

BCCU | RISE 2.0

BOSTON CONSULTING GROUP

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
upskilled



87%

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



60%

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



60% 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



Applied Digital Marketing & eCommerce with Generative AI

- 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



Applied Digital Marketing & eCommerce with Generative AI (DMEAI)



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	 Applied Digital Marketing & eCommerce with Generative AI	 Digital Transformation & Change Management
Course Description	<ul style="list-style-type: none"> Learn the best-in-class tools and approaches used in data analytics for business 	<ul style="list-style-type: none"> Learn in-demand digital marketing, AI, & eCommerce strategies 	<ul style="list-style-type: none"> Learn to lead digital transformation strategies & approaches from the best experts in the industry
Duration	<ul style="list-style-type: none"> Full-time – 16 weeks Part-time – 26 weeks 	<ul style="list-style-type: none"> Full-time – 14 weeks Part-time – 22 weeks 	<ul style="list-style-type: none"> Full-time – 14 weeks Part-time – 22 weeks
Career Outcomes	<ul style="list-style-type: none"> Business Manager (with digital understanding), Researcher, Data Analyst, Business Insights Analyst, Data Visualisation Analyst, Dashboard Developer 	<ul style="list-style-type: none"> Digital Marketers, Digital Sales Executive, Content Specialist, SEO Specialist, eCommerce Manager, Performance Marketer 	<ul style="list-style-type: none"> Senior Business Manager, Internal Transformation Consultant, PMO Manager, Change Manager, Business Analyst
Suitable for	<ul style="list-style-type: none"> More suitable for those with at least some programming exposure STEM background is a plus Good logical/numerical ability could compensate background 	<ul style="list-style-type: none"> Basic digital literacy Sales, marketing, and creative profiles is a plus 	<ul style="list-style-type: none"> 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

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** →

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.

Part-time

Applied Digital Marketing & eCommerce with Generative AI

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, AI-enhanced digital marketing plan to deliver real-world impact through a hands-on capstone project



DMEAI Course schedule

Full-Time Program	Part-Time Program (Upcoming)
<p>Course Period: 3.5 Months Start Date: 11 August – 20 November 2026 Online Orientation: 3 August 2026</p> <p>Schedule:</p> <ul style="list-style-type: none">• 5 Days / Week• Daily, Monday to Friday (9am – 1pm)• With scheduled afternoon sessions <p>Training Allowance (TA) is applicable for this Full-Time program</p>	2027 Onwards
Next Full-Time Intake	
October 2026 onwards	

DTCM Course Info

Format and Attendance:

- Most classes are conducted live online via Zoom & E-learning. 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.
- Attendance (with camera switched on) at all sessions is strongly encouraged, please inform RISE in advance if you are unable to attend any class attendance

Enrolment Process and Guidelines:

- All applications are carefully reviewed, and you'll be notified once the review is complete.
- Enrolment is subject to available slots and review approval. Places are offered on a first-come, first-served basis.
- Your spot in the program is only guaranteed once full payment has been received and confirmed.

Applied Digital Marketing & eCommerce with Generative AI (DMEAI)



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
- Mid-career switchers pursuing new job opportunities in marketing
- Experienced marketers looking to pick up next-gen and in-demand digital skills



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!

Learning Outcomes

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
 - Create marketing content for social platforms, blogs, and ads using industry tools, including AI-assisted copy and visuals.
 - Gain hands-on experience with paid social, paid search, display, video ads, and marketing automation to run performance campaigns.
 - Build and manage your own online store while applying eCommerce fundamentals and marketplace strategies.
 - Use AI tools to analyse data, improve workflows, and support marketing research and optimisation.
 - Apply marketing concepts through simulations, diagnostics, and practical workshops.
 - Design, present, and pitch a full-funnel, AI-enhanced digital marketing strategy for a real brand
-

Course Requirements & Expectations



This course is a good fit if you

- Have basic digital and computer literacy (comfortable using email, browsing the internet, and common software like Word, Excel, Powerpoint and Zoom)
- Can read, write, and communicate in English
- Are interested in marketing, running a business, or building an online presence (previous experience is a bonus, not a must)
- Have some familiarity with digital tools — such as social media, SEO, or online ads — or are keen to learn about them
- Are curious about how AI can help with branding, content creation, and engaging audiences online



Mindset for Success

- Growth Mindset – Open to learning new tools and handling ambiguity
- Resilience – Willing to work through challenges and seek help
- Collaboration – Comfortable working in teams and sharing ideas
- Commitment – Ready to stay consistent and put in the required effort



Tech & Equipment Requirements

- Laptop / Computer with webcam and microphone

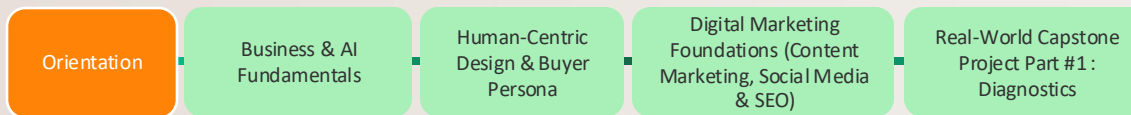
Your Learning Journey: At a Glance

Applied Digital Marketing & eCommerce with Generative AI (DMEAI)

Part-time/Full-time

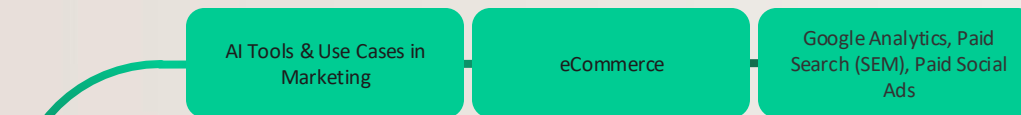
Phase 1

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



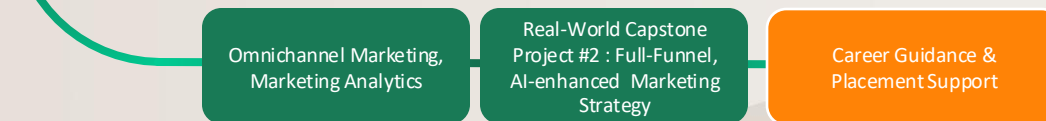
Phase 2

Learn advanced digital marketing channels, eCommerce, and the power of AI in marketing. Gain practical experience by building your own eCommerce website from scratch.



Phase 3

Learn to build a data-driven, full-funnel digital marketing plan, work with AI tools, and put your skills into practice through the real-world capstone project.





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 & Industry Marketing Tools

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

Industry & Simulation Tools



AI Tools



And more... ++

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

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Meet Your Trainers



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



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



David Setiawan
DMEAI Trainer
Founder, Anteaq
15+ years experience



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



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



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



Irene Santoso
DMEAI Trainer
Design Director, Moonberry Digital
25+ years experience



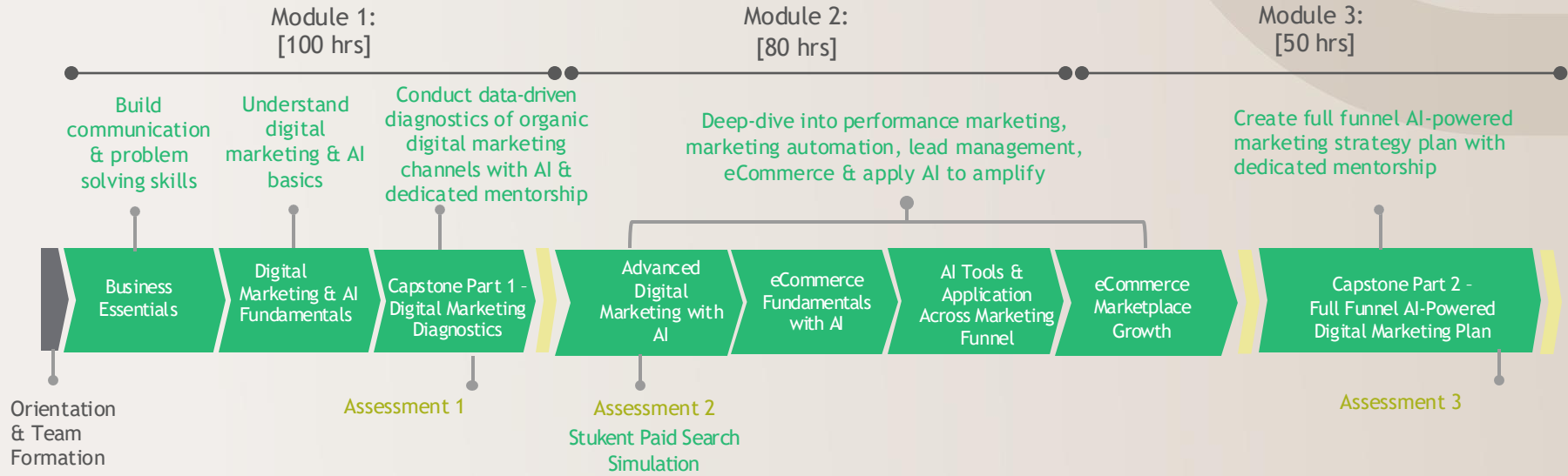
David Hu
DMEAI Trainer
Deputy Director, QAF Limited
18+ years experience

DMEAI Curriculum Breakdown



DMEAI Curriculum Breakdown (Part-time)

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



Synchronous	79.5 hrs	59 hrs	46 hrs
Asynchronous	19.5 hrs	18 hrs	3 hrs
Assessment	1 hr	3 hrs	1 hr

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: DMEAI (Part-time)

1. Orientation & Team Formation

- Program Overview & Growth Mindset
- Discover the leader in you + Own your career
- Build your team
- Cohort Mixer

2. Business Essentials

- Structured Problem Solving
- Business Communication
- Career Spotlight

3. AI Fundamentals

- Intro to AI
- AI Prompt Writing Workshop

4. Digital Marketing Foundation

Digital Marketing Overview

- Digital Marketing Channel Overview
- Marketing in the AI Era - Trends & Tools Overview
- HCD, User-Research & Buyer's Persona Creation with AI
- Content Marketing with AI

Organic Social Media Marketing

- Facebook & Instagram Marketing
- LinkedIn Marketing
- Tik Tok for Business
- Organic Social Media Marketing Strategy & Planning
- Social Media Content Creation with AI

Search Engine Optimization (SEO)

- SEO in the AI era
- Career Spotlight

5. Digital Marketing Diagnostics (Capstone Part 1)

AI-Powered diagnostics working sessions that help identify tactical opportunities and build insights across digital marketing channels

- Buyer Persona Creation with AI
- Social Media Data-Driven Diagnostics with AI
- SEO Data-Driven Diagnostics with AI
- Digital Marketing Data-Driven Diagnostics with AI (Capstone Part 1) Presentation & Assessment

Topics / Skills

Tools

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

- ChatGPT
- Gemini

- BCG frameworks, use cases, industry examples, videos
- HCD Toolkit
- Google Search Console
- Google Keyword Planner
- UberSuggest
- Tik Tok Business Centre
- ChatGPT
- AnyWord
- Gemini
- Canva
- Capcut

- BCG frameworks, use cases, industry examples, videos
- examples, videos
- BCG Social & SEO Diagnostic Toolkit
- ChatGPT
- Gemini
- Canva

Module 2 & 3: DMEAI (Part-time)

6. Advanced Digital Marketing

Paid Social Marketing

1. Facebook & Instagram Ads
2. LinkedIn Ads

Marketing Automation

1. Lead Management

Paid Search Marketing

1. Google Analytics 4
2. SEM in the AI Era
3. Programmatic Ads
4. YouTube Advertising
5. Serious Games Simulation
6. Stukent Paid Search Simulation (Assessment)

7. AI Tools & Application in Marketing

1. AI Tools & Use Cases in Marketing
2. AI Marketing Application Hands-on Workshop
3. AI Agents
4. Career Spotlight

8. eCommerce Fundamentals

1. Fundamentals of eCommerce
2. Ten Growth Pillars of eCommerce
3. AI in eCommerce
4. Conversational Commerce
5. Direct-to-Consumer Marketing
6. Shopify AI Workshop: Build your own store with AI
7. Shopify Presentation
8. Career Spotlight

9. eCommerce Growth & Customer Journey

1. Marketplace Marketing: Lazada Spotlight
2. Marketplace Diagnostics
3. Omnichannel Marketing & Customer Journey Mapping
4. Marketing Analytics: KPI & Measurement
5. CRM Fundamentals
6. Career Spotlight

10. Digital Marketing Plan - Capstone Finale

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

1. Digital Marketing & eCommerce: Converting Strategy into Sales with AI
2. Full Funnel AI-Powered Digital Marketing Strategy Plan (Capstone Finale) - Working Sessions
3. Full Funnel AI-Powered Digital Marketing Strategy Plan (Capstone Finale) - Presentation & Assessment

Topics / Skills

Tools

- BCG frameworks, use cases, industry examples, videos
- Meta Business Manager
- LinkedIn Ads Manager
- ChatGPT
- AnyWord
- Canva
- Google Analytics 4
- Serious Games Simulation Tool
- Stukent Simulation Tool

- BCG frameworks, use cases, industry examples, videos
- ChatGPT
- Gemini
- Dall-E
- Runway ML
- Hailluo
- Capcut
- AnyWord
- Canva
- Synthesia

- BCG frameworks, use cases, industry examples, videos
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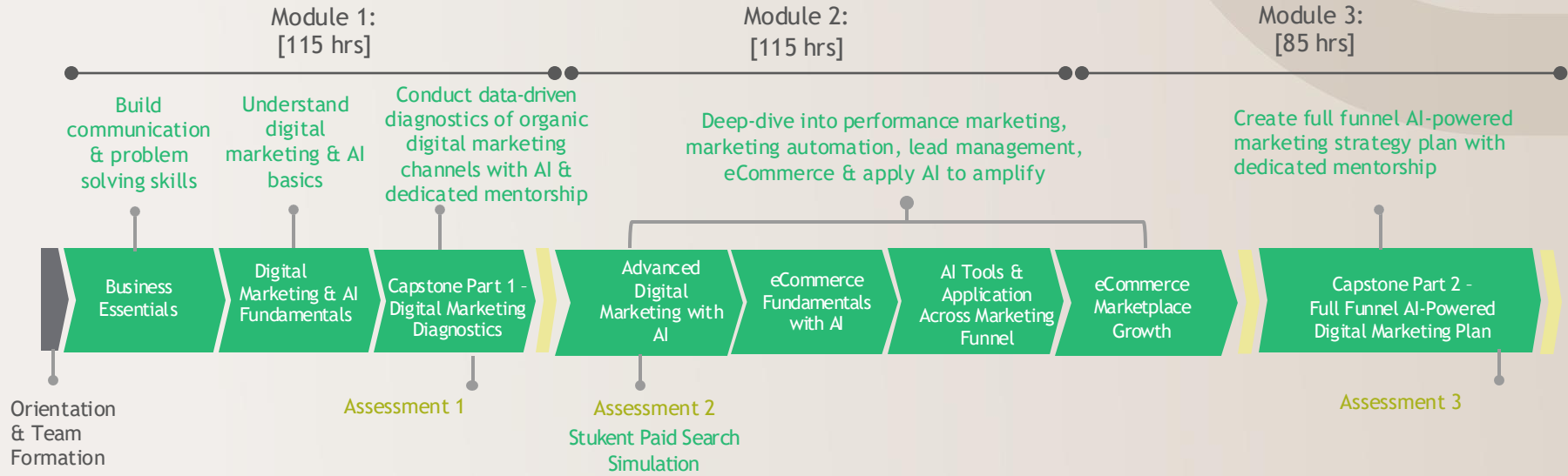
- BCG frameworks, use cases, industry examples, videos
- BCG Marketplace Diagnostic Toolkit
- Lazada Seller Centre
- ChatGPT
- Gemini

- BCG frameworks, use cases, industry examples, videos
- BCG Full Funnel Marketing Plan Toolkit
- Google Keyword Planner
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DMEAI Curriculum Breakdown (Full-time)

RISE 2.0 Overall Learning Journey – DMEAI (Full-time)



Synchronous	101 hrs	92 hrs	81 hrs
Asynchronous	13 hrs	20 hrs	3 hrs
Assessment	1 hr	3 hrs	1 hr

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Module 1: DMEAI (Full-time)



- Program Overview & Growth Mindset
- Discover the leader in you + Own your career
- Build your team
- Cohort Mixer

- Structured Problem Solving
- Business Communication
- Career Spotlight

- Intro to AI
- AI Prompt Writing Workshop

Digital Marketing Overview

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- Human Centric Design (HCD) & User Research
- Content Marketing with AI

Organic Social Media Marketing

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Search Engine Optimization (SEO)

- SEO in the AI era
- Career Spotlight

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Module 2 & 3: DMEAI (Full-time)

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Paid Social Marketing

1. Facebook & Instagram Ads
2. LinkedIn Ads
3. Influencer Marketing

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1. Google Analytics 4
2. Search Engine Marketing
3. Display & Video Ads
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6. Stukent Paid Search Simulation (Assessment)

Marketing Automation

1. Email Marketing
2. Lead Management
3. Career Spotlight

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DMEAI 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.

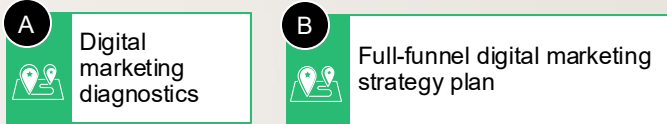
DMEAI Capstone Project Overview



Key
approach



Key
deliverables



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.”

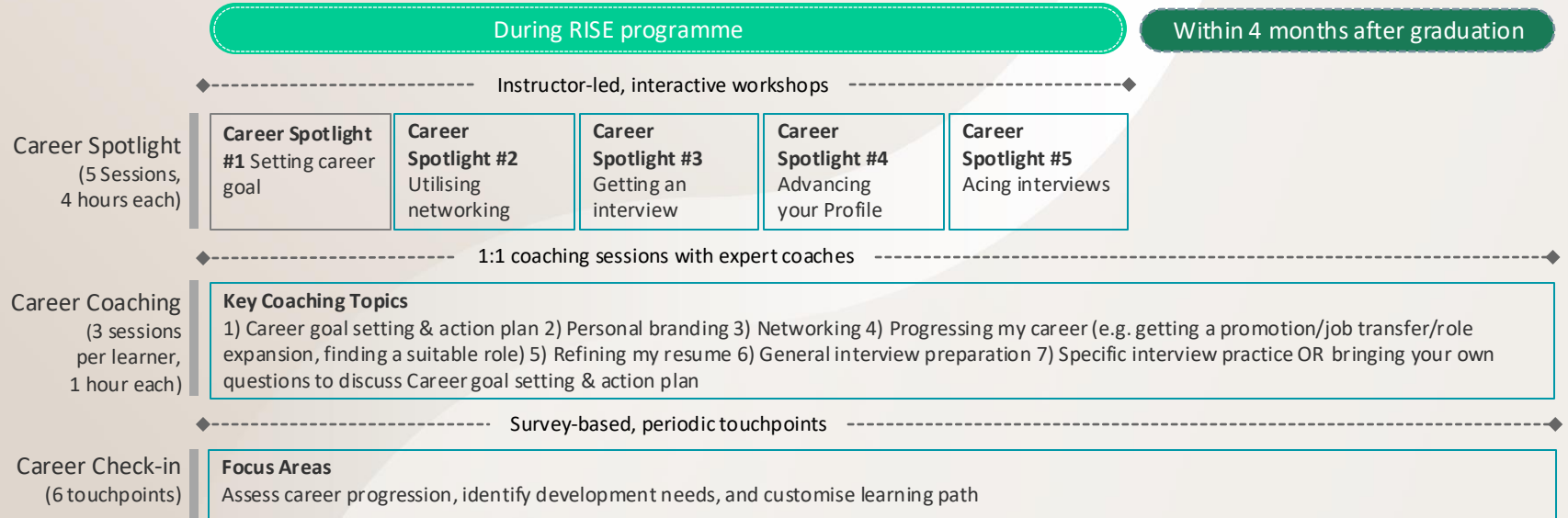
- David Hu, former Head of eCommerce, Electrolux



Career Support & Course fee

Career Guidance and Transition Support

23 hours of structured career support during the RISE programme and up to six months post-graduation



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
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. 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.

What our learners say



Not only has the course provided me with **cutting-edge insights and practical skills that have significantly enhanced my ability to strategize and execute digital marketing campaigns**. The dedication & encouragement from the trainers and administrators had also made this journey very fruitful. The course's real-world applications, combined with expert guidance, empowered me to approach marketing challenges with a data-driven & customer-focused mindset.

Janice Ting
RISE Digital Marketing & eCommerce Graduate



Learning from experienced trainers who are also consultants in their own right, I've gained invaluable insights and knowledge about best practices. Although 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**. The coursework, projects, and presentations were extremely intense but rewarding, pushing me to grow and excel.

Gerald Chia
RISE Digital Marketing & eCommerce Graduate



Through this programme, **I gained practical skills in strategic marketing and customer insight analysis. I learned to use digital tools such as Meta Ads and Google Analytics to drive campaign performance**. This experience boosted my confidence and helped me apply modern marketing tools more effectively in real-world scenarios.

Joyce Lee
RISE Digital Marketing & eCommerce Graduate