

Certificate in Digital Marketing/Engineering 4.0/Customer Service
FREQUENTLY ASKED QUESTIONS (FAQs)

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<u>For All</u>	
A	General Questions about Certificate in Digital Marketing/Engineering 4.0/Customer Service
1	What is the Certificate in Digital Marketing/Engineering 4.0/Customer Service about?
	<p>The Certificate in Digital Marketing/Engineering 4.0/Customer Service is part of the suite of SkillsFuture Work-Study Programmes offered by Institute of Higher Learning (IHLs) and appointed private providers, as well as the industry. It aims to equip fresh graduates and mid-career individuals with the relevant job-role specific behavioural, mind-set and technical skills in sectors with acute demand. It is a three-year pilot programme, developed in partnership between SSG, the five polytechnics, ITE and Generation. Generation is a US-based non-profit organisation founded by McKinsey & Company. It develops and implements short, focused bootcamps to train and place young people in jobs, resulting in 17,000 job placements across 23 professions in 9 countries to date.</p> <p>Participants will undergo an 8 to 12 weeks of intensive institutional training before seeking employment. The programme involves employers extensively throughout the process, from developing industry-relevant curriculum to identifying suitable participants for the programme and recruitment. As an illustration, the polytechnics and ITE, together with Generation, will work with employers to identify skills found in peak performers in the specific job role, and design a bootcamp-style programme to train participants in those skills.</p> <p>Republic Polytechnic, Ngee Ann Polytechnic and the Singapore Institute of Retail Studies under Nanyang Polytechnic have run the programme for the Digital Marketing job role since July 2018. More details on subsequent runs of programme and job roles will be released when available.</p>
2	Who is Generation?
	<p>Generation is a US-based global non-profit organisation founded by McKinsey & Company. It develops and implements youth employment programmes that train and place young people in jobs using its unique methodology which has proven to be scalable and effective.</p> <p>Generation's youth employment programs target sectors with acute skills and manpower demands, by incorporating short training for youths developed in tight collaboration with industries and working with employers to place suitable youths into their companies.</p> <p>As at July 2018, 17,000 job placements across 23 job professions in 9 countries have been supported through Generation (Source: Generation).</p>
3	How will individuals benefit from the programme?
	<p>Individuals will be able to:</p> <ul style="list-style-type: none"> • Receive a competitive starting salary and full-time employment with participating companies, along with mentorship

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	<ul style="list-style-type: none"> Acquire relevant behavioural, mind-set and technical skills related to a specific job role through a short training programme before seeking employment with a company in sectors with jobs in acute demand Get a training allowance upon completion of training [1] <p>[1] The amount of training allowance is for participants who are Singapore Citizens and commensurate with the programme length i.e. participants will receive \$1,000 for a 2 months programme and \$1,500 for a 3 months programme.</p>
4	How will employers benefit from the programme?
	<p>Employers will be able to:</p> <ul style="list-style-type: none"> Work closely with the Polytechnics and ITE to design a training programme that caters to the specific job role in the company Recruit job-ready individuals equipped with the relevant skills and aptitude for the job Receive a mentorship grant of \$5,000 per individual placed to provide mentorship for the individual [1] <p>[1] The mentorship grant is for every successfully placed graduate who are Singapore Citizens and Permanent Residents only.</p>
5	How is the Certificate in Digital Marketing/Engineering 4.0/Customer Service different from the other SkillsFuture Work-Study Programmes at the polytechnics and ITE?
	<p>The Certificate in Digital Marketing/Engineering 4.0/Customer Service and the other SkillsFuture Work-Study Programmes are all placement-related programmes but they cater to the different needs of individuals and employers.</p> <p>The Certificate in Digital Marketing/Engineering 4.0/Customer Service is a pilot programme that equips fresh graduates and mid-career individuals with the relevant job-role specific behavioural, mind-set and technical skills in sectors with acute demand. Employers are closely involved in the curriculum design, the selection of participants and the eventual placement. Participants will undergo a two to three months intensive training bootcamp delivered by the polytechnics and ITE.</p> <p>On the other hand, for the other SkillsFuture Work-Study Programmes, participants are matched to a company in a related field of their study before they undergo a 12 to 36 months structured training programme conducted by the polytechnics or ITE.</p>
6	Will participants be paid during the programme?
	<p>Participants will not be paid a salary during the 8 to 12 weeks of training at the Polytechnics and ITE. However, participants will receive a training allowance upon completion of the training. [1]</p> <p>After the training, graduates will go through an interview process with the participating employer(s). Successful candidates will be offered a job with</p>

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	<p>competitive industry starting salary and relevant staff benefits. The starting salary of the participant depends on the company and job role/position.</p> <p>[1] Participants will receive \$1,000 for a 2 months Certificate programme and \$1,500 for a 3 months programme.</p>
7	Will wages be aligned to fresh graduate/mid-career salaries?
	Participants will receive competitive industry starting salaries.
8	Will participants receive a stipend?
	Yes, successful candidates will receive a training allowance upon training completion.
9	What kind of industry qualifications / certificates will I get?
	Participants will receive a certificate of completion issued by respective Polytechnics and ITE offering the programme.
10	What are the job roles offered under the programme and when will the job role programmes be rolled out?
	<p>There will be three job roles selected for this pilot programme, covering all Polytechnics and ITE. The first cohort of the first job role – Digital Marketing – was launched in mid-July 2018. More details on subsequent job roles and cohort runs will be given by the participating Polytechnics and ITE at a later date.</p> <p>The job roles that will be selected are in sectors where there are high employer demand and job vacancies. This is done through extensive research and interviews with employers by the Polytechnics/ITE and Generation.</p>
11	How long is the programme?
	The programme training at the Polytechnics and ITE will be between 8 to 12 weeks, depending on the job role and training requirements.
12	When and where are the classes conducted?
	The programme comprises of full day classes, held on weekdays, at the participating institution. There may also be practical segments where training will be conducted off-site, e.g. at participating company's premises.
13	Will graduates who attend the programme be guaranteed a job at the end of the training?
	Graduates who successfully complete the programme training will be given opportunities to interview with prospective employers. Successful graduates will subsequently be offered placement. The interview process enables better matching to take place between the employer and individual.
14	Who are the employers under the programme and how have they been selected?
	Employers under the programme come from sectors where there are job roles with acute shortage, such as digital marketing. Employers are selected based on their ability and commitment to provide quality workplace training and meaningful career development opportunities.

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15	Will participants be allowed to choose their preferred employer?
	Participants may indicate their preferred employer on the application form when they apply through the Programme Manager. The Programme Manager will forward all applications to the participating employers for consideration. Subject to the hiring and interview processes of each employer, participants may receive offers from more than one employer. They may then select their preferred employer.
16	Are there any more companies in addition to those stated?
	On an ongoing basis, potential companies will be engaged to participate in the programme. Where appropriate, more employers will be added along the way.
17	What is the total number of participants that will be accepted into the programme?
	There is no fixed total number of participants for each job role. Depending on the number of employers and vacancies available, as well as suitability of interested individual sign-ups, the total number of participants accepted may vary from job role to job role.
18	Can participants pursue a part-time degree/part-time work during the course of the programme?
	While we do not restrict participants from doing so, it is useful to note that it is a rigorous training programme that requires participants to attend full-day lessons over 8 to 12 weeks. As such, it may be difficult for participants to pursue other qualifications/work during the course of the programme.

<u>For Students/Graduates/Parents</u>	
B	Eligibility Criteria
1	Who is eligible to participate in the programme?
	Fresh graduates from Institutes of Higher Learning and mid-career individuals who are Singapore Citizens or Permanent Residents may participate in the programme. However, only Singapore Citizens are eligible for the training allowance.
2	Are graduates from Junior Colleges, universities and private education institutions eligible to participate in the Programme?
	Yes. The programme is also open to all graduates from the Autonomous Universities and Private Education Institutions, as well as 'A' Level graduates, subject to the requirements for the specified job role.
3	Will self-employed participants be eligible to join the Certificate in Digital Marketing/Engineering 4.0/Customer Service?
	Self-employed individuals will be eligible to join the programme and entitled to the training allowance. [1] However, they will not be allowed to seek placement in their own company. [1] Training allowance is given to Singapore Citizens only.
4	What is the minimum GPA score needed to qualify for the Certificate in Digital Marketing/Engineering 4.0/Customer Service?

<u>For Students/Graduates/Parents</u>	
	There is no minimum GPA requirement.
5	What is the selection process like for the programme?
	Interested candidates will undergo a series of assessment tests in the screening process conducted by the Polytechnic/ITE. If selected, the Polytechnic/ITE will inform the participant accordingly on class commencement.
6	What is the selection process like for company placement?
	The Polytechnic/ITE will evaluate the interested participants' eligibility before arranging for interviews with suitable employers. The employers will conduct their usual hiring and interview processes. If found suitable, the selected participant will be informed and may sign a Letter of Employment with the employer directly.
C	Training Allowance / Bond
1	How much is the training allowance?
	Each eligible Singaporean who successfully complete the training will receive a training allowance upon completion of training. [1] [1] Participants will receive \$1,000 for a 2 months programme and \$1,500 for a 3 months programme.
2	Will everyone get the training allowance?
	Only Singapore Citizens are eligible for the training allowance.
3	Is there a minimum attendance policy in order to be eligible for training allowance?
	Participants are encouraged to have 100% attendance throughout the Programme. Training allowance will only be given upon successful training completion, which is subject to Polytechnics and ITE guidelines on attendance.
4	When is the training allowance disbursed?
	It will be disbursed upon completion of the training.
5	Will participants be allowed to resign from the participating company and keep the training allowance?
	Participants who withdraw during company placement will not be required to return the training allowance already disbursed to them. However, participants are strongly encouraged to continue with company placement upon training completion so that they can realise its benefits.
6	After placement in the company, will participants have to return the training allowance if they are asked to leave, or if their employment has been terminated by the employer?
	Participants, who are asked to leave, or have their employment terminated by the employer, will not be required to return the training allowance that was disbursed to them.
7	Is there a bond imposed on the participants?

<u>For Students/Graduates/Parents</u>	
	Employers are highly discouraged from imposing a bond on newly hired graduates as they have already completed training prior to joining the company, and this training is subsidized by SSG.
D	Programme Registration and Programme Fees
1	How do I register for the programme?
	Interested parties may contact the respective Polytechnics to find out how to apply for programme. More details on subsequent job roles and cohort runs will be given by participating Polys and ITE at a later date.
2	Will participants be required to pay any fees?
	Participants will not be required to pay any course fees if they are successfully placed with a participating company. The nett course fees payable for the programme will be borne by the employers.

<u>For Employers</u>	
E	Employer Programme Administration
1	Are all companies eligible for the programme?
	The programme is open to all Singapore-registered or –incorporated companies. Interested companies can contact the Polytechnic/ITE for consideration.
2	Is there a restriction on the number of participants each employer can take in?
	The number of participants that each employer can take in is dependent on various factors such as the programme intake size, vacancies available for the job role, the number and type of participating employers for the programme.
3	Are employers allowed to impose a bond on the newly hired Certificate in Digital Marketing/Engineering 4.0/Customer Service graduates?
	Employers are highly discouraged from imposing a bond on newly hired graduates as they have already completed training prior to joining the company, and this training is subsidized by SSG.
4	Are there any costs that employers need to pay upfront?
	Employers will have to bear the nett course fees payable for every graduate that they hire. To defray the costs of providing mentorship, a Mentorship Allowance of \$5,000 will be provided per eligible graduate hired.
5	Will there be Enhanced Training Support Scheme (ETSS) for SMEs, where they will bear only 10% of the course fee?
	No, ETSS is not applicable. ETSS is only applicable when SMEs sponsors its staff for training.
6	Will employers be eligible to use SkillsFuture Credit for the payment of the course fees?
	Individuals who are placed, and sponsored by, the employers for the programme will not be allowed to tap into their own SkillsFuture Credit to pay for the course fees.

<u>For Employers</u>	
7	What kind of mentorship commitment is required from the employers?
	Employers are expected to provide mentorship for a period of 12 months upon placement. Employers will need to share a brief log of their conversation with their mentees with the Polys/ITE on a regular basis. Please contact the Polytechnic/ITE for more details.
8	When can employers make a claim request for the Mentorship Allowance?
	Employers can submit the claim request once the graduate is placed in the company and a mentor has been assigned to the employee.
9	What documents do employers need to submit? How often do they need to submit?
	Employers will need to complete a mentoring logbook which will need to be submitted to the Polys/ITE on a regular basis. Please contact the Polytechnic/ITE for more details.
10	Can employers terminate employment of their programme participant?
	Within the first year of placement, the employer should notify the Polytechnic/ITE on the termination of employment with the reason for the termination.
11	Will employers be allowed to keep the Mentorship Allowance if the employment with their programme participants is terminated?
	Employers are strongly encouraged not to terminate the employment with their programme participants, unless the participant voluntarily terminate employment or there are proven disciplinary grounds. Employers will not be required to return the mentorship allowance already disbursed to them.