



**NANYANG
TECHNOLOGICAL
UNIVERSITY**
SINGAPORE

Entrepreneurship Academy



Corporate Leadership and Innovation Programme

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Empowering leaders and emerging talents to
thrive in a rapidly evolving, technological-driven
business environment.

About Nanyang Technological University, Singapore (NTU)

Nanyang Technological University, Singapore (NTU Singapore) is a premier technological university that develops leaders and creates societal impact through education, research, and service. Ranked amongst the world's top universities, NTU has 40,700 undergraduate and postgraduate students in multi-disciplinary fields. The University aspires to shape an AI-enabled future. By bringing together global talent across disciplines and combining technology with human creativity, NTU nurtures AI-ready graduates, drives breakthrough discoveries, and forges partnerships that tackle the challenges of our time.



About NTU Entrepreneurship Academy (NTUpreneur)

NTUpreneur is the focal point of entrepreneurship education at Nanyang Technological University, Singapore. A multi-disciplinary university-level centre, NTUpreneur is committed to fostering innovation, entrepreneurship, venture creation and lifelong learning.

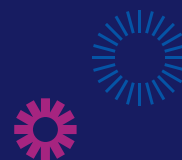
Through a comprehensive portfolio of executive education, academic programmes, experiential learning opportunities, and global engagement initiatives, NTUpreneur equips individuals and organisations with knowledge, skills, mindset and networks required to succeed in today's dynamic business environment.

About Corporate Leadership and Innovation Programme (CLIP)

As part of NTUpreneur's mission to foster innovation and entrepreneurship, **CLIP** serves as a lifelong learning pathway for executives and corporations seeking to enhance business competitiveness, drive organisational transformation, and create new growth opportunities. The programme also leverages NTU's extensive entrepreneurship ecosystem, industry partnerships, mentors, and global networks to support participants throughout their entrepreneurial journeys.



Corporate Executive Leadership Programme



The **Corporate Executive Leadership Programme** is designed to equip corporate leaders and high-potential professionals with knowledge, skills and the right mindset to lead with agility and respond effectively to rapid technological change and business disruption.

Our customised programmes are developed in partnership with you to address specific challenges, goals, and industry needs. By aligning learning outcomes with your business objectives, this programme enables organisations to strengthen innovation capabilities, develop future-ready leaders, and build a sustainable competitive advantage.

Why Choose NTUpreneur?



Customised Learning Journeys:

Designed in collaboration with your leadership team, to support your strategic priorities



Practical & Impactful:

Hands-on learning, case studies, and problem-solving scenarios relevant to your context



NTU Faculty & Industry Practitioners:

Learn from NTU's professors, industry leaders and seasoned entrepreneurs



Flexible Format:

Workshops, experiential learning, overseas immersion, intensive bootcamps and networking sessions

Powered by NTU



Tailored to your business

Transform challenges into opportunities. Partner with us to unlock your team's potential and build future-ready capabilities.

Benefits to Your Organisation



Foster a culture of innovation and entrepreneurship



Accelerate innovation pipelines and new revenue streams



Develop future-ready leaders capable of navigating change



Strengthen entrepreneurial and intrapreneurial capabilities across teams



Access to NTU's global networks and entrepreneurship ecosystem

How It Works

Consultation & Needs Assessment

Meet your leadership team and identify your challenges, goals and desired outcomes

Programme Design & Customisation

NTUpreneur designs a unique curriculum blending theory, practice, and real-world application

Delivery & Continuous Support

Classes can be conducted in NTU, your premises, or virtually, plus an option of post-programme coaching, if desired



Private Cohort available with a minimum of 20 participants



AI Capability for the Future Workforce

Learn, Apply and Lead with AI

A practical, progressive learning journey to build AI confidence, apply AI at work, and lead AI transformation – for a future-ready and empowered workforce.



Programme Overview

AI is transforming the way we work, serve the community, and make decisions. This hands-on programme helps employees move from awareness to action, equipping them with the skills, tools and confidence to use AI in meaningful and responsible ways.

Choose Your Learning Pathway



LEVEL 1 | LEARN AI

AI Essentials for Everyday Work

Build confidence and start using AI tools in daily tasks



LEVEL 2 | APPLY AI

AI for Innovators & Practitioners

Apply AI for better workflows, analysis, content, decision support and stakeholder engagement



LEVEL 3 | LEAD WITH AI

Leading AI Transformation

Align AI with strategy, innovation, capability-building, governance for transformative outcomes from Self, Team, to Organisational level



Who This Is For



**Corporate/ Organisation/
Association & Employees**
No prior AI experience needed



People Manager
Leading teams and
change management



**Future Leaders
& Practitioners**
Driving transformation

NTU Entrepreneurship Academy
A Pathway to AI Capability

Topic-Focused Programmes

Designed around specific subjects, these programmes offer targeted learning and actionable insights for immediate application.



Our Programmes



Demystifying Entrepreneurship

A beginner-friendly programme that demystifies entrepreneurship and helps participants to evaluate their readiness to pursue business ownership or an entrepreneurial journey.



From Knowing to Discovering: Entrepreneurship Essentials

A hands-on course that helps participants turn business ideas into actionable plans through opportunity identification, market evaluation, and idea validation.



From Discovering to Planning: How to Turn Your Idea Into a Business Plan

Gain the knowledge and tools to turn innovative ideas into sustainable businesses through strategic planning, market evaluation, and practical execution.



Achieving Market Leadership through Entrepreneurial Marketing

Learn entrepreneurial marketing concepts and practical strategies to grow a business, supported by insights and lessons from successful market leaders.



The Power of Disruptive Innovation to Craft Winning Strategies

Learn how to identify and leverage opportunities arising from disruptive innovation, while developing the skills to generate, evaluate, and implement new ideas.



Creating and Developing a Tech Start-up

Gain practical insights into launching a tech start-up, from technology commercialisation and prototype development to business modelling and market entry.



Venture Capital Financing: Identifying Funding and Working with Investors

Learn how entrepreneurs secure funding, evaluate investments, and navigate the venture financing process through practical insights and engage effectively with investors and financing partners.



Entrepreneurial Marketing in the Digital Era: Customer Experience

Develop the skills to leverage digital marketing channels and innovative customer engagement strategies to build lasting customer relationships.



Data Science in Entrepreneurial Marketing

Harness data science tools, datasets, and generative AI to uncover insights and design effective marketing campaigns.



Entrepreneurial Branding of Start-ups and SMEs

Apply effective branding tactics to create compelling brand experiences into actionable strategies for your business.



Social Media Marketing: From Knowing to Doing

Transform consumer insights into compelling social media campaigns that increase brand awareness and support business growth.



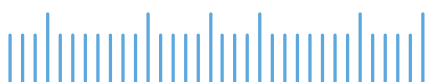
Green Economy for Practitioners

Advance your sustainability expertise by learning how to collect, analyse, and report sustainability data while supporting organisational green initiatives.



AI Capability for the Future Workforce

Transform organisations through strategic AI adoption, equipping leaders to innovate, manage change, and create lasting value.



Take Your Business to the Next Level



iLEAD SMEs Growth Programme (iSGP)

Offering a flexible, industry-relevant continuing education pathway for business leaders. The iSGP provides you with the knowledge to future-proof your business and the skills to lead the next wave of transformational growth.



5 Classroom-Based Modules



12 Hours of Mentoring Sessions



Overseas Immersion Trip

List of Modules

1

Leading Business Growth a Strategy for SMEs

Build practical skills to formulate and implement strategies that support organisational growth and competitiveness.

2

Agility in Leadership for Entrepreneurs

Gain clarity on entrepreneurial potential through Big Five and leadership profiling, building the foundations for effective self and team leadership.

3

Entrepreneurial Marketing in Social and Digital World

Translate strategic concepts into real-world growth plans through case studies and team projects, highlighting leadership's role in navigating change and driving expansion.

4

Digital Transformation & Innovation for Aspiring Entrepreneurs

Develop the capabilities needed to spearhead digital transformation, focusing on leadership in managing change and thriving in evolving business contexts.

5

Integrated Venture Financing

Develop the ability to navigate venture financing through hands-on learning, case studies, and applied exercises focused on start-up funding.

6

Entrepreneur Coaching (12-Hour Mentorship)

Equip aspiring and early-stage entrepreneurs with the knowledge, skills, and mentorship needed to build, grow, and sustain successful start-up.

7

Act Locally, Think Globally: Overseas Business Immersion Programme

Immerse in an international business environment to identify opportunities, avoid pitfalls, learn from SMEs beyond Singapore, and build cross-border networks.



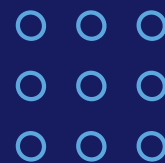
Global Business Immersion

Act Locally, Think Globally: Overseas Business Immersion Programme

A five-day overseas go-global programme designed for participants seeking to explore business opportunities beyond Singapore.

Participants will learn the business environments and opportunities in the country where the programme is held, be informed of the statutory regulations to avoid pitfalls, and visit local SMEs to learn their business models.

During the programme, participants will have opportunities to network with local industry experts and prospective business partners.



Inbound Immersion Programme



The **Inbound Immersion Programme** is a customised experience for international groups to gain deep insights into Singapore's innovation and entrepreneurship ecosystem.

Participants will learn from NTU entrepreneurship professors, overseas innovators, business leaders, angel investors, venture capitalists, and intellectual property owners through hands-on activities, seminars, and corporate visits designed to provide practical insights and foster meaningful connections.

This programme consists of



Seminars

Interactive sessions led by faculty and industry experts covering key topics and current trends. Hands-on workshops are designed to provide practical experience



Site Visits (optional)

Guided visits to start-ups, NTU labs, research centres or spin-offs, offering firsthand experience and insight



Networking Opportunities

Networking events and activities with industry leaders, mentors, and peers



The content and duration of the programme can be customised to meet specific learning objectives.

Example of an Inbound Programme:

4-Day Programme taught by NTU Professors, Industry Leaders + Corporate Visits and Experiential Learning

Day 1

- Embracing the Future of Technology
- Innovation & Leadership
- Strategy & Business Model



Day 2

- AI Transformation
- Digital Transformation



Day 3

- Business Opportunities in Singapore and Southeast Asia

Day 4

- Digital Economy Era: Business Strategy, Business Model and Innovation

Testimonials

Hear first-hand from our participants about their learning journey and the valuable knowledge, skills, and insights they gained.



“

Our mentors have provided very valuable inputs on our corporation structure.

- Director of
Full Lead Trading Pte Ltd

”

“

The mindset to improve in digital advancement and to enhance the business is the next step to improve the business.

- Finance Manager of
Sun Marine Engineering Pte Ltd

”

“

Help us better visualised what we can potentially seek in both R&D and new business model development.

- Head of Marketing of
QSS Safety Products (S) Pte Ltd

”

“

We relook into our brand positioning to strengthen it in the market, and identified sensible new sales channels to target.

- Managing Director of Kakejo Pte Ltd

”

“

My business transformation journey was able to complete earlier than expected and I was able to strengthen areas where I have gaps.

- Managing Director of Crestar Enterprise Pte Ltd

”

Our Clients

DOCTOR
xDENTIST

UNiDBOX
Home Solutions

PUB SINGAPORE'S
NATIONAL WATER AGENCY

JENMON

AVNET

citibank
Singapore

pharm-d[®]
NICHE is our expertise

Three Planning Group

Royalinn

greenology

THIRUJALANESCAPE

netone
ASIA

VGC
VGC TECHNOLOGIES

SOCIETAL

UOB

dhiv

ROOKSVAC
SCIENTIFIC VACUUM SOLUTIONS

SPIN

PropertyGuru

Singlife

Aztech

epitex

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CAPITAL MARKETS

SBI

JGL WORLDWIDE

TARSAN
Since 2006

NIHARIKA

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For Your Success

QSS

SYNTECH
ENGINEERS PTE LTD

APECUS
Power solutions for all

nete2
Energy solutions for tomorrow

yappy pets

MSV
Systems & Services

crestar

K HOSPITALITY

splash.

K

POWERONE TECHNOLOGIES

HODAYE
HONGKONG

HONGWUN
Inspiring Food Solution

and more...

Fun Facts about NTUpreneur



25+ years
of excellence in
entrepreneurship education



ICSB* Global Award for
Entrepreneurship Education
Excellence 2018 (MSc TIP)



ICSB Global Award for
Best Entrepreneurship
Undergraduate
Programme 2024



Lifelong Learning Bronze
Award at the 2024 QS
Reimagine Education Awards



It's a conversion engine:
Idea → Funding → Incubation
→ Start-up → Spin-off → Market



10+ academic, experiential,
venture-building and executive
programmes that support entrepreneurs
and SMEs at all stages of their journey



Access to grants, mentors,
and venture support systems

*International Council for Small Business

We do not just teach
entrepreneurship but produce
measurable outcomes at scale.

NTUpreneur is part of a broader
ecosystem contributing to
Singapore's position as a global
deep-tech and innovation hub.



Classroom & Facilities



Contact us

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