

TRAINING IN INNOVATION & ENTREPRENEURSHIP EXPLORATION (TIE²)

The Training in Innovation & Entrepreneurship Exploration (TIE²) programme is a collaborative programme between the Malaysia Academy of SMEs & Entrepreneurship Development (MASMED) and the Institute of Graduate Studies (IGS) of Universiti Teknologi MARA (UiTM). The main purpose of this programme is to embed innovation elements in postgraduate research undertaken by PhD students. The Senate of UiTM at its meeting on 23rd July 2014 approved the implementation of the TIE² programme and has made it compulsory for all PhD (full research) students registered from March 2016 to attend the programme as a compulsory pre-requisite course prior to presenting their respective research proposals. Participants are required to attend four (4) modules delivered by certified facilitators from MASMED, UiTM as follows:

- Module 1: Opportunity Analysis, Creativity and Innovation
- Module 2: Business Model and Design Thinking
- Module 3: Industrial Application
- Module 4: Individual Project Presentation



Module 1: Opportunity Analysis; Creativity and Innovations

In this module, the competency in recognizing and generating entrepreneurial opportunities in the industry or market will be given to the participants. Some examples of the real opportunities will be discussed. Also, creative thinking and entrepreneurial innovation through interactive workshops will be given. Participants will correlate the creative thinking to the business opportunity analysis in their given group. At the end of the module, student will be able to apply personal skill-set for creativity and innovation to generate opportunities for entrepreneurial and innovation in their research area.

Module 2: Business Model and Design Thinking

This module enables participants to identify business opportunities and develop their business plan with high venture values. The business plan follows to the requirement of the industry and financial institutions. The proposal will be prepared using Business Model Canvas, which will involve the process of validation and testing via business pitching. By the end of the module, participants will be able to develop their business model from their research project.

Module 3: Industrial Application

This particular module enables the participants to integrate the understanding of creative thinking and innovation, opportunity recognition and generation and also intellectual property and venture planning in real business scenario. The participants will work effectively in multidisciplinary teams and they will be required to work outside their academic parameters and mentored by industrial experts. By the end of the model, participants will develop their professional networking and they can apply their academic knowledge to the real business people.

Module 4: Individual Project Presentation

The participants will be required to present their business proposal to the panels at the end of the program.

Facilitators



Prof. Dr. Hj. Razmi Chik



Prof. Dr. Nor'Azam Mastuki



Prof. Dr. Mazani Manaf



Assoc. Prof. Dr. Nooritawati



Assoc. Prof. Dr. Jamalunlaili Abdullah



Assoc. Prof. Dr. Zarina Salleh



Assoc. Prof. Dr. Sofian Shamsuddin



Dr. Rohana Ngah



Dr. Mohd Ali Bahari Abdul Kadir

TIE² Schedule

- Date** : Please Refer to Group Schedule
- Location** : Bilik Kuliah 1, MASMED, Bangunan Fakulti Pengurusan Hotel & Pelancongan UiTM Shah Alam.
- Time** : 8.30 a.m – 5.00 p.m
- Registration** : <http://masmed.uitm.edu.my/TIE2/new.php>
- Participants** : Compulsory to all new PhD students (Full Research)(Registered after March 2016)
Certificate is required for DRP.
- Contact Person** : 1) Prof Madya Dr. Zarina Salleh (Pegarah Pusat Latihan, Penyelidikan & Pengajian Keusahawanan) ; 03-55435651
2) En. Mohamed Naquiddin Mahmood (Pegawai Eksekutif) : 03-55435663