

## **Module Synopsis and Duration for SCTP in Creative Entrepreneurship Start-up Essentials**

No	Certificate Title	Duration (hr)	Synopsis
1	<b>(SCTP)- Entrepreneurship Essentials for Creative Start-ups – The Entrepreneurial Mindset</b>	21	By the end of this course, participants will be able to develop a creative entrepreneurial mindset by understanding the business environment and defining a business model to develop a business plan including basics of starting a business.
2	<b>(SCTP)- Entrepreneurship Essentials for Creative Start-ups – Developing Your Brand</b>	21	By the end of this course, participants will be able to develop a brand and marketing strategies through inbound marketing & social media landscape and mastering the perfect pitch including learning the art of relationship building.
3	<b>(SCTP)- Entrepreneurship Essentials for Creative Start-ups – Building the Start- up</b>	21	By the end of this course, participants will have an opportunity to experience the application of the lesson taught in certificate 1 & 2 through actual implementation and operating the start-up, this includes the actual registration of the start-up and executing real tasks or assignments with live clients.
4	<b>(SCTP)- Entrepreneurship Essentials for Creative Start-ups – Growing the Start- up</b>	21	By the end of this course, participants will based on the insights gathered in certificate 3 to develop a plan to grow the start-up and evaluating the start-up for its viability.