

## UMS Lecturers Participate in Digital Entrepreneurship Training Of Trainers

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**WEDNESDAY, 08 AUGUST** - 32 lecturers from Universiti Malaysia Sabah (UMS) recently participated in a six day digital entrepreneurship Training of Trainers (TOT) on campus.

The training, which was organised by the Malaysia Digital Economy Corporation (MDEC) in collaboration with UMS, was designed to strengthen the lecturers' skill in digital entrepreneurship, such as how to use the digital platform, how to boost sales, and how to utilise the existing free tool website.

The Deputy Vice Chancellor (Academic and International) of UMS, Professor Dr. Rasid Mail, supported the training.

He recognised the benefit of the training for both UMS students and lecturers, as well as for UMS itself.

The training enabled lecturers to gain knowledge-based technology and, and this would help UMS progress towards achieving Industrial Revolution 4.0 (IR 4.0).

The programme aims to provide exposure on digital entrepreneurship among local youths and micro-entrepreneurs, in order to help them generate lucrative income through digital platforms.

In addition to gain knowledge on digital entrepreneurship, UMS lecturers also integrated the MDEC programme module into the existing curriculum (i.e., Fundamentals of Entrepreneurial Acculturation curriculum) with the purpose of providing UMS students with practical knowledge and skills to conduct online business via different digital platforms, namely Facebook, Instagram, and WhatsApp.

The training was facilitated by three master trainers from MDEC and managed by two lecturers from the Centre for the Promotion of Knowledge and Language Learning at UMS.

Also present at the training was the Project Leader of eUsahawan Muda MDEC, Suhaina Yaakub

For the record, MDEC has launched the "eUsahawan" programme at colleges, polytechnics, and universities in Malaysia since 2015.

The "eUsahawan" programme is divided into the "eUsahawan Muda" for entrepreneurs who are studying at institutions of higher learning and Technical and Vocational Education and Training centres, and the "eUsahawan Mikro" for micro-entrepreneurs.

Source: PPIB