From: UUM CORPORATE COMM.
Sent on: Sunday, 24 July, 2022 2:53:17 PM
To: UUM - All Staff; UUM - All Students
Subject: SBM Beri Pendedahan Keusahawanan Sosial Kepada Pensyarah Politeknik

UUM Corporate Comm.
Universiti Utara Malaysia

24 JULAI 2022 / 24 ZULHIJJAH 1443H
==========

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

Oleh: Munirah Mat Din
Gambar oleh: SBM

SBM BERI PENDEDAHAN KEUSAHAWANAN SOSIAL KEPADA PENSYARAH POLITEKNIK



UUM ONLINE: Program *'Social Entrepreneurship for Social Change'* anjuran Pusat Pengajian Pengurusan Perniagaan (SBM), Universiti Utara Malaysia (UUM) bersama Jabatan Perdagangan Politeknik Seberang

Perai, Pulau Pinang telah diadakan selama dua hari pada 16 Julai lalu di EDC UUM.

Program di bawah kendalian Institute for Business Competitiveness and Sustainability Initiative (IBCSI), SBM itu telah menghimpunkan seramai 34 pensyarah dari Jabatan Perdagangan Politeknik Seberang Perai.

Program ini bertujuan memberi pendedahan kepada peserta tentang pendekatan asas berkenaan keusahawanan sosial meliputi aspek penggunaan keusahawanan sosial dan aplikasi keusahawanan sosial di dunia khususnya Malaysia, seterusnya mengaplikasikan konsep keusahawanan sosial dalam proses pengajaran dan pembelajaran di politeknik.

Penceramah bagi program ini ialah pensyarah dari Program Keusahawanan SBM, Prof. Madya Dr. Shamsul Huda Abd. Rani. Turut hadir menyertai program tersebut ialah Ketua Jabatan Perdagangan, Mariam Ahmad serta ketua-ketua program di Jabatan Perdagangan Politeknik Seberang Perai.

Kemudian, peserta dibawa ke Anjung Tamu dan lawatan ke SBM bersama Dekan SBM, Prof. Madya Dr. Shuhymee Ahmad.



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.