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## GRU2025 SINERGI

24/06/2024 / [Dr. Mohd Noor Ismail Ismail](#)



June 4, 2024 –In line with the ambitious GRU2025 initiative aimed at bolstering graduate employability, the Department of Hotel Management within the Faculty of Hotel and Tourism Management at UiTM Cawangan Selangor orchestrated a collaborative teaching event titled ‘Industry Insight: Butler’s Best Practice’. The event, held recently, drew nearly 70 eager participants, all seeking to glean wisdom from industry experts.

Representing The St. Regis Kuala Lumpur, Mr. Muhammad Izzam Adha, a distinguished alumnus of UiTM, took the stage to share his expertise with attendees. The St. Regis Kuala Lumpur, a strategic partner under an MOU with the university, stood as an exemplar of top-tier hospitality services in Malaysia, making it an ideal collaborator for this educational endeavor.

The event not only showcased the symbiotic relationship between academia and industry but also underscored the university's commitment to delivering an industry-relevant curriculum. Spearheaded by Madam Sabrina Tarmudi, Mr. Noor Azmi Ahmad, and Dr. Mohd Noor Ismawi Ismail, the event was meticulously organized by students pursuing Bachelor of Science in Hotel Management degrees.



UiTM's Faculty of Hotel and Tourism stands at the forefront of educational innovation in Malaysia. Notably, it has introduced the groundbreaking course, Hotel Premier Service, designed to equip students with advanced skills in front office and guest relations, food and beverage service, and housekeeping operations. Tailored specifically for handling special guests and VVIPs, this course exemplifies UiTM's commitment to excellence in hospitality education.

The insights and best practices shared during the collaborative event are expected to greatly enhance students' proficiency and knowledge within the hospitality industry. By bridging the gap between academia and practice, UiTM Cawangan Selangor continues to pave the way for the next generation of hospitality professionals, equipped with the skills and insights necessary to excel in this competitive field.



Tags: [Department of Hotel Management, Fakulti Pengurusan Hotel dan Perancangan \(FPH\), UiTM Cawangan Selangor, Universiti Teknologi MARA \(UiTM\)](#)

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## HUBUNGI KAMI

Universiti Teknologi MARA (UiTM)  
40450 Shah Alam, Selangor Darul  
Ehsan  
Malaysia

Tel: +603-5544 2051 / 2000

