INTI International University & Colleges™

new

DIPLOMA IN DIGITAL BUSINESS

(Online Learning)



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DIPLOMA IN DIGITAL BUSINESS
(Online Learning)

The Diploma in Digital Business (Online Learning) is designed to provide students with a well-rounded foundation in modern business management, integrated with digital strategies. The programme offers a comprehensive understanding of digital business operations, covering key areas such as digital marketing, e-commerce strategies and data-driven decision-making.

Delivered entirely online, the programme combines self-paced learning with interactive online engagement, enabling students to pursue quality higher education while balancing their professional and personal commitments. Ideal for both school leavers and adult learners, the programme offers the flexibility to study anytime, anywhere. It is also suited to individuals seeking to upskill, obtain formal academic qualifications or transition into the rapidly evolving digital business landscape.

Graduates will be equipped with the knowledge and skills to navigate today's technology-driven marketplace and pursue diverse business opportunities across various sectors, including manufacturing, financial services, healthcare, technology, retail and government enterprises.

Highlights
- Flexible Online Learning: 24/7 access to learning materials, anytime, anywhere.
- Interactive Learning and Support: Virtual sessions and dedicated academic guidance.
- Future-Ready Curriculum: Skills in e-commerce, digital marketing and data analytics.
- Continuous Assessment: Practical assignments, group projects, case studies and online tests.

Programme Structure

Year 1
- Business Ethics
- Consumer Behaviour
- Financial Accounting
- Fundamentals of English
- Fundamentals of Human Resource Management
- Introduction to Business
- Introduction to Management
- Introduction to Marketing
- Principles of Microeconomics
- Public Speaking
- Quantitative Methods

Year 2
- Applied Business Application and Development Part 1
- Applied Business Application and Development Part 2
- Business Drive Information Systems
- Digital Marketing
- Financial Management
- Fundamentals of Cybersecurity
- Fundamentals of E-Commerce
- International Business
- Operation Management
- Organisational Behaviour
- Principles of Macroeconomics
- Supply Chain Management

MPU
- Perlembagaan dan Masyarakat Berintegriti (local students) / Bahasa Melayu Komunikasi 1 (international students)
- Bahasa Kebangsaan A* / Sustainable Living
- Digital Society and Emerging Technologies
- Co-curriculum

**for Malaysian students who do not have a credit in SPM BM*

Career Opportunities
Client Support Executive, Digital Business Executive, Digital Entrepreneur, Digital Marketing Executive, E-commerce Specialist, Freelance Digital Consultant, etc.

Offered at
INTI International College Penang
(N-DL/0414/4/0539)(09/31)(MQA/PA19276)

Intake (s)
JANUARY, APRIL, AUGUST

Duration
Full-time: 2 Years
Part-time: 4 Years

ENTRY REQUIREMENTS
- SPM / equivalent: Pass with at least credit in any 3 subjects.
- UEC: Pass with a minimum of Grade B in 3 subjects.
- Certificate: Pass Certificate (Level 3, MQF) in a relevant field with a minimum CGPA of 2.00.
- SKM: Pass Level 3 in a relevant field.
- STPM: Pass with at least Grade C (GP 2.0) in any subject.
- STAM: Pass with a minimum grade of Maqbul.
- Other Qualifications: Equivalent qualification recognised by the Malaysian Government.

ENGLISH LANGUAGE REQUIREMENTS
MUET: Minimum Band 3 (or equivalent CEFR High B1 qualification)

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All information provided in this guide is correct at the time of printing, and subject to change from time to time.

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