



# Human capital development

## through SKMM Academy

**S** KMM Academy was established in late 2007 and commenced operation in April 2008. It is currently part of Human Capital Management Division of SKMM.

The establishment of SKMM Academy is in line with the 10 National Policy objectives for Communications and Multimedia Industry. We shall endeavour to support and fulfill the objectives for this industry as enunciated in the Communications and Multimedia Act 1998.

One of the objectives is to support the strategic thrust in capacity building by developing industry capabilities.

Therefore, the mission of SKMM Academy is to develop competent human capital for SKMM and support the industry through competency identification and development in line with market and industry requirements.

## The SKMM Academy will be a centre of excellence for SKMM and the industry

Since SKMM Academy is still in its infancy stage, capacity and capability building for SKMM staff will be the main focus in order to build a concrete foundation that will support the industry.

The aspiration of SKMM Academy is to become Centre of Excellence and Reference in this region to support the telecommunication and multimedia industry.

### Adding Value

Basing on its core values on authoritativeness, competency and integrity, the Academy focuses on both internal staff and industry players to share knowledge, experience, learning including updates on the latest developments in this industry.

Initiatives by SKMM Academy are in line with the following strategies:-

- To inculcate & align SKMM Core Values in the programs
- To adopt “CRM – Customer Relationship Management” approach to serve our STAKEHOLDERS
- To partner with STAKEHOLDERS & achieve “Collaborative Efficiency” for mutual benefits
- To promote self-actualization, lifelong learning and knowledge sharing

SKMM Academy has developed a list of training programmes for the year to be conducted that will benefit both SKMM and industry players.

In the near future, SKMM Academy plans to organize flagship programmes and collaborate with local & international universities and organizations in promoting initiatives on research and development programmes.

To promote self regulating mentality and enhance learning environment among our licensees, SKMM Academy intends to strengthen its programmes in subject matters that are related to compliance, regulatory acts, spectrum management and economic regulations among others.

In line with the above, SKMM Academy has initiated the process of signing MOU with local universities and joint efforts with industry players to have collaboration

programmes and initiatives to enhance skills and knowledge of SKMM staff as well as industry players.


### What Has Been Hapening?

Although still at its infancy, SKMM Academy has been busy with a number of in-house and external programmes. Over 300 SKMM staff and 340 industry personnel have so far benefited from the programmes. Among the notable programmes are the workshop in collaboration with University Malaya on 'Digital Convergence and the Regulatory Space' and content regulation workshops covering 'Recent Fatwa and Medicinal Products Advertisement Guidelines' and 'SMS, Contests and Sponsorship'. Of course more are in store in the coming months.

### Conclusion

The way forward for SKMM Academy is to keep abreast with the key challenges and critical success factor that includes:-

- Understanding the critical skills required and competency gaps for current and future trends
- Building collaboration and strategic alliances with technical experts in this industry (i.e ITU, ABU, APT etc.)
- Working with experts on program designing that add value , impact and accelerate the learning curve of SKMM staff as well as the industry
- Capitalized on technology enablers to enhance learning management system and create a conducive learning environment for SKMM staff and industry players.

With these priorities, we will be able to achieve our objectives and turn our aspiration into reality. 

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