Executive Digital Leadership Programme (EDLP)

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?

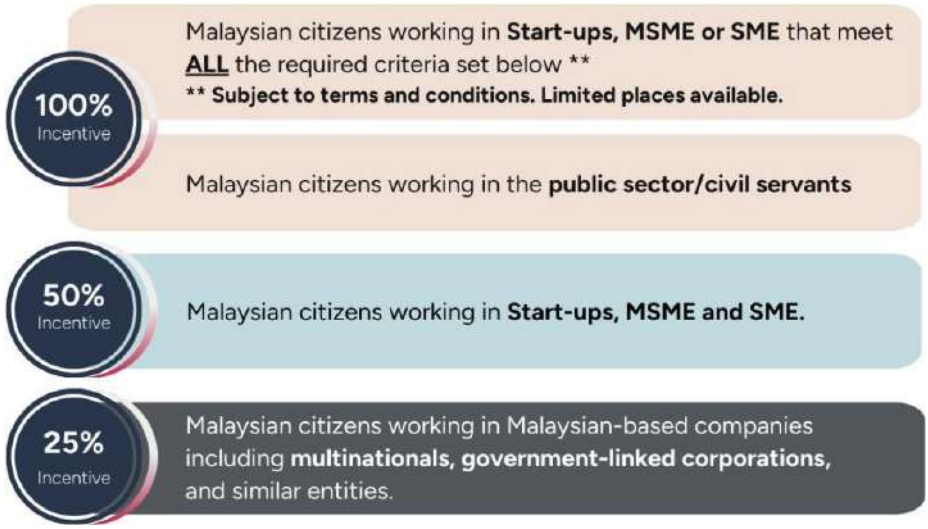
The programme lasts for 3 months per cohort. There will be 4-5 days of in-person classes held per month at the Asia School of Business in Kuala Lumpur. The remainder of the programme will comprise self-paced online learning and participant will **not** be required to attend classes at any predetermined 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?

Malaysian citizens and locally incorporated companies are encouraged to apply for the Executive Digital Leadership Programme (EDLP), which offers various incentive schemes curated by MyDIGITAL Corporation as depicted below.



Q5: How do I submit my application?

a. Complete the Executive Digital Leadership Programme online application form **here** via the Executive Digital Leaders' NEXUS. You will be required to create an account before continuing the registration process. For step by step guidance, click 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.

Q6: What are the criteria to qualify for full funding as an SME*?

Refer to the **SME Incentive Eligibility Guideline***

Q7: What if I don't qualify for full funding? Can I still apply for the programme?

SMEs that **do not qualify under** the **SME Incentive Eligibility Guideline*** are still welcome to apply under the 50% incentive scheme, subject to MyDIGITAL Corporation's verification and approval. SMEs operating in **digital sectors or related fields that do not fulfil the above criteria** may still submit their applications. Such applications will be subject to **case-by-case evaluation by MyDIGITAL Corporation**.

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

Refer to the **SME Incentive Eligibility Guideline*** for documentations required to be submitted during registration.

Q9: What is the MSME Status Declaration Certificate?

The MSME Registration Status 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 **MSME Status Declaration Certificate** to be submitted together with your application.

Please refer to **MyBPI SME Corp** for further information and on how to register for your PMKS Cert. Applicants may share a screenshot of the registration/application while awaiting the official certificate (processing time is typically 1-2 weeks).

Refer to the **SME Incentive Eligibility Guideline***

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. 5 days to qualify for claiming from this scheme. The final claimable amount is subject to HRD Corp's approval*.**

For HRD Corp (HRDC) claim, no invoice will be issued for payment prior to the program. In the event HRDC rejects, delays, or does not release payment for any reason (including but not limited to insufficient levy balance, non-compliance, or incomplete submission), you shall be fully liable to settle the full program fee directly to ASB within 30 days from the date of such notification or invoice issuance, whichever is earlier.

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. Startup and MSME founders and leaders
f. Senior Management
g. Anyone interested in undertaking Digital Transformation for their organisation

Q12: When will the programme commence in 2027?

The programme will commence based on the schedule (Q13) 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.

Q13: How many scheduled cohorts are there for this programme?

A total of 14 Cohorts completed the programme from 2023 - 2026. Dates for **Cohorts 15 - 18** in 2027 are below:

Cohort 15: 12 April - 12 July 2027

Cohort 16: 24 May - 09 August 2027

Cohort 17: 05 July – 04 October 2027

Cohort 18: 02 August – 01 November 2027

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

Q14: 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.

Q15: 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.

Q16: 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.

Q17: What role will the Technology Partners (TP) play during the programme?

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

Q18: Will the programme be conducted physically, online or hybrid?

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

During the 3 months, the following components are:

- **In-Person Sessions**
  - 5 days per part, across Parts 1 & 2, and 4 days for Part 3 (14 days total).
  - Includes half-day sessions conducted by ASB Faculty to address queries related to the e-learning modules **(Faculty Support Sessions)**
- **Self-Paced Online Learning**
  - Access MIT Horizon modules, covering 10 topics throughout the programme.

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 panel of Reviewers which includes the TPs to obtain expert feedback and insights to refine their plan for implementation.

Q19: 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.

Q20: If I am currently working full-time, 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.

Q21: 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.

Q22: 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 Corporation. Participants may therefore, be liable to the pay the full programme fee to ASB.

Q23: 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 MyDIGITAL Corporation.

To be **eligible** for the **Certificate of Completion**, participants must ensure the:

- Achievement of at least **75% attendance**
- **Completion** of all curated **online modules** (MIT Horizon)
- Submission of **Digital Transformation Plan** (by the agreed deadline)

Q24: 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:

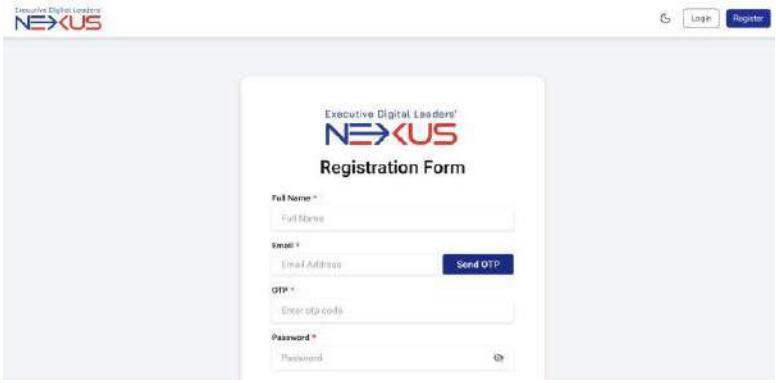
- Type A: One bedroom and bath suite with a shared kitchen
- Type C-1: One bedroom and bath suite with a living room and kitchen
- Type C: Two bedrooms and bath suite with a living room and kitchen
- Type D: Three bedrooms and bath suite with a living room and kitchen

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

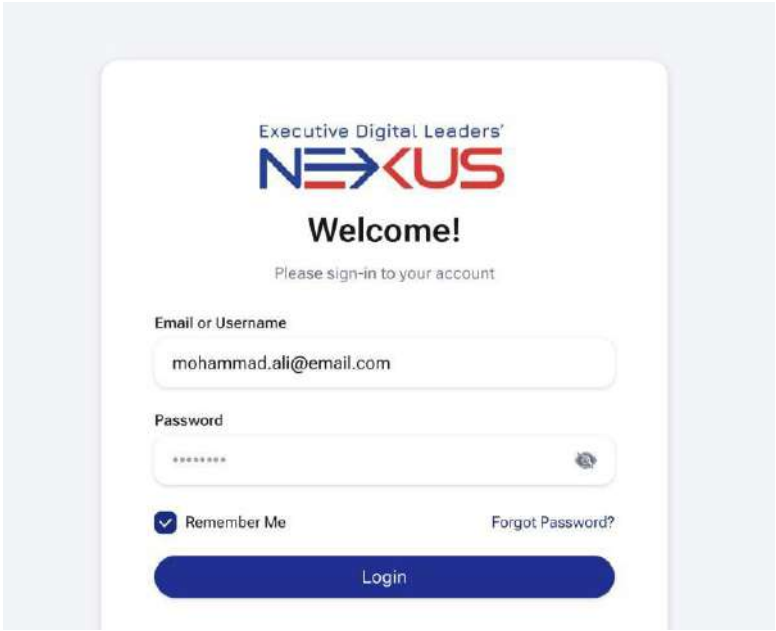
Participants are encouraged to book early to obtain accommodation.

How to Register on the Executive Digital Leaders' NEXUS

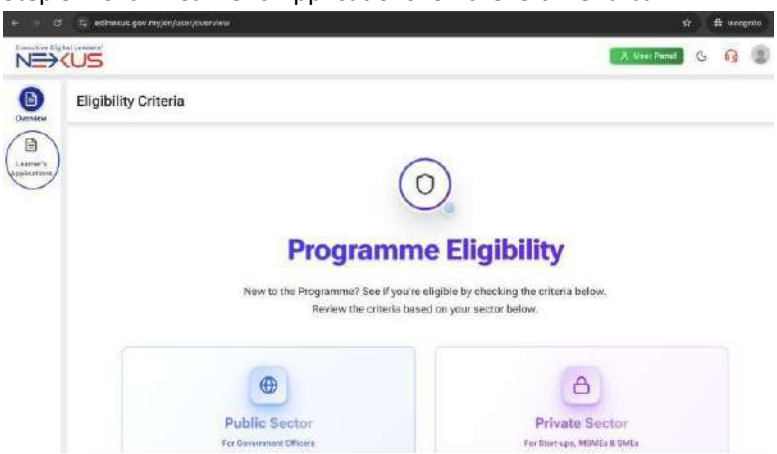
Step 1 – Visit the EDL NEXUS registration page at https://edlnexus.gov.my/en/registration. Complete the fields to create a new account and click 'Submit'.



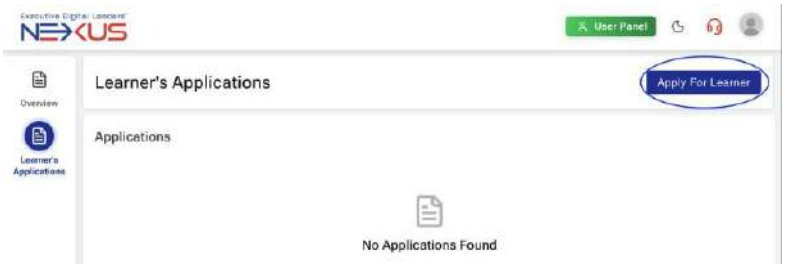
Step 2 – Enter your email and password and click 'Login'.



Step 3 – Click 'Learner's Applications' on the left menu bar.



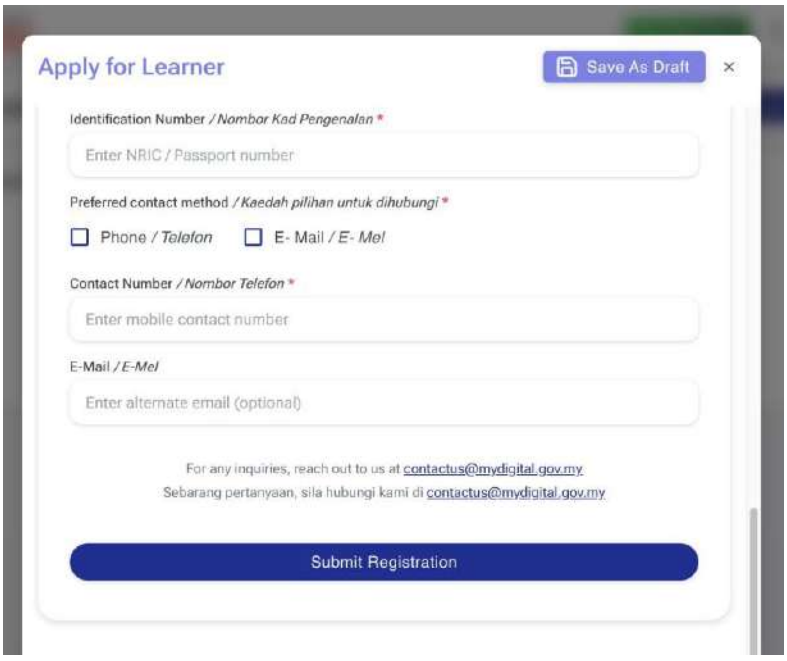
Step 4 – Click 'Apply for Learner' on the top right corner of the screen.



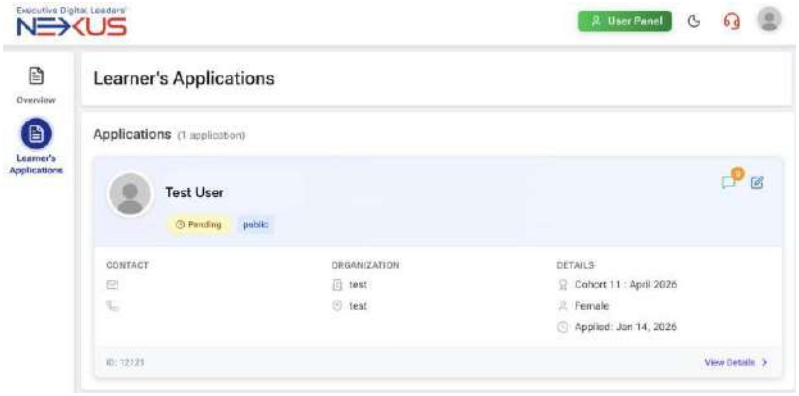
Step 5 – Select the correct tab that you wish to apply under: Public Sector or Private Sector. Complete all the fields in the form. (Note: If you wish to save and continue your registration at a later time, you may click the 'Save As Draft' button at the top right corner of the form.



Step 6 – After completing all the fields in the form, click 'Submit Registration'.



Step 7 – Your pending registration will be sent to the respective teams for review and you will receive an email confirming that your registration has been received. If there is any feedback or queries about your application, you can view feedback via the chat icon on the top right corner of your application summary (under 'Learner's Applications') and via the email address you entered.



Step 8 – Once your application is approved, you will receive an email informing you of your application approval and the status of your application will be updated on the 'Learner's Applications' dashboard.