

# **MASTER IN ENTREPRENEURSHIP AND INNOVATION**

## **(Coursework mode)**

This programme is introduced to produce graduates from variety of academic discipline to enable them to explore, create and exploit new venture creation opportunities or re-invent the current business venture. This programme is designed based on the concept of “Triple Helix”, a combination of university expertise, industry/entrepreneurs and national entrepreneurship supporting agencies which provide the platform for students to exchange ideas about business environment, specifically involving entrepreneurship and innovation.

### **Programme Goals**

- a) To realize government aspirations to produce knowledgeable, competitive and innovative workforce.
- b) To support university new direction to enrich research, education and society services.
- c) To cultivate the entrepreneurship and innovation scholarship among students and academicians.
- d) To produce graduates and academicians who have entrepreneurship and innovative attribute.

### **Learning Outcome**

- a) Showing advanced knowledge and understanding in entrepreneurship and innovation field.
- b) Applying entrepreneurship and innovation knowledge and understanding to solve problems in new situation and cross-discipline.
- c) Integrating and synthesizing entrepreneurship knowledge in order to develop and execute and business plan and maintaining the networking.
- d) Identifying issues and searching a solution through a research without compromising social responsibility and ethical issues.
- e) Demonstrating skills and capability to work effectively in completing tasks individually and grouply.
- f) Integrating theory and practices at advanced level and in lifelong learning and as a preparation to face business world.

### **Admission Requirement**

Admission requirement is as follows:

- a. A bachelor degree with good CGPA from UKM or other institution of higher learning which is recognized by Senate of UKM ; or

- b. Other qualification which is equivalent with bachelor degree or other qualification which is recognized by the Senate of UKM; or
- c. Fulfill other requirements stated by the programme or Faculty; and
- d. International candidates from countries which English language is not a national language have to meet English requirements with a minimum score of TOEFL 550 or IELTS band 6 or other English language examination which is approved by the Senate of UKM.

### **Registration Mode and Study Duration**

3 – 4 semester (Full time)

3 – 6 semester (Part time)

*\*All lectures will be conducted during weekdays and office hours.*

### **Method:**

Coursework

### **Programme Structure**

Coursework Mode (40 Units)

- 11 Programme Compulsory courses (40 units)

### **List of Courses**

Coursework (40 units)

1. EPPK6014 Theory, Process and Practices of Entrepreneurship
2. EPPK6024 Entrepreneurial Finance and Accounting
3. EPPK6054 Law for Business
4. EPPK6113 Marketing for Small and Medium Businesses
5. EPPK6094 Business Plan for New Enterprises
6. EPPK6083 Quality Management and Integrated Project
7. EPPK6034 Innovation and Creativity in Business
8. EPPK6043 Human Resource Management for Small and Medium Businesses
9. EPPK6103 Supply and Value Chain Management
10. EPPK6073 Entrepreneurial Image
11. EPPK6065 Planning and Starting A Business (Capstone Project)

### **Conditions for Conferment of Degree**

Meet all requirements of UKM Regulations (Graduate Studies) 2021

- a. Attained a final minimum CGPA of 3.00;
- b. Completed all credits required by the programme;

- c. Fulfilled Bahasa Melayu requirement condition for international students as stated by the University;
- d. Recommended by Postgraduate Examination Committee for Senate approval;
- e. Have returned all assets owned by the University;
- f. Have pay off all debts and payments stated by the University.

### Study Plan

Study Plan is suggested as below:

Semester	Course Name	Komponen	Kredit
1	EPPK6014 Theory, Process and Practices of Entrepreneurship	Programme Compulsory Course	4
	EPPK6024 Entrepreneurial Finance and Accounting		4
	EPPK6054 Law for Business		4
	EPPK6113 Marketing for Small and Medium Businesses		3
	LMCM1083 Bahasa Melayu Komunikasi Antarabangsa* <b>or</b> LMCM1093 Bahasa Melayu untuk Pelajar Nusantara*	Kursus Bahasa Melayu	
			<b>15</b>
2	EPPK6094 Business Plan for New Enterprises	Programme Compulsory Course	4
	EPPK6083 Quality Management and Integrated Project		3
	EPPK6034 Innovation and Creativity in Business		4
	EPPK6043 Human Resource Management for Small and Medium Businesses		3
	EPPK6103 Supply and Value Chain Management	Programme Compulsory	3
	EPPK6073 Entrepreneurial Image	Course	3

	EPPK6065 Planning and Starting A Business (Capstone Project)		5
			11
<b>TOTAL CREDIT</b>			<b>40</b>

\*For international candidate only

**a. Kursus Bahasa Melayu**

International students have to take and pass Bahasa Melayu course as a Conditions for Conferment of Degree stated by ditetapkan UKM.

<b>International Postgraduate Students Group</b>	<b>Code and course name for Bahasa Melayu</b>
<b>Outside Nusantara</b> Student from countries in which Bahasa Melayu is not a native language and student is not a native speaker of Bahasa Melayu.	LMCM1083 Bahasa Melayu Komunikasi Antarabangsa
<b>Nusantara</b> Student from the region in which Bahasa Melayu is an official language/main language and student is a native speaker of Bahasa Melayu such as in Indonesia, Singapore, Brunei and Malays territory in Southern Thailand.	LMCM1093 Bahasa Melayu untuk Pelajar Nusantara

# SYNOPSIS

## ENTREPRENEURSHIP PROGRAMME

### **EPPK6014 Theory, Process and Practice Of Entrepreneurship**

This course offered to enable students to understand the theory, process and practices in entrepreneurship. Student will be exposed to the topics such as the environment and the importance of entrepreneurship in business world, business idea generation, business opportunity recognition, business plan development, business financing, business development and growth and exit/harvest strategy. Further, this course will expose students to entrepreneurship issues such as entrepreneur ethics, family business, business evaluation, franchising business and legal issues.

#### **References**

- Kuratko, D. F. (2020). *Entrepreneurship: Theory, process and practice*. Mason, OH: South-Western, Cengage Learning.
- Bamford, C. E. & Bruton, G. D. (2019). *Entrepreneurship: The art, science, and process for success*. McGraw-Hill.
- Hisrich, Robert D., Peters, Michael P. & Shepherd, Dean A. (2020). *Entrepreneurship*. New York: McGraw-Hill.
- Barringer, B. R. & Ireland, R. D. (2019). *Entrepreneurship: Successfully launching new ventures*. 6th edition. Essex: Pearson Education.
- Norman M. Scarborough and [Jeffrey R. Cornwall](#). (2019). *Essentials of entrepreneurship and small business*. London: Pearson Education

### **EPPK6024 Finance and Accounting Entrepreneurship**

This course innovatively inculcates the ability among students to apply accounting and financial information for the investment decision-making process. Knowledge on the type of financing to strategically fund/finance the business will be embedded in the course. Among others, the topics covered in this course are: analysis of financial statements, financial forecasting, working capital management, investment strategy, financing, risk management and business restructuring.

#### **References**

- J. Christ Leach and Ronald W. Malicher. 2018. *Entrepreneurial Finance*. 4th Edition. Cengage Learning, South-Western. USA.
- Philip J. Adelman and Alan M. Marks. 2015. *Entrepreneurial Finance*, 6th Edition, Prentice Hall. USA.

Cornwall, J. R., Vang, David. O & Hartman, Jane M. 2019. Entrepreneurial financial management, an applied approach. M.E. Sharpe.  
Rogers, Steven. 2020. Entrepreneurial Finance: Finance and Business Strategies for the Serious Entrepreneur. McGraw Hill, USA.

### **EPPK6034 Innovation and Creativity In Business**

This course aims to provide students with methods and critical thinking skills and innovative strategies in business. The course enables students to apply the knowledge and understanding of the basic concepts and theories of creativity, innovation and critical thinking practiced by entrepreneurs. Among the topics covered are introductions to the theory of creativity and innovation; formation of creative organization; sources and techniques of creativity and innovation; innovation strategies; service innovation; branding and innovation. And the protection of creative and innovative ideas.

#### **References**

Karl Ulrich & [Steven Eppinger](#). 2019. *Product design and development*. 7th edition. New York: McGraw-Hill Education.  
Micheal G. Luchs, K. Scott Swan & Abbie Griffin. 2016. *Design thinking: New product development essentials from the PDMA*. New Jersey: John Wiley & Sons.  
[Morris, Richard](#). 2016. *The fundamentals of product design*. New York: Bloomsbury Publishing.  
[Scott Hurff](#). 2016. *Designing products people love: How great designers create successful products*. Sebastopol CA: O'Reilly Media.

### **EPPK6043 Human Resource Management For Small And Medium Business**

This course aims to provide an understanding with regard to the concepts, principles, strategic and tactical issues related to human management in small and medium business. It is also to train students to think critically and universally through human management understanding and knowledge applications in attracting, motivating and retaining talents in organizations.

#### **References**

Noe, R., Hollenbeck, J., Gerhart, B. & Wright, P. (2020). *Fundamentals of Human Resource Management*. 8th Edition. New York, NY: McGraw-Hill Education.  
Zafir Mohd Makhbul & Fazilah Mohamad Hasun (2020). *Pengurusan sumber manusia mendepani Industri 4.0*. Selangor: Penerbit UKM.

- Dessler, G. (2020). *Human resource management*. 16th Ed. Florida International University: Pearson.
- Noe, R.A., Hollenbeck, J.R., Gerhart, B. & Wright, P.M. (2018). *Human resource management: Gaining a competitive advantage*. 11<sup>th</sup> Ed. Mc Graw Hill Education.
- Lussier, Robert N & Hendon, John R. (2018). *Human resource management: Functions, applications, and skill development*. London: Sage

### **EPPK6054 Law for Business**

The course explains important legal aspects in the context of entrepreneurship. Relevant topics and areas covered in this course include the application of principles of law relating to entrepreneurship, contracts, registration and company formation, business capital, comparative civil and Islamic contracts, the formation of the board of Director, doctrine of agency, the principles of equity and trust, legal systems, alternative dispute resolution, accountability, banking, insurance, criminal breach of trust and intellectual property.

### **References**

- Krishnan Arjunan & Abdul Majid Bin Nabi Baksh. (2020). *Business law in Malaysia*. 3rd Edition. Petaling Jaya: LexisNexis Malaysia.
- Loganathan Krishan, Parimaladevi Rajoo & Anne Chrishanthani Vergis. (2018). *Principles of Business and Corporate Law*. 3rd Edition. CCH Limited Malaysia. ISBN 9789670853642
- Kenneth Foo Poh Khean & Lee Shih, 2017. *The new dynamics of company law in Malaysia. Companies Act 2016, Current Law Journal*. ISBN 978-967-457-120-7
- Marcus Van Geysel, 2017. *Law for Startups: What You Need to Know When Starting a Business*. MPH Group Publishing, Malaysia
- Lee Mei Pheng, & Ivan Jeron Delta, 2011. *Business law*. Oxford: Oxford University Press

### **EPPK6065 Planning and Strating A Business (Caps Stone Project)**

The purpose of this course is to guide students to plan and start a new business venture. In this course, students will be equipped with skills to explore and identify issues and challenges in starting a new business venture. As an extension of EPPK6094 Business Plan for New Enterprise, this course requires students to develop a comprehensive business plan which includes the aspects of organisational structure, finance, marketing and production. At end of this course, students are required to pitch their business ideas to potential investors, bankers, venture capitalists, business angels and government agencies.

## References

- Kuratko, D. F. (2020). *Entrepreneurship: Theory, process and practice*. Mason, OH: South- Western, Cengage Learning.
- Bamford, C. E. & Bruton, G. D. (2019). *Entrepreneurship: The art, science, and process for success*. McGraw-Hill.
- Hisrich, Robert D., Peters, Michael P. & Shepherd, Dean A. (2020). *Entrepreneurship*. New York: McGraw-Hill.
- McGowan, Bill & Bowman, Alisa. (2016). *Pitch perfect: How to say it right the first time, every time*. New York: HarperBusiness.
- Perruchet, M. (2016). *One perfect pitch: How to sell your idea, your product, your business--or yourself*, Kindle Edition.

### **EPPK6073 Entrepreneurial Image**

This course aims to provide knowledge about the intrinsic values of entrepreneur, concerned attitude and skills to foster professional image. Among the topics covered include the importance of showing first impression image, verbal and non-verbal communication, creation of virtual presence, professional etiquette, and concern of the society, environment and social skills. Upon completion of this course students are able to understand and practice and have feel the success of an entrepreneur.

## References

- Bixler, S. & Dugan, L. S. 2001. 5 steps to profesional presence: how to project confidence, competence and credibility at work. Adams Media Corporation.
- Mohd Ali Hashim. 2003. Bisnes satu cabang jihad: pembudayaan bisnes untuk survival. Utusan Publication.
- Covey, Stephen R. 2004. The 7 habits of highly effective people. Simon & Schuster UK.
- Darling, D.2003. The networking survival guide: get the success you want by tapping into the people you know. 1st Ed. McGraw-Hill.
- Peters, T. J. & Waterman, R.H. 2004. In search of excellence: lessons from America's best run companies. Harper Paper Backs.

### **EPPK6083 Quality Management and Integrated Project**

This course provides knowledge regarding the management of integrated project and quality programs. Specific topics discussed are high prospect project selection, and planning of a project based on allocated time and budget. Students will also be given the knowledge to manage workforce through quality management. This



involves planning assurance, quality control of projects, project management techniques and evaluation of cost and benefits of a project.

## References

- Stevenson, W.J (2021), *Operations Management*. 14<sup>th</sup> ed. McGraw Hill: NY.
- Slack, N. & Lewis, M. (2020), *Operations strategy*. 6<sup>th</sup> ed. Pearson: UK
- Small, P. (2020), *Lean Project Management*. Independently Published.
- Ingason, H. T. (2020), *Quality Management: A Project Management Perspective*. Routledge: NY
- Project Management Institute Authors (2018), *A guide to the project management body of knowledge (PMBOK Guide)*. 6<sup>th</sup> ed. Project Management Institute.

## **EPPK6094 Business Plan for New Enterprise**

The purpose of this course is to introduce important concepts in preparing a business plan to students. This course emphasises the techniques and methods in preparing a business plan for a new enterprise. In the first part, students will be exposed to market research and feasibility study to support the proposal of a business idea. This will be followed by business plan writing in terms of operation planning, market planning and financial planning. At the end of this course, students are required to present preliminary business plan for evaluation.

## References

- Kuratko, Donald F. 2020. Entrepreneurship (Supplement – Developing on Effective Business Plan). Cengage Technology Edition.
- Barringer, B.R. 2017. Preparing Effective Business Plans. Pearson International Edition, New Jersey.
- Barringer, B.R. & Ireland, R. D. 2019. Entrepreneurship: Successfully Launching New Ventures. Pearson.
- Abrams, H. 2018. Successful Business Plan: Secrets & Strategies 7th Edition. Planningshop: CA.
- Modul Penyediaan dan Format Rancangan Perniagaan PUNB, MARA

## **EPPK6103 Value And Supply Chain Management**

Supply-chain management (SCM) is a systems approach to manage the entire flow of information, materials, and services from raw material suppliers through factories and warehouse to the final end-customer. This course will cover several topics include global supply-chain management, procurement, electronic commerce, information technology, and logistics activities. SCM represents a philosophy of doing business that focuses on processes and integration. This course will be taught through the use of textbook materials, journal article, and case analysis.

## References

- Prasetyaningsih, E., Muhamad, C. R., & Amolina, S. (2020, April). Assessing of supply chain performance by adopting Supply Chain Operation Reference (SCOR) model. In IOP Conference Series: Materials Science and Engineering (Vol. 830, No. 3, p. 032083). IOP Publishing.
- Pagano, A and Liotine, M (2019). Technology in Supply Chain Management and Logistics: Current Practice and Future Applications, Elsevier
- Sarkis, J. (2019). Handbook on the Sustainable Supply Chain (Research Handbooks in Business and Management series). Edward Elgar Pub
- Chopra, S (2018). Supply Chain Management: Strategy, Planning, and Operation, 7th Edition, Pearson, England.
- Sarkar, S. (2017). The Supply Chain Revolution: Innovative Sourcing and Logistics for a Fiercely Competitive World, AMACOM.

### **EPPK6113      Marketing For Small and Medium Business**

This course provides an extended knowledge to the marketing world particularly to SMEs. This course integrates the innovative and creative marketing elements in developing marketing strategies and commercialization for products and services particularly for SMEs. This enables students to identify and understand the basic concepts and marketing philosophy; provides an understanding on environmental marketing forces; and the importance of understanding consumer behavior in marketing especially for SMEs. Students will also study how marketers do market segmentation, targeting, and positioning in a creative and innovative way. In addition, this course provides the students an understanding and awareness about the issues of sustainability in marketing for SMEs.

## References

- Marshall, G., and Johnson M., (2019), Marketing Management, 3<sup>rd</sup> Edition McGrawHill, New York, USA.
- Kotler, P.T. and Keller, K.L. (2015), Marketing Management, 15th ed, Prentice Hall
- Homburg,C., Kuester, S and Krohmer, H. (2013) Marketing Management: A Contemporary Approach, McGraw-Hill Higher Educations.
- Russell, M. A. and Klassen, M. (2018) Mining the Social Web: Data Mining Facebook, Twitter, LinkedIn, Google+, GitHub, and More, 3rd Ed., O'Reilly Media
- Boone, L.E. & Kurtz, D.L. (2018). Contemporary Marketing. 18th Ed. Cengage Learning Asia Pte. Ltd.