

## **KLMUC PEACE Program Promotes Entrepreneurship and Social Responsibility Awareness amongst Students**

**Penang, 22 October 2015** – Kuala Lumpur Metropolitan University College (KLMUC) recently organized the ‘Promoting Entrepreneurship Awareness & Community Engagement Program (PEACE Program) in Penang. Initiated by the Faculty of Business Management, 40 KLMUC students took part in the 4D/3N program.

The program was initiated to promote entrepreneurship and social responsibility awareness amongst students. Students were given a view to various entrepreneurship activities via visits to MNC & SME companies as well as a meet and greet session with local entrepreneurs around the area.

“We are pleased that the Faculty of Business Management came up with this initiative. In order to keep students engaged and interested in their studies, it is crucial to find a balance between theoretical and practical knowledge. Providing students the platform to engage and see the fundamentals that are essential in entrepreneurship gives them a realistic view of the industry. This is in line with our ‘Real World Practice’ initiative where we prioritise the growth of our students professionally as much as learning itself,” said Prof. Dr Ahmad Hairi Abu Bakar, Vice Chancellor of KLMUC.

During their stay, students visited the Penang Port, Kilang Pak Ali Food Industries and JKP Company Sdn Bhd. At the same time, KLMUC students collaborated with Cosmopoint College Penang students in cleaning Teluk Bahang Beach as part of their social responsibility efforts.

“I am glad that I participated in the PEACE program. It gave me the opportunity to visit well-established businesses as well as independent and successful entrepreneurs that provided me an insight of what entrepreneurship is all about. It was also exciting to take part in the beach cleaning initiative together with students from Cosmopoint College Penang. It has inspired me want to be involved in other social responsibility activities for my community,” said Nwoye Moses Ikechukwu, final semester student in Bachelor of Business and Entrepreneurship Development.

The Program also recreational activities including visits to the Batu Ferringhi Night Market, Penang War Museum, Penang Town and jungle tracking activities.

“I am very pleased with both KLMUC and Cosmopoint College student’s involvement in this event. The collaboration gave them a platform to share their knowledge, exchange ideas and gain cultural experience with one another. I’m certain that their participation in this event will broaden their mind and produce young Malaysian entrepreneurs who are knowledgeable and sensitive to the surrounding communities,” adds Prof. Dr. Ahmad Hairi.

Currently, KLMUC administers courses for Business Management, Design & Creativity, Hospitality and Tourism, and Media Studies, to name a few. All courses have been endorsed and approved by the Ministry of Education and accredited by the Malaysian Qualifications Agency (formerly LAN).

## THE END

### About Kuala Lumpur Metropolitan University College

Kuala Lumpur Metropolitan University College (KLMUC) is a progressive and innovative higher learning institution with 6 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.klmuc.edu.my](http://www.klmuc.edu.my)

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