

## **KLMUC YES 2.0 Program Enlighten Students via Social Responsibility & Entrepreneurship Experience**

**Kuala Kangsar, 7 September 2015** – Kuala Lumpur Metropolitan University College (KLMUC) recently organized the ‘Youth Entrepreneurship & Social Responsibility Program (YES 2.0 Program)’ in Kg. Bendang Kering, Kuala Kangsar, Perak. 40 KLMUC students from the Faculty of Business Management were at the event for 3D/2N, hosted by the locals via homestay.

The event was officiated by the Officer of Youth and Sports in Kuala Kangsar District, Shamsul Qamar b. Shamsuddin. Organised by the Entrepreneurship Club and the Department of Student Experience, the event provided students exposure to the concept of Corporate Social Responsibility (CSR), which is part of their syllabus. Concurrently, students also broaden their understanding in entrepreneurship by gaining and exploring ideas with local SME’s and independent entrepreneurs.

“We are pleased that the Entrepreneurship Club and Department of Student Experience came up with this initiative. It has always been our priority to not only equip our students with theoretical knowledge but to also get them engaged with hands on experience that gives them a practical and realistic view in entrepreneurship. This is the very essence of the ‘Real World Practice’ initiative where we emphasise 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 ‘*Usahawan Pembuatan Labu Sayong*’ (IKS) and the Vegetable Farmers from the Youth Village Entrepreneurs, as well as get together with the locals to clean up the village area.

“I am glad that I participated in this CSR initiative, which is significant to my studies. Not only have I been given the platform to take part in community service, but this event has also given me the opportunity to discover business ideas in a new light,” said Sri Vikneswaran

A/L Letchumanan, Final Semester Student, Degree in Entrepreneurship from the School of Business Management.

The stay also involved light hearted activities including a night walk at the village area, treasure hunts and Woodball tele match, which seeks to foster good will between KLMUC students and the locals.

“I couldn’t be happier with the involvement of our student’s in this event. Seeing the success of the event further proves of their hard work and commitment. I’m certain that their participation in this event will broaden their mind and change their outlook towards life and we look forward to seeing similar initiatives in the coming years,” 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)

### About Cosmopoint College

Cosmopoint College was established in 1991, with 11 campuses located nationwide including Sabah and Sarawak to serve the educational needs of the community. Over the years, the institution has produced more than over 100,000 graduates throughout the country. The institution provides quality education based on real world experience to guide local as well as international students in their pursuit of academic excellence. Currently Cosmopoint College offers industry-related programs that include IT, Business Management, Accounting, E-Secretary, Multimedia, Graphic Design, Fashion Design, Broadcasting and Film, Culinary Arts and Physiotherapy. For more information, please visit [www.cosmopointcollege.edu.my](http://www.cosmopointcollege.edu.my)

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