



IBCP: Connect2Work

Empowering students to become digitally fluent professionals.





The skills crisis is everywhere

Across the globe, the digital skills gap is disrupting businesses, limiting opportunity, and stalling economic growth.

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The World Economic Forum predicts that **60% of the global workforce will need upskilling** or reskilling by 2025 to keep pace with technology—and millions of workers and **companies are already feeling the strain.**

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Employers everywhere are struggling: Over half say they **can't find people with the digital know-how their businesses demand.**

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The impact is personal and immediate. Workers risk missing out on jobs and promotions. Industries—from healthcare and finance to manufacturing and the creative sector—face **stalled innovation and lost productivity.**

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Technological change is both a challenge and opportunity: by 2025, **automation and AI are expected to displace 85 million jobs but create 97 million new ones**—demanding entirely new skill sets and mindsets.

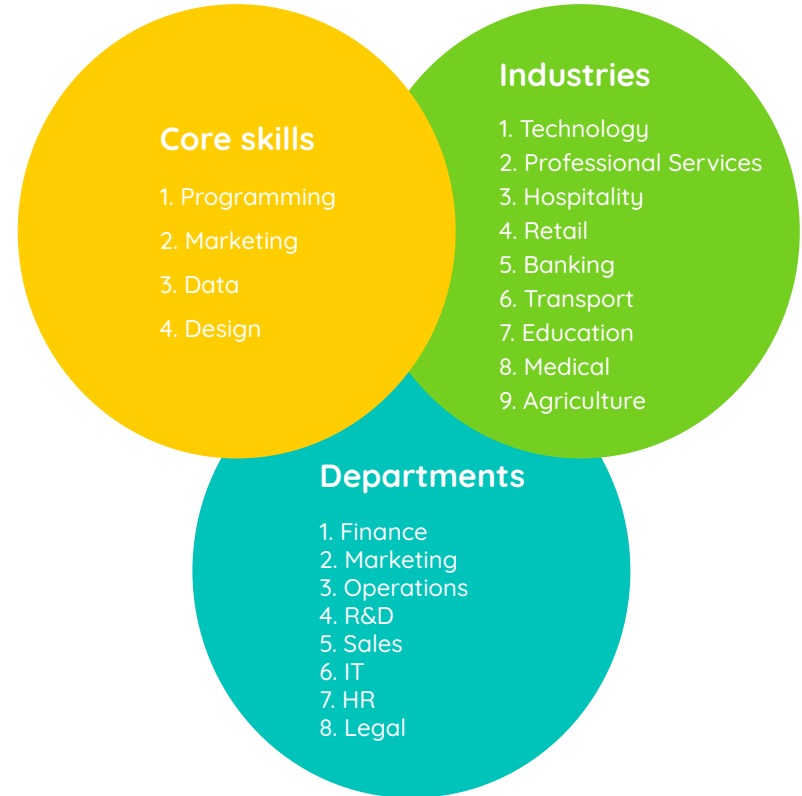
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Skill building is now an essential for tomorrow's workforce

In collaboration with **employers and schools**, BSD has identified **core skill areas** that align with **employers' needs** across industries and across job roles.

These **skills** align with the **IBCP** aim of developing **broad-based skills in authentic and meaningful contexts** as an opportunity for exploration.





Why should you choose connect2work?

BSD's Connect2Work course is a career-related programme

designed to train students in real world, transferable, digital and 21st century skills making them employment and career ready.

It is now, more than ever, crucial to prepare students to enter a digital workplace with a portfolio of technical and soft skills. Not only is almost every industry transforming, digital talent is unable to keep up.



Officially recognized through a **university-accredited** certification, giving students a strong foundation to continue their education or **jump-start their careers with confidence**.

- **Comprehensive, Hands-On Learning:** 390 hours combining 240 hours of expert-led instruction with 150 hours of practical workshops.
- **Master Four High-Demand Skills:** Focused training in Programming, Design, Data, and Digital Marketing.
- **Global Accreditation & College Credit:** Developed with Switzerland's SUMAS, this accredited program offers rigorous assessment and the unique benefit of transferable college credits upon completion.

UCAS



ofqual

Find out more about [UCAS](#), [TQUK](#) and [ofqual](#)



Program Units (Based on a typical 2 year duration of study)

Year 1

Year 2

Hours	Type	Unit	Hours	Type	Unit
40	Taught	Unit 1: Principles of Digital Technologies in the Workplace	40	Taught	Unit 6: The Digital Supply Chain in E-commerce
40	Taught	Unit 2: Fundamentals of Digital User Experience and User Interaction Design	40	Taught	Unit 7: Developing Leadership, Coaching and Personal Branding Skills in the Digital Workplace
40	Applied	Unit 3: Digital User Experience and User Interaction Design in Practice	40	Taught	Unit 8: Accessing and Using Digital Data in an Organisation
40	Taught	Unit 4: Knowledge and Skills in Programming and Web Design Fundamentals	70	Applied	Unit 9: Developing a Project or Business Plan
40	Applied	Unit 5: Digital Marketing Skills for Business			

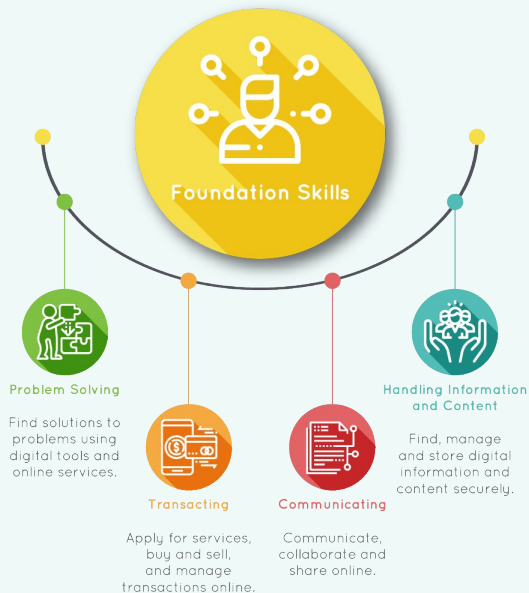


How we do it

The programme can be taught in a blended or full online mode.

- Connect2Work can be taught in person and virtually.
- Students study alongside technical and commercial business teams in companies.
- The course combines external client company assignments with real businesses.

Students will study alongside real commercial teams from Hong Kong's top growing and established companies.



Foundation Program

Unit length: 6 hours/unit

The foundation program will allow students to cover key digital skills across 6 lessons.

Students will be introduced to the world of technology in professional environments and experience key tools that are used regularly in businesses.

In addition, students will begin to understand what the key soft skills required to function within a professional environment are.

Technical Skills:

Google Suite, Payment Gateways, Domains and Hosting (theory), Emails, Servers

Soft Skills:

Communication, Problem Solving, Presentation, Teamwork



Design Units

Unit length: 6 hours/unit

Students will finesse their creativity by using design to deliver the messaging and communication of a business.

The unit will cover some of the most sought after skills, such as infographics and typography that are immediately usable in the world around them.

Technical Skills:

Image editing, Typography, Iconography, Infographics

Soft Skills:

Research, Communication, Critical observation, Problem solving, Design Thinking



Programming Units

Unit length: 6 hours/unit

Students will discover programming via the context of business cases, solving professional challenges through the deployment of websites and online tools. Students will enhance their ability to solve complex issues by learning to work using an AGILE methodology to research and test solutions.

Technical Skills:

Functions, Loops, Conditionals, HTML, CSS, JavaScript

Soft Skills:

Problem Solving, Computational Thinking, Adaptability, Research



Digital Marketing Units

Unit length: 6 hours/unit

Digital Marketing will cover the landscape of social media, email marketing and search engine marketing.

Facebook and Google are at the heart of every business's marketing. Students will explore and learn the fundamentals of running online marketing campaigns, develop personas and think like a targeted audience/customer.

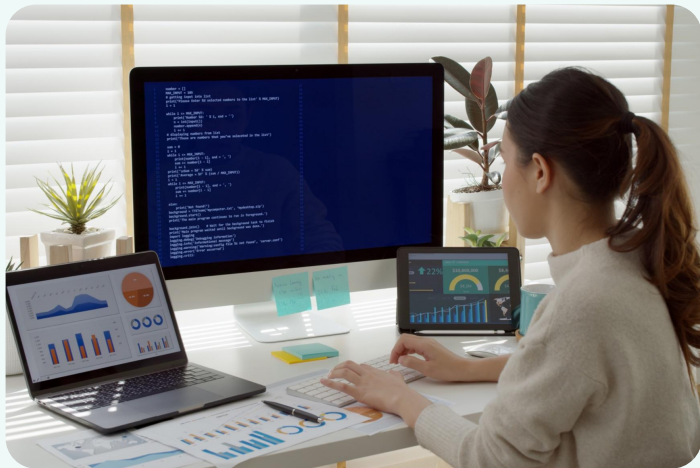
Students will learn the basics of how online platforms make money in marketing and how they can help businesses setup on these platforms.

Technical Skills:

Facebook Marketing, Search Engine Marketing, Advertising on online platforms

Soft Skills:

Communication, Research, Critical Thinking, Presentation



Data Units

Unit length: 6 hours/unit

Data is at the center of every digital product we see today. The Data units cover the understanding of how data is collected in the technology that is intrinsic to every aspect of our day to day life.

Students will learn how data works and what terms like Big Data mean. Project work will give students hands on experience of organizing, analyzing, visualizing and applying data.

Students will interact with real data using datasets accessed through APIs and enhance their collaboration skills by connecting to their classmates' data.

Technical Skills:

Google Analytics, JSON, JavaScript, APIs

Soft Skills:

Problem solving, Critical observation, Communication, Teamwork



Who is the program for?

Connect2Work is ideal for students who:

Career explorers

Want to explore a variety of career paths through various industries.



Skill builders

Are motivated to build a portfolio of transferable, future-ready skills.



Qualification seekers

Seek university-accredited, globally recognized qualifications.



Adaptable professionals

Aim to be adaptable, resilient, and empathetic professionals.





Hear from our students

Hear from Ann-Marie Whiley and Tommaso Mauriello, two of our connect2work students on how remote learning has better prepared them for their future careers.

Connect2Work is our IBCP program that helps students build digital skills with a business & entrepreneurial focus. Throughout the program, both Ann-Marie and Tommaso explored different areas of technology and digital skills learning and enjoyed the real-world application of their interests and passions.

Whether it's sound design engineering, UX/UI, or graphic design, they now feel more prepared for what's ahead!

[Testimonial video](#)





For more information

Book a 15-mins call



Chris Geary

Co-Founder & CEO
BSD Education

www.bsd.education



Thank you!

We empower students to become digitally fluent professionals.