



LEARN WHAT IT TAKES
TO SEIZE OPPORTUNITIES
IN THE NEW ECONOMY

ENTREPRENEURSHIP

**EXPERIENTIAL
APPROACH**

MENTORSHIP, INTERNSHIP
AND LEADERSHIP



**ENTREPRENEURSHIP
STUDY MISSIONS**

INSIGHTS FROM SILICON VALLEY,
ATLANTA AND BOSTON



**CREATIVITY &
INNOVATION**

HARNESS DESIGN THINKING
AND TECHNOLOGY TRENDS



**NEW
MAJOR**

EMBARK ON NEW CAREER
PATHWAYS AND OPPORTUNITIES



ENTREPRENEURSHIP – INTRODUCING THE NEW MAJOR FROM LEE KONG CHIAN SCHOOL OF BUSINESS

**FOR THOSE WHO WANT TO START
NEW BUSINESSES**

**FOR THOSE WHO WANT TO BRING ENTREPRENEURSHIP
SKILLS INTO EXISTING ORGANISATIONS**

Left to right: **Muhammad Danial Bin Yusuf**, Final Year, Bachelor of Business Management (Finance). • **Crystal Cheng**, Year 2, Bachelor of Business Management. • **Marc Lee**, Final Year, Bachelor of Business Management (Finance) with a second major in Economics. • **Benjamin Tsoon**, Entrepreneur. Bachelor of Business Management (Finance), Summa Cum Laude.