Boost for UNIRAZAK

UNIVERSITI Tun Abdul Razak (UNIRAZAK), one of Malaysia’s premier private universities noted for innovation, leadership and entrepreneurship, signed an agreement with Bank Rakyat for the training of its executives.

The agreement appoints UNIRAZAK’s Centre for Executive Education (CEE) as the consultancy to come up with a training programme for the development of Bank Rakyat’s managers.

The agreement was signed by UNIRAZAK president and vice chancellor Prof Datuk Dr Mohd Zabid Abdul Rashid and Bank Rakyat managing director Datuk Kamaruzaman Che Mat.

It was witnessed by Bank Rakyat chairman Prof Tan Sri Dr Syed Jalaludin Syed Salim.

In the agreement, UNIRAZAK’s CEE will provide Bank Rakyat with a comprehensive training programme that will assist Bank Rakyat to develop their human capital and ensure that they remain up-to-date on essential managerial skills.

Split into five sessions, each of which is a few days in duration, the programmes address several key areas that the potential managers need to master to become effective and rising stars within the corporation.

The sessions will cover topics such as:
- Corporate Grooming
- Fundamentals of Marketing
- Business Creativity and Innovation
- Problem Solving and Decision Making
- Management Essentials
- Coaching and Leadership
- Successful Presentation Skills
- Consumer Behaviour
- Financial Analysis for Finance Professionals
- Mastering Negotiation Skills

UNIRAZAK’s CEE is a centre of excellence for human capital development through executive development programmes and services.

It also has multiple international collaborations with world-renowned international partners.

For more information on how UNIRAZAK’s CEE can help your organisation, call (03) 7627 7144, e-mail cee@unirazak.edu.my, or visit www.unirazak.edu.my/cee.