

Diploma in Entrepreneurship

Available in: Kuala Lumpur, Malaysia

Intake: January, May, September

Website: www.Raffles-IAO.com

24-month Diploma in Entrepreneurship

Year 1

- Introduction to Entrepreneurship
- Management Essentials
- Business Statistics
- Academic Reading and Writing
- Principles of Marketing
- Operations Management in Business
- Introduction to Business Law
- Setting Up a Small Business Venture
- Human Resource Management
- Professional Writing and Communication
- Advertising and Public Relations
- Fundamentals of Finance

Year 2

- Consumer Behaviour
- Business Information Technology
- Financial Accounting
- Organisational Behaviour
- Digital Marketing
- Entrepreneurship and Small Business Management
- Economics
- E-Commerce
- Business Plan
- Business Creativity and Innovation
- Strategic Management

MPU

- Pengajian Malaysia (Malaysian)
- Bahasa Melayu Komunikasi 1 (International)
- Project Management
- Creativity and Problem Solving
- Co-curriculum
- Moral and Ethics in Malaysian Society

Note: Curricula are subject to change.