

INTERNATIONAL PUBLIC LECTURE TALKED ABOUT BUSINESS ENGINEERING



More than 400 people comprising representatives from the industries, institutes of higher learning, government agencies, undergraduates and academicians attended the programme.

Universiti Malaysia Pahang (UMP), being a technology-based university, organised an international public lecture titled, 'The Convergence: Business Engineering' delivered by Reutlingen University (RU) President, Professor Dr. Hendrik Brumme.

The talk was part of the efforts taken to enhance knowledge in business engineering.

According to UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim, the talk was an initiative to diversify the university's academic programmes by taking into account relevant business and technical elements to support its engineering-based courses.

"Discussions with the industries revealed that there was a pressing need for engineers to understand the reality and a variety of elements

involved in running a successful business.

"In fact, there is also an increase in the need for business executives to understand the details that put together an excellent design and device," he said in his speech at the event held at Za'aba Hall, Higher Education Ministry in Putrajaya on February 21, 2013.

He added that a university played role of studying the needs of industries in order to produce knowledgeable engineers in both business and engineering areas.

A memorandum of understanding was also signed at the event that paved the way for co-operations in academic and research including offering a new dual degree programme in business engineering between UMP and RU.

UMP was represented by Professor Dato'