

DIPLOMA IN **DIGITAL ENTREPRENEURSHIP**

KPT (N/345/4/1173) MQA (PA11681)

The Digital Entrepreneurship programme aims to equip the next generation of digital entrepreneurs with the fundamentals of management and entrepreneurial practices. The programme is also in line with the latest emphasis on the digital economy by the federal and state government, allowing it to keep up with the latest trends and support the mission of preparing students for success in the digital economy.

DURATION OF STUDY

2 years 3 months (27 months)

MODE OF STUDY

Full Time

ACADEMIC PATHWAY

Progress to an undergraduate degree in various fields related to digital entrepreneurship or seek a career as a:

- Entrepreneur
- Information Management
- Management and Administration
- Sales and Marketing
- Business Development
- Education Industry
- Social media
- Customer service and management
- Visual Merchandising

ENTRY REQUIREMENTS

1. A pass in SPM with at least THREE (3) credits in any subject and pass in the following subjects:

- Mathematics and English

OR

2. A pass in Sijil Tinggi Persekolahan Malaysia (STPM), with a minimum Grade C (GP 2.0) in any subject or any equivalent qualification;

OR

3. A pass in SKM Level 3 in a related field;

OR

4. Any qualifications equivalent to Certificate (Level 3, MQF) and recognized by the Malaysian government.



Year 1

- Entrepreneurship
- Business Communication and Presentation Skills
- Fundamentals of Digital Entrepreneurship
- Fundamentals of Management
- Fundamentals of Information Technology
- Small Business Management
- Fundamentals of Marketing
- Entrepreneurial Finance
- E-Commerce
- Human Resource Management
- Penghayatan Etika & Peradaban
- Communicative English (For students with credit in SPM BM)
- Bahasa Kebangsaan A (For students without credit in SPM BM)
- Etika dan Amalan Moral

Year 2

- Digital Advertising
- Business Ethics
- Business Statistics
- Creativity and Innovation in Entrepreneurship
- Organisational Behaviour
- Keterlibatan Komuniti
- Business Plan
- Law for E-Commerce
- The Digital Economy
- Supply Chain Management
- Managing Customer Relationship
- Digital Ethics
- Principles of Project Management
- Risk Management for Digital Business

Year 3

- Industrial Training