

MICRO-CREDENTIALS at Multimedia University

...a pathway towards obtaining
a postgraduate degree



| NO. | MBA SUBJECT | MICRO-CREDENTIAL | SYNOPSIS |
|-----|----------------------|----------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Marketing management | Customer Relationship Marketing and Service Excellence | This micro-credential is aimed to provide competencies on value offerings in marketing whilst allowing participants to understand the stark contrast between marketing and selling and its role in value creation and offerings, underlined by dynamic marketplace. Along the same notion, environmental analysis will be undertaken ranging from external factors that influence marketing activities such as general environment (PESTLE), industry environment and competitors followed by internal environment analysis which touches VRIO framework and financial analysis towards understanding environmental forces and the prevailing outcomes that shapes marketing activities. This will be further synthesized in consumer behaviour by including buyer's decision process and the intricacies of business buyers' profile towards deciphering post-purchase behaviour and shall conclude with methods to identify attractive market segment via generational cohorts and targeting strategy. |
| | | Building The Perfect Marketing Mix for Your Business | This micro-credential will help you understand the marketing mix and the skills required to execute effective marketing strategies. By working through the elements of your business' individual marketing mix, you will be able to build a plan that successfully reaches out to customers, allows sales and develops your business. Executives and managers who would like to secure opportunities through 'know how' marketing, should sign up for this micro-credential. It would enable them to make sound marketing decisions, particularly concerning products, promotions, prices and places, given the unpredictable and competitive marketing climate that exists today. |
| | | Sustainable Marketing as a Business Strategy | Increased understanding of major environmental destruction, loss of natural systems and resources, along with culture, national and global social disparities, has centred on sustainable business practises. In this micro-credential, you will be introduced to the practise of sustainable business marketing, how it builds on conventional marketing approaches and how it can be applied directly to environmental and social initiatives as well as goods and services. You can also learn how a company can create a successful sustainability marketing plan. At the end of the course, you will not only have your fully defined sustainability plan for sustainable change, but will also be equipped with relevant resources and insights into driving success and creativity through a cohesive sustainability strategy. |
| 2 | Strategic Management | Strategic Management Essentials | Understand the fundamentals of Strategic Management that are essential for leaders and decision makers through this micro-credential. You will get a clearer picture of the fundamental terms applicable in business strategy and gain deeper insights into the vision and mission statement needed to support crucial decisions as a successful leader. You will be exposed to the Business Model Canvas, one of the best strategic management tools to communicate a business idea coherently. This micro-credential will help you to learn SWOT and PEST analysis along with internal and external audit. Internal factor evaluation and external factor evaluation matrices will also be taught. These fundamental tools and approaches will encourage motivational change at all levels in achieving remarkable results. |
| | | Formulating Effective Strategy for Competitive Advantage | Discover how to formulate effective strategies for competitive advantage during uncertainty through this micro-credential. You will be exposed to the different types of strategies and how they are generated and selected using relevant matrices. You will acquire the skills to use these tools to understand the root causes of issues and identify how these could be resolved. You will learn Porter's generic strategies as well as understand why social responsibility and environmental sustainability is essential in strategic planning. This micro-credential will help enhance your leadership skills especially while making strategic decisions. It will inspire and empower individuals to deliver a competitive performance with excellent results. |
| | | Strategic Excellence from Execution to Monitoring | Discover how to implement and evaluate formulated strategies effectively through this micro-credential. It prepares leaders and practising professionals in organizations to engage in systemic execution up to monitoring. You will learn about global business, culture and the challenges faced by organizations. You will be exposed to strategic marketing issues that are important for strategic implementation, conflict resolution, strategic evaluation and challenges. This micro-credential will help you understand the importance of various functions involved in strategic implementation. |

MMU Micro-credentials

Credit bearing Micro-credential from MBA Programme

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| 3 | Entre-preneurship | Embracing a Brave New World, Entrepreneurship DNA & New Venture Ideation | Be prepared with essential entrepreneurship skills and knowledge in the new era of disruptive innovation. What does it take for you to embrace a brave new world of entrepreneurship which sits between opportunity recognition and exploitation? This micro-credential is designed to introduce you to the essential skills and knowledge required to understand the ways to identify business opportunities by understanding the fundamental of the value proposition and learning the techniques to generate exceptional business venture ideas. You will explore the way your business idea grows from the initial stage of solving problem initiative to the ready-to-commercialize stage and you will learn proven ways for identifying the opportunity and generating business ideas creatively. By the end of this course, you will understand the way the business idea evolves. |
| | | Mastering the Marketplace: Entrepreneurial Action & New Venture Strategies | Master the marketplace with a fresh and creative approach through this micro-credential designed to introduce you to the essential skills and knowledge required to take charge of your entrepreneurship action through the understanding of the nature of the business model and how to design ones that fit your value proposition. Discover strategies that should be in place in managing your new entrepreneurship venture. You will also explore the way you can create your entrepreneurship foundation, chart your entrepreneurial action and prepare for your entrepreneurship progression. By the end of this micro-credential, you will understand the way you can master your entrepreneurship path by linking it to the marketplace. |
| | | Ensuring Market Triumph: Market Validation & Generating Traction | Starting up a new business venture is both a risky and possibly highly rewarding endeavour. It could be an indulgent venture of pursuing a personal dream and vision. It could also be an erroneous or misguided folly. How can we minimise the risks and possible pains? What can we do towards ensuring the accuracy of the decisions taken and optimize the potential for success? This micro-credential gives you insights to the importance of validating your business ideas and how to generate business traction. Learn how to plan and use various techniques that enable you to answer key questions such as; How many customers can you sell to in your segment? What kind of revenues can you forecast in year one, two and three? Does this represent a healthy business to pursue, or do you need to pivot? Entrepreneurship is a path that can lead you to becoming one of the world's iconic leaders but the path is also abound with challenges and risks. This micro-credential will equip you with strategic knowledge that can steer you to success. |
| | | Pitching for Success: Design & Deliver Impactful Pitching | Entrepreneurs, business owners, sales executives, and marketing managers often make a lot of effort in showing how fantastic their new business idea or products as well as services are. They present and argue for the potentials, viability and value of their business only to get rejected. Why does this happen? Studies have shown that the success or failure in convincing others in believing in your idea, product or service proposition lies in how you convey the information. In other words, it is whether you simply presented your idea or whether you pitched it? This micro-credential gives you the crucial understanding on what is "pitching", the anatomy of a killer pitch deck and how to deliver an impactful elevator pitch. Pitching is a crucial skill not only for entrepreneurs but also for driven executives. |
| 4 | Business Data Analytics | Artificial Intelligence in Business | This micro-credential introduces various data mining concepts and methods, and popular data mining process. You will be able to differentiate various types of analytical methods to solve business problems and have a hands-on experience using data analytics software. |
| | | Business Analytics for Strategic Decisions | This micro-credential explains how business data analytics can be leveraged for strategic decisions. It covers topics such as overview of business intelligence, analytics and data science, and explains descriptive, predictive and prescriptive analytics. It also provides hands on experience using data analytics software. Sign up for this micro-credential to grasp the understandings of fundamentals of business data analytics. |
| | | Data Driven Decision Making to Drive Results | This micro-credential introduces various big data analytics, such as text analytics and text mining, and web/social analytics. You will gain understanding of the fundamentals of big data analytics and how organizations can leverage them for competitive advantage. |

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| 5 | Accounting for Managers | Financial Reporting Essentials | This micro-credential is especially relevant to individuals who would like to develop their financial acumen to make informed business decisions. Enrol in this micro-credential and you will gain the required knowledge and fundamental skills of financial reporting. The skills range from preparation to the analysis of the financial statements. You will be guided on how to become a better manager by learning how to apply the principles of financial accounting critical in managerial decisions. The knowledge gained from this micro-credential is vital for your career. |
| | | Financial Decision Making for Operational Effectiveness | This micro-credential focuses on the individual's ability to contribute to strategy development and implementation. It highlights the management accounting tools and techniques for various decision making required for the day to day operations as well as long term planning. Additionally, you will gain an understanding of value drivers, cost drivers and the reconfiguring of value chains with the aim of creating customer and shareholder value, and a strong competitive position for the organisation. |
| | | Budgeting and Performance Management | This micro-credential focuses on the role of performance measurement and control systems in value creation, strategy implementation and monitoring performance to improve strategies. Every manager should understand the importance of determining performance measurement and setting performance targets. Managers must be able to identify, evaluate and implement strategies that would lead to improvements in business performance. This micro-credential will introduce the concepts and tools that can help to develop the organization's value. |
| 6 | Human Resource Management | Talent Acquisition Strategies for an Agile Workforce | In the age of the Fourth Industrial Revolution, organizations should be able to hire talents that are flexible and adapt themselves to the demands of changing technology. This micro-credential introduces human resource management, and explores talent acquisition strategies for an agile workforce. It describes the general function of human resource management in an organization, followed by discussion on job analysis, and human resource planning. Best practices for recruitment and selection to acquire an agile workforce will be highlighted in this micro-credential. |
| | | Developing, Motivating and Engaging Talents | This micro-credential focuses on the concepts and best practices for training and development, as well as career management, performance management, compensation management, and safety and health of talents. Learn how organizations develop, motivate and engage talents in the era of the Fourth Industrial Revolution. |
| | | Strategic Talent Management for Innovation and Business Sustainability | In today's business environment laden with rapid technological advancements and various other challenges, which are often times unforeseen, organizations must rely on its ability to stay agile and effectively sustain itself. Hence, one's talent pool must be strategically managed towards this goal. This micro-credential discusses the concept of strategic human resource management in the context of the VUCA world, i.e. volatile, uncertain, complex and ambiguous. It then introduces the framework for and best practice examples of strategic talent management for business agility and sustainability. Further, to bring it closer to home, the micro-credential describes the general talent management practices in Malaysia in terms of employment laws and industrial and employee relations. A global perspective to strategic human resource management is also added by discussing talent management practices of organizations operating beyond their national borders. |

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| 7 | Cyberlaw | Cyberspace - You and The Law | The fulcrum of the world is the Internet. It is indisputable. It is inevitable. It is reality. Its significance has become more prominent than ever with the CoVid19 pandemic. As activities increase, so do legal rights, responsibilities and liabilities. Cyberspace is not a wilderness, where anything goes. This micro credential will take you on a journey of knowledge and awareness. It covers basic and essential cyberlaw issues. It will enhance your knowledge and hone your skills when carrying out your activities in cyberspace, be it on a professional basis, such as communication and commercial transactions or on a personal basis such as activities on the social media. You will learn concepts and case studies, with lessons derived from real life experiences that has attracted the application of law. You will be able to apply your knowledge to challenges both at work and in your personal life. Cyberlaw is fundamental. |
| | | Intellectual Property in Cyberspace | File-sharing. Downloading materials from the Internet and saving them on your computer. Using graphics and images to enhance your presentations, decorate your blog, adding oomph to your messages. Creating your own website to promote your business and using a domain name to attract customers. Are you able to do all this without any legal implications? Take this micro credential and find out. It will be a journey that has some surprises for you and will definitely change your conceptions of intellectual property especially in the realm of the not so mystical realm of cyberspace. You will the rights and wrongs of the Internet. You will not only acquire knowledge of what your rights are, but you will also be aware of any potential liabilities that you may incur, inadvertently of otherwise. You will learn concepts and interesting case studies, with lessons derived from real life experiences that has attracted the application of law. You will be able to apply your knowledge to challenges both at work and in your personal life. Cyberlaw is essential. |
| | | Privacy and Personal Data Protection | There is no denying that the Internet has brought great changes to our lives. Activities are carried out through the Internet at an increasing rate. Ordering food, booking transport, paying bills are just the tip of the iceberg. However, when carrying out these activities, you need to supply information that is very personal to you such as address, identity card number, mobile number and so on. Naturally, a Netizen would be very concerned about the security of his personal data that now lies vulnerable in the open space called cyberspace. Such data could be exploited and transmitted without his consent to third parties. The possibility of financial and even mental or physical harm is very real. This dilemma and inter related risks raise grave concerns in these challenging times. Protecting personal data under working-from-home arrangements is one such area of concern. This micro credential aims to highlight key legal provisions of national laws and international laws on privacy and personal data. You will acquire knowledge on issues relating to data, your rights and responsibilities and all relevant issues relating to personal data protection. Privacy will have more than the ordinary meaning to you after undergoing this micro credential. Real life case studies will be explored and you will learn the realistic application of privacy and personal data protection breaches. An essential micro credential. |
| 8 | Change Management | Strategic Change Management | This micro-credential provides the knowledge for managing change in an organization, including understanding the stories of change, forces of change, diagnostic approach and the importance of vision. It will review case studies and support you in diagnosing change in the context of the current volatile business environment. |
| | | Value Creation Through Organizational Change | This micro-credential provides the groundwork for managing change in an organization, including the implementation, use of effective communication strategies and the challenge of resistance to change. You will learn how organizations adapt themselves to meet challenges of a volatile, uncertain, changeable and ambiguous business world to maintain their competitiveness. |
| | | Effective Change Management Approaches | This micro-credential provides the knowledge on various effective approaches in managing change including the sustainability of effective change management. It will support you in developing the skills and perspectives needed in today's dynamic and hyper-competitive business world. |



For more information, contact us at
LIFELONG EDUCATION DEPARTMENT
CENTRE FOR LIFELONG EDUCATION
AND LEARNING INNOVATION (LEARN)

Tel: 03-8312 5509

Email: lle@mmu.edu.my

Mobile: +6013 6379836

THANK YOU

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