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From: Unit Komunikasi Korporat
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Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT

Universiti Utara Malaysia

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

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THE OYAGSB PLAYS HOST TO THE 17th AUN-BE ANNUAL GENERAL MEETING



UUM ONLINE: The Othman Yeop Abdullah Graduate School of Business (OYAGSB) played host to the 17th ASEAN University Network for Business and Economics (AUN-BE) Annual General Meeting, which took place from 5 to 6 July 2017.

The AUN-BE, an autonomous sub-network of the ASEAN University Network, focuses on collaborative activities among business and economics programmes of the AUN member universities.

The AUN-BE membership comprises the business and economics teaching staff of each AUN member university which offers graduate programmes in the relevant areas.

The meeting was officially opened by the Dean of the OYAGSB, Prof. Dr. Zeljko Sevic, at OYAGSB Studio.

Delivering his welcoming speech via Skype, Prof. Dr. Zeljko Sevic stated that the purpose of the meeting was to focus on the challenges and issues faced by business schools, especially graduate business schools, to remain professional and relevant in the current academic context.

The keynote addresses were presented by the Deputy Director of the AUN, Dr. Choltis Dhirathiti, and the CIMB-UUM Chair, Prof. Emeritus Dr. Salim Rashid, while the report on the AUN-BE meeting was presented by the Chairman of the AUN-BE, Dr. Eko Suwardi.

The meeting was divided into four sessions that dealt with issues related to the academic programmes of the schools of business and economics at the AUN-BE member universities. The issues that were discussed included collaboration on Quality Assurance and Curriculum, publication by members of the AUN-BE, industry engagement, and internationalisation, as well as revenue generation.

The meeting saw the participation of 40 members, who consisted of representatives of the AUN-BE member universities and lecturers of the OYAGSB, UUM.

Also present were the Deputy Dean of the OYAGSB, Prof. Dr. Shahizan Hassan, and UUM officers.

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