

SPEECH

BY

**YBhg. PROFESSOR DR ROZAINUN ABDUL AZIZ
DEAN OF FACULTY OF ACCOUNTANCY**

**ON THE OFFICIAL LAUNCHING OF
STUDENTS' MANAGEMENT ACCOUNTING CONFERENCE (SMAC 2016)
8 OCTOBER 2016
LECTURE HALL 500, FACULTY OF PHARMACY, UiTM PUNCAK ALAM**

ASM wbt Selamat sejahtera and Good afternoon. Thank you to our MC.

Bismillahirrahmanirrahim

A very good afternoon to our Guest of Honour

YBhg Tan Sri Abdul Wahid Omar, Group Chairman of Permodalan Nasional Berhad

And special guests from near and far,

YBhg Prof Dato' Dr Abu Bakar Abdul Majeed, Assistant Vice-Chancellor Medical Programs and Sungai Buloh Campus of UiTM

My Deputy Deans, Associate Professor Dr Norli Ali, Associate Professor Dr Zuraeda Ibrahim and Associate Professor Dr Rohaya Mohd Nor, My Senior Deputy Registrar, Puan Hanita Yusof.

YBhg Prof Datin Dr Suzana Sulaiman Chairperson of the Organising Committee for the Students Management Accounting Conference and Launch of the New Program

Representatives from CIMA Malaysia Office

Respected and Learned invited speakers from the industry from our students management conference and forum this morning

Kind sponsors of today's event

The Whole World of Works and Dedicated Organising Committee Members and very strong/committed members of the Faculty

Dato'2, Datin2, Professors, Associate Professors, Drs, Senior Lecturers, Academic Administrators, Administrative Staff, Student Leaders, Dear Students, from all the branch campuses

Welcome to our event today

First of all, my appreciation to YBhg. Tan Sri Abdul Wahid Omar, for being here, for continuously supporting all Faculty's efforts towards driving and enhancing the accounting programs. I know you have just arrived this morning from London and `must be adjusting to the time. But ladies and gentlemen, Tan Sri has never failed to accept our invitation. This I believe is your second trip to Puncak Alam, last year in May you came to officiate our InDeZone. Then you graced our professional students dinner in Pullman Putrajaya last year too, and today you are here again to do the launching of our new program. Even with the change in portfolio, and busy schedule, Thank you Tan Sri for still making time for us.

My appreciation to YBhg Dato' Prof Abu Bakar Abdul Majeed, the Assistant Vice-Chancellor of the UiTM Sungai Buloh and Selayang Campus. On a Saturday, our appreciation for joining us here to witness on behalf of the Vice-Chancellor, a very special occasion for UiTM. Thank you.

Our journey as a Faculty dates back from 1956 where we were a small unit offering professional programs. Afterwards, we had Diploma in Accountancy. By early 80's we developed Advanced Diploma in Accountancy, which today it is transformed into Bachelor of Accountancy (Hons) proclaimed as we became a University in 1999. Moving forward, we developed our own postgraduate program having worked closely with Curtin and UniSA, Australia. To date we have 2 Diploma Programs, 1 degree program and three postgraduate programs. Still standing strong, we keep, maintain and we still keep going with the running of our professional programs. Today we are an ACCA platinum status tuition provider, the one of the two in Malaysia to be awarded such a prestige, producing prize winners and winning top placements in Malaysia and on the world map. And the one and only public university who's been offering professional programs since more than 30 years now.

Year in year out, we saw the trend of our Faculty's development moving towards meeting the industry's and country's demand for accounting qualification, abiding by the various standards local and international, we have the Malaysia Education Blueprint, MQA standards, IFAC and IES standards, not forgetting compliance to professional bodies, for highest number of exemptions from our diploma and degree program . The presence of professional programs at the Faculty is a necessity and will make

complete the Faculty in the academic, teaching and learning fraternity, having to assimilate external and internal programs that make us a strong reliable academic, incorporating all angles from the industry input and the professional bodies.

As if what we do is not enough, our thinking caps are never removed, and so the journey continues to observing new requirements, something that we can rebuild and innovate our current scenario within the Faculty, not to reinvent the wheel but to touch up and patch up bits and pieces here and there, within UiTM and matching with industry ever changing needs, incorporating input and views from our external networking parties.

Ladies and Gentlemen, this one whole day special event indeed, Tan Sri, started with a professorial lecture by our Prof Datin Dr Suzana Sulaiman, this morning, through her research in management accounting, where she took us through the history and development of management accounting during those industrial revolution years back in the 19th century, onto its applications and relevance, til today's innovativeness in sustaining and in fact Management Accounting in its uniqueness is still relevant and is contributing significantly even more and more to the industry and practices.

The professorial lecture was followed by the students' management accounting conference, or SMAC2016, or we keep using the word SMACK DOWN! So we lift up the team spirit of organising and mobilizing this event today, by all the passionate members of the Faculty, lecturers, admin staff and students, everyone, including our Polis Bantuan. So the conference was filled with presentations of interesting management accounting related topics by renowned experienced figures in the public, from the practice and academia who spoke so dearly and passionately about their encounters, perspectives and contributions accordingly. We Had Dato' Bazlan, the CFO of TM, on keeping pace with industry revolution and challenges, sharing changing roles of finance and accounting where talents require dynamism. En Jeremy Nasrul Haq Independent Director of MAHB, who spoke on Management Accounting and creating value for business, sharing his own personal experiences, and sharing opportunities to the wider community for an innovative career. Mr Amargit Singh, shares the VUCA we heard earlier and he brought this up onto the future of Management Accountants, touching on attitudes and ethics, in this era of volatility. Prof Ibrahim Kamal, presented on addressing VUCA, from the perspective of a Management Accountant. Volatility, Uncertainty, Complexity and Ambiguity. EN Mohd Sidki, our Alumni CIMA, now Director at the HRDF, pointed out to the issue of relevance of management accountants. So students please take note of these very important pointers from the practitioners.

Ladies and gentlemen, in the hustle and bustle of heavy traffic for lucrative future career, but in the joy to uplift the academia, because that is our passion at the University to transform people and students to becoming into more holistic figures with the required qualification, and after delineating various orders and perspectives, we now finally have our new program, fresh from the oven, the Master of Strategic Management Accounting.

We sat and detail through this MSMA program with the committee members involved at the Faculty level, and passed through the obligatories from within UiTM strict procedures to the MOHE's regulations, MQA standards and Employers' support. It is with much appreciation to CIMA for awarding us full accreditation, recognizing this MSMA where graduates need to sit for only the last paper which is Strategic Case Study (SCS), in order to qualify as a CIMA graduate. Therefore the two in one – MSMA and CIMA.

Degree graduates are eligible for application for this program where you will undergo the masters program MSMA, and upon graduation you just need to sit for the SCS paper. Passed these two programs, you get Masters and a professional qualification. So with offering CIMA program at the Faculty, we now innovate and offer a better deal for candidates.

Tan Sri we look forward to your support perhaps your recommendation to the industries and sponsors of your close networking, to support and sponsor this program, MSMA with CIMA, under the Faculty.

My heartfelt thanks and much appreciation from the bottom of my heart to our Guest of Honour, TS Wahid and our AVC Prof Dato' Bakar, sponsors, everyone here today.

Last but not least, to the Chairpersons of the organizing committee our three events today, Associate Professor Dr Rohaya Md Noor, Prof Datin Dr Suzana SULaiman and their committee members, to my deputies, AP Dr Zuraeda Ibrahim and Associate Professor Dr Norli Ali, my Senior Deputy Registrar, Puan Hanita Yusof, their committed team and students leaders, students, sponsors, guests, speakers, everyone here. Thank you very much for your presence.

Thank you again and again. May Allah protect you and all of us here in health and in life, here and after, always positive and doing good deeds to one another, breathing together the best of air in contributing to the nation building of the country. Amiin. ASM WBT.