MoU/MoA

UMP, SSM collaboration succeeds Work-Based Learning Education

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PEKAN, 9 March 2021 - The collaboration between Universiti Malaysia Pahang (UMP) and the Companies Commission of Malaysia (SSM) signed in the recent Memorandum of Understanding (MoU) Signing Ceremony is able to contribute towards producing quality students to provide services that meet the needs of the industry.

SSM is a regulatory and enforcement body of business and corporate entities that also registers businesses and incorporates companies as well as provides business entity information to the public.

This collaboration can foster the spirit of entrepreneurship through academic and industry collaboration with a Work-Based Learning (WBL) Education course learning approach.

This partnership will benefit 28 students from the first group of the UMP Data Analytics programme for the 2019/2020 intake and 63 students for the second group for the 2020/2021 intake.

This smart partnership is not only limited to the exchange of knowledge and expertise but also fulfils the nation's needs via the knowledge-based industry-university involvement across research, education, service and strategic promotion.

The online MoU signing ceremony witnessed UMP represented by the Deputy Vice-Chancellor (Academic and International), Professor Ts. Dr. Mohd Rosli Hainin and the Dean of the Centre for Mathematical Sciences, Professor Dr. Mohd Zuki Salleh.

Meanwhile, SSM was represented by the Chief Executive Officer, Nor Azimah Abdul Aziz and Deputy Chief Executive Officer, Tuan Haji Rosli Haji Ahmad.

Also present was the PSM Deputy Dean (Research and Graduate Studies), Dr. Zulkhibri Ismail@Mustofa and the Head of 2u2i Programme (Data Analytics), Dr. Siti Zanariah Satari.

According to Professor Ts. Dr. Mohd Rosli, the 2u2i Programme is now getting more attention and support from industry players.

"The Bachelor of Applied Science (Honours) Data Analytics programme is one of the programmes offered using the 2u2i mode at PSM.

"UMP has taken steps to establish collaboration with SSM for a one-year industrial training placement in the 2u2i Data Analytics programme at SSM.

"SSM's readiness to collaborate with UMP is an indication of the confidence of senior industry player in the university's capabilities.

"With the expertise possessed by SSM for 19 years, we are confident that it can help enhance the ability and graduate employability of future graduates of the UMP Data Analytics Programme, especially in the context of skills and applications of Data Science and Analytics to seize job opportunities in the future," he said.

Meanwhile, Nor Azimah said, this collaboration is an opportunity for SSM to implement and succeed in corporate social responsibility initiatives for higher education students.

"In managing data and information of business and corporate entities in the country, SSM is aware of the importance of working with various parties, including public and private universities related to Work-Based Learning (WBL) Education.

"I also see this collaboration as an opportunity for SSM to implement and succeed in corporate social responsibility initiatives for higher education students, especially students at UMP," she said.

SSM is committed to accepting students of the UMP Data Analytics Programme to meet the requirements of this WBL.
Exposures will be given to students on SSM's policies, procedures and roles and responsibilities.
Throughout the programme, students also have the opportunity to conduct research using specific data.
She believes that this collaboration can provide benefits to SSM to improve the skills and competencies of employees through the exchange of reference materials, information and scientific resources with UMP.
They also provide opportunities and welcome university students who are interested in doing industrial or practical training programme with SSM.
Each year, SSM targets the recruitment of 40 students to undergo industrial and practical training to meet the needs of their learning modules.
In addition, SSM has also launched *Skim Pendaftaran Perniagaan Prihatin (SPPP)* which offers free business registration to all B40 group entrepreneurs and all full-time students of public and private institutions of higher learning to venture into business as the first step towards becoming a successful entrepreneur.

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