



PROGRAMME SPECIFICATIONS

PROFESSIONAL DIPLOMA
in
DIGITAL BUSINESS

ACADEMIC DIRECTOR:

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LABEYLA ACADEMY

(Managed by Labeyla Legacy Sdn. Bhd.)

A MEMBER OF KLIEC BERHAD

THIS PROGRAMME IS ACCREDITED BY:

LONDON EXAMINATIONS BOARD LIMITED

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- 7.2 Digital Business Model and Building a Model
- 7.3 Entrepreneurial Financial Management
- 7.4 Strategic Planning & Business Structure
- 7.5 Digital Marketing & E-Commerce
- 7.6 Website Content Management

BASIC COURSE DATA

Originating Institution(s):	London Examinations Board
Programme Title(s):	Professional Diploma in Digital Business
Quality Assurance Management:	Kuala Lumpur International Education Consortium
Intake Platform:	C-CEPS UTMSPACE Services Sdn Bhd, Malaysia
Delivery Institution:	Labeyla Academy (managed by Labeyla Legacy Sdn. Bhd)
Awards to be conferred:	Professional Diploma in Digital Business; and Professional Certificate in Digital Business
Awarding Body:	London Examinations Board
Mode/Study Pattern:	Blended
Language:	(i) English or (ii) Bahasa Melayu
Duration for completion:	12 months (maximum)
Start Date:	July 2022
Proposed Annual Intake:	10 Intakes per Year

1. INTRODUCTION

Business environments today are very connected. The advancement of internet technology significantly contributes to the emergence of the digital economy. Market demands trends on various products and services, call for the creation of new innovations and opportunities associated with the technological applications.

The new norms of working culture after the pandemic have catalysed the creation of a more digital business model, business digitalisation and digital entrepreneurs. This scenario created demands for digitalization solutions and a digital workforce, however, structuring or restructuring a business towards digitalization provides some challenges in technology and knowledge acquisition to some businesses and entrepreneurs.

This Professional Diploma in Digital Business programme is developed to address the challenge of structuring digitalization efforts and digital start-ups.

This programme is designed based on industrial and academic case studies and designed by Labeyla Academy.

1.1 Programme Aims

This programme aims to provide knowledge and experience in basic digitalization management associated with exploiting available technologies in deploying products and services in the digital economy environment, that are applicable to business organizations and individuals.

Targeted course participants include but are not limited to the following categories:

- Digital Entrepreneur Start-up.
- A business owner who intends to transform their business model through the digitalization process.
- Individuals who have business ideas and are interested in matching the idea with business digitalization or digital entrepreneurship process.
- Government agencies and regulators researching on latest industry trends in digitalization post-pandemic.

1.2 Programme Learning Outcomes

At the end of the program, the students will be able to:

- Understand the fundamentals of business digitalization and digital entrepreneurship.
- Strategically design a viable digital business model and deploy it in a timely manner.
- Manage the resources associated with digital technology in the business model.
- Strategically manage market data and make decisions on the placement of digital business models.
- Gain the required skill to operate digital business tools.

2. PROGRAMME & CURRICULUM STRUCTURE

2.1 Structure

The Level 4 Professional Diploma in Digital Entrepreneur accrues 60 Credits. The course will be conducted primarily as a blended programme combining face-to-face seminars and self-instructional learning. Students need to submit a final project. The final exam is in the form of a Viva presentation.

To further facilitate the students, the program duration will be divided into three parts:

Part 1: 6 Core Units [36 Credits]

Face-to-face seminar and self-instructional learning of 360 hours

- Digital Entrepreneurship Fundamentals (6 Credits)
- Digital Business Model and Building a Model (6 Credits)
- Entrepreneurial Financial Management (6 Credits)
- Strategic Planning & Business Structure (6 Credits)
- Digital Marketing & E-Commerce (6 Credits)
- Website Content Management (6 Credits)

Part 2: Final Project [12 Credits]

Final Project – Compulsory to Pass

- Final Project (12 Credits)

Part 3: Viva Examination [12 Credits]

Oral Exam or Thesis – Compulsory to Pass

- Viva Examination (12 Credits)
- London Innovation and Strategy Award (LISA) will be granted for students having a minimum of 10 years business experience and pass this Exam.

2.2 Overview of the Programme Structure

- (a) There are 6 Core units of 6 credits each.
- (b) A Final Project carries 12 credits.
- (c) A Final Examination carries 12 credits.
- (d) To complete the programme and gain the Professional Diploma award, students must also successfully complete all the coursework and project and earn a total of 60 credits.
- (e) Students are required to complete their Professional Diploma in a maximum of 12 months from the time of enrolment as a student.

2.3 Standard Delivery Mode

Blended Learning Mode – Each taught unit will have a total of no less than 6 hours of face-to-face lectures. Online and offline access to the Lecturer and Supervisor is available.

The Student Learning Time for the 36-credit core unit delivery:

Unit	Face-to-face (hour)	Self- Instructional learning (hour)	Total (hour)
Digital Entrepreneurship Fundamentals	6	54	60
Digital Business Model and Building a Model	6	54	60
Entrepreneurial Financial Management	6	54	60
Strategic Planning & Business Structure	6	54	60
Digital Marketing & E- Commerce	6	54	60
Website Content Management	6	54	60
Total	36	324	360

2.4 Alternative Delivery Mode

Professional Diploma by Research – Students need to submit a 5,000-word thesis to earn 48 credits, in lieu of the Part 1 and 2 of this programme. The thesis must be supervised by an approved Supervisor. The Academic Director shall be able to mark the thesis prior to the Viva Examination.

3. ADMISSION CRITERIA FOR ENTRY

An applicant may be admitted on the basis of evidence to suggest that he/she will be able to fulfil and benefit from the objectives of the programme and achieve the standard required for the award.

3.1 Summary of Entry Requirements

This programme is offered in 4 levels with the entry requirements as follows:

Professional Diploma Level 4

- (a) Level 3 certificate holders in any field of study; or
- (b) Applicants 21 years old and above without any academic qualification or work experience.

Professional Certificate Level 3

- (a) Level 2 certificate holders in any field of study; or
- (b) Applicants 19 years old and above without any academic qualification or work experience.

Professional Certificate Level 2

- (a) Level 1 certificate holders in any field of study; or
- (b) Applicants 17 years old and above without any academic qualification or work experience.

Professional Certificate Level 1

- (a) Applicants below 17 years old without any academic qualification or work experience.

Applicants must Demonstrate English Language and Bahasa Melayu proficiency in order to participate in the programme taught in both English and Bahasa Melayu.

3.2 Advanced Standing / Exemptions / Credits Transfer (APL)

Consideration for the above for students admitted onto the programme may be considered either at the beginning of a programme, or beyond the beginning of a programme, through an assessment of that student's prior learning, whether certificated or un-certificated. The process for making such a decision is known as the Accreditation of Prior Learning (APL) is a matter of academic judgment exercised by the appointed panel considering applications and approvals of APL.

Where cohorts of students are to be admitted with advanced standing on a regular basis, the arrangement should be subject to an Academic Progression Agreement.

4. TEACHING AND LEARNING STRATEGIES

Central to the philosophy of the programme is the desire to produce independent and thinking students who can use their theoretical knowledge creatively in a variety of contexts, bringing to bear initiative, and application of knowledge and skills acquired through their learning and development.

4.1 Approach

Student-centred learning will be strongly encouraged and developed. Action Learning, Cooperative Learning, and Problem-Based Learning will be infused into the teaching-learning strategies.

Online Learning, case analysis and self-directed learning resources will be available to support the delivery and attainment of the intended learning outcomes.

The programme will, therefore, “progress significantly beyond the delivery of subject knowledge” and will incorporate knowledge and learning, discourse and informed dialogue, and self-development. It should be noted that the focus will be on facilitating learning rather than teaching and, in this respect, the strategy is designed to facilitate the “deep learning” attributed to a more active participation and self-exploration and discovery of knowledge by students.

5. ASSESSMENT STRATEGY

5.1 The Assessment Aims

The aim of the assessment strategy is to identify formal practices and procedures for assessing and appraising the performance of the students to enable judgments and decisions to be reached concerning

- (a) The progression of students through the programme;
- (b) How well students have met the programme learning outcomes through the combination of the individual unit learning outcomes;
- (c) The provision of feedback information to students concerning their performance and how they adhered to the generic assessment criteria and the unit-specific assessment criteria;
- (d) The award of credits for individual units;
- (e) The granting of the Professional Diploma award; and
- (f) The granting of Professional Certificate awards should the student fail to complete the programme but successfully completes specific elements.

The underpinning principles which drive the assessment strategies adopted for this programme are the profile of the target students and the programme itself (its philosophy and associated learning outcomes).

The section below summarises the varied assessment tasks or instruments which will be employed in assessing the different programme learning outcomes.

- Final Project in the form of PowerPoint Presentation Slides or any other form as approved by KLIEC; and
- Final Examination in the form of Viva either individually or in a group.

5.2 Class Participation and Workshop Assessment

Class participation and hands-on workshops may be included in the assessment of the programme. Workshops and classroom participation or contribution is an assessment strategy used to (i) encourage students to demonstrate their understanding; (ii) to participate in class discussion; and (iii) to motivate students to do the background reading and preparation for a class session. The assessment of hands-on workshops and their participation in a classroom encourages put into practice what they have learned and rewards the development of oral skills, and group skills such as interacting and cooperating with peers and a tutor. Classroom participation also encompasses active learning in a lab, studio, tutorial, team or group, online (e.g., in portfolios and Learning Management Systems) or in role-plays and simulations.

5.3 Case Studies

Selected case studies may be incorporated into the assessment of units.

5.4 Simulation

Often students will be assessed via scenario and simulation types of tasks related to the intended learning outcomes.

5.5 General Assessment Criteria for the Diploma

Each unit in the programme has specific learning outcomes. There are however some general criteria that will be applied. In assessing a student's work, the following factors will be used for guidance:

- (a) An effectively organised and directed response to the question posed;
- (b) An appropriate range of relevant material applied to the work environment;
- (c) The ability to evaluate critically all arguments;

- (d) The ability to justify in a coherent manner points identified and conclusions reached;
- (e) An acceptable standard of literacy;
- (f) Adherence to any specified word length; and
- (g) Compliance with instructions.

5.6 Generic Assessment Criteria

To provide feedback to students, the following grading scale will be used for all assessed elements.

Distinction: 70% or over

An outstanding piece of work incorporating and integrating both original and secondary sources with a high standard of presentation. The work addresses the brief as set in full. A creative response demonstrating a thorough understanding, analysis and judgment of the central issues. There is extensive coverage balanced with careful selection and organisation of material.

Merit: Between 60% and 69%

A good response to the assignment, well-structured and presented incorporating relevant information. The work addresses the brief as set in full. In-depth understanding of salient issues and evidence of wide reading. Extensive analytical coverage with confident and balanced selection and organisation of material. May however lack synergy in places with some important ideas not being fully explored.

Pass: Between 50% and 59%

An acceptable answer that covers the majority of the key issues but may not be sufficiently complete to develop a full understanding of the situation. The brief has been addressed, although some area might not be as fully developed as others. Consideration of the academic underpinning and practical application of material may be limited, perhaps providing only partial consideration of the issues. The analysis is generally adequate but may be overly descriptive in places, lacking critical analysis and displaying limited evidence of the application of wider reading.

Fail: Less than 50%

Work contains errors, omissions or poorly expressed ideas; in some cases, these omissions may be fundamental. The assessment brief is not addressed to a material extent, either as a whole or in significant dimensions. Lacks an adequate theoretical and conceptual base thereby failing to identify the key issues and possibly demonstrating a basic misunderstanding of the brief. The structure is not always clear possibly due to the student's own lack of understanding. There is no clear line

of argument, with passages not being adequately linked and explained. There is little or no evidence of wider reading.

6. ACADEMIC REGULATIONS

The programme will be governed by the following regulations stipulated in this programme hand book.

6.1 Requirements for the Professional Diploma

Students should have completed and successfully passed both Part 1, Part 2 and Part 3 with a total of sixty (60) Credits.

6.2 Grades, Graded Point Average and Final Award Classifications

The Table below sets out the classification bands will apply:

Marks	LEB GPA	LEB Grade	LEB Classification
85 - 100	4.00	A+	HIGH DISTINCTION
70 - 84	3.75	A	DISTINCTION
65 - 69	3.50	B+	HIGH MERIT
60 - 64	3.00	B	MERIT
55 - 59	2.50	C+	HIGH PASS
50 - 54	2.00	C	PASS
45 - 49	1.75	D	MARGINAL FAIL
35 - 44	1.50	E	FAIL
0 - 34	1.00	F	HIGH FAIL

6.3 Professional Diploma with Distinction

The Professional Diploma with Distinction may be awarded to candidates of exceptional merit. In order for the Board of Examiners to consider making the award, a candidate will be required to:

- (a) Pass all the units of the Professional Diploma stage at the first attempt; and
- (b) Achieve an overall aggregate unit mark of 70% or above.

6.4 Resits

The Board of Examiners may, at its discretion, permit students who fail in a unit to make good that failure by resubmitting the unit assignment (and each resit shall be subject to an additional charge).

Note: All resits will have to be undertaken within 2 months after the release of the results of the previous term. Dates will be announced by LEB along with the release of the results.

A student who resit a unit or element of a unit is normally required to achieve a mark of 50% for that unit or element unless the Board of Examiners sets alternative minimums as part of the resit conditions.

A maximum of two resits are permitted for a given unit after which the student will be required to withdraw from the programme.

Only in exceptional circumstances will the Board of Examiners permit a student to resit a particular unit more than twice.

6.5 Special Provision for Upgrading Classifications

The Board of Examiners may in its absolute discretion allow Students to improve their overall classification by giving Students the opportunity to resit Units in an attempt to attain a higher overall classification. The maximum number of resits allowed per Unit is two (and each resit shall be subject to an additional charges).

6.6 Failure to Submit Course Work, Deferment

Failure to submit the required course work within the due date, without prior authorisation may be interpreted as failure in that element of assessment and a zero mark will be recorded.

Deferment of unit assessment is only allowed with valid reasons and students will need to apply for deferment at least 10 days prior to the assessment submission due date.

6.7 Compensation

Where a student marginally fails one unit the Board of Examiners may exceptionally exercise its discretion and compensate the failure. The Board of Examiners is authorized to allow compensation in a unit provided the overall aggregate marks for the unit to be compensated is not less than 45% and where one of the assessed components is not less than 40% (for units where there are 2 assessed components).

Only TWO (2) compensated pass can be granted by the Board of Examiners.

With their discretionary powers, the Board of Examiner can grant additional compensation to a student under special circumstances.

6.8 Illness or Withdrawal

Where a student's performance has been adversely affected by illness or other unforeseen circumstances, duly authenticated by evidence and made known to the Academic Director and presented to the Board of Examiners, the Board of Examiners may exercise its discretion in a manner appropriate to the case.

The Board of Examiners may agree to set aside the results of the assessment(s) affected by these circumstances and, the student may be offered the opportunity to retake the assessment(s) on the next available occasion, as if for the first time.

Where a student's performance, conduct or attendance indicates that they are unlikely to complete the course on which they are engaged, the Board of Examiners may require the student to withdraw from the programme.

6.9 Duration

The Board of Examiners have the right to terminate any student who does not successfully complete all the requirements of the programme within 18 MONTHS for the Diploma programme taken from the date of commencement on the programme unless prior extensions had been granted by the Board of Examiners.

6.10 Academic Irregularities

The Board of Examiners will have the right to fail part or all of the assessments of any student found guilty of cheating, plagiarism, and collusion, falsifying data or impersonation (one person impersonating another to gain unfair advantage).

Students will be required to undertake that material submitted for assessment is their own unaided work. Training will be provided in academic conventions for acknowledging the ideas or quotations from the work of others.

In cases of suspected plagiarism or cheating the student will be interviewed by the Academic Director and the findings will be reported to the Board of Examiners, which will decide the appropriate penalty. The work concerned may be set aside or marked down. In serious cases, a student may be required to withdraw from the programme.

6.11 Students Appeals

Students do not have any right of appeal against the academic judgment and processes relating to grading and conferment of awards by the academic and examination boards.

6.12 External Examiners/Verifiers

At least one External Examiner/Verifier will be appointed. Appointments will normally be for three years but may be for longer periods.

The External Examiner(s)/Verifier(s) may see any of the assessed work submitted including examination scripts, course work and dissertations.

External Examiners/Verifiers will be subject to the Assessment Regulations above and in particular, no recommendation for the conferment of an award may be made without the written consent of the approved External Examiner(s)/Verifier(s). On any matter which the External Examiner(s)/ Verifier(s) have declared a matter of principle, the decision of the External Examiner(s)/Verifier(s) shall either be accepted as final by the Board of Examiners or shall be referred to the Academic Board. Any unresolved disagreement between External Examiners/Verifiers shall be referred to the Academic Board.

6.13 Plagiarism

Plagiarism is when a student incorporates another person's work by unacknowledged quotation, paraphrase, imitation or other device in any work submitted for progression towards or the conferment of an award in a way, which suggests that it is the student's original work.

Where a person has reasonable grounds to suspect plagiarism and judges that it substantially affects the submitted work it is the responsibility of that person to inform the student's Academic Director in writing of the nature of the suspicion and to provide relevant supporting evidence.

It is the responsibility of the person or persons assessing the submitted work to complete the marking and record any action taken in the event of suspected plagiarism.

It is the responsibility of the Academic Director to:

- (a) Notify the student concerned in writing at the earliest appropriate time after a case of plagiarism has been alleged and include a copy of a written statement made by any person, remind the student of an External Examiner's/Verifier's right to require a viva examination, inform the student of the procedures to be followed before the Board of Examiners meets to consider the case and to invite him or her to submit a written statement to it by a given deadline;
- (b) Inform the Academic Board that the Board of Examiners will be considering a case of suspected plagiarism;
- (c) Cause any necessary investigation to be conducted as a matter of urgency and ensure that the Board of Examiners receives all information pertinent to its consideration of the case.

In a case of suspected plagiarism, it is the right and duty of the Board of Examiners to:

- (a) Receive all information pertinent to the case in written form or verbal evidence including the submitted work itself;
- (b) Seek further advice where appropriate;
- (c) Confirm or reject the accusation of plagiarism; determine its recommendation where it confirms the case according to the circumstances and severity of the case.

The Board of Examiners may recommend that:

- (a) The case constitutes plagiarism and that the student fails with or without the right of resubmission;
- (b) The submitted work fails. It will then be the responsibility of the Board of Examiners to determine whether or not this failure in assessment can be compensated for in the light of the student's overall performance or whether or not the student will be required to retake part or all of the elements for progression towards or the conferment of the award;
- (c) The student be penalized by a reduction in the mark for this assessment and/or classification of the award. The Board of Examiners shall then agree a mark and/or classification; and/or
- (d) The student be issued with a formal reprimand in writing and a copy of this lodged in the student's file.

After a meeting of the Board of Examiners it will be the responsibility of the Academic Director to inform the student.

6.14 Extension Requests

It is important that students adhere to the stated deadlines, otherwise the assessment process becomes unnecessarily cumbersome, and students can become overburdened by the end of the course. In exceptional cases of short-term difficulty, an extension may be granted. Note that pressure of work or 'running out of time' are not normally considered sufficient justification for an extension. It is the student's responsibility to foresee, plan for and effectively manage the pressures of the course and work.

6.15 Extension Request Procedures

- (a) Requests for extensions must be submitted to the Academic Director a minimum of 10 days prior to the submission deadline, for consideration by the Programme Manager. Only one extension is allowed for each unit.
- (b) Evidence should be provided if an extension request is submitted.
- (c) If the request is accepted, then it is normal for a one-week extension to be granted.

6.16 Non-Submission of Assignment

Failure to hand in the assignment for any reason and without prior approval of the Academic Director will result in the student's work being penalised in accordance

with the Academic & Assessment Regulations governing the conduct of the Diploma programme. Please note the following:

- (a) All newly registered and continuing students are automatically enrolled for the units;
- (b) Once enrolled for the unit it is compulsory to submit the course work on/before the given deadline;
- (c) The Deferment Form (DF) along with the evidence must be submitted 10 days prior to the submission due date to the Academic Director if the student wishes to apply for a deferment/extension;
- (d) Work which is submitted after the designated deadline is deemed late;
- (e) If an approved DF has been submitted by the original assignment deadline, and the work is received before the extended deadline indicated on the DF, the work will be marked with no limitation of the grade available;
- (f) If the submitted work is late but within 7 days of the deadline, and there is no approved DF, the work is assessed but the highest mark available is the minimum passing mark of 50. There is no entitlement to feedback although feedback may be offered;
- (g) There is no entitlement to submit late after an agreed submission extension;
- (h) If the work is tendered without an approved DF more than 7 days after the deadline, it is not marked and the student is considered absent and having failed that unit/component; and
- (i) Absent is recorded if neither the course work nor the DF is submitted.

7. UNIT SPECIFICATION

7.1 Digital Entrepreneurship Fundamental

Digital economy environment provides an easy and low-risk entry into the industry. However, the majority of new business owners are struggling to kick start their business due to a lack of fundamental knowledge in business building.

Learning Outcome

Upon completion of this unit, students will have understood:

- The definitions and differences between various types of entrepreneurships.
- The process of building the business.
- The strategy to manage competition in the industry.

Indicative Content/Areas of Study

- Definition of Entrepreneur and Digital Entrepreneur.
- The digital economy environment.
- Process of business building from start-up to a publicly listed company.
- Managing competition through the exploitation of competitive advantage and unfair advantage strategy.

Teaching and Learning Strategy

- Student-centred learning will be strongly encouraged and developed. Cooperative Learning and Problem-Based Learning will be infused into the teaching-learning-assessment strategies.
- Self-directed learning resources will be available to support the delivery and the appropriate assessment tools/tasks will be used to assess the intended learning outcomes.

Blended Learning Mode - Each taught unit will have a total of no less than 6 hours of face-to-face lectures and tutorials per unit. Online and offline access to the Lecturer and Supervisor is available.

Unit Assessment

- Class Attendance & Participation: 100%

Resources

- Course materials provided by Labeyla Academy.
- Online resources.

7.2 Digital Business Model and Building a Model

Every business wants to stay competitive and sustainable. There are lots of business models which are the best practices. A new business owners may find themselves in trouble if they do not connect their value proposition to the right customer needs, deploy the wrong model, and unmatched market context.

Learning Outcome

Upon completion of this unit, students will have understood:

- Type of model available as best practice and how to get the right context with the current environment.
- The usage of Business Model Canvas and Lean Canvas as a tool to build a business model.
- Analyse the context, value proposition, and customer lifetime value within the model.

Indicative Content/Areas of Study

- Design thinking and list of best practices in digital business models.
- Understand the value proposition and customer market.
- Selecting and building the right business model which is within the demand context and scalable.
- Calculating the customer lifetime value and evaluating the resources with the current context.

Teaching and Learning Strategy

- Student-centred learning will be strongly encouraged and developed. Cooperative Learning and Problem-Based Learning will be infused into the teaching-learning-assessment strategies.
- Self-directed learning resources will be available to support the delivery and the appropriate assessment tools/tasks will be used to assess the intended learning outcomes.

Blended Learning Mode - Each taught unit will have a total of no less than 3 hours of face-to-face lectures and tutorials per unit. Online and offline access to the Lecturer and Supervisor is available.

Unit Assessment

- Class Attendance & Participation: 100%

Resources

- Course materials provided by Labeyla Academy.
- Online resources.

7.3 Entrepreneurial Financial Management

Growing the business requires lots of learning processes, especially understanding how the cash flow performs and how to manage the revenue and cash reserved for growth and expansion. Businesses will struggle in growth if they do not have proper financial records and are able to analyse them for planning campaigns, collaboration, and growth.

Learning Outcomes

Upon completion of this unit, students will have understood:

- Basic financial management in business.
- Cash flow and cash reserve planning and strategy.
- The compliance process with the regulator.
- Strategy to get funding.

Indicative Content/Areas of Study

- Financial planning and management.
- Cash Flow and Cash Reserve Management
- Financial statement basic.
- SSM and Inland Revenue Board (LHDN) Compliance.
- Funding Strategy.

Teaching and Learning Strategy

- Student-centred learning will be strongly encouraged and developed. Cooperative Learning and Problem-Based Learning will be infused into the teaching-learning-assessment strategies.
- Self-directed learning resources will be available to support the delivery and the appropriate assessment tools/tasks will be used to assess the intended learning outcomes.

Blended Learning Mode - Each taught unit will have a total of no less than 3 hours of face-to-face lectures and tutorials per unit. Online and offline access to the Lecturer and Supervisor is available.

Unit Assessment

- Class Attendance & Participation: 100%

Resources

- Course materials provided by Labeyla Academy.
- Online resources.

7.4 Strategic Planning and Business Structure

Among the reason why the business did not grow, is due to lack of strategy. The confusion between strategy and planning is another issue that contributes to the business owner's struggle.

Learning Outcome

Upon completion of this unit, students will have understood:

- Difference between strategy and planning.
- The process of building strategy and tools associated with strategy building.

Indicative Content/Areas of Study

- Fundamentals of Strategy and Planning.
- The process for strategy building.
- Tools associated with strategy building.

Teaching and Learning Strategy

- Student-centred learning will be strongly encouraged and developed. Cooperative Learning and Problem-Based Learning will be infused into the teaching-learning-assessment strategies.
- Self-directed learning resources will be available to support the delivery and the appropriate assessment tools/tasks will be used to assess the intended learning outcomes.

Blended Learning Mode - Each taught unit will have a total of no less than 3 hours of face-to-face lectures and tutorials per unit. Online and offline access to the Lecturer and Supervisor is available.

Unit Assessment

- Class Attendance & Participation: 100%

Resources

- Course materials provided by Labeyla Academy.
- Online resources.

7.5 Digital Marketing and E-Commerce

E-commerce are one of the main components of the digital economy and digital entrepreneur cannot avoid cross-path with this component through their journey in the digital environment. The evolution of e-commerce is so fast, that, various concepts and varieties would be available in front of digital entrepreneurs at any time. The appreciation of digital marketing would significantly give some competitive advantage to digital entrepreneurs.

Learning Outcome

Upon completion of this unit, students will have understood:

- Fundamentals of e-commerce.
- Building blocks of e-commerce ecosystems.
- Digital Marketing appreciation.

Indicative Content/Areas of Study

- Fundamentals of e-commerce.
- Tools associated with e-commerce.
- Digital Marketing Fundamentals.
- Essential tools in digital marketing.
- Big Data in digital marketing.

Teaching and Learning Strategy

- Student-centred learning will be strongly encouraged and developed. Cooperative Learning and Problem-Based Learning will be infused into the teaching-learning-assessment strategies.
- Self-directed learning resources will be available to support the delivery and the appropriate assessment tools/tasks will be used to assess the intended learning outcomes.

Blended Learning Mode - Each taught unit will have a total of no less than 3 hours of face-to-face lectures and tutorials per unit. Online and offline access to the Lecturer and Supervisor is available.

Unit Assessment

- Class Attendance & Participation: 100%

Resources

- Course materials provided by Labeyla Academy.
- Online resources.

7.6 Web Content Management.

Digital presence is the most critical essence for authority building among digital entrepreneurs. As contents in social media are consistently dependent on the changes of algorithms by the social media platform, there is a probability that the entrepreneur's message might be drowning in the ocean of information in social media. Content on the entrepreneur's own platform would provide them with the flexibility and options to control the customer's lifetime value.

Learning Outcome

Upon completion of this unit, students will have understood:

- The fundamental of the world wide web.
- Various options of web content management platform.
- The management of the website.

Indicative Content/Areas of Study

- Fundamental of World Wide Web.
- Web Content Management Platform.
- Managing and planning the Website Development
- Website SEO and Social Connectivity.

Teaching and Learning Strategy

- Student-centred learning will be strongly encouraged and developed. Cooperative Learning and Problem-Based Learning will be infused into the teaching-learning-assessment strategies.
- Self-directed learning resources will be available to support the delivery and the appropriate assessment tools/tasks will be used to assess the intended learning outcomes.

Blended Learning Mode - Each taught unit will have a total of no less than 3 hours of face-to-face lectures and tutorials per unit. Online and offline access to the Lecturer and Supervisor is available.

Unit Assessment

- Class Attendance & Participation: 100%

Resources

- Course materials provided by Labeyla Academy.
- Online resources.