

Diploma in Digital Business

(N/345/4/1172) 01/26 (MQA/PSA14239)



This two-year diploma programme offers a variety of essential knowledge and skills in digital business through inquiry and exploration of new business models and opportunities in the digital era. This program also equips students with skills in shifting digital business transformation strategies, leading digital innovations, analysing valuable data for decision making, understanding the concept of how digital business transformation adapt with artificial intelligence, enhancing business analytics for digital business, engaging customers through digital marketing and experiencing in developing digital business practices.

Upon completion of the programme, students can opt to further study in a related undergraduate programme offered by Faculty of Business and Faculty of Management in MMU, except for Bachelor of Financial Engineering (Hons).

Career Prospects: Digital Business Entrepreneur, Social Media Marketer, Digital Business Consultant

Programme Structure

Trimester 1	Trimester 2	Trimester 3
<ul style="list-style-type: none"> • Business Mathematics • Fundamentals of Business • Microeconomics • Financial Accounting • Business Management • English 	<ul style="list-style-type: none"> • Statistics and Probability • Principles of Marketing • Macroeconomics • Computer Applications • Business finance • U1 	<ul style="list-style-type: none"> • Introduction to information Systems • Technopreneurship • U2
Trimester 4	Trimester 5	Trimester 6
<ul style="list-style-type: none"> • Business Systems Development • Business Law • E-Commerce • Introduction to Digital & Social Media Marketing • Web Design • Digital Business Venture & Strategy • U3 	<ul style="list-style-type: none"> • Management Accounting • Web Development & Application • Digital Logistics & Supply Chain Management • Innovation & Design Thinking • Business Communication in the Digital Age • U4 • Elective 1 	<ul style="list-style-type: none"> • Digital Business Project • Elective 2

Elective subjects

Two (2) subjects should be taken from the following:

- Introduction to Financial Technologies
- Resource Planning Systems
- Business Analytics

University subjects

- U1 – Pengajian Malaysia 2 (Local)/ Bahasa Melayu Komunikasi 1 (International)
- U2 – Basic Academic Writing/ Grooming and Professional Etiquette/ Bahasa Kebangsaan A
- U3 – Introduction to Cultural Practices in Malaysia/ Fundamental of Islamic Leadership in Malaysia/ Family and Society in Malaysia
- U4 – Personal Social Responsibility

Entry Requirement

- Pass SPM/O-Level or its equivalent with a minimum of Credit in at least three (3) subjects, and at least a Pass in Mathematics and English; OR
- Pass STPM or its equivalent with a minimum of Grade C (GP 2.00) in any subject AND a Pass in Mathematics and English at SPM Level or its equivalent; OR
- Pass STAM with a minimum Grade of Maqbul (Pass) AND a Pass in Mathematics and English at SPM Level or its equivalent; OR
- Pass UEC with a minimum of Grade B in at least three (3) subjects and at least a Pass in Mathematics and English; OR
- Pass SKM Level 3 in a related field AND Pass SPM with a minimum of 1 Credit in any subject; OR
- Any qualifications equivalent to Certificate (Level 3, MQF).

FEE

Local: RM21,900

International: RM25,000