PBS to offer MBA with focus on marketing

The Putra Business School (PBS), in collaboration with Institute of Marketing Malaysia (IMM), is introducing a new MBA programme specialising in marketing.

President and chief executive officer, Professor Dr Marimuthu Nadasan, said the programme in line with the objective of nurturing human leaders, PBS aims to nurture future leaders that practise the human governance values and principles.

"PBS aims to nurture future leaders that practise the human governance values and principles," Professor Dr Marimuthu added.

"This makes PBS the first private institution of higher learning to offer a programme that will give their students the opportunity to embrace humanism in the industry, in particular with a professional body," he added.

UTAR opens Tun Tan Cheng Lock Centre for Social and Policy Studies

As a tribute to one of the country’s founding fathers and the first president of the Malaysian Chinese Association (MCA), Universiti Tunku Abdul Rahman (UTAR) opened the Tun Tan Cheng Lock Centre for Social and Policy Studies (TCLC).

The centre aims to be a centre of excellence to support research with 88 members from various faculties of the university.

Speaking at the launch, UTAR President Professor Datuk Dr Chuan Hean Teik thanked Datin Paduka Tan Siok Choo, Professor Chuah Hean Teik, Datuk Dr Chuah Hean Teik and Datin Seri Paduka Tan Siok Choo for the generous contribution.

"The Tun Tan Cheng Lock Centre will aim to expand its role to support the centre's mission and contemporary social research. We will benefit a great number of people and contribute to the development of our communities and nation."

Also present at the launch were Tun Tan Cheng Lock’s grandson Datin Paduka Tan Siok Choo, Professor Chuah Hean Teik, UTC Chancellor Tun Dr Ling Liang Sik, Universiti Putra Malaysia (UPM) Chancellor Tun Dr Ling Liang Sik and Tun Tan Cheng Lock’s granddaughter Datin Paduka Tan Siok Choo.

Professor Datuk Dr Chuan Hean Teik also highlighted the support received from all the stakeholders.

"It is important to implement the missing parts of our history and culture, as well as the legacy of Tun Tan Cheng Lock, and the Centre is a stepping stone to meet the centre's goals and objectives."

"It will also expand the role to social and contemporary social research in Malaysia. It will benefit a great number of people and contribute to the development of our communities and nation."