

SME @ UMS programme to help CEOs of SMEs

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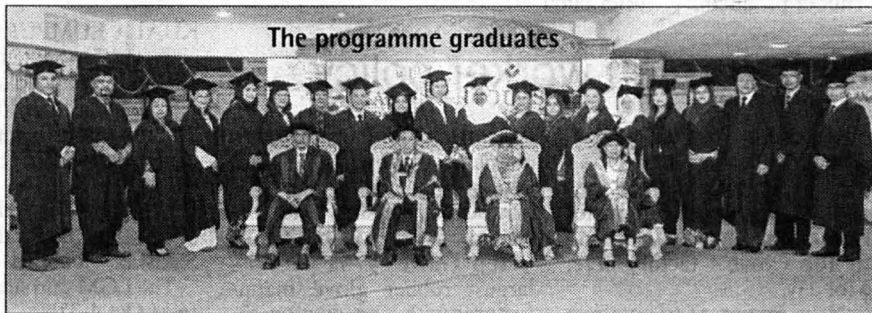
By VESTA VANESSA JSOL

KOTA KINABALU: The SME @ UMS programme was organised to improve the Chief Executive Officers (CEOs) of Small and Medium Enterprises (SME) by enhancing their knowledge and skills in entrepreneurship.

According to the Vice-Chancellor of Universiti Malaysia Sabah (UMS), Professor Datuk Dr. Mohd Harun Abdullah, it was because there were still many SME CEOs who were lacking in experience and skills in that area.

“We must equip ourselves with sufficient knowledge in business management because the ever changing market and stiff competition could be major deterrents for entrepreneurs to be active in the global market.

“Therefore, to achieve this goal, knowledge and skills in business management are essential for CEOs to be more competitive by improving and developing their products,” he said in his speech during the opening of the SME @ UMS Graduation Ceremony 2016.



His speech was delivered by the Deputy Vice-Chancellor (Academic and International) UMS, Professor Dr. D Kamarudin D Mudin.

He added that the SME @ UMS programme was a structured learning system for SME CEOs based on the model from University of Tokyo, Japan aimed at developing human capital to be creative and innovative in business management in order to develop business growth amongst new and existing entrepreneurs.

“The programme uses a hands-on approach to ensure entrepreneurs get the

latest on the current market trends,” he said.

A total of 30 local SME CEOs received their certificate of completion, which was presented by the Chief Executive Officer of SME Corp. Malaysia, Datuk (Dr.) Hafsa Hashim.

Also present were the Dean of the Faculty of Business, Economics and Accounting UMS, Associate Professor Dr. Raman Noordin, and the Senior Manager of SME Instrument Division, Human Resource Development Berhad, Tinah Jerome.