



MODULE 02

ENTREPRENEURSHIP & INNOVATION

ABOUT THIS MODULE

Entrepreneurship refers to the process of identifying opportunities and turning them into viable businesses. It involves creativity, risk-taking, and resourcefulness, transforming ideas into solutions that address market needs. Innovation signifies the introduction of something new, be it a product, service, process, or business model. This certificate course is designed to equip you with the knowledge, skills, and confidence to navigate the dynamic world of entrepreneurship while fostering your innovative spirit. It is delivered in approximately 8 hours/1-day. By the end of this course, the participants will be able to understand:

- Identify and validate a scalable business idea.
- Craft a compelling business plan that attracts investors and stakeholders.
- Develop effective marketing and sales strategies to reach your target audience.
- Master the fundamentals of financial planning and budgeting.
- Confidently navigate legal and regulatory requirements.
- Lead and manage your venture with a strategic and innovative mindset.

TOPICS INCLUDED

- **Entrepreneurship Framework**
- **Lean Entrepreneur & Innovation**
- **Disciplined Entrepreneur**
- **Business Model Canvas**
- **Investor Pitching**

The course is based on “An Action Guide for Entrepreneurship and Innovation”, by Oknha. Pech Bolen, Founder & CEO of WEG Co. Ltd.

WHO SHOULD ATTEND?

The course is designed for directors, managers, all levels of managers and for those who work related to managing Business or Business owners for SMEs.

Course Fee

The most affordable course to acquire valuable knowledge and skills to unlock your entrepreneurial potential.



FULL COURSE

Enroll full course and master your entrepreneurial skills to the fullest.



SINGLE MODULE

Select and pay for any single module course(s) specific to your area of interest and needs.



20% DISCOUNT

Join the FULL Course or any SINGLE MODULE, **ONLINE via zoom** and get an additional **20% discount**

Full Course Fee

825\$

Normal Price

725\$

Early Bird

Per Module Fee

195\$

Normal Price

175\$

Early Bird

“ Invest in the Executive Certificate in **ENTREPRENEURSHIP AND SMEs DEVELOPMENT** course to learn from experienced entrepreneurs and industry experts through interactive sessions and case studies & master essential business tools and techniques to launch and grow your venture.”

Contact Us For More Information :

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To **Register** a Course: Scan **QR CODE**



Limited Seats.
Enroll Today!



GROW YOUR **ENTREPRENEURSHIP JOURNEY WITH US**

Take the first step towards your dream with our empowering course. Enroll now!

Empower your future as a business owner. Level up your entrepreneurial skills with our practical strategies & expert guidance.

