

GRADUATE DIPLOMA IN BUSINESS ENTREPRENEURSHIP

INTRODUCTION

The ability to lead confidently and run a successful enterprise requires the entrepreneur to possess multiple skills sets. In today's competitive environment, the leader has to adapt to new management practices and equip himself / herself with up to date knowledge and new skills to cope with the ever changing markets.

ENTRY PRE-REQUISITES

Academic level:

- Diploma / Degree or higher; OR
- At least 3 years of working experience

Language proficiency:

English / Chinese (Pass in English / Chinese at GCE 'N' / 'O' Level)
Students who do not possess the minimum English / Chinese language proficiency requirements are required to sit and pass the ICN English / Chinese Proficiency Test.

COURSE STRUCTURE

Module Name	Training & Assessment Hours
Human Resource Management II	24 Hours
Leadership and Management II	24 Hours
Business Finance Management	24 Hours
Business Operations and Logistics Management	24 Hours
Strategic Marketing Management	24 Hours

DELIVERY METHOD

A range of delivery methods are offered to provide the relevant and most effective training solution. These are as follows:

- Direct and In-direct Learning
- Interactive Learning

ASSESSMENT

Participants are required to undertake assessments which may take the form of:

- Formative Assessment
- Summative Assessment

CERTIFICATION

Upon successful completion of the course, participants will be awarded with a Graduate Diploma in Business Entrepreneurship issued by ICN Academy Pte Ltd. Participants are deemed to have successfully completed the course if they meet the competency standards for each of the five units in the course outline above.



DETAILS

DURATION:

12 MONTHS (120 HRS)

VENUE:

**ICN ACADEMY PTE LTD
2 HAVELOCK ROAD
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