

**Speech by the
PRESIDENT OF THE OXFORD ASSOCIATION OF MANAGEMENT,
DR. GLORIA JEAN CLUTTON-WILLIAMS**

**On the Occasion of the 1st International Graduation,
Oxford Association of Management.**

**PUTRA WORLD TRADE CENTRE
KUALA LUMPUR
30th APRIL 2006
SUNDAY**

Selamat Pagi,

Y B Datuk Abdul Rahman Bakar
Honourable Deputy Minister of Human Resources

Dr Saiful Bahri
CEO of Saiful & Ernest Sdn. Bhd.

Mr. Ernest Yeap
COO of Saiful & Ernest Sdn. Bhd.

The Oxford Association of Management Representatives from UK, Europe, Taiwan, India, Indonesia, Kenya, Singapore and Cambodia.

Y B Tan Sri- Tan Sri, Datuk-Datuk,
Distinguished Guests.
Ladies and gentlemen and dear graduates,

First, a very warm welcome to this International Graduation ceremony, the first that we have held in Malaysia. I am delighted that so many graduates, family and friends are here today to enjoy this special and memorable occasion.

It is a pleasure for me to welcome our Honorary Graduates. By accepting these professional qualifications, you add to the reputation of OXIM in Malaysia and vice versa.

At professional qualification ceremonies we honour the achievements of our new graduates. Your hard work and perseverance has led to your success which we celebrate today. I ask all guests to rise now and join me in congratulating our graduates here.

What is a Professional Qualification? A Professional Qualification is one that is awarded by a professional organisation where it can either be a Diploma or Fellowship of the organisation.

The next question that we often would ask ourselves is the **importance** of such **Professional Qualifications**, to individuals as well as to companies. With a professional qualification, it recognises that an individual has the necessary knowledge and skill-sets to perform a service to the organisation. Thus organisations would not hesitate to employ individuals with a professional qualification, as they would be able to carry out tasks more efficiently and effectively than by someone without a professional qualification. This is because extensive training and development has been provided throughout the duration of the course.

Certificates and diploma's can be displayed on practitioners' office walls to demonstrate this recognition. In this society, where many occupations and professions are knowledge-based, it is vital to have an occupational and/or professional qualification in order to demonstrate that you have the ability to undertake a professional role. Qualifications are rather like references for prospective employers which can enhance your career prospects. In addition, Professional certification also serves as a mark of accomplishment, where it provides a measure of status and credibility among your peers. Becoming an OXIM graduate, for instance, will give you the fullest personal satisfaction as you have achieved an internationally recognised qualification.

Such Certification provides an extra measure of credibility within and outside the profession, where the program would provide a definitive minimum standard of experience and education for professionals. Professional qualifications are recognised as not only providing individuals with industry-specific skills, but also serve to demonstrate their commitment towards continuous learning and development. There are certain industries which have now made professional qualifications an essential requirement. Skills acquired through various professional qualifications can be transferred to other functional areas and are a valuable tool to facilitate career development.

If you go through the job vacancies in the newspapers or online websites, one of the frequently listed criteria is the possession of a 'degree or equivalent qualification'. This is an indication that professional qualifications are recognised in a variety of industrial sectors as being just as valuable or even more valuable than mere academic studies.

I would also describe the specific objectives of certifications as follows: (1) to provide governmental and nongovernmental agencies and organisations, private firms, courts, and the general public with a definitive minimum standard of experience and education and (2) to foster broader recognition, in terms of locally and internationally recognised professionals.

OXIM is introducing for the 1st time in Malaysia a new method of executive education termed 'blended learning'. This encompasses learning that is facilitated by an effective combination of different modes of delivery, models of teaching and styles of learning. All of which are founded on transparent communication amongst all parties involved in the programme.

The learning process is then crystallised via

- the development of management portfolios
- learning from negative experiences,

- learning by participating in courses as a pseudo-student,
- learning from random incidents,
- learning from someone who has been there before and
- learning by sharing information about success and failures.

Before I end this speech, I would once again like to congratulate all the graduates as well as those who are unable to make it for this ceremony, as this occasion is an occasion of great pride. I would like to thank the organisers of this Graduation, our OXIM Representative Office in Malaysia & Brunei, Saiful & Ernest for ensuring the success of this occasion.

I take this opportunity in wishing all the OXIM graduates every success in their professional life. I know that the Malaysian corporate and governmental organisations will be able to utilise these graduates here today to develop a professional, productive and progressive workforce who are comparable with the best in the world. Truly, you are an example of “First Class Professionalism”.

Terima Kasih.