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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

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UNIVERSITY 4.0 - THE NEW FUTURE OF EDUCATION



UUM ONLINE: In an effort to provide deeper understanding to the denizens of Universiti Utara Malaysia (UUM) on the education scenario in the era of the Industrial Revolution 4.0, the Registrar's Department organized a Public Lecture entitled "Challenges and Future of Universities in the era of the Industrial Revolutionary 4.0" at Seminar Hall A, Convention Centre.

The lecture was delivered by Prof. Dr. Rose Alinda Alias who is the Head of the Information and Service Systems Innovation (ISSI) Research Group, Universiti Teknologi Malaysia (UTM). The lecture focused on education in the era of the Industrial Revolution 4.0 particularly at universities.

According to her, the Industrial Revolution 4.0 refers to the transformation of the use of physical-cyber systems in the industry.

"Many have misrepresented the Industrial Revolution 4.0 by exemplifying the Industrial Revolution 3.0 which is the use of ICT and Information Technology (ICT) only. The fourth Industrial Revolution is when digital technology, physical and biological systems are merged into one.

"When we talk of 4.0, regardless of industry, three main features namely digitizing, integrating (horizontal and vertical value chains) and digital business models and customer access must be present," she said.

"If the value chain for the industry is a raw material, the value chain for the university is knowledge discipline. For example, the knowledge discipline of management knowledge is formulated into an academic programme and then becomes a process of learning, research, and community service.

"If we want to produce the 4.0 University, this value chain should be interwoven to become one with the help of technology. It is only after having done this, can we claim that we have successfully implemented the first ever University with the 4.0 feature.

"The second feature is to digitize all the products and services offered by the university and the third feature is to create a digital business model and customer access," she said.

Prof. Dr. Rose Alinda also pointed out yet another important aspect of the 4.0 industry namely big data.

"Large volumes of data which can be found in various forms (big data) can be empowered through analytical concept. When analyses are made on the big data and we use it to transform the industry, that's when it becomes 4.0.

"The important aspect in future-ready curriculum is data-driven innovation. The idea of future-ready curriculum will enable students of the future to devise their own curriculum. Data on the

student's interests, strengths, penchants will be analysed subsequently forming a curriculum different from other students, this can be done through big data analysis," she said.

She also highlighted the Digital Government Competency and Capability Readiness (DGCCR) introduced by the Public Service Department, a framework for developing the skills and capabilities of civil servants at all levels and roles; across all aspects of public service delivery in order to ensure that People get the best service through digital channels.

Also present at the event was the Dean of the School of Education and Modern Languages, Assoc. Prof. Dr. Fauziah Abdul Rahim.



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