

A woman with long dark hair, wearing a light blue button-down shirt, is seated at a desk in an office. She is looking down at a document or tablet in her hands, holding a pen. To her left is a large computer monitor displaying several business charts, including a bar chart titled 'Business income' and a line chart titled 'Business growth'. A desk lamp is positioned behind the monitor, casting a soft glow. The background shows a window with vertical blinds. A semi-transparent dark grey box is overlaid on the lower half of the image, containing the main title and subtitle.

Career Conversion Programme for ICT Professionals (Product Development)

Company Info-Kit

Confidential

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A network diagram with nodes and connecting lines, rendered in a light red color against a dark red background. The nodes are small circles, and the lines are thin, creating a complex web of connections.

Who We Are

Who We Are



**Programme Manager
& Key Industry Association Partner**
that manages the administrative matters



Funding Agency
Workforce Singapore (WSG) is a statutory board under the Ministry of Manpower that oversees the transformation of the local workforce and industry as well as employability



Supporting Agency
A statutory board under Ministry of Communications and Information & Lead Agency to bring Singapore into a digital future

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Introduction to Career Conversion Programme (CCP)

Why CCP?



Access Talent

Find hidden gems among career switchers, incl. existing staff



Offset Opportunity Costs

Up to 90% salary support for 3 - 6 months*



Support Company Growth

Build talent pipeline and capabilities

*Depending on the CCP modality

Programme Overview

The CCP for ICT Professionals (**Product Development**) is designed to support mid-career individuals in undergoing skills conversion and taking on roles relating to **Product Development**. Examples of Product Development roles (non-exhaustive) include:

- Lead/ Product Manager
- Lead/ Product Analyst
- Lead/ Product Designer
- Senior/ Front End Developer
- Senior/ Full Stack Developer
- Senior/ Back End Developer
- Senior/ Quality Engineer
- Product Risk Engineer/ Manager

Individuals and employers may refer to the [Information and Communications JTM](#) to identify the relevant ICT roles and skills.

Example 1 – Product Manager

[BACK TO](#)

[Career Pathway](#)

PRODUCT MANAGER

Job Description

The Product Manager manages the product line life cycle from strategic planning to tactical activities, acting as a liaison to support product positioning and customer demand. He/She guides product development from conception to launch, evaluating product functionalities and performance, and proposing enhancements and/or improvements to products based on market feedback. He analyses potential partner relationships for the product, and generates innovative ideas to grow market share, improves customer experience and drive growth.

He works with various teams across the organisation. He is familiar with product development life cycles and management tools, as well as various product positioning approaches. He is also knowledgeable of new and emerging consumer trends in the market.

The Product Manager draws connections and anticipates issues across all phases of the product life cycle. He also develops creative strategies to address them. He is an articulate and influential communicator to both internal and external stakeholders and works well in a team environment.

Critical Work Functions and Key Tasks

[View details](#)

Click on any of the Skills and Competencies to view a detailed description

Technical Skills & Competencies

Proficiency Level

Artificial Intelligence Application in Product Development

3

Automation Management in Product Development

2

Budgeting

4

Business Development

3

Business Environment Analysis

3

Business Innovation

4

Business Needs Analysis

3

Business Performance Management

4

Business Requirements Mapping

4

Customer Experience Management

3

Data Analytics

3

Demand Analysis

4

Design Thinking Practice

3

Emerging Technology Synthesis

3

Market Research

3

Networking

3

Partnership Management

3

Portfolio Management

4

Pricing Strategy

3

Product Management

4

Project Management

3

Stakeholder Management

3

Strategy Implementation

3

User Experience Design

4

User Interface Design

3

Critical Core Skills (Top 5)

Proficiency Level

Collaboration

Intermediate

Communication

Intermediate

Customer Orientation

Advanced

Global Perspective

Intermediate

Problem Solving

Advanced

Example 2 – Full Stack Developer

FULL STACK DEVELOPER

Job Description

The Full Stack Developer codes and develops both front-end and back-end systems that balance product functionality with user experience and needs. He/She gathers user feedback to develop an intuitive and responsive experience for end users. He identifies security risks and ensures coding standards meet security requirements. He supports usability testing to validate user interfaces. He executes specifications and features for the next iteration of the product based on user needs and feedback, and continuously integrates code changes. He provides support to the quality testing teams.

He works in a team and is proficient in programming languages required by the organisation. He is familiar with graphic designing tools and is also knowledgeable in commonly used design methods. He uses various tools to read codes and uncover security vulnerabilities.

The Full Stack Developer is innovative in developing a range of product designs and solutions with compelling and intuitive user interfaces. He supports others in the team and is confident in communicating ideas to the team in a clear and compelling manner.

Critical Work Functions and Key Tasks

[View details](#)

Click on any of the Skills and Competencies to view a detailed description

Technical Skills & Competencies

Proficiency Level

Agile Software Development	4	Problem Management	3
Applications Development	4	Product Management	3
Applications Integration	4	Project Management	3
Applications Support and Enhancement	3	Quality Standards	5
Business Environment Analysis	2	Service Level Management	4
Business Needs Analysis	3	Software Configuration	3
Business Requirements Mapping	3	Software Design	4
Business Risk Management	3	Software Testing	3
Change Management	3	System Integration	3
Cloud Computing	3	Test Planning	2
Configuration Tracking	3	User Interface Design	3
Continuous Integration and Continuous Deployment	4		
Data Design	4		
Database Administration	2		
Emerging Technology Synthesis	3		
Performance Management	4		



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Programme Details

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Individuals and employers can participate in the CCP for ICT Professionals through 2 modes:

1. **Place and Train.** This requires prospective employers to first hire mid-career individuals before they undergo training. Upon successful placement in the CCP, mid-career individuals will undergo up to 100% of the On-The-Job Training (OJT) as well as optional structured classroom training (where applicable), across a 6-month period.

2. **Job Redesign (JR) Reskilling.** Employers can reskill in-service employees to be future-ready by taking on Cybersecurity-related new or redesigned ICT growth roles and acquire growth skills. Participating companies will develop a 3-month training plan to reskill these nominated employees. The training plan will be OJT (On-The-Job Training)-centric, covering **at least four ICT growth skills** aligning closely with the redesigned job roles.

ICT Growth Skills Categories (for JRR applications)

Business and Project
Management



Business
Development



Business Finance



Design and
Architecture



Development and
Implementation



General
Management



Governance and
Compliance



Operations and
User Support



People
Development



Sales and Marketing



Stakeholder and
Contract Management



Strategy Planning and
Implementation



For the full list of ICT Growth Skills, and their corresponding definitions, proficiency levels, please download the file via this [link](#). (Page 333 onwards)

Examples of ICT Growth Skills – Design and Architecture

Click on any TSC Category to view titles and levels

Business and Project Management 	Business Development 	Business Finance 	Design and Architecture 
Development and Implementation 	General Management 	Governance and Compliance 	Operations and User Support 
People Development 	Sales and Marketing 	Stakeholder and Contract Management 	Strategy Planning and Implementation 

Proficiency Levels

Data Design	3	4	5	
Design Thinking Practice	3	4	5	6
Embedded Systems Integration	3	4	5	
Embedded Systems Interface Design		4	5	
Enterprise Architecture		4	5	6
Infrastructure Design	3	4	5	
Organisational Design		4	5	6
Security Architecture	3	4	5	

Proficiency Levels

Software Design	3	4	5	6
Solution Architecture		4	5	6
Systems Design		4	5	6
User Experience Design	2	3	4	5
User Interface Design		3	4	5

Programme Details

CCP for ICT Professionals (Cybersecurity)				
Type of Employee	OJT Duration	Funding Duration	Salary Support %	
			Singapore Citizen (SC) & Permanent Resident (SPR)	Singapore Citizen (SC) & Permanent Resident (SPR) who are long-term unemployed [#] or 40 years old and above
New Hire (NH) Company hires a mid-career individual and trains individual to take on a new job role	On-The-Job Training 6 months	6 months	Up to 70% of Fixed Monthly Salary* (capped at S\$5,000 per month) w.e.f 1 April 2024	Up to 90% of Fixed Monthly Salary* (capped at S\$7,500 per month) w.e.f 1 April 2024
Job Redesign & Reskilling (JRR) Existing job roles are vulnerable due to business transformation plans but are not immediately at-risk. These workers will be provided with training by their companies, to take on redesigned job roles within the company.	On-The-Job Training 3 months	3 months		

[#]Long-term Unemployed - being unemployed and actively seeking employment for six months or more

*Fixed Monthly Salary refers to Basic Monthly Salary + Fixed Monthly Allowances

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Application Process Flow

Eligibility Criteria

Employers:

- Registered or incorporated in Singapore with a valid Unique Entity Number (UEN) with Accounting and Corporate Regulatory Authority (ACRA);
- Ensure that new hires / existing staff cannot be:
 - A shareholder of the CCP company, or its related companies;
 - Related to the owner(s) of the CCP company; and
 - (For new hires only) Immediate ex-staff of CCP company or its related companies;
- (For new hires only) Offer a full-time PMET position employment contract on permanent terms or on contract terms that are no less than one (1) year;
- Offer employment directly related to the job which the CCP is for, with remuneration that is aligned to the market rate;
- Must put in place OJT for the trainees; and
- Commit to the CCP training arrangements for the trainees.

Applicants/Trainees:

The Programme is open to all company-sponsored applicants who meet the following General Eligibility Criteria:

- Singapore Citizen (SC) or Permanent Resident (PR);
- Minimum 21 years old;
- Graduated or completed National Service, whichever is later, at least two years prior, at the point of application;
- Must not be a shareholder of the CCP company, or its related companies;
- Must not be related to the owner(s) of the CCP company; and
- Existing employees must have served at least one-year tenure with the employer to qualify for the Job Redesign Reskilling CCP

In addition, new hires should also adhere to the following:

- Hired for not more than three (3) months prior to CCP commencement;
- Must not be in the same or similar job role prior to joining the CCP; and
- Must not be immediate ex-staff of CCP company or its related companies.

Application Flow

4 steps	Employee	Employer
Step 1: Account Creation	<ul style="list-style-type: none"> Register his/her interest on WSG portal (Take Note of Application ID) Create and verify an account on techtalent portal 	<ul style="list-style-type: none"> Create and verify an account on techtalent portal Post the new job description on techtalent and tag it to the respective CCP job role
Step 2: Preparation	<ul style="list-style-type: none"> Prepare Documents (next slide) Accept the invitation from the employer and start the CCP application 	<ul style="list-style-type: none"> Prepare Documents (next slide) Invite the employee to apply for the job and start the CCP application Discuss OJT template & JRR Reskilling Form with SGTech (if applicable)
Step 3: Submission	<ul style="list-style-type: none"> Fill up the trainee/employee portion and save the tabs. 	<ul style="list-style-type: none"> Fill up the hirer/employer portion and save the tabs. After the form is fully completed, employer to submit the application.
Step 4: Confirmation or Rejection		<ul style="list-style-type: none"> After the submission has been approved, employer to sign the Letter of Undertaking issued by SGTech.

Application Documents

Submit via techtalent.sg		
Type of Employee	New Hire (NH)	Job Redesign & Reskilling (JRR)
Pls note	Submit full documents within 6 weeks of employment^	Hired for at least 1 year at the company
From Employer	<ul style="list-style-type: none"> • Company's latest ACRA records, with shareholding (not more than 6 months from the date of submission) • Signed employment letter (please include any other documents that affect employee compensation e.g. bond terms, latest increment) • Job description for the role • On-the-Job Training Blueprint • [For JRR Only] JRR Reskilling Form 	
From Employee	<ul style="list-style-type: none"> • Registration on WSG Portal Application ID number (e.g. PCP-YYYY-XXXXXXXX) • Past 15 months CPF contribution statement of the PMET • [For NH Only] PMET's most updated Curriculum Vitae (CV) • [For NH Only] Coloured copy of PMET's highest educational certificate • [For NH Only] Coloured copy of PMET's latest educational certificate 	

^For employment period after 6 weeks, kindly contact SGTech prior to applying. Do note that the application may be rejected and appeals will be required and evaluated on a case-by-case basis.

Claim Documents

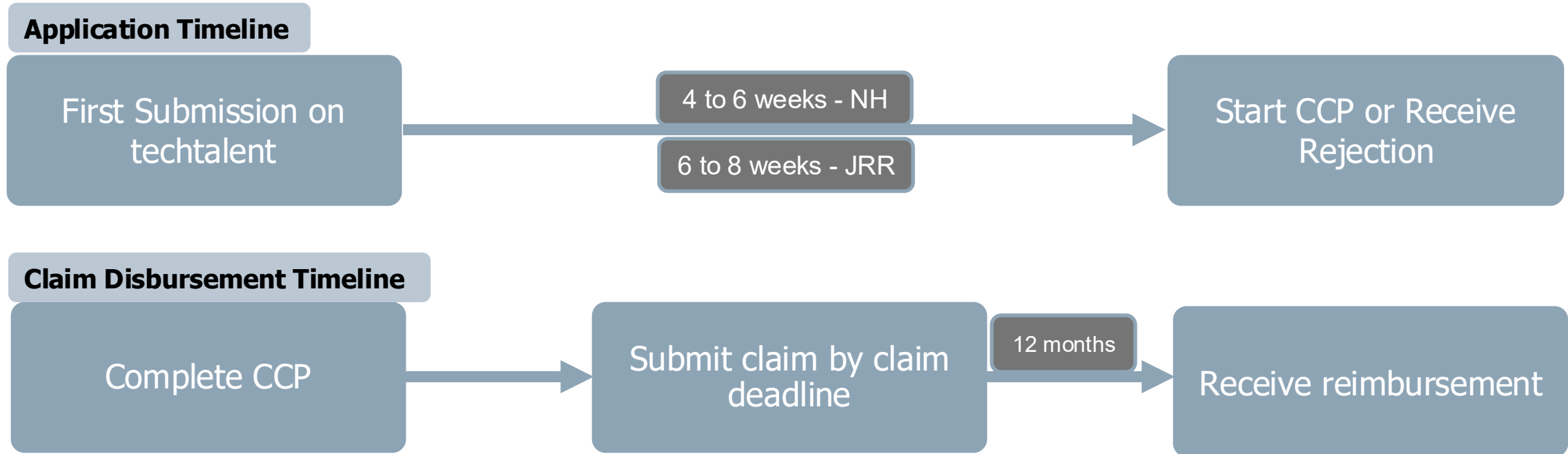
Submit via techtalent.sg		
Type of Employee	New Hire (NH)	Job Redesign & Reskilling (JRR)
Pls note	<ul style="list-style-type: none"> • Claim after full OJT period has ended. • Please note that it will take approximately 12 months for companies to receive the reimbursement from the deadline of claims submission. 	
Documents Required	<ul style="list-style-type: none"> • Company's bank account details • Fully Completed OJT Blueprint (by CCP End Date), Proof of Course Completion may be requested if Classroom/Blended Training (CT/BT) including e-learning are included in the OJT • CPF covering CCP Funding Period • Payslips covering CCP Funding Period - Inform SGTech of calculation and dates of variable salary deduction e.g. NPL, reservist. • Feedback form (Company) • Feedback form (Trainee) 	

IMPORTANT THINGS TO NOTE:

- Company must **retain the proof of work or relevant evidence of activities completed** as outlined in this OJT blueprint **for at least 3 years** from the date of final disbursement to the company under this CCP. Companies must be able to submit the proof of work or relevant evidence upon request, as part of the Terms and Conditions for the CCP. Failure to do so could be considered a breach of the Terms and Conditions.
- Examples of proof of work **include but are not limited to:** Work outputs/ deliverables produced by the trainee (reports, presentations, analyses, designs), digital portfolios of work samples produced by the trainee, photos of CCP trainee at work (with the date and time or time stamp for the photo taken, and location of the event), signed-off Timesheets, attendance record of training, emails or WhatsApp chats as supporting documentations that lead to approval of work or clearance of the draft work.



Estimated Timeline for Companies



The timeline stated above is an estimate. It will vary according to the submission and verification of all required supporting documents.

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Other CCPs Administered by SGTech

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- CCP for ICT Professionals ([Cybersecurity](#))
- CCP for ICT Professionals ([Data and Artificial Intelligence](#))
- CCP for ICT Professionals ([Infrastructure](#))
- CCP for ICT Professionals ([Operations and Support](#))
- CCP for ICT Professionals ([Product Development](#))
- CCP for ICT Professionals ([Sales and Marketing](#))
- CCP for ICT Professionals ([Software and Applications](#))
- CCP for ICT Professionals ([Strategy and Governance](#))

For more info or any other enquiries, contact us at ccp@sgtech.org.sg

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Contact Us

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SGTech's 40th Anniversary Gala with Deputy Prime Minister Heng Swee Keat as our GOH

Latest news



Launch of Singapore's first Digital Trust Centre of Excellence

Industry research



The State of Digital Automation 2023 (with SGTech member Workato)

Tech trends



Smart Nation Chapter Thought Leadership Series



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