

Professional Conversion Programme (PCP) for eCommerce Professionals

The **Professional Conversion Programme (PCP) for eCommerce Professionals** aims to help companies equip their mid-career new hires with eCommerce knowledge to better transit into their new eCommerce related roles. This PCP will be relevant to the following target companies that are looking to take in new mid-careerist hires:

- Existing brick and mortar businesses keen to move their products and services online and establish their own eCommerce Supply Chain (B2B and/or B2C).
- eCommerce Supply Chain Solutions / Technology Platform providers.
- Businesses that have existing eCommerce Supply Chain operations (B2B and/or B2C) and looking to expand/enhance current eCommerce operations.

Programme Key Features

- A 9-Month Programme with 6 WSQ Accredited Modules
- Advanced Certificate in eCommerce & Digital Marketing from SCALA
- WSG Funding Support for Employers
- Leverage structured industry recognised training
- One-to-One Mentorship
- Reach out to a wider workforce and overcome talent shortage

Syllabus

<p>Understanding eCommerce and its impact on Supply Chains</p>	<ul style="list-style-type: none"> • Understanding eCommerce • The driving forces in eCommerce • Trends, opportunities & challenges • How eCommerce can impact companies operations
<p>End-to-end eCommerce Supply Chain Models and Strategies</p>	<ul style="list-style-type: none"> • A deep dive into eCommerce platforms (Part 1) • Understanding the 4 key types of eCommerce models • Deep dive into multichannels, O2O & omnichannel models and strategies • Innovative & emerging new models in eCommerce

<p>eCommerce Platforms, Technology and Innovations</p>	<ul style="list-style-type: none"> • A deep dive into eCommerce platforms (Part 2) • Understanding eCommerce systems and technologies • Designing and developing company's eCommerce strategy
<p>Digital Marketing, Customer Acquisition and Sales Operations</p>	<ul style="list-style-type: none"> • Driving online traffic • Customer Acquisition – Cold, Warm & Hot Audiences • Content Marketing • Designing and developing an effective marketing campaign • Platform Marketing (Facebook) – Deep Dive • Platform Marketing (Google & YouTube) – Deep Dive
<p>OmniChannel Logistics, Last Mile Fulfilment and Supply Chain Management Operations</p>	<ul style="list-style-type: none"> • Meeting the changing needs of consumers • Integrated Omnichannel supply Chain & logistics • Applying the SCOR (Supply Chain Operations Reference) model • Best Practices of an OmniChannel eBusinesses • Supply Chain Management Strategies
<p>Capstone Project Supply Chain / Retail Elective</p>	<ul style="list-style-type: none"> • Supply Chain Elective: Trainees are to develop and implement a business / transformation plan to help their company establish an e-Commerce model/operation or improve the current e-Commerce operations. • Retail Elective: Trainees are to develop and implement a business / transformation plan to help their company establish an e-Commerce presence or a develop a related e-Commerce marketing / sales campaign.

Course Fee & Funding

	Standard Rate	Enhanced Rate
Salary Support	Up to 70% of Monthly Salary (capped at S\$4,000 per month)	Up to 90% of Monthly Salary (capped at S\$6,000 per month) <i>For Long-term Unemployed¹ Singapore Citizen or Mature² Singapore Citizen trainees</i>
Course Fee Subsidy	Up to 70% Course Fee	Up to 90%* Course Fee <i>For Singapore Citizen or Singapore Permanent Resident trainees sponsored by SMEs or Mature² Singapore Citizen trainees</i>

*Different funding caps may apply. Read Note below.

1. LTU: unemployed for 6 months or more
2. Mature: aged 40 and above

*The enhanced course fee funding of additional 20% is claimable after the successful completion of the programme through SkillsConnect (if applicable).

**From 1st Sep 2020 to 28 Feb 2021, the Salary Support disbursement under the Professional Conversion Programmes for new hires hired between 1 Sep 2020 - 28 Feb 2021 will be disbursed over a longer period. This comprises the training duration for the conversion programme plus an additional period of retention (which is equivalent to the training duration). The total amount disbursed will remain the same.

Course Fee Breakdown

Full Course Fee: \$8,600.00
 70% Course Fee Grant: \$6,020.00
 30% Nett Fee: \$2,580.00
 GST on 30% Nett Fee: \$180.60
 Fee payable on enrolment: \$2,760.60
 Additional 20% Course Fee Subsidy: \$1,720.00

Eligibility

Who can apply?

Candidates under the programme must fulfil the following criteria:

- Be a Singapore Citizen or Singapore Permanent Resident;
- Have graduated or ORD for at least 2 years;
- Be newly hired and nominated by an eligible participating company for the PCP;
and
- Not be in a similar job role prior to joining the PCP.

All participating companies must fulfil the following criteria:

- Registered or incorporated in Singapore;
- Must offer the new hire a PMET job and issue a valid permanent employment contract. Full-time contract employment must be at least 12 months;
- Must offer the new hirer a PMET job which is different from his previous employment. Conversions can be inter or intra sectoral; and
Must be able to provide structured OJT training for the candidate.

For Employers

- Be registered or incorporated in Singapore
- Be committed to work with WSG and SCALA on the necessary administrative matters related to the PCP.
- Offer employment directly related to the job which the PCP is for, with remuneration that is aligned with the market rate.
- Commit to the PCP training arrangements for the trainees
- Employee count of at least 5 or more

Contact Details

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