

PEKAN REVIEW

Education & Information Magazine | Vol. 7

Bridging Universiti Malaysia Pahang to the world community



Universiti
Malaysia
PAHANG
Engineering • Technology • Creativity

DATIN SERI ROSMAH
OFFICIALLY CLOSED
'A STEP TO UNIVERSITY'
PROGRAMME

UMP-EV
ELECTRICAL
CAR THE SPEED
CHAMP



**DRB-HICOM GROUP
MANAGING DIRECTOR**

**APPOINTED AS UMP
PRO-CHANCELLOR**

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INDUSTRIES TO BE
INVOLVED IN PROVIDING
INDUSTRIAL TRAINING
TO UNDERGRADUATES

WHY UMP

is the logical move for
your outstanding and
unique technological
experience

First local public university:

- ✓ To be conferred "digital university" status in the East Coast of Peninsular Malaysia.
- ✓ To inaugurate the Malaysian Ministry of Higher Education's "MyMoHES" database, and ranked five-star.
- ✓ To be certified OHSAS 18001:1999.
- ✓ To establish Centralized Laboratory in the East Coast of Peninsular Malaysia
- ✓ To establish Mandarin Language & Cultural Centre.
- ✓ To spearhead industry centres of excellence, with the collaborations of HeiTech Padu Bhd, IBM Malaysia Sdn. Bhd., Miyazu Sdn. Bhd. and Sapura Industrial Bhd.
- ✓ To spearhead students apprenticeship programme, with the collaborations of Malaysian Automotive Institute.
- ✓ To spearhead soft skills programme for human capital development.



Ranked:

- ✓ MSC-status tertiary education provider.

Offers:

- ✓ A variety of accredited engineering and technical study programmes.
- ✓ A culture of excellence in research and innovation.
- ✓ Dual degrees programme with Hochschule Karlsruhe Und Wirtschaft (HsKA) of Germany.
- ✓ Collaborative partnerships with industries in the East Coast Industrial Belt.

Fully equipped with:

- ✓ 27/7 wireless broadband Internet and on-campus e-Community system.
- ✓ The largest TM HotZone bandwidth in the East Coast of Peninsular Malaysia.
- ✓ Five-star rated website among local public universities.
- ✓ Strong collaborations and strategic networking with industries and corporations, as well as tie-ups with renowned domestic and international universities.
- ✓ German Academic & Career Centre.
- ✓ World-class Sports Complex, including a national focus on basketball.
- ✓ Complete and comfortable infrastructures.
- ✓ The best and sophisticated laboratory in the East Coast of Peninsular Malaysia.

Pahang is the largest state in Peninsular Malaysia. It has cool green mountains, rain forests, hill resorts, tranquil fishing villages, long stretches of sandy beaches, mysterious caves and unspoilt lakes.



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DRB-Hicom Managing Director appointed as UMP Pro-Chancellor



Datin Seri Rosmah Officially Closed 'A Step To University' Programme



UMP Launched MBA Programme Beginning February



More Than 1,500 First-Year Undergraduates Received KADS1M



UMP-EV Electrical Car The Speed Champ

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FROM THE EDITOR'S DESK



Assalamualaikum w.b.t.

Greetings to all Pekan Review readers!

In this latest issue of Pekan Review Volume 7, we present you with an intriguing journey of a tertiary education entity, one which has constantly evolved with the identity of promulgating the latest technology, consistent with today's demand for such advent.

Universiti Malaysia Pahang (UMP) – renowned for its branding as a technology-based university – is highly decorated with pride achievements, both locally and globally, in the fields of academic and research.

For this edition, we put on record another historic moment – the appointment of DRB-Hicom Bhd's Group Managing Director, Dato' Sri Mohd Khamil Jamil, as UMP's first Pro-Chancellor, during the university's 7th Convocation recently – a display of the highest regards for Dato' Sri Mohd Khamil's contributions to UMP.

Similarly, in appreciation of another iconic contribution to the country's automotive industry, and specifically to UMP's Faculty of Automotive Engineering, this edition put forth the conferment of an honorary doctorate degree in Technology Management to former Chief Executive Officer of Proton Holdings Bhd, Tan Sri Tengku Mahaleel Tengku Ariff, during the same

convocation. Significantly, Tan Sri Tengku Mahaleel was also UMP's first Chairman of the Board of Directors, who had seen to it that the university progresses in leaps and bounds to what it is today.

In this latest publication of Pekan Review, we are proud to share another milestone recorded by UMP Senior Lecturer Hayder A. Abdulbari, who coveted the award of Invention Academics & Education Order of Merit at last year's World Inventor Award Festival (WIAF) 2012 in South Korea. Additionally, Senior Lecturer Hayder's research output also took home a special award, 12 gold medals, 10 silver and 3 bronze from national and international research exhibitions – such as The International Exhibition of Inventions of Geneva; The Invention & New Product Exposition (Inpex USA); Seoul Innovation & Invention Fair 2012 (SIIF Korea); and The International Exhibition Ideas – Invention New Products (IENA German).

More interesting reviews to read is UMP's recent launch of a new academic programme – Master's in Business Administration (MBA) – as the university endeavours to expand its fields of expertise as well as to offer industry professionals the opportunity to enhance their skills in managing their organizations. Such programme bodes well in fostering a stronger university-industry relationship, on top of the regular signings of memoranda of understanding (MoUs).

And without elaborating too much, there certainly are other informative contents in this issue of Pekan Review for the readers' reading pleasure – ones which the Editorial Team hope will be of utmost benefits to all.

Happy Reading & See You Again at the next issue!

Abd Rahman Haji Safie



VICE-CHANCELLOR'S VOICE

ENHANCING THE FOUNDATION OF A FOCUSED-UNIVERSITY

Assalamualaikum and Salam 1UMP,

Threading on just a decade-old establishment, it is certainly a proud achievement for a university initially founded on technology and engineering to have come this far, especially when benchmarked against the more established and long standing tertiary institutions in the country.

Albeit being a young university, UMP's impact on the domestic tertiary education landscape has been triumphantly felt – spearheading excellence with focused strategies, entrenched ethics and guided performances.

And for UMP to remain steadfastly as an engineering-focused tertiary education provider, it has to challenge the conventions by offering differentiated fields of engineering and technology studies – ones which are unique, balanced and practical, based on the "teaching factory" approach.

With that said, UMP has to persevere in enhancing its foundation through the consistent empowerment of industrial networking, both domestically and internationally.

This unique approach has, thus far, attracted industries to forge bilateral cooperation with UMP, directly influencing the promulgation of quality engineering studies and value adds on a win-win basis.

The introduction of more and newer engineering programmes has been well-received, especially by renowned universities in German, for instance, and accordingly, has become the catalyst and stimulant for UMP to persistently develop excellent engineering as its field of expertise.

And to value-add the university's academic prowess, a new degree programme called Master's in Business Administration (MBA), is in the offering – one that is hoped to be impactful to engineering and technology graduates, with supplementary knowledge in management added to their sleeves. Incorporating the slogan 'Leading Business in Engineering and Technology', the programme has affixed uniqueness to the academic landscape offered by UMP.

As my parting words, a decade of marketing the UMP-brand has not only enhanced the university's reputation and credibility, but has simultaneously and patriotically propagated a national transformation as well.

Keep up the good work!

Professor Dato' Dr. Daing Nasir Ibrahim

DRB-HICOM GROUP MANAGING DIRECTOR APPOINTED AS UMP PRO- CHANCELLOR

The appointment of DRB-Hicom Group Managing Director, Dato' Sri Haji Mohd Khamil Jamil as Universiti Malaysia Pahang (UMP) Pro-Chancellor was seen as a move that could lead to valuable service and contribution that would be beneficial in enhancing the university's excellence.

This was expressed by UMP Chancellor His Highness Tengku Mahkota of Pahang, Tengku Abdullah Al-Haj Ibni Sultan Haji Ahmad Shah Al-Musta'inBillah who graced the installation ceremony of UMP's first Pro-Chancellor and presented scrolls to graduates in the first session of the university's convocation held last October 13, 2012.

Tengku Abdullah also conferred honorary degree of Doctor of Philosophy (Technology Management) to former PROTON Holdings Berhad, Chief Executive Officer, Tengku Tan Sri Mahaleel Tengku Ariff, in recognition to his contribution in Malaysia's automotive industry.

"The conferment is a dedication and appreciation towards his excellent service as the university's first Chairman of the board of director between 2002 and 2006," he said.

Tengku Abdullah also said he valued UMP's commitment when responding to calls to introduce Kuala Pahang Mahkota ECER Empower that clearly benefitted

the people in the area where UMP Pekan campus was located.

The programme was an initiative conducted with the cooperation from the East Coast Economic Region Development Council (ECERDC).

Tengku Abdullah hoped UMP and its strategic partners could extend similar human resource development initiatives in other suitable areas in Pahang.

A total of 2,075 graduates received their scrolls – 19 with doctoral degrees, 48 with master's degrees, 1,345 with bachelor degrees and 662 with diplomas. They were from eight faculties and two learning centres.

Thirteen graduates received awards and outstanding academic prizes

The Royal Academic Award (Outstanding

Achievement Medal) went to Computer Systems & Networking bachelor degree graduate, Shamsuri Nasrudi and Project Management bachelor degree graduate, Kanchana A/P Munisamy.

The Chancellor Award went to Computer Science (Software Engineering) bachelor degree graduate, Nialk Jian Ran while the Gold Award recipients were Electrical Engineering (Electronics) bachelor degree, Ching Wai Hong and Hooi Hoover of Faculty of Civil Engineering & Earth Resources.

Pahang Foundation Award went to Ho Ka Hui, a bachelor degree graduate in Mechanical Engineering (Manufacturing Engineering) while the HeiTech Outstanding Industry Prize recipient was bachelor degree graduate in Computer Science (Software Engineering), Abang Fairul Syarmil Abang



This was expressed by UMP Chancellor His Highness Tengku Mahkota of Pahang, Tengku Abdullah Al-Haj Ibni Sultan Haji Ahmad Shah Al-Musta'in Billah who graced the installation ceremony of UMP's first Pro-Chancellor and presented scrolls to graduates in the first session of the university's convocation held last October 13, 2012.



Mohammad.

Civil Engineering bachelor degree graduate, Fong Khai Yeh received Ir Kee Book Heed Outstanding Prize while Sapura Industrial Berhad Outstanding Prize went to Mechanical Engineering (Automotive Engineering) bachelor degree graduate, Law Xue Ni.

Matahari Idol Prize recipient was Industrial Technology Management bachelor degree, Wan Nur Shazana Wan Suhaimi from the Faculty of Industrial Sciences & Technology while Telekom Malaysia Berhad Industrial Prize recipient was Maranpillai a/l Thansiythaban, a bachelor degree graduate of Electrical Engineering (Power Systems).

The Perodua Outstanding Prize went to Norlizaa Mohamad, a bachelor degree graduate in Manufacturing Engineering.





DATIN SERI ROSMAH

OFFICIALLY CLOSED 'A STEP TO UNIVERSITY' PROGRAMME

The Association of Wives of Ministers and Deputy Ministers (BAKTI) President and wife to Prime Minister Datin Seri Rosmah Mansor officially closed 'A Step to University' programme organised by the association, together with Universiti Malaysia Pahang (UMP).

The programme was held to help enrich the public by creating awareness among rural students about learning opportunities available in universities.

It also targeted students whom none of their family members had pursued tertiary education in universities and those with the potentials to succeed, and with the right motivation, would be able to excel and fulfill their dreams to be university undergraduates.

Also present were wife of Menteri Besar and TERATAI President Datin Sri Diraja Dato' Hajah Junaini Kasim, UMP Vice-Chancellor Profesor Dato' Dr. Daing Nasir Ibrahim and BAKTI's education Committee Members and the Programme's Coordinator, Datin N. Saraswathy.

UMP management team hopes that the experience gained by every participant during the two days spent in the programme will inspire and make them determined that one day, they will be a university undergraduate and a successful graduate



The two-day programme involved 150 form four students from Pekan, Cameron Highlands, Bera, Temerloh and Bentong and they got to experience life as undergraduates in UMP.

Among the schools included SMK Sungai Koyan, SMK Indera Shahbandar, SMK Peramu Jaya, SMK Ketari, SMK Katholik, SMK Khai Mun, SMK Purun, SMK Datuk Bahaman, SMK Pulau Jaya and SMK Mentakab.

In her speech, Datin Seri Rosmah said 7,000 Fourth Formers nationwide had benefitted from the programme since two years ago.

"This time, the programme has been upgraded by giving them the exposure of living in a university campus and experience what it feels like to be 'undergraduates'.

"The battle of the future is the battle of the mind and nurturing creativity and innovative values are added values and determining factor to see how far one's achievement," she said when closing the programme at Astaka Hall, UMP last September 2012.

She advised the participants to give priority to academics in order to succeed in the future.

Datin Seri Rosmah also said she was proud to see UMP

undergraduates' contribution especially those from the In-Smartive Club and this would greatly help to mould them into being more confident, skillful and one with leadership qualities and good morals.

Dato' Dr. Daing Nasir said, UMP management team welcomed initiatives such as the programme so the university campus could be an entity that would warmly embraced by the society.

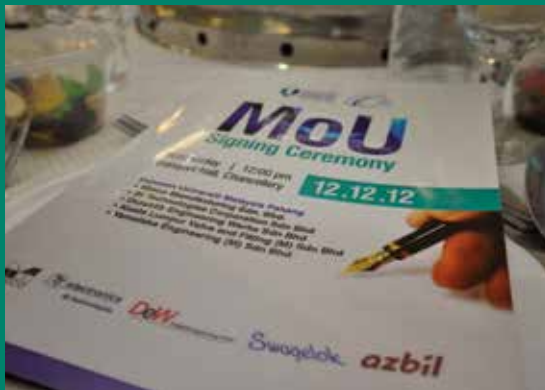
"As an institute of higher learning, UMP is determined to strategically align itself so its existence is seen, felt and its voice heard by the society.

"UMP management team hopes that the experience gained by every participant during the two days spent in the programme will inspire and make them determined that one day, they will be a university undergraduate and a successful graduate," he said.

Among the activities held were 'Tak Kenal Maka Tak Cinta', 'Lecture In Action', 'Campus Tour', 'Bob The Builder', 'Invent', 'D.I.C.E', 'Battle of the Tongues' and 'Fifth Gear'. Forty facilitators comprising undergraduates selected from UMP In-Smartive Club were involved.

More than 500 guests turned up for the programme including wives of deputy ministers and Pahang state assemblymen.

5 INDUSTRIES TO BE INVOLVED IN PROVIDING INDUSTRIAL TRAINING TO UNDERGRADUATES



The efforts taken will realise the implementation of UMP Strategic Plan 2011-2015 and for it to be the main choice university. In fact, this smart partnership should be further developed into other programmes that can be mutually benefitted by parties involved."

Universiti Malaysia Pahang (UMP) signed memorandums of understanding with five companies that would pave the way for undergraduates to undergo industrial trainings in the respective corporate bodies.

The companies were Mico Manufacturing Sdn. Bhd. (Mico), Kuala Lumpur Valve & Fitting (M) Sdn. Bhd. (KLVF), Didaktik Engineering Works Sdn. Bhd. (DeW), Yamatake Engineering (M) Sdn. Bhd. (YEM) and BI Technologies Corporation Sdn. Bhd. (BI Technologies).

UMP was represented by Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim while Mico by its Managing Director, Dato' Yong Seng Yeow, KLVF by its Managing

Director, Tengku Izham Shah Raja Ya'acob @ Raja Ahazaham Shah, DeW by its Managing Director, Mohamed Nizam Hanafiah, YEM by its Managing Director, Dicky Yamany Osman while BI Technologies by its Asia Pacific Operation Director, Al Hilton.

In his speech, Dato' Dr. Daing Nasir said after 10 years since its inception, UMP had put itself in the right position, be it locally or abroad, by focusing on engineering, technology and applied science.

"The efforts taken will realise the implementation of UMP Strategic Plan 2011-2015 and for it to be the main choice university. In fact, this smart partnership should be further developed into other programmes that can be mutually benefitted by parties





involved," he said in his welcoming speech to the industries in the signing ceremony held at UMP banquet hall last December 12, 2012.

He added that UMP set up the Community and Industrial Networking Division (CIND) aimed at exploring opportunities and forging collaborations with the industries and corporate bodies pertaining to industrial training placements for undergraduates as well as to build strategic ties with others in a move to make UMP's graduates' more marketable.

He said CIND would play an active role in overseeing all initiatives and programmes involving all the collaborations.

Other than that, the collaborations would also benefit programmes involving staff at the industries and those linked with research, consultation service, advice and dissemination of information and in making the academia and industry as budding partners.

"This collaboration also provides the opportunity for staff working in the industry especially those in the engineering area pursuing their studies in courses such as Master's in Business Administration (MBA), which is newly introduced in UMP," he said when met after the programme.

CIND Director Professor Dr. Zulkefli Ya'akob said the programme gave added values to undergraduates' marketability where they would gain some working experience and in companies such as DeW, it would give certificates to undergraduates upon completing their terms.

He said the programme would help realise the Higher Education Ministry's aspiration as spelt under its National Higher Education Strategic Plan for Critical Agenda Project (CAP): Industry – Academia as part of efforts to narrow the gap between the academia and industry in Malaysia as well as to spur the country's economic growth.

Also present were Deputy Vice-Chancellor (Academic & International), Professor Ir. Dr. Badhrulhisham Abdul Aziz, Deputy Vice-Chancellor (Research & Innovation), Professor Dato' Dr. Rosli Mohd. Yunus and Assistant Vice-Chancellor (Student Affairs & Alumni), Professor Dr. Yuserrie Zainuddin.



CONTINUOUS SYNERGY BETWEEN UMP AND ECERDC

HELPED BOOST ACADEMIC ACHIEVEMENT OF STUDENTS IN RURAL AREA

In a move to strike a balance in the growth of rural and urban areas, collaborations between institutes of higher learning (IPTS), government agencies, industries and regional economic development councils can improve the socio-economic development of local community including students' academic achievement.

Universiti Malaysia Pahang (UMP) Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim said, the synergy that had been consistently nurtured between the university and East Coast Economic Region Development Council (ECERDC) had made great impacts by transforming the knowledge literacy landscape among students in the rural area.

"In taking advantage of the wide range of academic expertise and experience especially in engineering, science and technology, UMP is capable of being the driving force in developing the local socio-economy especially in Pekan.

"If one diligently studies the Blue Ocean Strategy, the synergy of two parties can actually reduce the government's burden in outlining initiatives and channeling of funds to support academic and human development-related activities," he said in his speech at the prize-giving presentation to students who excelled in the PMR and SPM examinations held at Astaka Hall, UMP Gambang campus on April 17, 2013.

The students were participants of the Kuala Pahang Sinar ECER and Empower ECER initiatives.

According to Dato' Dr. Daing, UMP was really proud with the close cooperation fostered with ECERDC that saw active



involvement of the university's staff and undergraduates who conducted academic-related training and motivational activities in schools.

He added that with continued support from the Pahang Education Department and Pekan District Education Department, the activities were able to be mobilised

and implemented at schools and these had helped to boost academic excellence and enhance character-building among the participants.

Six schools were involved in the initiatives that comprised two secondary schools - SMK Indera Shahbandar and SMK Lepar, and four primary schools - SK Indera Shahbandar,

In taking advantage of the wide range of academic expertise and experience especially in engineering, science and technology, UMP is capable of being the driving force in developing the local socio-economy especially in Pekan



with the cooperation rendered by UMP and other strategic partners in helping to realise the government's aspirations in increasing the education level and performance of students in rural areas.

Professor Dato' Dr. Daing Nasir and Dato' Jebasingam Issace John also gave away prizes and appreciation certificates to 44 students who scored good results and those with potentials of doing better in their studies.

Among them were SMK Lepar students Rabiatul Adawiyah Afindi, whose parents participated in an ECER economic initiative - Pekan Agropolitan project - scored 7As in SPM while Zulhilmi Zaiful Kamil and Auni Fatin Liyana Borhan, both attained 8As in the PMR.

The students each received between RM50 and RM150, depending on their results, and certificates. More than 200 guests comprising family members, school principals, teachers and UMP staff attended the event.

Also present were Deputy Vice-Chancellor (Academic & International), Professor Dato' Ir. Dr. Badhrulhisham Abdul Aziz, Industry and Community Networking Division Director (BJIM), Professor Dr Zulkefli Yaacob, UMP Women Association (Matahari) President, Associate Professor Dr. Mimi Sakinah Abdul Munaim, ECERDC Social Development Division Managing Director, Zulkefli Ya'acob and ECER-UMP Social Development Project Manager, Zainal Bahari.

SK Serandu, SK Runchang and SK Lepar.

Dato' Dr. Daing also said this year, the two initiatives would be extended to another 13 schools in Kuala Pahang involving 1,781 students.

ECERDC Chief Executive Officer, Dato' Jebasingam Issace John said he was pleased



UMP LAUNCHED MBA PROGRAMME BEGINNING FEBRUARY

The programme integrates comprehension in business and engineering by focusing in two areas – knowledge that can benefit the people as the human resource, and environment



Universiti Malaysia Pahang (UMP) launched its Master's in Business Administration (MBA) programme offered beginning February 2013 that would provide the opportunity to working professionals in the industry especially those in the engineering field to pursue their studies and boost their career and skills in managing their respective organisations.

UMP Board of Director Member, Tan Sri Dato' Sri Abdul Aziz Abdul Rahman officially launched the programme at Zenith Hotel, Kuantan on December 10, 2012.

Also present were UMP Board of Director Chairman, Dato' Mohd. Hilmey Mohd. Taib, Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim and UMP Business Forum Programme Chairman, Dr. Ridzuan Darun.

Tan Sri Abdul Aziz, who is also Alam Venture Sdn. Bhd. Executive Chairman, also launched UMP Business Forum 1.0 titled, 'Academia + CEO = Narrowing Gaps,'

an event linking business and technical elements relevant to engineering-based support programme.

He said the forum was a channel where academicians and corporate leaders could exchange views and develop a more relevant academic curriculum that catered to the industries' current needs.

"In some way, it will create a more significant synergy between the scholarly and industry," said Tan Sri Abdul Aziz who also took part in the forum with two other panelists – Professor Dr. Arfah Salleh, Dean of Graduate School of Management, Universiti Putra Malaysia (UPM) and Tenaga Nasional Berhad (TNB) Human Resource Management and Administration General Manager.

A memorandum of understanding (MoU) was also signed between UMP and Hicom University College Sdn. Bhd. (HUCSB) that paved the way for cooperation in the academic, research and human resource development areas.

UMP was represented by Dato' Dr. Daing Nasir Ibrahim and Faculty of Technology Dean, Associate Professor Dr. Abdullah Ibrahim while HUCSB was represented by its Chief Executive Officer, Sharifah Halimah Syed Ahmad and International College of Automotive Malaysia (ICAM) Chief Executive,



Professor Dr. Haji Shohaimi Abdullah.

Dato' Dr. Daing said the MBA programme, with a tagline 'Leading Business in Engineering and Technology', was intended to be the leader for engineering and technology business.

"The programme integrates comprehension in business and engineering by focusing in two areas – knowledge that can benefit the people as the human resource, and environment," he said, adding, the forum would be held annually.

He also explained that the programme offered by UMP was unique because it was designed to meet the needs of the industries

especially in engineering and technology-based areas.

"The programme specialises in engineering management, engineering business and technology management," he added.

More than 500 guests attended the forum and launching ceremony of the MBA programme offered for the first time in UMP.

The public also had the opportunity to know about other programmes such as those offered by the German Academic and Career Centre (GACC), CENFED and International College of Automotive (ICAM).



PROFESSOR FAIZAL SHARED IONOSPHERE RESEARCH IN MALAYSIA

Ionosphere is the upper part and most important of the earth's atmosphere. The layer is the result of force by the sun's ultra-violet radiation, causing gas molecules in the atmosphere to be ionised thus, releasing electrons that can influence electromagnetic signal propagation

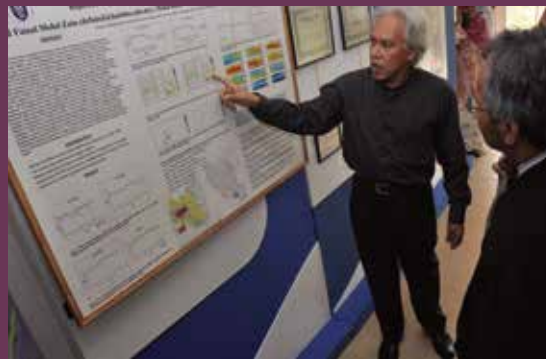
Professor Ir. Dr. Ahmad Faizal Mohd Zain from the Faculty of Manufacturing Engineering, Universiti Malaysia Pahang (UMP) shared his expertise relating to ionosphere in a public academic talk titled, 'Electrons Making Waves in The Sky: The Ionosphere and Us' at the faculty's lecture hall 1 in UMP Pekan on September 19.

It was attended by some 200 staff and undergraduates and organised by MEF, with the cooperation from Malaysia Science Academy (MSA).

Among the guests were UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim, Deputy Vice-Chancellor (Academic & International), Professor Ir. Dr. Badhrulhisham Abdul Aziz, who is also the event's organising committee chairman, Deputy Vice-Chancellor (Research & Innovation), Professor Dato' Dr. Rosli Mohd. Yunus and Assistant Vice-Chancellor (Student Affairs & Alumni) Professor Dr. Yuserrie Zainuddin. The moderator was Professor Dato' Dr. Mortaza Mohamed.

In the talk, Professor Ir. Dr. Ahmad Faizal encouraged the audience to find out about ionosphere and how it played an important role in their daily lives.

"Ionosphere is the upper part and most important of the earth's atmosphere. The layer is the result of force by the sun's ultra-violet radiation, causing gas molecules in the atmosphere to be ionised thus, releasing electrons



that can influence electromagnetic signal propagation," he said.

He added that the ionosphere could be exploited for other uses for it could influence radio propagation to distant places on earth.

In fact, the frequency through ionosphere could be influenced by the electrically charged-particles that could have an effect on signals from satellite or sky wave communication.

He also presented the status of studies and facilities on ionosphere-related research in Malaysia.

Meanwhile, Dato' Dr. Daing Nasir said the talk was organised so the public especially undergraduates could share knowledge, views and experience with the country's prominent figures who were invited as



speakers.

"UMP has taken the steps to hold a series of public lectures, be it at the university, national or international level, so people can share the knowledge, expertise and experience delivered by selected personalities," he added.

Also present were Faculty of Mechanical Engineering Dean, Professor Dr. Zahari Taha, Faculty of Industrial Sciences & Technology Dean, Professor Dr. Mashitah Mohd. Yusoff, Faculty of Manufacturing Engineering Dean, Associate Professor Dr. Wan Azhar Wan Yusoff, Faculty of Electrical & Electronics Engineering Dean, Ir. Zulkefli Khalidin and Faculty of Computer Systems & Software Engineering Dean, Profesor Dr. Jasni Mohamad Zain.



RESEARCH ON NATURAL PRODUCTS CAN GENERATE INCOME FOR THE COUNTRY



However, due to pollution, dwindling resources and climate change in the 21st century, it has pushed other countries to find alternative sources to ensure stability in the economy

By: NINA SUHAITY AZMI

Malaysia's biodiversity and natural treasure should be exploited to give added values in order to give the competitiveness edge in the industry.

"For an example, petroleum industry dominates global economy since the Industrial Revolution started in the 1800s.

"However, due to pollution, dwindling resources and climate change in the 21st century, it has pushed other countries to find alternative sources to ensure stability in the economy," said Faculty of Industrial Sciences & Technology (FSTI) Dean, Professor Dr. Mashitah Mohd Yusoff when delivering a public lecture titled, 'Natural Products R&D: Driving High Value-Added Industries' at Astaka Hall, Universiti Malaysia Pahang (UMP) on December 21, 2012.

She added that activities in the petroleum-based industry would require huge amount of resources as compared to natural-based product which utilised lesser resources but

able to generate higher economic values with greater competitive edge.

Professor Mashitah, an expert in chemistry, has published journals, books, bulletins and proceedings in chemistry, natural products, live organism and plants at the national and international level.

She also said, microorganism with molecule and secondary metabolites were very useful with potentials for applications in the chemical industry such as pharmaceutical, agrochemical, electronic, energy as well as used in making flavours and fragrances.

A graduate from a university in the US, Professor Mashitah also contributed ideas and knowledge by being a member in committees that drafted plans and enactments such as the Sabah Biodiversity Enactment (2000), Pahang Biodiversity & Biotechnology Strategic Action Plan (2010) as well as help to chart the future direction



of biotechnology education in Malaysia.

She has conducted many researches and some of the research products were successful so much so that prototypes were devised. Among the products were kacid fatimah, halia bara, gaharu and akar seruntun that could offer value-added products with huge industrial potentials in Malaysia.

UMP Deputy Vice-Chancellor (Academic & International), Professor Dato' Ir. Dr. Badhrulhisham Abdul Aziz said a series of public lectures organised by the university throughout the year had attracted a good crowd especially undergraduates.

He added that the public lectures were a platform where the audience could gain knowledge and share views and experience with notable UMP professors invited as speakers.

It was also an effort by the university to highlight the speakers' expertise to the public.



Also present were Pahang Information, Science, Technology and Innovation Committee Chairman, Dato' Haji Mohd Sharkar Haji Shamsudin and Deputy Vice-Chancellor (Research & Innovation), Professor Dato' Dr. Rosli Mohd. Yunus. More than 500 people turned for the event.

Sports engineering involves designing of sports equipment, constructing facilities for sports activities, analysis of the athlete's performance and setting standards and specifications relating to safety aspects

SPORTS ENGINEERING TO PUSH FORWARD SPORTS INDUSTRY IN MALAYSIA



Knowledge in Science and Mathematics can help solve technical application problems in sports activities. In fact, the knowledge that is known as sports engineering is able to build up sports industry in Malaysia.

According to Professor Dr. Zahari Taha of Faculty of Mechanical Engineering (FKM), designing and producing sports equipment required detailed researches in order to meet the needs and satisfaction of users as well as athletes for these would influence the performance.

"Sports engineering involves designing of sports equipment, constructing facilities for sports activities, analysis of the athlete's performance and setting standards and specifications relating to safety aspects.

"Research involves big capital investment as it requires services of an expert engineer in a specified area to produce competitive sports equipment," he said when delivering a public lecture titled 'Engineering the Athlete: The Road to Rio'.

The lecture was organised by UMP, together with Malaysia Science Academy (MSA) at the faculty in UMP Pekan on

October 31, 2012.

He said optimising the design of sports equipment could be achieved based on the design and latest raw material in the market as well as utilising advanced manufacturing processes.

"As for sports science, it identifies the physical aspect of an athlete while sports engineering studies the interaction between an athlete and the facilities as well as the environment.

"For example, cycling is one of the examples that has benefitted from sports engineering," he said.

He added that the British team had worked together with Southampton University during the Olympics Games in Beijing and had managed to improve the aerodynamism of the cyclists who displayed excellent performance.

Professor Dr. Zahari also discussed about the need for grants and potential researches for these would help to develop sports industry in Malaysia.

He also shared his expertise on sports engineering which could possibly bring home Malaysia's first Olympics gold medal



to be held in Rio in 2016.

Also present were UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim, Higher Education Ministry's Sports Division Secretary, Dr. Saharuddin Haji Ismail and Speaker, Professor Abdul Ghaffar Abdul Rahman of FKM.

According to Dato' Dr. Daing Nasir, the public especially university undergraduates were invited to the talk as part of the efforts to engage them in their quest for knowledge, share views and experience with the country's renowned personalities who came as speakers.

"It was also an effort to make the campus people-friendly," he added.

He also said UMP had taken the steps to hold a series of public lectures, be it at the university, national level and international level.

Almost 300 people turned up for the programme.



PROFESSOR DATO' DR. ROSLI SHARED KNOWLEDGE ON THE FUNCTION OF ULTRASOUND IN ENGINEERING



"At the moment, the using of ultrasound was still under study and only a few processes had been commercially implemented such as wafer cleaning process, making of wristwatch, tubular membrane cleaning in oleo-chemical industry and etc"





Professor Dato' Dr. Rosli Mohd Yunus of the Faculty of Chemical & Natural Resources Engineering (FKKSA) recently shared his experience and findings relating to using ultrasound to increase engineering separation process in distillation, membrane filtration and extraction.

Dato' Dr. Rosli, who is also Deputy Vice-Chancellor (Research & Innovation), said the separation process in engineering context involved separating certain component mixture such as solid-liquid, solid-gas, liquid-liquid systems and etc.

He added that for example, the process to treat water involving membrane filtration such as reverse osmosis, micro filtration and ultra filtration could eventually cause filtration rate to decrease and this could be due to several factors – pore blockage, cake deposit formation and etc.

"The using of high-intensity ultrasound in membrane filtration process can help reduce the decrease in filtration rate and prolong operation hours before it is shut down for total maintenance and cleaning," he said when delivering a public lecture titled, 'The Role of Ultrasound in Engineering Separation Process' organised by the faculty and Academic Affairs and International Department (JHEAA) at Astaka Hall, UMP last October 3, 2012.

He also said in the process of extracting essence oil from plants, ultrasound could expedite the procedure manifold and significantly increase extraction yield.

"At the moment, the using of ultrasound was still under study and only a few processes had been commercially



implemented such as wafer cleaning process, making of wristwatch, tubular membrane cleaning in oleo-chemical industry and etc," he added.

He said the method was very effective for cleaning in the engineering processes, adding, it was safe with no side effects on the equipment used.

According to Dato' Dr. Rosli, ultrasound could also help improve manufacturing production process including expediting production time.

For example, in the extraction method, ultrasound could be the catalyst to speed up the effects in producing the yield, he said, adding, in his study, ultrasound was applied in extracting oil from palm oil industrial waste.

His findings revealed that it had increased oil yield extracted from the solid waste, Dato' Dr. Rosli said.

"Ultrasound could also help the process of cleaning which could not be simply done the conventional way such as wafer cleaning process in the semiconductor industry."

"Micro bubbles, resulted

from the 'cavity activities' phenomenon, could clean every inch of the solid surface that had contact with liquid," he said.

He also said the idea to share findings from the study was mooted by his lecturer, Dr. Merion Jones, who supervised his research project while in University of Wales, Swansea, for ultrasound was newly introduced and there was no serious research carried out at that time.

According to him, research related to 'ultrasound' technique should be continued in view of its vast application potentials in the industry and benefits for the people, in general.

In fact, if production cost could be reduced, it would bear some impact on the products as prices could be cheaper.

Dato' Dr. Rosli has produced many ultrasound-related researches and the function of ultrasound could be applied in the daily lives of the people such as for fishermen to detect schools of fish, body slimming treatment and in pre-natal imaging.

his carnival has outlined many activities with the objective to create awareness among people in Malaysia especially the young generation, and students on the importance of science, mathematics and technology. It is hoped that this can be adopted as part of our daily lives



UMP'S SCIENCE AND TECHNOLOGY CARNIVAL PROMOTED INNOVATIVE CULTURE



Universiti Malaysia Pahang (UMP)'s Faculty of Industrial Sciences & Technology (FSTI) organised a Science and Technology Carnival (ez-SciMaT), with the cooperation from Ministry of Science, Technology and Innovation (MOSTI) recently.

Response was good as more than 5,000 visitors came to the carnival held over three days.

A variety of programmes were carried out including observing space objects using telescope - made possible with the cooperation from Malaysia National Space Agency (ANGKASA), ANGKASA portal registration and Angkasawan Space Camp activities with Malaysia Angkasawan Foundation (MAF), exhibitions and a special appearance by local cartoon characters,

Upin and Ipin.

The event was officially opened by MOSTI's Innovation and Commercialisation Department Secretary, Datin Norwahidah Wong Abdullah, representing Deputy Minister, Datuk Haji Fadillah Haji Yusof at Sports Complex Hall last November 2, 2012.

"MOSTI is a ministry that bears a big responsibility in determining the direction of nation as well as helping to realise the federal government's efforts and aspiration in creating awareness, understanding and appreciation for science, mathematics and technology. This is in line with the rapid development happening now in science and technology.

"This carnival has outlined many activities with the objective to create awareness among people in Malaysia especially the young generation, and students on the importance of science, mathematics and technology. It is hoped that this can be adopted as part of our daily lives," she said when opening the carnival.

UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim said the programme was organised by the faculty with the theme, 'Science is For All', in line with the ministry's agenda to increase the number of undergraduates enrolled in courses relating to science, technology and engineering in



institutes of higher learning.

"The ezi-SciMaT Carnival 2012 is the highlight of the Science, Technology and Mathematics (STEM) programme mooted by the minister himself, Yang Berhormat Dato' Seri Mohamed Khaled Nordin," he said, adding, the concept was modelled after a programme organised in Northern Illinois University (NIU).

He said UMP also implemented several initiatives such as the Bio-ICT, Mathematics Olympiad and Mathmades this year.

Later, an exchange of documents was held between UMP and Hexagon Green Sdn. Bhd. as well as HEJ Research Institute of Chemistry International Center for Chemical and Biological Sciences (ICCBS), University

of Karachi that paved the way for them to work together in agro-technology and biotechnology.

UMP was represented by Dato' Dr Daing Nasir, Hexagon Green Sdn. Bhd. by Dr. Mohd.Yusof Husin and ICCBS by its Director, Professor Dr. M. Iqbal Chaoudary.

Other activities in the carnival included a religious forum with the theme on Al-Qur'an and Science, with speaker Professor Dr. Mohd Arip Kosmo, interactive exhibitions and science shows, a public science competition organised by Petrosains, an Angkasawan Space-Camp, an air rocket competition (school-level), a talk on sempoa technology and a science exhibition by the Turtle Information Centre of PERHILITAN.





The adaptation of technology application for Jawi writing would ensure its continued existence and for it to remain relevant all time.

UMP LAUNCHED ASARFONTS – ENRICHING JAWI WRITING USING TECHNOLOGY

Research conducted by Ustaz Asar from Centre for Modern Languages & Human Sciences (CMLHS), Universiti Malaysia Pahang (UMP) produced a Jawi writing software called AsarFonts.

The commercialisation of the software was to re-elevate the significance of Jawi writing in this region.

The product was launched by State Islamiah Dakwah, Unity and Non-Governmental Organisation Committee Chairman Datuk Haji Mohamad Shafri Abdul Aziz, representing Menteri Besar Pahang, Dato' Seri Diraja Haji Adnan Haji Yaakob.

It was held at Astaka Hall October 18, 2012 in conjunction with a seminar on Jawi Writing and Technology 2012.

In his speech, he said he was proud with the lecturer's achievement in creating the software.

Datuk Haji Mohamad Shafri also said he hoped any proposals and outcomes from

paper works presented in the seminar could be submitted to the state government.

UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim said the success showed that technology could actually be fully benefitted and optimised and in this case, could further enrich and expand Jawi writing.

The adaptation of technology application for Jawi writing would ensure its continued existence and for it to remain relevant all time.

"Terengganu's Batu Bersurat dated 702 Hijrah or 1303 AD was in Malay and written in Jawi and is recognised as the oldest Malay manuscript artifact found in the country.

"This shows that the progress of Malay language and Jawi writing has always been in tandem since the olden days and only begun to decline during the British ruling, which was at the end of the 19th century until middle of the 20th century," he said in





his speech before the official launching of the seminar.

He said, UMP as a technology and engineering-based university had always been committed to look into areas where technology and heritage could be synchronised so both would complement each other and not against each other.

CMLHS Dean, Professor Dr. Abdul Jalil Borham said the seminar was organised so as to obtain views from relevant experts in a move to strengthen and uphold Jawi writing using technology.

The seminar was attended by some 500 participants including UMP undergraduates, school students and those from the private and public sectors in Pahang. The seminar helped to enhance the understanding and awareness on the role of technology in enriching Jawi writing.

Among the invited guests were Universiti



Pendidikan Sultan Idris (UPSI) lecturer, Professor Dr. Bukhari Lubis, Hajah Norhayati Isa from the Ministry of Education, Professor Dr. Hashim Musa from Universiti Putra Malaysia (UPM) and Associate Professor Dr. Mohamad Fauzan Noordin from the International Islamic University Malaysia (IIUM).

UMP undergraduate Mohd. Farhan Mohd. Khairudin was also announced as the winner for the Jawi and Technology essay writing held in conjunction with the seminar.



He took home cash of RM800. The first runner-up was Mohamad Khairy Md. Border from UiTM Jengka and won RM600 while second runner-up was a representative from UPSI who won RM400. They also received the Asarfont software and appreciation certificates.

The fourth and fifth places were Fatin Nabila Othman from Universiti Teknologi MARA (UiTM) Jengka and Rozila Ibrahim from UPSI, respectively. They each received RM250 and certificates.

UMP-EV ELECTRICAL CAR THE SPEED CHAMP



Universiti Malaysia Pahang (UMP) successfully built an environmental-friendly electrical car for the Proton Green Mobility Challenge (PGMC) organised by PROTON Holdings Berhad (PROTON) and Malaysia Innovation Agency (MIA) last October 1, 2012.

UMP-EV team, comprising staff and undergraduates of the Faculty of Mechanical Engineering (FKM) and Faculty of Electrical and Electronics Engineering (FKEE) as well as the Automotive Engineering Centre (AEC) in UMP Pekan, fully utilised their expertise and experience.

This proved to be worthwhile when they were announced as the champion in the

speed category (a quarter-mile distance) and first runner-up, taking home prizes totaling RM20,000.

Team leader and FKM Dean, Professor Dr. Haji Zahari Taha, said they were proud with the achievement, adding the members were staff armed with skills on design, mechanical and terms, motor control, electrical integration, fabrication and assembly, battery management system, vehicle testing and marketing.

"The challenge gives the opportunity for team members to explore deeper methods on developing electrically-powered vehicle especially in electrical motor technology and in force and heat management," he said

when met at the ceremony to celebrate UMP-EV success in UMP Pekan.

He added that the challenge stressed on strategic aspect and electrical vehicle development, heat control system design, motor control and battery management.

Team Assistant Manager, Mohd Fadzil Abdul Rahim expressed his gratefulness as UMP-EV did not experience any damage and in fact, was able to show good performance when tested as compared to other vehicles that exited early after suffering problems such as short circuits due to faulty electrical system without even completing the whole track.

He said in the challenge, the fastest time recorded was based on the vehicle's transponder and its current position registered by the Global Positioning Sensor system (GPS).

He added that safety aspect was also emphasised and the team modified the CO2 fire prevention device that was meant for high voltage fire, brake light signal flicker

that was linked to the telemetry system to obtain voltage reading and high voltage connection protection.

He said the engineering outcome and electrical car handling style was the best and it was the decisive factor that made it a winner.

UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim, who was also present, said he was really proud and hoped the experience gained would continue to spur UMP denizens to move ahead and to efficiently apply their knowledge in engineering.

He added that what made it more impressive was that the component fabrication process took place in facilities in UMP laboratory and the innovative product was able to be applied in a real race.

UMP also had the experience in taking part in car design and modification competitions and in fact, one of its teams, SAE UMP was declared as the best team in Shell Eco- Marathon recently.

The challenge gives the opportunity for team members to explore deeper methods on developing electrically-powered vehicle especially in electrical motor technology and in force and heat management





UMP UNDERGRADUATES TOOK PART IN THE 45TH ASEAN DAY CELEBRATION

A forum titled, 'Towards an Asean Community', was presented by three people - Foreign Ministry's Information and Public Diplomacy Director General, Dato' Misran Karmain, Associate Professor Dr. Mohd. Rizal Mohd. Yaakob, a lecturer of history studies from Universiti Kebangsaan Malaysia (UKM)'s Social Science and Humanity Faculty and Mohiyuddin Mohd Suleiman, a lecturer from Universiti Teknologi MARA (UiTM)'s Institute of Asean and World Affairs.

Universiti Malaysia Pahang (UMP) and the Information Department jointly organised the 45th Asean Day celebration with the theme 'One Community One Purpose', aimed at enhancing public understanding and participation relating to Asean – a grouping comprising Brunei, the Philippines, Indonesia, Cambodia, Laos, Myanmar, Singapore, Thailand, Vietnam and Malaysia.

The event was officially opened by the Department's Director General, Dato' Haji Ibrahim Abdul Rahman at UMP's Astaka Hall on October 17, 2012. Also present was UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim.

According to Dato' Haji Ibrahim, the programme could enhance the awareness

among younger generation especially university undergraduates about the cooperation existed among Asean countries.

"The awareness for public to play its role in supporting efforts taken by the Government is critical in strengthening diplomatic ties among neighbouring countries," he said, adding, solidarity was vital to improve cooperation among Asean countries and towards having peace, economic development and prosperity in the region.

He said, the Asean Day celebration was an annual event organised by the department to commemorate the establishment of Asean on August 8, 1967 and as part of the efforts to achieve one Asean Community by 2020.

In tracing its history, Dato' Dr. Daing Nasir



said the neutral approach adopted by Asean in its political stance in the region and at the international scene, from then until now, was the result of how the late Tun Abdul Razak handled the situation.

He added that Tun Abdul Razak proposed the setting up of ZOPFAN (Zone of Peace, Freedom and Neutrality) that was proclaimed as the Kuala Lumpur Declaration.

"Comparing to other regional groupings that are, sometimes, seen as slanting to certain foreign blocks, Asean eventually managed to draw together 10 countries

in the South East region despite different ideologies and ruling systems among some of its member countries," he said.

He also urged undergraduates to take the opportunity to learn and understand about Asean from the forum, video presentation and exhibition put up by the organiser.

A forum titled, 'Towards an Asean Community', was presented by three people - Foreign Ministry's Information and Public Diplomacy Director General, Dato' Misran Karman, Associate Professor Dr. Mohd. Rizal Mohd. Yaakob, a lecturer of history studies

from Universiti Kebangsaan Malaysia (UKM)'s Social Science and Humanity Faculty and Mohiyuddin Mohd Suleiman, a lecturer from Universiti Teknologi MARA (UiTM)'s Institute of Asean and World Affairs.

The moderator was UMP Assistant Vice-Chancellor (Student Affairs & Alumni), Professor Dr. Yuserrie Zainuddin.

Participants also had the opportunity to take part in quizzes and viewed exhibitions showcased by the Information Department and Foreign Ministry's Information and Public Diplomacy Department.

Apart from increasing the number of digital publications, it will also, indirectly, contributes to generating income to the university through the charges imposed before one can access to the e-Book

UMP PUBLISHER'S e-BOOKS TRANSFORMED THE ONLINE PUBLICATION



By: MUHAMMAD AZLI SHUKRI

Universiti Malaysia Pahang (UMP) Publisher made history when it launched its digital publication known as UMP Publisher e-Books.

It was launched by UMP Vice Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim at Astaka Hall, UMP on November 28, 2012.



Also present were Deputy Vice-Chancellor (Research & Innovation), Professor Dato' Dr. Rosli Mohd.Yunus and Registrar, Haji Mustafa Ibrahim.

The event also witnessed the launching of a book written by Dato' Dr. Daing Nasir, titled 'Universiti: Watak, Budaya dan Citra' (University: Character, Culture and Image).

The 158-page book is a compilation of speeches made by the Vice-Chancellor since 2008.

Publication Officer, Muhammad Azli Shukri said the e-Books was an initiative by UMP Publisher to boost the number of academic publication works among academic staff and to have their works featured at the international level by transforming the online publication.



"Apart from increasing the number of digital publications, it will also, indirectly, contribute to generating income to the university through the charges imposed before one can access to the e-Books.

"The e-Books has already been introduced to the undergraduates in UMP early September, 2012 and within a month, 1,184 have subscribed to the service as reference and learning material in class," he said.

He added that among the benefits of the online publication were that it was cheap, accessible from anywhere in the world, number of books and publications increased each month, used as an e-Learning tool in UMP, a centre of digital publication data for UMP and, it was the first among university

publishers in Malaysia to use flipping pages.

"UMP Publisher e-Books can be subscribed as low as RM30 for six months or RM50 for a year. To date, there are more than 100 titles comprising research books, monographs, general books, journals, learning modules and proceedings.

"The online publication will also be extended to outsiders beginning early next year before venturing into the international market by forging co-operations with other renowned e-Books publishers such as John Wiley Publishing," he said.

He added that for future prospect, UMP Publisher e-Books could be purchased in chapters or as a whole book that could be downloaded and for personal printing.





The theme was 'Foster and Innovation in Computational Science and Information Management' attracted more than 150 researchers and academicians and the conference was a platform for them to share their researches and expertise in the subjects

UMP SHARES RESEARCH WORKS AND EXPERTISE IN IT WITH 4 FOREIGN IHL



For the first time, Universiti Malaysia Pahang (UMP) joined forces with four foreign institutes of higher learning (IHL) to organise an international conference on computer science and information technology (ICoCSIM) at Niagara Hotel, Lake Toba, Parapat, North Sumatera in Indonesia on December 5, 2012.

The IHLs were Universitas Sumatera Utara (USU), Academy of Computer Management and Information AMIK Tunas Bangsa Pematang Siantar, Medan Polytechnic and Monash University, Australia.

The theme was 'Foster Rapid Innovation

in Computational Science and Information Management' attracted more than 150 researchers and academicians and the conference was a platform for them to share their researches and expertise in the subjects.

The participants were from Malaysia, Indonesia, Australia, Holland, Sudan, Pakistan, China, India and the United States of America.

According to UMP's Faculty of Computer Systems & Software Engineering (FSKKP) Dean, Professor Dr. Jasni Mohamad Zain, the cooperation forged between UMP and the IHLs was one of the initiatives contained in the memorandum of understanding (MoU) during a visit by UMP in Medan this year.

There were three main speakers who delivered their talks on various topics at the conference. They were Professor Dr. Juerg Gutknecht from Eidgenossische Technische Hochschule Zurich (ETHZ) Switzerland, Professor Dr. Herman Mawengkang from USU and UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim.

Professor Dr. Juerg spoke on 'Universal Computer Goodbye'. He touched on the historical development of computer structural design systems of which the component usage now had shifted to new innovations with smaller designs.

Professor Dr. Herman shared his research works titled, 'On Solving Stochastic Mixed Integer Nonlinear Programming' that

discovered a solution to problems relating to computer programming while Professor Dato' Dr. Daing Nasir delivered a talk on 'The Enabling Role of ICT in Realising a Developed Nation Status: The Malaysia Agenda'.

Professor Dato' Dr. Daing Nasir spoke on the progress of ICT that had huge impacts on various aspects of development in Malaysia.

It was also announced that UMP would be the next host of ICoCSIM scheduled in 2014.

The conference also provided the opportunity for UMP to promote another Conference on Software Engineering and Computer Science in 2013 (ICSeCS'13) to be held in August in UMP.

Also present at the conference were, USU Academic Affairs Deputy Rector (1), Professor Ir. Dr. Zulkifli, FSKKP Deputy Dean (Post-Graduate and Research), Dr. Mazlina Abdul Majid, USU's Computer Science, Information and Technology Faculty Dean, Professor Dr. Muhammad Zarlis, AMIK Foundation Head H.M.A Ridwan Syahputra and AMIK Director, Dedy Hartama.

The participants were entertained by cultural performances from various ethnic groups in Indonesia such as the Somba-Somba Dance that originated from Simalungun and other acts from Karo, Mandailing, Malay and Nias.

They also visited the lake in Danau Toba, one of the world's many wonders that had high historical value.

In his speech, Dato' Dr. Daing Nasir said the SRC members were of varied backgrounds, ethnics, religion, districts and genders which showed a positive sign that embraced the 1Malaysia Concept.



20 SRC MEMBERS PROMISED TO CARRY OUT THEIR DUTIES



Twenty Universiti Malaysia Pahang (UMP)'s Student Representative Council (SRC) members for 2012/2013 session, led by its president Abdul Na'em Suhaime, took their oath of duty and loyalty before its Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim and the top management team.

The ceremony was held at the Senate meeting room at UMP Chancellery Building last September 27, 2012.

In his speech, Dato' Dr. Daing Nasir said the SRC members were of varied backgrounds, ethnics, religion, districts and genders which showed a positive sign that embraced the 1Malaysia Concept.

"It clearly reflects the maturity among undergraduates in choosing able and credible candidates to fight for their causes in a diplomatic way and not confrontational nor narrow-mindedness manner, and to think positively and not negatively."

"Practicing the principles of freedom allows SRC to express their views or make representation to the management in good faith with no influence of negative elements from within or outside of the campus," he said.

According to Dato' Dr. Daing, based



on a rational perspective, the meaning of freedom in campus was gauged on discipline and academic and not interpreted from the aspects of racial sentiment, religious extremism, parochial or party politics.

He explained that the university's interest must be given first priority, above other interests including personal interest.

In fact, SRC needed to play a role as a mediator between undergraduates and university management.

He added that as pro-active leaders, they needed to be constantly highly motivated when offering their services in assisting the management achieved the University Key Result Area (UKRA), especially in branding the university and realising its Strategic Plan 2011-2015.

SRC new President Abdul Na'em said, the council planned to implement welfare programmes and create new

administration system to ensure aspiration, values and significant perspective remained real between the administrator and undergraduates.

He said SRC was always ready to participate in the global arena in a bid to fulfill current demands that required skills to ensure one was competitive enough in a world that had become more challenging.

He also said SRC would continue to foster good ties with clubs and associations in UMP.

Later, the outgoing President, Mohd Fazli Halim handed over the duties to Abdul Na'em Suhaime.

Also present were Deputy Vice-Chancellor (Academic & International), Professor Ir. Dr. Badhrulhisham Abdul Aziz, Assistant Vice-Chancellor (Pekan Administration), Profesor Dr. Zahari Taha and the university's top management team.





MORE THAN 1,500 FIRST-YEAR UNDERGRADUATES RECEIVED KADS1M

"The KADS1M initiative is a result of the Government being thoughtful of doing something to help reduce their expenses due to high cost of living."

More than 1,500 Universiti Malaysia Pahang (UMP) first-year undergraduates received the 1Malaysia Student Discount Card (KADS1M) held on November 23, 2012.

It was the second time held with the first involving 7,737 undergraduates from year two until four of second, in September.

The cards were presented by Domestic Trade, Cooperative and Consumerism Minister, Dato' Sri Ismail Sabri Yaacob who also officially closed UMP Undergraduates Consumerism Movement Carnival that was held over three days.

The carnival was organised by UMP Undergraduates Consumerism Movement Club (GPS), supported by the State Office of Domestic Trade, Cooperative and

Consumerism (KPDNKK) and Student Affairs and Alumni Department (Saffad).

Dato' Sri Ismail Sabri said to date, 149 institutes of higher learning had set up the clubs comprising some 11,000 members who would help spread information on consumerism to 1.5mil undergraduates nationwide.

"Undergraduates are no exception to problems relating to consumerism as some have been ripped off during transactions, involved in fake investment schemes while some have been declared bankrupt.

"Based on the statistics obtained from the Insolvency Department, the number of youths declared bankrupt has increased to 40% every five years and the number is expected to increase to 100,000 by the year 2020," he said when speaking at the event held at UMP Sports Complex in Gambang.

He added that among the major factors that contributed to the situation were accumulated credit card debts, car loans and personal loans and if left unchecked, it could pose a problem to the nation's future as youths were the country's main source of productivity.



As such, a GPS would be the right platform to actively lead and move about in spreading information on consumerism, he said.

UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim said, the university undergraduates also benefited from the initiative introduced by the ministry beginning this year.

"The KADS1M initiative is a result of the Government being thoughtful of doing something to help reduce their expenses due to high cost of living.

"On organising the carnival, it helps to enhance awareness on consumerism among undergraduates in this university. There are booths set up by the ministry offering a variety of useful information to visitors," he said.

He added that the GPS club was previously known as UMP Consumers Club that was formed in 2011 and starting 2012, it was known as Undergraduate Consumerism

Movement Club.

He also said to date, 350 had registered as club members and the number was expected to increase from time to time.

Professor Dato' Dr. Daing said, by setting up the club, he looked forward to seeing the ministry's mission to educate the public on consumerism and their rights fulfilled and that it was instilled at an early stage among the undergraduates.

The carnival attracted some 1,000 people. There were a lot of games and events held such as netball, futsal, indoor games, tug-of-war, healthy menu and cooking competition, a contest on improvising discarded materials and a quiz on consumerism.

They were also entertained by cultural performances and artist Dafi of AF5.

The first place for wasted material innovation competition went to Azian Othman and Norhazwani Syuhada Azmi with their household product created from

orange skin that could be used, among others, to clean the floor.

The second place was won by Siti Nafsiah Mohamed Omar and Rafiq Liyana Rahimi who produced xtlol and xylitol from palm oil extract while the third place belonged to Iqmil Hamdan for using egg shells as the catalyst to produce biodiesel oil.

Also present at the carnival were Deputy Vice-Chancellor (Research & Innovation), Professor Dato' Dr. Rosli Mohd Yunus, Assistant Vice-Chancellor (Student Affairs & Alumni), Professor Dr. Yuserrie Zainuddin, UMP GPS Club Chairman, Qamaruddin Mohd. Fauzi and UMP Student Representative Council (SRC) President, Abdul Na'em Suhaimi.



MYAPPS PROGRAMME TRAINS GRADUATES TO BE TECHNOCRATS

The programme is for undergraduates and graduates who will be able to earn income by developing telephone applications. At the end of the programme, they can sell the applications through online or become application programmer in renowned international companies such as Samsung, LG, HTC and others.

A total of 90 third-year undergraduates of Universiti Malaysia Pahang (UMP) underwent entrepreneurial training in ICT Technopreneur Incubator Programme (MyAPPS) organised by UMP Entrepreneurial Centre.

It was held with the cooperation of Faculty of Computer Systems & Software Engineering (FSKKP), Perbadanan Usahawan Nasional Berhad (PUNB), MyAppsizil (Asia) Sdn. Bhd. and CELCOM.

The programme, held for the first time, was aimed at grooming more entrepreneurs among graduates who would be the catalyst for the National Economy Transformation Plan.

They would be able to contribute to the nation's objective of having innovation-based high income economy and developed status by 2020.

UMP Entrepreneurial Centre Director, Dr. Omar Jamaluddin said in order to produce graduates with entrepreneurial skills, UMP had strengthened its strategic alliance with the Higher Education Ministry and two companies MyAppsizil (Asia) Sdn. Bhd. and CELCOM.

"The companies would implement entrepreneurial-related programmes for undergraduates pursuing ICT courses and interested to venture into business," he added.

"The programme is for undergraduates and graduates who will be able to earn income by developing telephone applications. At the end of the programme, they can sell the applications through online or become application programmer in renowned international companies such as Samsung, LG, HTC and others.

"Also, participants are introduced to important elements of self-development such as discipline, leadership, ethics, communication, appearance, creativity and innovation to prepare them for the working world," he said.

MyAppsZil (Asia) Sdn. Bhd., a local company, has direct networking with Korea's Ubinuri Inc. to market 'Appzill' in South East Asia that helps boost the smart phone industry by developing applications, games and video.

Ubinuri Inc. is a company based in Seoul with interests in China, Hong Kong, Japan and Taiwan.

The MyAPPS programme was launched by Semambu assemblyman and Pahang ICT Committee Member, Dato' Phang Tsu Ming on November 7, 2012.

Also present were FSKKP Dean, Professor Dr. Jasni

Mohamad Zain, Ministry's Assistant Secretary Head, Mohd. Ramesh Krishna and MyAppsZil Chief Executive Officer, Vincent Tan.

Dato' Phang said interest alone was insufficient and in fact, entrepreneurs needed support in resources such as funding and training that were offered by agencies and multinational companies.

He urged the undergraduates to grab opportunities to make themselves graduates of added values who met current job demands.

He also said application development business was now a new phenomenon and was relevant in order to groom local application developers whom were at par with that of international standard.

A seminar on cultivating entrepreneurship to new undergraduates was also held at the same event attended by some 1,200 people. The panel members were Cloud Nettor Sdn. Bhd. Chief Executive Officer, Azemi Mahat, Signature Pops Sdn. Bhd. Director, Dato' Rohani Abdul Majid and AMG International Sdn. Bhd. Government Relations Division Advisor, Sri Shariffa Nisa Rashid.





BETTER SKILLS ACQUIRED TO MEET INDUSTRIES' NEEDS

A total of 120 Universiti Malaysia Pahang (UMP) undergraduates completed the 'Degree++' programme conducted by the Faculty of Chemical & Natural Resources Engineering (FKKSA). They were the first batch to undergo the programme that involved industries especially those from the oil and gas sector.

The programme was part of the efforts taken to add value to their knowledge and skills acquired in preparation to enter the real working world.

Among the industries were Emerson Process Management (M) Sdn. Bhd., Engineering Works Sdn. Bhd., Yamatake

Engineering (M) Sdn. Bhd., Agilent Technologies Sales (M) Sdn. Bhd. and Aveva Sdn. Bhd.

The programme was an extension to the cooperation forged between the industries and UMP during a ceremony to ink the agreements recently.

UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim said, the Higher Education Ministry had approved a sum of RM1mil under the Student Employability Fund that supported the programme.

"FKKSA has managed to carry out three of the programmes, with the cooperation from the industries. It involved control and

instrumentation process, operator training on AVEVA-PDMS and on-site troubleshooting gas chromatography-mass spectrometry (GC-MS) that entails basic operation and maintenance and troubleshooting.

"The programme implemented can help equip the undergraduates with technical skills as required by the industries. They are able to interact with the industries and help improve self-confidence in their areas of choice.

"In fact, they are always evaluated by the industries' mentors," he said before presenting certificates to the participants at UMP banquet hall on December 28, 2012.



Dato' Dr. Daing Nasir also said it was the first time that the programme was held and the effort taken by the university was to add value to the knowledge and skills acquired from the university with that from outside of the classrooms and lectures attended throughout their course of study here.



Dato' Dr. Daing Nasir also said it was the first time that the programme was held and the effort taken by the university was to add value to the knowledge and skills acquired from the university with that from outside of the classrooms and lectures attended throughout their course of study here.

He added that the programme was conducted at weekends, either Saturday or Sunday, beginning November until December 2012.

It was opened to those in their final years, he said, adding, the lecturers were from UMP and the faculty's technical staff as well as external facilitators appointed by UMP.

He added that the programme also received full cooperation from the university's industrial partners and this

would really benefit the undergraduates so they would be better equipped with the necessary technical skills when entering the work place.

Also present were Deputy Vice-Chancellor (Academic & International), Professor Dato' Dr. Ir. Badhrulhisham Abdul Aziz, Emerson Process Management (M) Sdn. Bhd. Account Manager, Shahizal Hamly Ramly and Didaktik Engineering Works Sdn. Bhd. General Manager, Mohamed Nizam Mohamed Hanafiah.

Other included FKKSA Dean, Profesor Ir. Dr. Jailani Salihon and Industrial and Community Networking Division Director, Professor Dr. Zulkefli Yaacob.

One of the participants, final-year undergraduate Nur Aida Zakirah, 23, said

she was delighted to be able to undergo the programme at Aveva Sdn. Bhd. and the experience gained had helped to complete her final-year assignment as well as learned about plant designing system (PDMS).

Her friend, Amirul Naa'im Akasah, 22, said he learned about process control and instrumentation, which was very important in the oil and gas industry, as well as the Distribution Control System (DCS) in a plant.

The programme is expected to be extended to other faculties in a move to make the most of the cordial ties enjoyed between the university and industries and this could also help fulfill the National Higher Education Strategic Plan that includes adding values to the undergraduates' employability and availability.

UMP ORGANISED IPT MANDARIN SPEAKING COMPETITION 2012

Undergraduates who have mastered more than two languages will not only be able to enhance their knowledge but also be more marketable and easier to land a job



Universiti Malaysia Pahang (UMP) organised the IPT Mandarin-Speaking Competition 2012 which was aimed at enhancing communication skills among undergraduates in institutes of higher learning nationwide.

There were three categories for Chinese participants, non-Chinese participants who were Chinese-educated and non-Chinese participants who did not attend Chinese schools.

The event was officially opened by Higher Education Deputy Minister, Dato' Dr. Hou Kok Chung. Also present were Assistant Vice-Chancellor (Student Affairs & Alumni), Professor Dr. Yuserrie Zainudin who represented UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim, Centre for Modern Languages & Human Sciences (CMLHS) Dean, Professor Dr. Abdul

Jalil Borham and Mandarin Language and Chinese Culture Centre Supervisor, Chong Ah Kow.

Dato' Hou said competition such as this was the best platform that provided the opportunity and impetus to improve the effectiveness in teaching and learning Mandarin especially among undergraduates.

"The ability to master two languages has become a norm among Malaysians and in fact, Mandarin has become the choice language after English.

"China is now emerging as the next economic powerhouse and by mastering Mandarin, it can further expand and strengthen bilateral ties in the diplomatic and economic aspects.

"Undergraduates who have mastered more than two languages will not only be able to enhance their knowledge but also be



more marketable and easier to land a job," he said before officially opened the competition at Astaka Hall, UMP last November 6, 2012.

Professor Dr. Yuserrie Zainudin said the competition was held for the second time and response from IPTs had been encouraging.

He added that MLCC, the first Mandarin language learning centre among the public IPTs in the east coast region, was set up with the cooperation from Hebei University a year ago.

"The centre offered Mandarin course to staff, undergraduates as well as the public," he said.

He said, UMP also offered other language programmes including Arabic, Japanese, German and Spain conducted under MLHSC.

The two-day competition involved eight IPTs with each showcasing their proficiency

in the language. Among them included International Islamic University Malaysia (IIUM), Universiti Malaysia Kelantan (UMK) and Universiti Teknologi Malaysia (UTM).

Under the Chinese participant category, the first place went to Tan Chi Wee from UTM, first runner-up was Ling Tian Wong from UPM and third, Gan Jen Yee from UMK.

Under the category for non-Chinese participant with Chinese-education background, the winner was Jamunaa Patchappan from UMP while Fatini Mobaraya Mohamad from UTM won second place with Venkat K from UMK, third place.

Under another category for non-Chinese participant taking Mandarin as a foreign language in IPT, the winner was Fazlin Zainal from UMP, followed by Nurul Aqmar Mohd Ismail from IIUM in second place and Elvina Clarie Dullah from UMP at third place.

UNDERGRADUATES HELD A PROTEST AGAINST ZIONIST REGIME

It was a peaceful but significant gathering

About 500 Universiti Malaysia Pahang (UMP) undergraduates held a rally at the compound of UMP Chancellery Building as a show of protest against the attack on Gaza, Palestine by the Zionist regime.

The rally was held from 5 pm until 6 pm on November 22, 2012 and organised by UMP Student Representative Council (SRC).

The gathering comprised undergraduates from various faculties and residential colleges including international students from Yemeni, Saudi Arabia, Iraq and Sudan.

They strongly condemned the regime's cruelty against the people of Palestine.

The group also handed over a resolution to UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim to be presented to

Prime Minister, Dato' Sri Najib Tun Razak.

According to SRC President, Abdul Na'em Suhaimi, 21, said they demanded that Palestine be declared as a sovereign state under the United Nations Organisation.

"We also demand that a peacekeeping force be deployed to Palestine as soon as possible and urge the United States of America, who holds a veto power, to do





something to stop the attack on Palestine.

"The third resolution is for an immediate implementation of a resolution draft relating to Israel-Palestine conflict submitted by Russian ambassador to the UN Votaly Churkin, on Nov 19, 2012," said Abdul Na'em who led the rally.

He added that the rally demanded that the peace agreement between Palestine and Israel be honoured and implemented while land belonging to Palestine before the war in 1967 to be handed over back to the people.

Dato' Dr. Daing Nasir, who accepted the

resolution, said he was impressed with the concern showed by the undergraduates involving global issues, and that violation of rights like those happening in Palestine was unacceptable.

"It was a peaceful but significant gathering," he added.

Mohd. Farid Mohd. Na'im, 21, of the Faculty of Chemical & Natural Resources Engineering (FKKSA) urged others to rise to the occasion in facing with the Palestine-Gaza issues and to always pray for the wellbeing of Muslims in the country.



UMP UNDERGRADUATES RECEIVED 1MALAYSIA

STUDENT DISCOUNT CARD

It is a flash card and not a card that offers reward points. Undergraduates only need to show the KADS1M with their students' card or identity card to get the discounts offered by participating companies

A total of 7,737 Universiti Malaysia Pahang (UMP) undergraduates received the 1Malaysia Student Discount Card (KADS1M) which were distributed free to them so they could enjoy discounts of up to 60% at 231 companies (2,414 outlets) nationwide.

The discounts were for the purchase of selected goods and services such as books, stationeries, clothes, health, groceries, food and beverage.

Pahang Menteri Besar, Dato' Sri Diraja Haji Adnan Haji Yaakob gave away the cards.

Also present was Domestic Trade, Cooperatives and Consumerism (KPDNKK) Minister, Dato' Sri Ismail Sabri Yaakob, who is also UMP Mentor Minister.

In his opening speech, Dato' Sri Diraja Haji Adnan said the card was an initiative from the ministry as part of the efforts to help reduce expenses borne by the undergraduates throughout their studies in the university.

"Undergraduates should be grateful with the facilities provided by the government," he said when launching the 1Malaysia Student Discount Card (KADS1M) presentation ceremony at UMP's Astaka Hall on September 17, 2012.

Meanwhile, Dato' Sri Ismail Sabri, in his speech, said the KADS1M initiative showed that the government listened to the undergraduates and fulfilled their request in a proposal submitted during the National Student

Consultative Council (MPPK) meeting last year.

"The discount card, which is distributed free, is automatically given to undergraduates based on information channeled by IPT and it is valid only while they are pursuing their studies.

"It is a flash card and not a card that offers reward points. Undergraduates only need to show the KADS1M with their students' card or identity card to get the discounts offered by participating companies," he said when addressing about 1,500 UMP undergraduates.

He added that the government did not bear any cost in creating KADS1M and that it was successfully implemented through Bank Rakyat's corporate social responsibility (CSR) programme.

He said the bank issued the cards and the participating





companies offered the discounts.

UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir also said the government's understanding and consideration showed by introducing the KADS1M should be appreciated by UMP undergraduates.

"The changes in economic climate and the changing time now have affected costs of living, generally felt by people from all walks of life including the undergraduates.

"The growing number of undergraduates has also required the management to look into problems and issues faced by them as they come from different economic backgrounds," he added.

He also said the university welcomed the initiative for as a whole, it that would bring great benefits to the undergraduates.





3-ON-3 BASKETBALL CARNIVAL CONCLUDED

3-on-3 basketball sports had become popular, rapidly growing worldwide including Malaysia. The game helped its players to improve their fitness, control on the court as well as satisfaction.

Universiti Malaysia Pahang (UMP), being the focal sports centre for basketball, hosted the annual Three-On-Three Carnival with teams vying for the Higher Education Deputy Minister Cup. It was held over three days beginning October 7, 2012 at UMP Sports Complex.

According to the Ministry's Secretary General, Datuk Ab. Rahim Md. Noor, the programme was organised together with Malaysia Basketball Association (MABA) and attracted 121 teams from institutes of higher learning (IPT) in the country including 20 teams from secondary schools.

The IPT that emerged as champion would collect points for the university in the IPT Sport Games (SUKIP), organised by the ministry and IPT Sports Council, and held for the first time on Oct 28, he said when met after the closing and prize giving ceremony. Also present was the Ministry's Sports Division Secretary, Dr. Saharudin Ismail.

He said the programme was also a platform to scout for talents among university undergraduates to play at a



UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim said UMP was proud to work together with the ministry in holding healthy activities such as the basketball games.



higher competitive level such as the Asean University Games and World University Games.

UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim said UMP was proud to work together with the ministry in holding healthy activities such as the basketball games.

He added that the carnival was a boon for the game for it was a place where new talents were discovered.

HELP University emerged as the champion for the men's group and walked away with cash RM2,500 and prizes. Second place was won by Taylor's University with RM1,500

while Universiti Sains Malaysia (USM) A was second runner-up with RM1,000. Universiti Malaya (UM) was placed fourth with RM700.

The women's group was won by Universiti Putra Malaysia (UPM) A, HELP University placed second and third, Taylor's University with Tunku Abdul Rahman College (TARC) at fourth place.

Under the secondary school category, the boys' group was won by Sekolah Menengah Kebangsaan Tanah Putih who beat Sekolah Menengah Kebangsaan Tanah Putih B, while third place went to Sekolah Menengah Kebangsaan Air Putih. Sekolah Menengah Kebangsaan Kuala Krau was placed fourth.

The team from Sekolah Menengah Kebangsaan Air Putih emerged as the winner for the girls' group, followed by Sekolah Menengah Kebangsaan Semambu at second and third, Tunku Kursiah College. Sekolah Menengah Sains Pasir Putih was placed fourth.

Champions took home cash of RM1,500, trophies and medals while first runner-up received RM1,000, second runner-up with RM700 and fourth with RM500.

The carnival was officially opened by Higher Education Deputy Minister, Dato' Saifuddin Abdullah on October 5, 2012 at UMP Sports Complex Hall in UMP, Gambang.

"In this programme, visitors are not only entertained by the performances but are also served with delicacies such as Chom-Chom that originates from Bangladesh, Maho from Oman dan Cutlus from Pakistan



INTERNATIONAL NIGHT FEATURING CULTURES AND TRADITIONS OF VARIOUS COUNTRIES



More than 500 Universiti Malaysia Pahang (UMP) denizens turned up to liven up the International Night 2012 organised by the International Office together with the university's 1UMP1World Association at Astana Hall, UMP on December 17, 2012.

According to Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim, the programme was an annual event that involved international undergraduates showcasing their countries' cultures while at the same time, help to instill teamwork among them.

"The programme is a platform for them to bring to light their countries' unique cultures and traditions.

"The theme is 'Colours of the World' that highlights their cultures, traditions and food. They also staged performances.

"To date, there are 198 international undergraduates pursuing pre-graduate and post graduates studies in UMP," he said when officially opening the programme.

He added that they were from Algeria, Bangladesh, China, India,



Indonesia, Iraq, Libya, Nigeria, Oman, Pakistan, Palestine, Republic of Chad, Somalia, Sudan and Yemen.

"It is also interesting to note that there are 13 from Afghanistan pursuing their Graduate Studies Programme in UMP.

"In this programme, visitors are not only entertained by the performances but are also served with delicacies such as Chom-chom that originates from Bangladesh, Maho from Oman dan Cutlus from Pakistan," he said.

Also present were Deputy Vice-Chancellor (Academic & International), Professor Dato' Ir. Dr. Badhrulhisham Abd Aziz and Deputy Vice-Chancellor (Research & Innovation), Professor Dato' Dr. Rosli Mohd Yunus and the university's top management.

Raghad Yaseen, 28, an Iraqi pursuing a degree from the Faculty of Computer Systems & Software Engineering was elated as it was the undergraduate's first experience participating in the programme which was considered as very meaningful.

"For me, it is not only about experiencing the managing aspect of the programme but also about learning the cultures and tasting the traditional food from other countries.

"This has indirectly helped to foster closer ties among us," said Raghad.

As for Norain Zinol, 22, it was the second time for her participating in the programme for last year's experience had been an interesting one and she learned a lot of new things.

"It is not easy for us to get to taste a variety of menu offered by each of the country and in fact, we can learn more about their cultures. Also, they have put up an exhibition site with information about their countries," she added.

At the end of the programme, the Vice-Chancellor presented prizes to the most beautiful exhibition booth which was won by team from Indonesia with second and third place by teams from Bangladesh and China, respectively.

UNDERGRADUATES SHARED CULTURE AND ACADEMIC ACTIVITIES IN THAILAND

The undergraduates and the families did a lot of things together such as catching fish at sea early morning and processing prawns. They were also given a guided tour around Satun area



By: DAROLHISAM DARUS

A total of 140 Universiti Malaysia Pahang (UMP) undergraduates spent three days at Kampung Tammalang Hilir Satun in Thailand under a community service programme beginning December 14, 2012.

They arrived on boat at the Tammalang Satun jetty and a simple ceremony was held at Kampung Tammalang Hilir Satun mosque where the undergraduates were introduced to the families whom they were going to stay during the duration.

A lot of activities were held such as 'gotong-royong' to clean up compounds of the mosque and a religious school. They also joined the villagers in cooking a feast.

In the afternoon, they played games and football with the youths and held cultural performances at night.

Also present was Satun Governor Nuachay Jira Aphirak whose arrival was accompanied by beatings of the 'kompong' performed by the undergraduates and villagers.

According to Centre for Modern Languages & Human Sciences (CMLHS)



Dean, Profesor Dr. Ab. Jalil Borham who represented UMP, the activity taught the participants about soft skills and it was part of the efforts to instill in them good leadership qualities and to gain some social networking experience.

"The undergraduates and the families did a lot of things together such as catching fish at sea early morning and processing prawns. They were also given a guided tour around Satun area," he said, adding, they would

definitely bring home fond memories from lessons learned outside of the campus.

He said the undergraduates also played a role as an ambassador for the university and they took the opportunity to introduce UMP to the people in the area.

As for Thye Mei Chain a/p Thye Ah Chan of Faculty of Chemical & Natural Resources Engineering (FKKSA) and hailed from Perlis, she felt very fortunate to have participated in the programme where she gained a lot



of experience while staying with Yin Abdul Razak, 40, and Cah Putih Hamid, 31.

Relating her experience, Thye said she managed to catch a boat ride to go fishing with the couple and also spent some time cruising along the coastline of the village.

Yin also said, his family was happy to receive Thye although she was of different religion, race and culture and in fact, his mother Che Cah Baharom, 75, whom lived with him, was excited about their Malaysian

guest.

Yin added that other than forging closer ties between the two countries, the presence of the undergraduates could help motivate the youths to continue their studies at a higher level.

In the programme, the undergraduates also visited Prince of Songkla University (PSU) and Rajamangala University of Technology Srivijaya. Both were engineering universities and located at Hatyai.



The implementation of the programme, out through public agencies, reflects the Government's drive in ensuring that people from all walks of life and backgrounds get fair attention, in line with the 1Malaysia Concept - People First, Performance Now



UNDERGRADUATES' CHARITABLE WORK BROUGHT THEM CLOSER TO KUALA PAHANG COMMUNITY

Almost 1,000 people including Universiti Malaysia Pahang (UMP) undergraduates gathered at Kuala Pahang Square to take part in a charity work under Gerak Bakti Siswa 1Malaysia (GBS1M) organised by the university with the cooperation from Majlis Aspirasi Pemangkin Nasional (Aspiration Impetus National Council - MAPAN).

The event, managed by Centre for Modern Languages & Human Sciences (CMLHS) was held for two days. Among the activities outlined were health camp, blood donation drive, cyber camp, community service, motivational talk and an adoption programme involving 120 undergraduates who stayed with 60 families during the duration.

It was officially launched by UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim while the closing by UMP Board of

Director Member, Dato' Ahmad Azmey Haji Abu Talib.

Also present were UMP Pekan Campus, Vice-Chancellor (Administration), Professor Dr. Zahari Taha, MAPAN secretariat member Sidi Ahmad Abdul Rahman, Kuala Pahang Headman, Hasan Mohamed Shukor and Programme Director, Abdul Kamil Jamaludin.

Dato' Ahmad Azmey said although it was a short duration, he believed that it had left a deep impact among the undergraduates who stayed with their adoptive parents.

"The implementation of the programme, out through public agencies, reflects the Government's drive in ensuring that people from all walks of life and backgrounds get fair attention, in line with the 1Malaysia Concept - People First, Performance Now.

"UMP's establishment here is not merely to cater to a certain selected few but it has also spur socio-economic development with



benefits enjoyed by the locals," he said in his speech at Kuala Pahang Square, Pekan on December 1, 2012.

He also said UMP's determination could be seen from initiatives taken such as the Kuala Pahang Mahkota ECER Empower Programme launched by HRH Tengku Mahkota of Pahang in July 2012.

He added that the initiative involved the community and it gave added values to the local transformation landscape while at the same, allowed UMP undergraduates to focus, appreciate, enliven and understand aspirations of those at the grass root.

He said the people would be able to experience the perks of development with the establishment of UMP while UMP could train its undergraduates to play proactive roles as the peoples' spokesperson.

Dato' Dr. Daing Nasir Ibrahim also said, the activity was UMP's commitment to transform the landscape of Kuala Pahang community by enhancing literacy and knowledge enlightenment.

He noted the warm response showed by the locals, saying it was a positive sign that clearly indicated significant impacts from having UMP campus in Pekan which had helped to amplify the locals' socio-economy.

"The programme also received support from the East Coast Economic Region Development Council (ECERDC) that helped to set off the Kuala Pahang Mahkota ECER Empower Programme since last July."

CMLHS Dean, Professor Dr. Jalil Borham said, UMP undergraduates had helped to identify homes in need of repairs and spots for religious activities using the concept of 1House 1Worship Corner.

He added that they also carried out 'gotong-royong' activities and prepared communal feast, clean up the mosque and held motivational programme for school children.



45 VOLUNTEERS HELPED TO EASE SUFFERINGS OF FLOOD VICTIMS



"Other than the cleaning activities, the volunteers also help to distribute aids donated by corporate bodies to flood victims who were allowed to return to their homes," said Abdul Na'em who was a first-time volunteer.

Despite hectic schedules and preparations ahead of the final exams, it did not stop a group of 45 Universiti Malaysia Pahang (UMP) undergraduates to be volunteers assisting flood victims in a programme organised by UMP Student Representative Council (SRC) on Dec 29, 2012.

They helped to clean up Sekolah Kebangsaan Galing, which was also served as a relief centre, and homes of victims in Kampung Tengah, Kuantan.

SRC President, Abdul Na'em Suhaime, 22, said although the undergraduates were busy with their studies ahead of the final exams, they still wanted to volunteer and help carry out activities with other volunteers.

"Other than the cleaning activities, the volunteers also help to distribute aids

donated by corporate bodies to flood victims who were allowed to return to their homes," said Abdul Na'em who was a first-time volunteer.

He added that the aids contributed by the corporate bodies would help lessen the burden faced by the victims.

Abdul Na'em also expressed his gratitude to his fellow friends who helped to obtain the necessary details and bring together volunteers for the good cause.

A volunteer, Muhammad Sufian Abdul Razak, 23, who also volunteers for the Malaysian Youth Hostels Association (MYHA) said having the undergraduates participating in community activities could help them gain experience and instill a sense of leadership.

Muhammad Sufian, who is actively involved in volunteering and humanity



activities, called on for more undergraduates to participate in various programmed organised by the Malaysia Youth Council.

His friend, Muhammad Farhan Adnan, 22, viewed that undergraduates needed to be more considerate about people around them, adding, they also acted as a spokesman when they were outside of campus.

UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim, who attended the programme, said he was proud with the determination showed by the undergraduates and considered the charity work done would have significant effect on their academic achievement.

Also present were Assistant Vice-Chancellor (Student Affairs and Alumni), Professor Dr. Yuserrie Zainuddin and Co-Curriculum Centre Director, Ramle Abid.



'AKINNAH' INTERVENTION KIT

THE GUIDE TO BREAK FREE FROM 'AKINNAH' IN THE HEART

*The kit is designed
for public usage
especially to individuals
with depression and
personality conflicts*

By: ABDUL KAMIL JAMALUDIN

A kinnah means negative characteristics in the heart of man that has become a layer wrapping the heart and preventing the person from doing good and obeying the commands of Allah SWT.

These characteristics that have been successfully detected are thick, layered and have coverings.

The three characteristics are abstract in nature and have been successfully detected using a bio-feedback technique - heart rate variability, utilising akinnah detection protocols that have been developed.

The research was carried out by Abdul Kamil Jamaludin, Associate Professor Dr. Muhammad Nubli Abdul Wahab and Tuan Sidek Tuan Muda from the Centre for Modern Languages & Human Sciences (CMLHS). They discovered the treatment method to break akinnah in the heart – using Zikrullah technique.

With the right technique, the akinnah that hinders a good heart from developing is successfully shattered, thus, helping to improve a person's quality in life.

According to Abdul Kamil, the kit had various benefits for it could be used as a detection protocol using Emwave equipment, akinnah treatment intervention protocol and a guideline to shatter the akinnah.



"The kit which is a complete set has benefits for the user as it detects the existence of akinnah characteristics, detects akinnah that is the source of negative behaviours and discovers akinnah that has remained hidden all this while.

"Also, it can help an individual with an akinnah-ridden heart to be less stressful, less depressed and less anxious, and builds up strength to stay calm, able to withstand current challenges and be more manageable.

"The kit is designed for public usage especially to individuals with depression and personality conflicts," he said.

He added that the kit was also suitable for those in the managerial level and professionals facing career problems and self management as well as for lazy students

and those with problems in making changes towards developing more positive attitudes.

"The research project has garnered a gold medal in CITREX 2012 exhibition and research project competition held on March 27-28 at Universiti Malaysia Pahang (UMP) Sports Complex and a silver medal at the International Invention, Innovation & Technology Exhibition (ITEX) on May 17-19 2012 at Kuala Lumpur Convention Centre.

"It is hoped that with the introduction of this kit, it can help overcome social problems and self conflicts happening in the society now so the country can produce a society with positive qualities who contributes towards nation building," he said.

CREATING THEORY THAT WORKS

Managers need concepts, models and frameworks to be more flexible and dynamic. Unfortunately, it is apparent that management research to date has been unable to provide comprehensive and scientific information of how companies should manage business activities in complex organizational settings.



By: DR. MOHD RIDZUAN DARUN

Every time a corporate scandal is on a breaking news, professors are normally among the first being interviewed to share their views of "What went wrong?". Educators are extolling how much their academic curricula promoting the importance of human governance and business ethics. Professionals are pressured to figure out a quick solution or standards to prevent scandals for good. Regulators and policymakers are forced to rewrite policies to tighten control and enforcement. New measures are being introduced to monitor business conducts and process. Textbooks admiring troubled companies are being taken off the shelves, and educators are asked to hurriedly refurbish academic curricula to produce graduates with dedication, transparency, and honesty.

This article argues that educators need to stop doing what they currently do, to prevent future Goldman Sachs, Enrons, or Lehman Brothers. Simply because management theories thought in Master of Business Administration (MBA) programs

have much to influence managers to apply them in management practices that educators are now being blamed for creating bad management practice. Paradigm shift is needed within academic circle to stop teaching old theories and ideas that are no longer relevant to current business environment.

Executives all over the world, who attended MBA courses, have learned similar theories which were not directly linked to their organizational eco-system. Even those who never attended business course can think similar ways as these theories have been around for very long time. In fact, we no longer feel excited, thrilled, or surprised in developing new business strategy due to assumption of 'business as usual' and theories perceived as universal adaptor. In Malaysian context, managers are predominantly influenced by foreign oriented theories which they have learnt from managerial textbooks developed from Western organizational values although these theories are argued as irrelevant to the Malaysian environment.

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In contrary view, researchers also have been complaining the lack of managers' supports that normally tend to decline access for researchers to undertake research projects in their organizations. It is critical for researchers to gather adequate data from management practices in order to understand real problems faced by managers, this will enable researchers to produce theories or conceptual framework that reflects of what is happening in daily business operations. Although, reminders were sent to practitioners about the importance of research to the body of knowledge, response rate of Asian countries to participate in research activities are still very low compared to the Western countries. It is imperative to have both companies and higher learning institutions to actively involved in smart collaborations to make use the pool of experts from academia in solving complex managerial problems.

In conclusion, the development of theory as well as practice should be cognisant of the surrounding organizational environment. Further, theory and practice exist in a reciprocal relationship. While theory is meant to guide practice, theory itself should be developed from relevant practices. In the event of changes in industry context, it is argued that the failure of management research to reflect the characteristics and challenges of contemporary organizational settings has led to a loss of relevance and gives rise to the need for more research explaining current practices. It is believed that the first step to narrow this gap is to understand practices in actual organizational settings. Further, the second step is to develop theories suitable for Malaysian socio-economic environment.

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