

# Building the industry

UNIVERSITI Kebangsaan Malaysia (UKM) is taking a lead role among the academia to help build the Global Business Services (GBS) industry via the GBS@UKM programme run by its Faculty of Economics and Management.

Headed by Associate Professor Dr Aini Aman, UKM has established partnerships with Malaysian Digital Economy Corporation (MDeC) and TalentCorp to develop an elective programme known as the Global Business Service Course.

"We are the first university in Asia to offer the GBS course. We have conducted the course for three semesters consecutively, from September 2015 to December 2016. We started with 25 to 30 students in the first semester. In the second and third semesters, the number of students increased to 50 and 118 respectively," said Aini.

The course has been extended to universities such as Nottingham University, Multimedia University and Sultan Idris Education University.

In addition to the GBS course, several GBS firms have set up GBS Training Labs in UKM to provide hands-on learning experiences to students. The lab provides essential resources for GBS firms, academicians and students to learn and share knowledge in all aspects of GBS.

"For example, UKM and Sigmax-E, with support from MDeC, set up the Impact Sourcing Lab at UKM in September 2015 to provide IT-related services. A few GBS firms are planning to establish GBS Training Labs from next month onwards."

In the latest memorandum of understanding, Cheng & Co's shared services outsourcing arm Pro B Centre will collaborate with Xeersoft Sdn Bhd, a cloud accounting software provider, to provide hands-on training in Accounting Outsourcing Services.

Sellbytel Group and Sutherland Global Services Malaysia will follow in their footsteps by engaging students from not only the Faculty of Economics and Management but also the Faculty of Information Science and Technology, Faculty of Science and Technology, and Faculty of Social Sciences and Humanities. The aim is to ensure that students gain experience from working with GBS firms in the areas of accounting, business and IT processing.

GBS firms and practitioners involved in the GBS@UKM programme include Sime Darby, AMD, Shell, BiT, IBM, Aegis, Tech Mahindra, Xerox, Elabram, T-Systems, City Group and BASF.

Participation from the GBS industry and practitioners is important to enrich graduates with work experience and professional ethics and competencies. Hence, close cooperation and a collaborative effort are critical to achieve the aim of producing better graduates with knowledge and skills in the country.

Behind this programme is the GBS Re-



Aini Aman (standing) with GBS@UKM research team members.



A session underway at a GBS training lab.

search Network (GBSRN). The network represents a strong research team that has been studying sourcing practices of accounting, business and IT services for more than a decade. "This group is dedicated to carrying out both academic and high impact research into how organisations source and manage finance and accounting, business processes and IT services in a global context," added

Aini.

The GBSRN extended network includes thought leaders, policy makers, practitioners and postgraduate students focusing on producing a stream of top academic research and practitioner-oriented outputs.

"The aim is to support GBSRN as a leading GBS research and training centre in Malaysia, Asia and beyond."