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Promoting UiTM's Postgraduate Programs to McDonald's

In today's competitive job market, a higher level of education and specialization are often necessary to climb the corporate ladder. Recognizing the importance of continuous learning and professional development, Universiti Teknologi MARA (UiTM) is keen on introducing its postgraduate programs to various industries. In this report, we highlight the promotion of UiTM's postgraduate programs to McDonald's, a global leader in the fast-food industry.



We extend our gratitude to Prof Dr. Hussain from the Office of Industry, Community and Alumni Network (ICAN), for providing us with the opportunity to promote UiTM's postgraduate programs to McDonald's. This collaboration serves as a symbiotic relationship, where UiTM benefits from showcasing its offerings, and McDonald's gains insight into the valuable qualifications UiTM's graduates bring to the table.

Dr. Siti Zaleha, representing the Arshad Ayub Graduate Business School (AAGBS) at UiTM, had the honor of presenting the Master of Business Administration (MBA) program to McDonald's key decision-makers. Driven by years of experience in academia and familiar with the needs of the business world, Dr. Siti Zaleha effectively communicated the benefits and relevance of the MBA program to the fast-food giant.

During the presentation, Dr. Siti Zaleha highlighted the unique aspects of UiTM's MBA program, emphasizing how it prepares students with the necessary skills and knowledge to excel in today's dynamic business landscape. The presentation covered the program's curriculum, which includes courses in leadership, strategic management, finance, marketing, and entrepreneurship, among others. It was noted that the program also focuses heavily on real-world case studies, interactive sessions, and collaboration with industry experts, equipping graduates with practical insights and problem-solving abilities.



Promoting UiTM's postgraduate programs to McDonald's was an excellent opportunity to showcase the quality education and talent that UiTM nurtures. Dr. Siti Zaleha's presentation effectively conveyed the relevance and advantages of pursuing an MBA with UiTM, aligning its offerings with McDonald's needs. We hope that this collaboration leads to a fruitful partnership between UiTM and McDonald's, benefitting both institutions and contributing to the growth of the industry as a whole.