



A VISIT BY UNIVERSITY OF QUEENSLAND'S REPRESENTATIVE

UiTM Perak Branch, in its never-ending effort to broaden the horizons for students, had scheduled a meeting with Dr. Paola Leardini, a representative from University of Queensland, Australia, upon her visit to UiTM Perak Branch earlier this February.

The aim of this visit was to consider any possible potential collaboration that could be made between UiTM Perak Branch and University of Queensland, concerning the architecture courses. In accordance, Rector of UiTM Perak, Assoc. Prof. Sr. Dr. Md Yusof Hamid presented the list of accreditations gained by UiTM Perak, to acknowledge the related programmes.

Dr. Paola also showed a great interest in other joint activities, including students exchange, summer camps, lecturers exchange and double-degree programmes. She even suggested several ways to collaborate in researches between these two universities.



After the discussion with UiTM Seri Iskandar's top management regarding future collaboration, Dr. Paola shared her research knowledge with the post-grad students and interested researchers at ILQaM Room. The talk focused on her research in sustainable and green technologies mainly in the built environment field. Being a founding member of Passive Institute House, New Zealand, and a visiting scientist at Passivhaus Institute Darmstadt Germany, it is undeniable that her expertise and knowledge are valuable to UiTM Perak Branch if the future collaboration is materialized.



“Students exchange, summer camps, lecturers exchange & double-degree programmes are among the suggested joining activities between the universities”

Nor Azizah Talkis (FSPU)

PUBLIC-PRIVATE RESEARCH NETWORK

Page **3**



SYLLABUS DEVELOPMENT WORKSHOP FOR MASTER PROGRAMME IN ACCOUNTANCY

Page **4**



GET REAL WITH MOMENT

Page **5**



BECOMING A SUCCESSFUL ENTREPRENEUR

Page **6**



PUBLIC-PRIVATE RESEARCH NETWORK

On February 22, 2018 the Department of Research, Industrial Linkages, Community & Alumni had organised a Public-Private Research Network (PPRN). PPRN is an innovative initiative of the Ministry of Higher Education of Malaysia to promote demand-driven innovation programmes in driving productivity improvement of Small and Medium Enterprises (SMEs) and strengthening Malaysia's economic development.

The objective of PPRN is to create a knowledge-friendly ecosystem where knowledge is generated and disseminated from those with knowledge and expertise at universities to the needy industries especially SMEs. Through this programme the industry players (SMEs) will present the issue on technology and explain the challenges in finding solutions. Hence, researchers from the universities will provide suggestions on how they can help the industry to address the problems and challenges based on their skills and expertise.

Suzaina Ismail
(PJM&A)

UiTM Perak Branch was among the six campuses that had been selected to run the programme. This programme was the first stage where problems were identified and reported to the Ministry of Higher Education of Malaysia where selected cases were taken to the next level. Puan Junaidah Junid a representative from the Malaysian Academy of SME & Entrepreneurship Development (MASMED), UiTM Shah Alam was present to assist.

During the sessions, 52 case writers and 32 SME representatives were appointed to identify the technology issues faced through this business matching. The Ministry of Higher Education of Malaysia and MASMED UiTM Shah Alam had targeted 100 cases on technology through this PPRN programme at UiTM Perak Branch.



RECTOR'S SPEECH

With the growth of the educational technology that enables greater communication among universities, UiTM Perak Branch therefore has taken up the challenges by moving rapidly in the digital world. This can be seen by the initiatives taken by all the staff and lecturers by adapting to the concept of "university of the future". This includes attending courses for retooling to equip themselves with new skills of digital technology in order to suit the new demands.

In this new scenario, educators particularly have to change their mind sets, perceptions and actions. With all these new demanded and required skills as well as knowledge that they need to acquire, it is better to be equipped with not only the 4.0 technology but will also become better educators in their subject areas. With this, it is hoped that the university will produce more future leaders who excel in both academic and non-academic areas where it involves integration of students' interests and talents.

Besides that, they are now required to find ways to create revenues and realize the income to be accrued from research products, innovations and services. All related agencies therefore should now work hand in hand to assist the development of the minds and skills of these young future leaders and educate them further as the saying goes 'It takes a village to raise a child'. The university welcomes any form of collaborations which would set platforms, not just for the university, but also the students to develop even further.

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GET REAL With **MOMENT**



On February 9, 2018, Academy of Language Studies, UiTM Perak Branch, Tapah Campus organised a programme on mobile apps development which began with a workshop in the morning. Two facilitators for the workshop were invited from Kolej Universiti Islam Antarabangsa Selangor to guide and teach the participants in developing a mobile app.

A total of 53 participants from UiTM, Politeknik Ungku Omar, Kolej Komuniti Bagan Serai, Kolej Komuniti Taiping, Kolej Komuniti Pasir Salak, Institut Pendidikan Guru Ipoh and Institut Pendidikan Guru Darul Aman were guided on the steps to develop a mobile app by using a website. The facilitators guided the participants using a hands-on approach during the workshop where they were able to experiment using the website to create a mobile app based on their needs and creativity.

“The objective was to give exposure on the development and innovation of mobile apps.”

In the afternoon session, a talk on mobile apps development was given by Puan Nur Hasni Nasrudin, a lecturer from the Faculty of Computer and Mathematical Sciences, UiTM Perak Branch, Tapah Campus. The talk discussed a few related topics such as the mobile app development life cycle and the principles of mobile app design.

While the workshop taught the participants how to create a mobile app, this talk provided useful tips on the dos and don'ts in developing a mobile app. This one-day programme's objective was to expose participants to the development and innovation of mobile apps. Knowledge on mobile apps development will also be advantageous in joining national and international innovation competitions in the future.

Wan Nurul Fatimah Wan Ismail (APB)



SYLLABUS DEVELOPMENT WORKSHOP For **MASTER PROGRAMME IN ACCOUNTANCY**



Faculty of Accountancy, UiTM Perak Branch has moved one step ahead in proposing a Master Degree programme in Accounting and Information Technology (IT). Thus, a two-day workshop was conducted in February 2018 to develop a syllabus structured for the programme.

In her opening speech, Dr Noorih Mansor, Head of Faculty of Accountancy aspired the academics to update their knowledge and skills in order to be relevant in the ever-changing world. She hoped that with the development of this new programme that combines two separate but relevant fields of Accountancy and Information Technology, the faculty can produce more versatile and well-rounded Accounting graduates.

The team has worked diligently throughout the workshop to ensure the courses offered are in line with the programme's main objective. The proposed courses were then submitted to the head of the programme, Enny Nurdin Sutan Maruhun for further review in June 2018.

Siti Nabillah (FP)

This master programme will not only focus on the accounting area but Big Data Analytic will be given an emphasis too. This emphasis is in respond to the demand of Industrial Revolution 4.0 that university graduates must have the ability to cross fields and to be competent in multiple areas.



INTERNATIONAL CONFERENCE ON REINVENTION OF LOCAL TRADITION AND NEW TECHNOLOGIES FOR SUSTAINABILITY

(ICRP - AVAN 2017)

Towards the end of 2017, UiTM Perak Branch successfully co-organised the International Conference on Reinvention of Local Tradition and New Technologies for Sustainability (ICRP – AVAN 2017). The main organiser, Universitas Syiah Kuala (UNISYIAH) played host for this conference which was held from October 18 to 19, 2017 in Aceh, Indonesia.



Throughout this conference, notable scholars; Prof. Regan Potangaroa, Assoc. Prof. Sr. Dr. Md. Yusof Hamid and Prof. Naka Ryusuke were invited as keynote speakers along with the Mayor of Surabaya himself, Tri Rismaharini. The diverse backgrounds of these presenters have successfully outreached wider perspectives in achieving the aim of the conference in sharing the latest researches with the communities.

In accomplishing the objectives that ranged from establishing research networks, exchanging new ideas and experiences, finding global partners for research collaboration to exploring the value of local tradition as part of design and planning, several potential sub-themes were generated. These sub-themes were listed either under 'local tradition and sustainable architecture' or 'building innovation and new technologies'. ICRP – AVAN 2017 served as an academic discourse to initiate innovation in architectural design that focuses on cross-cultural integration.

Nor Azizah Talkis (FSPU)

1ST INTERNATIONAL ASIAN CONFERENCE IN ART AND DESIGN (AICAD 2017)

In conjunction with the 1st International Asian Conference in Art and Design (AICAD 2017), the Rector of UiTM Perak Branch, Assoc. Prof. Sr. Dr. Md Yusof Hamid was invited to be the keynote speaker for the international event on October 2, 2017. This historical event was organised by the Academic Committee of Institut Seni dan Budaya Bandung (ISBI) in collaboration with the Faculty of Art and Design, UiTM Perak Branch and was supported by the National Visual Gallery (Malaysia). The main events throughout the international conference were artist talk and an international art exhibition participated by artists, academic staff and art students from both Malaysia and Indonesia.



has contemplated the modern society. Thus, merging the elements of art and green facilities in business premises will not only contribute towards aesthetic value, but will also educate the public on practising the sustainable culture that will benefit the mankind.

With reference to this, the Rector of UiTM Perak Branch touched on the issues related to a case study on the PKT Group Sdn. Bhd. that was keen in collaborating art and green facilities in their business environment. The artworks have not only created a friendly environment but also enabled the public to learn about issues related to historical, social and contemporary elements of the modern society.

Mahizan Hijaz Mohammad (FSSR)

The Honourable Rector was delighted to deliver his keynote speech entitled 'Investment in Art and Green Facilities for Sustainable Business Development'. The keynote speech managed to draw the interest of the conference participants on the importance of investing on art and green facilities in business premises as the beauty of art has always signified the civilisation of mankind. Currently, a sustainable and green lifestyle

BECOMING A SUCCESSFUL ENTREPRENEUR

On February 18, 2018, an Entrepreneurship Module for interim students was conducted by the Division of Research, Industrial Linkages, Community and Alumni Networking of UiTM Perak Branch at Seri Iskandar Campus. The same programme had also been conducted earlier at Tapah Campus on February 1, 2018. This entrepreneurial module was one of the additional modules designed to ensure the timetable optimisation during the interim session.

A total of 236 interim semester students were involved in the programme at Seri Iskandar Campus. The briefing of the programme was delivered by Mrs. Izmayani Sa'adin, the Coordinator of the Malaysian Academy of SME and Entrepreneurship Development (MASMED) of UiTM Perak Branch.

Suzaina Ismail (PJM&A)

In the programme, the students were divided into two groups; the first was assigned to clean and maintain the K-Shoppe store and the push-carts which are business spaces managed by students. The second group was assigned to clean up and prepare the fertigation site at the Indera Mulia College for future agro-farm projects. Apart from that, an entrepreneurship briefing was delivered by Mr. Ameri Mohd Sarip @ Shariff who was the best mentor finalist for the UIEA Awards and also the person who contributed for the re-establishment of MyAgrosis Club.



For the same programme at Tapah Campus, a total of 181 interim semester students were involved. The programme began with an entrepreneurial talk by Dr. Hanafi Yahya, a medical doctor with an experience in entrepreneurship and had engaged in several entrepreneurship activities. This was followed by a talk on entrepreneurship activities and initiatives by the respective programme committees. Finally, the students were given a tour to the sites of campus entrepreneurial activities and initiatives, such as the fertigation site at Beta College, K-Shoppe and Ko-Siswa stores at the student centre and the push-carts area.

Through this programme, it was hoped that the students could gain enough exposure on entrepreneurship as a career option, as well as gain information on opportunities and entrepreneurial programmes that are available for them on campus.

BIG DATA AND BUSINESS INTELLIGENCE TASK FORCE

The Faculty of Computer and Mathematical Sciences (FSKM) at Tapah Campus created a Big Data and Business Intelligence Task Force led by the Head of Faculty, Dr Suraya Masrom. With the formation of Big Data lab, including in UiTM Perak Branch, Tapah Campus that was launched by The Minister of Higher Education, Dato' Seri Haji Idris bin Jusoh on October 29, 2017, big data training programmes for the students, as well as to the lecturers were organised. The main objective of the programmes was to impart knowledge and awareness about Big Data technologies and its applications such as data sciences, business intelligence, machines and deep learning. One of the lecturers in the working group has been certified as the Data Science Specialist by iTrain Certification, which is one of Asia's top digital technology training providers. The lecturer, Mr. Mohamad Nasir Abdullah is an expert in data sciences with R programming and was invited to give advice and consultation to the members of the Big Data Task Force of UiTM Puncak Alam.



In December 2017, two special events with industrial engagement were successfully organised. Seminar on Financial Risk Management (SOFRIM) was conducted where two speakers from industries were invited. Furthermore, a Senior Software Developer from Jewel Paymentech, an international company from Singapore, has been invited to share his experience in working with the big data technology using Python programming. Python is a powerful high-level language programming that consists of extensive libraries to support the big data application processing such as web scrapping, Internet of Things, natural language processing, machine and deep learning for business intelligent processing. Currently, FSKM offers three areas of studies in sciences and technology including mathematics, statistics, actuary and computer. Hence, Dr. Suraya Masrom as the head of the faculty believes that in adapting to the Fourth Industrial Revolution, the faculty should be the best place to produce graduates who have the right skills and to become a big data knowledge centre for the Perak community. Therefore, through the Big Data and Business Intelligence Task Force, training series for the students and public community as well as school institutions have been well-planned for 2018.

Siti Salihah Shafie (FSKM)

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