

REFRAME: FROM CHAMPIONS TO CHANGE-MAKERS

A 1.5-YEAR DIPLOMA IN MANAGEMENT
WITH INDUSTRIAL PLACEMENT



CRUX
INSTITUTE

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 micro-entrepreneurs 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)

