



**RUMC**  
RCSI + UCD MALAYSIA CAMPUS

MEDICAL INFORMATICS  
DEPARTMENT

# MEDICAL INFORMATICS INNOVATION & ENTREPRENEURSHIP COURSE



TURN IDEAS INTO  
IMPACTFUL HEALTHCARE SOLUTIONS



CERTIFICATE OF  
COMPLETION



GROUP  
ASSIGNMENT



LEARN FROM  
REAL ENTREPRENEURS



BUSINESS PROPOSAL  
& PITCHING



MARKET ANALYSIS  
& VALIDATION



INTELLECTUAL PROPERTY  
PROTECTION



## WHO IS IT FOR?

- ✓ PROSPECTIVE STUDENTS
- ✓ HEALTHCARE PROFESSIONALS
- ✓ ENTREPRENEURS & STARTUP FOUNDERS
- ✓ POSTGRADUATE STUDENTS
- ✓ INDIVIDUALS INTERESTED IN INNOVATION & ENTREPRENEURSHIP



BRIDGE TECHNOLOGY  
WITH MODERN HEALTHCARE

## COURSE OUTLINE

8 WEEKS

- W1** ENTREPRENEURSHIP FUNDAMENTALS
- W2** STARTUP ECOSYSTEM (MALAYSIAN CONTEXT)
- W3** CASE STUDY OF SUCCESSFUL STARTUPS
- W4** INTELLECTUAL PROPERTY
- W5** MARKET ANALYSIS & VALIDATION
- W6** DIGITAL BUSINESS MODELS
- W7** BUSINESS PITCH DEVELOPMENT & PRESENTATION
- W8** PRESENTATIONS & ASSESSMENT



## CLASS SCHEDULE



**TUESDAYS**  
(ON-CAMPUS & RECORDING)

- 11:00 AM – 1:00 PM
- 1:00 PM – 2:00 PM (LUNCH BREAK)
- 2:00 PM – 4:00 PM



**TUTORIAL & CONSULTATION**  
(LIVE ONLINE)

- TUESDAYS 6:00 PM – 7:00 PM
- WEDNESDAYS 1:00 PM – 2:00 PM



COMMENCING

**9 JUNE 2026**

ON-CAMPUS / ONLINE

## COURSE FEES



EARLY BIRD  
(BEFORE 5 JUNE 2026)

**RM750**  
PER PAX

STANDARD

**RM900**  
PER PAX

GROUP  
(MIN. 3 PAX)

**RM600**  
PER PAX



INNOVATE

VALIDATE

PITCH

IMPACT

REGISTER YOUR SPOT TODAY!