



**UPM**  
UNIVERSITI PUTRA MALAYSIA  
BERILMU BERBAKTI

**SBE**  
SCHOOL OF BUSINESS  
AND ECONOMICS  
Leading Today - Shaping Tomorrow

**PUTRA**  
PERTANIAN UNTUK RAKYAT

**AACSB**  
ACCREDITED

**EQUIS**  
ACCREDITED

**ASSOCIATION OF AMBA<sup>S</sup>**  
BE IN BRILLIANT COMPANY



# 2025 REPORT

**OFFICE OF DEPUTY DEAN  
(INDUSTRY AND COMMUNITY RELATIONS)**

**SCHOOL OF BUSINESS AND ECONOMICS  
UNIVERSITI PUTRA MALAYSIA**

**The Triple Crown Business School**



Agriculture • Innovation • Life  
**With Knowledge We Serve**

[econ.upm.edu.my](http://econ.upm.edu.my)



**UPM**  
UNIVERSITI PUTRA MALAYSIA  
BERILMU BERAKTI



**2<sup>nd</sup>**

**IN MALAYSIA**

**22<sup>th</sup>**

**IN ASIA**

**134<sup>th</sup>**

**GLOBALLY**



## UPM SCHOOL OF BUSINESS AND ECONOMICS

**146<sup>th</sup>**

ECONOMICS & ECONOMETRICS

**TOP 200**

ACCOUNTING & FINANCE

**TOP 200**

BUSINESS & MANAGEMENT STUDIES

# Vision & Mission

## Vision

SBE UPM vision is to be recognised as one of a leading business schools dedicated to fostering excellence education, research, and societal engagement.

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## Mission

SBE UPM strive to grow and expand as one of the leading business schools globally by advocating to our philosophy “With Knowledge We Serve”. We empower our people to develop and deliver education and research through sustainable practices; producing innovative and insightful clientele and alumni who create value for business and society, impacting the nation and beyond.



**UPM**  
UNIVERSITI PUTRA MALAYSIA  
BERILMU BERBAKTI

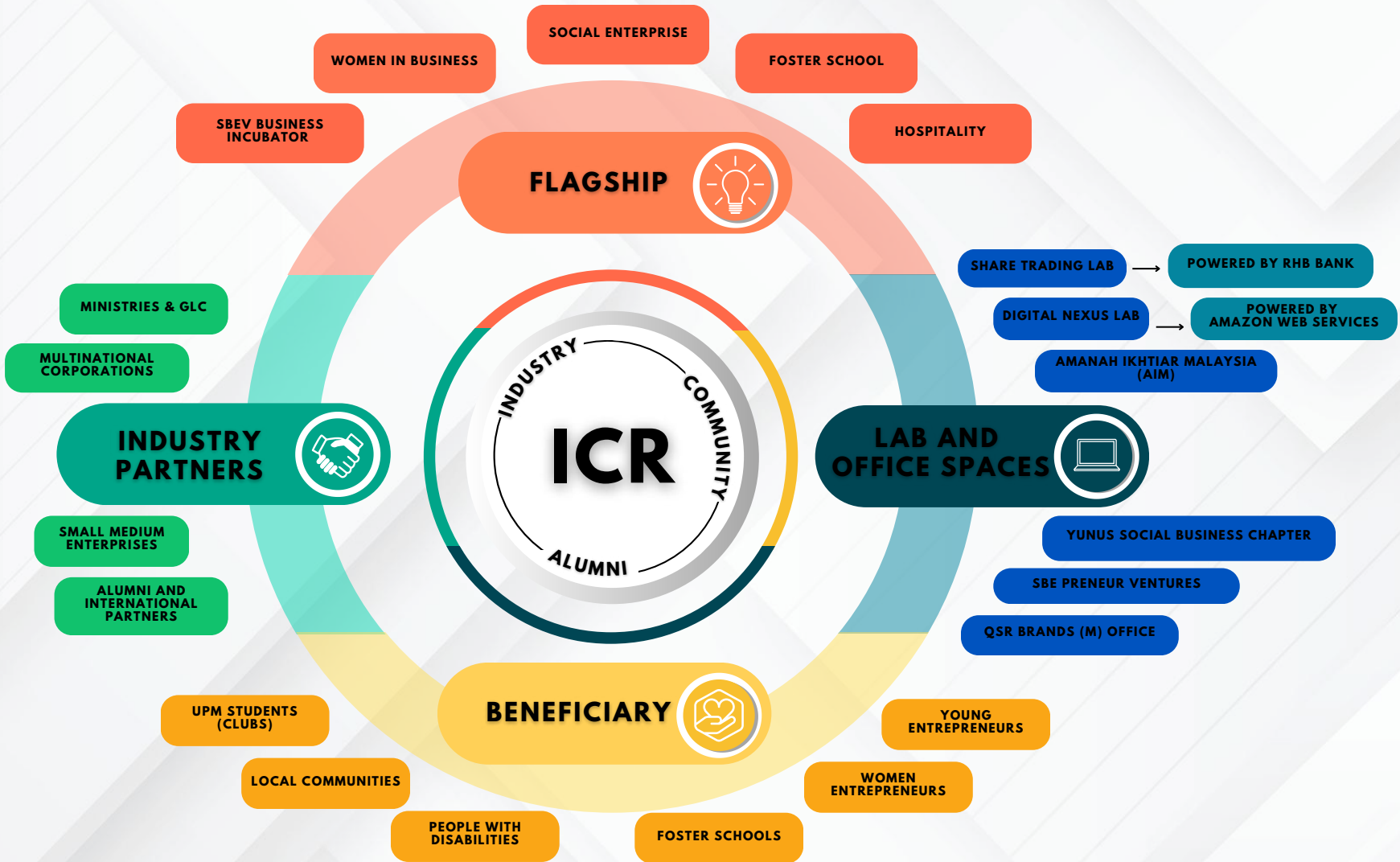
**S&E**  
SCHOOL OF BUSINESS  
AND ECONOMICS  
Leading Today - Shaping Tomorrow

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ACCREDITED

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BE IN BRILLIANT COMPANY



# JINM KPI 2025



**Number of Industry/Community engagements**



**Number of ongoing Industry/Community projects**



**Impact value of the project**



## Number of Industry/Community engagements

Total engagement is the total number of industries/communities in the current year (including 1-star projects)

**96**



## Number of ongoing Industry/Community projects

Number of industry/community projects in the current year based on star rating (2-5 stars)

**43**

Impactful industry linkages (2 - 5 Star)

**29**

Impactful community linkages (2 - 5 Star)

**1**

Highly impactful industry linkages (5 Star)

**1**

Highly impactful community linkages (4-5 Star)



## Impact value of the project

Impact of income generation (industry/community) of a project in the current year towards UPM and outside of UPM.

**Industry**



**RM144,000.00**

**Community**



**RM48,000.00**

# JINM ACHIEVEMENT 2025



**Number of Industry/Community engagements**



**Number of ongoing Industry/Community projects**



**Impact value of the project**



## Number of Industry/Community engagements

Total engagement is the total number of industries/communities in the current year (including 1-star projects)

**282**



## Number of ongoing Industry/Community projects

Number of industry/community projects in the current year based on star rating (2-5 stars)

**222**

Impactful industry linkages (2 - 5 Star)

**40**

Impactful community linkages (2 - 5 Star)

**23**

Highly impactful industry linkages (5 Star)

**8**

Highly impactful community linkages (4-5 Star)



## Impact value of the project

Impact of income generation (industry/community) of a project in the current year towards UPM and outside of UPM.

**Industry**



**RM2,599,392**

**Community**



**RM117,414**

# Organizational Chart

## OFFICE OF DEPUTY DEAN (INDUSTRY AND COMMUNITY RELATIONS)



# JINM Committee

## COMMITTEE MEMBERS (INDUSTRY AND COMMUNITY RELATIONS)



**PROFESOR DR. ROZANAH  
AB RAHMAN**

**Deputy Dean**



**DR. SHAFIE SIDEK**  
**Chairperson (Industry)**



**DR. JALILA JOHARI**  
**Chairperson (Community)**



**DR. SITI SALWA**  
**Chairperson (Alumni)**



**DR. MIMI LIANA  
ABU**  
**Committee**



**DR. NORAZLYN  
KAMAL BASHA**  
**Committee**



**DR. WENCY BUI  
KHER THINNG**  
**Committee**



**DR. NAJAA  
ABD. MUBIN**  
**Committee**



**DR. FARAHDILAH  
GHAZALI**  
**Committee**



**DR. NUR FATIN  
HIDAYAH TAIB KHAN**  
**Committee**



## **YM Tengku Dato' Dr. Hishammuddin Zaizi Tengku Bendahara Azman Shah Alhaj**

**01 April 2024 - 12 March 2026**

**YM Tengku Dato' Dr Hishammuddin Zaizi Bin Tengku Bendahara Azman Shah Alhaj, CEO of SBE, serves as the Director of iKHASAS Group. Leveraging his extensive business experience and intellectual expertise, he has established himself as a successful entrepreneur. Through his leadership at iKHASAS Group, Y.M. Tengku Dato' Dr Hishammuddin actively contributes to maintaining high standards of quality and service, fostering the company's growth, development, and strategic investments.**

**YM Tengku Dato' Dr Hishammuddin serves as Chairman of Pertubuhan Amal THZ, where he plays a key role in charitable initiatives, including fundraising and providing essential items such as face masks, face shields, hand sanitizers, and food to society, frontliners, and underprivileged communities.**

**He is also the Patron of Ocean Hero Conservation, a movement dedicated to promoting marine life conservation in alignment with the United Nations Sustainable Development Goal 14 (SDG14). His efforts focus on protecting endangered species, including sharks, turtles, dolphins, and dugongs, while raising awareness and educating future generations on environmental sustainability.**

**YM Tengku Dato' Dr Hishammuddin's contributions have been internationally recognized. He received the Presidential Medal from President Mahmoud Abbas, in collaboration with NADMA Malaysia, and was honored with the opportunity to deliver a speech at UNESCO Headquarters in Paris, acknowledging his role in advancing the United Nations Sustainable Development Goals.**

# Professional Associates in Community of Practice



**Datuk Seri Abu Hassan Mohd Nor**  
President, Dewan Perniagaan Usahawan Malaysia



**Mr. Ct Chin**  
Chief Executive Officer,  
Motivated Branding & Culture Enterprise



**Mr. Norasidi Mhd Rashid**  
Founder, IDee Enterprise



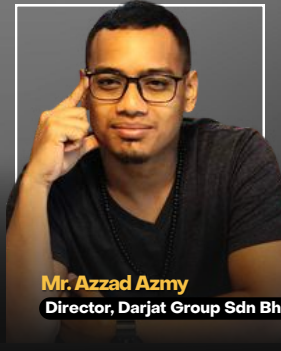
**Mr. Daniel Wong**  
Managing Director,  
Sambill Park (M) Sdn. Bhd.



**Mdm. Razana Nawawi**  
Senior Associate,  
MRANTI Corporation Sdn Bhd



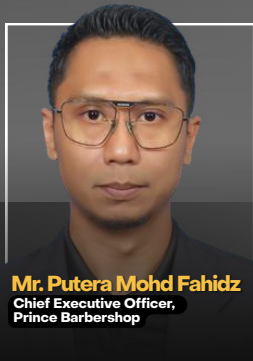
**Dato' Sri Anas Abdullah**  
Director, TAC Legacy Sdn Bhd



**Mr. Azzad Azmy**  
Director, Darjat Group Sdn Bhd



**Mr. Ahmad Shahir Ismail**  
Chief Executive Officer,  
Biscochiz Group Sdn Bhd



**Mr. Putera Mohd Fahidz**  
Chief Executive Officer,  
Prince Barbershop



**Mr. Zulhazame Mohd Nawawi**  
Managing Director, MySHEQA Group Sdn Bhd



**Mr. Lim Zheng Jack**  
Head of Business Development,  
HONOR Technology (M) Sdn. Bhd.



**Mr. Naguib Mohd Nor**  
Chief Executive Officer,  
AMRACE Sdn. Bhd.



**Datuk Zainal Abidin bin Hj. Mohamed**  
Board Member,  
MySHEQA Group Sdn Bhd



**Ms. Louise Chay**  
Founder & Chief Executive Officer,  
Bespoke International Group



**Mr. Liang Foo Kuan**  
Managing Director,  
Big Onion Food Caterer Sdn Bhd



**Mr. Ng Yee Sheng (James)**  
Founder & Chief Executive Officer,  
Boss James Group Sdn. Bhd.

# Professional Associates in Community of Practice



# PROJECT OVERVIEW

# 2025



# 5 Star Projects

Industry

5.0



**Penulisan Dokumentasi  
Pencalonan Rizab Hidupan Liar  
Tengku Hassanal Sebagai  
Association of Southeast Asian  
Nation Heritage Park**

*ASSOC. PROF. DR. SYAMSUL  
HERMAN MOHAMMAD AFANDI*



**ITEKAD Program between  
SBE UPM x Ambank  
Islamic Berhad**

*PROF. DR. ROZANAH  
AB. RAHMAN*



**Analyzing The Impact of Wage  
Inequality Among MSMEs On  
Labor Productivity Growth In  
Malaysia's Labor Market: A Study  
of The Gini Coefficient Dynamics**

*DR. MUHAMMAD DAANIYALL  
ABD RAHMAN*



**Kajian Tinjauan  
Ekonomi Selangor  
2026**

*DR. MUHAMMAD DAANIYALL  
ABD RAHMAN*



**Kajian 'Strategic  
Benchmarking Analysis'  
UNIKL Sdn. Bhd.**

*PROF. DR. RUSMAWATI  
SAID*

# 5 Star Projects

Industry

5.0



## Glostrex Part 2

*DR. HASLINAH MUHAMAD*



## Program Asnaf Masuk Universiti

*DR. SITI SALWA  
SHEIKH MOKHTAR*



## Advancing Graduate Employability Through Security Industry Development Corporation (SIDC) for Certified Capital Market Professional (CCMP-C1) Certification Opportunities

*DR. MOHD ROMZEE IBRAHIM*

# 5 Star Projects

Industry

5.0



**2024 ACCA ACCELERATE - UPM  
Bachelor of Accounting Students  
Registration and Discounts**

*ASSOC. PROF. DR. NUR  
ASHIKIN MOHD SAAT*



**ACCA MALAYSIA SPONSORSHIP  
(REFUND) for UPM Bachelor of  
Accounting Students Accelerate  
Registration Fee Payment 2024**

*ASSOC. PROF. DR. NUR  
ASHIKIN MOHD SAAT*

# 5 Star Projects

Community

5.0



**Malaysia-Indonesia Industry  
Insight Exchange 2.0**

*DR. SITI SALWA  
SHEIKH MOKHTAR*



**Pemeriksaan AGROMIKRO Desa**

*ASSOC. PROF. DR. MASS  
HAREEZA ALI @ HAMID*



**Program Berimpak Tinggi  
Pemindahan Ilmu dan  
Pemeriksaan Usahawan Komuniti  
UMKM Kabupaten Bogor  
Indonesia**

*DR. NAJAA ABD MUBIN*

# KHIDMAT KEPAKARAN BAGI PENULISAN DOKUMENTASI PENCALONAN RIZAB HIDUPAN LIAR (RHL) TENGGU HASSANAL SEBAGAI ASSOCIATION OF SOUTHEAST ASIAN NATION (ASEAN) HERITAGE PARK

## Project Leader

Assoc. Prof. Dr. Syamsul Herman Mohammad Afandi

## Date

24 January 2025 - 17 October 2025

## Venue

Rizab Hidupan Liar (RHL) Tengku Hassanal (605.52km<sup>2</sup>), Pahang

## Project Summary

The successful nomination of Tengku Hassanal Wildlife Reserve (THWR) as the 64th ASEAN Heritage Park on September 22, 2025, was the result of a strategic, expert-led initiative involving meticulous research, documentation, and collaboration among Universiti Putra Malaysia, PERHILITAN, and other national institutions. Led by Assoc. Prof. Dr. Syamsul Herman and his team, the nomination leveraged decades of scientific research and the comprehensive Tengku Hassanal Wildlife Reserve Management Plan 2023–2032 to demonstrate the site's high conservation value and commitment to sustainable management. This designation not only affirms THWR's outstanding biological significance but also facilitates access to technical assistance, funding, and capacity-building programs. It promotes sustainable tourism through key attractions like the National Elephant Conservation Centre and Gunung Benom, boosts local economic opportunities via community-based tourism, supports ecosystem service valuation, and enhances social return on investment for local communities. Additionally, the reserve's conservation efforts align with the United Nations Sustainable Development Goals, contributing to biodiversity protection, climate action, and Malaysia's international leadership in sustainability.

## Gallery



# ITEKAD PROGRAM BETWEEN SCHOOL OF BUSINESS AND ECONOMICS UPM AND AMBANK ISLAMIC BERHAD

## Project Leader

Prof. Dr. Rozanah Ab. Rahman

## Date

01 April 2025 - 30 April 2026

## Venue

School of Business and Economics (SBE UPM)

## Project Summary

ITEKAD Program which is an umbrella program that has been established by Bank Negara Malaysia, with the aim of assisting low-income microentrepreneurs to strengthen their financial management towards generating sustainable income.

To support the urban farmers aligns with AmBank Islamic's sustainability agenda in relation to financial inclusion via social finance, thus creating impactful initiatives that will benefit the community.

Business training is a catalyst for community transformation. It reduces unemployment, empowers local leaders, and fosters entrepreneurship that strengthen both economic and social development.

## Gallery



# Analyzing The Impact of Wage Inequality Among MSMEs On Labor Productivity Growth In Malaysia's Labor Market: A Study of The Gini Coefficient Dynamics

## Project Leader

Dr. Muhammad Daaniyall Abd Rahman

## Date

13 March 2025 - 12 September 2025

## Venue

Embassy of Malaysia, Seoul

## Project Summary

This research aims to explore the relationship between wage inequality, as measured by the Gini Coefficient, within Micro, Small, and Medium Enterprises (MSMEs) and labor productivity growth in Malaysia. The study will examine how wage disparities among employees within MSMEs impact overall productivity, focusing on factors such as employee motivation, organizational efficiency, and market competitiveness.

This research provides a deeper understanding of how wage inequality within the MSME sector influences labor productivity growth in Malaysia. The findings will assist policymakers and industry players in identifying the mechanisms that link wage structures to workforce performance.

Based on this evidence-based analysis, the results will support the formulation of more targeted interventions to enhance MSME productivity, optimize human resource management, and strengthen the overall economic competitiveness of the nation.

## Gallery



# Kajian Tinjauan Ekonomi Selangor 2026

## Project Leader

Dr. Muhammad Daaniyall Abd Rahman

## Date

15 May 2025 - 31 December 2025

## Venue

Menteri Besar Selangor (Incorporation)

## Project Summary

The Selangor State Economic Survey 2026 is a comprehensive assessment of the state's economic performance, encompassing sectoral growth, the labor market, trade, investment, and the structural factors influencing Selangor's competitiveness. This study examines current data, global and domestic economic trends, and potential risks that could impact the state's development trajectory. Through input-output analysis, productivity indicators, and labor market factors, the research provides a holistic overview of Selangor's economic strengths and growth prospects for 2026.

This research offers strategic value to policymakers and industry players by providing evidence-based information to support state economic planning. The findings help identify new growth opportunities and sectoral performance gaps, intervention priorities to bolster Selangor's competitive edge, and inclusive and sustainable development strategies to enhance the effectiveness of state policies. These insights contribute to the long-term socioeconomic well-being of the people and ensure Selangor remains a resilient economic powerhouse.

## Gallery



# Kajian 'Strategic Benchmarking Analysis' UNIKL Sdn. Bhd.

## Project Leader

Prof. Dr. Rusmawati Said

## Date

01 January 2025 - 31 August 2025

## Venue

UNIKL Sdn. Bhd.

## Project Summary

This project identifies financial gaps and optimizes cost structures to enhance profitability and ensure long-term sustainability. It strengthens operational effectiveness by reducing inefficiencies, lowering attrition rates, and improving overall student and staff productivity.

The project contributes to a stronger market position, supports data-driven strategic planning, and aligns with national aspirations and the Sustainable Development Goals (SDGs) in advancing UniKL's overall performance. The study presents significant findings across three key areas: Financial Performance Analysis, Operational Efficiency Assessment, and Brand Positioning Analysis.

## Gallery



# Glostrext Part 2

**Project Leader**

Dr. Haslinah Muhamad

**Date**

15 May 2025 - 31 December 2025

**Venue**

Glostrext Berhad

**Project Summary**

An Audit and Risk Committee (ARMC) assists the Board in its oversight of internal controls, financial reporting, and risk management, ensuring compliance with laws and regulations. Its role involves reviewing financial statements, overseeing the audit process, evaluating the effectiveness of risk management and internal control systems, and monitoring the identification and mitigation of risks across the organization.

**Compliance and reporting**

**Ensures compliance:** It oversees the company's compliance with relevant laws, regulations, and its code of conduct.

**Reviews risk reporting:** The ARMC reviews statements on risk management and internal control for inclusion in the annual report.

**Gallery**



# PROGRAM ASNAF MASUK UNIVERSITI

## Project Leader

Dr. Siti Salwa Sheikh Mokhtar

## Date

03 October 2025 - 31 January 2026

## Venue

SBE UPM , Perak & Kedah

## Project Summary

The Asnaf Masuk Universiti 2025 Program is a Corporate Social Responsibility (CSR) initiative implemented by the School of Business and Economics (SBE), Universiti Putra Malaysia (UPM), in strategic collaboration with PTTI Group Sdn. Bhd. and HONOR Technology Malaysia.

This program has been designed to provide digital equipment to underprivileged Asnaf students in need, ensuring they can pursue their higher education more effectively. A total of 60 Asnaf students have been targeted, involving SBE UPM students, SBE Adopted School students, as well as students from the states of Kedah, Perak, and Negeri Sembilan.

## Gallery



# Advancing Graduate Employability Through Security Industry Development Corporation (SIDC) for Certified Capital Market Professional (CCMP-C1) Certification Opportunities

## Project Leader

Dr. Mohd Romzee Ibrahim

## Date

30 October 2025 - 31 December 2025

## Venue

School of Business and Economics (SBE UPM)

## Project Summary

The School of Business and Economics (SBE), Universiti Putra Malaysia, successfully hosted the investED Career Talk on 30 October 2025 as part of a strategic collaboration with the Securities Commission Malaysia's talent development initiative. The event brought together senior industry leaders who shared insights on career pathways, professional expectations, and emerging trends in Malaysia's capital market.

In conjunction with the engagement, SBE received an exclusive allocation of 40 Certified Capital Market Professional (CCMP-C1) certifications for its students. This specialised certification, fully funded by the Ministry of Finance (MOF), is valued at RM3,800 per participant, providing an in-kind benefit amounting to RM152,000. The collaboration provided a comprehensive platform for students to engage with practitioners while gaining access to nationally recognised professional training.

## Gallery



# 2024 ACCA ACCELERATE - UPM BACHELOR OF ACCOUNTING STUDENTS REGISTRATION AND DISCOUNTS

## Project Leader

Assoc. Prof. Dr. Nur Ashikin Mohd Saat

## Date

01 January 2024 - 31 December 2030

## Venue

School of Business and Economics (SBE UPM)

## Project Summary

The program began in 2014 when UPM signed an MOA with ACCA Malaysia for the ACCA Accelerate Program, enabling Bachelor of Accounting (Hons) (BP) students at UPM to sit for the final four of the 13 ACCA papers during their third year of study. More than 30 UPM accounting students registered as ACCA Accelerate students, and registration numbers have continued to increase annually from 2014 to the present. Since 2023, ACCA Malaysia has taken the initiative to help ease the financial burden of students by sponsoring refunds for the ACCA Accelerate registration fees. By registering as ACCA Accelerate students in 2024, a total of 31 UPM BP students received reduced ACCA examination costs, discounts on registration fees, ACCA exemption fees, and a waiver for two years of annual subscription fees. ACCA Malaysia also funded one online ACCA tuition class—either for the Strategic Business Leader or Strategic Business Reporting paper—for a duration of three months under the ACCA Admix program. After accumulating three years of work experience in the accounting field, they become full ACCA members and successfully secure professional positions in the private sector.

## Gallery



# Acca Malaysia Sponsorship (Refund) For UPM Bachelor Of Accounting Students' Accelerate Registration Fee Payment 2024

## Project Leader

Assoc. Prof. Dr. Nur Ashikin Mohd Saat

## Date

01 January 2024 - 31 December 2030

## Venue

School of Business and Economics (SBE UPM)

## Project Summary

Since 2023, ACCA Malaysia has supported the interest of and assisted third-year and fourth-year (final year) Bachelor of Accounting (BP) UPM students by providing incentives, specifically the reimbursement of ACCA Accelerate registration fees. This incentive has sparked interest and provided opportunities for students to sit for ACCA examinations during their third and/or fourth year of study at UPM. The registration of UPM BP students as ACCA Accelerate students has provided them with added value and opportunities, such as access to ACCA reading resources, the ACCA networking group, and ACCA careers fairs, as well as sponsorship for one online ACCA tuition class with Spencer ACCA, a tuition provider (valued at RM1,000 for one ACCA paper), for either Strategic Business Leader (SBL) or Strategic Business Reporting (SBR).

Students who passed one ACCA paper during their BP studies gain ACCA examination sponsorship opportunities from MyPAC, PNB, Peneraju, and PTPTN, as well as ACCA fee reduction assistance from colleges such as Elite International and sponsorship opportunities for those who register for ACCA classes with TYMBA College.

## Gallery



# Malaysia-Indonesia Industry Insight Exchange 2.0

## Project Leader

Dr. Siti Salwa Sheikh Mokhtar

## Date

01 June 2025 - 30 November 2025

## Venue

Petaling Jaya, Selangor

## Project Summary

The Malaysia-Indonesia Industry Insight Exchange 2.0 community project is organized by the School of Business and Economics (SBE), Universiti Putra Malaysia (UPM). This project aims to address the challenges faced by the small entrepreneur communities in Malaysia and Indonesia, such as the lack of access to strategic knowledge, modern business practices, the use of digital marketing, and systematic business model management. The program is established to connect students, lecturers, and small entrepreneurs through a cross-border industry and community exchange platform to enhance knowledge, skills, and best practices in strengthening the competitiveness and sustainability of small entrepreneurs.

This program is assessed as comprehensive, relevant, and successful in delivering a real impact to the small entrepreneur community, covering aspects of capacity building, cost savings, and business performance enhancement. The impact and achievements of the program can be seen in the growth of business ventures and reduction of operating costs, the increase in participants' knowledge and capabilities, the overall achievement of program objectives, the effectiveness of the program and participant satisfaction levels, program support cost savings, and the overall impact value of the program.

## Gallery



# PEMERKASAAN AGROMIKRO DESA

## Project Leader

Assoc. Prof. Dr. Mass Hareeza Ali @ Hamid

## Date

01 April 2025 - 30 April 2026

## Venue

Kg. Sungai Timun, Linggi, Negeri Sembilan

## Project Summary

Serving as a mentor and guide in delivering information and guiding B40 entrepreneurs involved in this POME (Palm Oil Mill Effluent) enterprise, with the assistance of funding from Ambank Islamic to accelerate the process and effectiveness of related activities.

The agricultural POME soil enterprise involves the process of mixing topsoil and waste from oil palm trees as a fertilizer alternative to nourish crops. Entrepreneurial knowledge, ranging from idea improvement to making processes more effective and efficient, as well as digital marketing promotion, has been transferred to the entrepreneurs.

The entrepreneurs have become more efficient in operating this POME soil farming and have subsequently succeeded in mentoring and building careers for other village community members in running the same POME soil enterprise. The entrepreneurs appear confident and are applying digital platforms, specifically TikTok, to promote their products.

## Gallery



# Program Berimpak Tinggi Pemindahan Ilmu dan Pemeriksaan Usahawan Komuniti UMKM Kabupaten Bogor Indonesia

## Project Leader

Dr. Najaa Abd. Mubin

## Date

01 March 2025 - 31 July 2025

## Venue

UMKM Kabupaten Bogor, Jawa Tengah, Indonesia

## Project Summary

UPM's expertise plays a vital role in assisting rural MSME entrepreneurs who operate businesses based on the agricultural ecosystem in supporting the UPM Food Security Blueprint, including the production and marketing of food products such as coffee, tofu, foliage-based products, and chips, to address business sustainability and competitiveness challenges.

Through the Business Model Canvas (BMC) approach, entrepreneurs are guided to identify critical components in their business models, including raw material sources, production processes, value propositions, and marketing channels. Furthermore, guidance in digital marketing also helps entrepreneurs leverage technology to expand market reach and increase promotional effectiveness.

This strategic collaboration not only empowers rural MSMEs sustainably but also contributes directly to strengthening the local community's economy.

## Gallery



# 4 Star Industry Projects

4.0



**Strategic Benchmarking  
Analysis Untuk Kolej  
Poly-Tech MARA Sdn  
Bhd**

*DR. WAN NORHIDAYAH  
W MOHAMAD*



**Kajian Tinjauan Ekonomi  
Selangor 2026 -  
Sub-Projek : Skop Analisis  
Fiskal dan Hasil Negeri  
Selangor**

*PROF. DR. WAN AZMAN  
SAINI WAN NGAH*



**Kajian Tinjauan Ekonomi  
Selangor 2026 -  
Sub-Projek : Skop Analisis  
Fiskal dan Hasil Negeri  
Selangor**

*DR. ANITHA ROSLAND*



**Ecological and Environmental  
Data Collection and Big Data  
Platform Construction for  
Developing Countries**

*ASSOC. PROF. DR. LEE  
CHIN*



**Tea Time with a Halal  
Restaurant Entrepreneur in  
Bangkok**

*DR. SHAFIE  
SIDEK*

# 4 Star Industry Projects

4.0



**Penyelidik Sub-Bahagian  
Projek Penyelidikan : Analisis  
Kecekapan Model  
Pembiayaan Kajian  
Mekanisme Pembiayaan  
Alternatif Infrastruktur  
Sumber Air**

*ASSOC. PROF. DR.  
FAKARUDIN KAMARUDIN*



**Academic Collaboration  
Between Tymba Education  
Group And School Of  
Business & Economics,  
Universiti Putra Malaysia**

*ASSOC. PROF. DR. NUR  
ASHIKIN MOHD SAAT*



**Omniplus Education PLT -  
KPTiP-ACCA-PTPTN  
UPM (Bachelor of  
Accounting with Certificate  
of Data Analytics)**

*ASSOC. PROF. DR. NUR  
ASHIKIN MOHD SAAT*



**A Desk Review of  
Independent Oil Palm  
Smallholders in Malaysia's  
Palm Oil Value Chain**

*PROFESOR DR.  
SHAUFIQUE FAHMI  
AHMAD SIDIQUE*



**Market Analysis and  
Economic Feasibility of  
Cultured Meat in Malaysia**

*PROFESOR DR.  
SHAUFIQUE FAHMI  
AHMAD SIDIQUE*



**QuickSight Data Analytics  
Certification Program  
– SBE x AWS**

*MDM. MANISAH OTHMAN*

# Strategic Benchmarking Analysis Untuk Kolej Poly-Tech MARA Sdn Bhd

## Project Leader

Dr. Wan Norhidayah Wan Mohamad

## Date

01 January 2025 - 26 May 2025

## Venue

Ibu Pejabat Kolej Poly-Tech MARA, Kuala Lumpur

## Project Summary

The analysis benchmarks Kolej Poly-Tech MARA (KPTM) and Universiti Poly-Tech MARA (UPTM) against leading private universities to assess financial performance, operational efficiency, and brand positioning. Findings show the need to strengthen revenue sustainability, improve resource and programme efficiency, and boost brand visibility.

Recommendations include diversifying income, optimizing operations, and enhancing marketing. Overall, the study provides a roadmap for both institutions to stay competitive, sustainable, and aligned with Malaysia's evolving higher education needs.

## Gallery



# Kajian Tinjauan Ekonomi Selangor 2026 - Sub-Projek : Skop Analisis Fiskal dan Hasil Negeri Selangor

## Project Leader

Prof. Dr. Wan Azman Saini Wan Ngah

## Date

15 May 2025 - 30 November 2025

## Venue

Menteri Besar Selangor (Incorporation)

## Project Summary

The Selangor State Economic Survey 2026 is a comprehensive assessment of the state's economic performance, encompassing sectoral growth, the labor market, trade, investment, and the structural factors influencing Selangor's competitiveness. This study examines the latest data, global and domestic economic trends, and risks that could impact the state's development trajectory. Through input-output analysis, productivity indicators, and labor market factors, the research provides a holistic overview of Selangor's economic strengths and growth prospects for the year 2026.

This research offers strategic value to policymakers and industry players by providing evidence-based information to support state economic planning. The findings help identify:

- New growth opportunities and sectoral performance gaps.
- Intervention priorities to bolster Selangor's competitive edge.
- Inclusive and sustainable development strategies to enhance the effectiveness of state policies and the socioeconomic well-being of the people in the coming years.

## Gallery



# Kajian Tinjauan Ekonomi Selangor 2026 - Sub-Projek : Skop Analisis Fiskal dan Hasil Negeri Selangor

## Project Leader

Dr. Anitha Rosland

## Date

15 May 2025 - 30 November 2025

## Venue

Menteri Besar Selangor (Incorporation)

## Project Summary

The Selangor State Economic Survey 2026 is a comprehensive assessment of the state's economic performance, encompassing sectoral growth, the labor market, trade, investment, and the structural factors influencing Selangor's competitiveness. This study examines the latest data, global and domestic economic trends, as well as risks that could impact the state's development trajectory. Through input-output analysis, productivity indicators, and labor market factors, the research provides a holistic overview of Selangor's economic strengths and growth prospects for the year 2026.

This research provides strategic value to policymakers and industry players by providing evidence-based information to support state economic planning. The findings obtained help identify new growth opportunities, sectoral performance gaps, and intervention priorities to strengthen Selangor's competitiveness. Furthermore, the study's findings also inform the process of formulating more inclusive and sustainable development strategies, thereby contributing to the effectiveness of state policies and the socioeconomic well-being of the people in the coming years.

## Gallery



# Ecological and Environmental Data Collection and Big Data Platform Construction for Developing Countries

## Project Leader

Assoc. Prof. Dr. Lee Chin

## Date

02 June 2025 - 31 March 2026

## Venue

Guiyang, from 2 - 8 July 2025  
Kunming, from 8 - 11 July 2025

## Project Summary

A two-weeks training and site visits related to ecological and environmental data collection and big data platform were provided by the Guizhou Academy of Sciences for 25 scholars from 11 developing countries from 3rd - 16th July 2025. Five lecturers from UPM had attended this program.

The participants had learn about the environmental data collection and big data platform in China. This program was fully sponsored by the Government of People's Republic of China under the Projects of China Aid Training Program. This sponsorship included round-trip air tickets to Guiyang, accommodation, local transportation, and three daily meals, which is estimated around RMB20,000 per person. The total amount of sponsorship for five UPM scholars is RMB100,000 (or equivalent to RM59,000).

## Gallery



# Tea Time with a Halal Restaurant Entrepreneur in Bangkok

## Project Leader

Dr. Shafie Sidek

## Date

30 August 2025 - 30 August 2025

## Venue

Entrepreneur Muslim Restaurant at Bangkok

## Project Summary

The team engaged with the restaurant owner over an afternoon tea session. Discussions covered the restaurant's operations, daily sales, target customers, popular menu items, pricing, operating costs, and other relevant matters.

Dr. Najaa shared advice on marketing strategies and packaging approaches suitable for the restaurant's target customers. Dr. Shafie offered guidance on operating costs and appropriate pricing for the Muslim market in Bangkok.

This activity enhanced UPM's visibility in Bangkok and opened new perspectives for the halal restaurant, Nisreen, to improve its sales and further develop its business.

## Gallery



# Penyelidik Sub-Bahagian Projek Penyelidikan : Analisis Kecekapan Model Pembiayaan Kajian Mekanisme Pembiayaan Alternatif Infrastruktur Sumber Air

## Project Leader

Assoc. Prof. Dr. Fakarudin Kamarudin

## Date

01 July 2025 - 19 April 2026

## Venue

Pejabat Setiausaha Keeajaan Negeri Selangor

## Project Summary

This study relates to the feasibility of alternative financing models for water resource infrastructure in Malaysia. The specific objectives involve Viability metrics, Robustness under uncertainty, and Decision guidance, by providing evidence-based recommendations on the most viable financing structures for selected water resource infrastructure, whether for new or existing assets.

This activity produces a robust financial simulation analysis to assess the feasibility of alternative financing models for water resource infrastructure, encompassing NPV, IRR, BCR, and PP. It also provides a robustness assessment through optimistic, realistic, and pessimistic scenarios, thereby reducing policy decision risks. The results offer evidence-based guidance to the government and stakeholders in selecting the most viable, sustainable, and suitable financing structures for both new or existing assets.

## Gallery



# Academic Collaboration Between Tymba Education Group And School Of Business & Economics, Universiti Putra Malaysia

## Project Leader

Assoc. Prof. Dr. Nur Ashikin Mohd Saat

## Date

08 October 2025 - 30 November 2036

## Venue

School of Business and Economics (SBE UPM)

## Project Summary

Industry collaboration between TYMBA and SBE UPM, for ACCA Admix Class at TYMBA UPM BACC students who have registered as ACCA accelerate students. It includes accounting-related teaching training to accounting lecturers, and scholarship and sponsorship for Bachelor of Accounting students who wish to do professional accounting programme such as ACCA, MICPA and ICAEW, i.e., sponsorship or scholarship by PENERAJU, MyPAC and TYMBA Certification programme offered by TYMBA such as ESG. Accounting lecturers can sit in to observe in the ACCA class to get experience on accounting professional classes teaching.

On 8 October 2025, TYMBA has conducted online session with 16 UPM Bachelor of Accounting and three students have submitted PENERAJU scholarship application for professional accounting certification studies sponsorship via TYMBA to obtain between RM32,000 and RM37,000 scholarship. On 19 November 2025, TYMBA produced Letter of Intent for the activities they plan to collaborate with SBE lecturers and students.

## Gallery



# Omniplus Education PLT - KPTiP-ACCA-PTPTN UPM (18 pelajar Bacelor Perakaunan lulus Certificate Data Analytics)

## Project Leader

Assoc. Prof. Dr. Nur Ashikin Mohd Saat

## Date

16 August 2025 - 30 April 2026

## Venue

School of Business and Economics (SBE UPM)

## Project Summary

In December 2024, the UPM Bachelor of Accounting program submitted a list of 43 third-year and fourth-year students interested in pursuing two ACCA certification programs under KPTiP, namely the Certificate in Data Analytics (CertDA) and the Certificate in Sustainability for Finance (CertSfF). Subsequently, on January 9, 2025, the KPTiP-ACCA funding application documents were submitted to PTPTN, along with an estimated salary of RM5,000 expected to be received by students upon completing the certifications. The program requested 60 quotas, and on July 11, 2025, the official form signed by the Vice-Chancellor of UPM was sent to the Ministry of Higher Education, which subsequently approved funding for 60 students.

On July 14, 2025, ACCA Malaysia confirmed the program's implementation through Omniplus Education PLC, and on August 13, 2025, PTPTN approved funding for 18 students in Batch 1 with the condition that the funding does not need to be repaid if they pass both certifications within the stipulated period. Batch 1 commenced the Certificate in Data Analytics on August 23, 2025, with a four-month period to complete both certificates. On November 18, 2025, Mr. Helmy Mohtar, CEO of Omniplus Education PLT, announced that all 18 students in Batch 1 had successfully passed the Certificate in Data Analytics.

## Gallery



# A Desk Review of Independent Oil Palm Smallholders in Malaysia's Palm Oil Value Chain

## Project Leader

Profesor Dr. Shaufique Fahmi Ahmad Sidique

## Date

15 October 2025 - 15 August 2026

## Venue

Hotel Istana , Kuala Lumpur & Socfindo North Sumatera Farm

## Project Summary

The objective of this project is to conduct a comprehensive desk review of the role and position of independent oil palm smallholders within Malaysia's palm oil value chain. The study aims to analyse the structural composition of the national palm oil value chain and identify key stakeholders involved across the upstream, midstream, and downstream segments. It further seeks to examine how independent smallholders interact with various actors within this chain, including mills, dealers, and certification bodies. In addition, the review evaluates initiatives implemented by Roundtable on Sustainable Palm Oil (RSPO) that aim to enhance smallholder inclusion, traceability, and sustainability adoption in Malaysia's palm oil sector.

The project provides valuable insights for the palm oil industry by strengthening the understanding of how independent smallholders participate in Malaysia's palm oil value chain and the challenges they face in adapting to evolving sustainability governance. The findings support Roundtable on Sustainable Palm Oil in refining strategies and interventions aimed at improving smallholder inclusion, traceability, and certification uptake. For academia, the project enhances the research contribution of Universiti Putra Malaysia (UPM) in sustainable agribusiness and value chain analysis. It reinforces UPM's role as a trusted research partner that generates policy-relevant knowledge to support inclusive, transparent, and sustainable development of Malaysia's palm oil sector.

## Gallery



# Market Analysis and Economic Feasibility of Cultured Meat in Malaysia

## Project Leader

Profesor Dr. Shaufique Fahmi Ahmad Sidique

## Date

15 February 2025 - 18 August 2026

## Venue

Ministry of Agriculture and Food Security Malaysia

## Project Summary

The objective of this project is to evaluate the market potential and economic feasibility of cultured meat in Malaysia. The study aims to analyse consumer demand, market readiness, and potential industry opportunities associated with the development of cultured meat products. It also examines economic implications, including production costs, value chain prospects, and regulatory considerations, to support strategic planning and policy development by Kementerian Ekonomi.

The project provides strategic insights for policymakers and industry stakeholders regarding the viability of cultured meat as an emerging food innovation in Malaysia. The findings assist Ministry of Economy in shaping forward-looking policies related to food security, alternative proteins, and sustainable food systems. For Universiti Putra Malaysia (UPM), the project strengthens its role as a key research partner in national policy studies and reinforces its contribution to evidence-based decision-making in Malaysia's agri-food sector.

## Gallery



# QuickSight Data Analytics Certification Program - SBE x AWS

## Project Leader

Mdm. Manisah Othman

## Date

11 August 2025 - 31 March 2026

## Venue

School of Business and Economics (SBE UPM)

## Project Summary

The QuickSight Data Analytics Certification Program – SBE x SBE is a strategic collaboration initiative between the School of Business and Economics (SBE), Universiti Putra Malaysia, and TAC Legacy Sdn. Bhd., aimed at strengthening the digital and analytical competencies of students through the integration of generative AI and data analytics tools within the learning ecosystem. This effort aligns with UPM's direction to enhance industry engagement, graduate employability, and the digital transformation of education, particularly in facing the challenges of Industry 4.0 and the data-driven economy.

The primary objectives of this collaboration are to introduce students to real-world analytical and visualization tools used in the industry, build practical proficiency using AWS QuickSight for data analysis and dashboard development, provide an AWS QuickSight certification pathway for SBE students, and strengthen industry-academic ties between SBE and TAC Legacy to enhance the quality of teaching, learning, and graduate employability.

## Gallery



# 4 Star Community Projects

4.0



**Projek Jaringan Usahawan  
Asnaf Membina Ekonomi  
Kukuh**

*MDM. MANISAH OTHMAN*



**Projek Pemerksaan  
Perniagaantani Makro  
Asnaf Luar Bandar**

*DATIN DR. YUSNIYATI  
YUSRI*



**Bengkel Simpankira Prinsip  
Akaun (Selangor Zon A)**

*DR. ASLAM IZAH  
SELAMAT*



**Pemerksaan Ekonomi Asnaf  
Melalui Keusahawanan dan  
Pemasaran Hasil Pertanian di  
Kg Paya Rambutan, Ulu Lebar  
Gambang, Pahang**

*MDM. MANISAH OTHMAN*



**Projek Pemerksaan  
Pelaporan Kewangan  
Usahawan Tani**

*ASSOC. PROF. DR.  
MAZLINA MUSTAPHA*



**Projek Literasi Kewangan  
Perniagaantani-Mikro  
Asnaf Bandar**

*ASSOC. PROF. DR.  
AHMAD FAHMI  
SHEIKH HASSAN*

# PROJEK JARINGAN USAHAWAN ASNAF MEMBINA EKONOMI KUKUH

## Project Leader

Mdm. Manisah Othman

## Date

01 April 2025 - 30 April 2026

## Venue

Kg. Paya Rambutan, Ulu Lepar, Kuantan

## Project Summary

This programme aims to enhance the productivity and sustainability of agricultural activities among participants by providing comprehensive training in agriculture, entrepreneurship, and marketing. It includes knowledge transfer on fertigation techniques, IoT application, land and system preparation, as well as business skills such as the Business Model Canvas, financial management, digital marketing, and operations. Through wider market networking and improved business management practices, the initiative seeks to increase participants' income, uplift their standard of living, and support consistent marketing of agricultural products. Continuous monitoring and evaluation will be conducted to ensure effective application of the training provided by UPM experts.

## Gallery



# Projek Pemerkasaan Perniagaantani Makro Asnaf Luar Bandar

## Project Leader

Datin Dr. Yusniyati Yusri

## Date

01 April 2025 - 30 March 2026

## Venue

Kg Paya Rambutan, Ulu Lepar, Kuantan

## Project Summary

This initiative aims to equip participants, particularly asnaf, with systematic entrepreneurship training focused on marketing, financial management, and proper record-keeping of agricultural outputs. By strengthening their understanding of business operations and financial planning, the programme fosters the community's ability to manage and grow their agricultural enterprises in a more organised and effective manner. Ultimately, it supports participants in increasing their income and improving their standard of living through more productive and sustainable agricultural practices, while helping them market and manage their produce efficiently to enhance household economic resilience.

## Gallery



# Bengkel Simpankira Prinsip Akaun (Selangor Zon A)

## Project Leader

Dr. Aslam Izah Selamat

## Date

21 August 2024 - 21 August 2025

## Venue

Selangor Zon A

## Project Summary

This workshop was conducted to introduce the PSM Simpankira board game as a tool to support more effective teaching, learning, and assessment in bookkeeping. Developed in accordance with the Malaysian Ministry of Education's DSKP syllabus, the game has received approval from the MoE's PdP Material Evaluation Committee – Private Products, allowing it to be introduced in schools. The gameplay approach helps students understand complex and comprehensive accounting concepts more easily, thereby enhancing comprehension and motivating them to learn Prinsip Akaun.

Through this workshop, teachers from participating schools were exposed to the use of serious games for teaching and learning Prinsip Akaun. The project team conducted demonstrations, and teachers had the opportunity to engage with the board game using the provided module. Each school received one set of the Simpankira board game, and the knowledge gained by teachers will be conveyed to their students.

## Gallery



# Pemeriksaan Ekonomi Asnaf Melalui Keusahawanan dan Pemasaran Hasil Pertanian di Kg Paya Rambutan, Ulu Lepar, Gambang

## Project Leader

Mdm. Manisah Othman

## Date

01 July 2025 - 30 June 2026

## Venue

Kg. Paya Rambutan, Ulu Lepar, Gambang

## Project Summary

The asnaf community in Kampung Paya Rambutan, Ulu Lepar, Gambang, Pahang faces various socioeconomic challenges that make it difficult for them to break out of the cycle of poverty. Most of them rely on irregular work such as manual labour and small village jobs that provide low and unstable income. Their dependence on financial aid from the government and NGOs is also insufficient to ensure long-term livelihood sustainability.

Although this community has the potential to generate income through their own economic activities, many still lack the knowledge and skills needed to run a structured and competitive business. The absence of guidance in entrepreneurial areas such as business management, financial management, and marketing strategies makes it difficult for them to maximise the results of their efforts and penetrate wider markets. In addition, limited access to market networks, branding techniques, and effective promotion has hindered the growth of their business ventures and reduced their potential returns. This directly restricts their opportunities to increase income sustainably.

Therefore, this project aims to empower the asnaf community through training and guidance in entrepreneurship and business product marketing. This approach will help them understand basic business concepts, develop suitable business models, plan marketing strategies, and build confidence to manage and expand their small businesses. The main goal of the project is to produce independent, resilient asnaf entrepreneurs who are capable of generating sustainable income, thereby improving their standard of living and reducing dependence on external assistance.

## Gallery



# Projek Pemerkasaan Pelaporan Kewangan Usahawan Tani

## Project Leader

Assoc. Prof. Dr. Mazlina Mustapha

## Date

01 April 2025 - 30 April 2026

## Venue

Kg. Paya Rambutan, Ulu Lepar, Gambang

## Project Summary

Technical knowledge regarding cultivation already exists among the participants; however, the aspects of recording agricultural activities and crop sales still need to be strengthened.

This project has assisted in increasing participants' income, enabling them to generate higher earnings through agricultural produce and value-added products. Participants also acquired business skills, where they learned the basics of financial management, account recording, and profit and loss calculation.

The overall program has provided participants with the knowledge to determine how return on investment is achieved, and these skills are highly useful for planning and organizing their business strategies to ensure the future sustainability of their enterprises.

## Gallery



# Projek Literasi Kewangan Perniagaantani-Mikro Asnaf Bandar

## Project Leader

Assoc. Prof. Dr. Ahmad Fahmi Sheikh Hassan

## Date

01 April 2025 - 30 April 2026

## Venue

Kompleks Jabatan Pertanian Serdang, Selangor

## Project Summary

Throughout their participation in the UPM iTekad Agropreneur program, participants have demonstrated significant improvements in knowledge, skills, and self-management capabilities. Among the knowledge gained is the ability to be self-reliant in managing agricultural and business activities, including making decisions more confidently and proactively. Additionally, participants learned systematic customer acquisition strategies and enhanced their marketing skills to broaden the reach of their products.

The program also assisted participants in building strong networks, both with customers and among fellow agropreneurs. These networks not only open opportunities for collaboration but also serve as a platform for sharing experiences and support in facing business challenges.

However, participants also faced several challenges during the project's implementation. These included crop damage due to unpredictable weather factors, which had a direct impact on agricultural yields. Furthermore, damage to the local water supply system disrupted the irrigation of crops. These challenges are uncontrollable factors that require participants to be more adaptive and prepared with risk mitigation plans in the future.

## Gallery



# 3 Star Industry Projects

3.0



Connect2 Success Industry Talk @ GCBER 2025

PROF. DR. ROZANAH AB. RAHMAN



Collaboration on Professional Certificate with Outstanding Entrepreneurs Sdn. Bhd.

ASSOC. PROF. DR. NG SIEW IMM



Bengkel Derivatives Virtual Trading Challenge (DVTC) 2025 bersama Bursa Malaysia

DR. NORMAZIAH MOHD NOR



Kajian Tinjauan Ekonomi Selangor 2026

DR. NUR AMEERA A JAZ



Skop Analisis Pasaran Buruh dan Produktiviti Selangor

DR. AINATUL AQILAH KAMARUDIN



Sesi Pemeriksaan Soalan

ASSOC PROF. DR. MOHD NASEEM  
NIAZ AHMAD

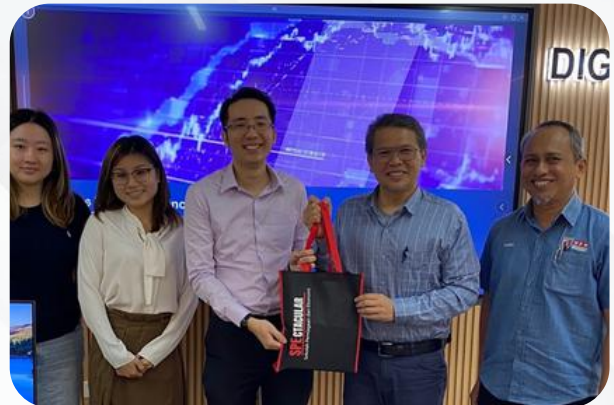
# 3 Star Industry Projects

3.0



**Business Growth: ROI Insights from LIMA 2025**

**DR. MUHAMMAD DAANIYALL ABD RAHMAN**



**Business Valuation**

**ASSOC. PROF. DR. NAZRUL HISYAM AB RAZAK**



**Sumbangan KFC dan Pizza Hut QSR Brands Majlis  
Bebuka Puasa SMK King George V, Komuniti  
Bagan Serai**

**ASSOC. PROF. DR. ANUAR SHAH BIN BALI MAHOMED**



**Kajian Tinjauan Ekonomi Selangor 2026 - Sub Projek:  
Skop Analisis Pasaran Kewangan dan Struktur  
Ekonomi Selangor**

**PROF. DR. WAN AZMAN SAINI WAN NGAH**



**Penerbitan Ilmiah Analisis Permintaan dan  
Penawaran Bakat STEM**

**DR. NADIAH RUZA**

# 3 Star Industry Projects

3.0



**Program Pelancaran Hair On Earth  
DR. FARADHILAH GHAZALI**



**Perunding Bagi Penyediaan Pelan Pengurusan  
Rizab Hidupan Liar (RHL) Sungai Dusun  
(2025-2035)  
DR. FARADHILAH GHAZALI**



**Kajian Tinjauan Ekonomi Selangor 2026  
ASSOC. PROF. DR. NUR YASMIN MOHD BANI**

# 3 Star Community Projects

3.0



**ECOPUTRA: Upcycling for Sustainable Economy**  
ASSOC. PROF. DR. LEE CHIN



**Amalan Lestari Anak Bistari**  
DR. MOHAMMAD NOOR HISHAM OSMAN



**From Here to There: Path Way After SPM**  
PROF. DR. ONG TZE SAN



**Gen Accounting Alpha 'Survival Beat to Balance'**  
PROF. DR. ONG TZE SAN



**Kemahiran Simpankira Sekolah Menengah**  
DR. SITI MANISAH NGALIM



**My First Piggy Bank & Fun with Money**  
Bersama Tadika Iman Ehsan  
DR. FATIN NUR HIDAYAH TAIB KHAN

# 3 Star Community Projects

3.0



**Nextgen Menelusuri Jalan Pendidikan dan Kerjaya**  
ASSOC. PROF. DR. LEE CHIN



**Pemeriksaan Ilmu Pendigitalan Warga Pendidik SMK Taman Desaminium**  
MDM. SAADIATUL IBRAHIM



**Projek Pemeraksanaan Ekonomi B40 melalui Keusahawanan Agropreneur Dengan Fertigasi Sayur Hijau**  
DR. HANNA AMBARAS KHAN



**Projek Komuniti Kerjaya Impian di Kampung Orang Asli Kolam Air Bangkong**  
DR. ANUSUIYA A/P SUBRAMANIAM



**Sesi Perkongsian Ilmu bagi Program Jaringan Komuniti dan Masyarakat (JINM) di Antara Persatuan Pegawai Akademik (PPAIPM) Bersama Komuniti di Kampung Paya Lebar Masjid Tanah, Melaka**  
ASSOC. PROF. DR. HANNY ZURINA HAMZAH

# 3 Star Community Projects

3.0



**Bengkel Kesedaran Keselamatan Siber  
DR. FARAHDILAH GHAZALI**



**Bengkel Simpankira Prinsip Akaun  
(Selangor Zon B)  
DR. ASLAM IZAH SELAMAT**



**Audit Buzz  
ASSOCIATE PROFESSOR DR.  
MAZLINA MUSTAPHA**



**Projek Pemantapan Pengurusan Operasi  
dan Rantaian Bekalan Agro bersama  
Usahawan Asnaf  
DR. NAJAA ABD MUBIN**



**Mediasi Masjid  
DR. HANNA AMBARAS KHAN**

# 3 Star Community Projects

3.0



**Bengkel Kesedaran Keselamatan Siber  
Siri 2  
DR. FARAH DILAH GHAZALI**



**Bengkel Simpankira Prinsip Akaun  
(Selangor Zon C)  
DR. ASLAM IZAH SELAMAT**



**Bengkel Simpankira Prinsip Akaun  
(Wilayah Persekutuan/Selangor Zon A)  
DR. ASLAM IZAH SELAMAT**



**Inspirasi Mikro Perniagaan & Aplikasi  
Komuniti (Impak)  
ASSOC. PROF. DR. MASS HAREEZA  
ALI @ HAMID**



**Ceramah Hentikan Gangguan Seksual (Anti Sexual  
Harrassment)  
DR MEOR RASHYDAN ABDULLAH**

# 3 Star Community Projects

3.0



**Karnival Amazing Stem Tahun 2025**  
**DR. KHAIRUNNISAK LATIFF**



**Malaysia-Indonesia Industry Insight Exchange 2.0**  
**DR. SITI SALWA SHEIKH MOKHTAR**



**Pemeriksaan Sekolah Angkat Dalam Pembangunan Insan Dan Pasukan. Pengurusan Organisasi Dan Kemahiran Kepimpinan: Explorace Race SMKTD X SBE UPM**  
**MDM. SAADIATUL IBRAHIM**



**Play2prosper: Introducing Economics Thinking With Saidina**  
**DR. JUDHIANA ABD GHANI**



**Transformasi Keusahawanan Agro ke Arah Petani Bependapatan Tinggi**  
**ASSOC. PROF. DR. SUDESH A/L PRABHAKARAN**

# Industry Network



WORLD BANK GROUP



BANK NEGARA  
MALAYSIA



PETRONAS



Mentri Besar Selangor Incorporated



BURSA  
MALAYSIA



Suruhanjaya Sekuriti  
Securities Commission  
Malaysia

RHB Bank



CIMB BANK



ASRI AHMAD  
ACADEMY



BANK RAKYAT  
بنك رعية



Maybank



AmBank Group



emerald  
PUBLISHING



Amanah Ikhtiar  
Malaysia



SME CORP  
MALAYSIA

MICPA  
MALAYSIA



A JCORP Company

KPMG



MAIWP



Yunus Social  
Business Centre  
Universiti Putra Malaysia  
YSBC@UPM



MYFINB.COM



ACCA

HRD CORP  
HUMAN RESOURCE DEVELOPMENT CORPORATION

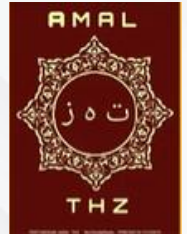


CGS International

Asia's Global Investment House

SALIHIN  
TAF TEACHING  
ACCOUNTANCY  
FIRM

# Industry Network



SAMBILL PARK (M) SDN.BHD.



## HONOR

## L'ORÉAL



Sustainable Water Services Industry



# Industry Network



KEMENTERIAN PENDIDIKAN TINGGI



KEMENTERIAN KESIHATAN MALAYSIA



KEMENTERIAN PEMBANGUNAN USAHAWAN DAN KOPERASI



KEMENTERIAN EKONOMI



KEMENTERIAN SUMBER MANUSIA



KEMENTERIAN PERPADUAN NEGARA



KEMENTERIAN PENDIDIKAN



KEMENTERIAN PERTANIAN DAN KETERJAMINAN MAKANAN



FOSTER  
SCHOOL

2025



Majlis  
*Graduasi*  
SM Taman Desaminium





The Dean sharing key messages and his aspirations

# FOSTER SCHOOLS



SPONSOR from HONOR Technology (M) Sdn. Bhd..



SPONSOR from PTTI Group Sdn. Bhd.

The Foster School Programme is an initiative established by Universiti Putra Malaysia and mandated to the School of Business and Economics (SBE) to manage, supervise, and coordinate collaborative activities with selected partner schools. Since its inception, a total of 15 schools across four states have formally partnered with SBE as foster schools.

As one of the flagship initiatives under the Foster School Programme, the Asnaf Masuk Universiti Programme 2025 was successfully held on 3 October 2025 at the Philip Kotler Hall, SBE. The second tablet distribution ceremony took place from 14 to 15 November 2025,, covering several locations across Perak and Kedah.

This programme is designed to assist asnaf students in alleviating financial challenges as they prepare to enter the challenging world of university life, while also providing early support on campus readiness. Participants were offered insights on educational aid opportunities, career guidance, motivational sessions (SBE UPM), and an introduction to the higher education ecosystem.



## FOSTER SCHOOLS



Tablet distribution to recipients in Central Regions Selangor and Negeri Sembilan.



The dedicated organising committee behind the success of the programme.

The Asnaf to University Programme 2025 was successfully conducted on 3 October 2025 at the Philip Kotler Hall, SBE UPM, with participation from 40 asnaf students representing seven SBE foster schools, involving SMK Taman Desaminium, Seri Kembangan, SMK Jalan 3, Bandar Baru Bangi, SMK Jalan 4, Bandar Baru Bangi, SMK Bandar Baru Bangi, SMK Puteri, Seremban, SMS Tuanku Munawir, Seremban, SMK King George V, Seremban.

In support of digital learning transformation, PTTI Group Sdn. Bhd., an industry partner of SBE UPM, generously contributed 40 HONOR tablet devices for the benefit of the asnaf/B40 students. This contribution is expected to enhance students' access to online learning resources and bolster their academic readiness for a brighter future.

This programme exemplifies SBE UPM's ongoing commitment to empowering the asnaf community through education, while also strengthening strategic partnerships between foster schools, industry collaborators, and the university, to promote more equitable and inclusive access to education.

# FOSTER SCHOOLS



Recipients with JINM officers in tablet handover to the Northern Region

In addition, The Asnaf Masuk Universiti Programme 2025 was also successfully conducted from 14 to 15 November 2025, covering several locations across Perak and Kedah. A total of 20 asnaf students participated, representing two foster schools under SBE; SMK Horley Methodist, Teluk Intan and SABK Maahad Tarbiah Al-Islamiah, Changkat Jering.



Tablet distribution in Northern Zone Teluk Intan, Perak

As part of its commitment to supporting digital access in education, HONOR Technology (M) Sdn. Bhd., an industry partner of SBE UPM, sponsored 20 tablets for the students' learning use. This contribution is expected to improve their access to educational materials and enhance their academic preparation.

This programme reflects SBE UPM's ongoing efforts to empower the asnaf community through quality education, while strengthening collaborative networks between schools, industry collaborative, and the university to ensure more inclusive access to educational opportunities.

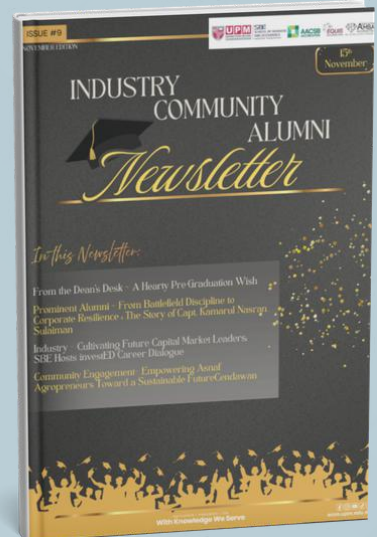


Tablet distribution in Northern Zone Bagan Serai, Perak



Tablet distribution in Northern Zone Kuala Nerang, Kedah

# Biweekly Newsletter



# Special Edition Newsletter - 10<sup>th</sup> Issue

ISSUE #10

SPECIAL EDITION



## CLASS OF 2025 Graduation

EDITION NEWSLETTER

*In this Newsletter*

From the  
Dean's Desk -

Postgraduate  
Hooding  
Ceremony 2025

Majlis  
Gemilang  
Graduan SBE  
2025

*A Note from Our Dean*

Bismillahirrahmanirrahim.

The Deputy Deans, respected members of the School of Business and Economics (SBE), supervisors and lecturers, All graduates, members of the organising committee, families and friends of graduates.

Assalamualaikum warahmatullahi wabarakatuh and Salam Sejahtera.

I am Professor Dr. Bany Ariffin Amin Noordin, Dean of SBE, and it is my honour to welcome you to our Graduate Hooding Ceremony, a celebration of your hard work, dedication, and achievements.

Dear Graduates, today marks the culmination of your perseverance and learning. The hood you receive is more than a symbol of success — it represents your readiness to lead, innovate, and contribute meaningfully to society. Celebrate this moment and be proud of how far you have come.

This year, 413 SBE graduates received their degrees, with 131 present to the ceremony. Whether here or not, we celebrate all of you as you join our SBE UPM alumni family — a growing network strengthened by your future achievements.

Your connection with SBE continues beyond today. Through mentorship, collaboration, and sharing your expertise, you can inspire the next generation and contribute back to the community that shaped you.

As a Triple Crown Business School, we uphold excellence, integrity, and global competitiveness. I encourage you to carry these values with you and demonstrate them in every path you pursue.

Graduates, step forward with confidence and courage. Make a difference, uphold the pride of SBE, and continue striving for excellence.

Congratulations, and may your journey ahead be filled with success and purpose.



### CLASS OF 2025 INDUSTRY AWARDS



YAYASAN BURSA  
MALAYSIA PRIZE WINNER

AALIAH BINTI MOHD RAFAE  
MASTER OF ECONOMICS





# SBE UPM

## *Alumni Registration*

*Dear SBE Graduates, remember to register as  
our Alumni!*

### HOW TO REGISTER?

1. Scan the QR Code
2. Complete the online form
3. Verify through your email



### INFORMATION REQUIRED

1. Mobile Phone Number
2. Email Address
3. Create your password

### WHY REGISTER?

- Exclusive alumni programmes and events
- Networking with SBE professionals



# MEET OUR TEAM

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