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

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News and pictures by CUIC

65 GRADUANDS OF THE SME DEVELOPMENT PROGRAMME 2.0 HONOURED AT A SPECIAL GRADUATION CEREMONY

UUM ONLINE: A total of 65 graduands of the Bank Islam Malaysia Berhad (BIMB) SME Development Programme 2.0, a programme which saw the collaboration of UUM and SME Corporation Malaysia (SME Corp. Malaysia), were recently honoured at a special graduation ceremony held at the Kuala Lumpur Convention Centre (KLCC) recently.

The event was attended by Chief Executive Officer of BIMB, Mr Mohd Muazzam Mohamed; Chief Executive Officer of SME Corp., Mr Noor Azmi Mat Said and UUM Deputy Vice-Chancellor (Research and Innovation), Prof Dr Ayoib Che Ahmad who represented the Vice-Chancellor.

The BIMB-UUM-SME Corp. Small Business Enterprise (SME) Development Programme which was carried out every fortnight for almost three months since August at the BIMB Tower, Kuala Lumpur was conducted by fellow experts from UUM and the Industry.

The training programme included seven training modules comprising entrepreneurship, management, finance, human resources, government, syariah with emphasis on information technology, digital as well as partnerships with experienced industry and agencies.

The year 2019 which became the second year of the UUM-BIMB-SME Corp. partnership through the University's Centre for University-Industry Collaboration (CUIC) saw a two-fold increase in participation to 65 people compared to 30 people from the previous year.

Chief Executive Officer of SME Corp., Mr Noor Azmi said SME Corp. will try to help individuals from the B40 group through the microcredit incentives that will be provided to them in an effort to nurture potential SME entrepreneurs.



In fact, he said that the involvement of Datuk (Dr.) Hafsah Hashim as the Advisor of BIMB was also seen to be able to boost engagement amongst participants during his sharing session, followed by a very constructive forum session by BIMB's Chief Economist, Dr Mohd Afzanizam Abdul Rashid and special slots with three successful entrepreneurs under the supervision of SME Corp.

Meanwhile, fellow graduate Mr Khairul Izlan Hussain said, "I fervently hope programme such as this will be continued because it is very beneficial particularly in managing business finances.

"I also had the opportunity to expand my network with all of our participating partners from various fields of business," he said.

Meanwhile, fellow graduate, Mr Vairasivam Karisna Kumar also extended his appreciation and gratitude toward the organisers namely Chief Executive Officer of BIMB, SME Corp. Malaysia and the UUM Vice-Chancellor for providing the opportunity to SME entrepreneurs like them.

Director of CUIC, Assoc. Prof Dr Marlin Marissa Malek said such a programme was very much relevant to SME entrepreneurs who were the main contributors to the country's income and afford employment opportunities to the community.

According to her, the indirect collaboration established between UUM and the agencies or industry could be further strengthened in an effort to highlight the role of the University for Society.



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