



Diploma in

Technopreneurship

科技创业文凭

Certified By 波兰热舒夫信息技术与管理大学认证



**UNIVERSITY of INFORMATION
TECHNOLOGY and MANAGEMENT**
in Rzeszow, POLAND



PROGRAM OVERVIEW

Diploma in Technopreneurship is an innovative program designed to cultivate entrepreneurial thinking alongside strong technical knowledge.

From business planning to digital marketing, software innovation to tech product development, students will explore how to launch tech-driven businesses, manage digital projects, and harness innovation to build successful startups or drive transformation within existing companies.

CAREER OPPORTUNITIES

- **Tech Startup Founder:** Build and launch your own technology-based business.
- **Digital Project Manager:** Manage tech projects, teams, and digital transformation initiatives.
- **Innovation Consultant:** Help businesses develop new products, services, and digital strategies.
- **E-commerce Entrepreneur:** Start and scale online businesses across digital platforms.
- **Tech Product Manager:** Oversee the development and launch of innovative digital products.
- **Business Development Executive (Tech):** Drive partnerships, market growth, and client acquisition in tech sectors.
- **Digital Marketing Specialist:** Use digital tools to promote products and grow brand presence.

CAREER OUTLOOK 职业前景

10.1%

Growth in global tech entrepreneurship and innovation roles through 2030
至 2030 年全球科技创业与创新相关职位增长率

\$85K+

Average annual base salary in the US
平均年基本工资（美国）

45%

Tech entrepreneurs work remotely or run location-independent businesses
科技创业者采用远程或非地点依赖型工作模式

关于此课程

科技创业文凭课程是一项创新性的课程，旨在培养学生的创业思维与技术知识相结合的能力。

课程内容涵盖商业计划书撰写、数字营销、软件创新到科技产品开发，学生将学习如何启动科技型企业，管理数字项目，并利用创新推动创业或企业转型。

工作机会

- **科技初创公司创办人：**创办并运营以科技为核心的企业。
- **数位项目经理：**管理科技项目、团队及数位化转型工作。
- **创新顾问：**协助企业开发新产品、服务与数字战略。
- **电商创业者：**通过数字平台开展并扩展线上业务。
- **科技产品经理t：**负责数字产品的策划、开发与发布。
- **商务拓展专员（科技领域）：**推动合作、开拓市场、吸引客户。
- **数字营销专员：**利用数字工具推广产品并提升品牌影响力。





Duration 学程

18 months

Assessment 评估

100% Coursework

100% 课程作业

Entry Requirement 入学标准

Age 16 and above

16岁或以上

Medium 教学语言

Curriculum is in English. Classes are conducted in English & Mandarin.

课程以英文为主，中英双语授课。

Programme Fee 课程费用

1st Semester:	RM 12,000
2nd Semester:	RM 4,000
3rd Semester:	RM 3,500

Grand Total: RM 19,500

AREAS OF STUDY

- **Entrepreneurship Fundamentals**
Learn the basics of starting and managing a business.
- **Business Model Innovation**
Understand how to create scalable, tech-driven business models.
- **Digital Marketing**
Use online tools and strategies to grow brands and businesses.
- **Technology & Innovation Management**
Manage tech resources and lead innovation in business.
- **Startup Finance & Funding**
Learn about budgeting, fundraising, and financial planning for startups.
- **App & Web Development Basics**
Gain basic skills to prototype and launch digital products.
- **Pitching & Presentation Skills**
Master the art of business storytelling and investor pitching.
- **Legal & Ethical Aspects of Tech Business**
Explore startup laws, digital rights, and ethical entrepreneurship.

学习范围

- **创业基础**
学习如何创办和管理企业的基本知识。
- **商业模式创新**
掌握构建可扩展科技型商业模式的能力。
- **数字营销**
使用线上工具和策略发展品牌与业务。
- **科技与创新管理**
管理科技资源，推动企业创新。
- **初创企业融资与财务**
了解预算、融资与创业财务规划。
- **应用与网页开发基础**
掌握数字产品原型设计与上线的基础技能。
- **项目展示与演讲技巧**
学习如何讲述商业故事，打动投资人。
- **科技企业法律与伦理**
了解创业法律、数字权利与道德创业实践。



WhatsApp us for information
about our programmes, offers,
and upcoming intake!

Nova Academy

星光学院

 nova-edu.com.my

 WhatsApp: 010-9125 895

 @thenovaacademy

 Nova Academy 星光学院

 enquiry@nova-edu.com.my

Lume Education Group Sdn Bhd

Reg No: 202301044484 (1538400-D)

Lot L1-E-4, Level 1, HIVE 5 (Enterprise 4),
Taman Teknologi MRANTI, Bukit Jalil,
57000 Kuala Lumpur, Malaysia.

