



## **MEDIA STATEMENT**

28 April 2016

### **PPIPT ENTREPRENEURSHIP CARNIVAL 2016 EXPOSES STUDENTS TO BUSINESS EXPERIENCE**

KANGAR, 28 April – In accordance with the government's intention to produce holistic, entrepreneurial and well-balanced graduates, the Universiti Malaysia Perlis (UniMAP) School of Business Innovation and Technopreneurship (PPIPT) puts its business acumen on display by holding the PPIPT Entrepreneurship Carnival 2016.

UniMAP Deputy Dean of Student Affairs and Alumni PPIPT Muhamad Azan Yaakob said the carnival would among others allow students to gain practical knowledge by experiencing hands-on business management.

He explained that the carnival taking place for two days allows students to experience managing business in the real world and setting their business direction to achieve their target profit.

“Besides that, the carnival is expected to alter the minds and thinking of students, most of whom intend on working with either the government or the private sector.

“If they decide to establish a business after graduating, it will create more employment opportunities for the public,” he said when met after the PPIPT Entrepreneurship Carnival 2016 Opening Ceremony today.

The PPIPT Entrepreneurship Carnival 2016 Opening Ceremony was officiated by Perlis State Speaker Hamdan Bahari.

Meanwhile, Programme Director Muhamad Aniq Bakhtiar Mustafa Alba said that the carnival is part of the coursework for *Organizational Behaviour*, a compulsory course for first year Bachelor of Business (Hons) (International Business) students.

“This carnival was organised for the first time by Bachelor of Business (Hons) (International Business) students and has been met with an encouraging reception.

“Previously we only ran university social responsibility (USR) programmes like helping the *kampung* community and such, and this carnival is a first for us,” he said.

Muhamad Aniq also hoped that the carnival could be expanded to allow the participation of the entire Perlis community to provide a better experience of entrepreneurship to UniMAP students.

The carnival was participated by 531 students from eight classes and involved 27 food stands and six game stands all managed by students.

Among the activity booths which garnered the most attention were the Marathon competition, PPIPT Got Talent, the Haunted House, the Photo Booth, the Archery and the Dart stands.

Released by :

**Mohd Basri Basir ([mbasri@unimap.edu.my](mailto:mbasri@unimap.edu.my))**

**Penolong Pegawai Perhubungan Media UniMAP**