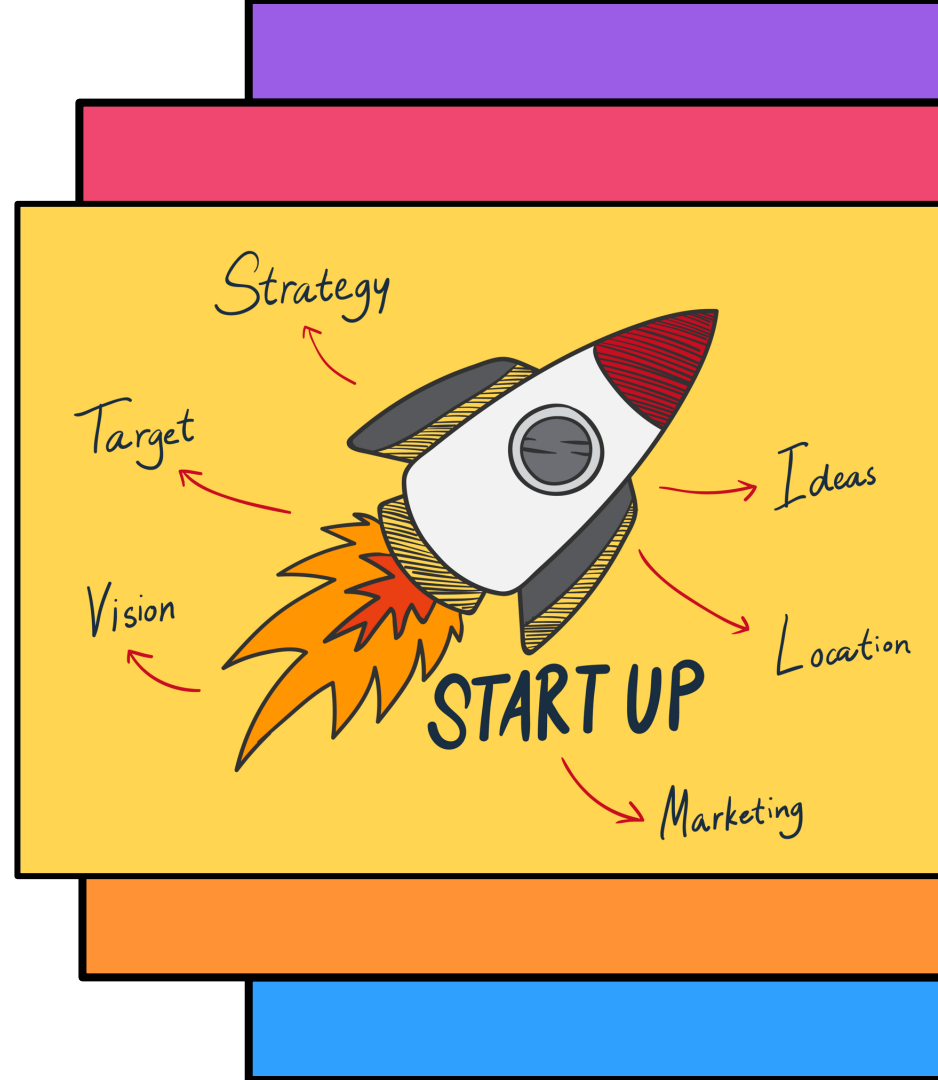


Welcome to

KT44302

TECHNOPRENEURSHIP

Semester 1 2022/2023





Why Do You Need Learn Technopreneurship?

- To develop an enquiring, critical and reflective approach to ideas and issues
- To enabling successful graduates to contribute proactively to: the world of private business; to public or 'third' sector organisations; to the main business-related professions; to self-employment; and to the wider society within which businesses operate.

Course Objectives



01

Understand how businesses operate, challenges, risks and rewards of starting up a new business with techno basis;

02

Develop skills and professional specific skills such as creative problem-solving skills required in the entrepreneurial businesses;

03

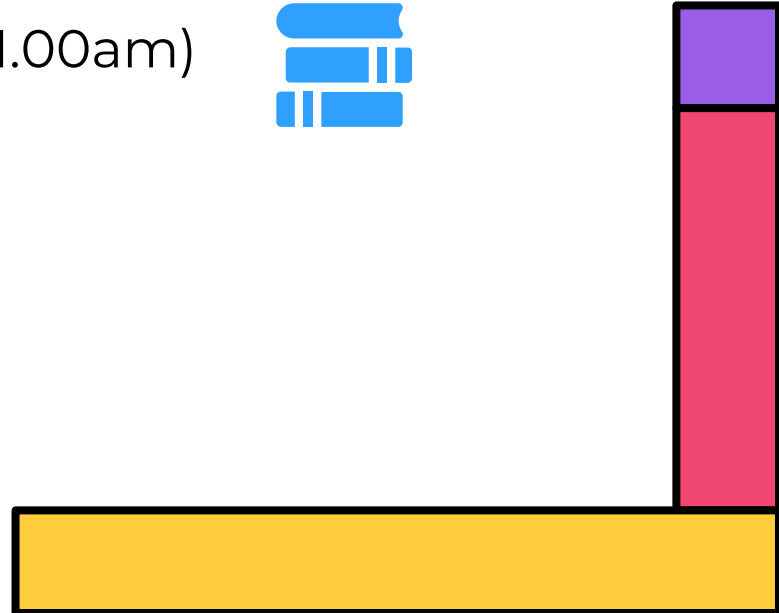
Prepare and write technical business documentations/reports related business activities and projects.

Weekly Credit Hours

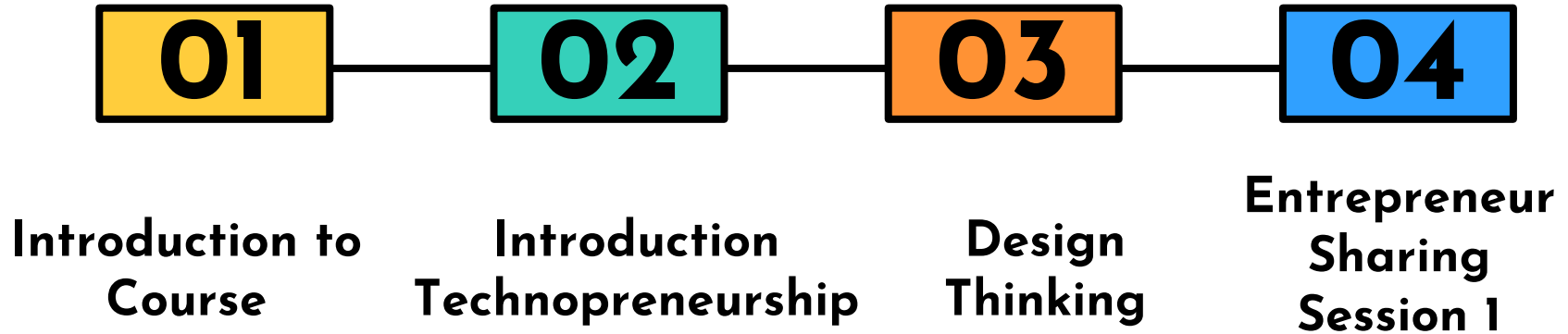


Lecture (2 hours) DKP 29

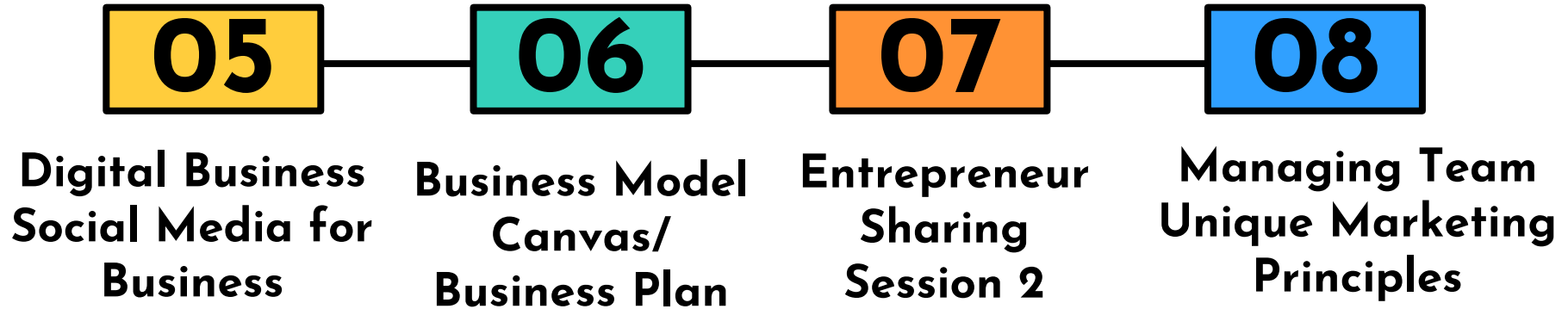
Tuesday (9.00-11.00am)



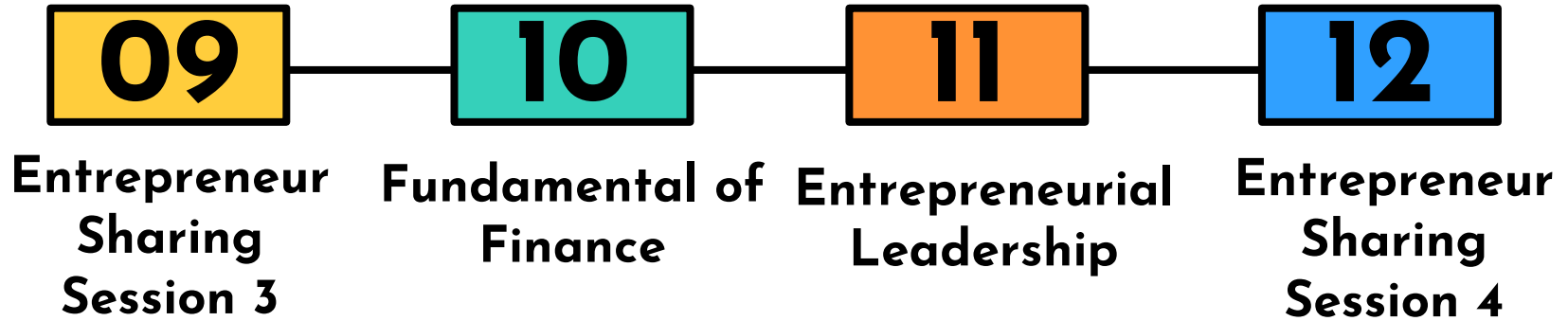
Course Timeline



Course Timeline



Course Timeline



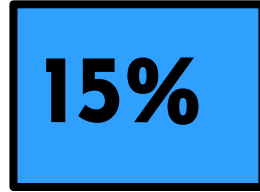
Course Timeline



Assessment

Group: How many persons?
CEO, COO, CMO, CIO, CFO,CSO (5-6)

Case Study



MCQ Tests
(2)

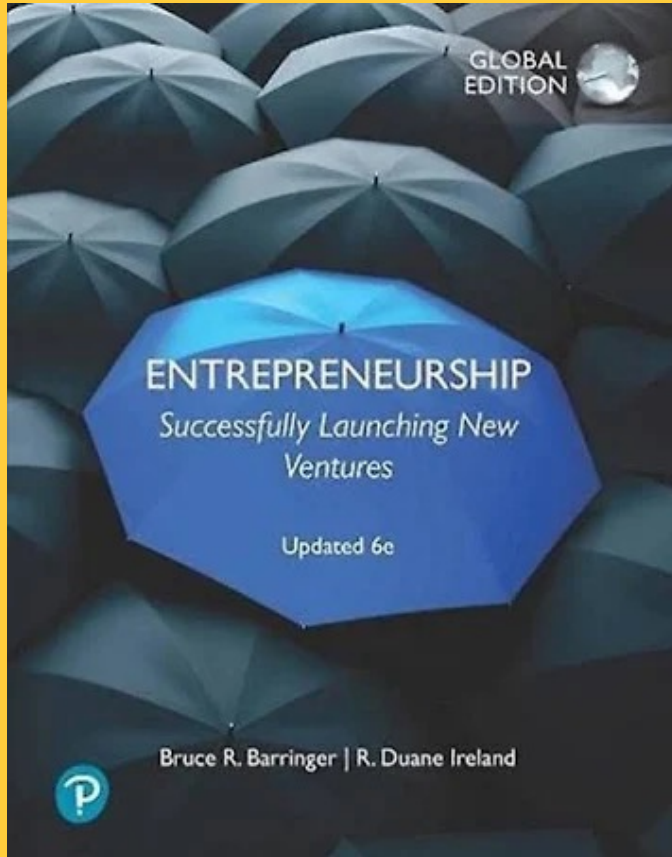


Group Tasks (6)



Business Plan + Pitching

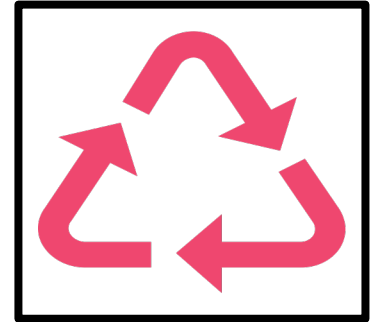




Bruce R. Barringer and Duane Ireland,
Entrepreneurship: Successfully
Launching New Ventures, 6th
Edition, Publisher: Pearson, 2019

Rules and Regulations

- Attendance is COMPULSORY.
- No COPY AND PASTE work.
- Deduction mark for late submission (20%).





Thank You. Questions?

Name: Dr Chin Pei Yee

Programme: HC00

Email: peiyee@ums.edu.my



A Little Homework:

- **The landscape of tech start-ups in Malaysia**
- **The sustainability of tech start-ups**
- **Characteristics of a technopreneur**