

# **SME CORP@UNIVERSITI PROGRAMME HELPS ENHANCE PRODUCTIVITY OF SMES**

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**KOTA BAHARU:** The SME Corporation Malaysia (SME Corp) @universiti programme has succeeded in helping enhance the productivity of 444 entrepreneurs in various fields throughout the country since its introduction in 2010.

Deputy Chief Executive Officer 1 Isham Ishak said through the programme, the participants from various small medium enterprises (SMEs) had succeeded in improving their respective business performance.

"The programme offers short term courses of three months and covers eight modules related to company management in finance, marketing and human resources.

"This helps those entrepreneurs with no university education to get exposure to enhancing productivity, sales and management," he told reporters at the SME@UMK 2016 Graduation Ceremony at the Universiti Malaysia Kelantan (UMK) here Sunday.

Isham said apart from UMK, eight other universities in the country, including Universiti Malaysia Sarawak (Unimas) and Universiti Teknologi Malaysia (UTM), were implementing similar programmes.

"The programme has not only succeeded in producing chief executive officers at the national level but also internationally," he added.

*- BERNAMA*