



Certified Entrepreneurs Advisors

About this course

This 5 days program is a certification program of the **Association of Certified Business Consultants, Malaysia**. This is a highly practical course to help develop and enhance your strategic business consulting skills. **Professional Certificate in Entrepreneurs Development** satisfies the educational requirements of the **Certified Entrepreneurs Advisors** designation.

The **CEA** designation would require minimum of three years experience in entrepreneurial development.

Who should take this course?

This course is designed for those responsible for entrepreneurial development in private and public organizations. With the current economic challenges, small businesses need advisors with multi- disciplinary approaches. Our CEAs provide outside-the-box approaches and innovative solutions to business coaches, advisors and trainers to be more effective in their approaches.

CEA (Certified Entrepreneurial Advisor) is the recognized business designation for professionals who advise small and entrepreneurial businesses and is accredited by **Association of Certified Business Consultants Malaysia**.

The Entrepreneurs Development Process

The ACBC Entrepreneurship Advisors program offers participants the opportunity to become certified Entrepreneurs Advisors in some of the key ACBC entrepreneurship development programs. The program also offers a new certification track on financial education.

Combining intense training in both content and methodological issues, the program is a must for any consultants and trainer working for a public or private institution and striving to make a real difference in the lives of new or established entrepreneurs.

Learning Objectives

- **Understand** the process of entrepreneurs development;
- **Evaluate** potential and existing business strategy to enhance business success;
- **Formulate** small business strategy in the face of increased globalization;
- **Successfully** coach and mentor entrepreneurs to implement strategic business plan;
- **Maximize** entrepreneurs marketing and sales strategies to beat competition and align financial planning with their business;
- **Appreciate** the legal aspect of business and importance of governance in entrepreneurship.

Examination

Completion of the certification program requires completion of a multiple choice examination and presentation of a business case.



Professional Designation

Successful candidates will be granted the designation of CEA Malaysia. The designation CEA is a professional recognition awarded to individuals who have essential knowledge, experience and credentials in the professions. Either the full expression or the initials may be used after the individual's name on business cards, stationery, etc.

Investment

The certification program will be **RM 2,090** per person.

For in-house program please contact our authorised learning partners:

Our **learning partner**:

Program Director
SCS Strategic Consulting Services
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SCS Strategic Consulting Services PLT
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Accreditation by



Association of Certified Business Consultants Malaysia
PPM 002-14-07042018

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Program Contents

Part 1 (2 days)

- Understanding The Roles Of Business Advisory
- Legal Aspects of Advisory & Consulting
- Consulting And Advisory Ethics
- Introduction to Business Governance
- Managing a Business Project
- Effective Business Reports Writing & Presentation
- Interpersonal Communication Skills in Consulting

Part 2 (3days)

- Facilitating Ideas, Concept and Product Development
- Reviewing A Business Viability
- Developing and Evaluating A Business Plans
- Creating Business Canvass
- Business Fundings Models and Principles
- Facilitating Strategic Marketing & Sales Strategy
- Ensuring Business Sustainability
- Implementing Business 'Grow Big' Concepts
- Maximising Smart partnership with Government Agencies and Public Listed Companies

Delivery

Mini Lecture, Group Work and Presentation, Case Studies and Simulations.

Assessments

40 MCQ Exams And A Business Case Presentation