

Q1: What is the [Executive Digital Leadership Programme \(EDLP\)](#)?

It is a 3-part certification programme 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 programme and where will the programme be held?

The programme lasts for 3 months per cohort. There will be 4 days of in-person classes held per month at the Asia School of Business in Kuala Lumpur. The remainder of the programme will comprise self-paced online learning and participant will **not** be required to attend classes at any predetermined time.. For further information on the 3-part programme journey, please refer to the [Executive Digital Leadership Programme](#).

Q3: Is the programme open to Malaysians only?

No, the programme is open to all but only Malaysians will be entitled to the Incentive Schemes offered.

Q4: What are the Incentive Schemes offered to Malaysian citizens?

- a. 100% of programme fees for those working in the public sector/civil servants, and selected SMEs, subject to terms and conditions with limited places available. Refer to the **Terms & Conditions in SME Funding Qualifying Criteria** [here](#).
- b. 50% of programme fees for those working in start-up companies & SMEs, including experienced professionals who are currently in between jobs.
- c. 25% of programme fees for those working in Malaysian-based companies including multinationals, government-linked corporations (GLCs), and similar entities.

Q5: What is the criteria to qualify for full funding as an SME?

Refer to the **SME Funding Qualifying Criteria** ([click here](#)).

Q6: What if I don't qualify for full funding? Can I still apply for the programme?

SMEs that **do not qualify under the SME Funding Qualifying Criteria** ([click here](#)) are welcome to apply under the 50% incentive scheme, subject to MyDIGITAL Corporation's verification and approval. Other SMEs operating in digital sectors or related fields, even if they do not meet the above criteria, are still welcome to apply. Such applications will be reviewed on a case-by-case basis by MyDIGITAL Corporation.

Q7: How do I submit my application?

- a. Complete the Executive Digital Leadership Programme online application form [here](#).
- b. If you are from an SME, 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.

Q8: If I'm from an SME, what supporting documents do I need to submit along with my application form?

- a. PMKS Status Declaration Certificate **OR** SSM Documents

Q9: 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 (corporate information, and summary of financial information).

Q10: Is the programme HRD Corp claimable?

The programme 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 HRD Corp's approval*.**

All applicants have to pay the full amount of the programme 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 programme 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 programme 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.**

Q11: Who is the target audience for the programme? Is it recommended for managers/senior management level and above?

This programme 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/Chief Digital Officers
- d. Heads of Departments
- e. Senior Management
- f. Anyone interested in undertaking Digital Transformation for their organisation

Q12: What are the selection criteria for a seat in the programme?

Admission into the programme is subject to successful completion of a pre-assessment test with a passing mark of 50%.

Q12: When will the programme commence in 2025?

The programme will commence based on the schedule (Q8) for each Cohort. 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.

Q14: How many scheduled cohorts are there for this programme?

A total of 5 cohorts completed the programme in 2024. A further **5 Cohorts** have been scheduled for the year **2025**. The dates for each Cohort are as below:

Cohort 6: 14 April - 23 June 2025

Cohort 7: 19 May - 28 July 2025

Cohort 8: 30 June – 22 September 2025

Cohort 9: 4 August – 27 October 2025

Cohort 10: 25 August – 10 November 2025

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

Q15: Does the programme 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.

Q16: 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.

Q17: As the title of the programme is digital leadership, what is the ratio between digitalisation/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 transformation plan.

Q18: What role will the Technology Partners (TP) play during the programme?

The Technology Partners comprising of IBM, Shopee, Amazon Web Services and Cisco will conduct guest lectures during the course of the programme.

Q19: Will the programme be conducted physically, online or hybrid?

This programme follows a hybrid approach, combining in-person sessions, self-paced online learning, and expert-led discussions. Attendance is mandatory for in-person sessions for programme completion.

During the 3 months, the following components are:

- **In-Person Sessions**
 - 4 days per part, across Parts 1, 2, and 3 (12 days total).
- **Self-Paced Online Learning**
 - Access MIT Horizon modules, covering 10 topics throughout the programme.
- **Faculty Support Sessions**
 - Half-day sessions conducted by ASB Faculty to address queries related to the e-learning modules.

At the end of Part 3, participants will have to develop an *Organisational Digital Transformation Plan*. On the final day of the programme, participants may elect to present their plan to the TPs to obtain expert feedback and insights to refine their plan for implementation.

Q20: 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.

Q21: If I am currently working fulltime, will I need to take annual leave to attend the programme or will the programme be held in the evenings or over the weekends?

If you have obtained your superior's or company's approval to attend the programme, you probably will not need to use your annual leave to attend the programme. However, this will depend upon your organisation's policy. As indicated, the time commitment for in-person sessions will be 4 days each month. The remainder of the programme will be conducted online at your own pace.

Q22: I noticed that the schedule includes components of Curated Online Programmes. Will there be a specific timeframe during which the online content will be available?

The Curated Online Programmes 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.

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

No, there will be no examination at the end of the third part of the programme. However, participants will have to complete the Knowledge Check (KC) at the end of each e-learning module, along with an Organisational Digital Transformation Plan for their own organisation at the end of the programme.

This is mandatory and part of programme completion. Failure to complete all ten KCs and submit a Plan means participants will not be eligible to receive the Certificate of Completion and may not be eligible for the incentive provided by MyDigital. Participants may therefore, be liable to pay the full programme fee to ASB.

Q24: What qualification will I get when I complete the programme?

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.