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FACULTY OF BUSINESS AND MANAGEMENT

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**An Internal
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WORLD
UNIVERSITY
RANKINGS
2024
BUSINESS & MANAGEMENT STUDIES 1079
ECONOMICS & ECONOMETRICS 2181

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FBM Highlights

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NAZURAH ABDUL MALEK

FBM AWARDED AS THE PREMIER DIGITAL TECHNOLOGY INSTITUTION (PDTI) BY THE MALAYSIA DIGITAL ECONOMY CORPORATION (MDEC)



We are thrilled to announce that the Faculty of Business and Management (FBM) has been named a Premier Digital Technology Institution (PDTI) by the Malaysia Digital Economy Corporation (MDEC)! This prestigious recognition was presented by Dato' Seri Ir Dr Zaini Ujang, Secretary General of the Ministry of Higher Education, to Professor Dr Firdaus Abdullah, Dean of FBM, and witnessed by Professor Dr Sazili Shahibi, Deputy Vice-Chancellor of Student Affairs.

The PDTI program, initiated by MDEC, bridges the gap between industry leaders and higher education institutions, enhancing our graduates' employability through industry-aligned curricula, robust research partnerships, and enriched academic opportunities. Our students will access resources, internships, and job placements with top tech firms such as IBM, Microsoft, Oracle Academy, and Cisco, aligning with national efforts to advance digital education standards and establish Malaysia as a hub for digital innovation.

At the same event, the PDTI Tech Club was launched, with Mohammad Fariz Anuar, President of the Bachelor in Office Systems Society (BOSS), representing FBM. Additionally, Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) was recognized as 'Hab eUsahawan' with Professor Ts Dr Salmiah Kasolang, Assistant Vice-Chancellor (Entrepreneurship), receiving the award. Congratulations to all involved!

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