49 CREATIVE INDUSTRY PROFESSIONALS EMBARK ON ACADEMIC SOJURN AT UUM

UUM ONLINE: Kuala Lumpur, 15 October – A total of 49 professionals comprising actors, singers, and the staff behind the scenes in the creative industries were offered to further their studies in the Bachelor of Creative Industries Management (BCIM) and Master of Science (Msc. Management by Research) at Universiti Utara Malaysia (UUM).
Of these, 35 enrolled for the part-time BCIM programme including Hazama, Tomok, Aril AF7, Taja (Meet Uncle Hussein), Fiza Elite, Pekin Ibrahim, Fattah Amin, Fiffy Natasya and Adibah Yunus.

A ceremony to present the Study Offer Letter to the artistes was held at Sheraton Imperial Hotel, Kuala Lumpur recently. An appointment ceremony and the presentation of the appointment letter to the Adjunct Professor was also held at the same venue.

The presentation of the study offer letter was presided over by the Secretary General of the Ministry of Communication and Multimedia Malaysia, Dato' Sri Dr. Sharifah Zarah Syed Ahmad representing the Minister of Communication and Multimedia, Datuk Seri Panglima Dr Mohd Salleh Tun Said Keruak.

"On behalf of the Ministry of Communication and Multimedia, I would like to extend my warmest congratulations to the industry professionals who have shown their commitment to be here and be part of the university community. Indeed, this commitment will further improve and hone their talents," said Dato' Sri Dr. Sharifah Zarah Syed Ahmad, reading the text of the Minister of Communication and Multimedia.

Creative industry is one the sectors that can contribute to the economic growth and development of a nation. "In the United States, this industry has contributed up to $3 trillion US dollars in the gross domestic product and this is also evinced in the United Kingdom, South Korea and Australia."

Meanwhile UUM Vice-Chancellor, Prof Dato' Seri Dr Mohamed Mustafa Ishak said the study programme will take about five years and will be handled by the Professional and Advanced Centre for Education (PACE) and the UUM campus in Kuala Lumpur (UUMKL).

A briefing session for the students was also held after the ceremony. The artistes are the first intake of students for the programme which is expected to begin this October at the UUMKL campus.

The main objective of the programme is to offer opportunities to creative industry professionals to gain knowledge and develop a future career in line with the Malaysian Education Blueprint of lifelong education that points towards encouraging self-improvement and lifelong learning.

Meanwhile, Datuk Eizlan Yusof, Fizo Omar, Emelda Rosmil dan Adlin Aman Ramlie were among 14 artistes that receive the study offer letter for the Msc. Management by Research, a programme under Othman Yeop Abdullah Graduate School of Business (OYAGSB).

An appointment ceremony was also held at the same event. Yang Berbahagia Datuk Seri Wong Chun Wai, Chief Executive Officer of the Star Media Group Berhad (The Star Publications (Malaysia) Berhad) received the appointment as the Adjunct Professor. The Chairperson of the University Board of Directors, Tan Sri Samsudin Osman presented the Associations of MBAs (AMBA) certificate to UUM Vice-Chancellor.

Also present at the ceremony were the Director General of the National Film Development Corporation Malaysia (FINAS), Dato' Kamil Othman; members of the University Management Committee, Principal Fellow of OYAGSB, Tan Sri Dato' Sri Dr. Hj. Mohd Nasir Mohd Ashraf, and senior officials from UUM.

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