

COURSE TITLE: **FINDING THE BIG IDEA**

Training Provider: **Golden Equator (Bn) Sdn Bhd**

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### **COURSE OBJECTIVE**

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Introducing the core element of idea generation elements. This session aims to identify the key ideas the participants came up with in their initial startup journey in order to refine them - as there is no such thing as an original idea.

Some of the objectives that will be learned throughout the course;

1. Introduction to the methodology of generating ideas;
2. The 5W1H - who, what, when, where, why, how - method.

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### **KEY COURSE INFORMATION**

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- Course Fee: BND 35
- Training Duration: Short Course, 1 hr 30 Mins (1 day)
- Mode of Training: Face to Face, Lifelong Learning Centre Classroom
- Language of Delivery: English
- Level: Basic

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### **ENTRY REQUIREMENT**

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Individuals with ideas for a business, and early-stage entrepreneurs with an active business for at least one (1) month.

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### **CERTIFICATION**

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COC.