

“We educate leaders
with holistic
characteristics to serve
the global community”

WHY MICRO-CREDENTIAL

- Tuition Fee (For 1 Module) **Only RM630**
- Experienced lecturers from Universiti Utara Malaysia
- Teaching and learning in the Malay language Weekend classes only
- Course duration is only **1 MONTH**
- **HRDF Claimable** under the SBL scheme
- Classes are conducted **ONLINE**



Pusat Pengajian
Pengurusan Perniagaan
SCHOOL OF BUSINESS MANAGEMENT
Universiti Utara Malaysia



Micro Credential in Business Plan



Course Topic

- Introduction to Business Planning
- Business Ideas and Opportunities
- Preparation of a Business Plan
- Industry Analysis
- Product and Service Development Planning
- Marketing Planning and Market Analysis
- Business Plan Presentation

Micro Credential



Course Synopsis

This course provides exposure to the process of identifying business opportunities and preparing effective business plans.



For example, a manager of a business enterprise may enter into a contract of employment with his or her employer.



Students will be exposed to techniques for generating business ideas and the essential elements for developing a realistic business plan document.



PStudents will also be exposed to how to present a business plan using effective methods.

JANGAN TUNGGU LAGI !!

**SEBARANG PERTANYAAN
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