

PENTING / IMPORTANT:

Kandungan Pro Forma ini tidak boleh diubah tanpa kelulusan Senat bagi perkara-perkara yang telah ditandakan*. Pindaan kepada perkara lain boleh diluluskan di peringkat Akademi/Fakulti/Institut/Pusat.

*Contents of this Pro Forma shall not be changed without the Senate's approval for items indicated with *. Changes to the other items can be approved at the Academy/Faculty/Institution/Centre level.*

	Versi Bahasa Malaysia Malay Version	Versi Bahasa Inggeris English Version
Akademi/Fakulti/Institut/Pusat <i>Academy/Faculty/Institute/Centre</i>	-	-
Jabatan <i>Department</i>	Pusat Latihan <i>Intern</i> dan Pengayaan Akademik(CITrA)	<i>Centre for Internship Training and Academic enrichment (CITrA)</i>
Nama Program Akademik <i>Name of Academic Programme</i>	Pemeriksaan Holistik Pelajar (SHE)	<i>Students Holistic Empowerment (SHE)</i>
Kod Kursus* <i>Course Code*</i>	GFC0012	GFC0012
Tajuk Kursus* <i>Course Title*</i>	Perniagaan Digital	<i>Digital Business</i>
Kredit* <i>Credit*</i>	2	2
Masa Pembelajaran Pelajar (SLT) <i>Student Learning Time (SLT)</i>	80 jam	80 hours
Prasyarat/Keperluan Minimum Kursus <i>Course Pre-requisite(s)/Minimum Requirement(s)</i>	Tiada	<i>None</i>
Hasil Pembelajaran Kursus* <i>Course Learning Outcomes*</i>	Di akhir kursus ini, pelajar dapat: <ol style="list-style-type: none"> 1. Mengenalpasti mekanisme, infrastruktur dan peralatan perniagaan digital. 2. Menerangkan pelbagai model perniagaan digital terutama perkembangan dan potensinya di Malaysia. 3. Menyediakan cadangan perniagaan digital. 	<i>At the end of the course, students are able to:</i> <ol style="list-style-type: none"> 1. Identify mechanism, infrastructure and tools of digital business. 2. Explain various digital business models, especially their development and potential in Malaysia

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		<i>3. Prepare digital business proposal.</i>
Sinopsis Kandungan Kursus <i>Synopsis of Course Contents</i>	Kursus ini memberi pengenalan kepada perniagaan digital. Ia menggariskan pelbagai strategi dan aplikasi yang boleh dilaksanakan dalam organisasi. Pelajar akan didedahkan kepada penyediaan cadangan perniagaan digital yang berpotensi untuk dilaksanakan di Malaysia.	This course provides an introduction to the digital business. It outlines various strategies and applications that can be implemented within the organization. Students will be exposed to the preparation of a digital business proposal which has the potential to be implemented in Malaysia.
Pemberatan Penilaian* <i>Assessment Weightage*</i>	Penilaian Berterusan: 100% Peperiksaan Akhir:	<i>Continuous Assessment: 100%</i> <i>Final Examination:</i>
Kaedah Maklum Balas Tentang Prestasi <i>Methodologies for Feedback on Performance</i>	Markah penilaian berterusan akan dipaparkan di papan notis atau di luar bilik pensyarah atau dimuatnaik dalam SPECTRUM sebelum peperiksaan akhir.	<i>Marks for continuous assessment will be displayed on notice boards, or outside the lecturer's room or uploaded in SPECTRUM before the final examination.</i>
Kriteria Dalam Penilaian Sumatif <i>Criteria in Summative Assessment</i>	Sila rujuk Kaedah-kaedah Universiti Malaya (Ijazah Sarjana Muda) 2019 dan Peraturan-peraturan Universiti Malaya (Ijazah Sarjana Muda) 2019	Refer to the University of Malaya (Bachelor's Degree) Regulations 2019 and University of Malaya (Bachelor's Degree) Rules 2019