



ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

2024

ANNUAL REPORT

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26 NOVEMBER 2024

AAGBS HOSTS THE PRESTIGIOUS ABEST21 INTERNATIONAL ACCREDITATION SEMINAR 2024

Arshad Ayub Graduate Business School (AAGBS) was honoured to host the ABEST21 International Accreditation Seminar 2024 under the theme “The Role of ABEST21 International Accreditation in Advancing Globalization of Management Education.” The seminar took place on Tuesday, 26 November 2024, from 12.00 pm to 4.00 pm at Arshad Ayub Graduate Business School, Universiti Teknologi MARA, Shah Alam.

This prestigious international seminar brought together global thought leaders, academic experts, and practitioners to explore how ABEST21 International Accreditation contributes to innovation, quality assurance, and the internationalisation of management education. The programme highlighted the role of accreditation in strengthening global partnerships, enhancing curriculum quality, and preparing graduates for an increasingly interconnected business environment.



The seminar began with a welcoming address by the AAGBS Dean, Professor Dr. Norzannah Mat Nor, followed by an opening speech by Professor Emeritus Dr. ITOH Fumio, President and CEO of ABEST21 International. Participants also benefited from engaging sessions led by distinguished experts from Japan, Malaysia, and Indonesia, who shared their experiences and perspectives on the transformative impact of ABEST21 on business and management education.



In addition to knowledge sharing, the seminar provided a valuable platform for networking and professional exchange among academics and industry representatives who are committed to promoting international collaboration and academic excellence. Through this initiative, AAGBS continued to strengthen its position as a globally connected institution dedicated to advancing high-quality, internationally recognised management education.





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