



UNIVERSITI
MALAYSIA
KELANTAN



EXECUTIVE EDUCATION

MALAYSIAN GRADUATE SCHOOL OF
ENTREPRENEURSHIP & BUSINESS (MGSEB)

The Malaysian Graduate School of Entrepreneurship and Business (MGSEB) is the graduate business school of Universiti Malaysia Kelantan. UMK MGSEB came into existence in 2015 and it is the only Malaysian graduate school that focuses on entrepreneurship education at advanced level.

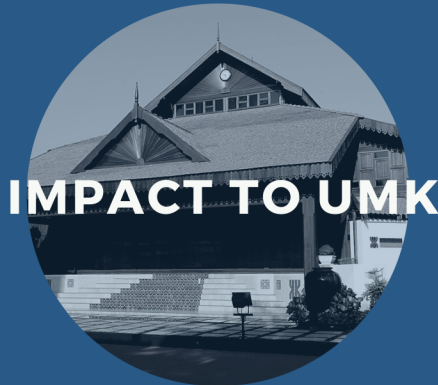
ABOUT MGSED EE PROGRAM



In 2022, MGSEB introduced the Executive Education (EE) program based on our desire to contribute to enhance the knowledge and skills of our society in such fields as business entrepreneurship, management and technology.

The program will significantly improve UMK's reputation within and outside Malaysia.

Best part, the university doesn't have to incur additional cost in personnel and salary as the program is managed by existing staff.



Apart from helping MGSEB to fulfill its statutory obligation of delivering an impactful business and entrepreneurship education, the MGSEB Executive Education Programme makes several other impacts to UMK.



**BOOST UMK'S
VISIBILITY AND
REPUTATION**



**BRIDGE GAP IN
ENTREPRENEURSHIP
EDUCATION**



**PROMOTE
COLLABORATION AT
DIFFERENT LEVELS**



**GENERATE
INCOMES FOR
THE UNIVERSITY**

Learn More

www.mgseb.umk.edu.my



OUR OPEN COURSES

We offer a suite of courses that provide deep insights for helping managers, entrepreneurs and leaders achieve superior results.



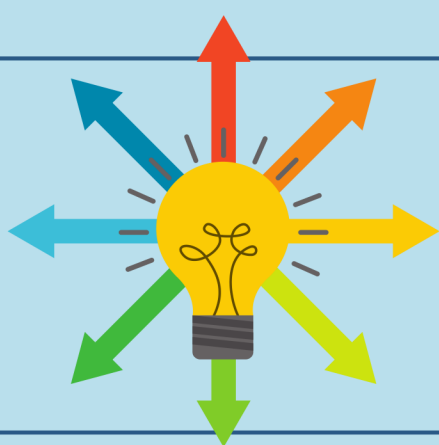
1) MARKETING COMMUNICATIONS

Premium insights for engaging with the market in ways that help firms get, keep and grow profitable customers.



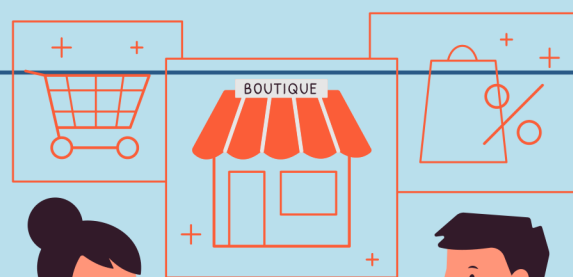
2) DIGITAL MARKETING

Go-to-market and easy-to-apply digital marketing strategies that any organization can use to build a profitable clientele base online and offline.



3) DESIGN THINKING

Proven frameworks and mindsets for identifying customers' problems and providing fit-for-purpose solutions.



4) NEW BUSINESS DEVELOPMENT

This program equips participants with skills to develop new products and services that are profitable and scalable.

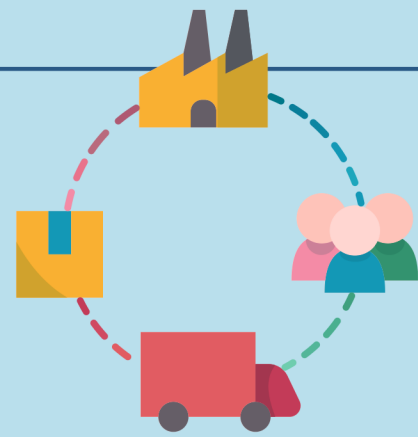


5) LEADERSHIP DEVELOPMENT

In this program, participants learn smart strategies to motivate teams, lead change and be effective leaders.

6) SUPPLY CHAIN MANAGEMENT

This program enables participants to manage risks and optimize the value of their business supply chain.



7) FINANCE & INVESTMENT

This program exposes participants to new funding opportunities and strategies for optimising assets.

8) HUMAN RESOURCES MANAGEMENT

Challenged recruiting, retaining and achieving a high performing team? This program addresses those innovatively.



Learn More

www.mgseb.umk.edu.my

