

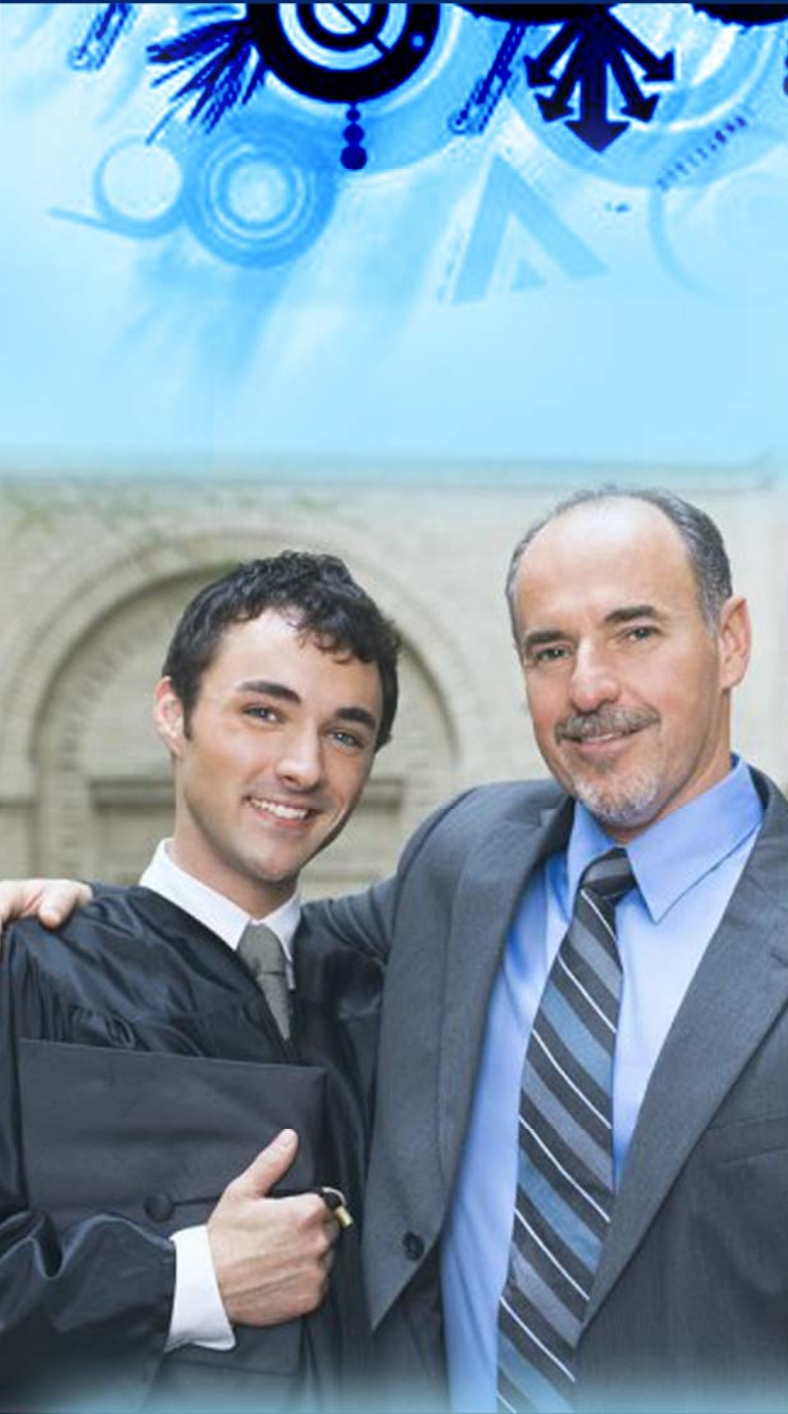
# **Entrepreneurial Frontier in Higher Education - Blending Experience with Education**



## **Professional Study**

Graduate & Undergraduate by Distance Learning and Research Approach

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**MESSAGE FROM BOARD OF COUNCIL**



# MESSAGE FROM BOARD OF COUNCIL

Today, our education needs are dramatically different from the last century, and International Entrepreneurs Association (IEA) has responded with an evolutionary kind of innovative programme. Indeed, International Entrepreneurs Association is a tribute as a significant professional body for advocate distance learning and research approach blended with entrepreneurship spirit.

21st century is a timely reminder of the need to be continuously creative, innovative and change. It is vital to enhance skills, knowledge, competitiveness, and leadership in such a time where dynamic changes occurring every second, faster than what anyone can imagine. Modern society needs lots of entrepreneurs with high adaptive skills who are effective, creative, innovative and courageous in entrepreneurship.

Quality of provision and the control of the academic standard of all IEA programmes are the key determining factors which influence student's confidence level. Therefore, it is IEA's paramount objective to ensure all potential students are getting excellent investment value from their educational effort.

IEA vows to continuously and consistently monitor its programme to instill high standards of learning for every graduate that comes under its programme. IEA is founded to strongly support.

"Experience-based" education and exposures, far more superior than the formal tertiary education that is currently adopted in most learning institutions.



In IEA, we believe that education and experience are closely related. The programmes are designed to enhance graduate's career with practical and flexible approach, in which none of either family commitment or professional career should be compromised in the process.

Experimental innovation in education is encouraged to the extent that it is developed and implemented in a manner which assures high quality level learning blended with strong integrity incorporated into the programmes.

The association places emphasis in continuous self-evaluation and upgrading of curriculum, recognition, and continuous learning pathway in its programmes.

Although education has changed considerably in the last few hundred years, our overriding principle of quality education has remained the same. Today, IEA offers graduates educational programmes and skill-building courses that help to create a bright future. Indeed, what IEA offer is a true entrepreneur's spirit of creativity and learning to meet specific needs for every possible business condition. In fact, academic qualifications, workshops and training can be customized to cater for personal, institutional or corporate needs.

There's a wealth of knowledge to teach the young that the 21st century is theirs, with a chance to create great working and business environment. Let the students know what an honour and privilege it is to be accepted into the welcoming arms of IEA's Educational System. Whether you are an ambitious professional or an aspiring entrepreneur, IEA will enhance your abilities and sharpen your business and management knowledge for a challenging entrepreneurship adventure.

**Board of Academic Council  
International Entrepreneurs  
Association**

# **INTRODUCTION ABOUT INTERNATIONAL ENTREPRENEURS ASSOCIATION**



# INTRODUCTION ABOUT INTERNATIONAL ENTREPRENEURS ASSOCIATION

INTERNATIONAL ENTREPRENEURS ASSOCIATION (IEA), UK is an internationally recognised professional association established in 1993. Its sole mission is to provide the most extensive and professional platform for entrepreneurs from around the world to connect and interact with other equally enthusiastic entrepreneurs that share the same passion in learning, organizing and managing business successfully through IEA's extensively developed networks.

IEA has been granted UK government's license and the authority to legally offer and conduct programmes at Professional Certification and Undergraduate level. IEA is incorporated in England and Wales (United Kingdom) under the law of Companies ACT 1985 at the Companies House, Cardiff. Its Constitution allows IEA "To establish, carry on and offer any level of undergraduate recognition of education programmes". Under the Companies ACT 1985, the IEA professional qualification is a fully Recognised Qualifying Body (ROB) of profession both UK and internationally. These recognitions are an endorsement of the Association's qualification, and greatly increase the opportunities open to IEA members and students.



IEA supports, promotes and actively participates in activities that encourage and positively develop entrepreneurial efforts by way of continuously expanding its database or contacts business partners, clients and alliance members. The consistent upgrading and improvement efforts undertaken in its training programmes, educational courses as well as youth initiatives has enable IEA to uphold its highest standard of quality in all entrepreneurial efforts. All these practical programmes help IEA members and business partners or associates to gain the desirable confidence in running their respective business successfully.

The well-developed professional training and educational programmes provide what is essentially necessary for business owners and entrepreneurs who wish to obtain qualifications through IEA's comprehensive examination and qualifying scheme. The practical learning plus the newly acquired qualifications boost confidence and skills of entrepreneurs in achieving success in their business endeavours.

As a global professional organization, International Entrepreneurs Association is committed to providing high quality services and plays a vital part in the provision of global education and platform.

Our comprehensive examination and qualifying scheme will enable individuals who wish to embark on a career in business management to attain the requisite qualifications demanded in today's business environment. Likewise, the knowledge acquired through our programme will provide the individual with the skill and confidence to operate their own business successfully. IEA not only being recognized by the reputable University and colleges, but it also well accepted by many professional organization around the world.



IEA has close connections with numerous reputable Venture Capitalist (VC), international investors and business angels which support and encourage entrepreneurs in various entrepreneurial initiatives. IEA is a UK-based non-governmental organisation that has extensive international networks which aims to cultivate and mould new entrepreneurs as well as working closely with established entrepreneurs to generate great impact in entrepreneurial and business world through creation of opportunities and innovations.

# MISSION EDUCATION PHILOSOPHY



On the 21 st century is a timely reminder of need of continuous creativity, innovation, and change. Furthermore, it is vital to enhance skills, knowledge, competitiveness, and leadership in such a time with tremendous change. In an era with new challenges, entrepreneurs must dare to dream by, dare to look beyond the immediate choices at hand, dare to strive for the impossible, dare truly aspire.



Modern society needs lots of entrepreneurs with high adaptability skills and who are dynamic, effective, creative and innovative for enterprising. We, as International Entrepreneurs Association strive to give our best to create well successful entrepreneurs. IEA are constantly setting up new trends and activity as an entrepreneurial association to determine and to create a better life-long and practical higher learning & choice for the society. IEA is venturing into new and innovative methods and programmes, aiming to lead the society, entrepreneurs, organisations, and students to knowledge-based society.

Hereby, International Entrepreneurs Association mission statements are sets in three major categories.

## **Student as Mission Target**

IEA will not only train students in academic or theoretical study but also in professionalism and practical environment to create well professionals and entrepreneurs in the society.

IEA will also provide the latest knowledge, technology and create a continuous learning environment for the students.



## **Entrepreneurs and Business person as Mission Target**

IEA will help entrepreneurs to create much more efficient business approaches through Forum, Conferences, Meetings & etc.

IEA will help the young entrepreneurs to build up their business and idea become reality by helping them finding investors, VC, Business angels or even joint venture.

## **Organization and Industry as Mission Target**

IEA will help the organization and industry to become much more competitive by re-training the staff.

IEA's consulting and training strategy will help and coach the organisation to implement the workload more efficiency and effectively.

**LIFELONG EXCELLENCE PLATFORM FOR  
ENTREPRENEURS PROFESSION**



# LIFELONG EXCELLENCE PLATFORM FOR ENTREPRENEURS PROFESSION

International Entrepreneurs Association (IEA) constantly welcomes all interested organizations, training or education institutions, and individual professionals to work with IEA as an Affiliated Institutions, Business Partners or Representatives in offering, adopt or to promote any of IEA's wide range of professionally developed programmes as well as membership services to adults, professional, entrepreneurs or students. IEA believed that with passion and commitment, all potential providers can be an integral part in the progressive escalation of a group of effective Leaders in the future.

Our purpose is to provide a forum for the entrepreneur to network with like-minded individuals and learn how to be successful in initiating, organizing and managing new business ventures for profit while minimizing the risk of loss.



From joining as a student, progressing through the examinations, you will remain a member throughout your career until retirement. There are various aspects for different form of involvement which entails different level of responsibilities. There is on-going involvement between the Association and its student's members, with a devotion to learning and professional development, assisted and supported by IEA Continuing Professional Education (CPE) programme. As with any professional body, there is a code of ethics by which members must abide.

To achieve the mission of IEA, it has organised its operations into several major pillars as indicated below. All these activities are individually managed where every pillar has its own agenda, programmes, activities and budget, but structurally they are closely connected. This provides a smooth integration between different departments as this is essential to ensure that cohesive team work and united programme are implemented that leads to the unified objectives established by IEA.

## IEA EDUCATIONAL ROUTE



Education forms a vital part of IEA's commitment in grooming successful entrepreneurs. The education initiatives set up by IEA represents a creative blend of innovation with flexibility in quality learning which focus on developing entrepreneurship. IEA's education system which is unique and emphasised on practical application is ideal for any graduates who wish to embark into a fulfilling and enriching learning. Following is the educational system applied by IEA:



IEA categorise Its list of services into the following four major sections:

- **Membership in Entrepreneurial Development for Youth and Adult**
- **Professional Training Programmes**
- **Educational Programmes**
- **Accreditation Programmes**

## Membership in Entrepreneurial Development Youth and Adults

IEA recognises the critical need for continuous exposures and interactions for entrepreneurs to become an excellent leader in the business world. For this to become successful, IEA realised that the development effort should start from a younger age and continuously enhanced over a long period of time. That is the reason for the setting up of Youth Chapter (YC) and Adult Chapter (AC) which is created specifically to provide all entrepreneurs a platform through a well-established networking system under IEA to share information, learning from each other and explore every possible business opportunities. Upon becoming IEA's member, entrepreneurs and potential entrepreneurs should enjoy plenty of opportunities in getting involved into all activities organised and run by IEA and all its business alliances worldwide.

- YC which is directly managed by IEA where it encourages young graduates that are currently still pursuing their college diplomas or university's degrees to actively engage into activities initiated by IEA, such as entrepreneurship conferences; business study tour; specially organised talks, workshops or seminars.
- AC is another important part of IEA which gathers all working adults who has strong interest in entrepreneurship to jointly work together to share business contacts, create new ideas, setting up new ventures as well as tapping new business opportunities.



## Professional Training Programmes

IEA believes that continuous learning through attending workshops, conference and training programmes will greatly enhance an entrepreneur's abilities to remain competitive and to continue to excel in their business or work. IEA has been actively offering its professional training programmes to numerous corporations for the purpose of skills upgrading for staffs and long-term internal human resource development. These training activities are conducted either at the client's premise or at established hotel's training rooms.

Key trainers and speakers for such training sessions are professionals from various industries who possess years of experience and are experts within the chosen field. This is to ensure participants attended the training session to acquire the necessary knowledge and skills which can be immediately applied into their respective workplace or business.

Training programmes are normally either custom-made or according to the standard training modules required by corporations. These training programmes range from 1-day to 6-days training.

## Accreditation Programmes

IEA's wide range of interests includes providing articulation and accreditation services to its members and any educational institutions. This programme is created specifically to fulfill two objectives:

- To evaluate and accept educational courses from various training centres, college and universities to earn credits points in the process of acquiring the prestigious IEA diplomas.
- To offer IEA diploma, graduate diploma and postgraduate diploma holders a path into universities for further study.

IEA has developed an interestingly unique system where it is able to validate and make credit-transfer a possible move to transfer students from one programme to another, subject to the reason and objective of the student's need. This effort is made possible due to IEA's extensive network and contact with other reputable educational institutions from around the world.



## Educational Programmes

IEA is also enthusiastic in developing, promoting and providing quality education programmes to all its members, business partners, strategic alliances and any educational institutions. The system created by IEA is unique in nature and it serves the purpose of educating any one who aspires to learn, not restricted by factors such as gender, age, race or nationality.

The professional programmes that come with qualifications can be divided into four levels, namely: Diploma, Advanced Diploma, Graduate Diploma and Post-Graduate Diploma. All diplomas allow graduates to gain access into a host of universities or colleges from different countries and different disciplines for continuous study such as undergraduate degrees and postgraduate degrees. For further information, please refer to Undergraduate Route.

# FLEXIBILITY STUDY METHODOLOGY



IEA's examination structure is flexible and allows students to complete the programme in a timescale most convenient to students following their own schedule. There is no time limit as to when a student is required to complete IEA's qualifications. On successful completion of any one of the IEA programme, qualification from different specialisation can be obtained by completing a few predetermined additional subjects.

IEA courses are not only conducted in English language, but it has regional options for supplemental language support. IEA courses may be taught and conducted in different languages deemed suitable for that country in any countries that may not use English as the main language. Students may enroll into IEA's programme at any IEA accredited college or by way of self-study, utilising IEA's study methods indicate as below.

In incidents as student fees are highly competitive as IEA considers that it has a duty (especially for students in developing countries) to offer business and management education at an economical price as IEA is a non-profit making organisation.



## A) Research Undergraduate Programme

The Research Programmes have been designed for those who, at the time of acceptance and admission, are likely to be awarded a significant number of credits for prior work and educational experiences, thus reducing the time and work needed to obtain a degree.

This programme assesses and analyses a student's work/professional and other training, prior academic achievement, courses taken elsewhere (e.g. by correspondence, in the military, company in-house training, private institution, hobbies, etc) and general experiential learning. The objective is for students to develop a particular topic of their own, research it in various ways and present it at a formal academic/professional presentation.

## B) Distance Learning Programmes

International Entrepreneurs Association (IEA) constantly welcomes all interested organizations, training or education institutions, and individual professionals to work with IEA as an Affiliated Distance Learning Institutions, Business Partners or Representatives in offering, adopt or to promote any of IEA's wide range of professionally developed programmes as well as membership services to adults, professional, entrepreneurs or students. There are more than five million peoples a year get their education through Distance Learning. The expert's definition "Distance Learning is a system and a process that connects learners with distributed learning resources. While distance learning takes a wide variety of forms, all distance learning is characterized by :

- separation of place and/or time between instructor and learner, among learners and/or between learners and learning resources.
- interaction between the learner and the instructor, among learners and/or between learners and learning resources conducted through one or more media; use of electronic media is not necessarily required.

Because of IEA is a Professional Body which is an Association, we believed that with passion and commitment, all potential providers can be an integral distance learning part in the progressive escalation of a group of effective Leaders in the future.

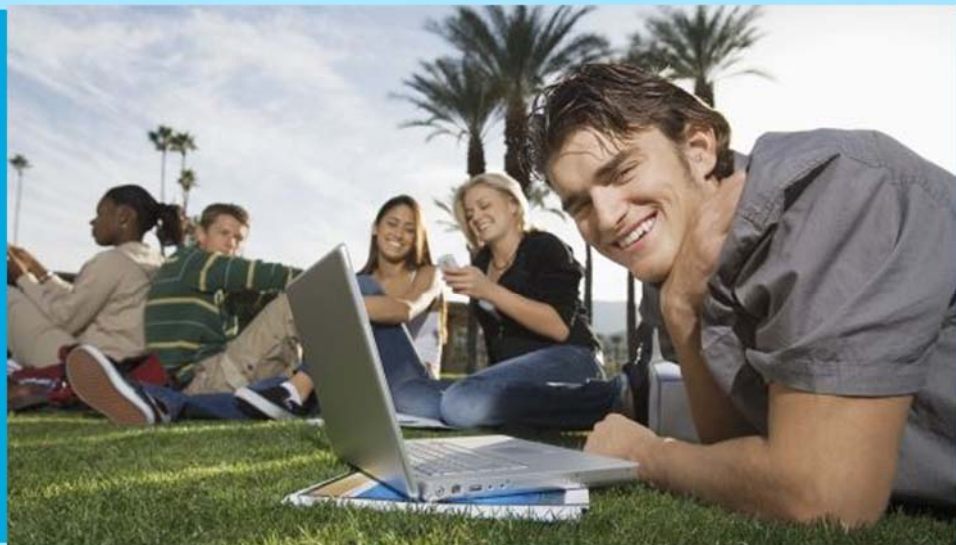


## C) The Joint Award Programme

International Entrepreneurs Association Joint Award Programme is part of our programme which plans to implement to the institution, training providers, professional and non-professional institution/associations, seminar and event organisers, companies training and research departments and others in various parts of the world. The Joint Award Programme is to give adult learners the opportunity to earn credits through various ways of learning by correspondence courses, independent study, group study, internships, tutorials, seminars, audio/videotapes, telecourses and computer networking.

The Joint Award Programme allows a practical convenient method of accomplishing these objectives :

- To award academic credits points to the participants who have attended the full sessions of the seminar, workshop, internal and external companies training programmes.
- The credits point can help adult learners shorten the studying period if they choose to pursue their tertiary degree programme with us or with other universities due to the accumulation of credits points earned throughout their working and personal life experience.



## D) Continuous Profession Programme

The IEA lays much emphasis on the importance of our members and managers to continually enhance their skills, expertise and knowledge in the discharge of their responsibilities. Continuous Profession Programme – CPP is the term that is used to describe this process of life long learning which is a structured approach towards providing evidence of learning, individual progress to meet specified career and personal objectives.

The objective of this programme is to reach larger audiences of individuals, organisations, and employers. It is widely accepted that Professional bodies like our Association, have a responsibility to assure the public and their employers of the quality and the competence of our members and our licensed Professionals. We also accept that we live in a very rapidly changing environment and it is apparent that the initial qualifications and work experience earned are no longer relevant in this context of rapid change. Our members and licensed members must keep up to date.

## UNDERGRADUATE ROUTE





## UNDERGRADUATE LEVELS

With the new era of the progress of our world, the educational needs are significantly different from the last century. Our association has responded with an evolutionary and creative programme that deals specifically with these changes. Indeed, IEA's image as one of the finest professional body is a tribute to all that have graduated from our programme.

Our courses are designed to meet your academic needs that fit in perfectly with education providers such as private or public Colleges; Institution; or even Universities. IEA courses offer an excellent foundation for degree programmes for full time or part time students at any stage of their present career path.

## **Diploma ( 1st year of Undergraduate )**

The Diploma at foundation level is designed to provide the basic framework for understanding and applying various skills and knowledge required by any aspiring business, marketing or computer system professionals working at supervisory level. The Diploma is the first year entry level to all related undergraduate Degree programmes.

## **Advanced Diploma ( 2nd year of Undergraduate )**

The Advanced Diploma at intermediate level builds upon the basic knowledge acquired at the Foundation Level. Students are expected to work towards greater in-depth understanding of the key issues that contribute towards effective management. The syllabus and examinations are meticulously structured to enable students to develop and demonstrate their ability to critically analyse and solve specific managerial problems. The Advanced Diplomas are ideal for entrepreneurs who possess experience in both operational and strategic solutions with innovative ideas in their area of work.



## **Graduate Diploma ( 3rd year of Undergraduate )**

The Graduate Diploma at Advance level imparts crucial skills that enable students to extend their knowledge and understanding in various fields. At this Professional Level, students are expected to develop a more critical approach to the study of the subjects which is important in defining as well as formulating strategies required by the organisation.

The examinations are designed to test students' ability to conduct a comprehensive in-depth analysis and specific appraisal of management problems towards the development of effective solutions to resolve real business problems. Case study analysis and the Final Year Project will be an important yardstick in verifying the quality and abilities of students in becoming a successful entrepreneur as well as small business owner.

## MAIN UNDERGRADUATE COURSES OF IEA



**APPLIED BUSINESS COMPUTING**



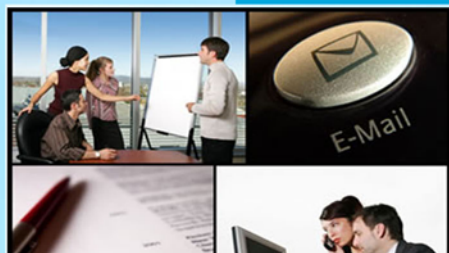
**SALES & MARKETING**



**E-COMMERCE**



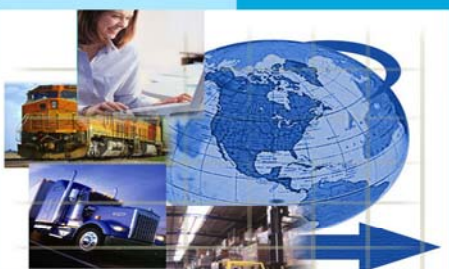
**BUSINESS ADMINISTRATION**



**BUSINESS COMMUNICATION**



**ENTREPRENEURSHIP**



**SUPPLY CHAIN MANAGEMENT**



**MASS COMMUNICATION**

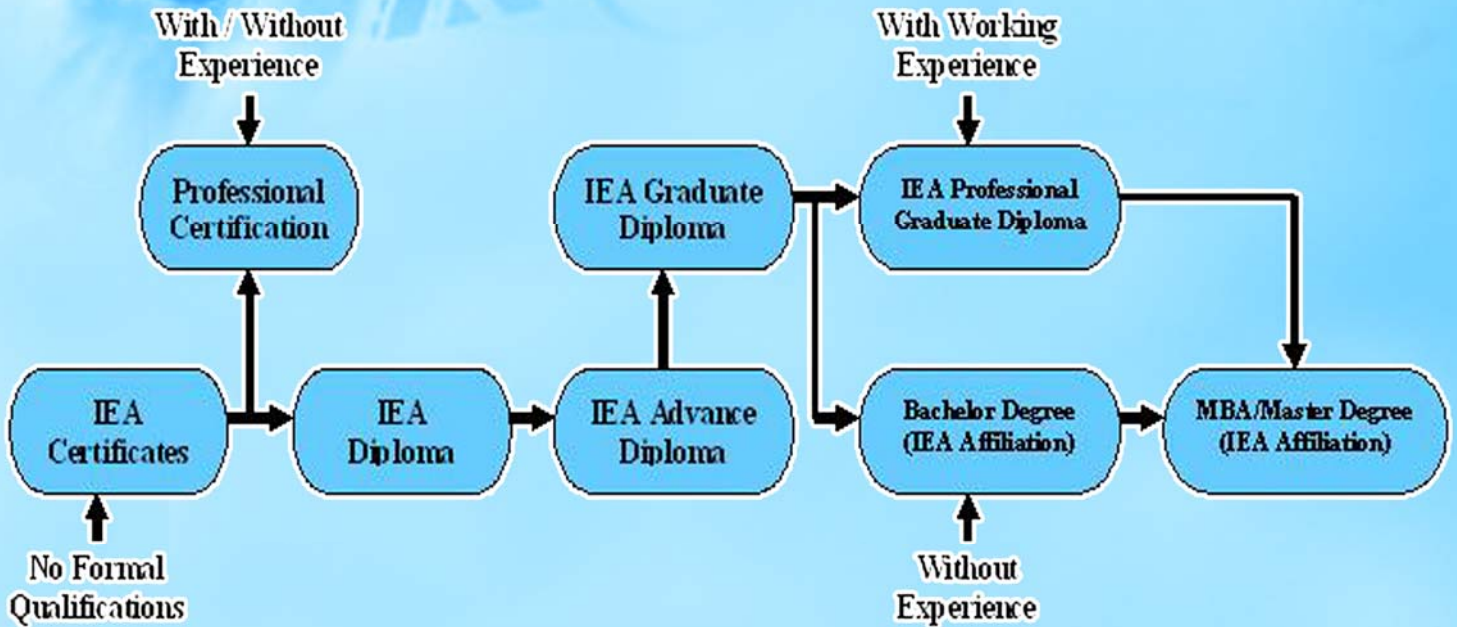
IEA is well-equipped to develop any other specialisation not listed above according to match different needs from different market or region.

IEA consistently strives to upgrade and improve its content with the objective of ensuring quality learning experience. This objective is achieved by IEA's academic team's continuous effort in updating study content as well as restructuring the syllabus according to the industry's need.

## IEA EDUCATIONAL PATHWAY ROUTE



# IEA EDUCATIONAL PATHWAY ROUTE



The above diagram illustrates the education pathway for the continuous life-long learning cycle of IEA. Student will be awarded a certificate at every stage of each programme. It shows that they will obtain a valuable qualification and recognition even if they may discontinue halfway through pursuing the courses, depending on which level they are.

IEA qualifications are recognised as an alternative route into other UK's and non UK's professional bodies where holders of IEA qualification may obtain modules exemption from the examination of these professional bodies. IEA courses are also well accepted as routes into Bachelor's and Master's Degree from a host of UK, US, New Zealand, Australia and other countries' institution of higher learning.

Holders of IEA's **Graduate Diploma** are accepted for continuous study at Bachelor's Degree at any one of IEA's associate universities with or without any working experience. However, the above said qualification will only be accepted for further education at **Professional Graduate Diploma Level** {Similar Standard with Master's Degree} if the candidate possess at least 2 years of working experience. Moreover, the **Graduate Diploma** is also eligible as an entry route to various MBA or Master's Degree programme provided if the candidate possess a few years of relevant. working experience. Subsequently, upon obtaining our **Professional Graduate Diploma** and couple with a few years of valuable working experience, it may be considered for exemption to continuing study in MBA or even Doctorate Degree courses at IEA's Affiliate Universities.

## ADMISSION REQUIREMENTS / ENTRY REQUIREMENTS





The Diploma at foundation level is designed to provide the basic framework for understanding a Diplomas Education Path - Entry Requirements

## **Stage 1. Diploma**

- IEA Professional Certification Level
- GCE "A" Level or equivalent.
- Candidates with good GCE "O" Level result will be considered for conditional admission.
- Candidates with TOEFL / IELTS qualification will be added-advantage.



## **Stage 2. Advanced Diploma**

- IEA Diploma Level
- A recognized Higher National Diploma (HND) or equivalent.



## **Stage 3. Graduate Diploma**

- IEA Advanced Diploma Level
- A recognized Advanced Diploma in any business related field of specialization or an equivalent level of Professional IT qualification.
- A recognized Graduate Diploma or Degree or equivalent.



## **Stage 4. Professional Graduate Diploma**

- IEA Graduate Diploma Level
- A recognized Graduate Diploma in a related field of specialization or an equivalent level of Professional IT qualification.
- A recognized Bachelor Degree or Degree or equivalent.
- Minimum of 2 years of working experiences

## **INTERNATIONAL RECOGNITION AND ALLIANCE**



# INTERNATIONAL RECOGNITION AND ALLIANCE



## The Association of International Accountants (AIA)

The The Association of International Accountants (AIA) was founded in the UK in 1928 as a professional accountancy body and from conception has promoted the concept of 'international accounting' to create a global network of accountants in over 85 countries worldwide. AIA is recognised by the UK Government as a Recognised Qualifying Body for company auditors under the Companies Act 1989, across the European Union under the Mutual Recognition of Professional Qualifications directive and as a Prescribed Body under the Companies (Auditing and Accounting) Act 2003 in the Republic of Ireland. The AIA professional qualification is currently recognised in over 30 countries worldwide.



## International Quality Productivity Center (IQPC)

International Quality Productivity Center that focuses on providing independent, unbiased case-study led forums for shared services leaders all around the world, including the US, Canada, UK, Europe and Australia. Founded in 1973, IQPC now has offices in major cities across six continents including: Berlin, Dubai, London, New York, Sao Paulo, Singapore, Stockholm, and Sydney. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences.



## Shared Services & Outsourcing Network (SSON)

The Shared Services & Outsourcing Network (SSON) is part of a larger, global organisation, IQPC. SSON is a global association of professionals involved in their company's shared services operations, whose main aims are cost reduction and the improvement of internal services and processes in their respective organizations.



## International Commission for Higher Education

International Commission for Higher Education (ICFHE) is the professional quality control mechanism for Colleges and Universities' standards. Their Accreditation gives a public record of your learning that will be widely accepted by employers, professional associations, by other colleges and universities, and will be recognized in and out of state as well as internationally.



## European Corporate Finance Association (ECFA)

The European Corporate Finance Association (ECFA) is an association for financial professionals. The association, which was founded on November 14, 2007, is a countrywide knowledge network with European ambitions. The objectives of the ECFA are to share knowledge with its members and to be a platform for managers from the financial sector.



## UK Trade & Investment (UKTI)

UK Trade & Investment (UKTI), the Government organisation responsible for marketing the UK overseas, promoting British exports and attracting inward investment. It's our goal to enhance the competitiveness of companies in the UK, and to attract a continuing high level of quality foreign direct investment. UK Trade & Investment (UKTI) can help you rise to the exciting opportunities and challenges that globalisation offers. UK Trade & Investment increase the contribution of foreign direct investment to knowledge intensive economic activity in the UK, including R&D.



## Beijing Entrepreneurs Union Association (BEUA)

Beijing Entrepreneurs Union Association founded on 1979 in Beijing China for the purpose of helping activating new economy policies within China. It is a joint merging effort between Beijing Enterprise Confederation (BEC) and Beijing Enterprise Directors Association (BECA). The objective of Beijing Entrepreneurs Union Association is form as a platform to assist entrepreneurs and also business owners in the development of new ventures of business start-up and expansion.



## State Council of Higher Education for Virginia

State Council of Higher Education for Virginia is higher education evaluation & accreditation body founded on 1967 for the purpose of issuing higher education recognition for those educational body in Europe to ensure the British quality qualification is in a well standard assurances. SCHEV is will also ensure the educational of each level of higher education will maintain the ethical standards of European country.



## Quality Assurance Commission (QAC)

The Quality Assurance Commission (QAC) was formed as an autonomous not-for-profit organisation established in the United Kingdom. It was established as an accreditation organisation for non-degree based [Vocational] programmes. The QAC Division upholds the view that education in general, is every citizen's right and in this respect it is the foremost duty of the countries worldwide to create an environment which is conducive to the attainment and realisation of each and every individual's potential by providing opportunities for all learners to acquire good quality formal education from basic to the highest level, and in so doing enable the country to grow and develop into a healthy and prosperous nation.

# **International Entrepreneurs Association**

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