

BACHELOR IN DIGITAL BUSINESS (HONS)



PROGRAMME OVERVIEW

Through this programme, students will learn specialised skills that help them stand out and stay relevant. These include applied digital marketing skills, Google analytics and business transformation, digital content creation, information security, and applied digital commerce.

They will learn the application of industry-used tools and acquire both theoretical and practical knowledge that facilitates the development and enhancement of problem-solving, strategic planning and critical thinking skills. As such, they will strive in a digitally evolving environment whilst gaining a multitude of practical and transferable digital skills and techniques.

This Programme is delivered by our parent university WOU at their campus located in central Georgetown Penang

PROGRAMME STRUCTURE & COURSES

The typical course units, totalling 120 Credits, are as follows:

Year 1

Semester 1

Digital Marketing Fundamentals
Website Development
Business Communication Skills

Semester 2

Social Media Marketing
Digital Content Creation
Search Engine Optimization

Semester 3

Solutions Marketing and Sales
Omni-marketing Campaign
Marketing & CRM Applications

Year 4

Semester 1

Introduction to Financial Management
Business Law
Business Ethics

Semester 2

Introduction to International Business
Operation Management
Organisational Behaviour

Semester 3

Human Resource Management
Supply Chain Management
Strategic Management

Year 2

Semester 1

Enterprise Digital Transformation
Creativity & Problem Solving
Information Security

Semester 2

Business Analytics
Global Virtual Teams
Digital Sales and Marketing

Semester 3

Google Analytics and Business Transformation
Digital Commerce Foundations
Data and AI Essentials

Year 5

Semester 1

MPU 1 (Appreciation of Ethics and Civilization)
MPU 2 (Philosophy and Current Issues)

MPU 3 (National Language A [for student without SPM credit in BM] OR Decision Making Skills [for students with SPM credit in BM])
MPU 4 (Co-curriculum)

WHY BACHELOR IN DIGITAL BUSINESS

- Most in demand business degree
- RM10000 start up fund
- 3 years of working experiences upon graduation
- Top 5 highest paying business majors
- Work-ready in 12 months

ASSESSMENT SYSTEM

Quiz, Assignment, Project

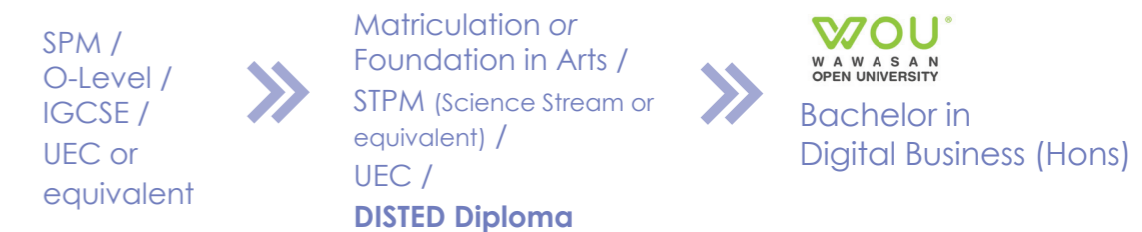
DURATION OF STUDY

Intakes are available as follows:
January, May and September intakes
4 years and 1 semester.

AWARDING INSTITUTION

WOU, delivered at their George Town City Campus

STUDY PATHWAY



MINIMUM ENTRY REQUIREMENTS

Matriculation / Foundation

An approved Foundation / Matriculation (minimum CGPA 2.00 out of 4.00) qualification from other private and public universities in Malaysia

STPM

Grade C (SGP 2.0) in at least two (2) subjects / two (2) Principals

A-Level

Grade C (SGP 2.0) in at least two (2) subjects / two (2) Principals

UEC

Five (5) Grade Bs in UEC Senior Middle III

Diploma

Any related diploma with minimum CGPA of 2.00.

Other equivalent qualifications recognised by the Malaysian Government

With a pass in English and Mathematics at SPM / UEC Senior Middle III

