

Headline	UUM to offer new programme from Sept		
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SINTOK: Universiti Utara Malaysia will offer a new programme — Bachelor of Creative Industry Management — beginning September.

The programme under the Multimedia Technology and Communication Education Centre (SMTTC), will emphasise on several management areas such as film, music, animation production and interactive media production.

Its vice-chancellor Prof Datuk Dr Mohamed Mustafa Ishak said the programme was offered due to a high demand for experts in the fields and at the same time provided an attractive income.

“There are many television and radio channels as well as new media and all these require competent and skillful individuals to manage the various aspects in their respective field such as finance, human resource, marketing and others.

“We are also aware of the new media like YouTube that has produced many creative people who are excellent and have become rich through their creative and attractive output,” he said in a statement yesterday.

Mohamed Mustafa said he hoped students would be able to evaluate and appreciate the new technology development as well as to manage the source effectively.
— Bernama