

“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 Creativity & Inovation



Course Topic

- Introduction to Creativity and Entrepreneurship
- Developing Creativity in Entrepreneurship
- Barriers and Myths of Creativity
- Innovation and Entrepreneurship Process
- Barriers and Myths of Innovation
- Managing Innovation
- Intellectual Property: Protecting Entrepreneurial Ideas

JANGAN TUNGGU LAGI !!
SEBARANG PERTANYAAN
SILA HUBUNGI:



Prof. Madya Dr. Zulkiflee Daud
019-7310732



zulkiflee@uum.edu.my



Dr. Mohd Abidzar Zainol Abidin
0111-1330512



m.abidzar.zainol@uum.edu.my

Micro Credential



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

Course Synopsis

This course emphasizes the importance of creativity and innovation in today's business environment.



Students will be exposed to the concepts, types, and techniques for generating creative ideas.



Students will also be introduced to the concepts and strategies for identifying and evaluating business opportunities.