

BUSINESS EDUCATION VITAL, SAYS DR M

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KUALA LUMPUR, Sat. — Business education is necessary for every entrepreneur, especially at a time when the management of modern economy is becoming more complex, the Prime Minister said today.

He said modern business required not only knowledge in business but also in management of staff, project, materials, processes and costs.

"Although such knowledge can be gained through experience, with proper business education it can shorten the time needed to acquire such experience.

"That is why the Gov-

ernment has established University Utara Malaysia which emphasises business management," Datuk Seri Dr Mahathir Mohamad said.

He added that University Utara Malaysia (UUM) helped graduates to become qualified managers equipped with not only paper qualification but also experience in business.

"We hope these future managers will help cut the losses which the Government and the private companies are experiencing today."

Dr Mahathir stressed that it was important that a change in the attitude of those who undertook business courses

and training in UUM and other institutions be made.

"They must be aware that the courses are useful to face reality in society. However, the courses are not for getting certificates and degrees alone as they are not keys that ensure success."

"What is important is the application of the knowledge acquired so that the desired productivity and success are achieved.

"Fat salaries and high positions will not mean a thing if the work done lacks quality and losses are incurred all the time," he said when opening a three-day Student

Entrepreneurship Expo at Changkat Pavilion.

Selected students from 122 schools in Selangor and the Federal Territory Expo used their knowledge in their commerce subjects to sell products ranging from handicraft to textiles and services.

The Prime Minister also reminded Bumiputera businessmen not to be under the impression that everything should be provided by the Government to ensure their success.

"The Government is only helping them to get a head start. It is their responsibility to use their knowledge and experience to achieve success."

He also said that it was important for entrepreneurs to venture into new prospects in business.

He pointed out that it had become common for businessmen to duplicate.

"When they see one stall selling burgers, the others will also open burger stalls. But no one has ever thought of establishing a franchise business," he added.

Dr Mahathir later visited the stalls for a closer look at the "business" set up by the students at the Expo. He was accompanied by Education Minister Datuk Abdullah Haji Ahmad Badawi.