

**List of Courses and Study Scheme
Master of Entrepreneurship
School of Business and Economics
Universiti Putra Malaysia**

No	Course Code	Course Name	Credit	Course Synopsis
1	MGM5350	Business Law and Governance (Core-YW)	3(3+0)	This course discusses business laws and governance including laws governing sole proprietorship, partnership, company, competition, and intellectual property. It also emphasizes the relationship between law, governance, and compliance programme.
2	MGM5230	Entrepreneurial Marketing (Core-YW)	3(3+0)	This course introduces marketing strategies and allows students to employ innovative marketing strategies relevant to the entrepreneurial environment. It emphasizes on the development of effective marketing plan in executing entrepreneurial ideas.
3	MGM5130	Strategic Entrepreneurship (Core-YW)	4(4+0)	This course covers fundamental strategic management tools and analytical skills to facilitate entrepreneurs in business. It exposes students with strategy formulation and implementation within enterprises.
4	MGM5180	Business Venture (Core-YW)	4(4+0)	This course discusses the opportunities, risks and challenges in exploring new ventures and emphasizes idea generation and analysis of new business ventures.
5	MGM5140	Innovation, Technology Management and Commercialization (Core-YW)	3(3+0)	This course focuses on the management of innovation, technology and commercialization in the business environment that is constantly challenging. Specifically, it covers challenges and practices that can be applied by organization to remain competitive.

6	ACT5112	Accounting and Financial Management (Core-YW)	4 (4+0)	This course encompasses preparing and analyzing the financial statements, using of costing techniques, budgeting and determination of risks and return for planning, financing and decision making in business.
7	MGM5181	Business Plan (Core-YW)	4 (4+0)	This course covers the application of concepts, techniques, frameworks and methods for providing a viable business plan towards initiating a new business in accordance with the requirements of the relevant stakeholders.
8	MGM5116	Business Research Application (Core-YW)	3(3+0)	This course covers both quantitative and qualitative research methods to equip students with skills required to produce a research proposal and project paper.
9	MGM5182	Entrepreneurial Project (Core-YW)	6 (0+6)	This course covers the involvement and networking activities of students with the relevant agencies related to their preferred business operation. It emphasizes on the need to register a business entity and development of sustainable enterprise.
10	MGM 5120	Strategic Human Resource Management and Organizational Behaviour (Core-YW)	3(3+0)	This course provides students with a comprehensive understanding of the strategic role that human resource and behavior play in organizations that leads to organizational sustainability.
11	MGM 5150	Cultural Intelligence (Elective-ELF)	3(3+0)	This course covers the issues and challenges associated with three types of cultural interaction. In particular, it covers the meaning of culture, cultural influence in the organization, strategies to address the challenges of cultural diversity and the characteristics of managers with cultural intelligence.

Study Scheme for Master of Entrepreneurship

First Trimester			
Course Code	Course Name	Credit Hour	Status
MGM5350	Business Law and Governance	3(3+0)	Core (YW)
MGM5230	Entrepreneurial Marketing	3(3+0)	Core (YW)
MGM5130	Strategic Entrepreneurship	4(4+0)	Core (YW)
MGM5180	Business Venture	4(4+0)	Core (YW)
Total credits for Semester 1		14	
Second Trimester			
Course Code	Course Name	Credit Hour	Status
MGM5140	Innovation, Technology Management and Commercialization	3(3+0)	Core (YW)
ACT5112	Accounting and Financial Management	4(4+0)	Core (YW)
MGM5120	Strategic Human Resource Management and Organizational Behavior	3(3+0)	Core (YW)
MGM5181	Business Plan	4(4+0)	Core (YW)
MGM5116	Business Research Application	3(3+0)	Core (YW)
Total credits for Semester 2		17	
Third Trimester			
Course Code	Course Name	Credit Hour	Status
XXX	Elective 1	3(3+0)	Elective (ELF)
XXX	Elective 2	3(3+0)	Elective (ELF)
MGM5182	Entrepreneurial Project	6(0+6)	Core (YW)
Total credits for Semester 3		12	
TOTAL CREDITS		43	