

Sarkina Bt Mat Saad @ Shaari

From: COB - Pusat Pengajian Pengurusan Perniagaan
Sent: Tuesday, February 21, 2017 11:20 AM
To: UUM - All Staff; UUM - All Students
Cc: Prof. Dr. Haim Hilman bin Abdullah; Dr. Abdul Rahman b. Jaaffar; Hanizaton Bt Hassan
Subject: SBM SIGNS LOI WITH CELCOM AXIATA BERHAD



**Pusat Pengajian Pengurusan
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia

21 February 2017 | 24 Jamadilawal 1438H

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

Assalamualaikum w.b.t and Good Day

Dear Professor/Associate Professor/Dr./Sir/Madam

SBM SIGNS LOI WITH CELCOM AXIATA BERHAD



SBM ONLINE: On 20 February 2017, School of Business Management (SBM), through its strategic cooperation between the Committee of Industrial Relations, students Entrepreneur Corporate Club (ECC), together with the Co-operative Entrepreneurship Development Institute (CEDI) and Enactus unit, have signed a Letter of Intent (LOI) with Celcom Axiata Berhad.

The ceremony, which has taken place in SBM, was attended by the Dean of SBM, Prof. Dr. Haim Hilman bin Abdullah, Dr. Abdul Rahman Jaafar, Dr. Abdul Manaf Bohari

and Assoc. Prof. Dr. Kamal Ab. Hamid, while CEDI was represented by En. Fadzil Mohd. Husin. The event was also joined by the President and Deputy President of ECC, Ms. Aqilah and Ms. Che Asma, whereas Enactus, CEDI was represented by their president, Mr. Jared Loh.

Representing Celcom was Mr. Areehan Abdullah, Head of Public Sector Relations, Mr. Fadzly, Public Sector Relations Manager and Mr. Yushanini Yusof, Northern Regional Sales Manager.

According to the Dean of SBM, Prof. Dr. Haim Hilman Abdullah, SBM will put to their forefront, the aspects of RTC (Research, Training and Consultancy) when focusing on the academic cooperation, while the student entrepreneurship activities with Celcom will be handled and monitored by the student ECC. Dr. Abdul Rahman Jaafar, on behalf of the Industrial Relations Committee and also Enactus, CEDI stressed that the industrial relationship collaboration will ensure involvement by all levels across the university.

At the end of the ceremony, Celcom and SBM have signed the letter of intent (LOI) to bridge potential cooperation in the near future. Simultaneously, while waiting for the signing of MOU (Memorandum of Understanding), both parties agree to conduct suitable initiatives such as Biz Talk activity, Student Entrepreneurship Development activities and other academic collaboration activities.

End

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