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Industrial Revolution 4.0 (IR 4.0) is a stage in the development of knowledge where the lines between the physical and digital spheres are being blurred. It has been defined as a current trend of automation and data exchange in manufacturing technologies. The backbones of IR 4.0 include cyber-physical systems, the Internet of things, cloud computing and cognitive computing.

Terms such as big data and intelligent robotics are becoming common in IR 4.0 and the atmosphere of job market is one of the aspects that will be affected. Therefore, students need to be prepared for multiple reskilling throughout their career. In order to prepare the graduates who met the requirements and demand of market, higher education institutions and industries need to strengthen relationship so as to offer more work-based experience to the students.

Malaysia Education Blueprint (2015-2025) has already incorporated the elements to tackle the uncertainty of IR 4.0. It should be a responsibility of all to produce holistic, balanced and entrepreneurial graduates who can adapt and fill in jobs that “are yet to exist”. Universities are the testbeds for innovation and educating future generation. As one of the biggest educational institutions in Malaysia (in terms of the number of branches and students), UiTM plays a great role in shaping the future technology of the country. As part of the initiatives, UiTM became the first public university that set up Big Data Lab in the country and Tapah Campus became the first in Perak. The initiative to set up Big Data Lab is coherent with the aim of Higher Education Ministry to focus on the progress of IR 4.0. It is also hoped that Big Data Lab will boost teaching and learning process, enlighten the concept of pioneering spirit among staff and students in UiTM and at the same time to ensure UiTM remains excellent.

CEO@Faculty Programme is one example in which industry players conducted lectures at public universities, explained properly the prerequisites they wanted from graduates, how many they wanted and the kind of curriculum they needed. This is a good platform where educational institution can tailor courses to meet the demand of the industry and to ensure the students stay relevant to the marketplace. Higher education institutions also need to be much more flexible and ready to anticipate the future. Our challenge would be how to ensure that students of the future and those of today to have the capacity not only to memorize but to process discriminate information and be critical thinkers.
On December 7, 2017, UiTM Perak Branch sustained its distinguished lines of recognition in Majlis Kemuncak Bulan Inovasi UiTM 2017, held at Dewan Agong Tuanku Canselor, UiTM Shah Alam. The campus was announced as the winner of the Vice Chancellor’s Quality Award (AKNC) for the Best Branch Campus category, thus making UiTM Perak Branch the winner for three consecutive years. Adding to its already impressive award collection, UiTM Perak Branch landed other two awards during the event which are; the Winner for the Best Customer Focused and the Winner for the Best Results categories. The awards were presented by the Vice Chancellor of UiTM, Emeritus Professor Dato’ Dr. Hasssan Said to the Rector of UiTM Perak Branch, Assoc. Prof. Sr. Dr. Md. Yusof Hamid.

The final presentation of AKNC which took place on November 20, 2017 at Dewan Seri Budiman, UiTM Shah Alam was presented by the Panels of Executive of UiTM Perak Branch, led by Assoc. Prof. Sr. Dr. Md. Yusof Hamid. During the final presentation, UiTM Perak Branch competed with two finalists which were UiTM Johor Branch and UiTM Negeri Sembilan Branch. The distinctive recognition of UiTM Perak Branch in terms of quality started when UiTM Perak Branch won its first AKNC award in 2006 since the introduction of AKNC in 2000.

"The winner of Best Branch Campus category for three consecutive years"
POTENTIA WAVE 1: UNCOVERING THE GIFTED & TALENTED ONES

The focus on the learning process of the gifted and talented students is crucial to fulfill the learning needs of these students so as to ensure that every potential that exists in them will not wither,” said Sr. Dr. Mohd Azian Zaidi, the Deputy Rector of Students Affairs of UiTM Perak Branch in his Closing Ceremony speech. He also added that the natural talents of these gifted and talented students if not polished will be meaningless and therefore, such programme is mandatory to ensure that the human capital of the nation is sustainable. From August 5 - 8, 2017, 40 students from several schools in the Northern Kinta District attended the four-day Potentia Project for the Gifted and Talented Students which was held at Universiti Teknologi MARA, Perak Branch. The Closing Ceremony which was held on the August 8, 2017 was attended by Sr. Dr. Mohd Azian Zaidi, the Deputy Rector of Students Affairs of UiTM Perak Branch, Tuan Haji Abd Aziz Bin Mat Jais, the Head of School Administration, representing the Northern Kinta District Education Officer, Northern Kinta District Education staff, parents, lecturers, teachers and the 40 participants of Potentia Wave 1. The curriculum and activities involved are cooperative and communicative activities, competitive and constructive learning environment, autonomous learning, thinking skills and higher level learning materials that are centered on several fields like sports, drama and arts. Potentia Wave 1 was considered a success based on the responses that were obtained from the participants and the organizers will further improve the programme so that the results obtained from the tests and observations can aid the participants, parents and teachers make calculated decisions in the future.

REALIZING THE POWER OF COMMUNICATION SKILLS - ACCOUNTANTS’ COMMUNICATION SKILLS WORKSHOP (ACSW 2017)

The Academy of Language Studies and the Faculty of Accountancy of UiTM Perak Branch, Tapah Campus with the collaboration of Malaysian Institute of Accountants (MIA) successfully advocated the Accountants’ Communication Skills Workshop on November 11 and 12, 2017. With its motto, Accountants of the Future, the students were exposed to the challenges and opportunities in implementing International Accountancy Education requirements through communication in English. In order to support MIA’s central role in establishing educational programmes and delivering qualifications, 80 accountancy students from AC110 and AC120 programmes came together for one and a half-day interactive workshop that aimed to provide and expose the students to the real world of the accountant’s profession and skills required in the job place. The workshop generated discussion of MIA’s efforts to design, develop and maintain their professional qualifications, as well as accountancy students’ works to adopt and implement the strategic business decision-making skills during the case study presentations. Facilitated by MIA Education Manager, Mr. Leong Mun Foong and MIA Education Officer, Ms. Hasmida Ismail, the participants were required to apply hands-on experience and deliver arrangements on PESTEL (Political, Economic, Social, Technology, Environment and Legal) and SWOT (Strength, Weakness, Opportunity and Threat) analysis. On the second day, the workshop continued with a forum session entitled ‘MIA Chartered Accountant as the Preferred Career Choice’ with the presence of Mr. Abdul Qadir Osman Aros, the Chief Operating Officer of Institut Darul Ridzuan and Mr. Leong Mun Foong, the MIA Manager of Membership and Education, as the panelists of the forum. The forum provided useful insights and demonstrated MIA’s ability to drive positive change and introduce international good practice to the accountancy students. During the closing ceremony, the best case study presenter from each room was announced and the awards were given by Mr. Abdul Qadir Osman Aros. Also present during the ceremony were Dr. Nooriha Mansor, the Head of Faculty of Accountancy and Mrs. Azurawati Zaidi, the Coordinator of the Academy of Language Studies of UiTM Perak Branch, Tapah Campus.
The Faculty of Accountancy, UiTM Perak Branch successfully organised The 6th International Invention, Innovation and Design Competition (INDES) 2017 on November 7, 2017 at the Amanjaya Convention Centre, Hotel Casuarina@Meru, Perak. INDES 2017 was jointly organised by KPERAK, the state government agency, Universiti Islam Indonesia (UII), and Politeknik Ungku Omar (PUO). The event attracted more than 160 participants including participants from Universiti Islam Indonesia (UII). The innovation and invention booths spanned across different categories, from Education, Art and Tourism, Green and Sustainability, Entrepreneurship to Agro-based Products and Technology. With the diverse categories of innovation and invention, the competition was no doubt a colourful, eventful and eye-opening experience. Not only INDES 2017 hosted innovation and invention booths, the event also included students’ presentation competition where students presented their innovative ideas to a line of juries. The presentation competition was held with the objectives of promoting self-confidence, encouraging innovation and invention culture as well as enhancing presentation skills amongst the students. The event was officiated and closed by Dr. Nur Hisham Ibrahim, the Deputy Rector of Research, Industrial Linkages, Community and Alumni Networking of UiTM Perak Branch accompanied by Assoc. Prof. Dr. Norhayati Baharun, the Deputy Rector of Academic Affairs, and a representative from KPERAK, Mr. Fa’aid bin Ja’afar.

The Corruption-Free Pledge (known as IBR) is a recent initiative introduced by the Malaysian Anti-Corruption Commission (MACC) as one of the ways to achieve a nation free from all forms of corruption and abuse of power. Aligned with the objectives of IBR, UiTM Perak Branch has taken an action to embrace MACC’s call through the Corruption-Free Pledge ceremony that was held earlier. The pronouncement of the Corruption Free Pledge was led by the Rector of UiTM Perak Branch, Assoc. Prof. Sr. Dr. Md Yusof Hamid with the presence of MACC’s Perak Branch director, Dato’ Hjh. Nooraziah Abdul Manaf. Alo in attendance was Mr. Ahmad Shukri Mohd Taib, the Assistant Director of MACC, Perak Branch. The openness and accountability displayed by the management and staff in signing the Corruption-Free Pledge also attest that fighting and combating corruption is not the executive responsibility of MACC alone but also the collective duty and responsibility of all members of society, particularly those serving in government agencies. The IBR emphasizes on the pledge and oath voluntarily taken by UiTM Perak Branch staff on an individual capacity to shoulder responsibility and accountability to avoid from succumbing to corruptions and abuse of power. Besides that, the pledge is also to serve as a guarantee from the organization’s management to its members, stakeholders as well as the clients of an institution.
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 Paymetech, 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 scraping, 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.
It has been decided by FAMA Perak and Malaysian Academy of SME & Entrepreneurship Development (MASMED) UiTM Perak Branch that My Best Buy programme will be a monthly event starting from October 2017 until January 2018 as a continuation of the same programme which was successfully organised at Tapah Campus in the past. For this semester, the first My Best Buy programme held at Seri Iskandar Campus had successfully gathered 17 FAMA’s micro entrepreneurs and 14 entrepreneurs among students where all 31 booths and caravans had opened their businesses. The launching of the programme was officiated by Sr. Dr. Mohd Azian Zaidi, the Deputy Rector of Student Affairs and was witnessed by Ms Nor Asiah Md. Nasir, the Senior Assistant Director of NBOS. FAMA Perak had contributed 14 tents and tablecloths, in order to inject the spirit of entrepreneurship among students who wanted to start their business.

Strategic collaboration between FAMA Entrepreneur Development Division and UiTM Perak Branch in collaboration with the Federal Agricultural Marketing Authority (FAMA) Perak had organised My Best Buy programme at UiTM Perak Branch, Seri Iskandar Campus on October 5, 2017 and at Tapah Campus on October 10, 2017. This programme was a result of the strategic collaboration between FAMA Entrepreneur Development Division and the Higher Education Institutions in Malaysia under the implementation of the National Blue Ocean Strategy (NBOS) 10.

The objective of the study is to measure the quality of JAIPk delivery system by identifying its strengths, weaknesses, challenges and opportunities of improvement through human resources and professionalism in service. Earlier, this memorandum of agreement was signed by Prof. Dr. Hadariah Bahron, the Assistant Vice Chancellor (Research and Innovation) of UiTM. Meanwhile, this time the memorandum was signed by Dato’ Haji Mohd Yusop Haji Husin, the Director of JAIPk witnessed by Assoc. Prof. Sr. Dr. Md Yusof Hamid, the Rector of UiTM Perak Branch and Mr. Mohd Azam Hamzah, the Chief Assistant Director of Research Department of JAIPk. It is hoped that this research collaboration will benefit both parties and future projects.
This seminar, apart from benefiting the participants, also serves as a platform for collaboration among government and non-government agencies. It is hoped that this seminar will enhance the role of UiTM at the state and international level as there will be more upcoming events and programmes organised by UiTM Perak Branch together with other agencies in the near future.

On September 7, 2017, UiTM Perak Branch, along with Public Housing Division of Perak had collaborated with Institute of Darul Ridzuan (IDR), Institute of Land and Survey (INSTUN), Perak Real Estate and Housing Developers (REHDA) and Malaysian Association of Local Authorities (PEPAM) in organising a seminar on Application of Feasibility Study and Valuation in Property Development in conjunction with Perak Festival of Idea 2017. In this seminar, an in-depth explanation regarding the importance, challenges and prospects in implementing such method were provided to the participants who mostly came from real estate industry. Being held at the Banquet Hall of State’s Secretary Office, the closing ceremony was inaugurated by YAB Dato’ Seri Diraja Dr. Zambry bin Abdul Kadir, the Chief Minister of Perak.

The objectives of this seminar were to give some exposures on valuation, property and urban management internationally as well as to create a benchmark on ways to solve issues and challenges for an effective management of the property and urban management. It was also considered as one of the ongoing endeavors to promote UiTM thus expanding the professional networking at international level where it acts as a medium to expand professional linkages. The main essence of the seminar was to enlighten participants on the local legislation in land development, introduce them with feasibility studies and to create a discussion among REHDA and developers regarding the government policy, Malaysia My Second Home (MM2H) which aims to attract expatriates to settle in Malaysia.
On October 7, 2017, the Department of Business & Management and Academic Affairs Division of UiTM Perak Branch had organised a CEO@Faculty Programme with YBhg. Datuk Seri Haji Syed Zainal Abidin Syed Mohamed Tahir, the Vice President (Marketing) of Petronas Nasional Berhad (PETRONAS). Throughout the programme, participants were given opportunity to learn a new dimension of thoughts and understandings on business world from the CEO himself.

He had also enlightened the participants by sharing stories on his journeys and challenges in becoming one of the most successful leaders in the industry. Datuk Seri Haji Syed Zainal Abidin Syed Mohamed Tahir who is also the Executive Chairman of CMS Consortium Sdn. Bhd. also highlighted the importance of knowledge, individual quality and brilliant communication skills in becoming successful entrepreneurs.

This event had successfully gathered more than 1400 participants who were mostly students and academicians from Universiti Teknologi Petronas (UTP), Universiti Tunku Abdul Rahman (UTAR) Kampar Campus, Universiti Sultan Azlan Shah, Universiti Perguruan Sultan Idris (UPSI), Kolej Profesional MARA, Royal College Medicine of Perak (RCMP), UniKL Ipoh, Politeknik Ungku Omar (PUO) Ipoh, and UiTM Perak Branch itself.

The CEO@Faculty Programme is the Ministry of Higher Education’s initiative in exposing students to the first-hand leaders’ experience where successful CEOs in Malaysia are appointed and attached to each university. They are required to share their knowledge in order to guide and shape students in enhancing their marketability, as well as helping the universities to improve the curriculum system in meeting the industrial demand.

The importance of knowledge, quality and communication skills in becoming successful entrepreneurs

Mohammad Safwan Suimi
(Academic Affairs Division)
Thammasat University and Chulalongkorn University of Bangkok, Thailand were chosen for an academic field trip by Master of Science in Green Architecture students of UiTM Perak Branch. The trip which was held on July 3 - 4, July 2017 focused on looking at the implementation of green campus at these two universities. During the visit, students had the opportunity to witness the elements of green campus such as the use of alternative energy and transportation as well as the green buildings which have been applied at these campuses. The events were also attended by Assoc. Prof. Dr. Prinya Thaewanumkritkul, the Deputy Rector of Management and Sustainable Development, Thammasat University and the Coordinator of International Affairs, Chulalongkorn University. The initiative to make the campus go green can be done by implementing the use of solar technology on all buildings to generate electricity. This idea can greatly reduce the bills. Expanding and improving pedestrian walk, cycling route and transit station can also encourage walking and cycling among students on campus. Thammasat University for instance, showed their support towards an alternative energy by inventing a 20-seater biking tram as an alternative transportation on campus. This visit has successfully sparked a lot of ideas on how to create a green and clean environment in our campus and classroom. Further collaboration on research and knowledge sharing with Thammasat and Chulalongkorn University will be discussed further focusing on green campus. Hopefully, this visit will become a turning point for us towards green campus initiative for the sustainability of UiTM Perak Branch which is in line with our motto “Experiential Learning in a Green Environment @ Seri Iskandar”.

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.
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.

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 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.

WRAPPING AND UNWRAPPING 2017: INTERNATIONAL GROUP ART SHOW

An international exhibition, Wrapping and Unwrapping 2017 was held at Gallery Hidayat, Bandung, Indonesia from October 15, 2017 until December 2017. The group exhibition consists of more than 50 artists and practicing artists and academicians from Malaysia and Indonesia. It is a collaborative effort of the committee from the Faculty of Art and Design, UiTM Perak Branch and Institut Seni dan Budaya Bandung (ISBI) Bandung. The honourable Prof. Dato’ Najib Mohamad Dawa, Director of the National Art Gallery was delighted to officiate the historical event in Kota Bandung, Indonesia.

Amongst the honourable guests attended the opening ceremony were Assoc. Prof. Sr. Dr. Md. Yusof Hamid, Rector of UiTM Perak Branch and Dr. Nur Hisham Ibrahim, the Deputy Rector of Research, Industrial Linkages, Community and Alumni Networking, UiTM Perak Branch. A variety of artworks from various aspects of style, medium and context were displayed in the exhibition.

Local artists such as Hamidi Hadi, Hamdan Shaarani, Daud Abdul Rashim and many more participated in this artistic event. Most of the artworks consisted of mixed media and fabrication of materials such as ceramics, fiber and glass. Subjects varied from paintings, sculptures, assemblage to installation works with ideation on figurative and non-figurative elements. The exhibition displayed a diverse context of artworks as it covered the aspects of social, cultural, political and local issues.

It is hoped that more collaborative events can be organised in the future through arts and culture between Malaysia and Indonesia. This international exhibition had demonstrated the unity and cooperation amongst the artists and practitioners from both countries. The knowledge sharing and deeper understanding of arts and culture from both worlds can promote unity and togetherness, thus widen the exploration of possible future ventures.