

**List of Courses and Synopsis  
Master of Entrepreneurship  
Faculty of Economics and Management  
Universiti Putra Malaysia**

<b>No</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Credit</b>	<b>Course Synopsis</b>
1	MGM5350	Business Law and Governance	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	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	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	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	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	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	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	MGM5110	Research Methods in Business	3(3+0)	This course covers concepts and scientific research characteristics in business economics. Selections of appropriate research method in research proposal writing are emphasized.
9	MGM5182	Entrepreneurial Project <i>(For full time students only)</i>	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	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	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.

### Program Structure for Master of Entrepreneurship

First Semester		
Course Code	Course Name	Credit Hour
MGM5350	Law and Business Governance	3(3+0)
MGM5230	Entrepreneurship Marketing	3(3+0)
MGM5130	Strategic Entrepreneurship	4(4+0)
MGM5180	Business Ventures	4(4+0)
<b>Total credits for Semester 1</b>		<b>14</b>
Second Semester		
Course Code	Course Name	Credit Hour
MGM5140	Innovation, Technology Management and Commercialization	3(3+0)
ACT5112	Accounting and Financial Management	4(4+0)
MGM5120	Strategic Human Resource Management and Organizational Behavior	3(3+0)
MGM5181	Business Plan	4(4+0)
MGM5110	Research Methods in Business	3(3+0)
<b>Total credits for Semester 2</b>		<b>17</b>
Third Semester		
Course Code	Course Name	Credit Hour
XXX	Elective 1	3(3+0)
XXX	Elective 2	3(3+0)
MGM5182	Entrepreneurship Project	6(0+6)
<b>Total credits for Semester 3</b>		<b>12</b>
<b>TOTAL CREDITS</b>		<b>43</b>