

“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**

SME



Pusat Pengajian
Pengurusan Perniagaan
SCHOOL OF BUSINESS MANAGEMENT
Universiti Utara Malaysia



Micro Credential in Small Medium Enterprises (SME) Management



Course Topic

- Introduction to SMEs
- Entrepreneurial Behavior
- Entrepreneurial Ethics
- Starting and Managing a Business
- Business Lifecycle
- Strategies for Managing Small and Medium-sized Business Growth
- Support and Assistance for SMEs

JANGAN TUNGGU LAGI !!

**SEBARANG PERTANYAAN
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Micro Credential



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Course Synopsis



This course places emphasis on the importance of understanding the definition, characteristics, and issues related to Small and Medium-sized Enterprises (SMEs) development.



Furthermore, it identifies entrepreneurial behavior and ethics, methods of starting and managing SMEs, and explains strategies for managing the growth of Small and Medium-sized Enterprises (SMEs).