



POST GRADUATE

Promoting social entrepreneurship

INNOVATION in a society of talents is at its equilibrium when it can be balanced between social and technological pursuit. Social innovation is as important as technological and scientific innovation. At UTM IBS, this concern is addressed with its social entrepreneurship offering to its MBA students.

Being an international business school with students from diverse cultural backgrounds, UTM IBS understands the importance of enhancing awareness, knowledge and competency towards developing leaders as agents of change in a culturally diverse world.

The school has been promoting an environment that can accommodate interactions between diverse groups of students for a positive social change purpose through its social entrepreneurship course.

This elective MBA course encourages students to discuss emerging social issues, explore ideas for community programmes and advocate positive changes in society.

Last month, MBA-Social Entrepreneurship students for this semester, under the guidance of Dr Fauziah Sheikh Ahmad, conducted a kick-start programme called Social Entrepre-



UTM-IBS MBA students with their lecturers and the two guest speakers — **Pik Svonn Liew** from Chow Kit Kita and **Muhammad Kalman Azman Firdaus** from Mercy Mission Malaysia – at the recent Social Entrepreneurship Day event.

neurship Day to promote innovation, community development, social responsibility and student leadership.

In line with the motto of the programme, 'Towards a Better Community and Intercultural Development', the students invited selected young social entrepreneurs as speakers to gain better understanding on how the

youth can make a difference towards the betterment of the community and society.

The speakers were Muhammad Kalman Azman Firdaus, the Marketing Coordinator from Mercy Mission Malaysia and Pik Svonn Liew, co-founder of Chow Kit Kita. The programme was launched by Professor Dr Mohd

Hassan Mohd Osman, the Dean of UTM-IBS.

Both speakers explained extensively their motivation and perseverance in promoting and implementing community development programmes and the discussions that followed fostered understanding, increased social responsibility awareness and sparked soci-

al entrepreneurial ideas for continuous future community development.

With around 30 participants from various parts of the world including Malaysia, China and the Middle East, UTM-IBS believes that the event has met its objectives.

Students of diverse ethnicity have pledged their commitment to continue contributing to their community. The programme, which also included a tele-match and a potluck, indirectly promoted better intercultural communication and served as a platform to develop better cross-cultural integration among the numerous ethnic groups and nationalities at IBS.

The UTM International Business School was established in 1997 as a graduate school of business offering MBA programmes that specialise in techno-entrepreneurship, strategic management and healthcare management. The Executive MBA is also offered for working professionals with 10 years of working experience. UTM IBS also offers PhD programmes with research areas in business management, short-courses and consulting services.

For more information
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