1.4.1

Does your university as a body provide assistance in the local community supporting the start-up of financially and socially sustainable businesses through relevant education or resources?

EMPOWERING DIGITAL BUSINESS



On 22 and 23 February 2025, UPTM students organised a SULAM programme entitled “Empowering Digital Business” at Kem TUDM Subang, from 8.30 a.m. to 5.00 p.m. The programme was organised by students from the Bachelor of Business Administration (Honours) Human Resource Management (AB201), Bachelor of Business Administration (Honours) (AB202), Bachelor of Accountancy (AA201) and Bachelor of Corporate Administration (AC201) programmes. The programme was conducted under the guidance of Dr. Zaliza binti Azan, Madam Noorraha binti Abdul Razak, Dr. Zeti Suzila binti Mat Jusoh, Madam Hidayatul Khusna binti Abdul Malik, Ms. Fatin Nadhrah binti Mohd Khir and Ms. Syatila binti Che Saruji. It brought together 130 participants, including members of Badan Kebajikan Keluarga Angkatan Tentera (BAKAT) PU Subang and individuals from the Subang community.

Through training workshops and exhibition booths, the programme provided a platform for entrepreneurs to develop their businesses using digital tools and platforms. Participants had opportunities to strengthen their knowledge of affiliate marketing, e-filing and other aspects of digital entrepreneurship, while expanding their business networks.

The initiative aimed to enhance participants’ digital business knowledge and skills, enabling them to adopt technology and digital approaches to support business growth. It also connected students with the local community through practical knowledge sharing and community engagement.


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MOSQUE FINANCIAL RECORDS MANAGEMENT COURSE

Congratulations to Ms. Syatila binti Che Saruji on being appointed as Speaker for the Kursus Pengurusan Rekod Kewangan Masjid dan Surau Jumaat Wilayah Labuan. This course was held on 4 July 2025 and organized by Jabatan Agama Islam Wilayah Persekutuan. May this sharing be beneficial for all participants and inspire them in financial management.













MAHLIGAI BAZAAR UPTM RAMADAN 2025

The Mahligai Bazaar UPTM Ramadan 2025, held on 3, 4, 10, 11, 17 and 18 March 2025, from 4:00 p.m. to 8:00 p.m. at the UPTM car park, provided a practical platform for supporting community entrepreneurship. By making campus space available as a trading venue, UPTM provided a relevant resource that could help aspiring entrepreneurs test their products, reach customers and generate income. Participation also offered opportunities to gain practical experience in pricing, budgeting, stock management and customer service, supporting the start-up of financially viable businesses. Bringing traders and customers together could also strengthen local networks and encourage businesses that respond to community needs, contributing to social sustainability and local economic development.










RM5




AKAF COFFEE
BEST SELLER
AKAF COFFEE

“EMPOWERING DIGITAL BUSINESS WITH BADAN KEBAJIKAN KELUARGA ANGKATAN TENTERA (BAKAT),” SESSION 0825

The SULAM programme, “Empowering Digital Business with Badan Kebajikan Keluarga Angkatan Tentera (BAKAT),” for Session 0825 was held at Kem Sungai Besi, Kuala Lumpur, on Saturday, 8 November 2025. It was jointly organised by students from nine sections across four FABA programmes: AB201, AB202, AC201 and AA201.The programme received positive feedback from the management of Kem Sungai Besi, BAKAT and members of the camp community.



SUPPORTING COMMUNITY BUSINESS DEVELOPMENT THROUGH MEDIA OUTREACH

UPTM, as a university, provides assistance to local communities by sharing its expertise through free television and radio interviews, live broadcasts, and online platforms such as Facebook and RTM, especially on topics related to economics, entrepreneurship, financial literacy and business development. These initiatives provide accessible education and relevant resources to support aspiring entrepreneurs in starting financially viable and socially sustainable businesses. By extending university knowledge beyond campus, UPTM helps community members make informed business decisions and supports local economic development.

ADVANCEMENTS IN AI EDUCATION DRIVE THE NATION'S DIGITAL TECHNOLOGY

24 Mac 2025

Selamat Pagi Malaysia interview featuring Prof. Ts. Dr. Zahrah binti Yahya, Deputy Vice-Chancellor (Academic & Internationalisation) of UPTM, and Dr. Saifuddin bin Haji Mohtaram, Dean of the Faculty of Computing & Multimedia at UPTM.



ASEAN CONTINUES TO STRENGTHEN GOVERNANCE, DIGITAL TRANSFORMATION & STRATEGIC PREPAREDNESS

27 May 2025

Selamat Pagi Malaysia interview featuring Prof. Datuk Dr. Rashila Ramli, a professor at the Institute of Graduate Studies (IGS), UPTM.



SYMPOSIUM ON THE THOUGHTS OF TUN ABDULLAH AHMAD BADAWI
8 July 2025

Selamat Pagi Malaysia interview featuring Assoc. Prof. Dr. Sharifah Syahirah, Vice-Chancellor of Universiti Poly-Tech Malaysia (UPTM).



ECONOMY THIS WEEK: THE 13TH MALAYSIA PLAN (RMK13) & REALIZING AN AI-DRIVEN NATION
1 September 2025

Dr. Saifuddin bin Haji Mohtaram, Dean of the Faculty of Computing and Multimedia at Universiti Poly-Tech Malaysia (UPTM), is a guest panelist. The segment will air on TV1 (RTM 1). The discussion will be moderated by *Biz Malaysia* host Izzamil Nasir. The featured topic is "Economy This Week: The 13th Malaysia Plan (RMK13) & Realizing an AI-Driven Nation."



HELLO SELANGOR I SIHAT
10 September 2025

Catch a special discussion featuring Dr. Mohd. Fauzi bin Hj. Fadzil, a Senior Lecturer at Universiti Poly-Tech Malaysia (UPTM), on the program “Hello Selangor i Sihat”. The episode will explore the topic: “Vaping: A Silent Threat to Teenagers.”



MY HALAL INTERVIEW – HALALAN TOYYIBAN
19 September 2025

Watch Dr. Mohd Erfino Johari—a Senior Lecturer at the Centre for Islamic, General, and Language Studies (CIGLS), UPTM as a guest panelist on the program produced by JAKIM and RTM. The topic of “Halalan Toyyiban,” providing an in-depth exploration of the concept of halal as a comprehensive lifestyle.



ASEAN AND THE HUMANITARIAN CRISIS: BETWEEN REGIONAL SOLIDARITY AND GLOBAL ACTION
6 Oktober 2025

Dr. Mohd Fauzi Hj. Fadzil, Senior Lecturer at the Centre for Islamic, General and Language Studies, Universiti Poly-Tech Malaysia (UPTM), appeared as a guest on RTM's Selamat Pagi Malaysia (SPM) – Nadi Seri Pagi. He joined Prof. Dr. Azmi Hassan, Fellow of the National Council, to discuss "ASEAN and the Humanitarian Crisis: Between Regional Solidarity and Global Action."



WAWANCARA ANALISIS BELANJAWAN 2026 MALAYSIA MADANI
10 Oktober 2025

Dr. Erfino Johari, Senior Lecturer and Director of Industry Relations and Academic Internationalisation at Universiti Poly-Tech Malaysia (UPTM), appeared as a guest panellist on RTM's Selamat Pagi Malaysia to discuss "Spiritual Striving and Sacrifice: The Foundation of a Strong Ummah."



WAWANCARA ANALISIS BELANJAWAN 2026
10 Oktober 2025

Naib Canselor UPTM, Prof. Madya Dr. Sharifah Syahirah Sy Shiekh, sebagai panel jemputan dalam rancangan Analisis Belanjawan 2026 Malaysia Madani terbitan RTM.



ANALISIS BELANJAWAN 2026
10 Oktober 2025

Mohd Amirul Asyraf Mohd Hanafi, Pesyarah ACCA Institut Pengajian Profesional UPTM sebagai panel jemputan dalam rancangan Analisis Belanjawan 2026 terbitan Bernama TV.



ANALISIS BELANJAWAN 2026
BERNAMA RADIO
11 Oktober 2025

Dr. Mohd Faizul Hafadzil, Senior Lecturer at the Centre for General Studies and Languages, Universiti Poly-Tech Malaysia (UPTM), was featured on BERNAMA Radio, broadcast on FM 93.9 in the Klang Valley, FM 107.5 in Johor Bahru, FM 100.9 in Kuching and FM 107.9 in Kota Kinabalu.



THE ECONOMY THIS WEEK: MOMENTUM FOLLOWING THE ASEAN CHAIRMANSHIP
3 November 2025

Dr. Ain Syazmeen Ahmad Zaki,Senior Lecturer at the Faculty of Business and Accountancy UPTM this live broadcast will air on via TV1, Berita RTM, RTMKlik, MYTV, and the Biz Malaysia Facebook Live platform for economic cooperation and national development.



ASEAN: REGIONAL TOURISM UNITING CULTURES & DRIVING THE ECONOMY

10 November 2025

Prof. Dr. Farha Abdol Ghapar, a Professor at the Institute of Graduate Studies (IPS), Universiti Poly-Tech Malaysia (UPTM), is a guest on the program Selamat Pagi Malaysia (SPM). Platforms: TV1, Berita RTM, RTMKlik, MYTV Channel 101.

