

GSP401 ALIBABA CLOUD-SUSS Certificate/Minor in Entrepreneurship

Level: 4

Credit Units: 40 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

Synopsis:

Entrepreneurs play a significant role in Singapore's economy. They help drive innovations, which in turn create more jobs for the economy. Small enterprises are also more nimble and can respond more quickly to changing market needs and can tap on new opportunities.

This Minor/Certificate programme is targeted at applicants who have a ready business proposal or a minimum viable product (MVP). This is a key qualifying condition to help ensure that only students who are serious about building a start-up and have a reasonable chance of success are admitted into the Minor/Certificate programme.

Students will receive mentorship from industry leaders sourced by Alibaba. Selected applicants are likely to be those who can demonstrate a high potential for achieving a positive impact on society, such as job creation, as well as improving the well-being of society. Their role and contribution become even more important when there is economic uncertainty.

This programme is jointly developed and presented in partnership with Alibaba Inc.

Topics:

- Entrepreneurship
- Public speaking with special focus on the Elevator Pitch
- Cloud Computing
- Minimum Viable Product (MVP)
- Start-up Funding
- Selected Topics

Learning Outcome:

- Demonstrate ability to start a business or social enterprise
- Demonstrate ability to use contemporary technologies to set up a business
- Demonstrate ability to conduct business negotiations
- Create persuasive presentations and convince potential investors through their sales pitch
- Develop ability to be a self-directed and life-long learner

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Examinable	Project	100

Components		
Total		100