



[Home](#) / [2023](#) / [June](#) / [UiTM Sealed MoUs and MoAs with Skyline University, EUMMAS and City University Ajman in Dubai](#)

ACHIEVEMENT ANNOUNCEMENT BERITA BULLETIN CONGRATULATIONS MOU

14/06/2023 / Dr. Nozitan Abdul Rahim, Dr. Dina Syaida Ab. Latiff



DUBAI, UAE, 22 FEBRUARY 2023 – Universiti Teknologi MARA (UiTM) through the Faculty of Business and Management (FBM) has signed a Memorandum of Understanding (MoU) with European Marketing and Management Association (EUMMAS) between 21 – 23 February 2023. EUMMAS is an organization that brings together corporate leaders and academics from educational establishments that share common interests. This MoU will unquestionably pave the way for increased academic and business cooperation between UiTM and EUMMAS. The significance of this collaboration lies in its ability to provide additional values to all parties involved by highlighting their respective expertise in enhancing teaching and learning, as well as other research areas.

Apart from that, another signing of agreement was also sealed between UiTM and two international universities, namely Skyline University College (SUC) and City University Ajman (CUA). The Memorandums of Agreement (MoAs) have been signed between FBM and SUC, and, between FBM and CUA at Metropolitan Hotel, Dubai during the EUMMAS Academe2Society (A2S) Conference, Dubai 2023, which was organized by Skyline University College (SUC) together with UAE and European Marketing and Management Association (EUMMAS). The exchange of the MoUs and MoAs was delegated to the Dean of FBM, Professor Dr. Firdaus Abdullah.



Marked by that, these MoAs are the extension of the MoUs inked in 2021 by the Vice Chancellor of UiTM, Professor Datuk Ts. Dr. Hajah Roziah Mohd Janor and the respective universities. Both universities participated in an active research collaboration in a field of research that shared their interests thanks to this Memorandum of Agreement (MoA). Through this smart collaboration, various initiatives have also been planned involving research collaboration and project development, publications, seminars, conferences, training as well as capacity building. This will indirectly increase the visibility of FBM and UiTM in the foreseeable future.

[in Share](#) [f Share](#) [X Post](#)

Tags: [City University Ajman \(CUA\), Dubai](#), [European marketing and management Association \(EUMMAS\)](#), [Faculty of Business and Management \(FBM\), MoU](#), [Skyline University College \(SUC\)](#), [Universiti Teknologi MARA \(UiTM\)](#)

< [Misi Akademik Program Pra Diploma UITMCNS ke Sekolah-Sekolah di Sekitar Negeri Sembilan](#)

[Program Bina Motivasi: Ke Arah Kecemerlangan Akademik dan Syakhsiah SMANI](#) >

QUICK LINKS

[Ministry of Higher Education](#)
[Academic Calendar](#)
[Intake Calendar](#)
[Graduate Quick Search](#)
[Library](#)
[UiTM Holdings](#)
[WiFi UiTM](#)
[E-Complaint](#)

HUBUNGI KAMI

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

Tel: +603-5544 2051 / 2000

