

## Providing the Foundations for a Vibrant Digital Economy through Effective Course Creation

### Our Client

Malaysia Digital Economy Corporation (MDEC) was established in 1996 in order to implement the Multimedia Super Corridor project in Malaysia. Today the organisation operates under the Ministry of Communications and Multimedia Malaysia (KKMM) and has a 25-year successful track-record of supporting growth in Information and Communication Technology (ICT) and digital economies in the country.



MDEC's aspiration is to firmly establish Malaysia as the Heart of Digital Association of Southeast Asian Nations (ASEAN), a regional digital powerhouse launching global champions to lead the Fourth Industrial Revolution, ensuring the digital economy drives shared prosperity for all Malaysians.



*"We are keen to help our communities enhance their knowledge of digital opportunities. Working with LRN has provided the opportunity to create a recognised qualification through the creation of a Diploma in Digital Entrepreneurship!"*  
MDEC, January 2020

### The Challenge

This process meant inspiring people to look towards digital industries for investment and job opportunities, which meant it was important to provide opportunities for people to access relevant training. MDEC recognised this and was keen to create a formal educational opportunity to provide communities with access to digital entrepreneurship skills. However, as a government agency, it was a challenge to source globally recognised qualifications. To complicate matters further, it was also a challenge to find an awarding organisation with the ability to work with MDEC to develop the requisite qualifications and supporting systems, processes and controls.

## The Solution

Learning Resource Network (LRN) was approached by MDEC in 2017. They were impressed by LRN's achievements and successes in having worked with a number of global partners, across Asia, Africa and Europe.

MDEC contacted LRN in order to explore how the two parties could work together to achieve the goal. By working together, MDEC and LRN were able to develop a range of qualifications to support candidate skills, knowledge and understanding in the field of digital entrepreneurship.

In a short time (4 months), both parties were able to agree the learning approach, delivery, learning outcomes and assessment for a 3-unit qualification: LRN Level 3 Diploma in Digital Entrepreneurship. The qualification has a requirement of 600 guided learning hours, 200 self-study hours and 40 hours of assessment split equally between formative and summative assessment tasks.

The three units: (1) Digital Entrepreneurship, (2) Digital Marketing, and (3) E-Commerce. The units were designed to reflect the wide variation in candidate backgrounds, skills, previous education and career aspirations, while providing a qualification that forms the basis for progression to level 4 qualifications, HE/FE study or other vocational qualifications.



*“LRN has offered us a globally recognised qualification which fulfils our community needs, and they are also providing qualifications as a cost-effective, quick result turnaround and excellent customer service”*

*MDEC, August 2021*

## The Results

During the 4-month development timescale, LRN consulted widely with MDEC, its stakeholders and industry professionals to ensure the qualification was perceived as being relevant, necessary and had the support of educational institutions. This led to an incredible achievement and uptake upon the qualification's recognition from Ofqual (Office of Examinations and Assessment in England). So far, over 2,000 candidates have studied the qualification in Malaysia; with many being lecturers and other professional educators keen to share their knowledge with others. The qualification is now available in other countries. With interest in the qualification still increasing, MDEC have started to provide the foundations needed to create a strong and vibrant digital economy

## About Us

Learning Resource Network (LRN) is a recognised Awarding Organisation offering a range of qualifications to candidates, educational institutes, training providers, schools and employers. In April 2020, LRN received the Queen's Award for Enterprise for International Trade in recognition of the expansion LRN has brought to the overseas qualification market. Only 220 organisations in Britain are recognised with this prestigious accolade.

LRN has been awarded international accreditation as part of its quality controls, policies, systems and overall approach to its management systems. These awards are externally validated by the British Assessment Bureau. LRN has achieved accreditation in the form of ISO 9001: Business Management Systems, ISO 14001: Environment Management Systems and ISO 27001: Information Security Management Systems. LRN was the first UK Awarding Organisation to be awarded Customer Service Excellence.