

Media Release

KLMUC STUDENTS SAY ‘YES’ TO COMMUNITY BASED INITIATIVE THROUGH ITS YOUTH CSR PROGRAM

Kuala Lumpur, 17 November 2014 – A total of 40 students from Kuala Lumpur Metropolitan University College (KLMUC) partook in a CSR initiative under the Youth Entrepreneurship & Social Responsibility Program (YES) where host families from Kampung Bendang Kering, Kuala Kangsar, Perak were chosen to house the students for three days. This initiative lined seamlessly with the “Real World Practice” banner that the college actively advocates.

The YES program, spearheaded by students from the Faculty of Business & Management under its Entrepreneurship Club, carries with it the primary objective of instilling social responsibility awareness while simultaneously developing and enhancing entrepreneurial skills among students.

During their stay, students were exposed to various entrepreneurship laced activities as they met local independent entrepreneurs and visited local SME’s factories. The students also had the opportunity to immerse themselves in community services through activities such as “gotong-royong” in cleaning up the villages and assisting in planning and executing events such as the Lantern Festival.

Cosmopoint Group of Companies Chief Executive Officer Mohamad Hj. Kamal Nawawi said, “In line with the “Real World Practice” concept in which KLMUC constantly seeks to expand its efforts in continuously enhancing student’s in-campus experience, we strive to create an atmosphere for our students in which we not only incorporate academics but also the social,

practical, emotional and ethical dimensions of teaching and learning. What this entails is the development of values such as empathy, fairness and respect for the human life.”

“While education remains in the forefront our minds, the said values are what we want to infuse into our students, ultimately we want our students to graduate into the corporate world as wholesome, all-rounders who are prepared for the real world,” he added.

“Being business students they are given the opportunity to better understand how to run a business and even gather valuable tips from the entrepreneurs themselves, this can then be applied when they begin running businesses of their own or once they join the working world”. Said Mohamad Hj. Kamal Nawawi.

Through field work and first hand experience, it is hoped that these initiatives will be the catalyst for producing young Malaysian entrepreneurs who are socially driven and committed towards giving back to society . In addition, the YES program will also benefit KLMUC and raise its profile as a socially responsible university, and help build the link between the university and the community.

“In essence, we want to say that an important characteristic of KLMU graduates that distinguishes them from others is that they complete their education as individuals who have social consciousness, take responsibility for creating a better environment and are aware of the mechanics involved in becoming a successful entrepreneur.

“They experience first-hand the gist of being an entrepreneur along with the invaluable act of giving back to the community which falls back on the “Real World Practice” concept that we actively advocate. It is all about learning and implementing and in this context, we believe that we can and will play that vital role in producing socially responsible future entrepreneurs,” concluded Mohamad Hj. Kamal Nawawi.

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Kuala Lumpur Metropolitan University College

Kuala Lumpur Metropolitan University College (KLMUC) is a progressive and innovative higher learning institution with seven distinctive faculties offering over 50 programs. Established in 2006, KLMUC currently offers Foundation, Diploma and Degree programs that inculcate 'Real World Practice' as a pathway to professional success. KLMUC also prides itself in continuously developing relevant programs to meet students' needs. The academic programs, are developed through close consultation with business and industry partners, the public sector and professionals. For more information, please visit at www.klmu.edu.my.

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Kuala Lumpur Metropolitan University College (KLMUC) and Cosmopoint College of Technology (CiCT) is a member of the Cosmopoint Group of Companies, a well-established higher learning institution with over 20 years of experience in providing practical learning experiences with a diversified curriculum to meet current market demand. KLMUC is a City Campus in KL has 12 CiCTs which are spread nationwide. The Cosmopoint Group of Companies is majority owned by Ekuiti Nasional Berhad (Ekuinas), the government-linked private equity fund management company that promotes equitable and sustainable bumiputera economic participation through the creation of Malaysia's next generation of leading companies.

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