Executive Digital Leadership Programme 2024 (EDLP)

Q1: **What is the Executive Digital Leadership Programme (EDLP)?**
It is a 3-part certification program to develop digital transformation mindsets amongst senior leaders to embrace digitalisation, embed relevant new technologies, and drive change within their organisations.

Q2: **How long is the program and where will the program be held?**
Between 3 – 4 months per cohort. In-person classes will be conducted at the Asia School of Business, Kuala Lumpur during certain weeks of the program whilst the rest will be conducted online. For further information on the 3-part program journey, please refer to the **Executive Digital Leadership Programme**.

Q3: **Is the program open to Malaysians only?**
No, the program is open to all but only Malaysians will be entitled to the Incentive Schemes offered.

Q4: **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.

Q5: **Who is the target audience for the program? Is it recommended for managers/senior management level and above?**
This program is open to applicants of any background or demographic who have work experience, especially those holding positions such as:
a. Government officers holding leadership roles in their respective Ministries
b. Chief Executive Officers
c. Chief Technology Officers
d. Heads of Departments
e. Senior Management
f. Anyone interested in Digital Transformation

Q6: **What are the selection criteria for a seat in the program?**
Admission into the program is subject to successful completion of a pre-assessment test with a passing mark of 50%.

Q7: **When will the program commence in 2024?**
The program will commence on 6th May 2024 for Cohort 3. However, please note that there is a limited number of seats for each cohort, so you may be assigned to the next Cohort if your application is submitted late.

Q8: **How many scheduled cohorts are there for this program?**
A total of 5 Cohorts have been scheduled for the year 2023/24. Cohort 1 commenced in November 2023. Starting dates for 2024 Cohorts are as below:
Cohort 2: 19th February – 14th June
Cohort 3: 6 May - 29 July
Cohort 4: 1 July - 30 September
Cohort 5: 1 September to 11 November

The dates for Cohort 4 & 5 are subject to change. We have taken note of major public holidays and no in-person session will be scheduled during this period.

Q9: **Does the program include hands-on learning that requires technical knowledge since the topics covered are mainly on digital skills/digital transformation?**
No, it does not. It provides information on the latest technological developments and factors that leaders should consider when implementing these technologies in their organization.

Q10: **In terms of the learning content, will the content be different for a digital incumbent and non-digital incumbent?**
The content will remain the same for digital or non-digital incumbents.

Q11: **As the title of the program is digital leadership, what is the ratio between digitalization/digital transformation knowledge compared to other core areas of leadership such as building teams, driving change, effective communication etc.?**
Digital transformation knowledge will be integrated into all the mentioned areas, contributing to the overall digital roadmap.

Q12: **What role will the Technology Immersion Partners (TIP) play during the program?**
The Technology Immersion Partners comprising of Microsoft, IBM and Shopee will conduct guest lectures during the course of the program. Past TIPs included Google and Amazon Web Services.

Q13: **Will the program be conducted physically, online or hybrid?**
This program adopts a hybrid approach, combining **9 days of in-person training with online self-paced e-learning for the remainder of the program**. In-person sessions will take place over 3 days each month culminating in a final session on the last day of Month 3. Additionally, ASB's Faculty will conduct periodic one-hour virtual sessions to address any queries regarding the e-learning modules.

Q14: **What are the timings for the in-person sessions and for the online sessions?**
In-person sessions will be conducted at Asia School of Business from 9.00am – 5.00pm on the specified dates. There are no specified hours for the online sessions. The Curated Online Programs will be accessible and made available throughout the respective week of each module, and you will have the flexibility of completing the sessions at your own pace within that week. The hourly sessions with ASB's Faculty will be conducted virtually, and after 5pm.

Q15: **If I am currently working fulltime, will I need to take annual leave to attend the program or will the program be held in the evenings or over the weekends?**
If you have obtained your superior or company's approval to attend the program, you probably will not need to use your annual leave to attend the program. However, this will depend upon your organization's policy. As indicated, the time commitment for in-person sessions will be 3 days each month and a final day in the third month. The remainder of the program will be conducted online at your own pace.

Q16: **I noticed that the schedule includes components of Curated Online Programs. Will there be a specific timeframe during which the online content will be available?**
The Curated Online Programs will be accessible and made available throughout the respective week of each module. Participants will be required to complete the Knowledge Check at the end of each week to test their understanding.

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Q17: How do I submit my application?
   a. Complete the Executive Digital Leadership Programme online application form **here**.
   b. Kindly ensure that you have compiled all relevant supporting documents prior to completing the online form. There will be a section in the form to upload the required documents.

Q18: What supporting documents do I need to submit along with my application form?
   a. PMKS Status Declaration Certificate **OR** SSM Documents
   b. Academic Certifications
   c. Reference Letter

Q19: What is the PMKS Status Declaration Certificate?
The PMKS Status Registration System is a new initiative developed by SME Corp. Malaysia to certify that a company/business is a Micro, Small and Medium Enterprise (PMKS). For all **Malaysian START-UPS, MSMEs** and **SMEs**, you are **encouraged** to apply for a **PMKS Status Declaration Certificate** to be submitted together with your application.

Please refer to **https://smereg.smecorp.gov.my/reg/** for further information and on how to register.

If you **do not have the PMKS Status Declaration Certificate**, you **must** provide **SSM documentation** of your company (list of directors and officers, and summary of financial information).

Q20: What are the requirements for the Reference Letter?
Please provide a written recommendation from your superior. If you are the business owner, please provide a recommendation by a colleague.

Q21: Is it necessary to include my university transcript along with the academic certification(s)?
No, you are only required to include your University Academic Certification when you submit your Application Form.

Q22: Is the program HRD Corp claimable?
The program is claimable under the HRD Corp Claimable Course scheme. Participants claiming the course fee from HRD Corp **MUST** be **physically present in all sessions over a total of 9 days to qualify for claiming from this scheme. The final claimable amount is subject to the HRD Corp's approval*.**

All applicants have to pay the full amount of the program fees upfront, minus the Incentive Scheme amount. Once the HRD claim is approved, ASB will refund the amount approved by HRD Corp*****.

EXAMPLES of the calculation:
   a) If an applicant qualifies for the 50% incentive scheme, he/she will have to pay an upfront amount of **RM12,330 (exclusive of SST)** for the program fee**.** If their claim is approved by HRD Corp, ASB will refund the approved amount to the applicant.
   b) If an applicant qualifies for the 25% incentive scheme, he/she will have to pay an upfront amount of **RM18,495 (exclusive of SST)** for the program fee. If their claim is approved by HRD Corp, ASB will refund the approved amount to the applicant.

***The HRD Corp Claimable Course scheme only applies to Malaysian employees attached to HRD Corp registered employer.**

Q23: **Does the 3-part program conclude with any form of examination?**

No, there will be no examination at the end of the third part of the program. However, participants will have to complete the Knowledge Check at the end of each e-learning module.

Q24: **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.

Q25: **If I'm travelling from overseas/outstation and require a place to stay during the in-person sessions, where is the nearest place that I can book?**

ASB offers accommodation for guests at our residential building, ASB Residential (ASBR), subject to availability. The residential spaces are furnished with the basic necessities to provide a comfortable stay for all guests.

The types of units offered are:
- Type A: One bedroom and bath suite with a shared kitchen
- Type C-1: One bedroom and bath suite with a living room and kitchen
- Type C: Two bedrooms and bath suite with a living room and kitchen
- Type D: Three bedrooms and bath suite with a living room and kitchen

To find out more about the room rates, please email **corpgov@asb.edu.my** with your enquiries.

Participants are encouraged to book early to obtain accommodation.