

# **“The Power of Entrepreneurship Skills for Graduates”**

## **Organised by**

### **Mahallah Nusaibah Representative Committees in**

#### **Collaboration with EDC, IIUM.**

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*Assalamualaikum.*

*Hi! I am Assistant Professor Dr Ros Aniza Mohd Shariff*

**Education**

PhD. In Islamic Banking and Finance, Durham University,  
United Kingdom

MSc.in Accounting. IIUM

BSc.in Accounting, Philadelphia University, Jordan

**Professional Qualifications**

Registered Trainer Pembangunan Sumber Manusia Berhad  
(HRDF):TTT 27353

Member of Professional Learning Facilitator (PLF)

Certified NLPt Practitioner

Certified NLP Practitioner (NFNLP-USA)

Certified Trainer for Digital Entrepreneurship under MDEC

Certified Trainer for E-Commerce under Alibaba Business  
School



# Quotes related to Entrepreneurship

- “What do you need to start a business? Three simple things: know your product better than anyone, know your customer, and have a burning desire to succeed.”  
–Dave Thomas, founder Wendy’s
- “Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.”  
– Steve Jobs, Co-founder, CEO, Chairman Apple Inc.

# Why do we need to consider entrepreneurship as career option?



- What do you understand about Entrepreneurship?



# Reasons to choose entrepreneurship as the career option.



- Income for ourselves and family
- To challenge ourselves to become a better person
- To become entrepreneur is a sunnah
- 9/10 of the sustenance (*rizki*) are from doing business

# What should we do?



- Start
- Seek
- Sustain
- Strengthen

# The Power of Entrepreneurship Skills



- Compel

# The Power of Entrepreneurship Skills



- Distrust



# The Power of Entrepreneurship Skills



- Think Lean

# The Power of Entrepreneurship Skills



- Validate

# The Power of Entrepreneurship Skills



- Be Resilient

# The Power of Entrepreneurship Skills



- Build Teams

# The Power of Entrepreneurship Skills



- Get It Done




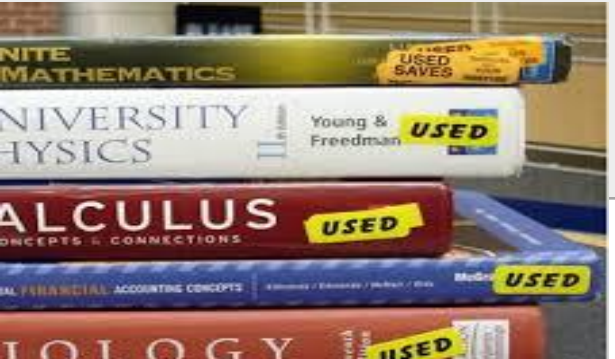


# How To Come Up With A Profitable Business Idea

- What do people **need or want**? Think of an everyday obstacle – how can it be overcome?
- If you could create or invent something that would **make life easier**, better, safer, fairer or cheaper – what would it be?
- What are you really good at or **love** doing? Perhaps start with that!
- Think about what business might support **your future** or education.

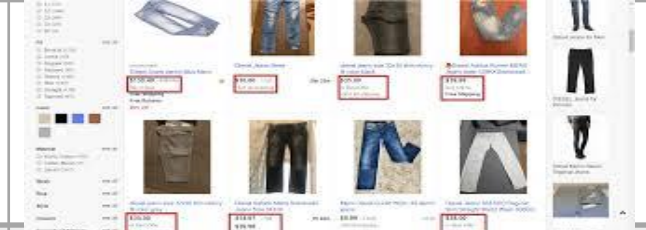


# Profitable Business Ideas You Can Easily Start From Home

1. Make money from social media	 A collection of social media icons including YouTube, Spotify, Facebook, Twitter, and others, scattered on a wooden surface next to a laptop.
2. Start a website	 A close-up of a computer screen showing a blue URL bar with the text "http://www" and a white mouse cursor pointing at it.
3. Become a YouTuber	 The YouTube logo, featuring the word "You" in white and "Tube" in red, with a red play button icon, set against a dark red background.
4. Resell textbooks	 A stack of used textbooks, including titles like "NITE MATHEMATICS", "UNIVERSITY PHYSICS", "CALCULUS", and "BIOLOGY", with yellow "USED" stickers.
5. Publish a magazine or blog	

# Profitable business ideas you can easily start from home

6. Selling clothes online



7. Run a delivery service



8. Film screening club



9. Set up an online language course



10. Grow and sell your own fresh fruit and vegetables



# Profitable Business Ideas You Can Easily Start From Home

11. Food hampers (student essentials)



12. Organise student trips



13. Sell smoothies or sandwiches



14. Start a tutoring service



15. Laundry service





# Profitable Business Ideas You Can Easily Start From Home

16. Outdoor fitness trail



17. CV design or review service



18. Study survival pack  
(teabags, scented candles, drink, brain foods)



19. Social Media Influencer



20. E-commerce Reseller





# Profitable Business Ideas You Can Easily Start From Home

21. Event Photographer



22. Transportation Service Provider



23. Baker



24. Tour Guide



25. Personal Trainer



# Profitable Business Ideas You Can Easily Start From Home

26. Car-boot Sale Service Provider



27. Event / Party Planner



28. Residential cleaning service



29. Moving service



30. Instagram / Facebook Designer.



# 4Ps

- Product
- Price
- Promotion
- Place



# **Keep Your Best Start-up Business Ideas On Track With Some Common Sense:**

- Make sure it is legal. Do not neglect on your studies in favour of making some cash
- Check any rules your university might have about running a business
- Check whether you need a license, insurance or qualification.
- Think also ideas that help your community or local charities that can look good for your CV or personal satisfaction.



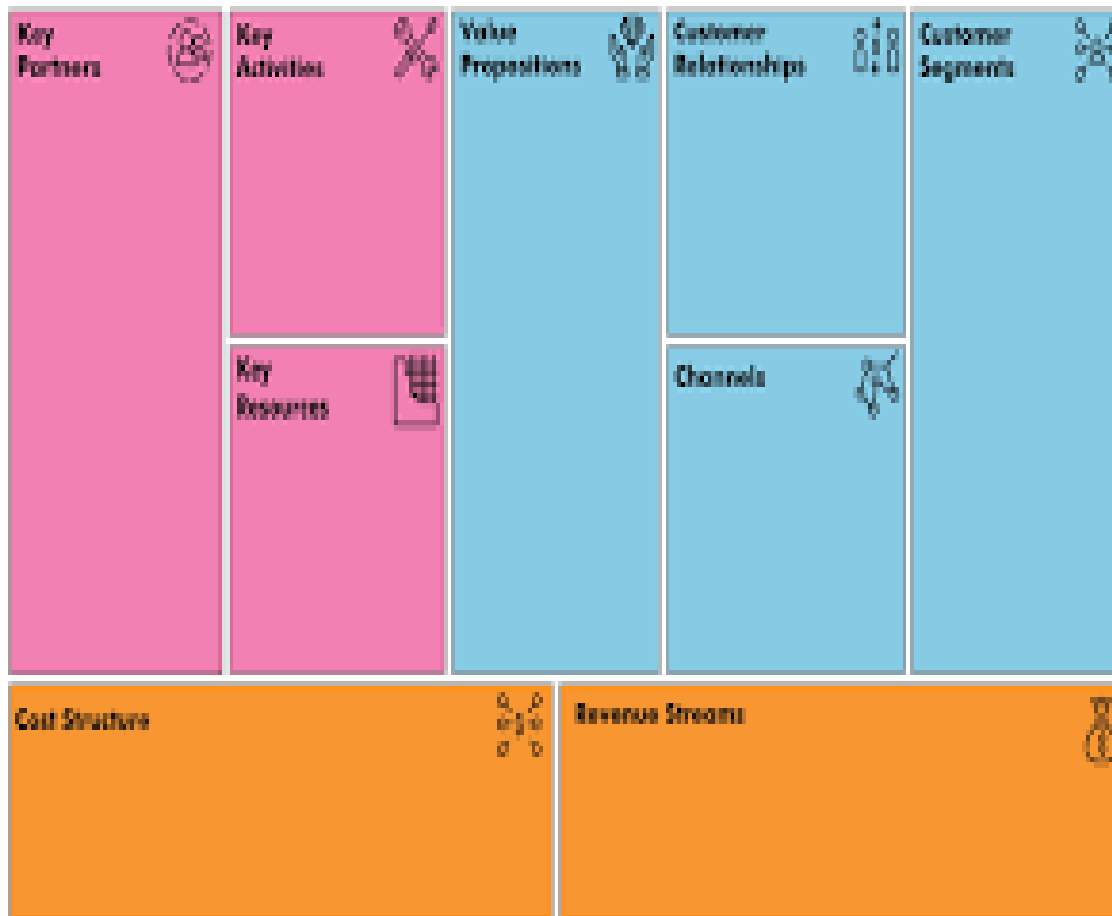
# What EDC can offers



a) Training on  
Accounting



## b) Training on Business Model Canvas





# c) Training on Digital Entrepreneurship



KEMENTERIAN KESIHATAN MALAYSIA

(MINISTRY OF HEALTH, MALAYSIA)

SLPM MINDAFLEX SDN BHD

## KURSUS LATIHAN PENGENDALI MAKANAN

(FOOD HANDLER TRAINING COURSE)



## d) Food handling Course



e) Opportunity to  
be a vendor at  
Student Mall



f) Opportunity to join  
National and  
International business  
competition





g) Opportunity to get connection with funder such as PUNB, TEKUN, BIMB and others.



h) Networking with other students entrepreneur in IIUM, Alumni, Industries and Agencies.

# Point to ponder



- Whether you have got a world-changing concept or just want to make some extra cash, you have got to make a start before you can have a startup business!



