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From: Unit Komunikasi Korporat
Sent: Wednesday, July 19, 2017 9:39 AM
To: UUM - All Staff; UUM - All Students
Subject: Students Should Change Their Mind-Set To Appreciate The Value Of Venturing Into Entrepreneurship



Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia

19 JULY 2017 / 25 SYAWAL 1438H
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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

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STUDENTS SHOULD CHANGE THEIR MIND-SET TO APPRECIATE THE VALUE OF VENTURING INTO ENTREPRENEURSHIP



UUM ONLINE: UUM and the Ministry of Youth and Sports (KBS) signed a Memorandum of Understanding (MoU) in efforts to develop student entrepreneurship programmes.

The MoU was signed by the Vice-Chancellor, Prof Dato' Seri Dr. Mohamed Mustafa Ishak, and the Deputy Director-General of the Department of National Youth and Sports, Dr. Mohd Ghani Mohd Yusof, at the Visitors' Lounge, yesterday morning.

The Vice-Chancellor, in his speech, expressed his appreciation to the KBS, through its Malaysian Youth Development Academy (APBM) in Batu Gajah, Perak, for selecting the Cooperatives and Entrepreneurship Development Institute (CEDI), UUM, as its partner in the establishment of the strategic cooperation in entrepreneurship.

The Vice-Chancellor said that, apart from CEDI, the University also offered entrepreneurial programmes at the various Schools to provide hands-on experience and exposure to students in relation to the industry, quite apart from merely delving into the theoretical aspects of it.

"We want our students to experience both the highs and the lows that come with being involved in business, apart from underscoring the truth revealed in Islam, which states that 9/10 of the income for sustenance comes from running business activities.

"In this regard, the mind-set of the students vis a vis the field of entrepreneurship needs to be changed so that they will develop an interest in it and appreciate the value of doing business in a variety of areas that they may favour in the future rather than being dependent on wages or working for others," he said.

The Vice-Chancellor added that, as he spoke, there were countless areas of business to venture into such as the textile industry, tailoring, barbering, or vending food via food trucks, which had become a trend amongst the young people of the day, and that the most important thing to keep in mind was the need to be creative and innovative in selling the products or the expertise.

He expressed his hope that the new collaborative undertaking would encourage and strengthen development in entrepreneurship amongst the younger generation so that they would be more confident in venturing into the industry.

Meanwhile, Dr Mohd Ghani said that the signing of the MoU was part of the KBS Strategic Plan (2016-2020) to develop entrepreneurship amongst the youth.

"I hope that this ongoing effort of the KBS, via the APBM, will serve to motivate students in view of the fact that UUM is the Eminent Management University and, therefore, the best possible candidate in the country that we can embrace as our strategic partner in the mission to produce knowledgeable entrepreneurs who have the grit to overcome the challenges in entrepreneurship and agriculture," he said.

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