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# BUSINESS EMPOWERMENT AND LEARNING ENDEAVORS (BELE 2023)



On December 7th and 14th, 2023, the meticulous organization of an event titled "Business Empowerment and Learning Endeavors (BELE 2023)" by the students of BA2335M marked a significant initiative. This comprehensive affair comprised three sub-events: "Sweet Success Secret with Ms. Arieni Rizal", "Lorong Klasik", and "Business Pitching", all of which were meticulously designed to align with the requirements of the ENT621 course on Social Entrepreneurship.



"Sweet Success Secret with Ms. Arieni" and "Business Pitching" unfolded on Floor 8, AV8, FSK 6 on December 14th, 2023, both exclusively attended by students enrolled in entrepreneurship courses.

The opening ceremony "Lorong Klasik", dignified by Professor Dr. Firdaus Abdullah and Miss Hawa Rizwana, a TV and Radio announcer, aimed to inspire and empower individuals to embark on entrepreneurial ventures. The event was enriched with noteworthy activities, including the opening ceremony, eye-catching opening gimmick, booth visits, and traditional game enjoyment.



# BUSINESS EMPOWERMENT AND LEARNING ENDEAVORS (BELE 2023)

The core objective of this initiative is to provide students with practical experiences that enhance their entrepreneurial and leadership skills. These events are curated to involve project management, teamwork, problem-solving, and decision-making, thereby fostering a holistic skill set. Moreover, active participation in social entrepreneurship events enables students to apply theoretical knowledge gained in the classroom to real-world scenarios, significantly contributing to their understanding of business concepts and social impact strategies.

Empowering students to address societal challenges creatively is a primary outcome of these events. By focusing on social entrepreneurship, students are guided to develop business models that not only generate profits but also contribute positively to society. This approach instils a profound sense of responsibility and empathy among future business leaders, shaping them for success with a societal impact.





# Thank You



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