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KUCHING: The Faculty of Business and Management of UCSI University Sarawak Campus and its industry partner Great Eastern Life Malaysia (GELM) have signed a memorandum of understanding (MoU) to formalise their commitment on knowledge exchange.

The MoU signing that took place at Bangunan Great Eastern here on March 5 signified UCSI and the industry's significant step towards fostering stronger ties and cooperation in talent development, enhancement, and research areas.

"The partnership facilitates students' industrial training and exposure to the real world, allowing them to gain practical insights and hands-on experience, thus bridging the gap between the academia and the industry," said UCSI University in a statement.

"It also enables GELM to acknowledge and empower deserving students by granting them scholarships," it added.

GELM National Agency Sales head, Lau Kok Hin, remarked that today's younger generation is fuelled by ambition and a desire to chart their own course.

"Beyond technical expertise, it is the mastery of soft skills such as communication and negotiation that truly sets them



UCSI students gather for a group photo during their recent educational tour to Bangunan Great Eastern.

apart," he said.

"UCSI University Sarawak Campus pro vice-chancellor Mukvinder Sandhu, meanwhile emphasised that soft skills remain timeless, and it is vital that these young professionals cultivate these intangible qualities alongside their pursuit of tertiary education.

Citing the education's transformation over the years, she said the university is currently exploring curriculum reimagination which allows students to spend more time in the industry and less time on

campus.

The students' learning experience, she added, will be enhanced with crucial involvement and support from industry partners.

The MoU signing ceremony concluded with a student tour of Bangunan Great Eastern, where the university students were exposed to customer services and other life assurance processes.

UCSI University Sarawak Campus currently houses the Faculty of Business and Management, the Faculty

of Hospitality and Tourism Management, and the Centre for Pre-U Studies.

May 2024 intake is now open for registration.

Students who are interested in registering are reminded to bring along their academic transcripts or result slips for enrolment.

For more information, call 082-596965 or log on to the UCSI Sarawak Campus Facebook page www.facebook.com/ucsisarawak or UCSI Sarawak Campus landing page, apps.ucsiuniversity.edu.my/ucsiswk/index.aspx.