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From: Unit Komunikasi Korporat
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CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia

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

Translated by Mahaliza Mahadhir
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TM OPEN DAY AFFORDS STUDENT WITH OPPORTUNITY TO MASTER ENTREPRENEURIAL KNOWLEDGE



UUM ONLINE: The TM Open Day which ended last night became an avenue for students to master entrepreneurial knowledge, besides developing their own potential.

Bukit Kayu Hitam State Assemblyman, Mdm. Halimahton Shaadiah Saad, who is also the member of the Kedah State Executive Committee said that the present members of society would often label university students as 'lethargic' and less productive group of people.

According to her, this could be due to their (the university students') inactive involvement in exploring and trying new things or things which were out of their respective areas of expertise.

"I believe students focus too much on academics so much so some are afraid to venture into some new fields, but with a programme such as the TM Open Day programme can indirectly reveal the students' undiscovered talents such as their hidden entrepreneurial traits.

"In addition, such programmes also give them the opportunity to master entrepreneurial knowledge as the Malay proverb, 'belakang parang kalau diasah akan tajam juga' (the back of a machete can be equally sharp if filed constantly) can motivate and inspire them to continue to strive to become graduates of quality through the mastery of knowledge while possessing some entrepreneurship traits such as the willingness to take risks, creativity and innovation," she said at TM Open Day Launching Ceremony at TM Student Residential Hall (Inasis).

She further added that TM Open Day can also be a stepping stone for UUM students to hone high-tech soft skills in line with modernization and the Fourth Industrial Revolution (IR4.0), hence meeting the needs of the industrial market, as well as to build collaborative networks.

In this regard, she said, as a move to help put students on track, the government will continue to support programmes dedicated to the students' soft skills and TM Open Day 2018 provided a good start.

"Hopefully this kind of programme will be the catalyst for other students to venture into entrepreneurship in the future," she said.

TM Open Day which took place on 28 September was organized by the TM Inasis Entrepreneurship Exco with the cooperation of JKPS TM. Various activities namely TM Fun Ride, blood donation programme, tele-matches and karaoke competitions were held.

The programme was aimed at unleashing students' leadership and entrepreneurial talents, as well as to encourage student development and increase the number of students participating in programmes organized by the Inasis and the University.

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