



ARSHAD AYUB
GRADUATE BUSINESS SCHOOL



ANNUAL REPORT 2023



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

NEWS & EVENTS 2023

24 OCTOBER 2023

EXPLORING STRATEGIC MANAGEMENT IN REAL-WORLD CONTEXTS: A SHARING SESSION WITH GCOO UITM HOLDINGS

On 24 October 2023, a group of 42 students from the MBA programme (consisting of AA7003AF, AA7003BF, and AA7003CF) took part in a sharing session program with Dr. Ainul Azreen Adam, the Group Chief Operating Officer (GCOO) of UiTM Holdings. The session was titled "Strategic Management in Crisis: Navigating Turbulent Times with Confidence" and took place at the Staff Lounge on the second floor of AAGBS.

This event was organized as part of the MGT790 Strategic Management course, which emphasizes active learning. It provided students with insights into how a GCOO handles strategic management in practical scenarios, offered access to current industry trends, and promoted the development of problem-solving skills in the field of strategic management. One of the primary objectives of the course is to enable students to apply strategic management models and tools to real-world business situations. Dr. Hamidah Md Yusop was responsible for overseeing and supervise the sharing session.



STUDENT ACTIVITIES



ARSHAD AYUB

GRADUATE BUSINESS SCHOOL

ARSHAD AYUB GRADUATE BUSINESS SCHOOL

Kompleks Al-Farabi, Blok D, Jalan Ilmu / 1,
Universiti Teknologi MARA,
40450 Shah Alam,
Selangor Darul Ehsan, MALAYSIA

GET IN TOUCH

+603 5544 4721
aagbs@uitm.edu.my



Arshad Ayub
Graduate Business School



@aagbs_official



@AAGBSOfficial