



**METHODIST**  
COLLEGE | KUALA LUMPUR  
*Veritas Vincit Omnia*

# Business



# The World of Digital Business

The World Economic Forum has identified four major impacts the Fourth Industrial Revolution (IR 4.0) has on business, mainly customer expectation, product enhancement, collaborative innovation and organisational forms.

With the growing use of the Internet in the modern world, e-commerce, financial technology (FinTech) and digital marketing are widely adopted by most businesses. Though e-commerce, FinTech and digital marketing are closely interlinked, they are not the same. E-commerce refers to the activity of purchasing and trading of products or services through the Internet, FinTech refers to the use of new technology to improve and automate the delivery and use of financial services, while digital marketing refers to the efforts of marketing and promotions of brands or products to potential customers via Internet or any online-based digital technologies.

## Future Education @ MCKL

The World Economic Forum has identified seven Emerging Profession Clusters and five Future-Oriented Skills Clusters in the Jobs of Tomorrow, January 2020 report. MCKL, as The Institution of Excellence for Life, is committed to developing future-ready students by delivering quality, relevant and in-demand curriculum.

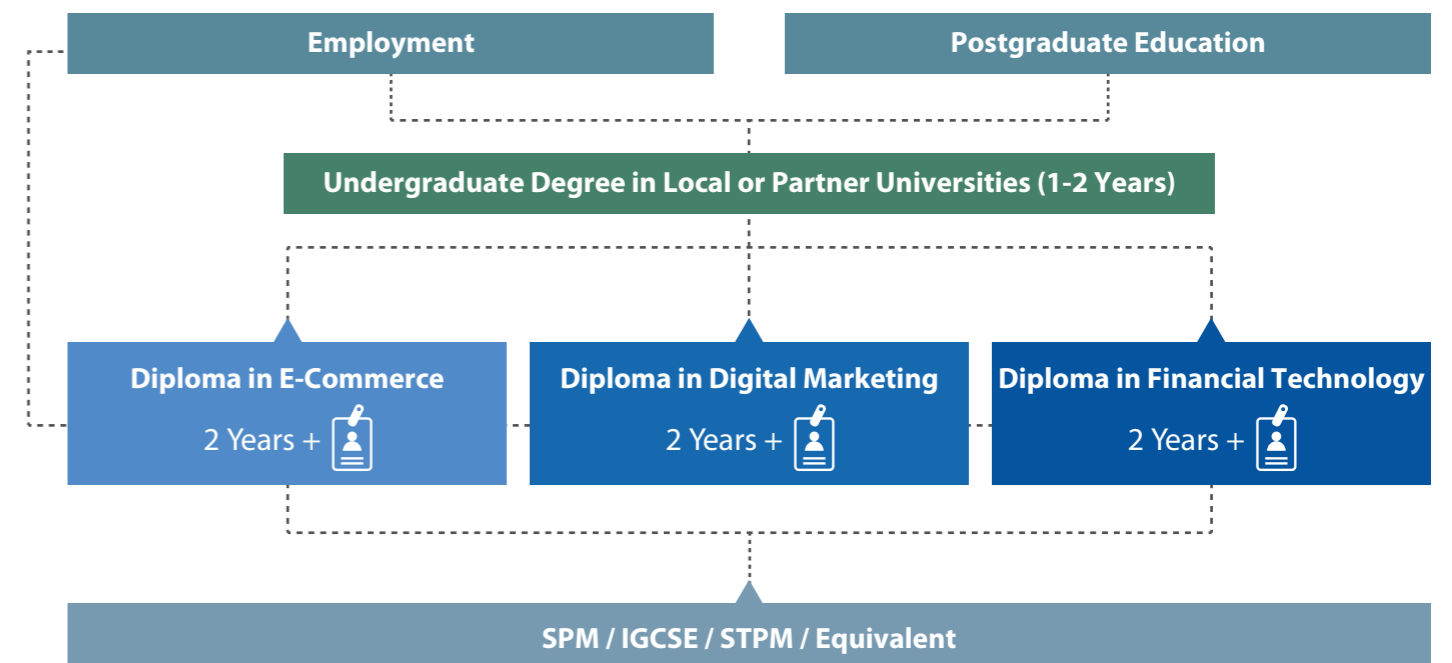
### 7 Emerging Profession Clusters



### 5 Future-Oriented Skills Clusters



## EDUCATION PATHWAY



\* Industrial Training (12 weeks)

### ENTRY REQUIREMENTS (Dip. in E-Commerce & Dip. in Digital Marketing)

#### SIJIL PELAJARAN MALAYSIA (SPM)

Min. 3 credits in any subjects

#### O LEVEL / IGCSE

Min. 3 credits in any subjects

#### SIJIL TINGGI PERSEKOLAHAN MALAYSIA (STPM)

Min. a Grade C in any subjects

#### OTHER QUALIFICATIONS

Other equivalent qualifications recognised by the Ministry of Higher Education (MOHE) or Malaysian government will be considered on a case-by-case basis

### ENTRY REQUIREMENTS (Dip. in Financial Technology)

#### SIJIL PELAJARAN MALAYSIA (SPM)

Min. 3 credits in any subjects including Mathematics and a pass in English

#### O LEVEL / IGCSE

Min. 3 credits in any subjects including Mathematics

#### SIJIL TINGGI PERSEKOLAHAN MALAYSIA (STPM)

Min. a Grade C in any subjects; and pass SPM with a credit in Mathematics and a pass in English

#### OTHER QUALIFICATIONS

Other equivalent qualifications recognised by the Ministry of Higher Education (MOHE) or Malaysian government will be considered on a case-by-case basis



## Articulation Partners



CRICOS PROVIDER NO. 00113B

### Deakin University

- Bachelor of Commerce
- Bachelor of Business
- Bachelor of Business Analytics



### Keele University

- BA International Business Management
- BA Marketing and Business Management



### Middlesex University London

- BA Hons International Business Administration



### Sheffield Hallam University

- BA Hons Business and Finance
- BA Hons Business Management
- BA Hons Digital Marketing
- BSc Hons Information Technology with Business Studies
- BSc Hons Business and Digital Technology



Founded by the Vice Chancellor of Oxford University in 1949, Keele University is centrally located in England in North Staffordshire, between Manchester and Birmingham. Only 90 minutes from London by train, Keele has the largest single site campus in the U.K. with over 600 acres of beautiful countryside, offering the benefits of a spacious campus setting, as well as easy access to both town and city life.

1. **Medicine ranked Top 3 in the U.K. (Guardian, 2020)**
2. **Top 150 in the world for psychology (Times Higher Education World University Rankings 2021)**
3. **Top 10 in England for student satisfaction (the Guardian University League Table 2021)**
4. **Gold in the Teaching Excellence Framework (Top 5 in 2017)**
5. **The largest single-site campus in the U.K. (over 600 acres)**
6. **Top 5 most beautiful universities in the U.K. (Times Higher Education 2018)**
7. **Top 3 in England for overall student satisfaction (National Student Survey 2021, Broad-based Universities)**
8. **2,800 rooms on the campus (guaranteed accommodation for international students, booked by 30 June)**



CRICOS PROVIDER NO. 00113B

- **A high-quality education, excellent employment prospects and a university experience you will love – that's what Deakin University offers.**
- **Our degrees are world-class and we are on an impressive upward trajectory in global subject rankings. Deakin is ranked in the Top 1% of all universities worldwide in 24 study areas (QS, ShanghaiRankings, THE).**
- **Deakin's approach to learning puts the emphasis on practical experience and our curriculum is informed by the best in industry. Whatever degree you choose, industry placements will give you the opportunity to apply your knowledge and explore your career options. Our unique DeakinTALENT services directly connect you with employers and offer you opportunities and tools to build your experience and prepare for your graduate job search.**
- **Deakin has four modern, fully equipped campuses in the Australian state of Victoria, and an innovative online learning environment (Cloud Campus). We have invested in the latest technology, state-of-the-art learning tools and facilities to ensure our students are equipped with the skills and knowledge required for the jobs of tomorrow.**
- **But we offer more than just a quality Australian degree. Students can get involved through more than 150 clubs and societies, or make use of Deakin's wide range of student support services.**
- **You don't just study for a degree at Deakin University – you get a life-changing experience while investing in your career.**



# Diploma in E-Commerce

KPT/JPS(N/340/4/0800)(MQA/PA14316)04/28

The world is changing rapidly, reshaping our day-to-day practices and operations. With the advancement of modern technology, many industries have swiftly adopted online operations as the virtual brick and mortar of businesses.

This programme will cater to students who are deeply interested in the technology side of business operations, including Internet Technology and web-based applications. The programme will provide understanding of the context, nature, role and significance of e-business / commerce activities in a dynamic business world.

Upon completion of this programme, students will gain exposure to theoretical and practical issues of conducting business over the Internet and the web. Students can also join the workforce, become e-commerce entrepreneurs or further their studies at our partner universities in a related field of specialisation.

## INTAKE

January, May and August

# 2.5

Years Programme



### Specialised skills in Digital Business

Develop specialised skills such as Business Application Development, Business Data Communication, Cybersecurity and Decision Support Systems, enabling students to develop new innovative solutions and applications.

### Internship Exposure

12-week internship exposes students to the real working environment and provides relevant skills, knowledge and experience for future employment.

### Seamless Progression to Degree

Opportunity to pursue a recognised bachelor's degree from Deakin University, Keele University and Sheffield Hallam University.

### Express Pathway to Final Year Degree

Opportunity to complete a recognised bachelor's degree at Middlesex University London in just 1 year.

### Strong Entrepreneurship and Management Focus

Exposure to entrepreneurship and management via subjects such as Fundamentals of Entrepreneurship and Innovation, Business Process Management, Supply Chain Management, Financial Accounting and Business Law.

### Holistic Learning Environment

Exposure to community-based projects through Service Learning and Character Formation, which provides students with moral values and cultivates students' civic responsibility.

### From Theory to Application

Exposure to the latest industry practices and trends in business and e-commerce from Industrial Collaboration Programme (ICP).

### Industry Certification

Opportunity to obtain International Certification of Digital Literacy (ICDL) for various Industrial Revolution 4.0 (IR 4.0) skills set.



## PROGRAMME STRUCTURE

### SUBJECTS OFFERED

#### Common Core

- Business Ethics
- Organisational Behaviour
- Fundamentals of Entrepreneurship and Innovation
- Introduction to Digital Business
- International Business
- Business Process Management
- Introduction to Business Communication
- Information System for Business
- Introduction to Microeconomics
- Introduction to Macroeconomics
- Financial Accounting
- Introduction to Finance
- Introduction to Management
- Introduction to Human Resource Management
- Introduction to Marketing
- Quantitative Methods

#### Discipline Core

- Business Law
- Introduction to E-Commerce
- Supply Chain Management
- Business Application Development
- Digital Business Project
- Business Data Communication
- Cybersecurity
- Decision Support Systems
- Introduction to Digital Marketing

#### Industrial Training

- Industrial Training for Digital Business

#### \*MATA PELAJARAN UMUM (MPU) SUBJECTS:

- Falsafah dan Isu Semasa 2
- Information Literacy
- Character Formation
- Service Learning
- Bahasa Kebangsaan A  
For local students who do not have credit in SPM BM
- Bahasa Melayu Komunikasi 1  
For international students

#### NOTE:

\* MPU Subjects: The Ministry of Higher Education (MOHE) requires all students to take Mata Pelajaran Umum (MPU) (i.e. General Studies) within the duration of their studies. MCKL established a series of subjects that different programmes need to implement for all students to meet the ministry's requirements. Subjects will differ depending on the institution and the level of studies of the student.

## CAREER OPTIONS

- E-Commerce Executive
- E-Commerce Planner
- Online Business Analyst
- Digital Marketing Executive
- Web Development Specialist
- E-Commerce Entrepreneur
- Market Research Analyst

# Diploma in Digital Marketing

KPT/JPS(N/342/4/0233)(MQA/PA14523)05/28

Digital marketing or famously known as online marketing, is increasing in popularity and demand. The profession has evolved over the years, making it one of the most sought-after form of advertising in today's fast changing world. With the Internet easily accessible via tablets and mobile phones with a single touch, this has spurred tremendous growth with plenty of opportunities.

The programme will equip students with fundamental skills in relation to digital advertising practices and future-oriented skills, such as Search Engine Optimisation (SEO), social media content marketing and digital retailing. These modules offered will develop an in-depth understanding of the practice with a strong focus on modern marketing demands and project management to generate essential critical thinking skills.

Upon completion of this programme, students will possess sound theoretical and applicable knowledge of digital marketing to enable them to advance their career prospects in the field. The programme also develops skills that are needed to analyse market needs and trends, define target markets and unlock business opportunities in a competitive environment.

- International Business and Digital Marketing Mindset**  
 Exposure to International Business strategy and processes through marketing modules such as Strategic Brand Management and Strategic Global Marketing.
- Strong Digital Marketing Focus**  
 Exposure to digital marketing modules such as social media content marketing, search engine optimisation and digital marketing projects. These cultivate digital marketing-minded graduates.
- Internship Exposure**  
 12-week internship exposes students to the real working environment and provides relevant skills and experience for future employment.
- Holistic Learning Environment**  
 Exposure to real-life case studies and community-based projects through Service Learning and Character Formation, which provides students with moral values and cultivates students' civic responsibility.
- Seamless Progression to Degree**  
 Opportunity to pursue a recognised bachelor's degree from Deakin University, Keele University and Sheffield Hallam University.
- From Theory to Application**  
 Exposure to the latest industry practices and trends in digital marketing from Industrial Collaboration Programme (ICP) such as Digital Marketing Project to enhance students' learning.
- Industry Certification**  
 Opportunity to obtain International Certification of Digital Literacy (ICDL) for various Industrial Revolution 4.0 (IR 4.0) skills set.



## INTAKE

January, May and August

# 2.5

Years Programme



## PROGRAMME STRUCTURE

### SUBJECTS OFFERED

#### Common Core

- Business Ethics
- Organisational Behaviour
- Fundamentals of Entrepreneurship and Innovation
- Introduction to Digital Business
- International Business
- Business Process Management
- Introduction to Business Communication
- Information System for Business
- Introduction to Microeconomics
- Introduction to Macroeconomics
- Financial Accounting
- Introduction to Finance
- Introduction to Management
- Introduction to Human Resource Management
- Introduction to Marketing
- Quantitative Methods

#### Discipline Core

- Digital Marketing Project
- Search Engine Optimisation
- Consumer Behaviour
- Service Marketing
- Strategic Brand Management
- Social Media Content Marketing
- Strategic Global Marketing
- Marketing Research and Analytics
- Introduction to Digital Marketing

#### Industrial Training

- Industrial Training for Digital Marketing

#### \*MATA PELAJARAN UMUM (MPU) SUBJECTS:

- Falsafah dan Isu Semasa 2
- Information Literacy
- Character Formation
- Service Learning
- Bahasa Kebangsaan A  
For local students who do not have credit in SPM BM
- Bahasa Melayu Komunikasi 1  
For international students

#### NOTE:

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## CAREER OPTIONS

- Social Media Executive
- Media Content Strategist
- Content Creator Digital Marketing
- E-Service Executive
- Market Research Analyst
- Digital Marketing Executive
- Online Business Entrepreneur



# Diploma in Financial Technology

KPT/JPS(N/343/4/0289)(MQA/PA15228)02/29

The wave of the Fourth Industrial Revolution (IR4.0) has caused the financial industry to swiftly evolve with technology leading to a new era of Financial Technology (FinTech). Talents with cross-discipline knowledge and skills in Finance and Information Technology are in demand for the coming years.

This programme will fully equip students with comprehensive knowledge and future-oriented skills in Financial Technology. Some of the key areas includes Financial Accounting, Financial Technology, Principles of Investment and Blockchain. With a comprehensive programme, MCKL aims to produce future-ready students to meet the need of the FinTech industry.

Upon completion of this programme, students will gain a wealth of theoretical and practical knowledge about financial technology and understand the disruptions in the FinTech industry across a broad cross-section of products and services, from traditional banking to blockchain.

Students can join the workforce, become FinTech entrepreneurs or further their studies at our partner universities in any related field of specialisation.

### Business and Management Focus

Exposure to business management and information technology modules through Information System for Business, Business Data Communication, Supply Chain Management, Business Ethics and Business Law.

### Comprehensive Curriculum

In-depth understanding of the current financial industry via modules such as Introduction of FinTech, Introduction of Blockchain, FinTech Governance, Financial Management, Financial Modelling and Business Statistics.

### Internship Exposure

12-week internship exposes students to the real working environment and provides relevant skills and experience for future employment.

### Holistic Learning Environment

Exposure to community-based projects through Service Learning and Character Formation, which provides students with moral values and cultivates students' civic responsibility.

### From Theory to Application

Exposure to the latest industry practices and trends via simulations of real-life industry case studies.

### Seamless Progression to Degree

Opportunity to pursue a recognised bachelor's degree in banking & finance related field in both local or international universities.

### Industry Certification

Opportunity to obtain International Certification of Digital Literacy (ICDL) for various Industrial Revolution 4.0 (IR 4.0) skills set.



## INTAKE

January, May and August

2.5

Years Programme



## PROGRAMME STRUCTURE

### SUBJECTS OFFERED

#### Common Core

- Business Ethics
- Business Law
- Supply Chain Management
- Information System for Business
- Business Data Communication
- Introduction to Microeconomics
- Introduction to Macroeconomics
- Introduction to Business Communication
- Financial Accounting
- Calculus and Algebra
- Introduction to Management
- Introduction to Marketing
- Quantitative Methods

#### Discipline Core

- Introduction to Finance
- Financial Management
- Principles of Investment
- Financial Modelling
- Personal Financial Planning
- Introduction to FinTech
- Introduction to Blockchain
- FinTech Governance
- FinTech Project
- Business Statistics

#### Industrial Training

- Industrial Training for FinTech

### COMPULSORY SUBJECTS:

- Fundamentals of Innovation and Entrepreneurship
- Introduction to Digital Marketing

### \*MATA PELAJARAN UMUM (MPU) SUBJECTS:

- Falsafah dan Isu Semasa 2
- Information Literacy
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## CAREER OPTIONS

- App Developer
- Blockchain Developer
- Cybersecurity Analyst
- Data Scientist
- Financial Analyst
- FinTech Quantitative Developer
- FinTech Systems Analyst
- Investment Analyst

Since its establishment in 1983, the College has gained a reputation of providing quality private education in the best of Methodist traditions. The educational experience is underpinned by core values, ethical standards and community involvement. Experienced lecturers teach classes and they give personal attention to their students. The College also provides student counselling (personal and academic), including making career choices and support for university applications.



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