

Shaping Future Entrepreneurs: Assessing Business Pitching Skills

On July 13, 2023, final-year students of the Bachelor of Pharmacy (PH240) at UiTM Puncak Alam participated in a significant event that marked a pivotal moment in their educational journey. This event was the business pitching assessment for the PHC693 Entrepreneurship in Pharmacy course. Designed with the intention of nurturing students' entrepreneurial skills and fostering their innovative thinking in the realm of community pharmacy, this assessment held a paramount place in their academic journey. The organisers took a unique approach to amplify the impact of this assessment by inviting esteemed community pharmacists, individuals who are also business owners, to join forces with the faculty lecturers, particularly those from the Department of Clinical Pharmacy, as assessors.

As the day unfolded, the students embarked on a journey to showcase their creativity through a medley of interactive and captivating props strategically incorporated into their pitches. Some student groups managed to present unique ideas and explain their revenue models clearly. Following the assessments, a debriefing session took place at DK9, FF4 Building, Faculty of Pharmacy, UiTM Puncak Alam where the assessors provided constructive feedback, drawing from their wealth of experience. A distinctive moment of this event was the invaluable opportunity it afforded the students to engage with the community pharmacists. These practitioners, not only versed in the challenging world of community pharmacy business but also steeped in the practicalities of the profession, offered a platform for insightful interactions. Students were encouraged to pose questions about community pharmacy settings, particularly before starting their provisionally registered pharmacy training very soon.



It is hoped that the students were able to grab immeasurable benefits from this assessment, drawing on the wisdom of both faculty members and experienced community pharmacists. Looking ahead, the organisers may foster deeper involvement from experienced community pharmacists and business proprietors, which may improve the learning experience. This event stands not only as an assessment but also as a bridge to connect aspiring pharmacists with the students as future pharmacists who will be joining the pharmacy landscape soon.

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