

FUTURE READY

Entrepreneurship & Innovation Immersion

Join the Global Certificate Immersion Programme (GCIP) at Singapore Management University (SMU).



Academic Delivery: Singapore Management University (SMU)

7 Days | On-Campus | Singapore



What You'll Do



Entrepreneurial Mindset

Identify opportunities and manage uncertainty.



Risk



Opportunity Recognition



Problem Framing



Human-Centred Innovation

Master design thinking and empathy mapping.



Ideation



Customer Journeys



Validation



Business Model & Validation

Develop structured innovation strategies.



Value Proposition



Lean Framework



Early-Stage Planning



Digital & AI Innovation

Explore AI-enabled innovation in business contexts.



Why This Matters?

- ✦ Entrepreneurial thinking is essential in a technology-enabled world. This programme builds structured innovation capabilities through applied workshops and real-world project work at SMU.

7

DAYS ON-CAMPUS

15

ACADEMIC HOURS



APPLIED GROUP PROJECT



CERTIFICATE OF
COMPLETION – SMU

Your 7-Day Immersive Journey



Day 1 – Arrival & Academic & City Tour
Campus immersion & City Tour



Day 2 – Thinking Like an Entrepreneur & Human Centered Innovation
Opportunity recognition and reframing problems into ventures.



Day 3 – From Idea to Validation & Industry Visit
Value proposition design and customer segments & Industry Visit to URA/ Marina Barrage.



Day 4 – Sustainable and Digital Innovation
Sustainability & Digital Innovation & Self Work



Day 5 – Final Project Showcase
Final Project Presentation



Day 6 – Field Trip
Field Trip to Universal Studios & Sentosa Island



Day 7 – Fly back to Home

Unlock Your Potential



Global Exposure

On- Campus University
Immersion



Certification

Certificate of Completion – SMU



Entrepreneurial Leadership Advantage

Position yourself for innovation, startup, and global business careers

★ Duration	7 Days (On-Campus in Singapore)
★ Eligibility	Business & Engineering Undergraduates / Graduates
★ Programme Fee	USD 1,639/-
★ Fee Includes	SMU Faculty Sessions, Field Trips & Industry Visits, Accommodation, Local Transfers, Visa, Insurance, Meals (2/day)
★ Not Included	Flights, Personal Expenses, Entry fee to Attractions

Ready to Innovate?

Limited spots available for the 2026 cohort. Secure your place today!

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www.corporategurukul.com



contact@corporategurukul.com