

Six local universities sign up on SAS Academic Initiative programme

Local universities leverage on SAS student-user licenses, SAS-based course modules and internship programmes to prepare students for the real business world

KUALA LUMPUR, 22 March 2005 - SAS Malaysia, the leading business intelligence software solutions and services provider has successfully collaborated with six local universities to implement the SAS Academic Initiative programme. Designed to support curriculum and students development within the participating institutions, this programme helps universities in empowering young professionals of tomorrow with modern business know-how through the use of SAS' award winning technologies and solutions.

According to Jimmy Cheah, managing director of SAS Malaysia, "Today's marketplace is indeed more competitive and demanding as employers are expecting young graduates to be more business and technology savvy. The onus is therefore on the learning institutions to equip the students with the ideal set of skills that they can instantly use when they enter the business world. We believe that our programme is able to expose students to technologies and solutions in business, thus increasing student's competitive advantage."

Under the Academic Initiative programme, the partnering universities enjoy unlimited student-user licenses. Additionally, SAS supports universities in developing curriculums that are in line with the current business environment. The SAS team also offers joint-seminars and free consultation on the integration of SAS software into university course modules. Through this programme, individual university faculties can partner with SAS to undertake both academic and industrial research projects.

The programme has been well-received by some of the most prominent local universities. In just six-months, six universities, Universiti Teknologi Mara (UiTM), Universiti Utara Malaysia (UUM), Universiti Malaysia Sabah (UMS), Universiti Sains Malaysia (USM), Universiti Teknologi Malaysia (UTM) and Open University Malaysia (OUM) have signed up with SAS.

"The initiative is more than just software usage. It is an innovative way to educate and develop quality Malaysian students, who will become the future leaders of our country. As we aim for the highest standards of academic and professional education for our students, preparing them for research work and business analysis, this partnership defines our mission. We believe that it will support our goals and help us continue to distinguish ourselves, and our graduates," said Prof. Dr. Mansor Fadzil, Vice President of OUM at a signing ceremony held to officiate the partnership.

One of the more extensive academic initiatives, the programme also offers students who get acquainted with SAS software the opportunity to do industrial training with SAS Malaysia or with SAS customers - a key advantage especially in a country where there is intense competition for jobs. Students and academicians are given access to sophisticated software tools in addition to exposure to commerce and industry, enabling them to produce research and findings that meet business needs.

Numerous faculties have benefited from the SAS Academic Initiative with improved teaching and learning methodologies, as well as increased confidence in preparing graduates to compete in a global economy. From quantitative science, accounting and financial, business management to information technology, the universities are looking forward to incorporating SAS business and industry solutions in their faculties and departments.

Currently, there are around 3,400 universities worldwide using SAS software, including the Chulanlongkorn University (Thailand), City University of Hong Kong, Tamagawa University (Japan), Indian Institute of Information Technology (India), Monash University (Australia), Queensland University of Technology (Australia), Baylor University (US), University of Central Florida (US), Oxford University (UK), Cambridge University (UK), London University (UK), Sheffield Hallam University (UK), Open University UK and Nottingham University (UK). "In establishing partnerships with local universities, we are committed to empowering today's organisations with the next generation of leaders who are prepared to address the business challenges of tomorrow. We trust that the SAS Academic Initiative is a powerful value proposition benefiting all parties involved," said Jimmy Cheah, Managing Director of SAS Malaysia."