



WordPress for Entrepreneurs: Building Your Own Business Site

Training Programme
by
Faculty of Engineering
Multimedia University

Overview

This course provides an overview of the WordPress, an online platform used for building your own website, which is perfectly suited for small and medium-sized business. It offers a hands-on training on how to utilise various services and plugins provided in the WordPress to set up a simple, but yet comprehensive website dedicated for your own business, with or without any knowledge on web programming. It also provides an insight of latest marketing strategies to enhance the visibility of your business site.

Objectives

Upon completion of this course, the attendees are able to:

- Set up own business site using online free platform.
- Understand the functionality of the WordPress for web development.
- Understand the factors and techniques to promote business through the website.

Target Audience

Engineers who would like to venture into the field of entrepreneurship and to set up their own business site.

Prerequisite

This course does not require any knowledge on web programming.

Training Methodology

Virtual classroom, hands-on website building.

Course Duration

1 day (4 hours/day online delivery).

Content/Outline

Overview of WordPress

- Introduction to content management system (CMS)
- History of WordPress
- Architecture of WordPress
- Free vs paid WordPress hosting

Functionality of WordPress

- WordPress setup
- Template design
- File/media storage
- Page & post editor
- Events calendar
- Others

Plugins

- Page/post builder
- Table builder
- Login function
- Backup function
- Users' capabilities
- Shortcodes
- Others

Marketing Strategies

- Promotion factors
- Marketing techniques
- Performance indicators

Course Instructor

Dr. Chung Gwo Chin

Dr. Chung Gwo Chin obtained the Bachelor of Electronics Engineering (Hons.) majoring in Telecommunications from Multimedia University, Cyberjaya, Malaysia in 2005. He then received his Master of Engineering Science (MEngSc.) and Ph.D. from the same university in 2009 and 2018. From 2009 to 2021, he joined the Faculty of Engineering, Multimedia University in Malaysia as a lecturer. His research area includes the field of wireless communications especially in digital signal processing and interference suppression for ultra wideband, and also recently into Internet of Things (IoT) and machine learning. Currently, he is the webmaster of Faculty of Engineering's homepage.

Administrative Details

Programme Logistics

Duration: 1 day

Dates, registration deadline and registration form:

Please refer to: <https://www.mmu.edu.my/foe/short-courses/>



Your Investment

	Condition	Price per Pax
Regular Fee	Students / MMU Alumni	RM250
	Public	RM400
	Public (Group >5 pax)	RM300
	IEM/IEEE Members	RM300
Early Bird Fee	Students / MMU Alumni	RM150
	Public	RM300
	Public (Group >5 pax)	N/A
	IEM/IEEE Members	RM200

Method of Payment

Please refer to the next page.

Type of Payment	Method	Details
Local Transaction / Payment within Malaysia	Online Payment with JomPay	<ul style="list-style-type: none"> To get started, login to any preferred internet banking. Look for JomPay to begin the payment process. Enter Ref 1 & Ref 2. <div style="border: 1px solid black; padding: 5px; width: fit-content;">  <p>Billor Code : 22202 Ref-1 : <Participant IC/Passport> Ref-2 : Event Name*</p> </div> <p>JomPAY online at Internet and Mobile Banking with your Current, Savings or Credit Card account</p> <p>*Ref. 2: FOE4Gto5G</p>
		<ul style="list-style-type: none"> To get started, go to MMU website (https://www.mmu.edu.my/) > Admission > Financial Info > Payment Channel > Non Student ; <div style="border: 1px solid gray; padding: 5px; background-color: #f0f0f0;"> <p>E-Payment To begin the payment process, please click Student or Non Students</p> <p>  </p> <p>Student Non-Student</p> </div> <p>or scan the QR code below to begin the process:</p> <div style="text-align: center;">  <div style="background-color: black; color: white; padding: 5px; display: inline-block;">SCAN ME</div> </div> <ul style="list-style-type: none"> Choose Category: Public Training Workshop Name Choose Your Participant Type: <ul style="list-style-type: none"> ✓ STUDEN (MMU, IEEE, IEM, Other Higher Learning Institution) ✓ PUBLIC ✓ GROUP (Group > 5 Pax) ✓ IEEE/M (IEEE/IEM Members)

Type of Payment	Method	Details
International Payment / Payment outside Malaysia	Online payment with Flywire 	<ul style="list-style-type: none"> To get started, go to mmulanding.flywire.com; or scan the QR code to begin the payment process: <div style="text-align: center;">  </div> <ul style="list-style-type: none"> Choose Conference for Non-students related

Note:

Please submit the proof of payment to organizer for clearance updating purposes within 2 working days.

Refund and Cancellation

Any refunds will be processed in 60 days. Should there be any cancellation, it may be due to the organizer not getting the minimum participants or the participant failing to attend the workshop due to unavoidable reason.

Disclaimer

Faculty of Engineering, Multimedia University reserves the right to change the instructors, date and to vary/cancel the programme should unavoidable circumstances arise. All effort will be taken to inform participants of the changes. Upon submission of the registration form, you are deemed to have read and accepted the terms.

Enquiries

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