

MELISSA LEONG

in Kota Kinabalu

BUMIPUTERA entrepreneurs need to be more daring in their pursuit for success in today's competitive business arena.

Dean of University Malaysia Sabah's (UMS) School of Business and Economics, Associate Professor Dr. Syed Azizi Wafa said that this kind of business acumen needed to be inculcated at an early stage to further encourage and inspire future Bumiputera entrepreneurs.

He explained this was one of the reasons why an event such as Management Week was held at UMS recently.

Management Week is a five-day affair where students from the school are exposed and given the opportunity to dabble in business ventures.

Apart from attending talks conducted by business professionals, students set up

For a Bumiputera businessman to be more successful

# Don: Daringness, persistence and... good English

various stalls selling a variety of products including music, food, drinks and craft.

"I think there has been an increase in the numbers of Bumiputeras dabbling in business but mainly in the food sector," said Prof. Dr. Syed.

He added that they needed to expand their horizons

when it came to business ventures.

"It lies in the culture perhaps. The Malays, for example, are not comfortable in taking risks most of the time so they stick to what is deemed 'safe'.

"They venture into 'guaranteed' businesses...I feel that Bumiputeras need to be

more daring in this sense," he said.

Apart from this, the Bumiputera society is also strongly related to agriculture and often prefers this field to business.

"There is also the 'clannish' attitude of Bumis. They tend to be apprehensive when they have to work alone.

ing is impossible," he said.

Prof. Dr. Syed further explained that the school aimed at not only providing the academic aspect of business and economic studies to students, more importantly practical training which would prove more applicable once they graduate.

He stressed that mastering the English language was one of the most important skills every enterprising individual should have.

"For example, many of our students are taking English courses, namely those who did not perform well in their English paper during the SPM examinations.

However, it is not enough that they listen and learn the language. They must practice it daily and this is what we try to achieve here," he said, emphasising that this was vital, as the language of the industry is English.

The school, which was introduced in 1995, currently has around 1000 students and 65 MBA students.