BCG U | RISE 2.0
BOSTON CONSULTING GROUP

Rise with RISE

Upskill Today for a Digital-First Tomorrow

Digital Marketing & Ecommerce Accelerator (DMEA) Brochure

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)

BCG BOSTON CONSULTING GROUP

Boston Consulting Group

Founded in 1963, BCG is a leading global management consulting firm with over USD 12 billion revenue and over 32,000 staff worldwide. We are 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

#1
Largest digital & corporate training provider in Singapore

3000+
RISE graduates

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 Curriculum for Well-Rounded Learning

Build foundational business skills beyond digital expertise. Learn to tackle business challenges with strategic thinking frameworks modelled after BCG's consultant training

Hands-On Capstone Project with Real Business Data & Gen AI

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

Carousel, Grab, Uber, facebook, airbnb, ninjavan, amazon, SINGAPORE AIRLINES
ACCREDIFY, accenture, Endowus, HSBC, UBS, Cargill, BCG, ADAPTOVATE
NUS National University of Singapore, pwc, GOVTECH SINGAPORE, coinbase, Shopee, foodpanda, SENNHEISER, H&M, IHiS Because IT's in Healthcare

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

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 specialized digital courses, tailored for today's digital landscape

	Business & Data Analytics	Digital Marketing & eCommerce Accelerator	Digital Transformation & Change Management
Course Description	• Learn the best-in-class tools and approaches used in data analytics for business	• Learn in-demand digital marketing, AI, & eCommerce strategies	• Learn to lead digital transformation strategies & approaches from the best experts in the industry
Duration	• Full-time – 16 weeks • Part-time – 26 weeks	• Full-time – 14 weeks • Part-time – 22 weeks	• Full-time – 16 weeks • Part-time – 22 weeks
Career Outcomes	• Business Manager (with digital understanding), Researcher, Data Analyst, Business Insights Analyst, Data Visualisation Analyst, Dashboard Developer	• Digital Marketers, Digital Sales Executive, Content Specialist, SEO Specialist, eCommerce Manager, Performance Marketer	• Senior Business Manager, Internal Transformation Consultant, PMO Manager, Change Manager, Business Analyst
Suitable for	• More suitable for those with at least some programming exposure • STEM background is a plus • Good logical/numerical ability could compensate background	• Friendly for people without relevant background • Sales, marketing, and creative profiles is a plus	• Mid-career (>5 yrs) friendly • Suitable for those with >4/5 years of experience in managerial positions

Full-time or Part-time:

Pick a pathway that best fits your learning needs

Full-time

Part-time

Best for

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

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

What to expect

- 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

- 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

How you'll benefit

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

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

Digital Marketing & eCommerce Accelerator

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

Become a future-ready marketer who:

- Excels in strategic thinking and creative problem-solving
- Understands various digital marketing channels to create cohesive and impactful strategies
- Uses AI tools to boost efficiency in workflows and content creation
- Delivers personalised experiences with data-driven insights
- Applies deep ecommerce knowledge to boost sales and improve customer journeys
- Designs a full-funnel digital marketing plan to deliver real-world impact through a hands-on capstone project

Digital Marketing & eCommerce Accelerator (DMEA)

Course Duration

- Full time: 14 weeks
- Part time: 22 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 marketing career
- Job seekers without prior marketing experience
- Experienced marketers looking to pick up next-gen and in-demand digital skills
- Entrepreneurs & business owners wanting to scale their e-commerce business.

Career Opportunities

- Digital Marketing Specialist/Manager, Social Media Manager, Search Engine Optimization Specialist, Paid Media Specialist, Performance Marketing Executive, Public Relations Specialist, eCommerce Manager, and more.

Speak with our enrolment team to learn more!

In this course,
you will learn to

- Grasp key digital marketing channels, including social media, SEO, digital ads, eCommerce and more
- Develop strong problem-solving skills with case studies and practical exercises
  inspired by BCG's consultant training
- Gain hands-on experience with paid social media, paid search, and e-commerce strategies
- Set up and manage your own online store to practice and refine e-commerce skills
- Use generative AI tools to create content and optimize workflows
- Apply theory through hands-on simulations for practical learning
- Design and execute a complete digital marketing plan for a real-life brand
- Present and pitch your marketing plan to key decision makers with confidence and clarity
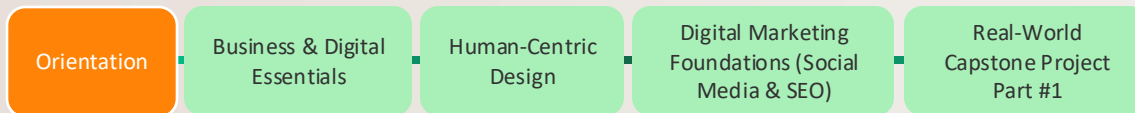
Your Learning Journey: At a Glance

Digital Marketing & eCommerce Accelerator (DMEA)

Part-time/Full-time

Phase 1

Master business & digital skills modeled after BCG's consultant training programme. Be introduced to the basics of digital marketing, Gen AI, & diagnostic tools. Get hands-on experience through a hackathon with real-world data.

| Orientation | Business & Digital Essentials | Human-Centric Design | Digital Marketing Foundations (Social Media & SEO) | Real-World Capstone Project Part #1 |

Phase 2

Learn about the different types of digital marketing, eCommerce, and the power of personalisation. Gain practical experience by building your own eCommerce website from scratch.

| eCommerce | Email Marketing & Personalisation | Google Analytics, Search Engine Marketing, Paid Ads |
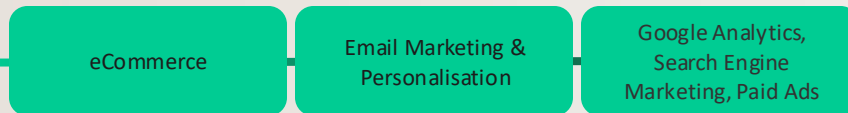
Phase 3

Learn to create a full-funnel digital marketing plan. Gain hands-on experience with emerging Gen AI tools and apply learnings in a real-world capstone project.

| Gen AI Use Cases, Full-Funnel Digital Marketing | Real-World Capstone Project #2 | Career Guidance & Placement Support |
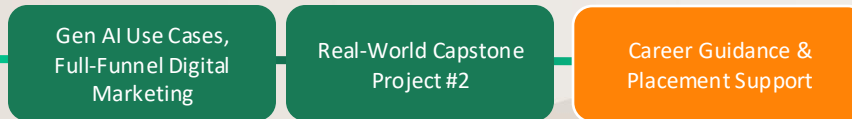
**Please note that BCG reserves the right to determine the structure of the Capstone Project and make changes when necessary,

Your Learning Model

The 4 phases of learning

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

- Live workshops
- Roleplay
- Practice exercises
- Digital simulations

Learn
Practice
Apply
Embed

What?
How?
Try
Iterate

Knowledge & theories
Practice in classroom
Reflect what more can be done
Test in real scenarios

- Group coaching
- Reflection
- Course feedback

- Toolkit
- Group assignments
- Tutorial clinics
- Masterclass

Gain Hands-On Experience With Gen AI & Industry Marketing Tools

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

Industry & Simulation Tools

Google Analytics 4 · Meta Business Suite · TikTok for Business · shopify

LinkedIn ads · Lazada Seller Center · STUKENT · SEMRUSH

AI Tools

ChatGPT · Stable Diffusion · lexica. · Canva

synthesia · anyword · text.cortex · runway
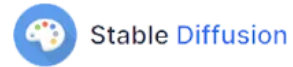
And more... +⁺

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

Meet Your Trainers

Aparna Bharadwaj
Managing Director & Partner, BCG
Marketing & Sales Practice
22+ years experience

Julie Wang
Global Principal Trainer, BCG
Digital Marketing & eCommerce
20+ years experience

Ankit Chhabra
Director of Growth & Marketing, BCG
Digital Marketing
14+ years experience

Christopher Tan
DMEA Trainer
Principal Consultant, Enso Consultancy
20+ years experience

Serene Lam
DMEA Trainer
Marketing & Digital Strategy Director,
Planet Roamer Media
20+ years experience

Azhar Katib
DMEA Trainer
Founder Director, WebSell Solutions
25+ years experience

David Setiawan
DMEA Trainer
Founder, Anteaq
15+ years experience

Ivan Wong
DMEA Trainer
Digital Strategist, MapleCommerce
20+ years experience

*Please note that our trainers will be a mix of BCG staff and external industry experts.
Trainers are subject to change based on availability

Meet Your Trainers

David Hu
DMEA Trainer
Ecommerce & Digital Marketing Expert (18+ Years APAC MEA Experience)

Kenneth Cheok
DMEA Trainer
Digital Marketing & eCommerce
12+ years experience

Nainaa Srivastava
Marketing Manager, BCG Vantage
Digital Marketing
5+ years experience

Irene Santoso
DMEA Trainer
Design Director & Digital Marketing Strategist with 25+ Years Experience
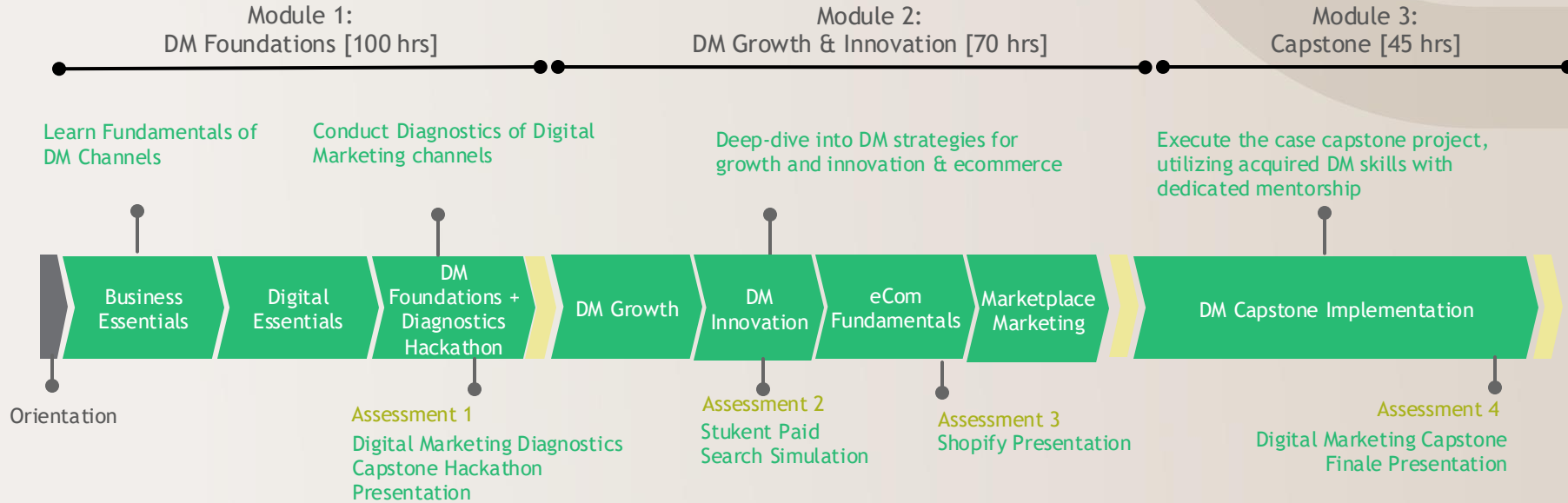
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Trainers are subject to change based on availability

DMEA Curriculum Breakdown (Part-time)

RISE 2.0 Overall Learning Journey – DMEA (Part-time)

Module 1: DM Foundations [100 hrs]	Module 2: DM Growth & Innovation [70 hrs]	Module 3: Capstone [45 hrs]

Learn Fundamentals of DM Channels

Conduct Diagnostics of Digital Marketing channels

Deep-dive into DM strategies for growth and innovation & ecommerce

Execute the case capstone project, utilizing acquired DM skills with dedicated mentorship

Orientation → Business Essentials → Digital Essentials → DM Foundations + Diagnostics Hackathon → DM Growth → DM Innovation → eCom Fundamentals → Marketplace Marketing → DM Capstone Implementation

Assessment 1
Digital Marketing Diagnostics Capstone Hackathon Presentation

Assessment 2
Stukent Paid Search Simulation

Assessment 3
Shopify Presentation

Assessment 4
Digital Marketing Capstone Finale Presentation

	Module 1	Module 2	Module 3
Synchronous[1]	75 hrs	53 hrs	41 hrs
Asynchronous[1]	21 hrs	11 hrs	0 hrs
Assessment[2]	4 hrs	6 hrs	4 hrs

1. Training hours include live classes, working sessions and e learning 2. Assessment hours covered by a variety of formats, project work & presentations, technical assessments
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.

Module 1: DMEA (Part-time)

1. Orientation	2. Business Essentials	3. Digital Essentials	4. Digital Marketing Foundations	5. Digital Marketing Diagnostics (Capstone Part 1)

Topics / Skills

1. Orientation
1. Program Overview & Growth Mindset
2. Discover the leader in you + Own your career
3. Build your team
4. Cohort Mixer
5. Career Spotlight

2. Business Essentials
1. Structured Problem Solving
2. Business Communication

3. Digital Essentials
1. Disruptive Technologies - IoT, Blockchain, Cloud Computing, VR/AR, Quantum Computing
2. AI & Data Analytics

4. Digital Marketing Foundations

> **Digital Marketing Overview**

1. DMEA Intro & Digital Marketing Channel Overview
2. Digital Marketing Trends
3. Human Centric Design (HCD)
4. Conducting User Research
5. Buyer Persona
6. Content Marketing

> **Social Media Marketing**

7. Facebook & Instagram Marketing (Organic)*
8. LinkedIn Marketing (Organic & Paid)
9. Tik Tok Marketing (Organic & Paid)

> **Organic Social Media Marketing**

10. Search Engine Optimization (SEO)

11. Career Spotlight

Paid FB & IG Ads are covered in the later module

5. Digital Marketing Diagnostics (Capstone Part 1)

> **Diagnostics working sessions that help identify tactical opportunities and build insights across digital marketing channels**

1. Building Buyer's Persona with consumer research
2. SEMrush Platform Demo
3. Social Media Diagnostics
4. Search Marketing Diagnostics
5. Digital Marketing Diagnostics (Capstone Part 1) Presentation

6. Career Spotlight

Tools

- DISC assessment (workstyle)
- Forio Mount Everest simulation
- LMS & VC tools

- HireQuotient Caseybot Simulation Exercise (Structured Problem Solving)

- HCD Toolkit
- BCG Use cases, vignettes, industry examples, videos
- ChatGPT
- Anyword
- Canva
- LinkedIn Ads Manager
- Tik Tok Ads Manager

- BCG Use cases, vignettes, industry examples, videos
- BCG Social & Search Diagnostic Toolkit
- SEMRush
- ChatGPT
- Canva

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Module 2 & 3: DMEA (Part-time)

6. Digital Marketing Growth	7. DM Innovations	8. eCommerce & Marketplace Marketing	9. GenAI in Marketing	10. Digital Marketing Capstone Finale

Topics / Skills

6. Digital Marketing Growth

Paid Social Marketing

1. Paid Social Ads – FB, IG & Influencer Marketing
2. Facebook Ads Creation Workshop
3. Serious Games Simulation

Paid Search Marketing

4. Google Analytics 4
5. Search Engine Marketing
6. Display & Video Ads
7. Programmatic Ads

8. Career Spotlight

7. DM Innovations

1. Personalization at Scale
2. Email Marketing
3. Digital Marketing Maturity
4. Stukent Paid Search Simulation

5. Career Spotlight

8. eCommerce & Marketplace Marketing

1. Fundamentals of eCommerce
2. Ten Growth Pillars of eCommerce
3. DTC Marketing
4. Shopify Demo
5. Shopify Workshop: BYOS (Build your own store)
6. Shopify Presentation
7. Omnichannel Marketing
8. Marketplace Marketing: Lazada
9. Lazada Workshop: Diagnostics
10. Conversational Commerce

11. Career Spotlight

9. GenAI in Marketing

1. Gen AI Use-cases in Marketing

10. Digital Marketing Capstone Finale

Comprehensive hands-on working sessions that helps consolidate your learnings into a Full Funnel Digital Marketing Plan

1. Digital Marketing Capstone Working Sessions
2. Digital Marketing Capstone Finale Presentation

Tools

6. Digital Marketing Growth
- Meta Business Manager
- BCG Use cases, vignettes, industry examples, videos
- ChatGPT
- AnyWord
- Canva
- CapCut
- GA4
- Serious Games Simulation Tool

7. DM Innovations
- Stukent Simulation Tool
- BCG Use cases, vignettes, industry examples, videos

8. eCommerce & Marketplace Marketing
- ChatGPT
- TextCortex
- BCG Marketplace Diagnostic Toolkit
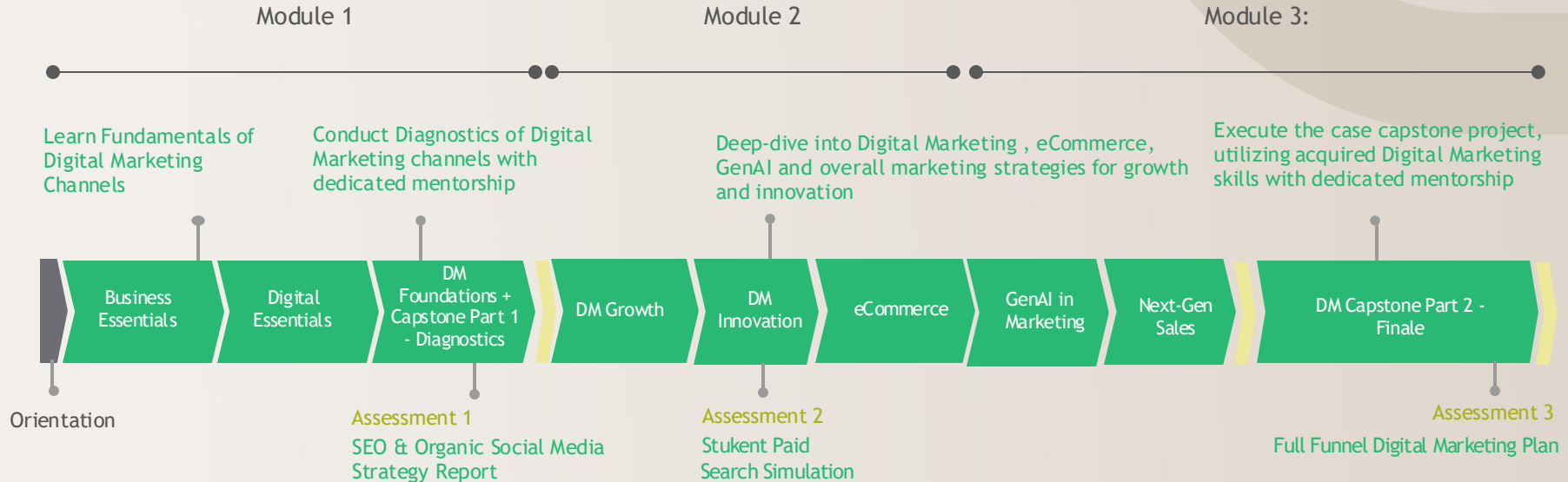- BCG Use cases, vignettes, industry examples, videos

9. GenAI in Marketing
- ChatGPT
- Adobe FireFly
- Pollinations.AI
- SEMRush
- Runway ML
- Canva
- BCG Use cases, vignettes, industry examples, videos

10. Digital Marketing Capstone Finale
- ChatGPT
- SEMRush
- BCG Full Funnel Marketing Plan Toolkit
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RISE 2.0 Overall Learning Journey – DMEA (Full-time)

Module 1   Module 2   Module 3:

Learn Fundamentals of Digital Marketing Channels

Conduct Diagnostics of Digital Marketing channels with dedicated mentorship

Deep-dive into Digital Marketing , eCommerce, GenAI and overall marketing strategies for growth and innovation

Execute the case capstone project, utilizing acquired Digital Marketing skills with dedicated mentorship

| Business Essentials | Digital Essentials | DM Foundations + Capstone Part 1 - Diagnostics | DM Growth | DM Innovation | eCommerce | GenAI in Marketing | Next-Gen Sales | DM Capstone Part 2 - Finale |

Orientation

Assessment 1
SEO & Organic Social Media Strategy Report

Assessment 2
Stukent Paid Search Simulation

Assessment 3
Full Funnel Digital Marketing Plan

	Module 1	Module 2	Module 3
Synchronous	95 hrs	103 hrs	80 hrs
Asynchronous	18 hrs	9 hrs	2 hrs
Assessment	2 hrs	3 hrs	3 hrs

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Module 1: DMEA (Full-time)

1. Orientation	2. Business Essentials	3. Digital Essentials	4. Digital Marketing Foundations	5. Digital Marketing Diagnostics (Capstone Part 1)

Topics / Skills

1. Orientation
1. Program Overview & Growth Mindset
2. Discover the leader in you + Own your career
3. Build your team
4. Cohort Mixer

2. Business Essentials
1. Structured Problem Solving
2. Business Communication

3. Digital Essentials
1. Disruptive Technologies - IoT, Blockchain, Cloud Computing, VR/AR, Quantum Computing
2. AI & Data Analytics

4. Digital Marketing Foundations

Digital Marketing Overview
1. DMEA Intro & Digital Marketing Channel Overview
2. Digital Marketing Trends
3. Human Centric Design (HCD)
4. Conducting User Research
5. Buyer Persona
6. Content Marketing

Organic Social Media Marketing
7. Facebook & Instagram Marketing
8. LinkedIn Marketing
9. Tik Tok Marketing

Organic Social Media Marketing
10. Search Engine Optimization (SEO)

11. Career Spotlight

5. Digital Marketing Diagnostics (Capstone Part 1)

Diagnostics working sessions that help identify tactical opportunities and build insights across digital marketing channels
1. Building Buyer's Persona with consumer research
2. SEMrush Platform Demo
3. Social Media Diagnostics
4. Search Marketing Diagnostics
5. Digital Marketing Diagnostics (Capstone Part 1) Presentation

Tools

1. Orientation
- DISC assessment (workstyle)
- Forio Mount Everest simulation
- LMS & VC tools

2. Business Essentials
- HireQuotient Caseybot Simulation Exercise (Structured Problem Solving)

4. Digital Marketing Foundations
- HCD Toolkit
- BCG Use cases, vignettes, industry examples, videos
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5. Digital Marketing Diagnostics
- BCG Use cases, vignettes, industry examples, videos
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Module 2 & 3: DMEA (Full-time)

6. Digital Marketing Growth	7. DM Innovations	8. eCommerce & Marketplace Marketing	9. GenAI in Marketing	10. Next-Gen Sales	11. Digital Marketing Capstone Finale

Topics / Skills

6. Digital Marketing Growth

Paid Social Marketing

1. Facebook & Instagram Ads
2. LinkedIn Ads
3. Tik Tok Ads
4. Influencer Marketing

Paid Search Marketing

1. Google Analytics 4
2. Search Engine Marketing
3. Display & Video Ads
4. Programmatic Ads
5. Serious Games Simulation

6. Career Spotlight

7. DM Innovations

1. Personalization at Scale
2. Email Marketing
3. Lead Management & Nurturing
4. Marketing Automation
5. Digital Marketing Maturity
6. Stukent Paid Search Simulation

7. Career Spotlight

8. eCommerce & Marketplace Marketing

1. Fundamentals of eCommerce
2. Ten Growth Pillars of eCommerce
3. DTC Marketing
4. Shopify Demo
5. Shopify Workshop: BYOS (Build your own store)
6. Shopify Presentation
7. CRM & Omnichannel Marketing
8. Marketplace Marketing: Lazada
9. Lazada Workshop: Diagnostics
10. Conversational Commerce

11. Career Spotlight

9. GenAI in Marketing

1. Gen AI Use-cases in Marketing
2. Gen AI Hands-On Workshop

10. Next-Gen Sales

1. Inbound Sales
2. Key Account Management

3. Career Spotlight

11. Digital Marketing Capstone Finale

Comprehensive hands-on working sessions that helps consolidate your learnings into a Full Funnel Digital Marketing Plan

1. Marketing Strategy & Planning
2. Digital Marketing Capstone Working Sessions
3. Digital Marketing Capstone Finale Presentation

Tools

6. Digital Marketing Growth
- Meta Business Manager
- LinkedIn Ads Manager
- Tik Tok Ads Manager
- BCG Use cases, vignettes, industry examples, videos
- ChatGPT
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- Canva
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- Canva
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10. Next-Gen Sales
- BCG Use cases, vignettes, industry examples, videos

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- ChatGPT
- SEMRush
- BCG Full Funnel Marketing Plan Toolkit
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DMEA 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.

DMEA Capstone Project Overview

Key approach

1. Define objectives & goals
2. Identify target audience & create buyer personas
3. Competitor research & diagnostics
3. Select channels, create budget & digital marketing plan

Key deliverables

A. Digital marketing diagnostics
B. Full-funnel digital marketing strategy plan

Industry Mentor feedback

"The depth of strategic thinking and execution in these digital marketing capstone projects is truly impressive. The learners demonstrated industry-ready skills, creativity, and data-driven decision-making—qualities essential for success in today's competitive landscape."
- David Hu, former Head of eCommerce, Electrolux

Eligibility

- Singapore Citizens, Permanent Residents or Long Term Visit Pass Plus (LTVP+) holder
- Aged 21 years and above
- Minimum diploma or bachelor's degree holder, or at least 10 years working experience in any industry
- Basic literacy in operating a computer and browsing the internet
- Not currently residing overseas

Course schedule

Upcoming Full-Time Program	Upcoming Part-Time Program
Course Period: 3.5 Months Start Date: 25 Aug - 28 Nov 2025 Online Orientation: 18 Aug 2025 Schedule: •Daily, Monday to Friday (9am - 1pm) •With a few afternoon sessions •5 Days / Week Training Allowance (TA) is applicable for this Full-Time program	Course Period: 6 Months Start Date: 21 Oct - 16 Apr 2026 Online Orientation: 14 Oct 2025 Schedule: •Tuesday, Thursday (7pm - 10pm), •& Saturday (9am - 12pm, occasionally 1pm - 4pm) •3 Days / Week
Future Full-Time Program	**Future Part-Time Program**
Course Period: 3.5 Months Tentative Start Date: 17 Nov Onwards	Course Period: 6 Months Tentative Start Date: 2026 Onwards

Format and attendance:
- All classes are conducted live online via Zoom. Each session is 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.

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)

Career Spotlight #1 Setting career goal	Career Spotlight #2 Utilizing networking	Career Spotlight #3 Getting an interview	Career Spotlight #4 Advancing your Profile	Career Spotlight #5 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)

1:1 Coaching – Select from:
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)

Career Skills Booster 1-4
1) Opportunity Identification & Sourcing 2) Resume Revision 3) Interview Prep.
4) Offer negotiation

Career check-in (Survey)

Career check-in: In-course 1-3

Career check-in: Post-grad 1-3

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BOSTON CONSULTING GROUP

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.
**Subject to meeting all other programme requirements

Course Fees & Eligibility (Part-time)

	SkillsFuture Base Subsidy	SkillsFuture Credits, UTAP, and PSEA	Net Fee Payable
Singapore Citizens who meet one of the following criteria: - 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)
Singapore Citizens (40 years old & above)	$13,500 (90%)	Up to $1,905	$0 to $1,905 (With Base Subsidy + SF credits/UTAP/PSEA)
Singapore Citizens (Below 40 years old), Permanent Residents OR Long Term Visit Pass Plus Holders	$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.

1. 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.
2. Singapore citizens meeting the criteria will qualify for Additional Funding Support (AFS), but this is ultimately subject to confirmation by the relevant government authorities.
3. 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
Singapore Citizens who meet one of the following criteria: - 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)
Singapore Citizens (40 years old & above)	$18,900 (90%)	Up to $2,667	$0 to $2,667 (With Base Subsidy + SF credits/UTAP/PSEA)
Singapore Citizens (Below 40 years old), Permanent Residents OR Long Term Visit Pass Plus Holders	$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.
- 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.

1. 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.
2. Singapore citizens meeting the criteria will qualify for Additional Funding Support (AFS), but this is ultimately subject to confirmation by the relevant government authorities.
3. 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.

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.

Contact Us

Rapid & Immersive Skill Enhancement

In a world marked by rapid digital and AI advancements, pressing sustainability concerns, shifting work paradigms, or evolving customer expectations the pace of global change is staggering. To bridge the skills gap in the market, RISE is empowering Singapore's talent pool with upskilling opportunities to build in-demand skills.

Presenting a unique, up to 95% subsidised programme designed to build high-demand skills in business, technology and green sustainability.

Registrations are open, and as slots are running out fast, do register today!

New $4,000 SkillsFuture Credit (Mid-Career) top-up now usable for RISE 2.0 programs!

DIGITAL COURSES   SUSTAINABILITY COURSES

Click here to register now
rise.bcg.com

Contact Us

WhatsApp: +65 8870-8335
Email:
contactRISE@bcg.com

Thank you