

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



People and Culture



Green Economy



Care Economy



Data and AI



Engineering and
Cloud Computing



Sales, Marketing
and Contents



Product Development

5 Future-Oriented Skills Clusters



Business Skills



Specialised Industry
Skills



General and Soft Skills

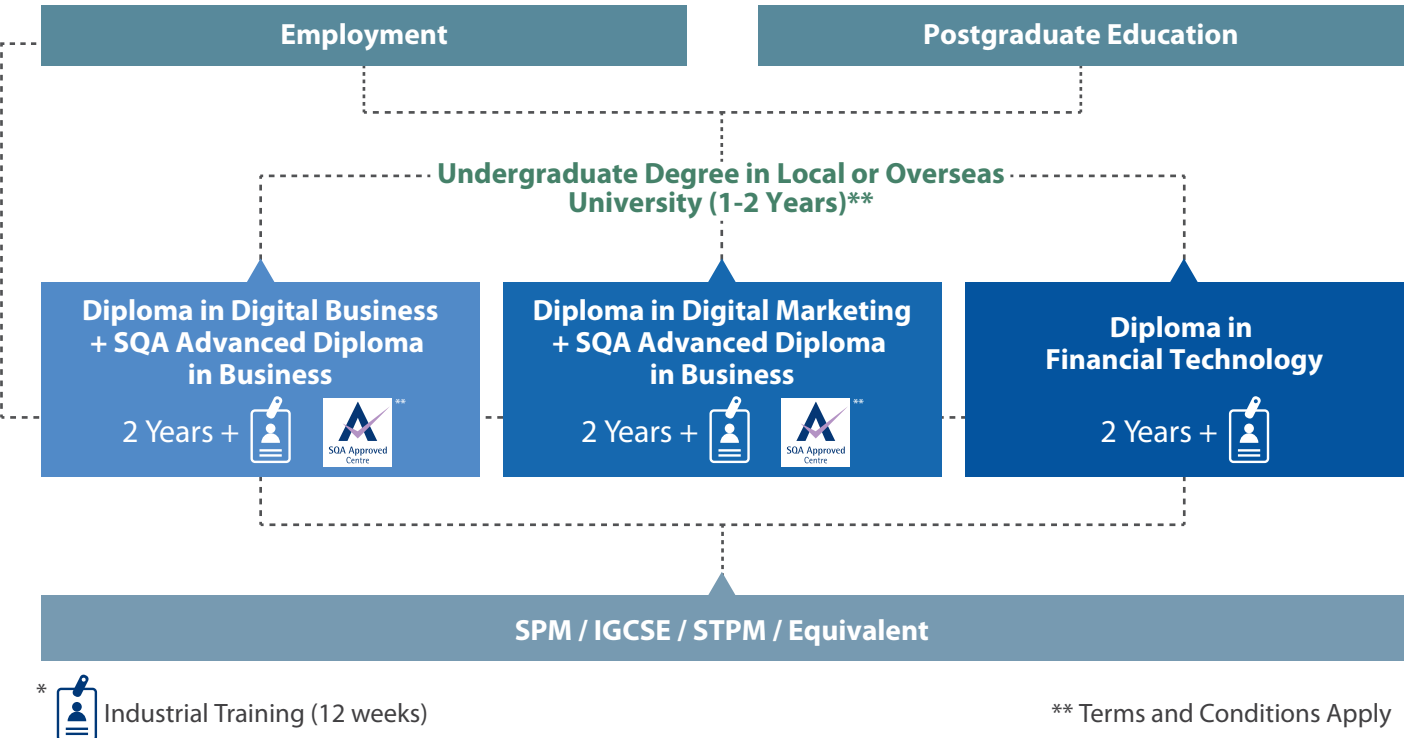


Tech Baseline Skills



Tech Disruptive Skills

EDUCATION PATHWAY



ENTRY REQUIREMENTS (Dip. in Digital Business & Dip. in Digital Marketing)

SIJIL PELAJARAN MALAYSIA (SPM) Min. 3 credits in any subject	SIJIL TINGGI PERSEKOLAHAN MALAYSIA (STPM) Min. a Grade C in any subject
O LEVEL / IGCSE Min. 3 credits in any subject	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 subject including Mathematics and a pass in English	SIJIL TINGGI PERSEKOLAHAN MALAYSIA (STPM) Min. a Grade C in any subject; and pass SPM with a credit in Mathematics and a pass in English
O LEVEL / IGCSE Min. 3 credits in any subject including 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

English Requirements (International)

CEFR	High B1	TOEFL iBT	40
IELTS	5.0	Or Equivalent	

Diploma in Digital Business

KL : (N/340/4/0800)(04/28)(MQA/FA14316)
PG: (N/0414/4/0381) (05/27) (MQA/FA15220)

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.

— **One Programme, Two Certificates**

MCKL is a Scottish Qualifications Authority (SQA) Approved Centre for delivering the SQA Advanced Diploma in Business. Upon completion, students will receive two certificates: the diploma from MCKL and the advanced diploma from SQA, providing them with more options for future progression.

— **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.

— **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.

— **Affordable Overseas Pathway**

Students can pursue quality education abroad at an affordable cost, providing access to diverse cultural experiences, and internationally recognised qualifications. Special discounts are provided through our partner universities.

— **From Theory to Application**

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

— **Internship Exposure**

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

— **Fast Track to Final Year Degree in High Ranked Universities**

Upon completion, students have numerous options for a final year degree at high-ranked universities, accelerating their education.

INTAKE
January, April and August

2.5
Years Programme



*Terms and Conditions Apply

PROGRAMME STRUCTURE

SUBJECTS OFFERED		
Common Core <ul style="list-style-type: none">• Business Ethics• Organisational Behaviour• Fundamentals of Innovation and Entrepreneurship• 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 <ul style="list-style-type: none">• Business Law• Supply Chain Management• Introduction to Business Analytics• Cybersecurity• Introduction to Digital Marketing Industrial Training Applied Business Research	Specialised Skills in Digital Business <ul style="list-style-type: none">• Introduction to E-Commerce• Business Application Development• Decision Support Systems
*MATA PELAJARAN UMUM (MPU) SUBJECTS: <ul style="list-style-type: none">• Falsafah dan Isu Semasa• Integrity and Anti-Corruption• 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		
CAREER OPTIONS <ul style="list-style-type: none">• CRM Manager• Digital Marketing Executive• E-Commerce Executive• E-Commerce Planner• E-Commerce Entrepreneur• Market Research Analyst• Online Business Analyst• Social Media Executive		
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.		

Diploma in Digital Marketing

KL : (N/0415/4/0040)(05/28)(MQA/FA14523)
PG: (N/0415/4/0050) (05/27) (MQA/FA15219)

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.

One Programme, Two Certificates

MCKL is a Scottish Qualifications Authority (SQA) Approved Centre for delivering the SQA Advanced Diploma in Business. Upon completion, students will receive two certificates: the diploma from MCKL and the advanced diploma from SQA, providing them with more options for future progression.

Internship Exposure

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

Fast Track to Final Year Degree in High Ranked Universities

Upon completion, students have numerous options for a final year degree at high-ranked universities, accelerating their education.

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.

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.

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.

Affordable Overseas Pathway

Students can pursue quality education abroad at an affordable cost, providing access to diverse cultural experiences, and internationally recognised qualifications. Special discounts are provided through our partner universities.

PROGRAMME STRUCTURE

SUBJECTS OFFERED

Common Core

- Business Ethics
- Organisational Behaviour
- Fundamentals of Innovation and Entrepreneurship
- 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

- Consumer Behaviour
- Business Law
- Introduction to Business Analytics
- Strategic Global Marketing
- Introduction to Digital Marketing

Industrial Training

Applied Business Research

Specialised Skills in Digital Marketing

- Search Engine Optimisation
- Social Media Content Marketing
- Marketing Research and Analytics

*MATA PELAJARAN UMUM (MPU) SUBJECTS:

- Falsafah dan Isu Semasa
- Integrity and Anti-Corruption
- 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

CAREER OPTIONS

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

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.

INTAKE

January, April and August

2.5

Years Programme



*Terms and Conditions Apply

Diploma in Financial Technology

(N/0412/4/0038)(02/29)(MQA/FA15228)

*Programmes offered in Kuala Lumpur Campus only

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 and Management, Principles of Investment, Financial Technology, Blockchain, and FinTech Governance. 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.

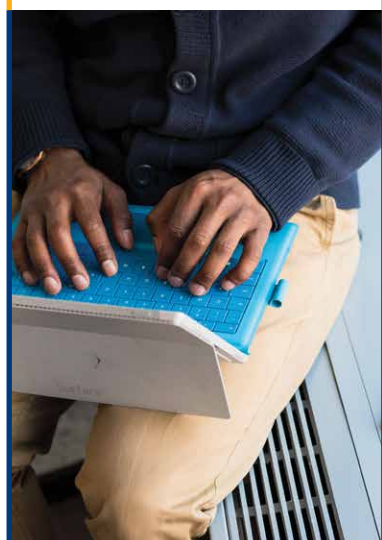
Students can join the workforce, become FinTech entrepreneurs or further their studies at our partner universities in any related field of specialisation.

INTAKE

January, April and August

2.5

Years Programme



Leading the Future: Malaysia's First Diploma in Financial Technology

Preparing students with the essential skills and knowledge to excel in the rapidly evolving financial sector, ensuring they stay ahead of industry trends and meet the increasing demand for FinTech professionals.

Internship Exposure

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

Fast Track to Final Year Degree with universities in the UK

Upon completion, students have options for a final year degree with Universities in the UK, thus accelerating their education.

From Theory to Application

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

Strong FinTech Focus

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

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.

Affordable Overseas Pathway

Students can pursue quality education abroad at an affordable cost, providing access to diverse cultural experiences, and internationally recognised qualifications. Special discounts are provided through our partner universities.

PROGRAMME STRUCTURE

SUBJECTS OFFERED

Common Core

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

Discipline Core

- Introduction to Finance
- Financial Management
- Principles of Investment
- Financial Modelling
- Financial Mathematics
- Personal Financial Planning
- Business Statistics

Industrial Training

Applied Business Research

FinTech Disciplines

- Introduction to FinTech
- Introduction to Blockchain
- FinTech Governance

COMPULSORY SUBJECTS:

- Fundamentals of Innovation and Entrepreneurship
- Introduction to Digital Marketing

*MATA PELAJARAN UMUM (MPU) SUBJECTS:

- Falsafah dan Isu Semasa
- Integrity and Anti-Corruption
- 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

CAREER OPTIONS

- Compliance Officer
- Crowdfunding Platform Manager
- Digital Banking Executive
- FinTech Business Development Manager
- FinTech Customer Experience Manager
- FinTech Product Executive
- FinTech Solutions Consultant
- Payment Solutions Executive
- Risk Management Officer
- Wealth Management Consultant

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.



**METHODIST
COLLEGE**
Veritas Vincit Omnia

Kuala Lumpur • Penang

CONTACT US

Business Hours

Monday to Saturday 9AM – 5PM

(Closed on Sunday and Public Holidays)

ENQUIRIES

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The information in this brochure was correct at the time of publication (November 2025). Methodist College Kuala Lumpur (MCKL) reserves the right to alter this information should the need arise.