DIGITAL INNOVATION & DESIGN

Essential digital innovation skills to master today!

- **Design Thinking**
  Use design thinking methods and techniques to innovate and design solutions for the users.

- **User Experience**
  Learn and practise User Experience Design, processes, principles and techniques.

- **Digital Marketing**
  Engage and communicate with your customers through digital marketing, social media and analytics.
DIGITAL INNOVATION & DESIGN

The business landscape today is constantly evolving, and both organisations and individuals alike are facing rapidly changing environments with disruptive business models, new competitors and demanding customers. Staying at the forefront of innovation and digital trends has become a core competency for every player in the industry.

The impact of social media and digital on our customers’ decision-making process is undeniable. As customers become more technologically savvy, businesses and organisations need to keep up with innovations and technology to deliver an engaging, effective customer experience. Similarly, innovative and strategic design thinking is an equally crucial tool for any organisation to remain relevant, competitive and successful.

Digital Innovation & Design is a core specialisation that is increasingly becoming an essential proficiency. The potential opportunities that accompany the understanding and skill in this area are abundant.

Led by an experienced team of innovators, strategists, technologists, social media and digital marketing experts, the Institute of Systems Science offers a comprehensive series of training, consulting and research services. Empowering you with valuable knowledge, skills and tools, we facilitate your journey towards creating your own innovative service design strategy or optimising your customer experience for your business.

“I will share the lessons learnt with colleagues and try out the methodology on my next process improvement project. I will also be using prototyping explanation to justify for the prototype lab to be built in centre of healthcare innovation.”

Carlos Oh Hui Qi, Executive, Tan Tock Seng Hospital
NKF-Service Design

“There is a good mix of industry practitioners with different backgrounds. The course syllabus is well structured to scaffold learning. Case studies shared are very relevant and showcased the concepts being imparted to us.”

Lee Chen Yong, Senior Analyst, MINDEF
NKF-Social Media Analytics

“The instructors are knowledgeable in their fields and helped me to understand concepts that were foreign to me. The course content references are current and up-to-date.”

Rakesh Singh S/O Chenu Singh, Manager, Republic Polytechnic
NKF-Digital & Social Engagement Strategy
## Digital Innovation & Design Courses

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**Services available:**
- MasterClass
- Seminars
- Corporate classes
- Consulting
- Research

*Course details available at [www.is.nus.edu.sg/did]*

“The instructors are willing to share personal experiences which make the course more interesting. I enjoyed the hands-on experience in class which reinforces our learning experience.”

Llow Wei Quan, Product Manager, NCS
NICF - Digital User Experience Design
MORE THAN 30 YEARS OF IMPACTING THE INDUSTRY

Over 111,000 cumulative student enrolment

6,000 professionals trained in Executive Education Programme

4 Masters of Technology programme

1 Graduate Diploma

178 graduate programme student projects with industry

We have trained these organisations in Digital Innovation & Design:

- Daimler Financial Services
- DBS
- DSTA
- GovTech
- IBM
- IRAS
- Jurong Community Hospital
- LTA
- Marina Bay Sands
- MINDEF
- NCS
- Singapore Cruise Centre
- Singapore Police Force
- Singtel
- SPRING Singapore
- Tan Tock Seng Hospital
- UBS
- UOB

ISS - Your Choice Executive Education Partner

Leveraging over 30 years of experience mastering the skills of education, consulting and research, the Institute of Systems Science at the National University of Singapore has the capacity to offer a suite of high quality continuing education courses across various practices and specialized areas. Professionals enrolled in executive education programmes at ISS are expertly mentored and instructed by industry leaders with successful track records and an average of over 20 years of dedicated experience.

The Institute is accredited by leading international and local certification bodies to deliver successful programmes with recognised certifications and qualifications. In addition to educating professionals, ISS also conducts research, organises management and technology update seminars, and provides consulting services to leaders in the industry. Our objectives are to develop infocomm and digital business leaders, and to be a driver of organisational innovation and business transformation.

To date, over 111,000 infocomm and business professionals, 5,800 corporate customers and 5,100 post-graduate alumni members have benefited from the Institute's competitive services.

In addition to Executive Education, ISS also offers corporate courses, seminars, an annual C-level conference and Master-classes for all levels and industries. We also offer four Masters of Technology programmes and a Graduate Diploma in Systems Analysis.

Courses are conducted at the ISS facilities within the main NUS campus. We are also able to conduct the courses at your organisation, with the same NICF funding.