

## PERINCIAN PROGRAM

IPTS	:	KOLEJ UNIVERSITI LINCOLN
NO PENDAFTARAN PREMIS	:	DKU016 (B)
PROGRAM	:	DIGITAL ENTREPRENEURSHIP AND MARKETING
TENAGA PENGAJAR	:	2
KAEDAH PEMBELAJARAN	:	BERSEMUKA

### LATAR BELAKANG / LIPUTAN KESELURUHAN

**Synopsis:** In this programme, you will learn about the future of digitally-enabled entrepreneurship and commerce, by designing and launching your own digital business which will enable you to test and improve your own business ideas.

### HASIL PEMBELAJARAN

**Outcomes:** This course will create an online business design, consisting of a coherent set of activities for attracting customers online, providing a satisfactory online experience, and achieving business objectives digitally. This will also help to launch a business- quality online presence, using widely available services and software. Also, create a basic social media plan to attract and engage online customers.

No.	PERINCIAN MAKLUMAT	PELAKSANAAN	PENILAIAN	PERINCIAN KOS	CATATAN
	MODUL (Penerangan)	HARI (Tempoh Jam)			
1	<b>COMMUNICATION AND SOFTSKILL:</b>	2 (12 Jam)	Ujian Penilaian Awal	RM 200	Kelas
	a. Introduction to Communication	2 (12 jam)	Kuiz/ Pembentangan	RM 250	Kelas
	b. Communication techniques c. Business Communication	1 (6 Jam)	Latihan	RM100	Makmal
2	<b>DIGITAL ENTREPRENEURSHIP: NEW OPPORTUNITIES AND CHALLENGES</b> <ul style="list-style-type: none"> <li>Choosing a Digital Business Idea</li> <li>Name of your business, overview of what you are selling, why you are selling this product/service and value proposition.</li> </ul>	4 (24 hours)	Assignment 1	RM400	Kelas/Makmal

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	<ul style="list-style-type: none"> <li>• What differentiates your product or service offering?</li> <li>• Innovators dilemma</li> </ul>				
3	<b>CREATING A DIGITAL BUSINESS DESIGN</b> <ul style="list-style-type: none"> <li>• Digital Business Experiments</li> <li>• Overview of your business model.</li> <li>• A breakdown of the key components.</li> <li>• Turning ideas into reality</li> </ul>	4 (24 hours)	Assignment 2	RM400	Kelas/Makmal
4	<b>LAUNCHING A NEW DIGITAL VENTURE</b> <ul style="list-style-type: none"> <li>• Emerging technologies</li> <li>• Digital concepts</li> <li>• What makes a new digital venture a grand success – Some key tips</li> </ul>	4 (24 hours)	Assignment 3	RM400	Kelas/Makmal
5	<b>CUSTOMER ACQUISITION IN A DIGITAL WORLD</b> <ul style="list-style-type: none"> <li>• Which platform to use</li> <li>• How to have your presence in digital world</li> <li>• What methods and tools are needed</li> <li>• How to attract customers</li> <li>• A brief introduction to software related to advertising</li> </ul>	5 (30 hours)	Assignment 4	RM500	Kelas/Makmal
6	<b>DIGITAL MARKETING VIA SOCIAL MEDIA</b>	4 (24 hours)	Presentation	RM710	Kelas/Makmal

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	Digital Marketing – Guest Lecture <ul style="list-style-type: none"> <li>• What is the profile of your customer?</li> <li>• How have (or will) you attempt you secure a client?</li> <li>• What marketing tactics have (or will) you incorporate to grow your product or service?</li> </ul>				
7	<b>CASHLESS PAYMENT SYSTEM</b> <ul style="list-style-type: none"> <li>• Contingency Plan for future challenges</li> <li>• How to develop one for your business</li> </ul>	4 (24 hours)	Final project submission	RM400	Kelas/Makmal
8	PENGINAPAN (sekiranyaada)	30 Hari		RM420	Per-Pelajar
9	PENGANGKUTAN (sekiranyaada)	30 Hari		RM300	Per-Pelajar
10	MAKAN & MINUM (sekiranyaada)	30 Hari		RM1200	Per-Pelajar
<b>JUMLAH</b>		<b>30</b>		<b>RM5280.00</b>	

## RUJUKAN

### 1. Tambahan:

1. Laman social media – fb instgram
2. Latihan visual dan komunikasi digital
3. Certificate of Attendance

### 2. LamanSesawang:

1. Lincoln University College ([www.lincoln.edu.my](http://www.lincoln.edu.my))
2. Communication skills (<https://corporatefinanceinstitute.com/resources/careers/soft-skills/communication/>)

3. Communication Training Industry (<https://trainingindustry.com/blog/leadership/5-important-communication-skills-for-leaders/>)
4. Effective Communication in Workplace (<https://www.hrtechnologist.com/articles/employee-engagement/effective-communication-in-the-workplace-how-and-why/>)
5. Business Communication (<https://www.finsmes.com/2019/03/the-importance-of-communication-in-business-how-to-improve-it.html>)
6. SME Corporation Malaysia (<https://www.smecorp.gov.my/index.php/en/>)
7. MITI (<https://www.miti.gov.my/>)
8. Department of Statistics Malaysia (<https://www.dosm.gov.my/v1/>)
9. Center for Entrepreneur Development and Research (<https://www.cedar.my/>)
10. SME Bank (<https://www.smebank.com.my/en/development/our-subsiidiaries/cedar>)

NOTE:

### **Assignment #1:**

#### **Digital Business Design**

Turn in a one-page report with your digital business design.

### **Assignment #2:**

#### **Web Basics**

Turn in a link (URL) to a web page available through your own domain.

Create the web page using a text or web editor, and upload the web page file to your own server or hosting service. The page should be about a personal accomplishment.

The page must include:

1. a link to another web page
2. an image
3. a list (using <ul> or <ol> tags in HTML)
4. at least two style sheet rules (written in CSS)

### **Assignment #3:**

#### **Local Business Site**

Turn in a link (URL) to a prototype WordPress-based site installed on your own domain, for a local business that is NOT your final project.

This site should be a prototype site for a local business that exists today (i.e., NOT your final project site). It

should display a level of professionalism that would allow the local business to test your site on real users, but you are not required to contact the actual business.

The site must include:

1. an 'About Us' page
2. a 'News' menu item that points to at least two blog posts
3. a working 'Contact Us' page
4. at least one other plugin, in addition to the contact page plugin (stating on the home page which plugin)
5. a new theme not included with WordPress by default
6. at least one category that is visible on the home page
7. at least one widget that is not visible by default

#### **Assignment #4:**

##### **MVP Prototype Demo**

Demo your minimal viable product (MVP) business prototype in a class presentation up to 3 minutes in length. Highlight the main elements of your online business design, and how you hope to test this design on the site. The site should have sufficient content to begin testing its effectiveness on potential customers.

The site must have a working connections to google analytics, and must have implemented at least one conversion goal. To receive credit for your analytics, **your instructor** must be added as a user to the Google Analytics account, property, or view corresponding to your demo site. To receive full credit, the analytics must show at least 10 unique visitors to your prototype.

Turn in a report with your updated online business design. Include in your report the URL for your prototype, and the name and ID number of your Google Analytics account.

##### **Final Project Presentation**

Demo your online business site in a presentation up to 5 minutes, and be prepared to answer any questions about the main elements of your digital business design, including: business objectives/plan, customer acquisition, user experience, and business outcomes. Show us the greatest thing about your site from a user experience points of view. Emphasize in your presentation what you have learned so far from the data about your digital business design, and what are the most important questions remaining.

##### **Final Project Report**

Submit a report that briefly reviews the main elements of your digital business design: business objectives/plan, customer acquisition, user experience, and business outcomes.

Discuss what you have learned about your proposed business idea through online prototyping, using data from your project. Identify and discuss the two most important improvements you have made to your prototype, based on data from analytics, usability testing, or elsewhere. Discuss the specific steps that need

to be taken to improve business performance in the future, based on data you have collected.

Your report should list the steps you have taken to implement your internal and external SEO strategy. If social media is an important traffic source, your report should refer to a sample page on your most important social network that has at least one week's worth of sample material.

Your report should also include the results of usability testing on at least 3 users, including the scenarios used, and the actions taken in response to the testing.

Finally, the report should also mention steps taken towards business launch, including privacy and terms of service, site performance, and legal policies.

Disediakan oleh:

**(DR ABHIJIT GHOSH)**

**Dean**

**Faculty of Business and Accountancy**