Raffles
Design • Business • Merchandising • Psychology

Diploma in E-Commerce

Available in: Kuala Lumpur, Malaysia
Intake: January, May, September
Website: www.Raffles-IAO.com

2 years 4 months Diploma in E-Commerce

Year 1

- E-Commerce Principles
- Management Essentials
- Business Statistics
- Academic Reading and Writing
- Introduction to Marketing
- Design Basic
- Introduction to Business Law
- Professional Writing and Communication
- Digital Photography
- Online Advertising
- Fundamentals of Finance
- Supply Chain and Inventory Management
- Economics

Year 2

- Consumer Behaviour
- Financial Accounting
- Web Development
- Introduction to Database Management System
- Entrepreneurship and Small Business Operation
- Digital Marketing
- User Interaction Design
- Technopreneurship
- E-Commerce Security
- Business Creativity and Innovation
- E-Commerce Project
- Strategic Planning
- International Business
- Internship

MPU

- Pengajian Malaysia (Malaysian)
- Bahasa Melayu Komunikasi 1 (International)
- Project Management
- Creativity and Problem Solving
- Co-curriculum
- Moral and Ethics in Malaysian Society

Note: Curricula are subject to change.