

**SPEECH OF
YANG HORMAT PROFESSOR DATO' DR. DAING NASIR IBRAHIM
VICE-CHANCELLOR OF UNIVERSITI MALAYSIA PAHANG**

**GRADUATION DINNER FOR
MASTER IN BUSINESS ADMINISTRATION CLASS OF 2016**

**WEDNESDAY; 16 NOVEMBER 2016; 8.30 PM
BUKIT GAMBANG RESORT CITY, KUANTAN**

SALUTATION

My colleagues from UMP,

Yang Hormat Professor Dato' Dr. Rosli Mohd Yunus,
Deputy Vice-Chancellor (Academic & International);

Yang Hormat Professor Dato' Dr. Yuserrie Zainuddin,
Deputy Vice-Chancellor (Student Affairs & Alumni);

Professor Dr. Mashitah Mohd Yusoff,
Deputy Vice-Chancellor (Research & Innovation);

Dr. Mohd. Ridzuan Darun,
Dean, Faculty of Industrial Management;

Distinguished guests;

Deans, Professors, Senior Officers, Heads of Departments
and Lecturers;

MBA graduands from class of 2016;

Ladies and gentlemen.

Assalamualaikum warahmatullahi wabarakatuh,

Salam Sejahtera and Salam 1Malaysia.

1. First and foremost, it is with great pleasure that I have the opportunity to say a few words in this auspicious occasion that marks another great achievement by Universiti Malaysia Pahang, particularly the Faculty of Industrial Management.

2. This is indeed a hectic week for us in UMP. The days heading towards the convocation dates on November 19, 20 and 21 are already filled with activities as preludes of UMP's Eleventh Convocation Ceremony.

3. Expoconvo 2016 is to be officially launched tomorrow evening, and on convocation eve this Friday, another dinner will be held, this time with our special guests, strategic partners, award recipients and senior UMP officials, as the final prelude for the great event on the following morning.

4. Therefore this evening, we celebrate the success of the third batch of our MBA students. I am glad and proud to say that our MBA programme is another success story for UMP, thanks to great commitment and enthusiasm shown by our dedicated Dean and his team from the Faculty of Industrial Manegement.

5. Our MBA story began four years ago, and when the programme was launched on December 10, 2012, we knew that this was a challenging venture that had to be dealt with labouriously. The going was undoubtedly tough and arduous, and I still remember your Dean and his team went through a hard time to market the programme and to convince the industry and our prospective students to enrol for our MBA.

6. This bold and serious step was first met with scepticism by certain quarters, but that did not deter us from putting more and more effort to prove that an MBA programme is indeed relevant to a university with a technical setting like UMP.

7. Despite these challenges, we kept on moving because of our sense of purpose right from the outset that this programme should stand unique, and that difference is to be promoted as the 'wow' factor that entices working executives to study MBA here in UMP.

8. After four years, that bold and serious initiative has borne fruits. While UMP is currently implementing its 2016-2020 Strategic Plan, I am sure that your Dean and his team at the Faculty of Industrial Management have more strategies and initiatives in place, to expand the potential of our MBA programme, especially in finding new market segments.

9. Ladies and gentlemen,

When the management decided to introduce UMP's own Master of Business Administration programme, the challenge was to incorporate innovative and creative elements to the programme's curriculum and structure to make it marketable and competitive.

10. With three specialization areas namely Engineering Management, Technology Management and Business Engineering, our MBA programme integrates theory, real-world practice and personal experience to develop leaders who are able to solve complex problems, both systematically and creatively, to improve business and management practices.

11. To achieve this, our MBA programme is designed to combine multiple approaches to inculcate dynamic learning experience through sharing of experience in group discussions, mesmerizing courses taught by our academic staff, out-of-the-box thinking in collaborative projects and opportunities to interact with industry experts.

12. We have high hopes that this MBA programme would add another star to UMP's marque, enabling the University to move forward towards a promising future through smart partnerships and strategic collaboration.

13. We started the first MBA class small and humble in February 2013, with 16 students, and 11 managed to make their way to the end. Small and humble though, but we have received very encouraging feedback and response about our first batch of MBA graduates.

14. Now with your graduation, we put high hopes on you as our MBA ambassadors to promote the programme to your colleagues and professional network.
15. Looking forward, I am optimistic that our MBA programme has a high potential and bright future, as long as we can maintain the quality of its curriculum and the clarity of its focus, together with affordable and reasonable study package, plus the continuous synergy between the MBA Alumni and the Faculty.
16. The soaring reputation of our MBA programme has resulted with rising public confidence, a signal to the Faculty of Industrial Management to intensify the marketing initiatives, to identify potential corporate and industrial partners and to amplify the curricular input of our MBA programme, catering the needs of the industry.
17. We have managed to prove that we are not stereotyping; that our MBA programme bridges the complexities of business studies and the operational aspect in the industry, thus maintaining its uniqueness and relevance.

18. In that regard, I would like to take this opportunity to express my heartfelt appreciation to the management of the Faculty of Industrial Management and the lecturers' team for MBA programme for your relentless and dedication to ensure the success of our MBA Class of 2016.

19. To the graduands from the Class of 2064, I would like to offer my heartiest congratulations to all of you. You will soon become the alumni of UMP, and with the network that we managed to build up throughout your studies here, I have high hopes that you could later contribute back to UMP as your *alma mater* in any manner possible.

20. Honouring the effort to organize this graduation dinner, I would like to thank the Dean of the Faculty of Industrial Management and his team for their kind invitation and I look forward to spending a meaningful time amongst you this evening.

Thank you,

Wabillahi taufiq wal hidayah,

Assalamualaikum warahmatullahi wabarakatuh.