

e-Canang NEWS

UiTM PERAK BRANCH

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JELAJAH DIGITAL AMAN JAYA (JEDI) & BUSINESS INNOVATION COMPETITION AND EXHIBITON 2018 (BICE)



On May 14, 2018 Business Innovation Competition and Exhibition (BICE) had been organised by Department of Business Management, UiTM Perak Branch, Tapah Campus. Conducted twice a year, this programme has taken a step further by collaborating with KPerak. KPerak INC Corporation (KPerak) is a corporation set up by the State Government of Perak to oversee the development of ICT related activities in the state and is dedicated to assist businesses and link up various communities through the promotion of ICT. The organization also aims to assist Perak's vision of becoming the preferred ICT investment destination through multimedia innovations and operations.



Two main activities were carried out throughout BICE such as an exhibition of entrepreneurial ideas by the students and an entrepreneurial talk session. The former provided a platform for students to highlight their creativity and innovative ideas in the production of business products. Among the juries who evaluated students' entrepreneurial innovative products during the exhibition were from Majlis Amanah Rakyat (MARA), Perbadanan Usahawan Nasional Ber-had (PUNB), KPerak as well as lecturers of UiTM Perak Branch, Tapah Campus. Feedbacks and suggestions were given to the participants to improve their products and business plans.

Meanwhile, Mohd Fariz bin Razali, an expert in digital marketing from KPerak in his entrepreneurial talk session had shared his experience and tips on using digital technology for the benefits of entrepreneurs. Therefore, it was a great opportunity for those students involved in the programme to get the first-hand information from KPerak itself and to gain experience related to business world.

Khiriah Ibrahim
(Business & Management)

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RECTOR'S SPEECH

One of the fundamental principles adopted by all universities is the promotion of academic integrity, which is integral to its strategy that seeks the equality between students' irrespective of religion, social background, sharpens up students' skills and experiences required in labour markets, raises the confidence of local and international accreditation bodies and labour markets in the educational system and quality of its outcomes.

According to International Center For Academic Integrity, there are a few elements that support the fundamental of academic integrity. The first one rests on a solid system of decision making that reviews policies and procedures of academic integrity, plagiarism penalties, and ways of avoiding plagiarism.

The second centers on faculties whose function is to develop faculty members' competencies, particularly in the blended learning system. In addition, deanships have a big role in the quality assurance, the optimization of available technological means, the plagiarism detection means, and the application of penalties in accordance with an institution's applicable rules and regulations. The third rests on students who are required to attend workshops that raise their awareness of academic integrity and its best practices, in addition to their commitment on getting training of procedures of academic integrity.

The objective of Integrity Unit in UiTM is to ensure that the six core functions are executed fairly in accordance to the university aims. Therefore, a culture of integrity especially the academic integrity should be promoted all the time which requires a commitment at absolutely every level of the academic institution.



■ **Assoc. Prof. Sr. Dr. Md. Yusof Hamid**
Rector, UiTM Perak Branch

ENVIRONMENTAL AWARENESS AND GREEN CARNIVAL

E.Tavasuria A/P Ekangovan
(FSG)

Tapah, May 4, 2018, 10 students won the 'Anugerah Inovasi Pelajar' during the Environmental Awareness and Green Carnival programme which was organised by the Faculty of Applied Sciences, UiTM Perak Branch, Tapah Campus which involved 51 final year Biology students. The objectives of the programme were to meet the UiTM Vice-Chancellor's mandate for 2018: "Innovation and Sustainability Drive Global Excellence" and the National Transformation (TN50) that emphasise on innovation and environmental aspects. Besides that, the aim of the programme was to apply the knowledge of science and technology in inventing products that can reduce pollution, to use biodegradable and non-biodegradable materials to reduce environmental pollution.

Encik Mior Izzuddin Baharuddin, the officer at the Department of Environment and Puan Norhayati Mohamad Idris from Sekolah Menengah Sains Tapah were the VIPs present and they were also the jury for the Environmental Awareness Innovation Competition. The other VIPs who were invited were Dr. Ahmad Nazib Alias, the Head of the Faculty of Applied Sciences, UiTM Perak Branch, Tapah Campus and Puan Fariesha Farha, the Coordinator of the Faculty of Applied Sciences.

Apart from that, the programme had exposed the society towards the importance of preventing the environment from being polluted and established connection between the undergraduates and the community to ease the exchange of information between both parties. There were many activities conducted throughout this programme such as video presentation on pollution issues, judging session of the environmental awareness innovations, exhibition of innovations and Environmental Awareness Based Games.



MONETISING SOCIAL MEDIA ACCOUNT

Nor Azizah Talkis
(FSPU)

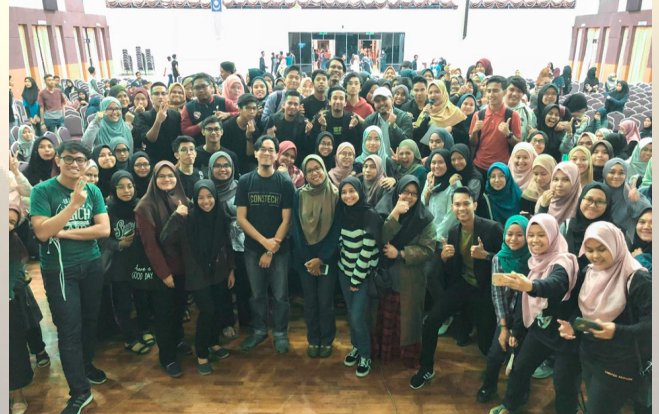
Students are typically easy to recognize social media influencers. Acknowledging this fact, on May 4, 2008, Building Department of Faculty of Architecture, Planning and Surveying (FSPU) has invited renowned local video makers, Sterk Production to talk in front of 550 students about how social media has changed their lives since seven years ago. Comprising of seven young gentlemen of mutual interest and talent, Sterk Production has never looked back since.

Coming from a humble beginning, Sterk Production can now be proud of 250 thousand followers on their Facebook page alone. With a combination of great creativity and imagination of these seven young gentlemen, they have created hundreds of funny short movies that contain valuable lessons to be learnt by their viewers. Due to their humour and out-going attitude, they have succeeded to catch the netizens' attention. Their success has also attracted the famous local radio station, ERA FM to collaborate with them. Not only that, there are other business groups that have shown interest to get involved and collaborate with them as well. This shows their perseverance is finally bearing fruits after two to three years of passionate video making and that is not going to stop these talented souls to keep on moving forward together through thick and thin

In the event, each member of Sterk Production was first given the chance to speak and share their memorable experiences and journey in monetizing their talent in multimedia. They also shared a vast knowledge on how to fully use the social media to grow networking in order to attract certain group of people and their potential clients. Social media can be tricky but with today's upgraded features, people can use these features to expand their number of followers at ease. However, they also added that there is another important criterion to be a successful social media influencer, that is to impress an individual and a group of netizens. Without the impression, even with those upgraded features, all of it will be useless

For movie making, even with any lens or camera, people can start recording their very own movie as long as it contains important messages. Apart from that, creative elements and ideas that are out of the box are also required for the movie plot and editing process to catch people's interests. Last but not least, like most successful entrepreneurs, these young people have the same quality as they are smart to grab opportunities.

After the talk from all of the members, a game session was held. The participants were chosen by the Sterk members. The game was to test the student's spontaneity and self-control. Finally, after the spontaneous acting game between them, the programme ended with a question and answer session.



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”



9TH EDUCATIONAL, INNOVATION, CREATIVITY & DESIGN COMPETITION (EICD 2018)

Faculty of Applied Science UiTM Perak Branch won bronze medal with their innovation entitled PORTABLE WATER FILTER FROM ACTIVATED RICE HUSK CHAR project. The 9th Educational, Innovation, Creativity & Design Competition (EICD 2018) programme was organised by Faculty of Education, UiTM Puncak Alam Branch on the 24th May 2018.

This educational programme has captured the interest of school students, local university students as well as international students. The group members are Siti Nurrehan Bt Mohd Basri, Nur Syahirah Binti Rahim, Rabiatul Adawiyah Binti Abdul Wahab, Lili Widarti Binti Zainuddin, Maryam Binti Mohammad as well as Mazlini Binti Mazlan and were supervised by supervisor and co-supervisor, Rabiatul Adawiyah Binti Abdul Wahab and Lili Widarti Binti Zainuddin who are currently FSG lecturers at UiTM Perak Branch, Tapah Campus. Several talented students were selected to participate in the IIDEX competition at UiTM Shah Alam which will take place in September 2018.



EMBRACING RAMADHAN WITH FELDA

May 26, 2018, 'ASET Ramadhan bersama masyarakat FELDA' programme was organised by UiTM Perak Branch, Tapah Campus at Fel-da Gunung Besout 3. A total number of 45 students, 6 FSG lecturers and 1 FSG staff from the Faculty of Applied Science (FSG) were involved in this programme. The aim of the programme is to create teamwork between students that will help them to be more open minded and creative when interacting with the FELDA residents.



Besides that, this programme can expose them to learning on how to plan and implement such a programme. During this holy month of Ramadhan, students from AseT (Applied Sciences Tapah) association have joined the FELDA community by preparing Bubur lambuk, conducted Gotong Royong, breaking fast and Solat Terawih. The Gotong Royong was held at Sekolah Agama Fel-da Gunung Besout 3 and Masjid Saidina Othman Ibn Affan.

Mohd Redzuan, the manager of FELDA and Zaidatul Shakila Ashari, the Coordinator of Student Affairs Division, UiTM Perak Branch, Tapah Campus were the invited VIPs to this programme. The programme came to the end at about 10.00 pm after the closing speech and souvenirs giveaways from the UiTM Perak Branch, Tapah Campus representative to Mohd Redzuan.

E. Tavasuria A/P Elangovan
(FSG)



“ KEYWORD: THE AIM IS TO CREATE TEAMWORK BETWEEN STUDENTS THAT WILL HELP THEM TO BE MORE OPEN MINDED AND CREATIVE WHEN INTERACTING WITH PEOPLE. ”



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