



Advanced Diploma in Digital Business Strategy and Management

Introduction

The Advanced Diploma in Digital Business Strategy and Management is designed to equip learners with advanced knowledge and practical skills to lead and manage digital business initiatives in a rapidly evolving global environment. Building upon foundational competencies in e-business and entrepreneurship, this programme focuses on strategic thinking, data-informed decision-making, and digital innovation. Students will explore how to design and manage effective digital operations, leverage analytics to guide business decisions, and lead teams through digital transformation.

At the end of the course, students will be ready to enter the workforce or or pursue further academic progression into undergraduate degree programmes in business management, digital business, or entrepreneurship.

Course Objectives

- Develop and implement digital business strategies and user-centered solutions by applying principles of digital operations, user experience (UX) design, and data-driven insights.
- Analyse and apply business data, financial information, and performance metrics to support decision-making, budgeting, and sustainable business growth.
- Lead and manage teams effectively by applying leadership theories, human resource practices, and an understanding of organizational behaviour in diverse and digital work environments.
- Plan, execute, and evaluate business and digital projects using structured project management tools and techniques aligned with organizational objectives
- Integrate entrepreneurial thinking with digital business practices to design, launch, and manage innovative, customer-focused business initiatives in a digital economy

Modules

- Digital Business Strategies and Operations
- Business Analytics for Decision-Making
- Human Resource Management for Digital Enterprises
- Managing & Leading People
- Fundamentals of Organizational Behaviour
- Digital Business Design & UX
- Project Management
- Introduction to Accounting and Financial Reporting
- Financial Management for Small Businesses

For the detailed description of modules please visit our website at www.genetic.edu.sg

Entry Requirements

Age:

- 17 years old and above

Language:

- Grade C6 at GCE O level English or equivalent or
- IELTS 5.5 or
- TOEFL 525 (Paper base) or 196 (Computer base)

Academic:

- Genetic Computer School's Diploma in E-Business and Entrepreneurship
- Other related Diploma in Business and/or Digital Marketing

Course Duration

- 9 months

Completion Criteria

- Minimum 75% attendance for Local/PR & Non-Student Pass Holders
- Minimum 90% attendance for International students
- Must pass all examinations and assessments for all modules.

Course Type

- Full Time

Intake

- Please visit our website for the intake dates

Certification

- Upon completion of this course, students will be awarded with Genetic Computer School Advanced Diploma in Digital Business Strategy and Management

Teacher-Student Ratio

- The average Teacher-Student Ratio for the school is 1:45. Minimum class size is subject to change and approval by Genetic Computer School.

Modes of Payment

- The modes of payment available are cash, cheque, cashier's order, Telegraphic Transfer or Bank Transfer.

Fee Protection Scheme

- GCS adopts Insurance Scheme for all its students and engages the service of the LONPAC Insurance Bhd in compliance with the fee protection scheme of EduTrust. For more information on FPS please refer to our website at www.genetic.edu.sg

Mode of Delivery

- Face-to-Face and
- Blended Learning

Course Fee

- The course fees are due and is payable in 2 instalment payments
- All fees are exclusive of prevailing GST rate of 9%, subject to changes by GCS.
- Application Fee – (Non-Refundable)
- Local students – SGD 50
- Non-ASEAN – SGD 400
- ASEAN - SGD 150

Miscellaneous Fee

For the detailed information on the miscellaneous fees please refer to our website.

Note: Miscellaneous Fees refer to any non-compulsory and non-standard fees which the student will pay only when necessary or applicable.

Such fees are normally collected on an ad hoc basis by the GCS when the need arises.

Advanced Diploma in Digital Business Strategy and Management	Local Student (For Singaporean/PR/Employment Pass and other passes)	ASEAN (Require Student Pass)	NON-ASEAN (Require Student Pass)
Course Fee	10,800	10,800	10,800
Administrative Fee	550	550	550
FPS Processing Fee	150	150	150
Total	11,500	11,500	11,500

Payment Schedule

Advanced Diploma in Digital Business Strategy and Management	Local Student (For Singaporean/PR/Employment Pass and other passes)	ASEAN (Require Student Pass)	NON-ASEAN (Require Student Pass)
Application Fee (upon registration)	50	150	400
1st Term (4 Months)	5,750	5,750	5,750
2nd Term (5 Months)	5,750	5,750	5,750
Total	11,550	11,650	11,900

How to Apply?

Applicants can apply through our website (www.genetic.edu.sg) or call our programme consultant for more information of the course.

You can also e-mail us at info@genetic.edu.sg

Note:

- The minimum enrollment required to start a class is 8 students.



Cert No.: EDU-2-2169
Validity: 04/03/2025 – 03/03/2029

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