

Executive Digital Leadership Programme 2023

Q: What is the [Executive Digital Leadership Programme](#)?

It is a 3-month certification program to develop digital transformation mindset amongst senior leaders and foster a sense of urgency in them to embrace digitalisation and drive change in their organisation.

Q: How long is the program and where will the program be held?

3 months per cohort. In-person classes will be conducted at the Asia School of Business, Kuala Lumpur during certain weeks whereas the rest will be conducted online.

Q: Is it only open for Malaysians?

No. It is open to all but only Malaysians will be entitled to the Incentive Scheme offered.

Q: What are the Incentive Schemes offered?

- a. 50% of program fees for Malaysian citizens working in start-up companies & SMEs, including experienced professionals who are currently in between jobs; and
- b. 25% of program fees for Malaysian citizens working in Malaysian-based companies including multinationals, government-linked corporations (GLCs), and similar entities.

Q: Who is eligible to apply for the program?

Executives in middle to senior management level with the following criteria:

- At least 5 years (digital incumbent) or 8 years (non-digital incumbent) of working experience;
- Has a university degree;
- High proficiency in English (spoken and written);
- Reference or recommendation with justification for joining the program by a superior or if participant is the owner of a company, by a colleague.

Q: What are the selection criteria for a seat in the program? How are participants selected?

All applicants will go through an assessment when they apply for the program to ensure that they meet the entrance requirements to ensure that applicants meet the eligibility criteria and for allocation into respective cohorts.

Q: When will the program commence in 2023?

The program will commence in November 2023 for the 1st Cohort. Successful participants of the program will be assigned to cohorts according to their levels of competency and experience. Therefore, depending on your experience/competency, you may start later.

Q: Is the program conducted physically, online or hybrid?

The program will be conducted in a hybrid manner with about 75% face-to-face real-time learning and 25% online self-paced learning. Your commitment to a face-to-face class is only in Month 1 for two weeks and in Month 3 at the end. Other than two weeks of F2F learning, everything else will be carried out online (programs from MIT) and conversations with Faculty on zoom.

Q: If I am currently working fulltime, do I need to take annual leave to attend the program or will the program be held at night or weekends?

You do not need to take annual leave but obtain your superior/company to support the fact that you will be doing a class for two weeks at Asia School of Business. The rest 25% of the program will be conducted online.

Q: What qualification will I get when I complete the program?

You will receive a Certificate of Completion in Executive Digital Leadership that is issued by [Asia School of Business](#) in collaboration with MIT Sloan Management.