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From: SoIS - Pusat Pengajian Antarabangsa
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To: UUM - All Staff
Subject: POST GRADUATE PROMOTION PROGRAMME AT MARA KUALA LUMPUR

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



SOIS (SCHOOL OF INTERNATIONAL
STUDIES)

IB (INTERNATIONAL BUSINESS
PROGRAMME)

**SOIS ACADEMIC PROMOTION
PROGRAMME**

**POST GRADUATE PROMOTION
PROGRAMME AT MARA KUALA LUMPUR
INTERNATIONAL BUSINESS PROGRAMME**

The Department of International Business (IB), School of International Studies (SoIS) conducted an academic promotion programme at the Majlis Amanah Rakyat (MARA) Human Resource Management Department. This is another effort by SoIS under the Department of International Business in enhancing its promotion activities particularly in progressing the number of post graduate students in SoIS. The delegation was led by the Head of IB Department; Associate Prof. Dr Mohd Haniff Jedin.

At MARA, we have been received by Tuan Haji Salleh, Director of HRM MARA HQ and Puan Haniza, Head of Deputy Director of HRM MARA. The aim of the visit was to promote and present mainly of our academic programmes Master of Science in International Business and PhD in International Business and management. The meeting was a positive as the HRM Department promises to disseminate the programme to whole MARA offices in the Northern of Malaysia (Kedah, Perlis and Perak) to join our programme.

Unfortunately, Klang Valley is mainly offered by UKM, UiTM and UNIKL. Though, its only for the Northern Region, but still we can secure huge opportunities as MARA will provide full scholarships to their officers and lecturers at Kolej Profesional MARA (KPM) and Kolej Poly Tech MARA to join our programme. Interestingly, this visit was also a good platform to other Schools whereby the programmes are not limited to Business and Management but also to other programmes such as IT, Accounting, Finance and others as many MARA officers have different interest to further their studies. We also made comparison of other top Malaysian universities but our programme in business and management are far better than them as we have AACSB accreditation and packaged programme for the MARA officers.

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