

PSB - Bahagian Arkib

From: UUM CORPORATE COMM.
Sent: Tuesday, 23 April, 2019 12:37 PM
To: UUM - All Staff; UUM - All Students
Subject: CEDI Buka Peluang Kepada Mahasiswa Ceburi Bidang Perniagaan Francais



Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT

Universiti Utara Malaysia

23 APRIL 2019 / 17 SYAABAN 1440H
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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

Berita dan gambar oleh: CEDI

CEDI BUKA PELUANG KEPADA MAHASISWA CEBURI BIDANG PERNIAGAAN FRANCAIS

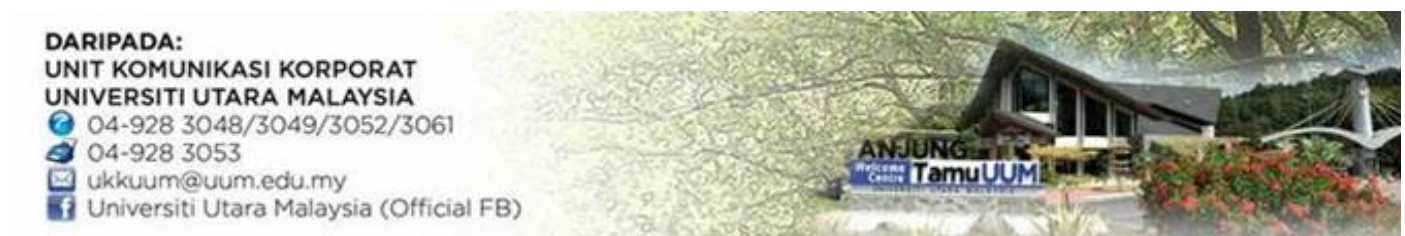


UUM ONLINE: Institut Pembangunan Keusahawanan dan Koperasi (CEDI) telah mengadakan Fasa 2 Program Usahawan Francais Siswazah (PUFS) Kumpulan 2, “Bengkel Perancangan Perniagaan Francais” pada 29 Mac hingga 1 April 2019 bertempat di Swiss-Inn Sungai Petani Kedah.

Program yang diadakan selama empat hari ini bertujuan untuk mengukuhkan kemahiran pengurusan perniagaan pelajar melalui latihan modul Keusahawanan, pengurusan diri dalam kalangan pelajar serta menghasilkan rancangan perniagaan melalui jenis perniagaan yang telah dipilih.

Semua peserta juga dikehendaki untuk menghasilkan Business Model Canvas (BMC) dan SWOT Analysis terhadap idea perniagaan atau perniagaan yang dijalankan.

Antara penceramah yang terlibat ialah Dr. Armanurah Mohamad, Prof. Madya Dr. Norashidah Hashim, Dr. Rosli Mohd Saad, Mohamad Bin Mohd Jani, Mathivannan Jaganathan dan Syahrina Abdullah.



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