Industry

University-Industry collaboration strengthens with '3 HB' approach

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KUANTAN, 27 November 2023 - Dato' Mohd Sharil Abdullah, the Director of the Industrial Relations Division at the Department of Higher Education, Ministry of Higher Education (KPT), outlined the '3 HB' approach to intensify efforts in identifying the future needs of universities and industries. This aligns with the requirements of the New Industrial Master Plan 2030 (IMP 2030).

The first 'HB' pertains to fostering strong university-industry relations that complement each other. Every academy and university need to build robust relationships, including organizing round table discussions (RTD). It is anticipated that 21 series of such discussions will be held next year.



The Talent Hub, as part of the '3 HB' initiative, incorporates an apprentice program to promote innovative learning methods that meet industry needs. This collaborative effort aims for high-impact outcomes, resulting in a win-win situation for both parties. Notably, one of the focused initiatives is working on job matching for graduates with the potential to be absorbed into the industry in the future.

Dato' Mohd Sharil highlighted that the Ministry of Higher Education (MoHE) has initiated a pilot project for establishing a Research and Industry-Infused Incubator (MRI3) to develop industry-ready

talent for the Electrical and Electronics (E&E) sector at Universiti Sains Malaysia (USM). This method is identified as more focused, targeted, and directly addressing the needs of the industry. The program is expected to expand to include other sectors, and it employs a strategy where a premium salary is a measure of success, not just the ability to secure a job or employability.

Dato' Mohd Sharil inaugurated the JPT-KPT Industry Roundtable Discussion Series (Eastern Zone) program, hosted by Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA).

UMPSA Vice Chancellor, Professor Dato' Ts. Dr. Yuserrie Zainuddin, stated that the program, themed 'Overcoming Talent Challenges Through University-Industry Collaboration,' aimed to gather industry feedback on talent issues and resolutions. A total of 50 appointed panelists from industry, agencies, and academia, representing UMPSA, Universiti Malaysia Terengganu (UMT), Universiti Sultan Zainal Abidin (UniSZA), and Universiti Malaysia Kelantan (UMK), participated. The collaboration is expected to benefit all parties by identifying challenges crucial for forming a quality Malaysian job market.



Group discussions also focused on talent issues such as Talent Acquisition Challenges, Global Migration of Scholars, Uncompetitive Salaries, Working Below Capacity, Challenges in Implementing Structured Industry Training (Job-Based Learning), and Industry-Oriented Curriculum.

The implementation of the Work-Based Learning (WBL) program is among the approaches to increase the marketability of graduates, allowing students to master learning content based on work activities.



Also participating in the program were the Assistant Vice Chancellor for Industry and Community Network, Professor Datin Dr. Mimi Sakinah Abdul Munaim, Registrar/Chief Operating Officer, Dato' Saiful Bahri Ahmad Bakarim, Pro-Vice Chancellor (Corporate Affairs, Industry and Community Network), UMT, Professor Dr. Fauziah Abu Hasan, and Deputy Vice Chancellor (Academic and International) UMPSA, Professor Ir. Ts. Dr. Ahmad Ziad Sulaiman.

Similar programs have been implemented by Universiti Malaya (Central Zone), Universiti Sains Malaysia (Northern Zone), Universiti Malaysia Sabah (Borneo Zone), and Universiti Tun Hussein Onn Malaysia (Southern Zone) as hosts.

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