

UMS holds mobility programme at Korean university

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KOTA KINABALU: The Faculty of Business, Economics and Accounting (FBEA) of Universiti Malaysia Sabah (UMS) through the Entrepreneurship Research and Development Unit (UPPPK), the Association to Advance Collegiate Schools of Business (AACSB) FPEP, and the FBEA Mobility Programme held a GIACC mobility programme to Hannam University, South Korea on Feb 19-24.

GIACC is one of the mobility cooperation activities carried out with HNU, based on the approach of HNU's Capstone Design credit programme. This programme is a return visit to appreciate the 16 members of Hannam University consisting of eight professors and eight students who visited UMS in December last year. Such cooperation provides a platform for students and lecturers to share experiences and exchange views on Malaysian and South Korean international business management.

Professor Dr Won Gu Hwan, Director of Leaders in Industry-University Cooperation 3.0 Hannam University, welcomed the programme participants from UMS.

UMS lecturer Rosle Mohidin, Director of AACSB was present with Datu Razali Datu Datu



The professors, lecturers and students of HNU and UMS.

Hj Eranza, FBEA Mobility Coordinator, along with seven students.

He expressed his gratitude for the visit held this time and hoped that more visits would be made in the future, from time to time.

This visit was coordinated by Professor Peter Lee Jae Myeong, HNU-UMS Capstone Design Manager.

Professor Peter has planned various programs of lectures, industry visits and group work.

GIACC on the first day started with an invited lecture by Rosle Mohidin, with the topic of Global Finance Case Studies, and was followed by Datu Razali

Datu Eranza with the topic of Competency-Based Talent Management (CBTM).

The third lecture continued by Professor Chen Hong with the topic of Global Marketing Strategy: Entering Foreign Market. The programme on the second day continued with industrial technical visits, study visits and paper presentations by HNU and UMS students.

The GIACC programme based on Capstone Design really encourages and trains students in international business, based on different backgrounds and experiences. Through such programmes, students and

lecturers can study and establish international relations not only with academic strategic partners, but also include industry involvement.

GIACC is another achievement of the international activity of the AACSB Faculty, which has been awarded active mobility for six consecutive years. As a result of this programme, the faculties at both universities will be able to increase competency in teaching and learning, which will produce students who think critically and holistically. Indeed, GIACC and international mobility will establish a strategic collaborative relationship

in academia and research. In addition, the students as participants in the programme this time will be able to observe industry-based learning and experience during the industrial technical visit.

The mobility meeting discussion hopes that universities and industry partners in Daejeon, South Korea and Sabah, Malaysia will continue to provide support to make the GIACC Capstone Design HNU and UMS successful in the future.

HNU is expected to visit UMS in June 2024, which will be joined by professors, lecturers, and students.