

Headline	Inculcating entrepreneurial culture		
MediaTitle	The Star		
Date	19 Mar 2019	Language	English
Circulation	201,943	Readership	605,829
Section	StarSpecial	Page No	2
ArticleSize	187 cm ²	Journalist	N/A
PR Value	RM 29,928		



Inculcating entrepreneurial culture

UNIVERSITI Tenaga Nasional's (Uniten) College of Business Management and Accounting (COBA), which is located in Sultan Haji Ahmad Shah Campus (KSHAS) in Bandar Muadzam Shah, Pahang, offers a wide range of business and accounting-related programmes and is considered one of the most comprehensive business schools in the east coast of Malaysia. With a 94% graduate employment rate, COBA puts an emphasis on its students' marketability and stresses work-based learning.

Uniten is ranked 101-150 in the world in the QS Top 50 Under 50 2019 rankings. It is also ranked 171st in Asia, 12th in Asean and 7th in Malaysia in the Times Higher Education World University Ranking.

Uniten provides students with the opportunity to study and experience new cultures through its mobility programmes, which allow them to participate in student exchange programmes in countries such as Germany and the United States. These programmes are advantageous



to students as they get to experience a new learning environment abroad.

Since being established in 2001, COBA has cultivated strong relationships with professional bodies, including the Association of Chartered Certified Accountants, Malaysian Financial Planning Council and Malaysian Institute of Management.

The strong ties accords its students many perks, including being given the opportunity to undergo a period of attachment in the United Kingdom under the supervision of Khazanah Nasional.

KSHAS enjoys a strong relationship with the local community as the university has adopted a "township

university" concept with Bandar Muadzam Shah and plays a major role in the town's development. The campus and local residents work together to provide quality shared facilities and services to students and local residents alike, with the ultimate aim of making KSHAS an entrepreneurship hub for the east coast.

To that end, COBA has taken on the mission of inculcating an entrepreneurial culture, not only in its students, but also in the local community.

■ For more information on COBA, call 09-455 2020 or visit www.uniten.edu.my