

WEBINAR TALK ON

ENTREPRENEURSHIP FOR ENGINEERING STUDENTS OR ENGINEERS TOWARD SUSTAINABILITY IN DECENT WORK AND ECONOMIC GROWTH

ORGANISED BY:
ENGINEERING EDUCATION TECHNICAL DIVISION

BEM APPROVED CPD: 1
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SPEAKER:

**Ir. Ts. SUKHAIRUL NIZAM
ABDUL RAZAK**

**THURSDAY
24 NOVEMBER 2022**

3.00PM - 5.00PM

REGISTRATION FEE :

IEM STUDENT : FOC

IEM MEMBERS: RM15

NON IEM MEMBERS: RM70

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SYNOPSIS

This webinar will provide valuable assistance and education to students and engineers that need to venture toward entrepreneurship field. ENTREPRENEURSHIP focuses on the fundamentals and concept of entrepreneurship to inculcate the value and interest in an engineering student to choose entrepreneurship as a career. It is also to create interest toward graduate engineers to broad their value from technical mind toward entrepreneurship mind.

This webinar can help the participants to initiate creative and innovative entrepreneurial ideas toward implementation in their daily activities involving business plan framework through business model canvas.

WHY SHOULD YOU ATTEND THIS WEBINAR?

Entrepreneurship is inherently embedded in the engineering trade. Many influential companies have been founded by engineers, including Yahoo!, Oracle, Dyson, Intel and Rolls-Royce, highlighting the power of discipline when working seamlessly together with core business ideals and principles. If you want to succeed as an engineer, you need a school that will nurture your technical skills alongside your entrepreneurial talents or entrepreneurial flair. This webinar will give the participants a basic knowledge in the area of entrepreneurship.

AREAS COVER IN THIS WEBINAR:

Below is the topic will be cover:

- Introduction to entrepreneurship - generalities and concepts
- Issues in entrepreneurship - generating, evaluating, and presenting scalable
- Business ideas - innovation and value proposition
- Marketing and sales strategy - market identification, analysis and business plan
- Competitive advantage
- Building, managing and motivating teams
- Financial management, valuation and execution, operation and expansion
- Winning negotiations
- Business plan presentation

WHO WILL BENEFIT WITH THIS WEBINAR:

- Engineering students or graduates looking to learn more about entrepreneurship
- Anyone interested in entrepreneurship

SPEAKER'S PROFILE

Ir. Ts. Sukhairul Nizam Abdul Razak received an early education at SMK Methodist ACS Klang Selangor, UTM Skudai in Bachelor of Mechanical (Aeronautical) Engineering and MBA from Charles Sturt University Australia. Registered as Asean Chartered Professional Engineer (ACPE), Professional Mechanical Engineer with practicing certificate (PEPC) since year 2016 with Board of Engineers Malaysia and registered as Professional Technologist with MBOT since year 2020. Started career at Proton's Manufacturing since 1995 as RND's body design engineer follow with other positions in various departments in Proton Edar for nearly 18 years such as a Car Body Design Engineer, Branch Sales Manager, Manager Sales Standard, Manager Warranty Operations, Manager Equipment Tools & Calibration, Head of Division Office and worked with Accenture Malaysia for Daimler Group's project. Was a senior lecturer for City University Malaysia, lecturer for First City University College and as Director for Enviroklar Tech Sdn Bhd. Ir Ts Sukhairul Nizam has experienced designed, developed automotive components as well managed anti-corrosion and painting development, aerodynamic development, and crash test development for the national car company. Ir Ts Sukhairul Nizam is also specialised in automotive sales training or coaching and managing product recall for automotive industry. Entrepreneurship is one of his subject teaching students for degree in Mechanical Engineering.