



B.SMART Trains Graduates to be Entrepreneurs

PUTRAJAYA, November 25 – The competition among university graduates towards securing a job is fierce nowadays, which results companies to administer an intricate assessment before hiring a worker.

Companies are focused on the added value that graduates can offer in order to generate profit for them.

In line with this, the Industrial Centre of Excellence for Healthcare Cluster (IcoE Healthcare), the Ministry of Higher Education (KPT) and Universiti Malaysia Perlis (UniMAP) in conjunction with the Malaysian Biotechnology Corporation (BiotechCorp) and Novartis Corporation (Malaysia) Sdn. Bhd. have organised a programme that focuses on Marketing and Sales in the healthcare sector.

The programme known as *Best Sales and Marketing Apprenticeship Training* (B.SMART2015) has selected 14 graduates from public universities over the nation to be trained as entrepreneurs in the healthcare sector.

The Chief Secretary for KPT Malaysia, Datuk Seri Ir. Dr. Zaini Ujang said that the collaborative programme between academia and industry was announced by the Prime Minister during a meeting with the 1Malaysia Training Scheme participants recently.

“He had instructed the establishment of a specific organization to increase the marketability of graduates by developing university curriculum that is more oriented towards the market needs.

“I believe that this joined effort will assist KPT in achieving its goal to produce balanced graduates in holistic and entrepreneurship fields, as what had been stated in shift 1 from the 2015-2025 Malaysian Education Development Plan,” he added during his speech for the B.SMART2015 Graduation Ceremony at the Za’aba Hall, KPT.

The Vice Chancellor of UniMAP, who is also the Chairman of IcoE Healthcare, Brig. Gen. Datuk. Prof. Emeritus Dr. Kamarudin Hussin, Biotechcorp Chief Operating Officer, Razwin Sulairee Hasnan and the Director for KPT Industrial Relation Division, Prof. Madya Dr. Arham Abdullah was also present during the event.

Datuk Seri Zaini further added that the government plans to encourage more collaboration between the public and private sector in activities that gives impact to the nation’s economy.