Industry

UMPSA strengthens Industry-Academia Collaboration with WBL Implementation and Adjunct Professor appointments

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KUANTAN, 15 July 2024 – Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) has further strengthened its collaboration with 29 industry partners through the signing of a memorandum of agreement (MoA) and a memorandum of understanding (MoU).

This collaboration aims to benefit both industry and academia through the implementation of Work-Based Learning (WBL), human capital development, research initiatives, and community service collaborations.

The ceremony, held at Dewan Perdana, Hotel Grand Darul Makmur, was witnessed by UMPSA Vice-Chancellor, Professor Dato' Ts. Dr. Yuserrie Zainuddin, who exchanged documents with industry partners.

Also present were Deputy Vice-Chancellor (Academic and International Affairs), Professor Ir. Ts. Dr. Ahmad Ziad Sulaiman, and Assistant Vice-Chancellor (Industry and Community Linkages), Professor Datin Ts. Mimi Sakinah Abdul Munaim.

According to Professor Dato' Ts. Dr. Yuserrie Zainuddin, WBL provides students with real work experience, enabling them to apply academic and technical skills in practical settings.

“By integrating university curriculum with workplace experience through internships, apprenticeships, and hands-on activities, WBL bridges the gap between academic learning and employment.

“It equips students with professionalism, teamwork, communication, and initiative skills, while offering valuable networking opportunities with potential employers,” he explained.

The programme involves the Faculty of Computers (FK), the Faculty of Industrial Management (FPI), the Faculty of Mechanical and Automotive Engineering Technology (FTKMA), and the Faculty of Civil Engineering Technology (FTKA).

It will provide students with access to the latest technologies such as Artificial Intelligence and Automation.

During the event, a roundtable discussion was held on the theme of 'Advancing Business Success: Accelerate and Automate with Artificial Intelligence (AI),' highlighting the significant role of AI in modern technological innovation.

Professor Dato' Ts. Dr. Yuserrie emphasized that AI is now integrated across various industries, including manufacturing, healthcare, transportation, and finance, enhancing operational efficiency and customer experience.



"The application of AI in business transformation is increasingly crucial in today's competitive landscape," he noted.

Professor Dato' Ts. Dr. Yuserrie also handed over appointment letters for Adjunct Professors to several distinguished individuals, including the Chief Executive Officer of Tanah Makmur Berhad, Dato' Shahrul Nizam Abdul Aziz; Chief Executive Officer of Abyres Enterprise Technologies Sdn. Bhd., Ts. Basheer Ali Majeed; CEO of Trinovik Labs, Gunasegaran Krishnan; and CEO of Robopreneur Sdn. Bhd., Dr. Hanafiah Yussof. Other appointees included Lee Heng Yee, Executive Director of B-Crobes Group of Companies; Mohd Hazeli Rasul, Chief Executive Officer of Move Robotic Sdn. Bhd.; and Dr. Wendy Lee, Director of BrandImage International Institute (BII).

These individuals are among the Chief Executive Officers appointed under the CEO@Faculty Programme (CFP) to promote knowledge sharing between academia and industry by pairing selected CEOs with universities.

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