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**From:** COB - Pusat Pengajian Pengurusan Perniagaan  
**Sent:** Wednesday, July 25, 2018 3:54 PM  
**To:** UUM - All Staff; UUM - All Students  
**Cc:** Prof. Dr. Haim Hilman bin Abdullah; Nurul Nadiah binti Rusle  
**Subject:** COLLABORATION BETWEEN SCHOOL OF BUSINESS MANAGEMENT AND AMANAH IKHTIAR MALAYSIA



Pusat Pengajian Pengurusan  
Perniagaan  
SCHOOL OF BUSINESS MANAGEMENT  
Universiti Utara Malaysia

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

Assalamualaikum w.b.t and Good Day.

### COLLABORATION BETWEEN SCHOOL OF BUSINESS MANAGEMENT AND AMANAH IKHTIAR MALAYSIA



**SBM ONLINE:** Amanah Ikhtiar Malaysia (AIM) has played an enormous role in offering loan to micro businesses especially in helping them to initiate and grow. However,

the nature of the dynamic business environment has given a huge challenge to the business. Hence, micro businesses are in great need of external support, including expert assistances to fully exploit their potential in order to remain competitive in the marketplace.

Micro businesses that often get advice and consultants have the potential to improve performance. Responding to this need, a discussion was held on July 20, 2018 at the AIM North Zone Office, Alor Setar, Kedah. This discussion involved lecturers from the School of Business Management (SBM) and officials from AIM Headquarters, AIM North Zone and AIM Northern Kedah Regional Office. The discussion started from 3:00 pm to 5:30 pm, covering matters relevant to the long-term strategic plans of both parties as well as examining current training needs for AIM champions, AIM trustees and the development of training for AIM staff throughout the country. The meeting also agreed to appoint SBM as a consultant in developing the AIM Northern Kedah Regional directory and conducting Entrepreneurial Certificate training to the AIM champions of Kubang Pasu district in August. The Professional Certificate program offered by SBM, in the area of Marketing, Entrepreneurship, Human Resource and Business Management, has also received the attention from AIM.

The AIM headquarters was represented by Mr. Yaacob Omar who is the Director of Corporate Communication and Wellness Division while SBM was headed by the Dean, Prof. Dr. Haim Hilman Abdullah, accompanied by SBM lecturers Puan Shahrina Othman and Dr. Yusmani Mohd Yusoff. The meeting was chaired by Tuan Haji Che Mahadi Idris as the Chief Operating Officer of the North Zone and attended by AIM's staff, Hajah Norashifah Salleh (North Zone Senior Manager), Mrs. Nor Hayati Hussain (Northern Kedah Regional Manager), Mr. Zahari Ramlee (Entrepreneur Executive Officer), Mr. Norazrul Mat Ros (Entrepreneur Executive Officer) and Mrs. Zainab Ismail (Assistant Branch Manager). The AIM welcomes the arrival of SBM to headquarters for a presentation session to newly appointed AIM Chairman and Chief Executive Officer.

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