

GRADUATE EMPLOYABILITY

UPM's career expo brings 4000 job opportunities

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UNIVERSITI Putra Malaysia (UPM) recently held a Career and Entrepreneurship UPM Expo.

Organised by UPM's Centre of Entrepreneurial Development and Graduate Marketability (CEM), the expo was a joint collaboration with the Higher Education Ministry to discuss national issues related to graduate marketability and competitiveness.

CEM director Dr Mass Hareeza Ali said 50 participating organisations brought 4000 job opportunities to 5000 visitors.

"The expo facilitates career discussions between prospective employers and students.

"The firms and agencies from Malaysia and Singapore share career opportunities and information with graduates," said Mass Hareeza.

She said the goal of the expo was to boost the employability of the university's graduates.

"The companies offer internship programmes. So, the expo is not only for the final year students, but also those who need to undergo internship programme before they graduate."

Asked about requirements or credentials the companies looked for in graduates, Mass Hareeza said most of the firms did not set any.

She said there were also talks to educate and provide information for graduates on career choices.

They included talks by Datuk Sri Aliff Syukri, chief executive officer of the D'Herbs; Syarikat Pembinaan Yeoh Tiong Lay; Caprice, founder of Jihad in Education; and, Ludinata Misnun, an image consultant.

Student Fatin Syahirah Salleh said the fair, allowed her to get to know prospective employers.



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MASS HAREEZA ALI

Centre of Entrepreneurial Development and graduate Marketability director



Fatin Syahirah Salleh



Image consultant Ludinata Misnun giving grooming tips for job interviews.



Some of the students at the career expo.



Participants filling in forms at the career expo.

"It allowed us to take a peek at the working world and prepared us to face the world outside." An initiative programme, Gig Economy, was introduced and launched at the expo.

Gig Economy is where students can give services that they are good at and are interested in. UPM and the Higher Education Ministry have

agreed to create a freelance squad called UPM Squad that will do part-time jobs according to their skills.

Students will be monitored for safety and work equipment will be given, if needed.

The programme targets 1000 students a year.