

SHARING THE WORDS OF WISDOM



Suzaina Ismail
(PJM&A)

On December 13, 2017, an engagement session with people from the industry was organised by the Division of Research, Industrial Linkages, Community and Alumni Networking of UiTM Perak Branch. This programme aimed to share information and strengthen the collaborative relationship between UiTM Perak Branch and the related industries. It was also intended to improve the teaching and learning process at the university in order to produce holistic graduates, thus meeting the current market needs. The two main highlights of the programme were a forum titled “Graduate Employability Towards Industry Revolution 4.0” and a memorandum of understanding (MoU) signing session. The programme was participated by 12 speakers from various industries that are related to the courses offered by the university. This programme was also attended by 274 lecturers, as well as 237 final year undergraduate students from various programmes from both Seri Iskandar and Tapah campuses.

The forum which focused on the preparation of graduates for the working environment was conducted by Dr. Airil Haimi Mohd Adnan, the Head of Learning Centre, Academy of Language Studies. All issues raised were detailed by the invited panels, Prof Dr Zaini Abdullah, the Deputy Vice Chancellor of UiTM Industry, Community, Alumni and Entrepreneurship Network (ICAEN), Prof Dato’ Dr Mohamed Najib Ahmad Dawa, the Director General of National Visual Arts Development Board, Mr Ameron Zulqarnaen Yeop Rashidi, the Chief Executive Officer of Pusat Kerjaya Amanjaya (PEKA), and Mr Simon Si Then Choy, the Head of Regional Communication, JobStreet.com. During the session, the audience was given chances to comment and give feedback on the graduate employability issues. It was hoped that the input of this forum would benefit UiTM graduates, thus prepare them for the challenging industry. At the same time, relevant ideas discussed in the forum could be used by the lecturers to enhance the teaching and learning process at the university. The MoU signing ceremony came next after the forum between Istana Budaya and UiTM. On behalf of Istana Budaya, the MoU was signed by Ms Zaiton Md Desa, the Deputy Director General (Artistic) of Istana Budaya witnessed by Ms Nurwati @ Rahimah Abdul Wahab, the Director of Production Division of Istana Budaya.

As for UiTM, the MoU was signed by Prof Dr Zaini Abdullah witnessed by Assoc Prof Sr Dr Md Yusof Hamid, the Rector of UiTM Perak Branch. Among the scopes of cooperation were costume designs through research and expert advice, industry trainings for students and staff, as well as research publications. As agreed by both parties, this MoU has a term of three years from the effective date. It was hoped that this collaboration would allow both parties to embark on new ventures and projects in the future.



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Rektor
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Cawangan Perak



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Kelulusan daripada pihak tuan dalam perkara ini amat dihargai.

Sekian, terima kasih.

“BERKHIDMAT UNTUK NEGARA”

Saya yang menjalankan amanah,

SITI BASRIYAH SHAIK BAHARUDIN
Timbalan Ketua Pustakawan

nar

Setuju.

27.1.2023

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