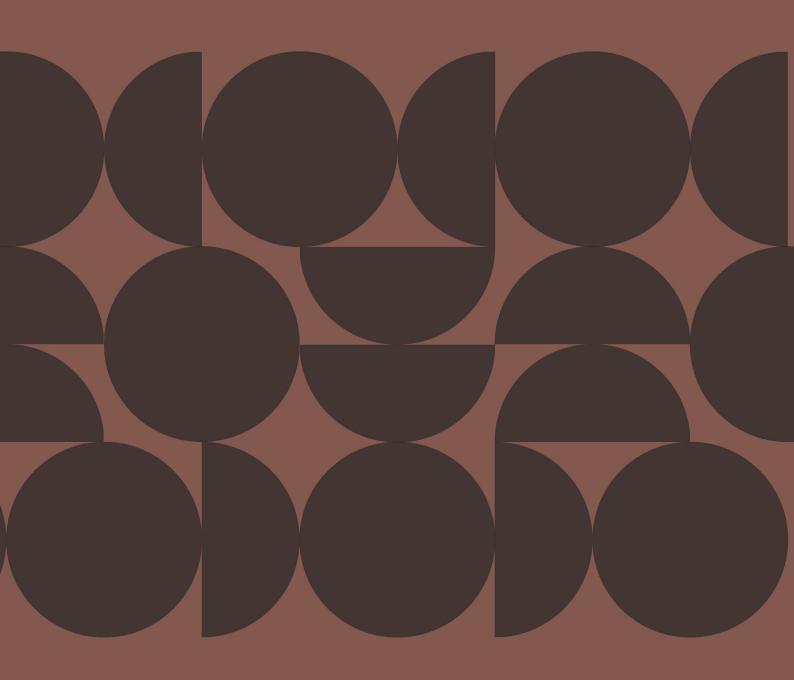


REFRAME: FROM CHAMPIONS TO CHANGE-MAKERS

A 1.5-YEAR DIPLOMA IN MANAGEMENT WITH INDUSTRIAL PLACEMENT



IN COLLABORATION WITH:













Program Introduction

The Reframe Program is a transformative initiative designed and delivered by Crux Institute, in partnership with Spectrum International University College as the awarding body.

This program empowers retiring
Paralympians and aspiring microentrepreneurs with business acumen,
professional credentials, and hands-on
industry exposure. Participants will undertake
a **Diploma in Management** (7 academic
semesters within 1 year), followed by a **6- month industrial placement** aligned with
their chosen area of interest.

The program culminates in **bi-annual pitch** sessions to agencies and corporates, where participants present their ventures and secure potential seed funding and support.

Program Objectives

- Equip participants with a solid foundation in management, entrepreneurship, and leadership.
- Provide accredited academic recognition through the Diploma in Management.
- Enhance employability and entrepreneurial readiness via structured, mentored industrial placement.
- Facilitate access to funding through guided pitch sessions to agencies, corporates, and investors.
- Support transition from sporting excellence to sustainable business ventures and careers.

Curriculum Structure

Year 1: Academic Semesters (7 Semesters)

Delivered through an accelerated model, participants will complete the following modules:

Semester 1

- English Proficiency
- Introduction to Business
- Computer Applications
- Principles of Management
- Principles of Marketing
- Bahasa Kebangsaan / Public Speaking

Semester 2

- Khidmat Masyarakat (Community Service)
- Business Statistics
- Organizational Behaviour
- Human Resource Management
- Business Mathematics
- Bahasa Kebangsaan / Public Speaking

Semester 3

- English for Communication
- Management Information System
- Pengajian Malaysia

Semester 4

- Financial Accounting
- E-Commerce
- Entrepreneurship
- Business Ethics
- Pengajian Islam / Pengajian Moral

Semester 5

- Fundamentals of Financial Management
- International Business
- Principles of Operation Management
- Customer Service
- Fundamentals of Economics

Semester 6

- Business Law
- Malaysian Economics
- Management Accounting

Semester 7

- Critical Thinking
- Research Methodology



Industrial Placement (Semester 8)

The 6-month industrial placement is a cornerstone of the program, bridging classroom learning with real-world practice.

Participants will:

- Be placed in industries that align with their personal area of interest such as food & beverage, retail, digital business, sports management, hospitality, social enterprises, or NGOs.
- Work under the guidance of a dedicated mentor

 each participant will be paired with an experienced industry mentor to provide practical guidance, professional advice, and tailored career support.
- **Gain hands-on experience** in day-to-day operations, project management, customer engagement, and problem-solving.
- **Develop an industry project** during the placement, combining their learning with practical application.
- Prepare a final reflective report and presentation to demonstrate the integration of academic knowledge with real-world skills.

This guided placement ensures that participants not only acquire technical skills but also build confidence, networks, and adaptability required for long-term success

Funding Pitch Framework

To ensure sustainability, participants will take part in two structured pitch sessions per year, supported by mentors and program facilitators. These sessions are designed to:

- Connect participants with government agencies (SME Corp, MARA, TEKUN, Cradle, etc.)
- Engage corporates and GLCs for CSR and venture partnerships
- Provide a platform to secure micro-funding for entrepreneurial projects

Expected Outcome

Upon completion, participants will:

- Graduate with a Diploma in Management (awarded by Spectrum International University College).
- Gain real-world industry experience through structured, mentored industrial placement.
- Develop entrepreneurial projects with potential for funding and scaling.
- Transition into meaningful careers, businesses, or community leadership roles.

Program Duration & Delivery

- Total Duration: 18 months (12 months academic + 6 months industrial placement)
- Delivery Mode: Hybrid (classroom instruction, online learning, site visits, industrial training)
- Cohort Size: 20-25 participants per intake
- Frequency of Intakes: Twice a year

Strategic Partner

- Spectrum International University College (Awarding Body)
- Crux Institute (Program Design & Delivery)
- Malaysian Paralympic Council (Talent Identification)
- SME Corp Malaysia, MARA, TEKUN, Cradle Fund (Funding Agencies)
- Corporate CSR Partners (Industrial Placements & Sponsorships)

