

ENTREPRENEURSHIP PLATFORM THROUGH BICE 2017

On December 7, 2017, Department of Business Management of UiTM Perak Branch Tapah Campus had organised Business Innovation Competition and Exhibition (BICE) 2017. In general, the objective of this program was to promote entrepreneurial spirit among the students of UiTM Perak Branch Tapah Campus particularly to those who are taking entrepreneurship course in the current semester. This program also provided a platform for students to highlight creative and innovative ideas in the production of business products. In order to achieve the objectives outlined, two main activities were carried out under this program, which were exhibition of entrepreneurial ideas and business talks.

Located at the Plaza Pentadbiran, a total of 40 groups of students highlighted the idea of entrepreneurial innovation in the exhibition booth. They were evaluated by experienced jury from Small Medium Enterprise Development Bank Malaysia (SME Bank), Small Medium Enterprise Corporation Malaysia (SME Corp), Giat MARA, Majlis Amanah Rakyat (MARA), Perbadanan Usahawan Nasional Berhad (PUNB) as well as lecturers of UiTM Perak Branch Tapah Campus. During judging sessions, students were not only judged but were given feedbacks and suggestions for products and business plans improvements.

Zarul Azhar Nasir
(DEPARTMENT OF BUSINESS & MANAGEMENT)

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Simultaneously, located at Zeta Auditorium, an entrepreneurial talk session was held involving nearly 400 students. During this session, students gained exposure and an overview of the real world of business from those who have been involved in this field. For the first session, the guest speaker was Mr. Ahmad Afzaluddin Ahmad Zukhi, General Manager at Fizo Omar Channel Sdn Bhd while the speaker for the second session was Dr Norsamsinar Binti Samsudin, an expert in entrepreneurship from Universiti Pendidikan Sultan Idris. Students were also briefed by representatives from PUNB regarding opportunities and entrepreneurial assistance schemes available to start business as early as possible. It is hoped that this program will encourage students to become entrepreneurs in the future.



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Sekian, terima kasih.

“BERKHIDMAT UNTUK NEGARA”

Saya yang menjalankan amanah,

SITI BASRIYAH SHAIK BAHARUDIN
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Setuju.

27.1.2023

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