MCAST

MQF Level 3

IT3-02-21

Diploma in iGaming

Course Specification

Course Description

MCAST, in collaboration with the European Gaming Institute of Malta (EGIM), is offering this course as the first step to become familiar with the iGaming industry. The course is designed to provide the basic knowledge and skills required to consider working in such an exciting and innovative industry. The course is a pre-requisite for the follow-up two-year Level 4 Advanced Diploma programme. At this level of study, students will be introduced to fundamental subjects in the iGaming, Web development, Multimedia and basic Data Analysis. Also, this course includes a two week work exposure, to help students form a clear idea of the nature of the ICT vocation they intend to follow.

Programme Learning Outcomes

At the end of the programme the learner is able to

1. *Understand how the iGaming industry works;*
2. *Use multimedia systems and web development to satisfy requirements;*
3. *Use basic statistical tools to interpret data;*
4. *Apply ICT knowledge and skills independently.*

Entry Requirements

- MCAST Foundation Certificate
- or
- 2 SEC/O-Level/SSC&P (Level 3) passes
  Compulsory: one subject from Mathematics, Computer Studies, Physics, BTEC IT Practitioner/IT VET
  Preferred: English Language

Current Approved Programme Structure

Unit Code	Unit Title	ECVET
ITIGM-306-2001	Data Analytics and Spreadsheets	6
ITIGM-306-2101	Customer Relationship Management	6
ITIGM-306-2102	The IGaming Industry	6
ITMRK-306-2004	Digital Marketing	6
CDKSK-304-1922	English	4
CDKSK-304-1923	Maltese	4
CDKSK-304-1921	Maths	4
CDKSK-304-2103	Community Social Responsibility	4
CDKSK-304-2108	Information Technology	4
CDKSK-304-1925	Science	4
ITCGR-306-2001	Computer Graphics	6
ITWEB-306-2001	Website Design and Development	6
Total ECVET		60

Unit: ITIGM-306-2001 Data Analytics and Spreadsheets

Unit level (MQF): 3

Credits: 6

Unit Description

This unit introduces learners to the more advanced features and functions of spreadsheets. Learners will also be introduced to how spreadsheets can be used to support organisational activities such as credit control, marketing, sales forecasting and stock analysis.

Spreadsheets can be set up as reusable templates which produce immediate results when data is input such as payroll or invoice templates.

Utilities such as ordering, sorting and filtering will show the same data in different ways. Complex calculations can be carried out using library functions or users can choose to create their own formulae.

Charts and graphs help to display information more visually. Pivot Tables allow the extraction of significant and useful information from a large data set. Table and Chart Visualisations can be used to create a Dashboard.

One of the main advantages of spreadsheet software is that it can be customised with buttons and macros.

Learning Outcomes

On completion of this unit the student will be able to:

1. *Understand how spreadsheets can be used to solve complex problems*
2. *Create technically complex spreadsheets that are well structured and fit for purpose*
3. *Use functions and formulae to solve complex problems*
4. *Create efficient automated and customisable spreadsheets that enable easy analysis and interpretation*

Unit: ITIGM-306-2101 Customer Relationship Management

Unit level (MQF): 3

Credits: 6

Unit Description

Customer relationship management (CRM) as a strategy and as a technology has gone through an amazing evolutionary journey. After the initial technological approaches, this process has matured considerably – both from a conceptual and from an applications point of view. Of course, this evolution continues especially in the light of the digital transformation. Today, CRM refers to a strategy, a set of tactics, and a technology that has become indispensable in the modern economy.

This module provides:

A) a unified treatment of the strategic and tactical aspects of customer relationship management.
B) an understanding of economic customer value as the guiding concept for marketing decision.
C) a comprehensive treatment of CRM and database marketing.
D) a practical approach to strategic CRM and implementing the CRM strategy together with various metrics aimed at gauging customer value.
E) all the necessary steps in managing profitable customer relationships.
F) an analysis of the implementation of CRM strategies in the areas of loyalty programmes, marketing campaigns, and channel management.
G) insights into several customer level marketing strategies that can be implemented by adopting *a customer lifetime value approach* – also integrating the digital approaches that are prevalent these days.
H) insights on the future of CRM.

Learning Outcomes

On completion of this unit the student will be able to:

1. *Describe Strategic CRM and the IT revolution.*
2. *Develop a CRM Strategy.*
3. *Discuss how IT can help businesses generate new leads.*
4. *Implement CRM strategies through one or more artefacts.*

Unit: ITIGM-306-2102 The IGaming Industry

Unit level (MQF): 3

Credits: 6

Unit Description

This unit provides an extensive overview of the iGaming Industry, where the following points are addressed: (a) examine the Maltese iGaming Legislative Framework, (b) gain familiarity with games of chance, (c) recognise and mitigate risks commonly characterised with the iGaming industry, such as, Money Laundering, Problem Gambling and GDPR, and (d) distinguish and make use of various software tools which are commonly used in the iGaming Industry.

This unit serves as a fundamental stepping stone for those who wish to work in the iGaming Industry and fulfil roles primarily related to the compliance, regulatory and customer support departments.

Learning Outcomes

On completion of this unit the student will be able to:

1. *Discuss the iGaming Industry in Malta.*
2. *Examine the Maltese iGaming Legislative Framework.*
3. *Outline the concepts of Games of Chance.*
4. *Recognise risks within the iGaming Industry.*
5. *Distinguish different tools used within the iGaming industry.*

Unit: ITMRK-306-2004 Digital Marketing

Unit level (MQF): 3

Credits: 6

Unit Description

Digital marketing is the active promotion of products and services using digital distribution channels as an alternative to the more traditional mediums such as television, print and radio. This unit introduces learners to the basic digital marketing strategy through the AIDA model (Awareness, Interest, Desire and Action).

The first part of the unit will focus on building brand identity using vector graphic design software such as logo, colour, font, email signature, business cards, and marketing collaterals.

The second part will allow the learner to create his/ her online identity through a website which will serve as the home base for selling products or services and give away free content so that one can grow a loyal base of customers. In the modern world, online identity must include media profiles as well and so this unit shall cover Facebook, Tiwitter, Google+, Pinterest and LinkedIn.

The third part of the unit will cover content marketing that is how you create that content. The best way to find ideas for content to create is to just serve your audience by figuring out what problem do they have and how do you solve their problem. This is all about understanding your target audience

Finally, the unit will also tackle how to grow one's fanbase through email marketing, blogs and social media pages.

Learning Outcomes

On completion of this unit the student will be able to:

1. *Build a brand identity using vector graphic design software*
2. *Develop an online identity through a website and social media profiles*
3. *Create online content to serve a target audience*
4. *Grow a fanbase through email marketing, blogging, SEO and analytics*

Unit: ITCGR-306-2001 Computer Graphics

Unit level (MQF): 3

Credits: 6

Unit Description

This unit presents a general introduction to digital graphics. It enables learners to explore techniques associated with the development of both static and interactive graphics products. The learners will be introduced to graphics system concepts and terminology, graphics design principles and colour theory, digital media formats, publishing and output. Learners will get familiar with the basic types and characteristics of image files formats optimized for various purposes. In order to be able to apply the knowledge obtained, learners will learn how to acquire and manipulate images using graphics application software for media processing. By combining text, images, animations, and applying filters and effects, the learners will be able to produce and present a graphics project for a given creative brief.

Learning Outcomes

On completion of this unit the student will be able to:

1. *Understand different types of digital media sources*
2. *Use common media sources to gather graphics project content;*
3. *Process digital media with appropriate tools*
4. *Present a graphics project*

Unit: ITWEB-306-2001 Website Design and Development

Unit level (MQF): 3

Credits: 6

Unit Description

Learners will be introduced to design, creation, and maintenance of web pages and websites. This unit will enable learners to achieve basic understanding of the principles and practice of professional web design and development. One of the tasks is to improve judgmental skills to evaluate website usability. Learners will also learn about web design standards and why they are important. They will gain the skills and project-based experience needed for the design and development of a website.

Learners will learn how to structure web pages using HTML; how to control presentation using CSS and according to the World Wide Web Consortium (W3C) recommendations. Learners will become familiar with the uses of: low-fidelity and high-fidelity design prototypes; web browsers' developer tools; a web server; responsive design; and basic web interactivity.

Initially, learners will use a CMS framework, whereas as they progress along the course they will be exposed to manual coding of HTML and CSS scripting and as well as a web hosting service.

Learning Outcomes

On completion of this unit the student will be able to:

1. *Describe the use of a web server and web developer tools;*
2. *Plan and design a website according to specific requirements;*
3. *Implement a website according to specification;*
4. *Test and deploy a website on a live web server;*