

## **PRESS RELEASE**

### **MoU Exchange Ceremony between the Faculty of Business and Management UiTM and the European Marketing and Management Association (EUMMAS), eCEOs Sdn Bhd, Binaskill Sdn Bhd, SCU & ACEC, and AI University**

**PUNCAK ALAM, 21 MARCH 2024** – A memorandum of understanding (MoU) was formalised between the Faculty of Business and Management (FBM), Universiti Teknologi MARA (UiTM) and six esteemed industries: the European Marketing and Management Association (EUMMAS), eCEOs Sdn Bhd, Binaskill Sdn Bhd, SCU & ACEC, and AI University. The primary aim of the collaboration is to foster a symbiotic relationship between academia and industry by facilitating the exchange of valuable information and skills.

Leading the initiative at EUMMAS is Professor Dr Firdaus Abdullah, the dean of the Faculty of Business and Management, recently appointed as an Honorary Board member for EUMMAS. Professor Dr Firdaus Abdullah fronts FBM and UiTM's involvement in supporting initiatives for advancing the Centre for Executive and Professional Education. This endeavour seeks to amalgamate the knowledge of the university and its global partners to offer lifelong learning opportunities, aiding staff and students in achieving their professional certifications and goals.

The initial focus of this collaborative effort centres on initiatives related to professional and executive education, with EUMMAS establishing its Asia Regional Centre on the UiTM campus. The landmark collaboration signifies a pivotal step forward, elevating FBM from a member to a significant player in the professional and executive education sector. Furthermore, it aligns seamlessly with the National Initiatives 2023, which aimed at positioning Malaysia as a global education hub and a crucial pillar in UiTM's journey towards becoming a Globally Renowned University by 2025.

This partnership will foster numerous international collaboration initiatives, including establishing a centre for collaborative executive courses, professional programmes, research collaborations, and conference organisations. Moreover, it will facilitate student exchanges, the recruitment of international lecturers, and the exchange of lecturers and visiting scholars. Overall, the centre will champion innovative educational and professional programmes aimed at equipping staff and students with the requisite knowledge and skills essential for success in today's rapidly evolving academic landscape.

Establishing the centre will facilitate UiTM and its stakeholders' access to a globally recognised platform that delivers a significant and long-term contribution to the teaching and learning ecosystem. Notably, the initiative fosters holistic teaching and learning approaches, particularly in executive and professional certificates in business management.

Similarly, the collaboration with SCU & ACEC and AI University aims to strengthen the relationship between universities through research partnerships and student and faculty mobility programmes designed to foster enriched knowledge, valuable experiences, and opportunities for cultural exchange.

On the other hand, the collaboration with eCEOs Sdn Bhd will focus on knowledge sharing in digital project management, IT, consulting, and training that encompasses student internships, graduate employment opportunities, consultation services, and training programmes, together with the collaboration of Binaskill Sdn Bhd.

The collaborative model fosters a closer understanding between FBM, UiTM, and the industry as they work towards common goals. Ultimately, the initiative helps propel FBM and UiTM forward, ensuring visibility and supporting the UiTM2025 Strategic Plan.

### **Media Enquiries**

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