In commemorating Malaysia’s 50th year Independence celebration, the School of Business & Economics also took part in the excitement by launching the Campaign “Semarak Merdeka & Kibar Jalur Gemilang” as a symbol of love of the nation. Students & staffs jointly decorated the BES building with Malaysia’s flag ‘Jalur Gemilang’ and Sabah’s flag to show their support.

According to Campaign Director, Alphonso Jackson Bilong, the campaign was started to uplift the spirit of loving the nation as well as joining the celebration of Malaysia’s 50th year of Independence. The campaign which started from 15 August 2007 to 16 Sept 2007, saw the soft launching of the campaign officially held by Dean, Assoc. Prof. Dr. Hj. Kasim Hj. Md. Mansur on 30th August 2007. Malaysia after independence has prospered and Malaysians should maintain their independence and remembered all the hardship of people who fought for independence. In conjunction to the campaign, a poem session was also held for students to express their appreciation and love for the country.