







## [General](#)

# **35 Competency Based Talent Management (CBTM) programme graduands celebrated by UMP Advanced**

6 December 2022

KUANTAN, 7 September 2022 - A total of 35 graduands of the Competency Based Talent Management (CBTM) Programme were celebrated in a programme organised by UMP Advanced at the AC Marriot Hotel.

The programme was attended by the UMP Vice-Chancellor, Professor Dato' Ts. Dr. Yuserrie

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Zainuddin, Member of the Board of Directors of Universiti Malaysia Pahang (UMP) cum the Chairman of the UMP Advanced Board, Dato' Mohd Sharil Abdullah.

Also present were the Deputy Director of the Centre of Leadership Profiling, Higher Education Leadership Academy (AKEPT), Associate Professor Dr. Norazharuddin Shah Abdullah and Deputy Vice-Chancellor (Student Affairs and Alumni), Professor Ts. Dr. Mohd Ruslim Mohamed who performs the functions of Deputy Vice-Chancellor (Academic and International) and Chief Executive Officer, UMP Advanced, Associate Professor Ts. Dr. Hamzah Ahmad.

CBTM, or talent management based on competency, is a step to improve the performance and productivity of an organisation that is fully dependent on skill acquisition and the application of human resources skills.

According to Professor Dato' Ts. Dr. Yuserrie, the CBTM programme between UMP and AKEPT is joined by all representatives from public universities in Malaysia.

“The existence of a Talent Management Unit at the university is crucial in honing talents that can be utilised to lead operations at their respective universities.

“The CBTM programme can ensure that leaders and prospective leaders of national higher education institutions are formed through structured and dynamic leadership development, enablement and empowerment training while emphasising the quality and effectiveness of the programme,” he said.

He expressed his deepest appreciation and gratitude to all those involved in making CBTM 3.0 a success.

The fourth cohort of the CBTM Programme is ongoing and has been completed until the Fourth Module.

Professor Dato' Ts. Dr. Yuserrie also thanked AKEPT for the trust placed in UMP and UMP Advanced in leading the CBTM programme.

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