modelled after BCG's consultant training programme. Be introduced to the basics of data analytics, visualization, and python programming.



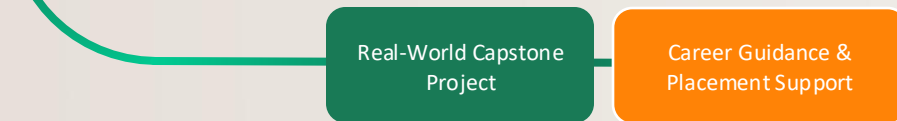
## Phase 2

Be equipped with skills in data visualisation and exploratory data analysis (EDA) using Python, enabling you to uncover patterns in data. Learn to build machine learning models, from basics to advanced techniques, and apply them to real-world scenarios for predictive analytics.



## Phase 3

Gain hands-on experience by working on a real-world capstone project. Receive direct guidance and mentorship from experienced industry practitioners and BCG experts.



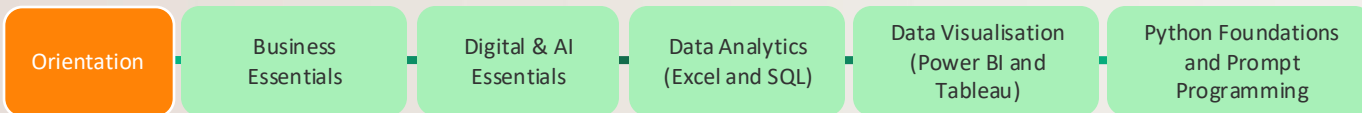
# Your Learning Journey: At a Glance

(Functional Analyst)

Part-time

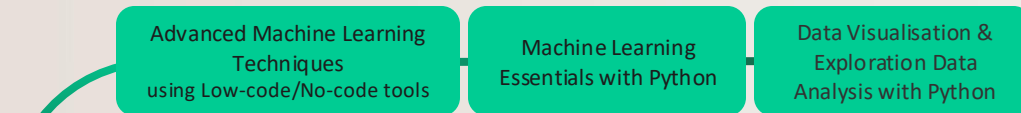
## Phase 1

Master business & digital skills modelled after BCG's consultant training programme. Be introduced to the basics of data analytics, visualisation, and python programming.



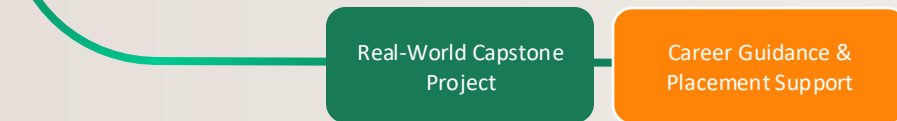
## Phase 2

Be equipped with skills in data visualisation and exploratory data analysis (EDA) using Python and Orange data mining, enabling you to uncover patterns in data. Learn to build machine learning models, from basics to advanced techniques, using both Python and low-code/no-code (LCNC) platforms, and apply them to real-world scenarios for predictive analytics.



## Phase 3

Gain hands-on experience by working on a real-world capstone project. Receive direct guidance and mentorship from experienced industry practitioners and BCG experts.



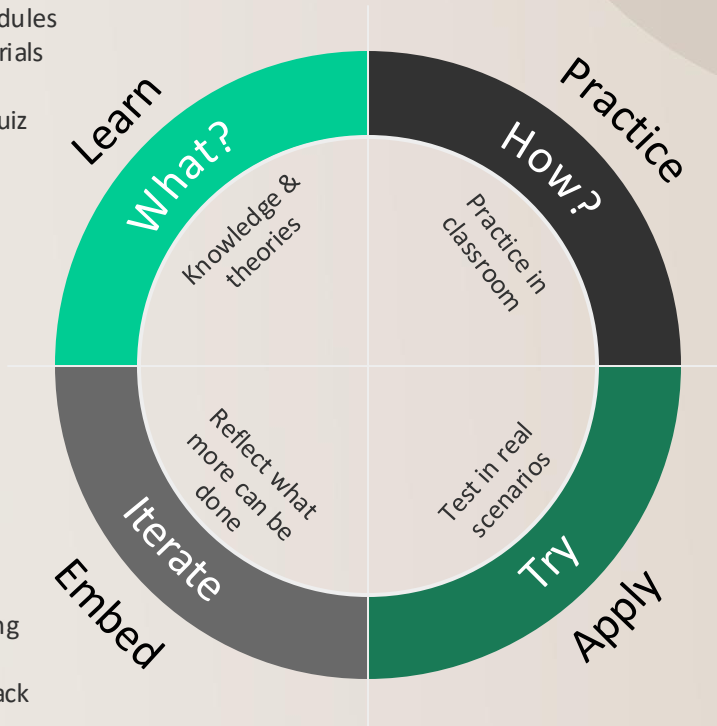


# Your Learning Model

The 4 phases of learning

- E learning modules
- Reading materials
- Live classes
- Assessment quiz

- Group coaching
- Reflection
- Course feedback



- Live workshops
- Roleplay
- Practice exercises
- Digital simulations

- Toolkit
- Group assignments
- Tutorial clinics
- Masterclass

# Gain Hands-On Experience With Gen AI & Data Analytics Tools

Build expertise and confidence in using Gen AI and data analytics tools through a hands-on learning approach

## Industry & Simulation Tools



Power BI



Amazon SageMaker



## AI Tools



ChatGPT

Gemini



And more...



The tools and technologies used in BDA are subject to change in accordance with evolving industry trends, updates from developers, and technological advancements.

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## Meet Your Trainers



Nelson Liu  
Global Principal Trainer,  
BCG RISE  
Business & Data Analytics  
10+ years experience



Gouri Choudhury  
BDA Senior Trainer, BCG RISE  
Business & Data Analytics  
8+ years experience



Andrew Toh  
BDA Lecturer & Trainer  
Data Analytics, Digital Transformation, &  
Cloud Services  
20+ years experience



Tian Weizhi  
BDA Trainer  
Data Project Manager, OCBC  
8+ years experience



Jim Wong  
BDA Trainer  
Partner (Strategy & Management),  
Piivotal Advisory  
15+ years experience



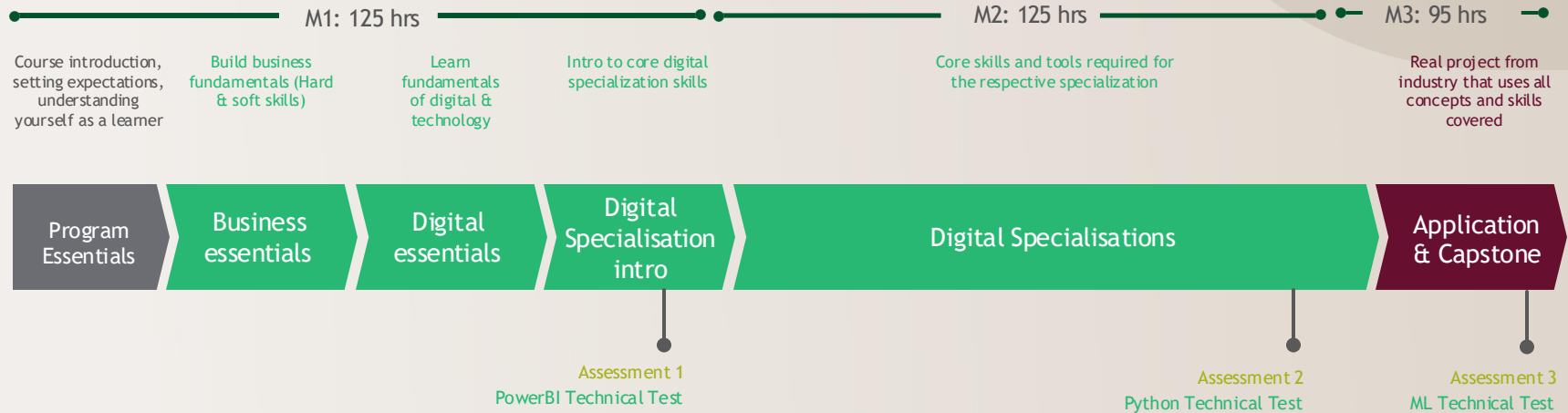
Lim Si Jie  
BDA Trainer  
Data Scientist, Teladoc Health  
7+ years experience

# BDA Curriculum Breakdown



# BDA Curriculum Breakdown (Full-time)

# RISE 2.0 Overall Learning Journey – BDA (Full-time)



Synchronous <sup>1</sup>	98 hrs	112 hrs	79.5 hrs*
Asynchronous <sup>1</sup>	24.5 hrs	11.5 hrs	14 hrs
Assessment <sup>2</sup>	2.5 hrs	1.5 hrs	1.5 hrs*

1. Training hours include live classes, project work, assignments, pre-reading and e-learning 2. Assessment hours include final project presentations. 3. Includes optional career facilitation hours such as 1:1 coaching, group coaching and workshops etc; Note: \*Estimated breakdown of hours allocated for capstone project work. 4. BCG may adapt the curriculum to make it further relevant for learners as per the latest skill requirements from prospective employers. 5. The tools and technologies used are subject to change in accordance with evolving industry trends, updates from developers, and technological advancements



# Full-time

## Module 1: BDA

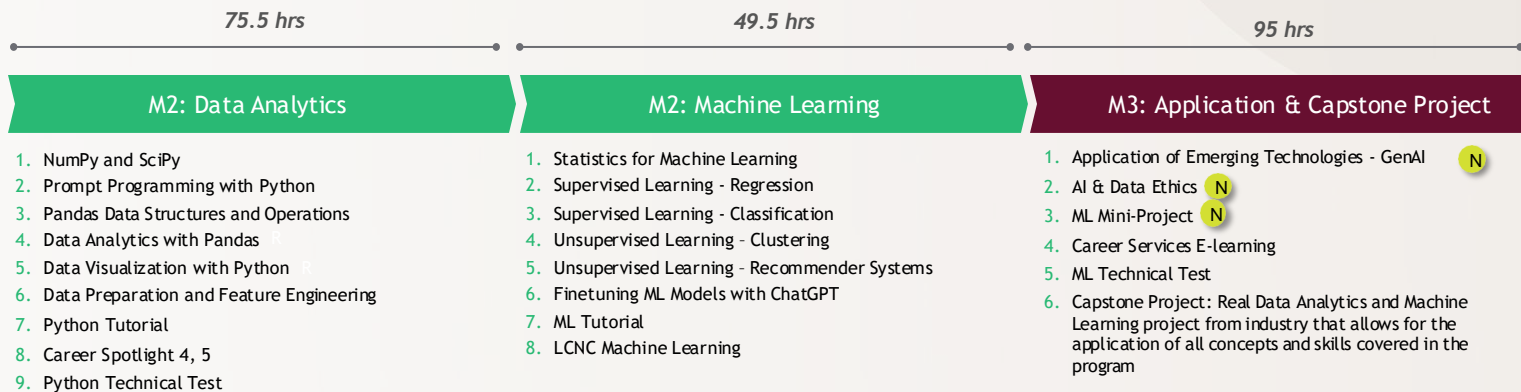
	18 hrs	14 hrs		10 hrs	83 hrs	
	Program Essentials	Business essentials		Digital essentials	BDA Specialisation	
		Structured Problem Solving	Business Communication	AI & Data Analytics	Introduction to BDA	Python Foundations
Topics / Skills	<ol style="list-style-type: none"><li>1. Program overview</li><li>2. Growth mindset</li><li>3. Transforming your leadership</li><li>4. Owning your career</li><li>5. Your learning style</li><li>6. Networking</li><li>7. Team Building &amp; Virtual Collaboration</li><li>8. Career Spotlight 1</li></ol>	<ol style="list-style-type: none"><li>1. SCQ framework and Hypothesis Tree</li><li>2. Defining the real problem</li><li>3. Ideating creatively and effectively</li><li>4. Formulating hypotheses</li></ol>	<ol style="list-style-type: none"><li>1. Pyramid Principle</li><li>2. Story lining &amp; slide writing</li><li>3. Effective presentations</li><li>4. Translating hypotheses into a clear and compelling story</li><li>5. Delivering the “so what” in a powerful way</li><li>6. Facilitating the right discussion</li></ol>	<ol style="list-style-type: none"><li>1. Data Analytics Primer</li><li>2. Introduction to AI, DA &amp; GenAI</li><li>3. Career Spotlight 2</li></ol>	<ol style="list-style-type: none"><li>1. Data Analytics with Excel</li><li>2. SQL Foundations</li><li>3. SQL Advanced Applications</li><li>4. Data Visualization with Power BI</li><li>5. Data Storytelling</li><li>6. Career Spotlight 3</li><li>7. M1 Assessment - PowerBI Technical Test</li></ol>	<ol style="list-style-type: none"><li>1. Python Fundamentals</li><li>2. Python Data Operations</li><li>3. Python Variables &amp; Objects</li><li>4. Coding with ChatGPT</li><li>5. Python Control Statements</li><li>6. Python Functions</li></ol>
	Tools	<ul style="list-style-type: none"><li>• DISC assessment (workstyle)</li><li>• Forio Mount Everest simulation</li><li>• LMS &amp; VC tools</li></ul>	<ul style="list-style-type: none"><li>• Structured Problem Solving Simulation Exercise</li></ul>	<ul style="list-style-type: none"><li>• MS PowerPoint</li></ul>	<ul style="list-style-type: none"><li>• Digital toolkit (e.g. Real BCG use cases and vignettes, Industrial example videos)</li></ul>	<ul style="list-style-type: none"><li>• MS Excel</li><li>• MySQL Workbench</li><li>• MS Power BI Desktop</li></ul>

1. BCG may adapt the curriculum to make it further relevant for learners as per the latest skill requirements from prospective employers 2. The tools and technologies used are subject to change in accordance with evolving industry trends, updates from developers, and technological advancements

# Full-time

## Module 2 & 3: BDA

N New Topics



1. BCG may adapt the curriculum to make it further relevant for learners as per the latest skill requirements from prospective employers 2. The tools and technologies used are subject to change in accordance with evolving industry trends, updates from developers, and technological advancements

# BDA Curriculum Breakdown (Part-time)

# RISE 2.0 Overall Learning Journey – BDA (Part-time)



## DA Track

Synchronous <sup>1</sup>	87.5 hrs	71.5 hrs	43.5 hrs*
Asynchronous <sup>1</sup>	15.5 hrs	15.5 hrs	5 hrs
Assessment <sup>2</sup>	2 hrs	3 hrs	1.5 hrs*

## FA Track

Synchronous <sup>1</sup>	85.5 hrs	71.5 hrs	43.5 hrs*
Asynchronous <sup>1</sup>	17 hrs	15.5 hrs	5 hrs
Assessment <sup>2</sup>	2.5 hrs	3 hrs	1.5 hrs*

1. Training hours include live classes, project work, assignments, pre-reading and e-learning 2. Assessment hours include final project presentations. 3. BCG may adapt the curriculum to make it further relevant for learners as per the latest skill requirements from prospective employers 4. The tools and technologies used are subject to change in accordance with evolving industry trends, updates from developers, and technological advancements 5.\*Estimated breakdown of hours allocated for capstone project work

# Part-time

## Module 1: BDA (Data Analyst Track)

**T** Track specific

Orientation		Business essentials		Digital essentials	BDA Specialisation	
Topics / Skills		Structured Problem Solving	Business Communication	AI & Data Analytics	Introduction to BDA	Python Foundations
		<ol style="list-style-type: none"> <li>1. SCQ framework and Hypothesis Tree</li> <li>2. Defining the real problem</li> <li>3. Ideating creatively and effectively</li> <li>4. Formulating hypotheses</li> </ol>	<ol style="list-style-type: none"> <li>1. Pyramid Principle</li> <li>2. Story lining &amp; slide writing</li> <li>3. Effective presentations</li> <li>4. Translating hypotheses into a clear and compelling story</li> <li>5. Delivering the “so what” in a powerful way</li> <li>6. Facilitating the right discussion</li> </ol>	<ol style="list-style-type: none"> <li>1. Data Analytics Primer</li> <li>2. Introduction to AI, DA &amp; GenAI</li> <li>3. Enrichment Session (Self-Reflection)</li> <li>4. Career Spotlight 2</li> </ol>	<ol style="list-style-type: none"> <li>1. Data Analytics with Excel</li> <li>2. SQL Foundations</li> <li>3. SQL Advanced Applications <b>T</b></li> <li>4. Data Visualization with Power BI</li> <li>5. Career Spotlight 3</li> </ol>	<ol style="list-style-type: none"> <li>1. Python Fundamentals S</li> <li>2. Python Data Operations S</li> <li>3. Python Variables and</li> <li>4. Coding with ChatGPT</li> <li>5. Python Control Statements</li> <li>6. Python Functions</li> <li>7. NumPy and SciPy</li> <li>8. Error Handling and File Operations</li> <li>9. Prompt Programming with Python</li> </ol>
Tools		<ul style="list-style-type: none"> <li>• DISC assessment (workstyle)</li> <li>• Forio Mount Everest simulation</li> <li>• LMS &amp; VC tools</li> </ul>	<ul style="list-style-type: none"> <li>• HireQuotient Caseybot Simulation Exercise (Structured Problem Solving)</li> </ul>	<ul style="list-style-type: none"> <li>• MS PowerPoint</li> </ul>	<ul style="list-style-type: none"> <li>• Digital toolkit (e.g. Real BCG use cases and vignettes, Industrial example videos)</li> </ul>	<ul style="list-style-type: none"> <li>• MS Excel</li> <li>• MySQL Workbench</li> <li>• MS Power BI Desktop</li> <li>• Anaconda</li> <li>• Jupyter Notebook</li> <li>• ChatGPT</li> </ul>

1. Training hours include live classes, project work, assignments, pre-reading and e-learning 2. Assessment hours include final project presentations. 3. BCG may adapt the curriculum to make it further relevant for learners as per the latest skill requirements from prospective employers 4. The tools and technologies used are subject to change in accordance with evolving industry trends, updates from developers, and technological advancements

# Part-time

## Module 2 & 3: BDA (Data Analyst Track)

**T** Track specific

### Data Analytics

1. Data Analytics with Python Overview
2. Pandas Data Structures
3. Pandas Operations
4. Data Analytics with Pandas
5. Data Visualization with Python
6. Data Preparation and Feature Engineering
7. Object-oriented Programming **T**
8. Python Projects **T**
9. Career Spotlight 4 & 5
10. Practical Assessment

### Machine Learning

1. Statistics for Machine Learning
2. Introduction to Artificial Intelligence and Machine Learning
3. Supervised Learning - Regression
4. Supervised Learning - Classification
5. Unsupervised Learning - Clustering
6. Unsupervised Learning - Recommender Systems
7. Finetuning ML Models with ChatGPT
8. Advanced ML - Decision Trees **T**
9. Advanced ML - Ensemble Learning **T**
10. Advanced ML - Time Series Forecasting **T**
11. Machine Learning Projects **T**
12. Practical Assessment

### Capstone Project

Real Data Analytics and Machine Learning project from industry that allows for the application of all concepts and skills covered in the program, followed by a Written Exam

1. Training hours include live classes, project work, assignments, pre-reading and e-learning 2. Assessment hours include final project presentations. 3. BCG may adapt the curriculum to make it further relevant for learners as per the latest skill requirements from prospective employers 4. The tools and technologies used are subject to change in accordance with evolving industry trends, updates from developers, and technological advancements

# Part-time

## Module 1: BDA (Functional Analyst/Manager Track)

**T** Track specific

Orientation		Business essentials		Digital essentials	BDA Specialisation	
		Structured Problem Solving	Business Communication	AI & Data Analytics	Introduction to BDA	Python Foundations
Topics / Skills	<ol style="list-style-type: none"> <li>1. Program overview</li> <li>2. Growth mindset</li> <li>3. Transforming your leadership</li> <li>4. Owning your career</li> <li>5. Your learning style</li> <li>6. Networking</li> <li>7. Team Building &amp; Virtual Collaboration</li> <li>8. Career Spotlight 1</li> </ol>	<ol style="list-style-type: none"> <li>1. SCQ framework and Hypothesis Tree</li> <li>2. Defining the real problem</li> <li>3. Ideating creatively and effectively</li> <li>4. Formulating hypotheses</li> </ol>	<ol style="list-style-type: none"> <li>1. Pyramid Principle</li> <li>2. Story lining &amp; slide writing</li> <li>3. Effective presentations</li> <li>4. Translating hypotheses into a clear and compelling story</li> <li>5. Delivering the “so what” in a powerful way</li> <li>6. Facilitating the right discussion</li> </ol>	<ol style="list-style-type: none"> <li>1. Data Analytics Primer</li> <li>2. Introduction to AI, DA &amp; GenAI</li> <li>3. Enrichment Session (Self-Reflection)</li> <li>4. Career Spotlight 2</li> </ol>	<ol style="list-style-type: none"> <li>1. Data Analytics with Excel</li> <li>2. SQL Foundations</li> <li>3. Data Visualization with Tableau <b>T</b></li> <li>4. Data Visualization with Power BI</li> <li>5. Career Spotlight 3</li> </ol>	<ol style="list-style-type: none"> <li>1. Python Fundamentals</li> <li>2. Python Data Operations</li> <li>3. Python Variables and Objects</li> <li>4. Coding with ChatGPT</li> <li>5. Python Control Statements</li> <li>6. Python Functions</li> <li>7. NumPy and SciPy</li> <li>8. Error Handling and File Operations</li> <li>9. Prompt Programming with Python</li> </ol>
	Tools	<ul style="list-style-type: none"> <li>• DISC assessment (workstyle)</li> <li>• Forio Mount Everest simulation</li> <li>• LMS &amp; VC tools</li> </ul>	<ul style="list-style-type: none"> <li>• HireQuotient Caseybot Simulation Exercise (Structured Problem Solving)</li> </ul>	<ul style="list-style-type: none"> <li>• MS PowerPoint</li> </ul>	<ul style="list-style-type: none"> <li>• Digital toolkit (e.g. Real BCG use cases and vignettes, Industrial example videos)</li> </ul>	<ul style="list-style-type: none"> <li>• MS Excel</li> <li>• MySQL Workbench</li> <li>• Tableau Desktop</li> <li>• MS Power BI Desktop</li> </ul>

1. Training hours include live classes, project work, assignments, pre-reading and e-learning 2. Assessment hours include final project presentations. 3. BCG may adapt the curriculum to make it further relevant for learners as per the latest skill requirements from prospective employers 4. The tools and technologies used are subject to change in accordance with evolving industry trends, updates from developers, and technological advancements

### Data Analytics

1. Data Analytics with Python Overview
2. Pandas Data Structures
3. Pandas Operations
4. Data Analytics with Pandas R
5. Data Visualization with Python R
6. Data Preparation and Feature Engineering
5. Low-code/no-code (LCNC) Analytics **T**
6. Analytics Projects **T**
7. Career Spotlight 4 & 5
8. Practical Assessment

### Machine Learning

1. Statistics for Machine Learning
2. Introduction to Artificial Intelligence and Machine Learning
3. Supervised Learning - Regression
4. Supervised Learning - Classification
5. Unsupervised Learning - Clustering
6. Unsupervised Learning - Recommender Systems
7. Finetuning ML Models with ChatGPT
8. LCNC ML - Supervised Learning **T**
9. LCNC ML - Unsupervised Learning **T**
10. LCNC ML - Time Series Analysis **T**
11. Machine Learning Projects **T**
12. Practical Assessment

### Capstone Project

Real Data Analytics and Machine Learning project from industry that allows for the application of all concepts and skills covered in the program, followed by a Written Exam



# BDA Capstone Project (Part-time & Full-time)

## **Gain Real-World Experience with Capstone Project**

Work on a capstone project using actual business data from leading companies. Apply the knowledge and skills acquired throughout the course to create solutions for real-world business challenges.

# BDA Capstone Project Overview

\*For illustrative purposes only



## Customer Segmentation



## Churn Prediction



## Data Visualization



## Forward Looking Roadmap

### Key questions to solve for

How to increase the volume of transactions for various customer segments?

How to intervene and convert disengaged retailers to re-engage?

What is the MoM/YoY growth in volume sold for top retailers?

How to efficiently manage marketing strategies, customer segments and re-engage customers in the future?

### Suggested analyses

Perform Kmeans / RFM (Recency, Frequency and Monetary Value) analysis on the data

Build soft churn model to identify retailers who show attributes of disengagement using Logistic Regression / XgBoost

Create dashboard in Power BI reflecting the sales trend for historical data using different calculated KPIs and to visualize different customer segments

Create a future-looking roadmap to manage customer segments more efficiently and to devise retention strategy for retailers showing disengaging attributes

### Expected deliverables

Methodology details and customer segments in Excel

Methodology details and list of retailers disengaging and their attributes in Excel

- Dashboards to showcase sales trend
- Visualizations that help analyze the customer segments created in the previous step

- Ideas arounds future looking roadmap

### Supporting Tools

Excel, Python, PowerPoint

Python, Excel, PowerPoint

Power BI

PowerPoint

### Potential business impact

E.g. Increase transaction by X% through customer segmentation strategies

E.g. Increase transaction by Y% through retention strategy for early prediction of retailers churning

E.g. Projected sales of \$X and volume trend for the next Y months

E.g. Total sales uplift and increase in volume transaction by \$X and Y% through actions X, Y & Z



# Strong testimonials from learners, Capstone partners and potential recruiters

## Select Learner quotes



The Capstone project gives us the **right platform to learn and to solve real-life business problems.**



I've **secured the role as Data Analyst** in a bank. I am **grateful for the new skills and insights** gained about digital knowledge from RISE.



The **structure of the Capstone project** is very good and instructors are experienced. The **mentorship is excellent.**

## Select Company quotes



Excellent sessions with **very high quality** Capstone presentations. I'm impressed... well thought-through. This is very valuable to us to get **fresh and innovative ideas.**

- *Head of Digital, Health Care Major*



One of the proposals (by the learners) to us looks like **professional consulting work...** teams have done a great job in a short period of time.

- *Chief Information Officer, Island Development Agency*



We've just hired one of the RISE participants into a **senior management position** - the combination of skills picked up in RISE and his experience made him a **really good fit** for the role. We're looking forward to have him as part of our family.

- *Health Tech Company*

## What our learners say

“

This program has equipped me with **essential data and analytical skills, including Power BI, Python, and machine learning that are crucial in today's digital landscape**. What stands out the most is the ability to use data to craft compelling narratives and answer key 'so what?' questions. I'm confident that the skills I've gained will be invaluable for my career, enabling me to drive impactful data analysis in marketing performance and tracking.

Videa Goenadie

RISE Business & Data Analytics Graduate

“

I gained a foundational understanding of analytics, AI/ML, PowerBI, statistical analysis and Python. These skill sets are pivotal to my current foray into academic research—coming from an arts and humanities background, quantitative research skills have never been my strong suit. Now, I feel equipped and empowered to fully pivot from digital marketing into the space of research on disability, technology and the arts. **The guidance received throughout the course proved invaluable to my career development; I was able to immediately apply my learnings and successfully conducted data analysis with Python in a recent research project.**

Rachel Tng

RISE Business & Data Analytics Graduate



# Career Support & Course fee

# Career Guidance and Transition Support

Building your skills and taking them to market

	During RISE programme					Within 6 months after graduation
Career Spotlight (Main schedule)	<b>Career Spotlight #1</b> Setting career goal	<b>Career Spotlight #2</b> Utilizing networking	<b>Career Spotlight #3</b> Getting an interview	<b>Career Spotlight #4</b> Advancing your Profile	<b>Career Spotlight #5</b> Acing interviews	
Buddies program (Small group coaching)			Career Buddies #1 CV workshop	Career Buddies #2 Interview workshop		
			Entrepreneur Buddies #1 LinkedIn profile	Entrepreneur Buddies #2 Elevator pitch		
1:1 Coaching (2 sessions per learner)	<b>1:1 Coaching – Select from:</b> 1) Career goal setting & action plan 2) Personal branding 3) Networking 4) Progressing my career (e.g. getting a promotion/job transfer/role expansion, finding a suitable role) 5) Refining resume 6) General interview preparation 7) Specific interview practice					
Career Skills Booster (Small group workshop)						<b>Career Skills Booster 1-4</b> 1) Opportunity Identification & Sourcing 2) Resume Revision 3) Interview Prep. 4) Offer negotiation
Career check-in (Survey)	<b>Career check-in: In-course 1-3</b>					<b>Career check-in: Post-grad 1-3</b>

# Certificate of Completion

A Professional Certificate by BCG U, under the SkillsFuture Career Transition Programme (SCTP) will be awarded to learners who successfully complete the course\*.

Graduates who achieve a score of 80% or higher will receive a Certificate with Distinction for their exceptional performance\*\*.

Bonus: Receive Credly badges for your achievements and safeguard them using blockchain.



\*Subject to meeting the minimum attendance and assessment requirement. Learners must meet the attendance requirement and pass all assessments to be considered as having completed the programme

\*\*Subject to meeting all other programme requirements

# Course Fees & Eligibility (Part-time)

	SkillsFuture Base Subsidy	SkillsFuture Credits, UTAP, and PSEA	Net Fee Payable
<b>Singapore Citizens who meet one of the following criteria:</b> - No CPF contribution in the last 6 months - Receiving ComCare, Short-to-Medium Term Assistance (SMTA) or Workfare Income Supplement (WIS) - Has certified disabilities (Any age)	\$14,250 (95%)	Up to \$1,155	\$0 to \$1,155 (With Base Subsidy + SF credits/UTAP/PSEA)
<b>Singapore Citizens (40 years old &amp; above)</b>	\$13,500 (90%)	Up to \$1,905	\$0 to \$1,905 (With Base Subsidy + SF credits/UTAP/PSEA)
<b>Singapore Citizens (Below 40 years old), Permanent Residents OR Long Term Visit Pass Plus Holders</b>	\$10,500 (70%)	Up to \$4,905	\$0 to \$4,905 (With Base Subsidy + SF credits/UTAP/PSEA)

## Note on SkillsFuture credits, UTAP, and PSEA:

- Singapore citizens with SkillsFuture credits of between \$0 - \$5,500 (including \$4,000 Mid-Career top-up) could be used to offset out-of-pocket course fees (including GST) without restriction.
  - UTAP is claimable (\$250 if below 40, \$500 if 40 and above), which can also be used to offset out-of-pocket course fees (including GST) without restriction.
  - Singapore citizens below 31 can also use PSEA to offset out-of-pocket course fees without restriction.
- GST is charged on course fee after 70% subsidy applied (\$15,000 - \$10,500 = \$4,500); 9% of \$4,500 = \$405. SkillsFuture credits, UTAP, and PSEA can be used to offset GST as well.
  - Singapore citizens meeting the criteria will qualify for Additional Funding Support (AFS), but this is ultimately subject to confirmation by the relevant government authorities.
  - Please note that all fees are subject to change.



# Course Fees & Eligibility (Full-time)

	SkillsFuture Base Subsidy	SkillsFuture Credits, UTAP, and PSEA	Net Fee Payable
<b>Singapore Citizens who meet one of the following criteria:</b> - No CPF contribution in the last 6 months - Receiving ComCare, Short-to-Medium Term Assistance (SMTA) or Workfare Income Supplement (WIS) - Has certified disabilities (Any age)	\$19,950 (95%)	Up to \$1,617	\$0 to \$1,617 (With Base Subsidy + SF credits/UTAP/PSEA)
<b>Singapore Citizens (40 years old &amp; above)</b>	\$18,900 (90%)	Up to \$2,667	\$0 to \$2,667 (With Base Subsidy + SF credits/UTAP/PSEA)
<b>Singapore Citizens (Below 40 years old), Permanent Residents OR Long Term Visit Pass Plus Holders</b>	\$14,700 (70%)	Up to \$6,867	\$0 to \$6,867 (With Base Subsidy + SF credits/UTAP/PSEA)

## Note on SkillsFuture credits, UTAP, and PSEA:

- Singapore citizens with SkillsFuture credits of between \$0 - \$5,500 (including \$4,000 Mid-Career top-up) could be used to offset out-of-pocket course fees (including GST) without restriction.
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  - Singapore citizens below 31 can also use PSEA to offset out-of-pocket course fees without restriction.
- GST is charged on course fee after 70% subsidy applied (\$21,000 - \$14,700 = \$6,300); 9% of \$6,300 = \$567. SkillsFuture credits, UTAP, and PSEA can be used to offset GST as well.
  - Singapore citizens meeting the criteria will qualify for Additional Funding Support (AFS), but this is ultimately subject to confirmation by the relevant government authorities.
  - Please note that all fees are subject to change.

# SkillsFuture Mid-Career Training Allowance Eligibility

## Who is eligible for SkillsFuture Mid-Career Training Allowance?

Singapore Citizens, aged 40 and above.

## How much Training Allowance can I receive?

Eligible learners can receive up to 50% of one's average monthly income (capped at \$3,000) over the latest available 12-month period.

## How long can I receive the Training Allowance for?

You may receive the training allowance for up to 24 months over the course of your lifetime.

## Are RISE 2.0 courses eligible for the Training Allowance?

Yes. As part of the SkillsFuture Career Transition Programme (SCTP), our Full-Time courses are eligible for training allowance.

## When will the Training Allowance be rolled out?

Eligible learners can start to apply from 15 Jan 2025. The eligible course period to receive training allowance begins 1 April 2025.

## Who can I speak to if I wish to learn more?

Feel free to reach out to our support team via Whatsapp Chat, at +65 8870 8335



# FAQ

# Frequently Asked Questions

## What is RISE 2.0?

RISE 2.0 is a professional development programme designed to equip individuals with future-ready skills, leveraging cutting edge tools and techniques for career growth.

## Who is RISE 2.0 for?

RISE 2.0 is ideal for both job seekers and working professionals looking to upskill, transition into new roles, or stay competitive in today's rapidly-evolving job market. Whether you're exploring new opportunities or enhancing your current expertise, this programme is for you.

## What skills will I gain through RISE 2.0?

RISE 2.0 focuses on strategic thinking, data-driven decision-making, AI integration, ecommerce mastery, and personalized customer experience delivery.

## Is RISE 2.0 part of the SkillsFuture Career Transition Programme and what types of funding are available?

Yes, RISE 2.0 is part of the SkillsFuture Career Transition Programme (SCTP), ensuring alignment with career advancement opportunities and market relevance.

## Are there any subsidies or funding options available?

As part of the SCTP, eligible participants may qualify for up to 95% of SkillsFuture course subsidies, the remaining amount can be covered by SkillsFuture credit and SkillsFuture (Mid-Career) credits, UTAP support and PSEA funds.

## Are RISE 2.0 courses eligible for the SkillsFuture Mid-Career Training Allowance?

Eligible RISE 2.0 participants of full-time programmes may qualify for a monthly training allowance of up to \$3,000 for up to 24 months.  
Eligible RISE 2.0 participants of part-time programmes may qualify for a monthly training allowance of \$300/month, starting early 2026.

# Frequently Asked Questions

## How long does it take to complete the programme?

The duration of RISE 2.0 varies depending on the selected track, with options ranging from intensive full-time courses to longer part-time courses that allow learners to balance learning with work commitment.

## Are there any prerequisites for joining RISE 2.0?

RISE 2.0 is designed for learners of all backgrounds. However, familiarity with basic digital tools and a growth mindset will be beneficial.

## What is the learning format for RISE 2.0?

The programme combines online modules, live sessions, and hands-on projects, ensuring a flexible yet immersive learning experience.

## How does RISE 2.0 support me through my career transitions?

RISE 2.0 offers career guidance, resume-building support, and networking opportunities, empowering participants to transition seamlessly into new roles or industries.

## Will I receive a certification upon completing RISE 2.0?

Yes, participants who successfully complete RISE 2.0 will be awarded the prestigious BCG U Professional Certificate. To complete the programme, you are required to meet the minimum attendance requirement and pass all mandatory assessments.

## Who can I contact for more information?

For any questions, feel free to reach out to our support team via Whatsapp Chat, at +65 8870 8335.



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