



# SUMA

Digital Business  
Academy  
数码商学院

## UK Diploma in Business and Advertising



### 行业合作伙伴 / 业界认证



### 认证与注册鉴定单位



### 学术伙伴





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## 升学 路径

课程时长: 18个月(上课) + 6个月(实习)

入学月份: 4月、7月、10月

## 双文凭 毕业

01 UK DIPLOMA IN DIGITAL BUSINESS

02 DIPLOMA IN BUSINESS MANAGEMENT

## 入学 成绩

SPM/O-level: Pass with minimum 3 credits (Including BM, Sejarah & English) or

UEC: Pass with minimum 3Bs or

A Pass in any qualification equivalent to Certification (Level 3, MQF)

## 奖学金 贷学金 和助学金

### 贷学金 by 国家高等教育基金局贷学金 PTPTN

国家高等教育基金局贷学金简称PTPTN。PTPTN 贷学金并不是奖学金，这笔贷学金，在将来毕业后需要偿还。

而申请者所得到数额会取决于许多因素，如：所获得的科系、所修的学分、所就读的大专、家庭收入等等。



### 新生奖学金 by SUMA Digital Business Academy

由学校年度预算提发并经预算会议审查通过，为奖勉学生敦品励学，本校为SPM / UEC / STPM / A LEVEL成绩优异的新生，提供全年奖学金，让学生升学无忧虑。

完成入学报名的合格新生，将授予《新生奖学金》。

学术伙伴



认证伙伴





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## Subjects

### Year 1

- 01 Advertising Strategies:
  - Campaign Creation and Optimization
- 02 Creative Thinking
- 03 Fundamentals of Business
- 04 Business Analytics with Python
- 05 English for Academic Purposes
- 06 Fundamentals of Information Technology
- 07 Fundamentals of Management
- 08 Business Communication
- 09 Fundamentals of Accounting
- 10 Fundamentals of Marketing
- 11 Fundamentals of Multimedia Technology
- 12 General Psychology
- 13 Introduction to Entrepreneurship
- 14 Marketing Management
- 15 Organisation Behaviour

\*Modules listed are indicative and may subjects to change

### Year 2

- 01 E-commerce Project Management
- 02 Financial Accounting 1
- 03 Business Law
- 04 Digital Marketing Project
- 05 Human Resource Management
- 06 Financial Management
- 07 Mastering Search Engine Optimization:
  - Techniques and Best Practices
- 08 Email Marketing Mastery:
  - Strategies, Techniques, and Best Practices
- 09 Advanced CopyWriting
- 10 Website Creation

## 学习领域

- Accounting & Finance
- Business & Management
- Marketing & Sales
- Advertising & Broadcasting
- E-Commerce & Data Analytics
- Technology & AI
- Branding & Design
- Multimedia Design & Video Production

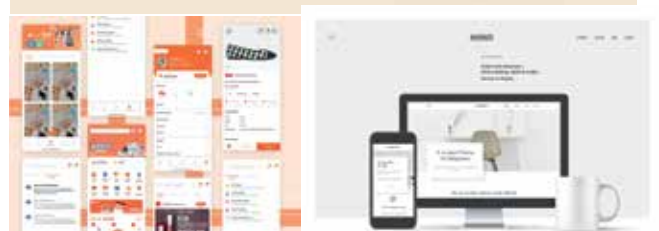
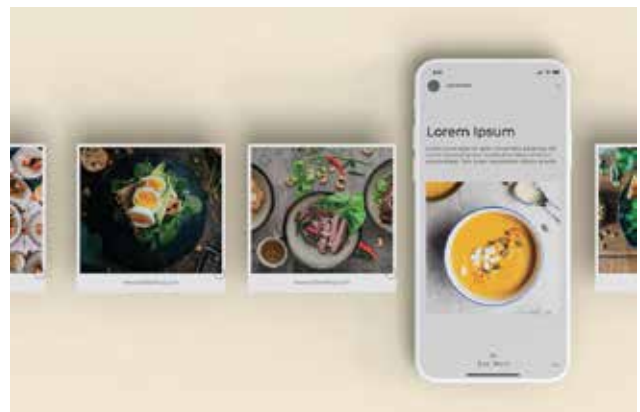
## 考试方式

**80%**  
Coursework

**20%**  
Examination

\*Most Subjects are 100% coursework

## 功课案例





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A-1-9 & A-2-9, SUNWAY NEXIS,  
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Kota Damansara 47810 Petaling Jaya,  
Selangor, Malaysia.

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