



Gearing up Entrepreneurial Leadership...

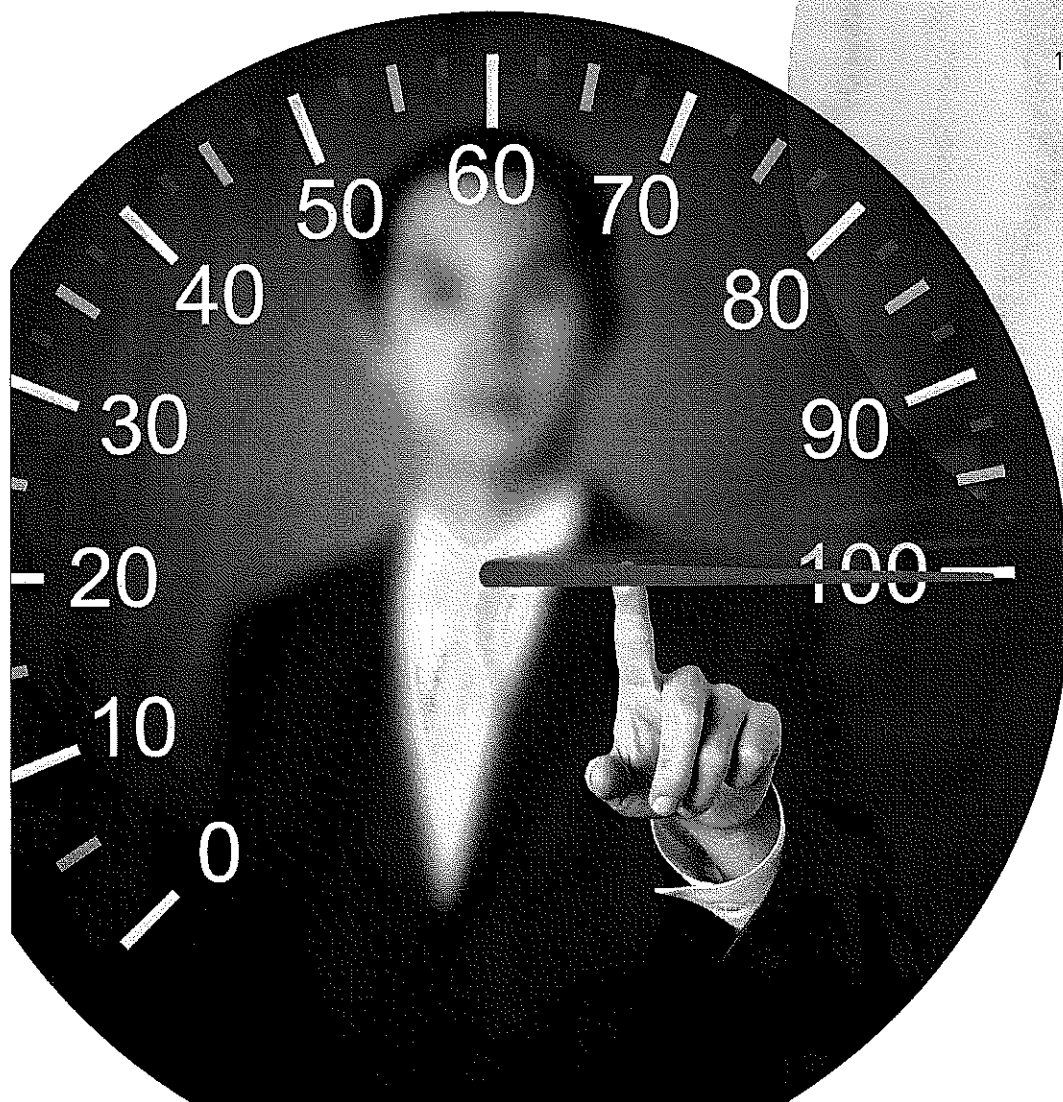
MASTER OF ENTREPRENEURSHIP DOCTOR OF BUSINESS ADMINISTRATION



Fully supported by
HUMAN RESOURCES DEVELOPMENT FUND
UNDER SMETAP

HELP ELM MODEL

(Entrepreneurship, Leadership and Management)
focuses on mindset transformation to develop the ELM competencies in individuals. The integrated mindset-competency based approach aims to sustain an individual's career success and to live a life of significance.



MASTER OF ENTREPRENEURSHIP

CORE MODULES

1. Entrepreneurship Management
2. New Venture Project Evaluation & Management
3. Financial Planning for Entrepreneurs
4. New Venture Strategic Marketing
5. Business Economics
6. New Venture Growth Management
7. Corporate Leadership & Governance
8. Strategic Alliances & Venture Negotiation
9. Strategy Management for Entrepreneurs
10. Business Plan for New Ventures (Project Paper)

ELECTIVE MODULES

1. Advanced Seminar in Creativity & Innovation
2. Global Ventures for Entrepreneurs
3. Initial Public Offer (IPO)
4. Cases in Entrepreneurship

Assessment mode

Exam (20%) + Assignment 1 (30%)
+ Assignment 2 (50%)

Admission criteria

A Bachelor degree from a recognised University preferably with adequate industry experience

Duration

18 Months

WHO CAN APPLY

(SMEs) that are registered with PSMB

For additional information, please contact:

Dr Liew Yoke Ying

03-2095 8791 ext. 1301 liew.yoke.ying@help.edu.my

Ms. Lisa Ng

03-2095 8791 ext. 1307 ngwy@help.edu.my

DOCTOR OF BUSINESS ADMINISTRATION

CORE MODULES

1. Case and Research Methodology
2. Organizational Behavior & Human Resource Management
3. Business Economics
4. Optimizing Operations Management
5. Marketing Management and Research
6. Managing Risks and Issues in International Environment
7. Financial Decision Making
8. Strategic Opportunities and Decision Making
9. Corporate Governance and Accountability
10. Dissertation

ASSESSMENT MODE:

Assignment I 40% Assignment II 60%

ADMISSION CRITERIA:

A Master degree in business or management or related or professional disciplines from a recognized University with adequate relevant experience in business and industry

DURATION:

3 – 4.5 years