

Get taste of business life at Olympia

OPERATION Enterprise (OE) at Olympia College is an initiative that began in the US in 1963 by the American Management Association (AMA), an organisation that aims to develop the skills of the business community.

In the US, OE is a five-day residential programme that brings 30-35 high school students and put them through a series of diverse experiential activities to give them a taste of what business is about.

They meet business people from a range of industries and disciplines and explore subjects like entrepreneurship, business, marketing, finance and interact with workers.

"Many a time, a 17-year-old just leaving school does not know what real life in the corporate sector is all about," says Jean Francois Jadin, chief executive officer of Imperial Consulting.

Imperial Consulting is the exclusive representative of AMA in Malaysia.

He says while AMA deals with Fortune 500 companies, training their senior leaders and managers, it is a non-profit organisation and it sees itself as having an obligation to give back to society and share its experience with the next generation. OE is that initiative.

"Operation Enterprise in Malaysia is offered through Olympia College.

"Olympia College asked us if we could train their people to run the OE so that they can offer it in all their six campuses across Malaysia," says



Olympia offers 'Operation Enterprise', an innovative programme for youths interested in business.

Jadin.

"Today, about 600 people have gone through the programme at Olympia."

In a 90-segment, the facilitator will not speak for more than 15 minutes. The rest of the time is activity-based. Participants will have to do something such as case studies and simulations.

Olympia College offers programmes ranging from certificate to pre-university, to diploma, degree and master's.

They also have partnerships with Nottingham Trent University, Edexcel International (UK), Schiller International University, American Management Association, Senior Secondary Assessment Board of South Australia and ACCA.

The programmes cater to school leavers to a working adult who is looking for a

part-time evening programme.

Olympia offers programmes in business studies, computer science, marketing, hotel management, secretarial studies, administrative management, mass communications, human resources management, accounting and finance, English, graphic design, fashion & textiles, telecommunications, electrical/electronic engineering and pre-university studies such as the South Australian Matriculation and A-levels.

For information, call 03-20503688 (Kuala Lumpur), 03-79558868 (Petaling Jaya), 04-228 6898 (Penang), 07-2233868 (Johor Baru), 09-5177868 (Kuantan) or 05-2433868 (Ipoh). Alternatively, email raf-fles@olympia.edu.my or visit www.olympia.edu.my