



DR MERIYAM  
ABD MAJID –  
THE IRON LADY  
OF GIATMARA

Pg.08



RISE OF THE  
BLACK PEARL  
SUBSEA  
SERVICES

Pg.18



SILVER AWARD  
IN EDUCATION &  
LEARNING

Pg.21

# Universiti Kuala Lumpur **X**GRESS



## AGONG: DON'T BE PICKY

His Majesty Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah  
Advises Graduates To Seize Job Opportunities



**U**KL  
UNIVERSITI  
KUALA LUMPUR

**“ MY FAILURES  
HAVE MADE  
ME LOOK  
AT MYSELF  
IN A WAY  
I’VE NEVER  
WANTED  
TO BEFORE ”**

**- Tiger Woods**

# CONTENTS

04	<b>FEATURE STORY :</b> EMBRACE CHALLENGES
06	<b>SPOTLIGHT - HONORARY MANAGEMENT AWARDS :</b> FORMER FRENCH PREMIER JEAN-MARC AYRAULT HONOURED DR MERIYAM ABD MAJID – THE IRON LADY OF GIATMARA
10	<b>STUDENT AMBASSADOR :</b> MUHAMMAD AMALUDDIN - REACHING THE STARS THROUGH HARDSHIPS
12	<b>RESEARCH 1:</b> SPECIMEN LABELLING SYSTEM
14	<b>RESEARCH 2 :</b> A SUSTAINABLE PARTICLE BOARD WITH LOW ABSORPTION
16	<b>INTERNATIONAL ARENA :</b> UNIKL-KOTLER IMPACT COLLABORATE TO DEVELOP MBAC PROGRAMME
18	<b>ALUMNI CORNER :</b> RISE OF THE BLACK PEARL SUBSEA SERVICES
20	<b>NEWS :</b> SULTAN NAZRIN LAUNCHES INTERNATIONAL DAY OF FORESTS SILVER AWARD IN EDUCATION & LEARNING BENCHMARKING AND STUDY VISIT BY PSIN HARTASUMA, UNIKL POISED TO CREATE HIGHLY SKILLED TALENT PROF PADMINI IS CMCL FAIMER FELLOW UNIKL OPEN DOORS TO VOCATIONAL AND TECHNICAL SCHOOLS FROM RCMP WITH LOVE RCMP HONOURS DEAN'S LIST STUDENTS EMPOWERING YOUTHS WITH DIGITAL SKILLS SPEAK MANDARIN QINGDAO'S WAY
35	<b>UNIKL SOCIAL MEDIA BUZZ</b>

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### PUBLISHED BY:

**UnIKL PUBLISHING**  
UNIVERSITI KUALA LUMPUR,  
1016 JALAN SULTAN ISMAIL 50250 KUALA LUMPUR.  
☎ 03 2175 4000 🖨 03 2175 4001

### PRINTED BY:

**NUPRESS SDN BHD**  
NO 7, JALAN SERI SENTOSA 3,  
TAMAN SERI SENTOSA OFF. JALAN KLANG LAMA,  
58000 WILAYAH PERSEKUTUAN KUALA LUMPUR

# EMBRACE CHALLENGES



## His Majesty hopes graduates will instil a sense of being eager to gain experience and be successful

THE Yang di-Pertuan Agong Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah has advised graduates not to be selective when it comes to jobs and refrain from being fussy.

As the Chancellor of Universiti Kuala Lumpur (UniKL), His Majesty said graduates should accept any kind of job to earn an income for sustainability.

Touching on the 2020 Budget, Al-Sultan Abdullah, advised graduates to grab the opportunities made available through various incentives announced such as graduate incentives, incentives to return to work, and incentives to employers to hire local workers.

"Don't be too choosy, otherwise, you will be left out. The choosy attitude will cause one to lose the opportunity to gain knowledge and living remuneration, as well as to spend time choosing (jobs) and loafing around," said Al-Sultan Abdullah, adding that graduates should remove the stigma of being lazy and instead instil a sense of being "hungry to gain experience and work."

His Majesty was speaking at the opening of the 16th UniKL Convocation Ceremony held on 12-14 October 2019 at the Putrajaya International Convention Centre (PICC).

"As chancellor, I am delighted to be part of this special occasion that celebrates the success of another batch of UniKL graduates. My heartiest congratulations to all graduates and to all families on your remarkable achievement."

"To all graduates, congratulations on your achievements and I believe this will be a beginning to many more success in your future. I am confident UniKL has equipped you with the best knowledge, both hard and soft skills that will certainly enable you to embrace challenges and be successful in life. I wish you the best in your future endeavours and continue to make UniKL proud," said His Majesty.

A total of 6,083 graduates received degrees, diplomas and certificates in a colourful ceremony that marked a wonderful culmination after years of dedication and hard work by students who enrolled into various courses at UniKL's 13 institutes and 12 campuses.

The King also conferred Honorary Doctorate of Management to former French Prime Minister and Minister of Foreign Affairs His Excellency Jean-Marc Ayrault in recognition of his outstanding contributions to France-ASEAN ties and former GIATMARA chairman YBhg Hajjah Meriyam Abd Majid.

UniKL Business School graduate Muhammad Amaluddin Mahmood who obtained a Bachelor's degree in Islamic Finance, received the Chancellor's Award while Dr Jasminder Kaur (UniKL Royal College of Medicine Perak) received the Council's Award for Best Student (Bachelor) and Puteri Nurdiana Asyiqin Ruslan (UniKL Malaysian Institute of Chemical & Bioengineering Technology) is the recipient of the Council's Award for Best Diploma Student.

"On behalf of the university, I would like to thank His Excellency Jean-Marc Ayrault for accepting the conferment. The conferment marks another chapter in the history of Universiti Kuala Lumpur. His Excellency Mr. Ayrault is the fifth former premier conferred with the Honorary Doctor of Management by UniKL."

UniKL Pro Chancellors YB Datuk Seri Rina Mohd Harun, who is also the Minister of Rural Development, YBhg Dr. Hasnita Dato' Hashim, the Chairman of Majlis Amanah Rakyat (MARA), YBhg Dato' Azhar Abdul Manaf, the Director-General of MARA, YBhg Professor Emeritus Datuk Dr. Sukiman Sariman (also the Chairman of UniKL), and UniKL President and Chief Executive Officer Prof Dato' Dr. Mazliham Mohd Su'ud were also joined on the main stage by members of the university's senate and academicians.

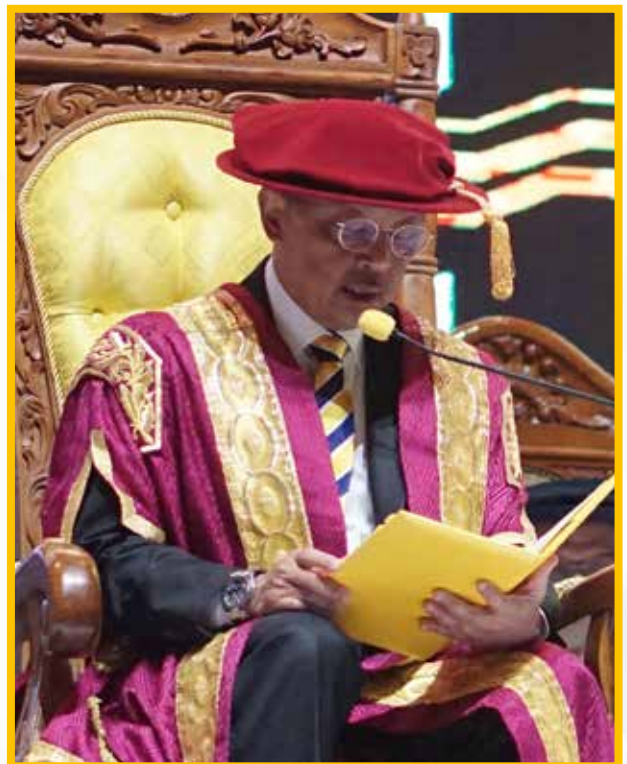
His Majesty also observed that although various measures had been taken to stimulate the nation's economy, he has nevertheless called on the government to pay attention to issues on limited employment opportunities for graduates of institutions of higher learning.

He reiterated that if the matter is not contained it would result in a loss to the country and a waste of government's investment in higher education.

"I believe that the country should create an economic sector that opens up highly-skilled employment opportunities. Besides, positive action should be taken to reduce the number of unskilled foreign workers, especially in the service sector," said Al-Sultan Abdullah.



**The Yang di-Pertuan Agong Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah at the opening of the 16th UniKL Convocation Ceremony 2019 at the Putrajaya International Convention Centre (PICC).**



**His Majesty Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah has advised graduates to grab job opportunities made available through various incentives.**



Recipient of Honorary Doctor of Management

# FORMER FRENCH PREMIER JEAN-MARC AYRAULT HONoured

His Excellency Dr Jean-Marc Ayrault is a former Prime Minister of France from 15 May 2012 until 31 March 2014. He was also the Minister of Foreign Affairs and International Development (11 February until 10 May 2017) under the five-year term of President Francois Hollande.

He previously served as an elected council member of the region Loire-Atlantique and mayor of the city of Saint-Herblain in the years of 1970-1980. He was also the Mayor of Nantes from 1989-2012, Member of Parliament from 1986-2012 and chairman of the Socialist Party caucus at the National Assembly from 1997-2012.

“It’s a great honour for me today to receive this distinction from Universiti Kuala Lumpur (UniKL). I’m honoured to have been chosen after remarkable past recipients. And this is an immense privilege to receive this honorary doctorate from the hands of His Majesty the Yang-Di-Pertuan Agong.

“Universiti Kuala Lumpur was established under the patronage of the Ministry of Rural Development. I would like to share my personal story. I was born in a little village in western France. My father was a worker in a textile factory and my mother was a seamstress. I am very lucky to have access to a good free education and then to become a teacher and then again to put myself at the service of the people, first as the mayor of a small city and then as Member of Parliament before being appointed Prime Minister and Minister of Foreign Affairs.

He added that when he looked back at the story of his life from a humble rural family to becoming the Prime Minister of France, he knew that having access to education was his first and most important key to start this journey.

“There is no mission more important for any country than the mission of educating the youths. I am also very proud that this Honorary Doctorate comes from a University which does the most for education cooperation between France and Malaysia.”

“Each year UniKL prepares Malaysian students to continue their studies in France. Yesterday I visited your Malaysia France Institute. I had good conversation with students. In France also more and more students are coming to study in UniKL. This is a symbol of good relations between France and Malaysia and UniKL is a beautiful bridge between our two countries,” observed His Excellency Dr Ayrault.

His Excellency also fondly remembered his visit to Malaysia in July 2013. It was the first visit by a French Prime Minister to Malaysia in more than 30 years.

“That was my strategy to develop relations not only with big powers but also with middle powers like Malaysia. It is still my conviction today that the European Union and ASEAN are sister organisations. They share the same goals to pull the strength of our different countries in favour of economic development and of national sovereignty.

“By working together, the EU and ASEAN can make a difference. We are a family of more than 1 billion people. Together we must fight against climate change for the protection of our environment. We must implement concretely without delay the Paris Agreement on climate change. We all signed it! I know we can count on all of you the young generation to take action,” he said.

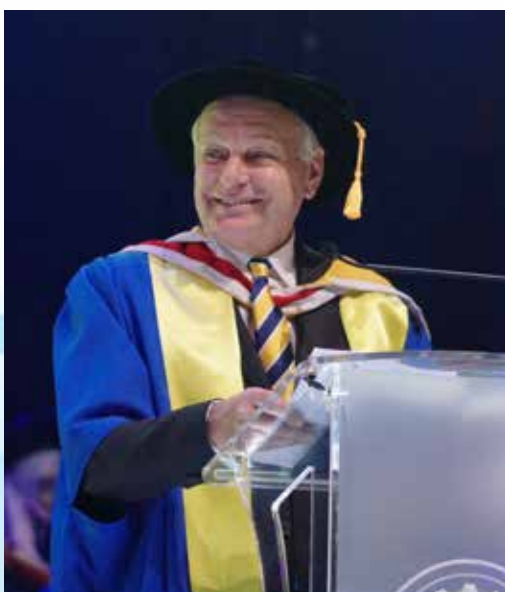
Malaysia, observed Dr Ayrault, is one of the most vibrant democracies in Asia and one of the most advanced economy.

“You can be very proud of your achievements. The motto of the Republic of France is Liberty, Equality and Fraternity. These are all universal values which we also share with Malaysia. We also need to continue our efforts to live in harmony together.

“I will cherish this Honorary Doctorate. It is a symbol of the good relation between France and Malaysia and as an encouragement to pursue efforts for more justice and fairness in this world.

His Excellency Dr Ayrault also congratulated all graduates in the 16th UniKL convocation. The word degree in a Latin phrase, he says, is defined as a step and now it is the responsibility of all graduates to take this step to the next level to contribute together for a better world.

His Excellency Dr Ayrault is married to Brigitte Ayrault, father of two daughters - Ysabelle and Elise, and grandfather of three grandchildren.



**Former Prime Minister of France and Minister of Foreign Affairs His Excellency Jean-Marc Ayrault conferred the Honorary Doctorate of Management.**



Recipient of Honorary Doctor of Management

# DR MERIYAM ABD MAJID THE IRON LADY OF GIATMARA

YBhg Dr Meriyam Abd Majid is the former Chief Executive Officer of GIATMARA from December 2007 until January 2014.

She is currently the Chairman of Koperasi BUMIRA Berhad, an NGO that provides funding to enterprising entrepreneur, since 1996.

GIATMARA, was primarily establishment to provide technical and vocational skills training to youths in rural and urban areas that will enable them in acquiring skills to meet the workforce.

YBhg Dr Meriyam had also served as Deputy Director General (Entrepreneurship) of Majlis Amanah Rakyat (MARA) – an agency under the Ministry of Rural Development, and Chairman, Furniture Industry Technology Malaysia (FITEC).

In her own words, she acknowledged that MARA and GIATMARA are two institutions close to her heart. The sight of youths loitering on the streets, revving their motorcycle engines to the point of no return and indulging in unhealthy social activities was truly disturbing to her mind.

YBhg Dr Meriyam was born in 1951 in Kampung Sungai Pial, Merbuk, Kedah. She graduated from the University of Malaya and holds a Master's degree in Public Administration from the University of Southern California

She started as a part-time clerk at MARA during her semester break while studying at the University of Malaya. Her four-decade career with MARA witnessed her as the first woman to be appointed as the



CEO of GIATMARA, Deputy Director General of MARA in 2006, MARA State Director in 2003 and Director of MARA Corporate Affairs Division in 1997.

YBhg Dr Meriam strongly emphasised the importance of education, technical and vocational training to youths in rural and urban areas to be skilled workers. The first GIAT centre, GIATMARA Jitra (formerly known as GIATMARA Prima Kubang Pasu) began operations in January 1986 with 60 trainees enrolled in the field of masonry, welding and domestic electrical wiring programmes.

Returning to lead GIATMARA in 2007, YBhg Dr Meriam introduced new innovations in the system by incorporating entrepreneurship elements into the programme.

The 1Malaysia GIATMARA Training Programme in 2011 opened its door to trainees from all walks of life with priority given to the underprivileged, single parents, individuals with special needs, industry workers and retiree. She also introduced training on Income Generations which has proven to be a great demand among single mothers.

This is a testimony to the vision and far-sighted move of YBhg Dr Meriyam. Towards the end of 2015, there were 231 GIATMARA centres offering training in 12 clusters i.e. mechanical, architecture, transportation, manufacturing, printing, electrical wiring, culinary, hairdressing, hospitality, fabric, computer and Information Technology. She was also instrumental in the establishment of German Malaysian Institute (GMI) in 1991 and Universiti Kuala Lumpur in 2002.

YBhg Dr Meriyam is equally passionate in exploring mountains and continues to inspire a generation of millennials. Her journey up the mountains started in 2001, first with Mount Kinabalu in Sabah followed by Annapurna Base Camp in the Himalayas (2017) and Mount Fuji in Japan (July 2019). Her skills, drive and resilience to overcome obstacles led to her scaling Mount Kerinci, the highest mountain on the island of Sumatra in Indonesia – just a month after her successful foray in Japan.

In recognition of her outstanding contribution and enormous role in providing education to youths and creating hundreds of entrepreneurs, Universiti Kuala Lumpur takes great pride in conferring the Honorary Doctor of Management to Meriyam Abd Majid.

Under her leadership, GIATMARA went through the process of metamorphosis, just as a caterpillar morphs into a butterfly. The institution is being recognised as a global Technical and Vocational and Education Training (TVET) provider to youths who cannot get placements into colleges and universities due to their lower grades.



**YBhg Dr Meriyam Abd Majid is the former Chief Executive Officer of GIATMARA.**



# REACHING THE STARS THROUGH HARDSHIPS

Chancellor Award:  
Muhammad Amaluddin Mahmood

'Per Aspera ad, Astra' is a popular Latin phrase which means 'Reaching the stars through hardships'. That is the principle that Muhammad Amaluddin embraces in life.

He believes that those who face hardships in the journey of their lives will one day reel in success.

Coming from humble beginnings, born and bred in Kota Bharu, Kelantan to a now retired educator and an environmental health officer, Amaluddin says education starts at home and is beyond a mere academic classroom.

His mother, Che Muji Mohd Razi, taught him to read and write at age 5 and whom he attributes for his knack in academic studies. As he pursued his Bachelor's degree in Islamic Finance, he acquired extra knowledge and skills from outside the classroom via Massive Open Online Courses (MOOC), attended seminars organised by banks and wealth management firms and put the knowledge in practice in the stock market, gold, and unit trust investments.

"Students should not depend solely on textbooks and slides but need to know how the industry works to fill in the academia-industry gap. Learn, so that you can teach others," he said.

In the spirit of his parents' advice, Amaluddin pioneered the Peer Mentoring Programme at UniKL Business School where excellent students are appointed as mentors to lead group discussions before their final examinations.

The campus, despite it being small, is fertile with opportunities for students' personal development, he said. "One can never imagine that a youth who once stuttered and had low self-esteem would turn out to become UniKL's English Debater and Public Speaker contending at the national and international level and winning three Overall Best Speaker awards" he added, reflecting on his difficulties.

Representing UniKL in numerous competitions and getting involved in club leadership as well as the Student Representative Committee enabled Amaluddin to polish his soft skills and network and he truly believes that university life can be interesting if there is a strong will to make changes. It may be boring 3Cs (Class, Computer, College) routine, but it can also be life-changing and the most momentous years of your life.

Amaluddin is currently employed by a foreign bank in the Wealth Management Division. He aims to accumulate experience in the financial industry in his pursuit to master both conventional and Islamic finance practice.

Given the opportunity, he desires to further his studies in MSc Risk and Portfolio Management as well as the golden standard in finance professional certification, Chartered Financial Analyst (CFA). He aspires to become a specialist in Islamic portfolio and risk management to contribute to the global growth of Islamic Finance before moving into the academia in the future.

When speaking about his juniors and peers, he said: "Life is a journey. You will meet all kind of people and you will face hardships along the way. You need to go on to reach your intended destination. Keep learning, brace through hardships and above all, be kind. Per Aspera ad Astra."

# SPECIMEN LABELLING SYSTEM

An award-winning innovative project of UniKL MIIT & Hospital Kuala Lumpur

THIS project started when Hospital Kuala Lumpur (HKL) planned to ease its daily routine in managing patient records, including the one that is crucial to the Department of Medicine - Patient Specimen Labelling (i.e., labels for patient specimen when they are admitted in the ward) and specimen Dispatch Report (i.e., a document that contains specimen and patient details, as well as delivery status to other relevant departments).

HKL has all these years adopted the conventional method by processing labels manually that are prone to error, lack of data transparency, and costly in many perspectives, as shown in Figure 1 and Figure 2.



**Figure 1:**  
Manually written patient specimen labelling



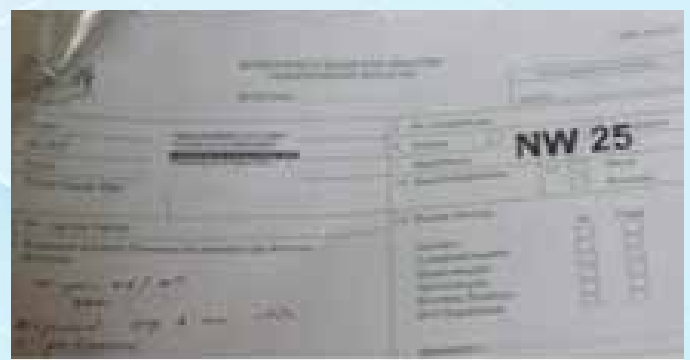
**Figure 2:**  
Manually prepared specimen dispatch report

Due to that, HKL participated in the national initiative of Lean Healthcare by the Ministry of Health. One of the urges at that time was to implement an immediate solution to the problem of patient specimen information.

UniKL Malaysian Institute of Information Technology proposed an architecture that would help HKL solving their issues with optimum implementation costs. The idea has been approved by various parties such as HKL, and Performance Management Delivery Unit (PEMANDU) - the organisation that funded the project. The project originally started as a commercial venture under the management of UniKL MIIT Business Centre.

The solution called Specimen Labelling System (SPLS) that was developed under a strict timeline and supervision as shown in Figure 3 and Figure 4, was delivered after two months of iterative development.

The specifications follow the HKL and medical standards, including data integration with current HKL system called Sistem Pendaftaran Pesakit Dalam (Registration of Patients Admitted System). After several discussions, both parties agreed to explore research opportunities for publication and innovation competition.



**Figure 3:**  
Specimen labelling feature

**Specimen Delivery Order**

Select Delivery Order to Print:  
22/6/2016 11:22:17 PM

ID Number	Name	Date Created	Date Dispatched	Ward	Specimen	Date Received	Received Status
5762231676	SARAH BINTI ZAKARA	22/6/2016 4:51:25 PM	22/6/2016 11:22:17 PM	IK24	VBG		
5001915900	ATHLETCHEN AP CANESAN	22/6/2016 4:18:31 PM	22/6/2016 11:22:17 PM	IK24	FBC RP CANG POKI LFT ESR CRP BLOOD CSD		
6211712506	MURNAN BINTI BORA	22/6/2016 3:02:33 PM	22/6/2016 11:22:17 PM	IK24	RP		

**Specimen Dispatch Status**

IC Number to Search: Specimen Date: 19/07/2016

Search: Filter

ID	IC Number	Name	Date Created	Specimen	Dispatch Status	Date Dispatched	Received Status	Date Received
5269	436029100348	YEE DEE CHAN	19/7/2016 8:26:29 AM	Urg Rpt Rp	Dispatched	19/7/2016 8:31:12 AM		
5263	500420000336	HANNAH ENTE SAMET	19/7/2016 8:26:11 AM	Urg Rpt Rp	Dispatched	19/7/2016 8:31:12 AM		
5262	436029100348	KATLIAN BINTI MOHAMMED	19/7/2016 8:26:43 AM	Rpt Rp	Dispatched	19/7/2016 8:31:12 AM		
5263	570311360134	THEMPOLEY AP BALAKRISHNAN	19/7/2016 8:26:57 AM	Urg Rpt Rp	Dispatched	19/7/2016 8:31:12 AM		
5264	570311360134	THEMPOLEY AP BALAKRISHNAN	19/7/2016 8:27:21 AM	Urg Rpt Rp	Dispatched	19/7/2016 8:31:12 AM		
5265	AM0270367	CHRISTIANA CHENTYRE CHIRILIAN	19/7/2016 8:27:36 AM	Rpt Rp URG	Dispatched	19/7/2016 8:31:12 AM		

**Figure 4:**  
**Specimen dispatch report feature**

**Objectives and importance:**

- 1.Reducing the time taken to write specimen labels and specimen dispatch report by simplifying current business processes
- 2.Potentially reducing operational costs by utilising existing equipment or less capital expenditure

**Participating parties:**

- 1.UniKL MIIT Business Centre – Principal Investigator and Solution Provider
- 2.Department of Medicine, Hospital Kuala Lumpur – Case organisation, Subject Matter Expert, Research Collaborator
- 3.Performance Management Delivery Unit (PEMANDU) – Project Funder

**Other Acknowledgement:**

- 1.UniKL MITEC – Lean Centre of Excellence
- 2.Malaysia Ministry of Health

**Existing problems:**

- 1.Nurses or other medical providers of medical wards are required to write labels of patient samples manually. Each patient may have up to 13 samples for 4-7 days of ward admission. The numbers may increase depending on the period of patient admission. Problems such as transcription error and mixed labelling tend to occur due to the large number of specimens received by the medical wards.
- 2.Missing specimen dispatch report (i.e., physical records of management of specimens within medical wards with appropriate statuses such as dispatched, received and many more, and movement of

specimens between medical wards and pathology lab) is most likely to happen. Similar to writing labels, nurses, or other medical providers had to spend time writing the status and other important information related to patient specimen manually, which is very costly, unreliable, and time-consuming.

**Impact:**

1. Based on the internal preliminary study, the findings show that this innovation leads to more than 50% cost reduction in operational costs. Furthermore, more than 60% of the medical provider's time (e.g., nurses and house officers) can be reduced accordingly.
2. Based on the scientific study, the findings show that more than 80% of the time taken is significantly reduced for both specimen labelling and dispatch report preparation.
3. The system was tested in three different wards of the Department of Medicine for an initial period of three months. While it is perceived success by the IT department of HKL, the system is fully deployed in the remaining wards in the Department of Medicine, with a total of 17 wards.
4. The system now has reached its age of 5 years and has been deployed in several other departments of HKL.
5. The innovation has won several international awards and recognitions [Evidence: International Recognitions].

**Presented in:**

1. Specimen Labelling and Specimen Delivery Order for Patients in Medical Wards - International Forum on Quality and Safety Conference in Healthcare August 2017, an event by world-renowned British Medical Journal and Institute of Healthcare Improvement.
2. Adopting IT Application in Lean Healthcare: A Case Study of Malaysian General Hospital - International Conference on Information and Communication Technology (ICICTM 2018) May 2018, Kuala Lumpur.

**Published in:**

1. Effect of Lean Systematic Method on Specimen Handling Activities for Patients in Medical Wards - International Journal of Engineering & Technology, vol 7, No 4.29 (2018) – a Scopus-indexed journal.

**International Recognitions:**

1. Gold Medal: International Invention, Innovation & Technology Exhibition (ITEX 2018), April 2018.
2. Gold Medal: 3rd edition of the Invention and Innovation Competition for Private Institutions of Higher Education (PERINTIS 2018), November 2018.
3. MSU Special Award: 3rd edition of the Invention and Innovation Competition for Private Institutions of Higher Education (PERINTIS 2018), November 2018.
4. Gold Medal: International Conference and Exposition on Inventions by Institutions of Higher Learning (PECIPTA 2018), Universiti Tun Hussein Onn Malaysia, September 2019.

# A SUSTAINABLE PARTICLEBOARD WITH LOW WATER ABSORPTION

Based on Acacia Waste and Polyurethane as a Binder

Particleboard has been made with forest products for years which lead to deforestation. Deforestation not only removes vegetation that is important for removing carbon dioxide from the air, but the act of clearing the forests also produces greenhouse gas emissions and contributes to pollution.

By destroying the tropical forests, we also risk our quality of life, gamble with the stability of the climate and local weather, threaten the existence of other species, and undermine the valuable services provided by biological diversity.

At the same time, the formaldehyde-based adhesives that have been used in the making of particleboard due to its low cost.

However, it has low moisture resistance, high thickness swelling, and high water absorption. In addition, formaldehyde-based particleboard also gives harmful effects to human health which produces gas emission that can cause eye irritation, cancer, and bronchial health.

To avoid the forestation activities and with the increasing demand for particleboard products, a research effort by Dr. Norazwani and the team have been shifted to abandon tree-based materials i.e. Acacia and formaldehyde-free based adhesive i.e. a natural-based polyurethane adhesive as raw materials in particleboard making. They have found a new formulation of particleboard that possesses high water resistance and improves human health.

This sustainable particleboard also has excellent mechanical and physical properties that useful in building and furniture industries including flooring.

In comparison with other flooring materials, formaldehyde-free based particleboard from Acacia waste costs less, more durable and safer. This project has been recognised at the 19th International Expo on Inventions and Innovations (Malaysia Technology Expo 2020) through Gold Award.

This outstanding research project has been recognised by the international parties through a Special Award from Taiwan and Merit Award from Croatia.



**Sustainable Particleboard with Low Water Absorption based on Acacia Waste and Polyurethane as a binder**  
UniKL MFI

  
Category: BUILDING

  
Ts. Dr. Norazwani Muhammad Zain

  
Ts. Mohd Nazif Mohd. Baharuddin

  
Ts. Dr. Eida Nadirah Roslin

**SPECIAL AWARD**

  
International Alliance of Innovation and Invention Associations  
TAIWAN



**Prepared by:**

Ts. Dr. Norazwani Muhammad Zain (Team Leader).

**Project Team Members:**

Ts. Dr. Eida Nadirah Roslin; Ts. Dr. Farizah Adliza Ghazali;  
Ts. Mohd Nazif Mohd Baharuddin and Abdul Khalid Othman.

# UniKL-KOTLER IMPACT COLLABORATE TO DEVELOP MBAC PROGRAMME



*UniKL President and Chief Executive Officer Prof Dato' Dr Mazliham Mohd Su'ud delivering his welcoming speech at the collaboration announcement event between UniKL and Philip Kotler Impact in the setting up of UniKL Philip Kotler Centre of Marketing at UniKL Business School*

Universiti Kuala Lumpur (UniKL) announced a collaboration on 26 November 2019 with Philip Kotler Impact Inc in setting up the UniKL Philip Kotler Centre of Marketing Excellence (UPKCE) at UniKL Business School.

The partnership with UniKL Kotler Centre of Marketing Excellence will provide a platform for Universiti Kuala Lumpur in developing a new Masters Programme called MBAC – Master in Business Administration & Business Creation, and also organise the Kotler Lifetime Awards & Kotler Best Paper Awards targeted to those with great achievements and best study paper.

While Professor Philip Kotler is widely known as the “Marketing Guru”, the ground-breaking partnership will also see Kotler Impact and Universiti Kuala Lumpur co-publishing textbook on Principle of Modern Marketing to replace the original Principle of Marketing textbook which was first published in 1980. UniKL Business School will contribute by producing the Malaysian case studies for the new textbook.

Through this strategic partnership, Universiti Kuala Lumpur and Philip Kotler Centre of Marketing Excellence will jointly organise the World Marketing Summit (WMS) and World Marketing Conference (WMC) on 2-3 March 2020 at the Grand Ballroom, Premieria Hotel Kuala Lumpur and UniKL City Campus respectively.

Philip Kotler Impact was represented at the event by its Chief Marketing Officer Dr Fahim Kibria. Universiti Kuala Lumpur was established in 2002 and is wholly owned by Majlis Amanah Rakyat (MARA), an agency under the Ministry of Rural Development.

MARA chairman Dr Hasnita Dato' Hashim, who is also one of the four Pro Chancellors of UniKL, observed that this partnership focuses on enhancing student learning, improving graduate employability and meeting the skills needs of employers across the nation.

“As we all know, Professor Philip Kotler is famously known as the “Father of Modern Marketing” and it is not difficult to comprehend why this partnership will greatly benefit students of UniKL Business School,” said Dr Hasnita, adding that to strengthen TVET in Malaysia, MARA has established several other collaborations with key industry players, both locally and abroad.



“For the coming years, we will announce several other collaborations with leading industry players so that the needs of the industry and our graduates are balanced. We want to ensure our graduates are given preference in the employment world and become enterprising in their endeavours.” she commented.

“I am confident that this collaboration between UniKL and Kotler Impact through the establishment of UniKL Philip Kotler Centre of Marketing Excellence will help us to fulfil our mission and I commend this high impact internationalisation effort by UniKL as they strive to be one of the top universities in Asia and the world,” said Dr Hasnita.

“With that note, I would like to congratulate both UniKL and Kotler Impact Inc. on the smart partnership. I hope the partnership will remain strong and fruitful, opening more opportunities for both parties to contribute significantly to the world of marketing.”

This 12-module programme is expected to be offered as early as September 2020 with programme duration of 12 months. It is targeted for working executives who envisioned to enhance their career in respective fields. This programme will be jointly conducted by Professors from UniKL Business School and Kotler Impact group of professors.

The collaboration event was witnessed by YM Tengku Tan Sri Dr Mahaleel Tengku Ariff (Chairman of MARA Education Committee and MARA council member), Tuan Haji Ahmad Bazlan Che Kassim (MARA Council Member); UniKL President and Chief Executive Officer Prof Dato’ Dr Mazliham Mohd Su’ud, YBhg Dato’ Rahim Abu Bakar (member of UniKL Board of Directors), and UniKL Deputy Presidents Datuk Salmah Hayati Ghazali (University Sustainability & Development) and Prof Dr. Shahrulniza Musa (Academic & Technology).

In a 10-minute pre-recorded video message to audience on the promotion of the World Marketing Summit, the renowned Kotler said the concept of marketing has been changing very rapidly over the years.

“What I wrote in my book in 1968 the new marketing has worked very well for a long time but now we are at a different stage. We are in a world of digitalisation and so many new information sources for both listening and learning have emerged,” said Kotler.

“We actually have to forget the old marketing. The most basic thing out there is consumers are a different breed today, so much very informed that information is available to them instantaneously about prices of different competing products,” added Kotler who has authored dozens of books on marketing and mathematics.



*Majlis Amanah Rakyat (Mara) Chairman YBhg Dr. Hasnita Datuk Hashim (right), Mara Council member Tengku Tan Sri Dr Mahaleel Tengku Ariff (middle) and UniKL Deputy President (Academic and Technology) Prof. Dr. Shahrulniza Musa at the collaboration announcement event*



*Miss Tsilyk Olga from UniKL International Recruitment Office is the Master of Ceremony for the event.*



# RISE OF THE BLACK PEARL SUBSEA SERVICES

ONE evening in 2015 Muhammad Fajrul Omar Muhammad Rizduan laid back on the couch in his three-bedroom apartment. His eyes glued to the television engrossed in watching Jerome Leon Bruckheimer's first of five series *Pirates of the Caribbean: The Curse of the Black Pearl*.

The story portrays pirate Jack Sparrow (played by Johnny Depp) the central character of the series and blacksmith Will Turner (Orlando Bloom) as they rescue the kidnapped Elizabeth Swann (Keira Knightley) from the cursed crew of Black Pearl, captained by Hector Barbosa (Geoffrey Rush), who become undead skeletons when night falls.

The Black Pearl's name strikes fear and awe into the hearts of sailors, but it was called the Wicked Wench before the witty (at times incorrigible) Sparrow took the helm.

Fajrul graduated from UniKL Malaysian Institute of Marine Engineering (UniKL MIMET) with a Diploma in Electronics and Electrical Engineering in 2014. He is also a certified Remote Operator Vehicle (ROV) Pilot and like all entrepreneurs often angst over the perfect name of his business.

ROV's are unoccupied and highly manoeuvrable underwater robots used to explore ocean depths and ship maintenance while being operated by a pilot at the water surface.

"I decided to name my company Black Pearl Subsea Services. Black Pearl inspired me as it was an old ship and uncatchable by the Spanish Royal armada and the Flying Dutchman. I told myself if Black Pearl can outrun all these ships nothing should stop me from starting my business from ground zero," said Fajrul, the 26-year-old sole proprietor and Managing Director of Black Pearl Subsea Services.

It was the beginning of a new chapter in his life. He got married recently and is the father of a beautiful baby girl.

Among the 21 projects commissioned by Black Pearl Subsea Services are underwater maintenance tasks such as hull cleaning, underwater propeller polishing, underwater fitting anodes and underwater replacement anodes to name a few.

"This business is a big challenge as it requires capital to buy high-technology equipment for underwater maintenance of ship repairs, laying of piping in rivers and also cleaning of dams," he stressed. "There are only a handful of Malaysians indulge in this business while foreign companies hold the monopoly."

The oldest of four siblings invested an initial amount of RM160,000 in setting up Black Pearl Subsea Services, mostly with help from family members and his savings.

"Underwater equipment are costly but essential in carrying out maintenance. Sometimes it requires us to send an ROV and a diver as well to inspect and repair. I will operate the ROV from my station on a ship using new technology computers and instruct divers on what needs to be done. They are equipped with 10 years of experience in underwater services."

"However, not all underwater maintenance work can be carried out by an ROV due to obstacles in the way such as huge piping. We need to send in divers to do the work," said Fajrul who hopes more Malaysians will explore opportunities in this field.

Black Pearl Subsea Services is the second company set up by Fajrul after Black Pearl Scuba Diving Services that was formed in 2014.

"Scuba diving is recreational activities and sustainability is a cause of concern. During the height of Covid-19 pandemic and the MCO announcement by the government in March, it brought many businesses to a standstill. However, I am lucky as ships continue to be in operational and maintenance work is required," he observed.

His company, he added, not only carried out underwater cleaning services at the Sultan Abu Bakar Dam in Cameron Highlands but received an emergency call on one occasion to locate and airlift a tractor that slipped into an abandoned pond while doing clearing work. The driver managed to swim to safety.

"The water was murky but our divers located the tractor. It was half-submerged underneath the sand and we retrieved it with lifting bags strapped at four corners of the tractor. Sometimes underwater maintenance work on pipes in rivers can be hazardous and life-threatening," he said.

Fajrul is an entrepreneur who now targets to expand his business operations in the Southeast Asian region and engage with the Entrepreneurship Division of Majlis Amanah Rakyat (MARA) for capital injection.



*Black Pearl Subsea Services Maintenance team inspecting equipment before the underwater voyage.*

# Sultan Nazrin Launches International Day of Forests

HIS Royal Highness Sultan Nazrin Shah, the Ruler of Perak, launched the Sungai Perak Riverbank Restoration Programme at Persiaran Tebing Sungai Perak, Sayong on 21 October 2019. The programme was held in conjunction with the state-level International Day of Forests 2019.

The event was organized by the Perak Forestry Department.

Universiti Kuala Lumpur Royal College of Medicine Perak (UniKL RCMP) was invited to participate in the programme. 80 UniKL RCMP staff from the Faculty of Pharmacy and Health Sciences, General Studies Department, Corporate Communication Unit, Lab Department, IT Department as well as undergraduates from the Pharmacy and Bachelor of Pharmaceutical Technology Faculty participated in the event.

Sultan Nazrin Shah was received on arrival at the site by Perak Menteri Besar Datuk Seri Ahmad Faizal and visited several booths that showcased the importance of restoration of nature including forests and all types of trees for the benefit of current and future generations.



**His Royal Highness Sultan Nazrin Muizzuddin Shah ibni Almarhum Sultan Azlan Muhibbuddin Shah Al-Maghfur-Lah, the Ruler of Perak, launched the Sungai Perak Riverbank Restoration Programme at Persiaran Tebing Sungai Perak, Sayong on Oct 21, 2019. The programme was held in conjunction with the state-level International Day of Forests 2019.**

The half-day event was participated by exhibitors from UniKL RCMP, Perak Forestry Department, Friends of Lekir Setiawan Mangrove Forest Association and Friends of Kuala Gula Mangrove Forest Association (Sahabat Alam).

Sultan Nazrin Shah also visited the RCMP booth and His Royal Highness was briefed on the Research and Innovations carried out using medicinal plants and natural products mainly in the making of essential oil grass from lemon grass.



**The Dean of the Faculty of Pharmacy and Health Sciences, Prof Dr Ahmad Fuad Shamsuddin, presents two books on medical plants titled 'Useful Herbs of Malaysia and Singapore' and 'The Healing Art of Forest Bathing' to His Royal Highness Sultan Nazrin Shah.**

The Dean of the Faculty of Pharmacy and Health Sciences, Prof Dr Ahmad Fuad Shamsuddin, also presented two books on medical plants to His Royal Highness Sultan Nazrin Shah entitled "Useful Herbs of Malaysia and Singapore" and "The Healing Art of Forest Bathing".

The International Day of Forests is celebrated on March 21 every year to raise awareness on issues related to the management, administration and preservation of the forest.

Also present were Datuk Mohamed Zin Yusop, Perak Forestry Department Director and other Perak State Executive Council member.

# SILVER AWARD IN EDUCATION & LEARNING



***UniKL President and Chief Executive Officer Prof. Dato' Dr. Mazliham Mohd Su'ud (centre) proudly receives the trophy on behalf of UniKL.***

Universiti Kuala Lumpur (UniKL) maintained its reputation as the 'People's Choice' university by snapping the silver medal for the second consecutive year in the Education and Learning category in the 10th Putra Brand Awards 2019 Ceremony held at the Majestic Hotel in Kuala Lumpur on September 27.

This is the third time Universiti Kuala Lumpur stepped on the podium to receive the prestigious Putra Brand Awards. In 2016 UniKL won the bronze and received a shiny new upgrade to silver in 2018.

The prestigious award was received by UniKL President and Chief Executive Officer Prof Dato' Dr Mazliham Mohd Su'ud.

"These awards signify UniKL's commitment towards our brand and academic excellence in providing high quality education as a technical entrepreneurial university since UniKL's establishment 17 years ago," said Prof Dato' Dr Mazliham.

"The award reinforces our belief that UniKL is moving in the right path through decisions being made at every level of our business in building our brand value," he added. "Our goal is to remain relevant as private entrepreneurial university that is owned by MARA, a government agency."

The other Government-Linked Universities which received accolades in the silver medal category are Multimedia University and Universiti Tenaga Nasional.

The Putra Brand Awards recognises Malaysia's most preferred brands based on public interviews, involving over 8,000 respondents this year. Hence the judges for the Putra Brand Awards are the Malaysian consumers!

Organised by the Association of Accredited Advertising Agents Malaysia, it is the only brand awards in the country endorsed by Malaysia External Trade Development Corporation (MATRADE), and supported by the Branding Association of Malaysia (BAM), and the Media Specialists Association (MSA).

# Benchmarking and Study Visit by PSIN



*The 29-member Public Service Institute of Nigeria Delegation pose for a group photograph at the foyer of the Chancellery.*

TWENTY-NINE delegates from the Public Service Institute of Nigeria (PSIN) were warmly greeted by Universiti Kuala Lumpur (UniKL) during a five-day Benchmarking and Study visit to Malaysia.

The Nigerian delegation led by Mrs Thomas Antonia Omobola was met on arrival at the Chancellery by Datuk Salmah Hayati Ghazali (University Development & Sustainability). Mrs Omobola is the Director of the Public Services Institute of Nigeria.

Members of the PSIN representatives included officials from the Ministry of Agriculture and Rural Development, Tertiary Education Trust Fund, National Emergency Management, Federal Capital Territory Management and Environmental Health Registration Council.

Also in attendance in the welcoming ceremony are Chief Marketing and Planning Officer Dato' Amir Azhar Ibrahim, UniKL Centre for Advancement and Continuing Education (ACE) General Manager Anuar Berahim, ACE Benchmarking and Study Visit Programme Director Shalieza Razali and senior officials of the university.

Speaking at a luncheon hosted by UniKL, Mrs Omobola stressed that the objective of the visit is to interact and share the Malaysian experience.

"The Public Service Institute of Nigeria is the central learning institution for the Nigerian Public Service, and plays a pivotal role in developing people for a first class public service," said Mrs Omobola. "The Institute offers a comprehensive suite of programmes that build strategic capacity in the public service, focusing particularly on core areas in public governance, leadership, public administration and management."

"We are committed to looking at the overall structure in the Malaysian Government Ministries and Departments and we hope to take this knowledge back and improve the service sector in Nigeria," added Mrs Omobola. "Of course there are great opportunities for partnership programmes with UniKL including student exchange."

Datuk Salmah, in her welcoming address, said UniKL is honoured to receive the delegation from Nigeria as this is the first time that ACE hosted a big group of officials from the civil service sector of an African nation for benchmarking and study visit.

"We are honoured to have you with us today. Certainly this is a short study visit, I hope it will be a fruitful one for all of you. I'm sure you will learn more in your sessions with us. UniKL truly appreciates this collaboration with the Public Service Institute of Nigeria and we look forward to more meaningful projects together in future," added Datuk Salmah.

The delegation from Nigeria was divided into five groups and visited the Malaysian Relief Agency (MRA), FELDA Lurah Bilut in Bentong, Pahang; Majlis Amanah Rakyat (MARA) Headquarters, Institute for Rural Advancement and UniKL British Malaysia Institute (UniKL BMI) in Gombak.



**Delegates from the Public Service Institute of Nigeria visit the Student Lounge at the Chancellery.**



**UniKL Deputy President Datuk Salmah Hayati Ghazali (University Development & Sustainability) presents a memento to Mrs Thomas Antonia Omobola during the welcoming ceremony.**

# HARTASUMA, UniKL POISED TO CREATE HIGHLY SKILLED TALENT

THE creation of a future-ready highly skilled talent for Malaysian Railways is the focus of a strategic cooperation agreement between HARTASUMA Sdn Bhd (HARTASUMA) and Universiti Kuala Lumpur (UniKL).

Deputy Minister of Transport, Dato' Kamarudin Jaafar, in his speech at HARTASUMA UniKL Graduates Employability Training Scheme (GETS) programme closing ceremony on 27 November 2019, said highly skilled talents are needed to support sustainability and drive growth in the railway industry as new technology and operational needs arise.

GETS is a three-month programme initiated by Majlis Amanah Rakyat (MARA) in developing young talents to become highly skilled in delivering the practical experience of applying engineering technology to railway-related issues.

Dato' Kamarudin emphasised the need to create a sustainable local rail industry as the demand for job opportunities in the railway industry is expected to increase to 40 per cent or an estimated 28,000 workforces in the next 10 years.

"Malaysia's railway sector has surged forward in every aspect in recent years. I believe that by nurturing more top-quality talents for Malaysia will drive productivity and improve competitiveness and ultimately raising rail industry performance globally.

HARTASUMA's Managing Director, Datuk Dr Abdul Rahman Abdul Halim said: "The rail industry is moving fast and we will continue to gain speed and the skill gap in rail talent will continue to get wider. The railway industry must be fully aware of the skills gap it faces and must act now to start bridging the gap." He further stressed that HARTASUMA is committed to bringing existing talented workforce in the journey towards the railway of the future.

"From the start, HARTASUMA has had a long-standing commitment to the development of its people. We want our talents to maximise their development opportunities so that they can unleash their full potential, and we need all our people to be future-ready.

Bombardier Hartasuma Consortium is slated to deliver an additional 27 trainsets of Innovia Metro 300 train which will ply the Kelana Jaya LRT Line in 2020.

All 20 GETS graduates will contribute to the final assembly and interior fit-out for the trains, and also in future projects.

Upon completion of delivery in the first quarter of 2020, the four-car trains are expected to enhance high-capacity mobility on Kuala Lumpur's integrated transit network.





**Chief Transformation Officer of Hartasuma Dato' Muhammad Isom Abdul Azis (third from left) briefs Deputy Transport Minister YBhg Dato' Kamarudin Jaafar and industry representatives at the Kuala Lumpur Autonomous Vehicle (KLAV) Maintenance and Assembly section.**

The partnership will also allow UniKL railway students to undergo their industrial training at HARTASUMA, a certified PKK Class A and ISO 2001 2015 Bumiputera company. It has pioneered the evolution of the local rolling stock industry by supplying the first locally assembled passenger coaches and LRTs in Malaysia.

To date, HARTASUMA has delivered more than 400 cars. Its success is a testament to the strategic partnerships formed with a multitude of global leaders in the field, including Bombardier Transportation. HARTASUMA is currently undertaking the Mid Life Refurbishment for 68 Innovia Metro-200 cars and the Design Supply of 108 Innovia Metro-300 cars for the Kelana Jaya LRT Line.

"We are motivated with the growth in this industry and see this as our responsibility to produce highly skilled and knowledgeable students for the industry. We are excited to set up this platform for students to keep in touch with the latest technology in the industry," said Abdul Rahman.



**(Seated from left) Dato Muhammad Isom Abdul Azis (Chief Transformation Officer of Hartasuma), Datuk Abdul Rahman Abdul Halim (CEO of Hartasuma), Deputy Transport Minister YBhg Dato Kamarudin Jaafar, Prof Dato' Dr Mazliham Mohd Su'ud and Dr Azman Senin (Dean of UniKL MID)**

# PROF PADMINI IS CMCL FAIMER FELLOW



**PROFESSOR Dr Padmini Venkataramani receiving the CMCL FAIMER Fellowship in Medical Education.**



PROFESSOR Dr Padmini Venkataramani from UniKL Royal College of Medicine Perak (UniKL RCMP) achieved another milestone in her medical career when she was awarded the CMCL FAIMER Fellowship in Medical Education.

She was appointed as Honorary Faculty Advisor from February 2019 to February 2020 and upgraded to Honorary Faculty from February 2020. Prof Dr Padmini has been supervising CMCL FAIMER Fellows online and during face-to-face contact sessions since 2019.

A professor of paediatrics and medical education at UniKL RCMP since 2012, Prof Dr Padmini is now the Honorary Faculty at CMCL FAIMER Regional Institute (CMCL-FRI). She was elected as FRCPC (UK) on February 1, 2020.

The CMCL-FAIMER Regional Institute (CMCL-FRI) is based at Christian Medical College, Ludhiana, India. The two-year fellowship programme is a joint venture of CMC Ludhiana (CMCL) and Foundation for Advancement of International Medical Education and Research (FAIMER), United State of America.

The Fellowship is awarded to health professions educators who have the potential to improve medical education at their respective health professions institutions. One of the major goals of the fellowship programme is the completion of an education innovation project, proposed by Fellows in their initial application.

An article describing her project for CMCL FAIMER Fellowship has been published under “Really Good Stuff” in Medical Education, a Scopus and ISI journal.

“I had wanted to apply for this Fellowship in medical education for more than a dozen years. I submit my sincere thanks to our Dean of FOM and HOD, medicine-based departments for their full support and my colleagues and students, who helped in making this dream come true,” said Prof Dr Padmini.

She is happy and grateful that the academic leaders in UniKL RCMP are very supportive of the academic pursuits of faculty members!

“Additionally, I am thankful to the Faculty, Faculty Advisors and Fellows in CMCL FRI and FAIMER Institute, USA, who helped and guided us during the two years to achieve our goals, including the publication of my project,” she added.

She expressed her gratitude to 15 young, enthusiastic Fellows in her class of 2017, with whom she had a great journey of learning and friendship! Now the learning continues as honorary faculty at CMCL FAIMER Regional Institute, India!

She had her early education at St Mary Girls' High School & Nirmala College for Women, Coimbatore, India and professional education (MBBS, DCH and MD), in medical schools affiliated to University of Madras, India. In 2014, She completed the PGDipMedEd from the Centre for Medical Education, University of Dundee, Scotland, through distance learning.



# UniKL Open Doors to Vocational and Technical Schools



**MOVING FORWARD ... UniKL President and Chief Executive Officer Prof Dato' Dr. Mazliham Mohd Su'ud (second from left) exchanging the MoU documents with En. Zainuren Haji Mohd Nor, the Director of Vocational and Technical Education Division of the Ministry of Education, as UniKL Deputy President for Student Development and Campus Lifestyle Prof Dato' Dr. Khairanum Subari (left) and Puan Norhana Mustapha join in the occasion.**

THE door is now open for students from Vocational Colleges and Technical schools in the country to pursue tertiary education in Universiti Kuala Lumpur (UniKL).

The Ministry of Education, through its Vocational and Technical School Division, has thrown a lifeline to students in realising their aspiration of earning a university degree following collaboration with UniKL, the leading entrepreneurial university in Malaysia.

The collaboration was signed at the Universiti Kuala Lumpur Chancellery. The President and Chief Executive Officer of UniKL, Prof. Dato' Dr. Mazliham Mohd Su'ud, penned the collaboration on behalf of the university while En. Zainuren Haji Mohd Nor, the Director of Vocational and Technical Education Division, led the delegation from the Education Ministry.

Students from vocational and technical schools will now be eligible to apply for enrolment into UniKL with a Diploma Vokasional Malaysia (DVM).

However, they will need to fulfil several requirements set by the university. Students must possess Sijil Vokasional Malaysia (SVM) with a minimum CGPA of 2.0 in academic and CGPA of 2.67 in vocational. Credit in the Sijil Pelajaran Malaysia Bahasa Malaysia Paper 1104 is compulsory and a pass in history.

For those keen on pursuing a degree in any of the engineering technology programmes, they must pass the Malaysian English University Test (MUET) apart from satisfying all the above criteria.

In his welcoming address, Prof. Dato' Dr Mazliham said UniKL is honoured to embrace this collaboration and provide a platform that will benefit students from vocational colleges and technical schools on a whole.

"Since 2017, UniKL has received 137 students from Vocational and SM Teknik in pursuing foundation, diploma and degree programmes. Being a Higher Technical and Vocational Education and Training (HTVET) university, we understand the predicament faced by students from these institutions as they do not have an avenue to pursue a degree programme after completing their diploma," said Prof. Dato' Dr Mazliham.

"Hence, UniKL is delighted to work closely with the Ministry of Education in ensuring students from these schools are given the opportunity to explore their skills for a degree," he added.

For the record, in 2017 UniKL received one student for enrolment for an undergraduate programme at UniKL Malaysian Institute of Marine Engineering (MIMET) in Lumut, Perak, 23 students in diploma courses and six in various foundation programmes.

However, in 2018, the numbers increased to 107 students with 49 of them pursuing degree programmes, 44 diplomas and 14 in the foundation.

The collaboration between UniKL and the Vocational and Technical Schools Division of the Education Ministry, added Prof. Dato' Dr. Mazliham, touched on six key areas namely:

- Creating a platform for students from Vocational Colleges and SM Teknik in pursuing foundation, diploma and degree programmes in UniKL.
- Creating an avenue for lecturers from the Division of Vocational and Technical Schools in enhancing their skills in UniKL designated institutions.
- Ensuring Skills Training for students from Vocational Colleges and SMK Teknik at various UniKL institutions.
- Providing a platform for officials from the Education Ministry and lecturers from Vocational Colleges and SMK Teknik in pursuing a post-graduate degree programme in UniKL.
- Providing education and skills training programmes and
- Creating Corporate Social Responsibility (CSR) activities that involve students and lecturers from Vocational Schools and SMK Teknik.

Meanwhile, Zainuren disclosed that more than 400,000 students sit for the SPM examination annually and of this an estimated 50 per cent gain entry into private and government-linked colleges and universities to pursue foundation and diploma course.

"The remaining students who did not excel in their examinations have no avenues to further their studies and this is a concern to the Ministry of Education. This collaboration with UniKL opens the door for Vocational and SMK Teknik students who desire to further their studies, hands-on training and skills by enrolling into UniKL.

"The ministry is thankful to UniKL for creating this platform. It is a piece of welcoming news for Vocational and SMK Teknik students and I hope they will take his opportunity to enhance and develop their skills and experience," he added.



# From RCMP With Love



BEING loyal to your employer pays well in the long run.

Universiti Kuala Lumpur Royal College of Medicine Perak (UniKL RCMP) showered 50 staff with the Long Service Award in recognition of their dedication and contribution to the growth and development of RCMP. The event was held at UniKL RCMP Multi-Purpose Hall.

Eight employees had served 20 years, seven for 15 years and 30 staff for 10 years. In his keynote address, UniKL RCMP Chief Executive Officer and Head of Campus Hisshamuddin Omar congratulated the Loyal Service Award recipients for reaching the important milestone in their career.

He said: "If life is a journey, then you have truly travelled a great distance from your first day at UniKL RCMP (previously known as Perak College of Medicine) until today. I'm sure you have witnessed many interesting, challenging and significant events in both your career and in your personal life. As to date, we are proud to announce that 171 UniKL RCMP had staff received the Loyal Service Award incentives since 2014."

He expressed his gratitude and appreciation for their continued support and belief in this institution. "What you are about to receive is nothing compared to your endless commitment and contribution to this institution," added Hisshamuddin.

Apart from the Loyal Service Award, the Academic Excellence Award was also awarded to four children of RCMP staff who excelled in their 2019 UPSR, PT3 and SPM examinations. The award was presented by Associate Professor Dr. Syed Rahim Syed Hamid, Dean, Faculty of Medicine UniKL RCMP.

Earlier, Hisshamuddin congratulated the Jom Sihat 3.0 winners who had reduced their weight in a special weight-losing programme.

"I am amazed to know that some of you have reduced up to 13 kilos of weight in the past 3 months. The Jom Sihat programme started in 2017 with 28 participants. Between 2018 and 2019 we had 97 participants in the programme," he said. "Well, I'm not surprised if the number increases to 100 in 2020".

The Jom Sihat Award was presented by Prof Dr. Ahmad Fuad Shamsuddin, Dean, Faculty of Pharmacy & Health Sciences UniKL RCMP.

Nor Azizi Saad who lost 13 kilogrammes or 15.6% was adjudged the winner in the male category while Zuraida Ramli won the female category award after losing 9.8 kilograms. Both took home RM500.00 in cash.

Also present were Deputy Director, International, Industrial & Institutional Partnership (IIIP) Division Ahmad Zakuan Khairuddin and Deputy Dean (Academic), Faculty of Pharmacy & Health Sciences UniKL RCMP Associate Professor Dr. Zaswiza Mohamad Noor.

# **RCMP** *Honours Dean's List Students*



The Faculty of Medicine, Universiti Kuala Lumpur Royal College of Medicine Perak (UniKL RCMP) honoured 245 students who made it to the Dean's list.

These students are currently pursuing programmes in Bachelor of Medicine and Bachelor of Surgery (MBBS), Diploma in Nursing and Foundation in Medical Sciences. They received commendable certificates from Associate Professor Dr. Syed Rahim Syed Hamid, Dean of the Faculty of Medicine.

In his speech, Dr. Syed Rahim said the ceremony was observed as a mark of appreciation to students who scored a minimum Cumulative Grade Point Average (CGPA) of 3.5 in the last semester examinations.

"It is also to encourage students to work hard in maintaining their good results so that they can eventually graduate with First Class honours," he said.

"I am proud to announce that our students from the Faculty of Medicine have been nominated for the Best Student Award every year in UniKL Convocation," he added.

The recipients for Best Student's Award in UniKL Convocation Ceremony were:

#### **UniKL 16th Convocation Ceremony**

- Council's Award (Bachelor): Dr Jasminder Kaur A/P Hari Singh, MBBS
- President's Award (Diploma) - Noor Farhani Ramli, Diploma in Nursing

#### **UniKL 15th Convocation Ceremony**

- Council Award (Bachelor): Dr Helen Catherina Anak Kemei, MBBS
- President's Award: (Bachelor): Dr Nabilah Abdul Wahid, MBBS
- President's Award (Diploma): Pavitra A/P Ravi Chantharan, Diploma in Nursing

#### **UniKL 14th Convocation Ceremony**

- President's Award (Bachelor): Dr Muhammad Zuhri Zainuddin, MBBS
- President's Award (Diploma): Suria Rozali, Diploma in Nursing

#### **UniKL 13th Convocation Ceremony**

- President's Award (Bachelor): Dr Gilbert Anak Girising, MBBS

# EMPOWERING YOUTHS WITH DIGITAL SKILLS



*UniKL President/CEO Prof Dato' Dr Mazliham Mohd Su'ud with students of UniKL British Malaysian Institute.*

KUALA LUMPUR (12 November 2019): HP Inc. Malaysia, in partnership with Universiti Kuala Lumpur British Malaysian Institute (UniKL BMI) and Microsoft, launched its Generation Coding (#GenC) project, a digital skills and coding initiative that aims to empower Malaysian youths to close the digital skills gap for the future.

The #GenC project will reach 400 primary and secondary school students within one year.

Minister of Youth and Sports, YB Syed Saddiq Syed Abdul Rahman, who officiated the launch event, said: "I'm thankful that HP has been proactive in supporting the government's intent to equip our youth with new skills while bridging the digital skills gap in Malaysia. I look forward to working closely with HP to expand the programme and enable more youths to benefit from the HP Generation Coding programme."

Adding on, Fayza Mohamed Amin, Managing Director, HP Inc. Malaysia, said: "We are pleased to have the opportunity to bring to life our partnership with Malaysia to support the future of the nation through #GenC. As we make the journey towards Industry 4.0, we need to ensure that our future generations are given every opportunity to enhance their quality of education through technology."

"Through collaboration with our partners, we believe that the initiative will arm our talents of tomorrow with the right skills, technology and learning experiences to thrive in the jobs of the future," he added.



Universiti Kuala Lumpur President/Chief Executive Officer, Professor Dato' Dr Mazliham Mohd Su'ud, observed: "We are very excited to partner with HP to create valuable learning opportunities for our youths. This initiative is a great platform to accelerate digital transformation in the classrooms while ensuring our future generations are ready for the next wave of technological change."

In line with the government's agenda of expanding access to STEM (Science, Technology, Engineering and Mathematics) learning, the two-day workshops held at the HP Technology Labs in UniKL will expose students to the basics of computer science and coding. The labs are home to 17 HP desktops that will be used by youths between the ages of 7 to 17 to learn Microsoft Office skills as well as coding languages such as Scratch and Python.

Classes will be taught by lecturers from the Technology Department at UniKL, with sessions for primary school students aged 7 – 12 covering Microsoft Office and Scratch modules. Secondary school students aged 13 – 17 will be taught Microsoft Office and basic Python coding. Beyond the workshops, students can also further their coding practice through online modules provided by UniKL.

The #GenC project is part of HP Inc.'s overarching goal to enable better learning outcomes for 100 million people around the world by 2025. In Malaysia, HP Inc. has been working towards supporting education across all ages through projects such as Creators of Tomorrow, an activation designed to foster entrepreneurial spirit for students in higher education as well as Little Makers, which encouraged primary students to reinvent learning at school and at home through print technology and the HP Smart App.

"At HP Inc. in Malaysia, we hope to continue providing ways for our youths to gain access to digital skills while supporting the future of the nation," said Fayza. "We look forward to collaborating with more partners and government bodies to create valuable learning opportunities for our leaders of tomorrow."



*Minister of Youth and Sports YB Syed Saddiq Syed Abdul Rahman at the launch of the Microsoft Generation Coding (#GenC) project. Also in attendance are Fayza Mohamed Amin, Managing Director, HP Inc. Malaysia (second from right), UniKL President/CEO Prof. Dato' Dr. Mazliham Mohd Su'ud (far right) and UniKL BMI staff.*

# **SPEAK MANDARIN QINGDAO'S WAY**

It was a lifetime experience for 12 Mandarin language-learning students from four Universiti Kuala Lumpur (UniKL) campuses who were involved in a short-term 'Outreach Mobility Programme' at the Qingdao Hengxing University of Science & Technology, China.

The students left for Qingdao on 18 September for the one-week mobility programme.

The objective of the programme is to expose students to a purely Chinese language environment, communicate in Mandarin effectively thus building their confidence and cultivate personal interests and potentials under different cultures.

Those in the mobility programme are Nurul Alin Kamarudin, Nur Raihan Nisreen Salleh, Muhammad Nashiruddin Muhmin Nor Alia Syuhada, Norfatimah Zaili (UniKL Malaysian Institute of Information Technology), Nur Diyana Mahadzir, Ainul Wahida Mustaffa, Anis Diyana Zin Azman (UniKL Business School), Anis Hazwani Zawawi, Nor Atokah Rosle (UniKL Malaysian Institute of Industrial Technology), Muhammad Izzuddin Abdul Halim (UniKL Malaysian Institute of Medical Science Technology) and Olivia Howell Jabu (UniKL Malaysian Institute of Chemical & Bioengineering Technology).



**The 12 Mandarin language-learning students accompanied by lecturers at the KLIA before departure to Qingdao.**

They were accompanied by Madam Lai Siew Yoon and Nurhadiana Nurulmatin, both lecturers from the UniKL Malaysian Institute of Information Technology.

"This Short Term Mobility Programme is a unique opportunity for students to explore different cultures and to get access to extraordinary learning opportunities via immersion. It is a fun bonding experience for everyone involved especially for UniKL students," said Madam Lai.

This outreach programme to Qingdao was the second of its kind to China. A similar maiden programme was held in September 2017 whereby a group of 23 UniKL students went on a study tour to Beijing to enhance their Mandarin language proficiency.

"The students also explored the unique Chinese cultures. This fruitful and rewarding programme was an unforgettable learning process for the participants," she added.

The signing of the Letter of Intent (LOI) and collaboration note between Universiti Kuala Lumpur (UniKL) and Qingdao Hengxing University of Science & Technology officiates the collaboration between both universities.

This programme not only strengthened the friendship between the two universities but also enable students to explore different cultures and lifestyles in China.



"While UniKL supports this mobility programme to China with some form of funding we have also managed to secure sponsors while students also held fund-raising activities," said Madam Lai.

She stressed that this mobility programme was a significant first-hand language learning experience for the 12 students apart from cultural immersion.

Besides, the CSR project would also instil good teamwork and social responsibility among the students.

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