

Micro-Credential Programme

ENTREPRENEURSHIP SKILLS

This programme outlines an overview of the major elements of entrepreneurial activity, such as evaluating and planning a new business, funding, team formation, typical marketing and operational management issues, alternative revenue and growth models, and exit strategies. This fast-paced programme covers the internal and external success factors of entrepreneurship as well as a variety of business disciplines, with a strong focus on the key challenges in starting a venture and their practical solutions.

Programme Structure

- Module 1: Entrepreneurship Skills
- Module 2: The Market
- Module 3: Human Resources

Duration and Fee

Duration : 12 weeks

Fee : RM1,014

Delivery Mode

- Online Learning

Assessment Mode

- Coursework
- Final Assessment

Offered at

INTI International College Penang

INTAKES: AUGUST