



商业创新与创业

Business Innovation and Entrepreneurship (SIBIE)

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2年课程 Years Course

- ▲ 80% 实训训练
80% *Practical Skills*
- ▲ 20% 理论
20% *Theory*
- ▲ 教学媒介语以中文为主，
英文为辅
Medium of Instruction:
Chinese & Simple English
- ▲ 16 岁以上即可报读，
无需入学资格
Entry Requirement:
16 Years Old & Above

本课程为因应商业创新与创业领域的迅速发展及有以下意愿的学生而设：

This qualification was developed to keep pace with the rapid development of the business innovation and entrepreneurship sector and for candidates who want:

- **掌握商业创新与创业必须具备的知识与技能，成为创业家、产品经理、业务发展执行员等。**
To gain knowledge and skills needed for business innovation and entrepreneurship, business analysts, product managers, business development executives, and more.

两年的商业创新与创业专业技职课程为学生提供商业模式开发、市场分析、创业管理、数字化营销、财务管理、以及实际案例分析的实践知识与技能，全面提升学生的就业与创业能力。

The two-year Vocational Course in Business Innovation and Entrepreneurship provides students with hands-on knowledge in business model development, market analysis, entrepreneurship management, digital marketing, financial management, and practical case studies to enhance their employability and entrepreneurial capabilities.

学生将学习 / Students will learn and be able to:

- 掌握商业创新与创业的基本原理、功能、应用、策略设计方法和技巧，使学生具备通过创新思维和创业实践提升商业竞争力的能力，为未来从事企业管理、商业策划、和市场开拓等领域打下坚实基础。
Provides a comprehensive understanding of the principles, functions, applications, and strategy design methods of business innovation and entrepreneurship. It equips students with the ability to enhance business competitiveness through innovative thinking and entrepreneurial practices, forming a solid foundation for careers in business management, commercial planning, and market expansion.
- 制定可持续的商业策略，以适应不断变化的市场趋势并推动长期增长。
Develop sustainable business strategies to adapt to changing market trends and drive long-term growth.
- 识别商业机会，将创新想法转化为可行的商业项目。
Identify business opportunities and transform innovative ideas into viable business ventures.
- 掌握包括创新思维的发展过程、商业模式分类、市场趋势分析方法、企业资源整合技巧、创业战略与决策、企业运营管理、市场开拓与品牌建设、商业风险评估等内容。当中还包括如何利用现代数字工具进行商业创新与创业管理。
Master the knowledge including the development process of innovative thinking, classification of business models, methods of market trend analysis, techniques for resource integration, entrepreneurial strategy and decision-making, business operation management, market expansion and brand building, business risk assessment, and more. This also includes utilizing modern digital tools for business innovation and entrepreneurship management.
- 制定全面的商业计划，包括市场分析、财务预测和运营策略，以支持创业发展。
Create comprehensive business plans, including market analysis, financial projections, and operational strategies, to support startup development.



课程内容 | COURSE OUTLINE

- 品牌营销与合作
Influencer Marketing and Partnerships
- 创业与创新基础
Introduction to Entrepreneurship and Innovation
- 市场营销原理
Principle to Marketing
- 沟通策略：公共演讲和演示技巧
Communication Strategy: Public Speaking and Presentation Skills
- 开放式创新
Open Innovation
- 营销与销售技巧
Marketing and Sales Techniques
- 工业4.0概论
Introduction to Industry 4.0
- 业务运营和沟通
Business Operations and Communication
- 电子商务和物流中的商法、道德和可持续性
Business Law, Ethical and Sustainable in E-Commerce and Logistic
- 与工作相关的软技能
Work-Based Soft Skills
- 供应链管理原则
Principle of Supply Chain Management
- 数字化转型与创新管理
Digital Transformation and Innovation Management
- 办公效率基础
Office Productivity Fundamentals
- 财务与管理会计
Financial and Management Accounting
- 全球运输
Global Transportation
- 会计原理:SQL
Principle of Accounting with SQL Integration
- 商业创意与创新
Creative And Innovative For Business
- 数字商业概念
Digital Business Concepts
- 职场英语
Workplace English Communication
- 商业计划 与案例分析
Business Ventures and Case Studies
- 规划、控制与领导项目
Planning, Controlling and Leading a Project
- 人力资源管理
Human Resource Management
- 活动管理
Event Management
- 品牌管理策略
Strategic Brand Management
- 经济学导论
Introduction to Economic
- 国际贸易与全球市场
International Business and Global Markets
- 自雇预算管理
Budgeting for Self-Employment
- 商业创新与创业项目
Business Innovation and Entrepreneurship Major Project

* Please note that the modules listed are indicative and may be subject to change.



评估标准 | ASSESSMENT

100%作业及实践练习，本课程提供商业创新与创业的理论20%与实践80%，聚焦于工作场所的实际应用。

鼓励团队合作，让学生学会分组合作或单独工作以完成专题作业。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of Business Innovation and Entrepreneurship, with a focus on the practical application of these skills in the workplace.

Teamwork is encouraged and students learn to work in groups or individual to complete their projects.



考取资格 | QUALIFICATIONS

英国国立西苏格兰学院专业文凭

Diploma awarded by West College Scotland, UK

英国国立西苏格兰学院高级专业文凭

Advanced Diploma awarded by West College Scotland, UK

OTHM 第5级 商业管理文凭 (电子版)

OTHM Level 5

Extended Diploma in Business Management (E-Cert)



就业前景 | CAREER PATHWAYS

创业家、自雇人士、产品执行官、品牌营销专员、业务发展执行官、电子营销专员、电子商务专员、企业战略规划师、客户服务专员、项目管理执行官、企业培训师、运营执行官、销售主管、社交媒体专员、内容营销策划师等。

Entrepreneur, Self-Employed, Product Executive, Brand Marketing Officer, Business Development Executive, Digital Marketing Specialist, E-commerce, Corporate Strategy Planner, Customer Services, Project Management Executive, Corporate Trainer, Operations Executive, Sales Supervisor, Social Media Officer, Content Marketing Strategist, and more.



聚焦商业创新与创业实务知识。

Specialized in business innovation and entrepreneurship, providing students with hands-on knowledge of startup and business innovation practices.



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