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From: COB - Pusat Pengajian Pengurusan Perniagaan
Sent: Wednesday, 15 March, 2017 4:37 PM
To: UUM - All Staff; UUM - All Students
Cc: Prof. Dr. Haim Hilman bin Abdullah; Narentheren a/l. Kaliappen; Dr. Chuah Chin Wei; Hanizaton Bt Hassan
Subject: SBM UUM e-NEWSLETTER ISSUE 3:MARCH 2017
Attachments: SBM E-NEWSLETTER Issue 3.pdf



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

15 March 2017 | 16 Jamadilakhir 1438H

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

Assalamualaikum w.b.t and Good Day

Yang Berbahagia Dato' Seri/Dato'/Datin/Professor/Associate Professor/Dr./Sir/Madam

SBM UUM e-NEWSLETTER

Attached is SBM UUM e-Newsletter for your kind attention.

Please feel free to share the e-Newsletter with anyone who may be interested.



SBM explores potential collaboration with RAMLY

The Dean of SBM, Prof. Dr. Haim Hilman Abdullah visited Ramly Food Marketing Sdn. Bhd, located at Taman Perindustrian IKS Mukim Batu, Kuala Lumpur on Saturday, 26th February 2017 with the purpose to strengthen ties between the academic and the industry specifically with Dato' Haji Ramly bin Mokni, the founder and the Managing Director of Ramly Group, who was also the recipient of UUM Honorary Doctor of Philosophy (Entrepreneurship) in 2016.

During the discussion, the dean conveyed SBM's hope to establish strategic relationship with Ramly Food and Marketing Sdn. Bhd together with the other business subsidiaries with the aim to produce a more competent, dynamic and brilliant graduates of entrepreneurship. SBM welcomes strategic collaboration and encourage industries to be involved directly in producing graduates who will pursue entrepreneurship as a career of choice in the future.



SBM explores strategic collaboration with MyPEC

School of Business Management (SBM) received a visit from the Malaysia Practice Enterprise Centre (MyPEC), which was represented by MyPEC Director, Mr. Matsham Ahmad, MyPEC Advisory Board Chairman, Dato' Radin Firdaus Lockman, and MyPEC Executive Chairman, Mr. Au Yong Soon Kok. During the visit, MyPEC has held a briefing session with SBM lecturers to discuss on the possibilities of adopting the teaching approaches via business simulation offered by MyPEC.

Mr. Matsham, conveyed his expectation for the business simulation to be implemented in various business-related courses and not just in the area of entrepreneurship. This is because the method, according to him, can be adapted in a variety of conditions. He further added that this platform can be used by SBM as a mean to generate income by offering trainings to target institutions or agencies.



SBM sign LOI with Celcom Axiata



School of Business Management (SBM), through its strategic cooperation between the Committee of Industrial Relations, students Entrepreneur Corporate Club (ECC), together with the Co-operative Entrepreneurship Development Institute (CEDI) and Enactus unit, have signed a Letter of Intent (LOI) with Celcom Axiata Berhad

According to the Dean of SBM, Prof. Dr. Haim Hilman Abdullah, SBM will put to their forefront, the aspects of RTC (Research, Training and Consultancy) when focusing on the academic cooperation, while the student entrepreneurship activities with Celcom will be handled and monitored by the student ECC.

SBM-Nestle on Student Development Projects



The School of Business Management UUM has successfully establish collaboration with Nestle (M) Berhad and is looking forward for an exciting year ahead. Nestle (M) Berhad was represented by Ms. Choo Yun Yee alongside with Ms. Michele Siew Fern, representative from Maverick Creative Sdn Bhd which serves as supporting partner for Nestle (M) Berhad.

The current on-going project between SBM-UUM and Nestle (M) Berhad is the placement of Nescafe Kiosk at the foyer of SBM-UUM for a period of one year with UUM students operating the kiosk daily except on weekend.



Thank you.

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

we drive for Creativity and Sustainability

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ASEAN University Network AUN-QA 2019 SETARA QUALITY MANAGEMENT SYSTEMS CERTIFICATION BETA GAMMA SIGMA POWER BRAND ABEST21 SUSTAINABLE DEVELOPMENT GOALS

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