

Undergraduates Should Instil Entrepreneurship Nature

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THURSDAY, 5 DECEMBER – Undergraduates were urged to instil the entrepreneurship nature in them to develop their career in future.

Vice-Chancellor, Prof. Datuk Dr. Mohd. Harun Abdullah said that undergraduates should apply creativity and innovation to create a business environment that is viable and competitive in order to compete in an increasingly challenging world.

“Those who ignore the values of creativity and innovation will be left behind and remain behind the competitors who

will continually produce innovative products or services in accordance with the current development of the world,” he said when officiating at the Business Innovation Carnival 2013 at the Chancellor Hall Square, UMS.

His speech was read by his representative, Deputy Vice-Chancellor of Student Affairs and Alumni, Assoc. Prof. Datuk Dr. Kasim Md. Mansur. Also present was the Chairman of the Malaysian Hotels Association, Craig Powell.

He said, the involvement of the School of Food Science and Nutrition (SSMP) in the carnival this time not only helped foster relationship among the students but also encouraged their participation into venturing the business industry which is growing rapidly.

The one day programme themed ‘Successful Innovation Begins Here’ was participated by students of Entrepreneurship, Tourism, Entrepreneurship in Food Service, Retailing in Entrepreneurship and Introduction to the Hospitality Industry Programmes. – *MA-*

Media Division
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