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# PEKAN REVIEW

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Bridging Universiti Malaysia Pahang to the world community

**UMP introduces Bachelor's Degree in Applied Science**



In response to the increasing demand for data scientists and analysts, the Faculty of Industrial Sciences Pahang (UMP) recently announced the inauguration of a new degree programme called Bachelor of Applied

According to the Dean of FIST, Associate Professor Dr. Mohd Hasbi Ab Rahim, the new degree programme is in line with the mission and educational goals of becoming a distinguished technological university.

With a tagline, 'Powered by Data, Insight by Analytics', Associate Professor Dr. Mohd Hasbi said the three-year programme, with the first half years at the university and the balance one year at the industry (2u2i) – was designed to produce highly skilled graduates in the field of Data Science and Analytics, who are capable of gaining insights into available data and make effective

"Implemented in the 2u2i mode, UMP graduates of Data Analytics programme will be equipped with in-depth knowledge and skills to become an expert analyst, capable of using the latest data management and analytics tools," said the Dean.

"They will learn how to apply mathematical programming; data preparation and visualization skills; statistical analysis; and advanced analytical and managerial; and research and practical skills in real world industrial applications," he added.

Associate Professor Dr. Mohd Hasbi explained that the new degree programme will focus on two key areas of development, which are data analyst and data scientist. "Data Analytics degree graduates from UMP will serve as highly skilled professionals in various sectors and industries."

In a report published in October 2012, Harvard Business Review described the profession of data scientist as 'one of the most important of the 21st Century'.

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“Data analyst plays an important role in deriving value and seeking patterns from data to assist organisational capabilities. Data scientist will use analytical techniques combined with data skills to develop scalable and highlighted, adding that other promising careers include Data Technopreneur, Programmer, Digital Marketing Analyst.

Prior to the new degree programme inauguration, FIST approached 21 companies from various industries as Strategic Industry Partners – such as Malaysian Digital Economy Corporation (MDEC), the Department of Statistics Malaysia Bhd., Telekom Malaysia Bhd., Petronas Gas Bhd, Neu Zenith Sdn. Bhd. and Abyres Sdn. Bhd.

“These strategic industry partners will now accept UMP undergraduates of Bachelor of Applied Science (Hons) with work-based learning (WBL) at their company premises,” said Associate Professor Dr. Mohd Hasbi.

He further explained that Data Science and Analytics is a new exponentially growing field consisting of a synthesis of a set from statistics, mathematics, computer science and the use of current technology in computer software.

“The Data Science and Analytics elements are part of the main pillars of the Fourth Industrial Revolution (IR4.0) technologies – including automation, digitization and artificial intelligence (AI).

“In turn, these new technologies will bring forward new challenges in data science, especially with the discovery of big data.”

In a keynote speech at the ‘International Conference on Industrial and Applied Mathematics & Statistics 2020’ held from the Department of Statistics Malaysia, Dato’ Sri Dr. Mohd Uzir Mahidin, stated that statistics and data science are derived from data of various resources, and they can have an enormous effect on industrial revolutions.

“Living in the era of big data, our daily life is surrounded by statistics. It can provide useful information on the present and future,” said Dato’ Sri Dr. Mohd Uzir.

MDEC, as the country’s regulator of digital economy, also emphasizes the importance of Data Science and the expertise of data scientists and analysts to cope with the rapid pace of IR4.0 evolvement in Malaysia – circumscribed by the next year.

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## **Global Village UMP promotes better command of English among students**





Universiti Malaysia Pahang (UMP), in collaboration with its Association of International Economic & Commerce (AIESEC) and the Department of Student Affairs & Alumni (JHEPA) and UMP International Office, recently organized a program to promote English language among secondary school students.

Vide its Global Village UMP 2019, some 200 students from five secondary schools from the towns of Pekan and Kuantan to learn communicating in English.

Among the participating secondary schools were Sekolah Menengah Kebangsaan (SMK) Sungai Soi, SMK Kuantan and SMK Seri Mahkota.

Held at the UMP Holdings Hall in UMP Gambang Campus on July 26, 2019, the programme was officially launched by the Deputy Minister's Department, Fuziah Salleh, who is also Kuantan's Member of Parliament (MP).

In her official address, Fuziah congratulated UMP for its efforts, saying such programme helped promote English language among secondary school students.

"With the presence of seven international volunteers from India, Vietnam, Indonesia, China and Pakistan, the programme will have a positive impact on the participants.

"I was made to understand that one of the main programme activities, called "Speak Up", is slotted to help students use English as their daily communication tool," said the Deputy Minister.

Fuziah expressed her hope that such programme could also help eradicate the negative perception of English as a confusing subject to learn.

“To better communicate in English, students have to read a lot more English books,” the MP emphasized the role to play to encourage students to master the language.

Meanwhile, Deputy Vice-Chancellor (Student Affairs & Alumni), Professor Dato’ Dr. Yuserrie Zainuddin expressed appreciation to the international volunteers who spared their time to come to Malaysia and made the six-weeks Speak Up programme in Kuantan a success.

“The international volunteers not only helped with the programme, but also shared with the participants their experiences with music,” said Professor Dato’ Dr. Yuserrie.

“The volunteers played an important role of bridging the differences of culture and strengthening the bond between the two countries abreast with the current state of world affairs,” he added.

Among those present at the closing of the programme were Director of UMP International Office, Dr. Nik Nurhidayah Yusoff; Deputy Director of Development (JHEPA), Dr. Ahmad Johari Mohamad; AIESEC UMP Advisor and Lecturer at the Centre for Leadership Development (CMLHS), Haslinda Robita Hashim; and Programme Director, Celine Hing.

At the event, there was also an exhibition by the international students at UMP, who also showcased various projects from their home countries like Algeria, Pakistan, Yaman, Egypt, India, and Kyrgyzstan.

AIESEC is the world’s largest youth-run organization – an international non-governmental and not-for-profit organization that provides leadership development, cross-cultural internships, and volunteer exchange experience.

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