

UMS sets out to expand its programmes

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KOTA KINABALU: Universiti Malaysia Sabah (UMS) sets out to expand its academic programme, specifically business and economics, to the BIMP-EAGA region.

Dean of the School of Business and Economics, Associate Professor Dr Hajah Arsiah Haji Bahrom (pictured) said the move will help UMS to establish greater presence in the East ASEAN growth area of Brunei, Indonesia, Malaysia and Philippines.

She therefore hopes that the UMS Centre for External Education or PLUMS will aggressively work to widen its target market to remain competitive with other institutions of higher learning.

She expressed confidence that PLUMS will be able to meet the objective based on the potentials of the academic programmes.

PLUMS is managed by the parent company, UMS Link Holdings Sdn Bhd, which is



wholly owned by the university.

"We hope UMSLink will promote full-time academic programmes offered by the School of Business and Economics in Kalimantan, Indonesia where there are already existing ties with UMS," she said yesterday adding that the school also intends to offer academic programmes and counselling services to Sarawak and the peninsula.

Dr Arsiah believes the foreign market will provide the

School of Business and Economics, great opportunities to introduce part-time courses to working adults other than the full-time bachelor degree courses.

Among others, the programmes consist of the Masters in Business Administration (MBA) and Masters in Human Capital Management (MHCM) on a part-time basis.

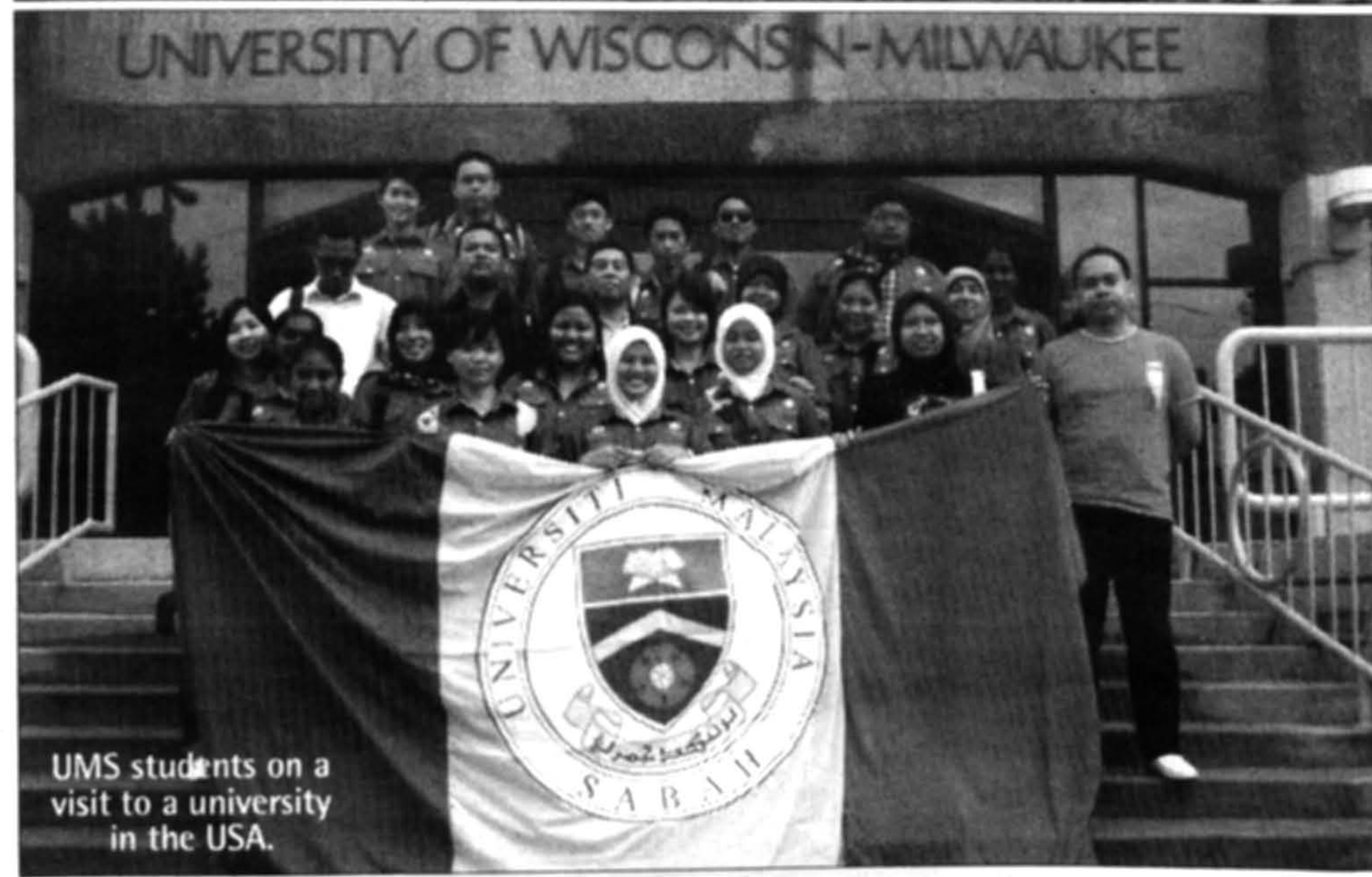
According to her, many students currently pursuing the courses acknowledge that the part-time programmes offered by PLUMS are among the best in the country.

"Students need to complete 40 credit hours and attend lectures on the weekends," she said.

The MBA programme has three areas of specialisation—Organisational Behaviour, International Business and Entrepreneurship.

Dr Arsiah said the school will offer seven more areas of specialisation and according to her the MHCM is not offered by other public universities in the country.

An international seminar organised by the UMS School of Business and Economics.



UMS students on a visit to a university in the USA.