



ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

2024

ANNUAL REPORT

 <https://aagbs.uitm.edu.my>

5 JULY 2024

AAGBS MBA STUDENTS LEAD FINANCIAL LITERACY CSR PROGRAMME FOR YOUNG LEARNERS

On Friday, 5th July 2024, The Financial Literacy Road Tour was held at Little Caliphs® USJ 15, Subang Jaya. It was a successful and dynamic program organized by AA7041PA MBA students from Arshad Ayub Graduate Business School, UiTM Shah Alam, in collaboration with Little Caliphs® International Sdn. Bhd and Kidzori. This CSR program was not only designed to meet the requirements of the subject MGT783: Leadership and Managing Talent but also aimed to enhance early childhood education by teaching children essential financial literacy skills and basic money management skills. Children participated in activities like Money Matching, Wants vs Needs, and Save & Spend, gaining practical knowledge while having fun. Dr. Suriana Ramli, the Programme Advisor & MGT783 Lecturer, graced the event, emphasizing its significance to the faculty and society.





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