

Sarkina Bt Mat Saad @ Shaari

From: COB - Pusat Pengajian Pengurusan Perniagaan
Sent: Tuesday, July 24, 2018 8:22 AM
To: UUM - All Staff; UUM - All Students
Cc: Prof. Dr. Haim Hilman bin Abdullah; Nurul Nadiah binti Rusle
Subject: WORKSHOP ON PROFESSIONAL PUBLICATION WITH PEARSON INTERNATIONAL (SINGAPORE & MALAYSIA)



**Pusat Pengajian Pengurusan
Perniagaan**
SCHOOL OF BUSINESS MANAGEMENT
Universiti Utara Malaysia

24 JULY 2018 | 11 ZULKAEDAH 1439 H

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

Assalamualaikum w.b.t and Good Day.

WORKSHOP ON PROFESSIONAL PUBLICATION WITH PEARSON INTERNATIONAL (SINGAPORE & MALAYSIA)



SBM ONLINE: The awareness of the needs for every lecturer to have their own publication series such as books and chapters-in-book for career excellence has prompted School of Business Management (SBM), UUM and Pearson International (Singapore & Malaysia) to hold a "Professional Publication Workshop" which is held on 23rd July, 2018 at Kedah Room, SBM. The event was participated by lecturers from SBM mainly, as well as lecturers from several other schools in UUM, Universiti Sains Malaysia, Universiti Malaysia Perlis and Universiti Islam Antarabangsa Sultan Abdul Halim Muad'zam Shah.

The Dean of SBM, Prof. Dr. Haim Hilman Abdullah in his opening speech reminded all participants to make use of the opportunity with Pearson, to better educate themselves on the existing and available platforms to publish books with Pearson. He also encourages all lecturers regardless of their age limit and experience to start familiarize themselves with techniques in writing and publishing academic books.

The workshop which started from 9:00 am to 4:30 pm, has given details on how lecturers could published reference books based on the collection of textual materials from varieties of different other books published by Pearson through the "Derivative" method or a self-written book known as "Own Notes".

The sharing sessions were conducted by Mr. Peter John, from Pearson Singapore and Dr Abdul Manaf Bohari from SBM. The sessions were also filled with lucky draws where 32 books donated by Pearson were given away to lucky participants. The final slots in the afternoon were the "Book Adoption" session which is conducted according to the suitability of the subject taught by the lecturers.



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