

COLLABORATION

PBS to offer MBA with focus on marketing

THE Putra Business School (PBS), in collaboration with Institute of Marketing Malaysia (IMM) is embarking on a new MBA programme specialising in marketing.

PBS president and chief executive officer Professor Dr Zulkornain Yusop and IMM president Datuk Sharifah Ismail signed a memorandum of agreement (MoA) in a ceremony held at Universiti Putra Malaysia.

Zulkornain said: "The collaboration with IMM is essential and timely to achieve PBS's objective of nurturing human leaders."

"PBS aims to nurture future leaders that practise the human governance values and principles."

"This makes PBS the first private institution of higher learning in the country to embark on this innovative collaboration initiative with the industry, in particular with a professional body," he added.

PBS aims to nurture future leaders that practise the human governance values and principles."

PROFESSOR DR ZULKORNAIN YUSOP
PBS president and chief executive officer



(From left) Putra Business School Learning Liaison director Sahrul Haslan Hassan, Professor Dr Zulkornain Yusop, Professor Datin Paduka Dr Aini Ideris, Tan Sri Rafidah Aziz, Datuk Sharifah Mohd Ismail and Professor Datuk Dr N Marimuthu at the signing of the MoA recently.

The first of its kind, the programme caters for the needs of top managers, focusing on marketing leadership skills that will give graduates the competitive edge and higher marketability in the country and the region.

Upon completion, graduates will receive two certificates — MBA and Certified Professional Marketer (Asia).

Witnessing the event were IMM Honorary

Fellow Tan Sri Rafidah Aziz and UPM vice-chancellor Professor Dr Datin Paduka Aini Ideris.

Also present were IMM vice-president Datuk Dr Marimuthu Nadasan, Majlis Professor Negara chief executive officer Professor Datuk Dr Raduan Che Rose and Yayasan Putra Business School board member Datuk Syed Hussain Syed Husman.

LAUNCH

UTAR opens Tun Tan Cheng Lock Centre for Social and Policy Studies

AS a tribute to one of the country's founding fathers and the first president of the Malaysian Chinese Association (MCA), Universiti Tunku Abdul Rahman (UTAR) recently launched the Tun Tan Cheng Lock Centre for Social and Policy Studies (TCLC) in its Sungai Long Campus.

The centre that aims to be a centre of excellence to spearhead research has 80 members from various faculties of the university.

Speaking at the launch, UTAR President Professor Datuk Dr Chuah Hean Teik thanked

The centre will also expand its role to research on past Malaysian leaders, nation building and contemporary socio-political issues."

PROFESSOR DATUK DR CHUAH HEAN TEIK
UTAR President

MCA for their donation of RM1 million to the TCLC in support of further research and to meet the centre's goals and objectives.

"It is important to rediscover the missing parts of our history and culture, as well as the legacy of Tun Tan Cheng Lock and our founding fathers."

"TCLC will conduct research on Tun Tan Cheng Lock's life, values and political contributions, and on Tun Tan Siew Sin's contributions during his tenure as the Finance Minister of Malaysia."

"The centre will also expand its role to research on past Malaysian leaders, nation building and contemporary socio-political issues. It will benefit a great number and a wide variety of people and contribute to the development of our communities and nation."

Also present at the launch were Transport Minister Datuk Seri Liow Tiong Lai, UTAR Chancellor Tun Dr Ling Liong Sik and Tun Tan Cheng Lock's granddaughter Datin Paduka Tan Sioh Choo, as well as TCLC Steering Committee Chairman-cum-UTAR Council Member Senator Datuk Hou Kok Chung, Deputy Minister of Women, Family and Community Development Senator Datin Paduka Chew Mei Fun.

Tan said: "Due to the lack of financial resources to study law at a university, Tun Tan highly valued a university education, reflected in the fact that he sent his children to the US and UK for their tertiary education."

"While much has been written about Tun



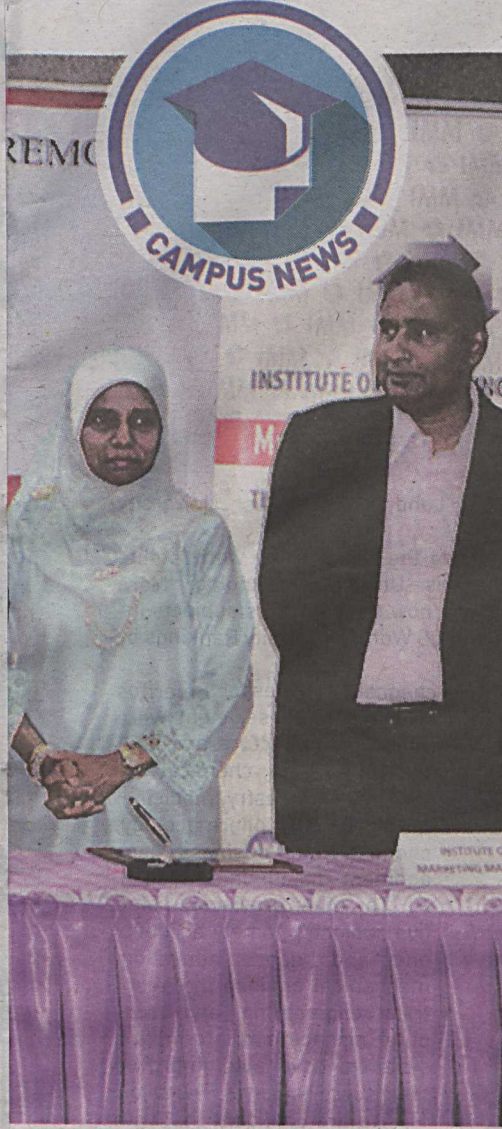
Tan's involvement in politics, little is known about his entrepreneurial forays, first in rubber planting and later banking."

Liow said: "MCA is proud to donate RM1 million in recognition of Tun Tan's immense efforts and to continue his incredible legacy."

"The donation will fund various activities and research in areas such as the thoughts and ideas of Tun Tan and our founding fathers, the history and contributions of Malaysian Chinese, nation building, ethnic relations, social policies and much more."

"By understanding the past, we can plan and act in the present in anticipation of future challenges and growth. If we want to know how and why our society is the way it is today, we have to look into our history for answers and that is why we need to properly document our past and seek solutions for the future."

"It is with great hope that the TCLC will in-



AWARDS

Geosciences, engineering students get Repsol scholarship



Graduate reservoir engineer and former Repsol scholar Asha Kanamuthy sharing her experience and tips with the scholars.

A TOTAL of 16 students from the geosciences and engineering disciplines were awarded scholarships by Repsol Oil & Gas Malaysia Limited to pursue their respective field of choice at local institutions of higher education in the country recently.

Under the Repsol Scholarship Programme, the recipients will be provided full coverage of course fees and living allowances in addition to internship opportunities with the company. Scholars will also be exposed to the mechanics of the oil and gas industry as well as Repsol's values of integrity, responsibility, transparency, flexibility and innovation.

Speaking at the award presentation ceremony in Kuala Lumpur, Repsol Malaysia Business Unit director Rob Mills said that: "This scholarship programme complements the government's goal of encouraging students to pursue tertiary education in science, technology, engineering and mathematics and help produce technically competent local graduates that fulfil the demands of industry, especially for the oil and gas sector."

The collaboration between industry and institution of higher education is essential in developing all-round graduates who will be ready to join the workforce."

Repsol Oil & Gas Malaysia Limited has disbursed scholarships amounting to

more than RM3 million since the inception of the scholarship award programme in 2008.

A total of 102 students pursuing Bachelor's and Master's degree programmes at Universiti Teknologi Malaysia (UTM), Universiti Malaya (UM), Universiti Sains Malaysia (USM) and Universiti Malaysia Sabah (UMS) have benefited from the award.

One of the selected scholars this year, Kugen Balan said: "I feel privileged and touched to receive this scholarship. I'm grateful to Repsol for their support in my education and my colleagues' educational pursuits."

Cheng Jia Jin, whose son is a recipient, said he not only appreciates the financial assistance but also of Repsol's goal to produce world-class local talents. "I am also relieved to know the future looks bright for my son once after he graduated from UM."

Repsol is a global integrated oil and gas company headquartered in Madrid, Spain, and operates in more than 40 countries and across the entire oil and gas value chain.

The company has had a presence in Malaysia since 2011, supplying lubricants to a variety of local manufacturing industries.



(From left, seated) UM MSc Petroleum Geology Programme senior lecturer and coordinator Dr Meor Hafiz Amir Hassan, UTM Faculty of Chemical & Energy Engineering, Petroleum Engineering head Dr Mohd Zaidi Jaafar, Rob Mills, USM School of Physics Geophysics Programme chairman Professor Dr Mohd Nawawi Mohd Nordin, and Repsol People & Organisation manager Mohd Dzulhaidi Masni.

BULLETIN



SUNWAY UNIVERSITY
Run for Love 2017

Organised by the Sunway University Business School (SUBS) Student Concilium, this year's annual charity run is to promote health awareness, with the proceeds going to the Spastic Children's Association of Selangor and Federal Territory (SCAS&FT). Emphasising the importance of love and affection towards society, the 8km charity run is open to the general public.

LOCATION Sunway University (flag off venue)

DAY AND DATE Sunday, April 9

WEBSITE <https://www.facebook.com/events/226442917821120/>

UNIVERSITY OF MALAYA
Malaysian Society of Parasitology and Tropical Medicine 2016-2017 Forum

The Malaysian Society of Parasitology and Tropical Medicine and UM will be organising a talk entitled: "Evidence-based policy making to enhance public outcomes: Re-engineering networking for scientist". An important objective of this forum is to ensure that the scientific findings are utilised by policy makers to enhance the effectiveness of our health and labour policies. There will be discussion on two main issues: migrant workers and zoonotic vector disease. The organisers aim to embark on a strategic engagement with the relevant ministries to advance the dialogue in these issues. Registration begins at 1.30pm.

LOCATION Main Auditorium, 1st floor, Research Management and Innovation Complex, University of Malaya, Jalan Universiti, Kuala Lumpur.

DAY AND DATE Thursday, March 16

ASSOCIATION OF MBAs (AMBA)

The Year of the MBA

AMBA will award six scholarships, each of US\$8,333 (RM37,130), towards the tuition fees of an AMBA-accredited MBA programme, with one recipient coming from each of the six continents (North America and the Caribbean, Europe, Latin America, Asia, Oceania and Africa).

AMBA-accredited MBA Schools and their course applicants will also both be invited to recommend inspirational entrants. Entrants will be invited to submit a short essay outlining their commitment to responsible management and sustainability and discuss why this is important for the future of business. The essay topic is: "Drawing upon evidence of your commitment and capability from your previous endeavours, discuss how you plan to use your MBA to develop your responsible leadership and affect sustainable and progressive change in business and society."

DAY AND DATE Wednesday, April 26 (formal launch)

WEBSITE www.mbaaworld.com/scholarship

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