

SGUNITED SKILLS PROGRAMME

Modern Services



Up-Skill in Behavioural Insights

Course code: GGG

Course Overview

This course aims to provide you with the knowledge and skills to apply psychological principles and processes to enhance your understanding of your stakeholders. You will also be able to develop policies, products & services and work process informed by empirically-validated psychological theories and frameworks.

Career Opportunities

Upon completion of the course, graduates will be equipped with psychological perspectives for cross-disciplinary applications to jobs in the area of consumer insights, market insights, market research, marketing, advertising, design and in the public service.

Minimum Entry Requirement

The minimum entry requirement is a Polytechnic Diploma, or an ITE Technical Diploma/Technical Engineer Diploma/Work-Learn Technical Diploma in any discipline.

Applicants who do not meet the entry requirements may be considered for admission to the course based on evidence of at least 5 years of relevant working experience or supporting evidence of competency readiness. Suitable applicants who are shortlisted may have to go through an interview and/or entrance test. The Polytechnic reserves the right to shortlist and admit applicants.

Important information for you

With the new support scheme, you can now earn up to \$1,200 per month by attending courses and equipping yourself with industry-relevant skills and knowledge.



View courses

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<http://www.tp.edu.sg/sgus>



Application Period

23 December 2020 - 18 January 2021
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Training Allowance

\$1,200 per month
Min. 75% attendance requirement



Nett Course fee

6-month course - \$500
12-month course - \$1000
Use your SkillsFuture Credits!

Click [here](#) for FAQ.

Reach out to us!

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UP-SKILL IN BEHAVIOURAL INSIGHTS | 08 March 2021 INTAKE

Course fee: **\$500.00**

Course Duration: **6 months | Full day training**

Course commencement date: **08 March 2021**

Application period: **23 December 2020 – 18 January 2021**

APPLY NOW

COURSE CODE: GGG

Full Course fee before subsidy: \$14,358.00

Please take note of the following requirements in order to be eligible for the subsidy:

- 1. Trainees must fulfil minimum attendance requirements and pass assessments to qualify for course fee subsidies. Trainees who are unable to meet these requirements may be asked to return the course fee subsidies that they have received.*
- 2. The programme allows trainees to exit without penalty if they are successfully placed into a job or have secured a job on their own accord while undergoing training. However, trainees who exit the programme without a valid reason may be asked to return the course fee subsidy that they have received.*

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COURSE OUTLINE

Specialist Diploma in Applied Psychology (Behavioural Insights)

The aim of this course is to equip professionals and fresh entrants with the knowledge and skills to apply psychological principles and processes to enhance their understanding of their stakeholders.

What you will learn

Certificate in Psychology Fundamentals

- Introduction to Applied Psychology
- Principles of Behavioural Insights

Certificate in Applied Behavioural Insights

- Understanding & Analysing Human Behaviour
- Human Factors & User Experience

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Data Visualisation

This course focuses on the skills to analyse, visualise and present analysed data. It will cover the knowledge and best practices of data visualisation with commercial visualisation software.

What you will learn

- What is data visualisation?
- The different types of data visualisation
- Overview of the applications of data visualization
- Applying data management
- Understanding data attributes, data quality dimensions
- Analysing the nature of raw data
- Preparing for data cleansing
- Handling data cleansing, data visualisation techniques
- Understanding the various visualisation techniques
- Applying appropriate techniques to display data
- Building a basic dashboard using appropriate reporting components
- Validating the selection of graphical representations

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Data Storytelling

In this workshop, participants will learn to communicate data findings, tailored to a target audience, by connecting the dots using compelling narratives and visuals such as storyboarding and visual aesthetics.

What you will learn

- Be equipped with concepts and techniques to transform data into stories
- Learn various attributes that can alter the impact on your audience
- Gain a new perspective to communicate your data differently

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Data Science Essentials

This course covers the fundamental skills needed to kick-start a data science project by using an open-source programming language. It focuses on how to read, explore, manipulate data and present data using the right visualisations. There will be guided programming and participants will learn how to perform data exploration and analysis techniques to discover new knowledge from data to aid data-driven decisions in an intelligent and informed way.

What you will learn

- Be able to use an open-source programming platform and its related packages to:
 - o Understand your data
 - o Manipulate your data into desired formats
 - o Apply appropriate techniques to carry out Exploratory Data Analysis (EDA)
 - o Use suitable visualizations to communicate your findings

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Fundamentals of the Personal Data Protection Act

In today's data-intensive economies, vast amounts of personal data are collected, used and processed. Organisations in Singapore are required to comply with the Personal Data Protection Act (PDPA) when they collect, use and disclose personal data.

This course will equip participants with an overview and understanding of the key legal and regulatory requirements of the PDPA and help them support their organisation's compliance with the PDPA.

This course is suitable for Data Protection Officers (DPOs), compliance managers, human resource, IT, admin, sales and business development executives/managers who need to be involved in data protection matters.

What you will learn

The course will train participants to identify key legislative and regulatory requirements under the PDPA including the 9 key obligations under the PDPA, the provisions relating to "Do Not Call". The role of the Data Protection Officer will also be discussed, as well as learning how to manage data breaches through a case study.

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Design Thinking in Action - The SEE Cycle

If you are an entrepreneur, educator or PMET seeking revolutionary breakthroughs in creative thinking and innovation, you will benefit from this course. Going beyond conventional design thinking courses, this unique 3-step framework breaks down and demystifies the process of creative ideation that promotes originality, while encouraging out-of-the-box thinking.

The SEE Cycle will help you sift through the jargon and gain insight into the cyclical and highly iterative creative thinking process. You will be encouraged to adopt an open and expansive mindset that will embrace risk-taking and deep inquiry. You will also understand the importance of human-centricity as you develop multiple options to address issues and pain-points of your business or organization.

What you will learn

- Overview Of Design Thinking
- Introduction To The SEE Cycle
- Beginning With The Right Mind-set
- Presenting The Design Challenge
- The Power Of Empathy
- Identifying the Issue
- Deconstruction and Reconstruction
- Presentation and Critique
- Generating New Ideas
- Discovering the Impossible
- Distilling the Best
- Validating Viable Options
- Presentation and Critique
- Summary and Conclusion

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UI Design & Development

This course allows participants to understand the principles of Human Computer Interface (HCI) and Graphic User Interface (GUI) in the creation of a user-centric experience. It also explores different user interface design approaches in delivering different types of media and or platform.

What you will learn

- Relate how people interact with devices through user interfaces.
- Apply structure used in information architecture.
- Explore different navigation approaches.
- Identify basic visual logic in interactive applications.
- Apply different user interface design approaches for different types of media delivery.
- Create prototypes for user testing.

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UX Design Methods

This course allows participants to understand principles of user centered design in the creation of a user-centric experience. It explores factors that influence how a user interacts with a product, service or system.

What you will learn

- Determine the importance of user centered design
- Analyse user research data
- Recommend a design solution
- Create usability tests through prototyping
- Produce a project plan
- Integrate digital accessibility practices into user experience work and process

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Industry Project/Industry Attachment

This programme involves project-based learning, where you are required to be either attached to companies or work on real-life projects for companies or centres, related to your course of study. You are expected to undertake various activities discussed with and assigned by the supervisors or participating host organisations. The programme enables you to apply knowledge and skills acquired in the course of your study to address practical problems in the real workplace.

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The information in this brochure is accurate at the time of updating (17 Dec 2020).



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