

From: UUM CORPORATE COMM.
Sent: Thursday, February 13, 2020 9:38 AM
To: UUM - All Staff; UUM - All Students
Subject: The ABEM 3.0 Programme Helps Enhance Entrepreneurial Education At Institutions Of Higher Education



UUM Corporate Comm.
Universiti Utara Malaysia

13 FEBRUARY 2020 / 19 JAMADILAKHIR 1441H
=====

"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

Translated by Mahaliza Mahadhir (mahaliza@uum.edu.my)
News and pictures by Sallam Abdullah

THE ABEM 3.0 PROGRAMME HELPS ENHANCE ENTREPRENEURIAL EDUCATION AT INSTITUTIONS OF HIGHER EDUCATION



UUM ONLINE: Penang – In efforts to assist the development of entrepreneurial education at Institutions of Higher Education (IPT), OYAGSB organised the Advance Business and Entrepreneurship Management (ABEM) Convention 3.0 at the Copthorne Orchid Hotel.

The ABEM Convention 3.0 involved 40 participants who are academic staff from various Public Institutions of Higher Education (PIHE) in the Northern Zone.

The Dean of OYAGSB, Prof. Dr. Shahizan Hassan said the ABEM 3.0 programme which was funded by the Ministry of Education Malaysia (MoE) became the basis for theory and practice.

According to him, the programme would bring about significant impact on the development of entrepreneurship education at Institutions of Higher Education (IHE) by increasing the competency of the teaching staff. The programme would help participants have clear understanding of the latest business management and entrepreneurship concepts.

"This programme will also enhance the skills of these entrepreneurship educators to carry out research in line with MoE's aspiration of producing action-based research.

"The results of the case study can also be an effective teaching and learning tool for IHEs, while helping the Small Medium Enterprises (SMEs) develop their business through case studies," he said at the closing ceremony of the ABEM Convention 3.0.

A total of 13 case studies were presented during the ABEM Convention 3.0, amongst them included a case study by UUM representatives namely Assoc. Prof. Dr Osman Ghazali, Mr. Mohd Rushdi Idrus and Mr. Abdul Hadi Abdul Razak titled 'Kitchen Food Industry: Challenges of Selling Using E - Commerce' which was selected as the first prize winner.

Meanwhile, second place went to representatives from UiTM Penang branch, Ms Suria Sulaiman and Dr. Nur'hidayah Che Ahmat with a case study entitled, 'Managing Holistic Halal Concept and Business Expansion Challenge: The Case of Dandy Modern Food, Malaysia', followed by third place, Ms Nurul Hayani Abd Rahman and Ms Shakirah Mohd Saad of UiTM Kedah with a case study entitled ' Agrobases Industry: Bold Move from Grower to Processors'.

The Executive Certificate in Advance Business and Entrepreneurship Management Programme comprised three phases. Phase one of the programme was the ABEM 3.0 Workshop organised from 3 to 7 October, 2019. During the programme participants were exposed to key elements of entrepreneurship and business such as entrepreneurship management, digital retail business, strategic marketing management, strategic financial management and business case studies.

Meanwhile, the second phase dealt with sustainable business development. During this phase, each participant was required to identify and conduct a case study of SMEs in the states of Kedah, Perlis and Penang within two months. They had to apply the theory and concept previously learned to help SMEs stay competitive in business when carrying out their case study projects.

As for the third phase participants were required to present the results of their respective case studies at the ABEM Convention 3.0.



 Please consider the environment before printing this e-mail



Universiti Utara Malaysia Official Website <http://www.uum.edu.my>

Disclaimer: This e-mail (including any attachments) may contain confidential information. If you are not the intended recipient, you are hereby notified that any review, distribution, printing, copying or use of this e-mail is strictly prohibited. If you have received this e-mail in error, please notify the sender or Universiti Utara Malaysia (UUM) immediately and delete the original message. Opinions, conclusions and other information in this e-mail that do not relate to the official business of UUM and/or its group of companies shall be understood as neither given nor endorsed by UUM and UUM accepts no responsibility for the same. All liability arising from or in connection with computer viruses and/or corrupted e-mails is excluded to the fullest extent permitted by law.