



(From third left) Sazali, Madius and other guests with participants at the Digital Entrepreneurship Programme.

UMS students gain industrial, entrepreneurial exposure through digital drive

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UNIVERSITI MALAYSIA SABAH

KOTA KINABALU: Universiti Malaysia Sabah (UMS) recently organised a Digital Entrepreneurship Programme to equip students with knowledge and skills in digital entrepreneurship, reflecting the evolving demands of the modern economy.

Held at U-Science, UMS, the programme was jointly organised by the Welfare Committee of the International Kingfisher Residential College, UMS, and Smart Native Maker (SNM).

According to UMS Vice-Chancellor Professor Datuk Dr Kasim Mansor, the initiative demonstrates the university's commitment to producing graduates who are knowledgeable, skilled, competitive and socially conscious.

The advancement of today's digital economy has opened new spaces and opportunities, encompassing e-commerce, creative content, digital services, educational technology and artificial intelligence innovation.

"Through this programme, students are exposed to essential knowledge and information to develop their potential as opportunity creators, rather than merely job seekers," he said.

Dr Kasim's speech was read by U-Science Director Md Sazali Md Salleh.

He noted that the programme aligns with several Sustainable Development Goals (SDGs), particularly SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth) and SDG 9 (Industry, Innovation and Infrastructure).

"Efforts to integrate elements

of digital entrepreneurship into the university's learning ecosystem and expected to produce a generation that is better prepared to face future challenges and capable of making a positive impact on the community and the nation," he added.

The programme, themed 'Digital Entrepreneurship Programme as a Career Pathway: From Job Seekers to Opportunity Creators', was officiated by POIC Sabah Sdn Bhd chairman Datuk Seri Panglima Wilfred Madius Tangau, who is also Tuaran MP.

Also present were UMS Career and Entrepreneurship Development Centre's Deputy Director Dr Thara Atikah Zainal, Programme Director Helviana Barbara, and SNM Chief Executive Officer Julfikrie Muhaimin.