

MASMED

MALAYSIAN ACADEMY OF SME AND ENTREPRENEURSHIP DEVELOPMENT

UNIVERSITI TEKNOLOGI MARA

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

2020

UPDATES

1.0 ABOUT MASMED



The formation of the Malaysian Academy of SME and Entrepreneurship Development (MASMED) consolidated the work of three centres devoted to the nurturing of the entrepreneurial spirit at Universiti Teknologi MARA; namely the Malaysian Entrepreneurship Development Centre (MEDEC), The Tunas Mekar Project and The Entrepreneurship Research and Support Centre (ERSC).

The first move towards establishing entrepreneurship education in UiTM started with the creation of MEDEC, as far back as 1975, at a time when entrepreneurship studies was a rarity, if not a non-entity, in learning centres around the world. The first of its kind in the nation, centre was set up specifically for the purposes of planning and implementing entrepreneurship education, training and research. Throughout its tenure MEDEC has worked hard to establish an entrepreneurial curriculum to inspire an encourage a more enterprising culture amongst our students and the community. Besides, as one of the main drivers of enterprise in the university, MEDEC has assisted aspiring and existing entrepreneurs with business advisory and consultancy services.

During the next decade, smart partnership and pathways were created through a highly practical and enriching apprenticeship programme between graduates and SME entreprenuers with the launching of the Tunas Mekar project in 2005. Initiated by then Prime Minister, Tun Hj. Abdullah Ahmad Badawi, the project aimed at improving SME performance and to create entrepreneurial awareness and skills amongst graduates. Under a two year programme wherein graduates are placed as apprentices with SME's business owners are provided with the opportunity to learn about new management techniques whilst graduates gain first hand insight about running a business from experts and practitioners in the industry.

Our research and consultancy activities were broadened in the 2000s, augmented significantly by the establishment of the ESRC in 2009. The ESRC focuses on entrepreneurship research in niche areas and a review of promising practices leading to the sharing of findings through a range of international and national seminars, conferences and publications. It actively propagates entrepreneurship-friendly policies. Looking at how to translate theory into practices and sharing what the researchers have learnt, the ESRC provides training and advisory services for solidifying the business strategies of aspiring and continuing entrepreneurs.

Over the years, the range and depth of courses and services provided by these centres have increased significantly to foster business creation and success amongst our students. Today, we are consolidating these efforts in a big way, forging MASMED as a dynamic and solid centre of excellence for scaling the levels of innovation and entrepreneurship in our students and the wider community. This is in no small measure due to the vision of UiTM's founders and the blueprint for MASMED that was launched in the university's infant days.

2.0 MISSION AND VISION

UiTM

VISION

To establish UiTM as a Globally Renowned University of Science, Technology, Humanities and Entrepreneurship

MISION

To lead the development of agile, professional bumiputeras through state-of-the-art curricular and impactful research

MASMED

VISION

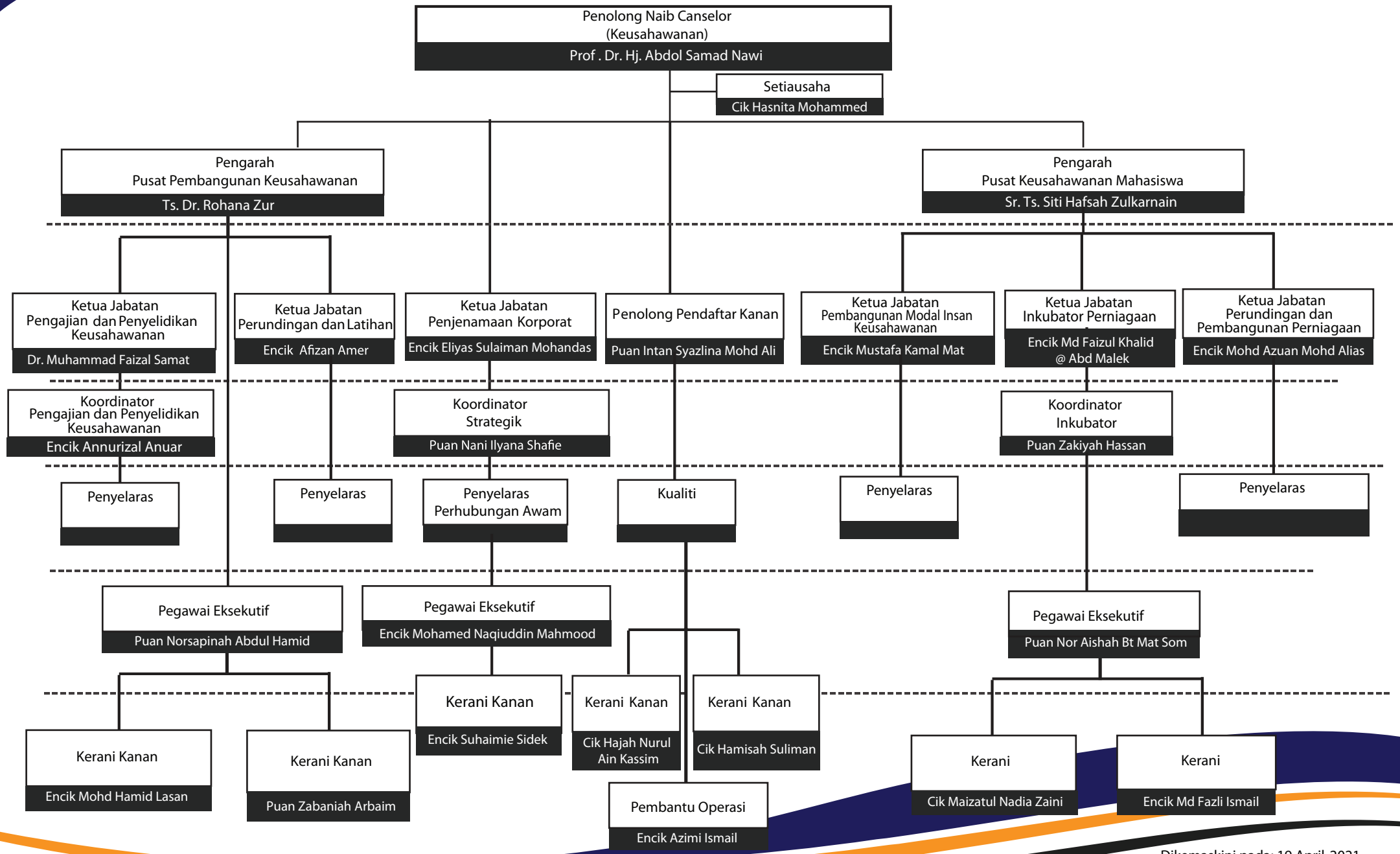
World Eminent Entrepreneurship Academy.

MISION

Transforming lives Through entrepreneurship



3.0 MASMED ORGANIZATIONAL STRUCTURE



Dikemaskini pada: 19 April 2021

4.0 MESSAGES

Assistant Vice Chancellor (Entrepreneurship)



Today, entrepreneurship receives a great emphasis from higher learning leadership as an important intervention that helps the higher learning institution to overcome unemployment among graduates. MASMED as one of the centres in UiTM has been given a very important role to create an ecosystem that enables students and graduates to become entrepreneurs.

MASMED's vision is to transform lives through entrepreneurship which aims to change the mindset of the students to be more independent in terms of searching for a job and not only be able to create job for themselves but for other graduates as well. They will directly contribute to wealth creation and more importantly, they will be trained to embrace a high level of integrity in their entrepreneurial activities.

Besides establishing a conducive ecosystem in realising the vision, MASMED will focus seriously on strengthening entrepreneurship activities in UiTM and increase the number of students and graduate entrepreneurs. As a result, it would lead to a significant impact and more visible in entrepreneurial activities in UiTM. Hopefully, this will make UiTM a leading higher learning institution in entrepreneurship and indirectly elevate UiTM's world university rankings.

YBhg. Prof. Dr. Haji Abdol Samad Nawi

MASMED ACTIVITIES
JULY 2020 - SEPTEMBER 2020

Majlis Suai Kenal Program Pembangunan Usahawan Industri Kampung Di kemaman Terengganu. Program ini merupakan program latihan anjuran Yayasan Bank Rakyat dengar kerjasama dari MASMED UiTM Shah Alam.

3 July 2020







DIRECTORY

Top Management

BIL	NAMA	JAWATAN	EMAIL	OFFICE NO
1.	PROF. DR. HJ. ABDOL SAMAD NAWI	PENOLONG NAIB CANSELOR (KEUSAHAWANAN)	samad252@uitm.edu.my	03-55435650
2.	TS.DR.ROHANA ZUR	PENGARAH PUSAT PEMBANGUNAN KEUSAHAWANAN	rohan316@uitm.edu.my	03-55435651
3.	SR.TS. SITI HAFSAH ZULKARNAIN	PENGARAH PUSAT KEUSAHAWANAN MAHASISWA	siti_hafsah@uitm.edu.my	03-55435642
4.	PUAN INTAN SYAZLINA MOHD ALI	PENOLONG PENDAFTAR KANAN	intan547@uitm.edu.my	03-55435660

Head of Department

BIL	NAMA	JAWATAN	EMAIL	OFFICE NO
1.	DR. MUHAMMAD FAIZAL BIN SAMAT	KETUA JABATAN PENGAJIAN DAN PENYELIDIKAN KEUSAHAWANAN	faizal951@uitm.edu.my	03-55435634
2.	ENCIK MOHD AFIZAN AMER	KETUA JABATAN PERUNDINGAN DAN LATIHAN	afizanamer@uitm.edu.my	03-55435659
3.	ENCIK ELIYAS SULAIMAN MOHANDAS	KETUA JABATAN PENJENAMAAN KORPORAT	eliyas9154@uitm.edu.my	03-55435653
4.	ENCIK MUSTAFA KAMAL MAT	KETUA JABATAN PEMBANGUNAN MODAL INSAN DAN KEUSAHAWANAN	muskamal@uitm.edu.my	03-55435691
5.	ENCIK MOHD AZUAN MOHD ALIAS	KETUA JABATAN PERUNDINGAN DAN PEMBANGUNAN PERNIAGAAN	azuan@uitm.edu.my	03-55435688
6.	ENCIK MD FAIZUL KHALID @ ABD MALEK	KETUA JABATAN INKUBATOR PERNIAGAAN	mdfaizul@uitm.edu.my	03-55435682

Department Coordinator / Fellows

BIL	NAMA	JAWATAN	EMAIL	OFFICE NO
1.	ENCIK ANNURIZAL ANUAR	KOORDINATOR PENGAJIAN DAN PENYELIDIKAN KEUSAHAWANAN	annurizal@uitm.edu.my	03-55435689
2.	PUAN ZAKIYAH HASAN	KOORDINATOR INKUBATOR	zakiyahasan@uitm.edu.my	03-55435683
3.	PUAN NANI ILYANA SHAFIE	KOORDINATOR STRATEGIK	nani.ilyana@uitm.edu.my	03-55435693

Admin Staff

BIL	NAMA	JAWATAN	EMAIL	OFFICE NO
1.	CIK HASNITA MOHAMMED	SETIAUSAHA PEJABAT	hasnita@uitm.edu.my	03-55435655
2.	ENCIK MOHAMED NAQIUDDIN MAHMOOD	PEGAWAI EKSEKUTIF (LATIHAN/PENYELIDIKAN & PENGAJIAN)	mohamed1993@uitm.edu.my	03-55435663
3.	PUAN NOR AISHAH BT MAT SOM	PEGAWAI EKSEKUTIF (PPMIK)	aishah3622@uitm.edu.my	03-55445663
4.	PUAN NORSAPINAH ABDUL HAMID	PEGAWAI EKSEKUTIF (PERANCANGAN STRATEGIK & KUALITI)	norsapinah@uitm.edu.my	03-55435661
5.	Tc. AHMAD SUZAIRI AHMAD SUKRI	PENOLONG PEGAWAI TEKNOLOGI MAKLUMAT (INFOTECH)	ahmad038@uitm.edu.my	03-55435668
6.	ENCIK MOHD HAMID LASAN	PEMBANTU TADBIR TINGKATAN KANAN (LATIHAN & TIE)	mohdhamid@uitm.edu.my	03-55435664
7.	ENCIK SUHAIMIE BIN SIDEK	PEMBANTU TADBIR TINGKATAN KANAN (PERANCANGAN STRATEGIK & KUALITI)	sampaikan@uitm.edu.my	03-55435678
8.	HAMISAH BINTI SULIMAN	PEMBANTU TADBIR TINGKATAN KANAN (PENTADBIRAN)	hamisah6144@uitm.edu.my	03-55435682
9.	ZABANIAH ARBAIM	PEMBANTU TADBIR TINGKATAN KANAN (PENGAJIAN/PENYELIDIKAN)	zabani982@uitm.edu.my	03-55435673
10.	CIK HAJAH NURUL AIN KASSIM	PEMBANTU TADBIR TINGKATAN KANAN (PENTADBIRAN)	nurulain109@uitm.edu.my	03-55435674
11.	ENCIK MD FAZLI ISMAIL	PEMBANTU TADBIR (PPMIK)	mdfazli@uitm.edu.my	03-55435669
12.	MAIZATUL NADIA ZAINI	PEMBANTU TADBIR (PPMIK)	maizatulnadia@uitm.edu.my	03-55435675
13.	AZIMI ISMAIL	PEMBANTU OPERASI	azimi968@uitm.edu.my	03-55435676

MASMED Update's Committees

CONDESCENDENT / MAIN ADVISOR

PROF. DR. HJ. ABDOL SAMAD NAWI
ASSISTANT VICE CHANCELLOR (ENTREPRENEURSHIP)

CO AUTHOR

MRS PUAN INTAN SYAZLINA MOHD ALI
SENIOR ASSISTANT REGISTRAR

ENGLISH EDITORS

MR ELIYAS SULAIMAN MOHANDAS
(HEAD OF THE CORPORATE BRANDINGDEPARTMENT)

BOOK DESIGNERS AND INTERIOR

MS SITI KHADIJAH BT MOHD SAIFUL RAHIM
MR SUHAIMIE BIN SIDEK



UNIVERSITI TEKNOLOGI MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

Malaysian Academy of SME & Entrepreneurship Development (MASMED)
Universiti Teknologi MARA
40450 Shah Alam
Selangor Darul Ehsan