



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

FACULTY OF COMPUTING

ExCEL Report

Event

**Utmxcite Seminar Series : Digital Entrepreneur: A
Student'S Guide To Success**

NAME	MATRIC. NO
HIBBAN KAMIL HIZBUTTAHRIR	A20EC5022

Programme: Bachelor of Computer Science (Software Engineering)

Academic Advisor: Dr. Adila Firdaus binti Arbain

Programme Information

The event held on November 8th was a pivotal moment in the academic calendar, organized by UTMXCITE in collaboration with Perniagaan Ekonomi Negeri Johor (PEMJ). It served as a beacon of enlightenment for students, illuminating the burgeoning realm of digital entrepreneurship. Since digital products are becoming the foundation of commercial ventures in the future, the purpose of the event was to provide attendees a thorough awareness of this rapidly changing world. It created a rich environment for learning and inquiry by bringing together students and industry experts to share ideas and thoughts.

The occurrence was significant because it helped close the gap that exists between theory and reality. The complexities of creating and monetizing digital products were presented to guests through captivating lectures and lively debates facilitated by distinguished speakers including En Amir Faisal and En Ubdaidullah. Additionally, because the event was collaborative in nature, attendees felt more connected to one another and encouraged to embrace the entrepreneurial spirit as they zealously started their digital adventure.

The Graduate Attribute(s)

Participating in the event engendered a profound introspection into the intersection of personal skills and entrepreneurial endeavors. En Amir Faisal's elucidation on the process of creating digital products underscored the transformative power of seemingly ordinary talents in the digital marketplace. This realization sparked a deeper appreciation for the importance of entrepreneurial skills, which was further reinforced by personal anecdotes shared by En. Ubaidullah. Thinking back on past experiences like briefly running a family business highlighted how entrepreneurial skills can be applied to improve critical thinking, communication, and adaptability qualities that are perfectly aligned with what UTM graduates are expected to possess. By cultivating these qualities, students are given the means to excel in the cutthroat world of digital business in addition to being better prepared to achieve in their academic endeavors.

Self-Reflection

By attend this seminar me as I participant get encouraging to reflect on the intersection of those skills and aspirations in the digital entrepreneurship domain. En Amir Faisal's demonstration of the process of creating digital products from scratch inspired a reevaluation of personal talents and their potential value in the digital marketplace. Moreover, insights gleaned from En. Ubaidullah's talk on monetization techniques emphasized the necessity of adaptability and innovation when negotiating the challenges of digital business. This better understanding, combined with the development of communication, entrepreneurship, and critical thinking skills, not only expands the perspectives of participants but also gives them confidence in their capacity to embrace the opportunities that will come in the digital world. As the students explored the world of digital entrepreneurship, they gained a better awareness of their own potential and the transformative ability of digital products to form their entrepreneurial journey.

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4 PM - 6 PM | **8 NOV 2023** | **Dewan Kuliah 8, Blok N24, UTM Johor Bahru**

Speaker
Amir Faisal Adzaman
CEO, Mastery Success Sdn Bhd
Digital Creator
"Abang CEO"

Speaker
Muhammad Ubaidullah Mohd Jaffar
Managing Director
Mastery Success Sdn Bhd
Digital Creator
"Ubaidullah Jaafar"

Moderator
Linda A Kadir
Comm Member, PEMJ
Corporate Trainer

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ORGANISER: UTM Centre for Student Innovation and Technology Entrepreneurship (UTMXCITE)

CO-ORGANISER: Kelab Siswa Pertubuhan Perniagaan Ekonomi Muslim Negeri Johor (PEMJ)

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