



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan



FBM

FACULTY OF BUSINESS AND MANAGEMENT

ANNUAL REPORT

2019



An open community, beyond the classroom, for life

ANNUAL REPORT 2019

Faculty of Business and Management

UNIVERSITI TEKNOLOGI MARA
SELANGOR BRANCH

Puncak Alam Campus

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01 - FACULTY INFORMATION

VISION

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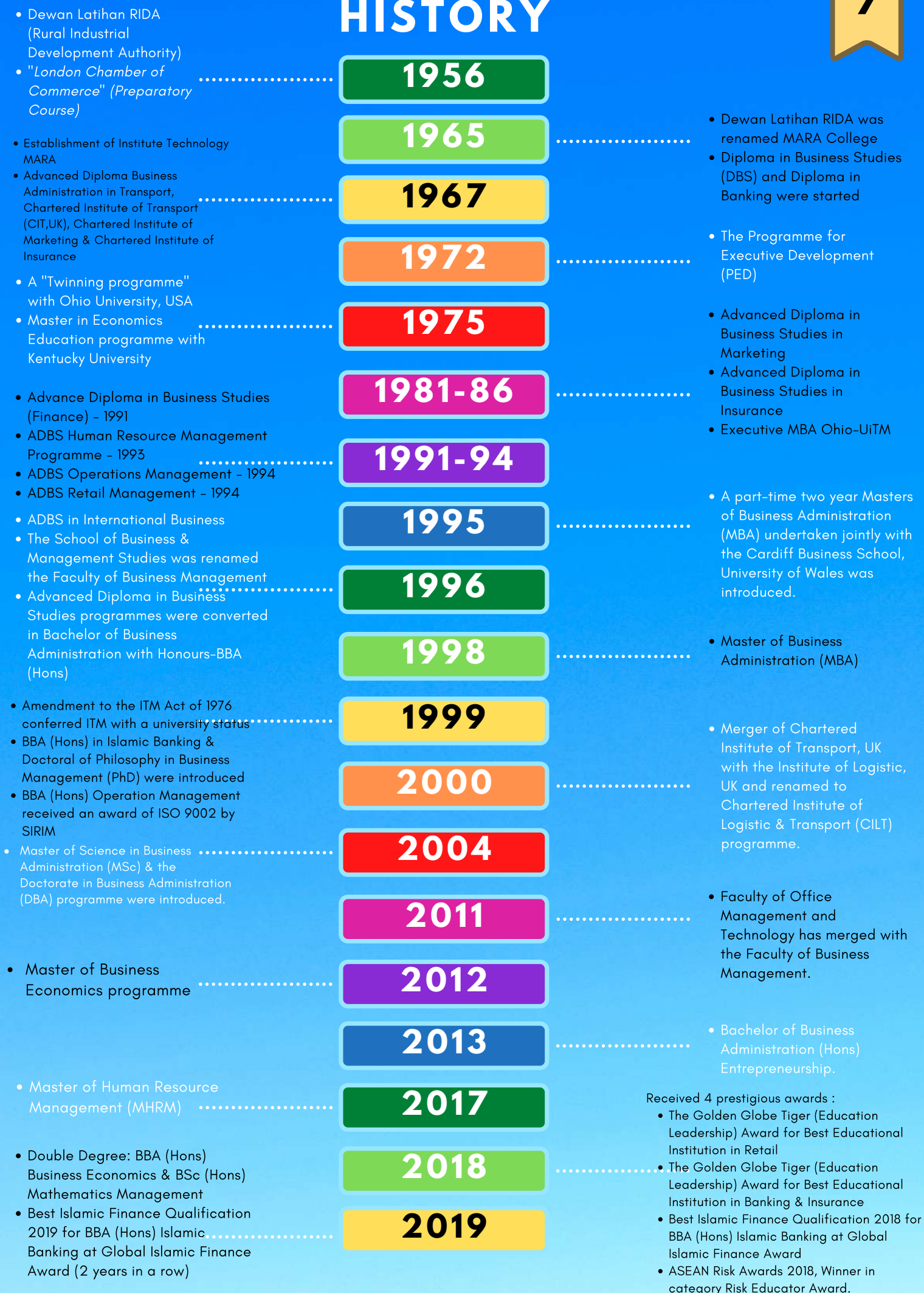
To establish UiTM as a
Globally Renowned
University of Science,
Technology, Humanities
and Entrepreneurship.

MISION

.....

To lead the development
of agile, professional
Bumiputeras through
state-of-the-art curricula
and impactful research.

HISTORY





02 - FACT SHEET

Faculty of Business and Management



PERAK

- Seri Iskandar

KEDAH

- Sungai Petani

MELAKA

- Alor Gajah
Bandaraya
Melaka

PAHANG

- Raub
- Jengka

TERENGGANU

- Dungun

JOHOR

- Pasir Gudang
- Segamat

N. SEMBILAN

- Rembau
- Seremban 3

PERLIS

- Arau

SARAWAK

- Samarahan
- Samarahan 2
- Mukah 2

SABAH

- Kota Kinabalu
- Tawau

SELANGOR

- Shah Alam
- Puncak Alam

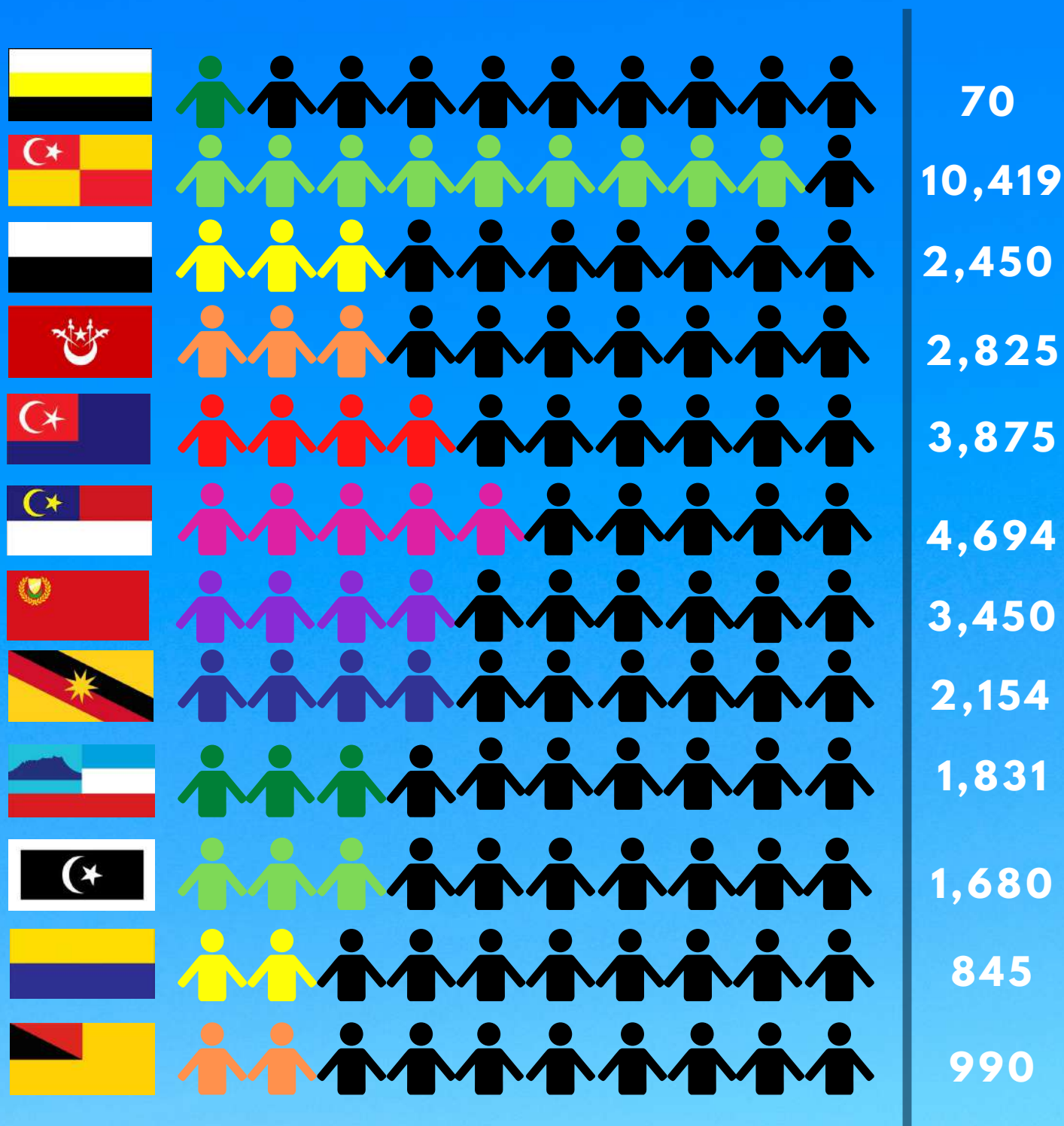
KELANTAN

- Kota Bahru
- Machang

OUR FACULTY

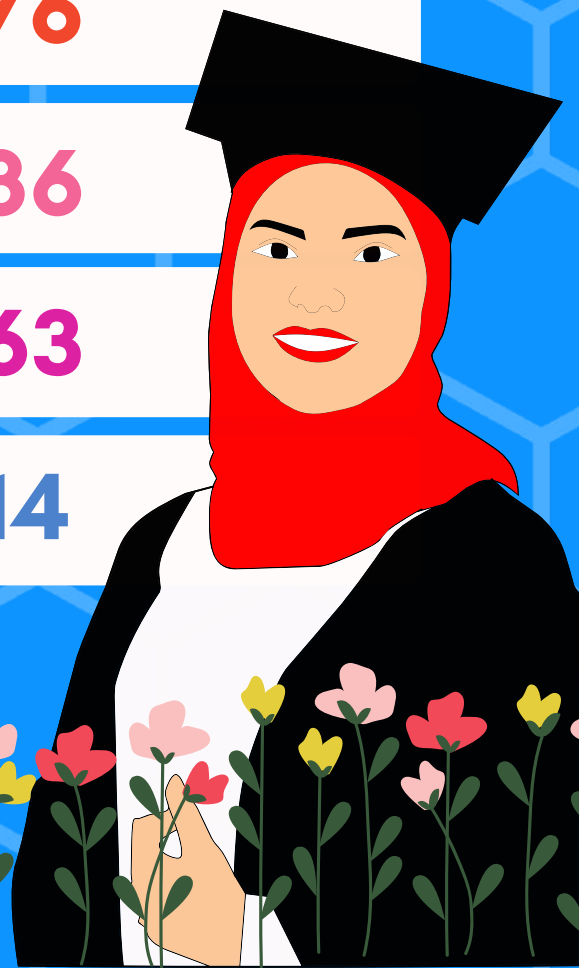
As the largest faculty, we strive to maintain high quality of learning in all our branch campuses nationwide.

NUMBER OF FBM'S STUDENTS (FULL TIME & PART TIME IN MALAYSIA)



35,283

FBM'S STUDENTS IN PUNCAK ALAM CAMPUS

2012**7,942****2013****7,774****2014****7,448****2015****4,715****2016****4,776****2017****4,886****2018****4,963****2019****6,214**

DEPARTMENTS



PROGRAMMES

Pra-Diploma

1

Bachelor

15

Diploma

6

Master

6

Dual Degree

1

*Doctor of
Philosophy*

2

LIST OF BACHELOR PROGRAMMES

13

BA232

Office Systems
Management

BA233

Entrepreneurship

BA234

Customer Service
Management

BA235

Health
Administration

BA236

Event
Management

BA240

Marketing

BA241

Insurance

BA242

Finance

BA243

Human Resource
Management

BA244

Operations
Management

BA245

Retail Management

BA246

International
Business

BA247

Transport

BA249

Islamic Banking

BA250

Business Economics

BA290

Business Economic &
Mathematical
Management (Double
Degree)



LIST OF POSTGRADUATE & PROFESSIONAL PROGRAMMES

14

POSTGRADUATE

Master of Human Resource
Management

BA707

Master of Applied
Entrepreneurship

BA721

Master in Customer
Service Management

BA734

Master of Science
(Business Management)

BA750

Master of Business
Economics

BA774

Master in Office Systems
Management

BA775

Doctor of Philosophy
(Office Systems
Management)

BA992

Doctor of Philosophy
(Business Management)

BA950

PROFESSIONAL

Chartered Institute
of Logistics and
Transport (CILT)

BM552

Chartered Institute
of Marketing (CIM)

BM551



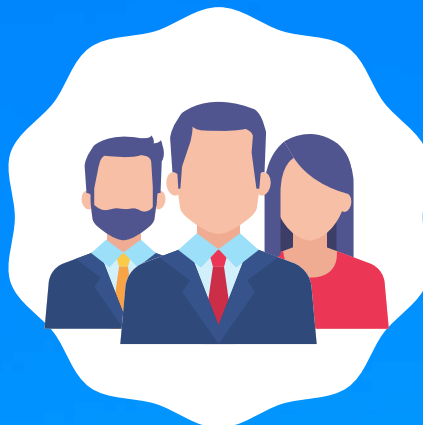
FBM'S STAFF

212 | 87%



Academic

33 | 13%



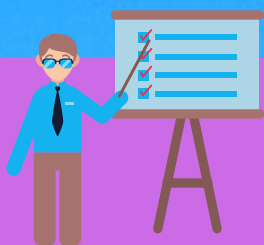
Administration

ACADEMIC STAFF



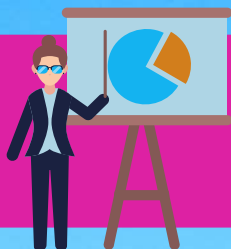
Professor

2%



Associate Professor

7%



Senior Lecturer

71%



Lecturer

20%



03 - FACULTY ADMINISTRATION

EXECUTIVE MANAGEMENT



**ASSOCIATE PROF. DR SITI
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Management
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ABDUL KARIM**
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Alumni & Entrepreneurship Network
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Phone: +603-3258 7007

ADJUNCT PROFESSORS



DATO' NORIPAH KAMSO

Chairman of Bank Rakyat

ADJUNCT Professor for BBA Islamic Banking



DATO' SHAZME SULAIMAN

Chief Technical Officer
Rosegate Insurance
Brokers Sdn Bhd

ADJUNCT Professor for BBA Insurance



PROF. DAVID HIND

– President of the Asia Pacific Institute for Events Management

– President of the APIEM Academy

ADJUNCT Professor Bachelor of Event Management (Hons)



EXTERNAL EXAMINERS



**PROF DR KRISTEN
JANET HOLMES**

*Curtin University,
Australia*

*EXTERNAL Examiner Bachelor
of Event Management (Hons)*



PROF BO NEILSEN

*The University of Sydney
Business School*

*EXTERNAL Examiner BBA
(Hons) International Business*



**PROF. HELEN
DICKINSON**

UNSW Australia

*External Examiner BBA Health
Administration*



VISITING PROFESSORS



PROF DR PREM CHHETRI

RMIT University, Australia

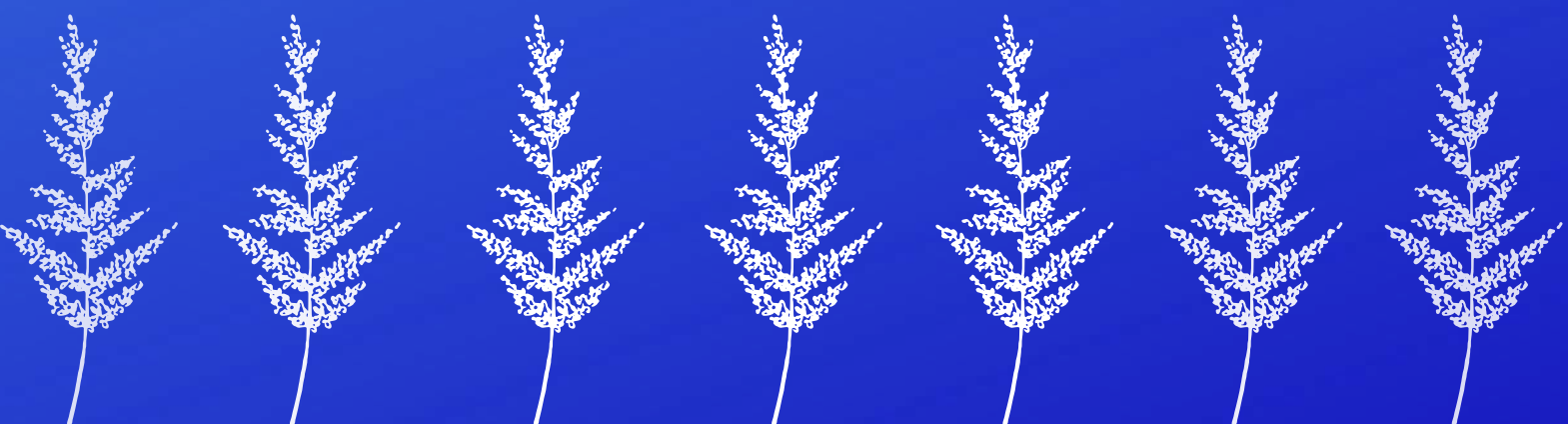
*VISITING Professor for BBA (Hons) Transport and
BBA (Hons) Operations Management*



PROF DR MICHEAL DAVID MYERS

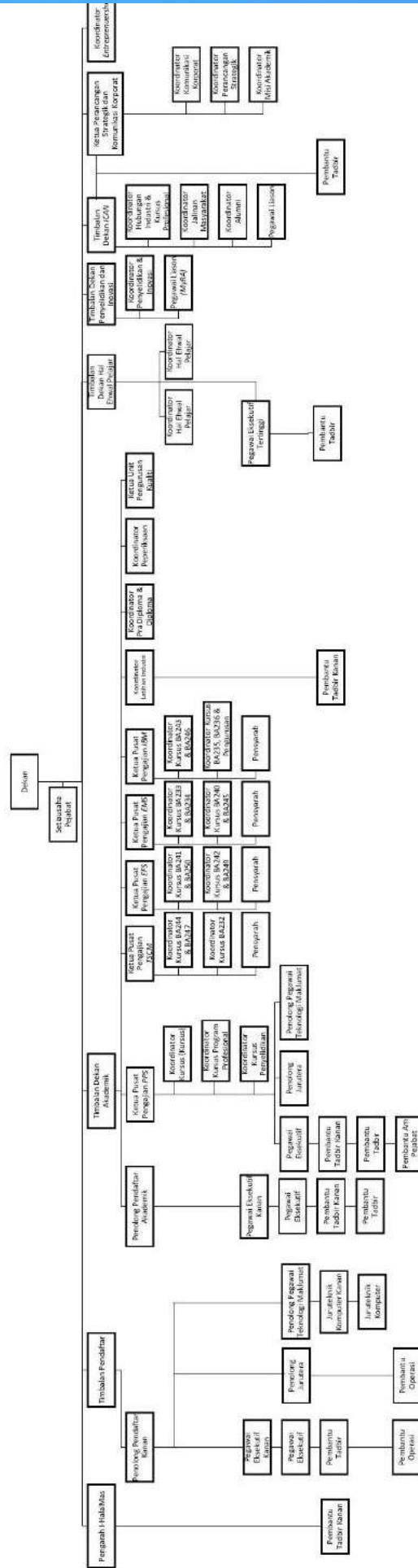
University of Auckland, New Zealand

*VISITING Professor for Bachelor of Office System
Management (Hons)*



ORGANIZATION CHART

**CARTA ORGANISASI
FAKULTI PENGURUSAN DAN PERNIAGAAN**





04 - FBM ACHIEVEMENTS 2019

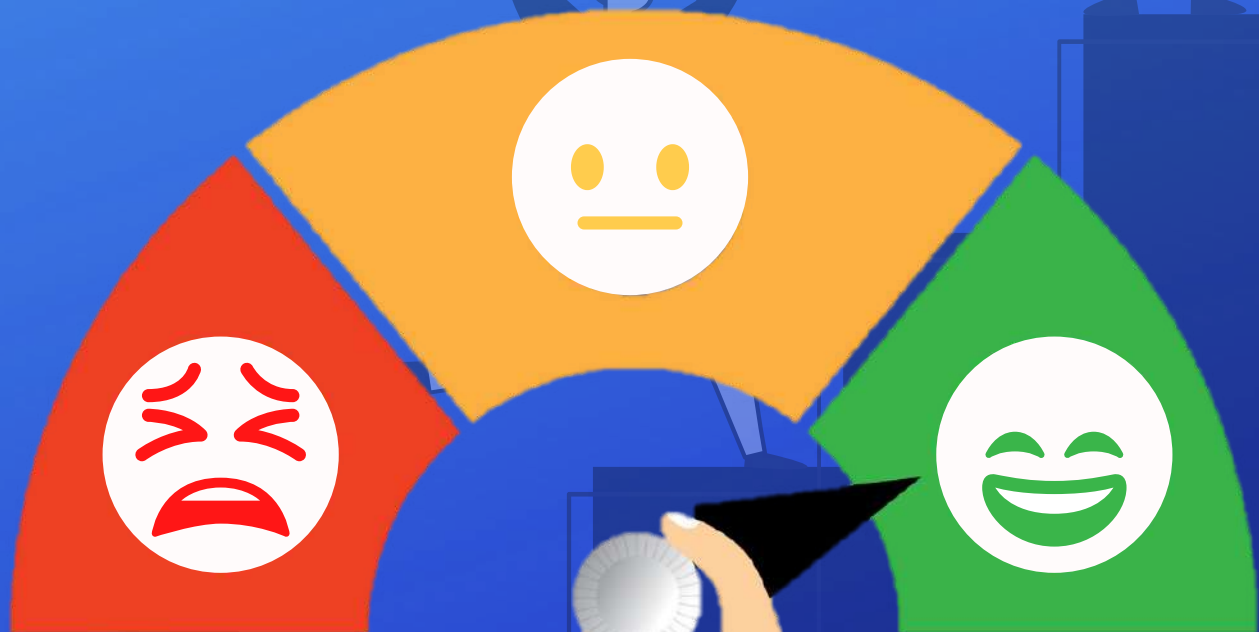
FBM KEY PERFORMANCE INDICATOR (KPI)

FBM KEY PERFORMANCE INDICATOR (KPI) 2019

.....

FBM's overall performance is

71%



FBM AWARDS

FBM AWARDS

2 QS WOW NEWS AWARDS

Written by:
Dr Nur Zahidah Bahrudin

Edited by:
AP Dr Geetha Subramaniam

WOW NEWS AWARDS

Written by:
Dr Norliza Che Yahya

Edited by:
AP Dr Geetha Subramaniam

Congratulations! It is our pleasure to inform you that **Universiti Teknologi MARA** has been selected as one of the winners of the "Top Articles Award for the new QS-WOWNEWS Awards."

Your University has received this award in recognition of the exceptionally high readability for the article "Tawaran Financial Literacy Tour" an initiative by Finance Students from FBM, UTM, Malaysia" in the month of September 2019 on the QS-WOWNEWS higher education news portal.

Global Islamic Finance Award (GIFA)
BEST ISLAMIC FINANCE QUALIFICATION
2019
for
BBA (HONS) ISLAMIC BANKING
(2 years in row)



Faculty of Business and Management

<https://fbm.uitm.edu.my>  FBM_Official  FBM_UTM  FBM_UTM

BEST ISLAMIC FINANCE QUALIFICATION 2019
for
BACHELOR of BUSINESS ADMINISTRATION (Hons.) ISLAMIC BANKING
(2 years in a row)
2019 marks 20th Anniversary of the Programme

FACULTY of BUSINESS and MANAGEMENT
Universiti Teknologi MARA (UITM)
Malaysia

Halal & Islamic Finance Summer Programme @FBM
<https://oia.uitm.edu.my>
<https://fbm.uitm.edu.my>

 FBM_Official  fbm_uitm

FACULTY OF BUSINESS AND MANAGEMENT INFORMATION SYSTEM (FBMIS) PROJECT

FACULTY OF BUSINESS & MANAGEMENT INFORMATION SYSTEM (FBMIS) PROJECT 2019



FBMIS Project was initiated by Associate Professor Dr. Siti Halijjah Sharrif, a former Dean of Faculty of Business and Management (May 2016 - April 2020)

This project is led by Dr. Norshima Humaidi, a Senior Lecturer at the Faculty of Business Management.

STIS

PROJECT DEVELOPER

Leader : Dr. Norshima Humaidi

Members :

- Pn. Norhidayah Abd Rashid
- Pn. Hairunnisa Ma'Amor

Programmer : Encik Mohd Nur Zulhilmi bin Sirun

RIIS

PROJECT DEVELOPER

Leader : Dr. Norshima Humaidi

Programmer : Encik Mohd Nur Zulhilmi bin Sirun

CFIS

PROJECT DEVELOPER

Leader : Dr. Norshima Humaidi

Member :

- Pn. Norina Ahmad Jamil

Programmer : Encik Mohd Nur Zulhilmi bin Sirun

HRIS

PROJECT DEVELOPER

Leader : Dr. Norshima Humaidi

Member :

- Dr. Melissa Shahrom

Programmer : Encik Mohd Nur Zulhilmi bin Sirun

ETIS

PROJECT DEVELOPER

Leader : Dr. Norshima Humaidi

Member :

- Dr. Sharidatul Akma Abu Seman

Programmer : Encik Mohd Nur Zulhilmi bin Sirun

SAIS

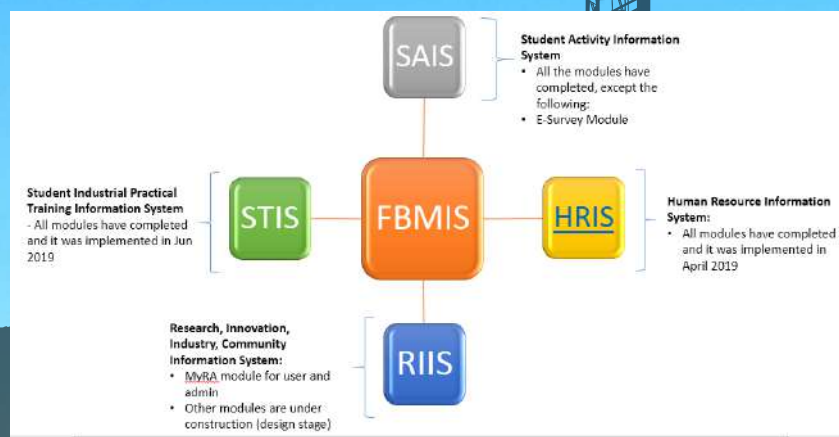
PROJECT DEVELOPER

Leader : Dr. Norshima Humaidi

Members :

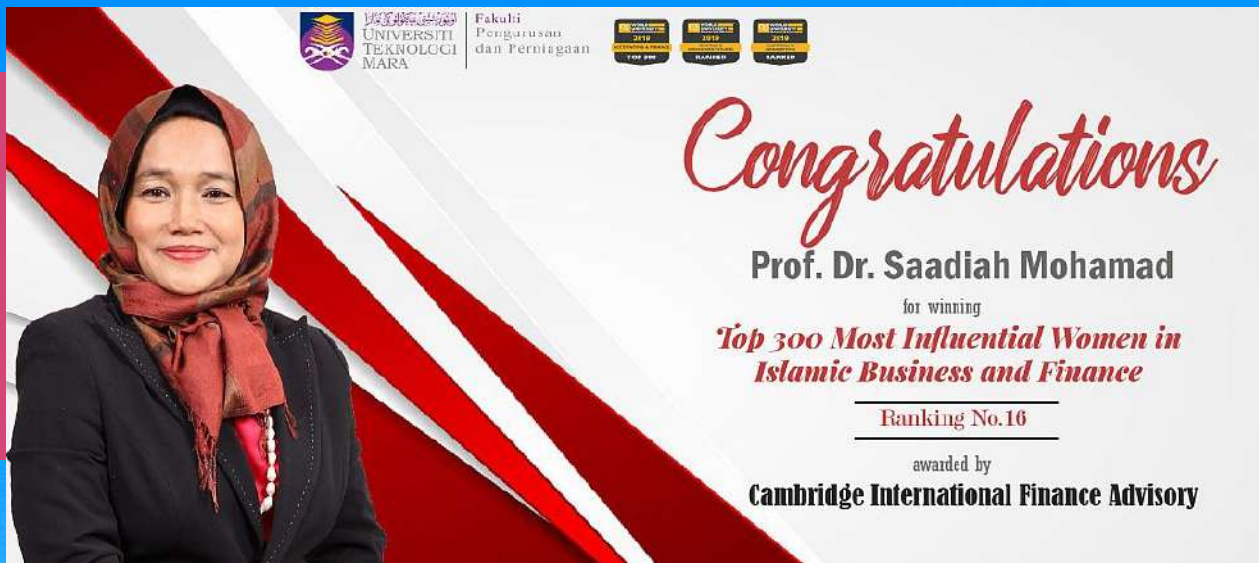
- Dr. Melissa Shahrom
- Dr. Nur Atiqah Rochin Demong

Programmer : Encik Mohd Nur Zulhilmi bin Sirun



BEST STAFF ACHIEVEMENT AT INTERNATIONAL LEVEL 2019

PROF. DR. SAADIAH MOHAMAD



STUDENT ACHIEVEMENTS 2019


 Fakulti Pengurusan dan Perniagaan
CONGRATULATIONS to
FBM A Minute Presentation Competition (A1PC) Winners



Nurul Amirah binti Azmin
 BBA (Hons.) Business Economics
 Third Place
Methilda Millite
 BBA (Hons.) Human Resource Management
 First Place
Muhammad Imran Rafiz bin Mohammed Hasei
 BBA (Hons.) Marketing
 Second Place
 From: Faculty of Business and Management and FBM Sekretariat Mahasiswa Fakulti
 Follow Us on Social Media! @smffbawesome


 Fakulti Pengurusan dan Perniagaan
CONGRATULATIONS !
ISLAMIC BANKING STUDENT (BA2494A)
 for WINNING:
 University of Malaya Islamic Finance & Economic Challenge Competition
(Video Competition)
2 GROUPS - TOP 10 VIDEOS
1 GROUP - TOP 5 VIDEOS
(Grand Quiz Challenge)
2ND RUNNER UP
3RD RUNNER UP




 Fakulti Pengurusan dan Perniagaan
CONGRATULATIONS!
Cabaran Ahli Ekonomi Muda (CAEM 2.0)
2nd Place
 In category "Bicara Tuntas Berkumpulan"
 1) Nurul Amirah Azmin
 2) Mariissa Sufina Mohd Johar
 3) Nur Farah Nabillah Mohd Yusoff
 (Bachelor of Business Administration (Hons) Business Economics)
3rd Place
 In category "Bicara Tuntas Spontan"
 Abdul Qayyum Abdul Rahman
 (Bachelor of Business Administration (Hons) Business Economics)
 02-03 April 2019
 Organised by: Economics Club, Faculty of Economics and Management, Universiti Kebangsaan Malaysia (UKM)
 From all of us in FBM


 Fakulti Pengurusan dan Perniagaan
CONGRATULATIONS
 to all winners
FBM STARPITCH CHAMPIONS
22 October 2019
Dewan Berlian, UiTM Puncak Alam
1st Place
 Batrisyia Geruda Anak John
 Bachelor of Business Administration (Hons) International Business
2nd Place
 Nor Intan Syaghirah Mohamed Azman
 Bachelor of Business Administration (Hons) Human Resource Management
3rd Place
 Nur Aqilah Hashim
 Bachelor in Office Systems Management (Hons)
 From all of us in Faculty of Business and Management


 Fakulti Pengurusan dan Perniagaan
CONGRATULATIONS
Nurfaizatul Fatimah Binti Sahrom
Najaa Binti Md Muhtar
Siti Nurhanisah Binti Kamalzuzaman
Advisor: Mdm Nor Intan Shamimi Abdul Aziz
BACHELOR OF HEALTH ADMINISTRATION (HONS.)
 On being selected to represent Universiti Teknologi MARA (UiTM) in MTDC Business Challenge 2019
 Date: 11- 15 October 2019
 Venue: Sunway Putra Hotel, Kuala Lumpur
 Organizer:
 Malaysian Technology Development Corporation (MTDC) and
 UTM Centre for Student Innovation and Technology Entrepreneurship (UTM XCITE)


 Fakulti Pengurusan dan Perniagaan
CONGRATULATIONS to
Siti Sarah Binti Alyasa Gan
BBA (Hons.) Finance
FBM Best Student Award Recipient at the FBM Dean's List Award Ceremony
 From: Faculty of Business and Management & FBM Sekretariat Mahasiswa Fakulti
 Follow Us on Social Media! @smffbawesome





05 - ACCREDITATION RANKING



Approved member

- Association of Asia-Pacific Business Schools (AAPBS)



Approved member

- Accredited Study Centre for: The Chartered Institute of Logistics and Transport



Approved member

- Accredited Study Centre for: The Chartered Institute of Marketing



QS World University Rankings

- QS World University Rankings by Subject 2019: Top 300 for Accounting & Finance, Top 350 for Business & Management and Top 400 for Economics and Econometrics.



Towards

- Accredited Study Centre for: Finance Accreditation Agency



Towards

- European Foundation Management Development EFMD Programme Accreditation Systems (EPAS)



The Chartered Management Institute (CMI)

Congratulations

Faculty of Business and Management

Master of Human Resource Management

is accredited by

The Chartered Management Institute

(CMI, UK)

(beginning intake September 2019)

https://fbm.utm.edu.my

FBM_Official

FBM_UTM

FBM_UTM

UiTM, CMI jalin kerjasama akreditasi profesional

Shah Alam: Bagi meningkatkan lagi kebolehpasaran graduan-nya, Universiti Teknologi MARA (UiTM) menjalankan kerjasama dengan Chartered Management Institute (CMI), United Kingdom (UK) bagi menawarkan kursus yang mendapat akreditasi profesional bertaraf global.

Kerjasama itu dimeterai melalui majlis menandatangani memorandum perjanjian (MoA) antara UiTM dan CMI, baru-baru ini menubuhkan penawaran program Sarjana Pengurusan Sumber Manusia (MHRM) yang menerima akreditasi profesional dari badan profesional yang berpangkalan di UK.

Melalui kerjasama itu, pelajar yang mendaftar untuk jurusan MHRM bermula September 2019 bukan saja akan mendapat ijazah masing-masing tetapi juga bakal menerima Pensijilan Peringkat Tinggi, dalam Pengurusan Strategik dan Kepimpinan daripada CMI.

Pada majlis menandatangani MoA itu, UiTM diwakili Naib Canselor, Prof Emeritus Datuk Ir Dr Mohd Azrai Kassim, manakala CMI diwakili Pengarah Urusan CMI Asia Pacific, David Anthony Jones.

Majlis perjanjian itu disaksi-

kan oleh Dekan Fakulti Pengurusan Perniagaan (FBM), Prof Madya Dr Siti Halijah Shariff dan Pengurus Perhubungan CMI, Adzil Azizul Ahmad.

Prof Mohd Azrai, berkata laluan untuk melengkapkan sijil profesional ini adalah satu lagi pengiktirafan kepada program sarjana yang ditawarkan universiti membolehkan peringkat antarabangsa.

Beliau berkata, pihak universiti sememangnya gembira kerana dapat menjadi sebahagian daripada inisiatif kerjasama ini dalam usaha membangunkan generasi akan datang sebagai pengurus muda pada masa depan.

"Kerjasama ini juga adalah sambutan berganda untuk UiTM memandangkan FBM adalah Pusat Pengajian yang diiktiraf oleh CMI dalam menjalankan program CMI."

"FBM adalah satu daripada fakulti tertua dan terbesar di UiTM dengan memasukkan 31,175 pelajar bermula dari program diploma hingga doktor falsafah (PhD)," katanya ketika berucap pada majlis menandatangani MoA antara UiTM dengan CMI, baru-baru ini.

Sementara itu, Jones berkata,



Prof Mohd Azrai (tengah) dan Jones (kiri) bertukar dokumen selepas majlis menandatangani MoA antara UiTM dan CMI, baru-baru ini.

CMI sentiasa menantikan peluang untuk melanjutkan kerjasama dengan UiTM dan berharap kolaborasi itu dapat membantu CMI menghasilkan program tersendiri pada masa depan.

"Sangat penting untuk pelajar

pada hari ini dilengkapi dengan kebolehan profesional supaya kemahiran mereka lebih terkini dan mudah dikecuali, sekali gus memberi mereka permulaan yang baik dalam kerjaya profesional kelak."

"CMI sangat berbesar hati da-

pat bekerjasama dengan UiTM dan melalui kerjasama ini, saya berharap ia dapat meningkatkan lagi kebolehpasaran graduan sekali gus membolehkan mereka menjadi pengurus dan pemimpin yang lebih baik di organisasi masing-masing," katanya.



06 - RESEARCH & INNOVATION

TOTAL RESEARCH & INNOVATION 2019

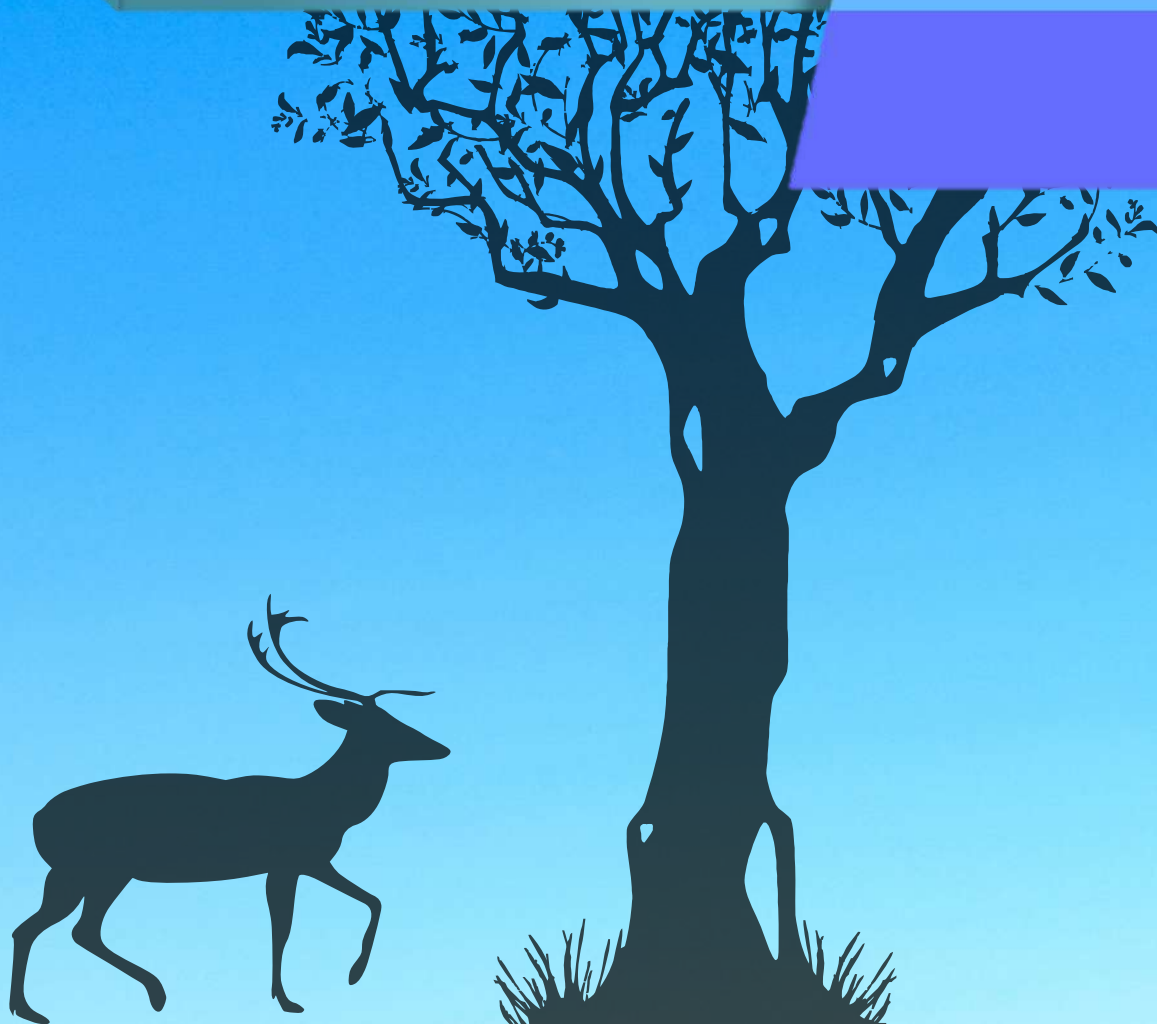
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260 *Publications*

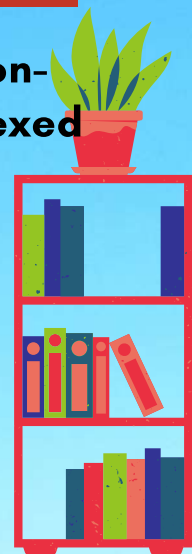
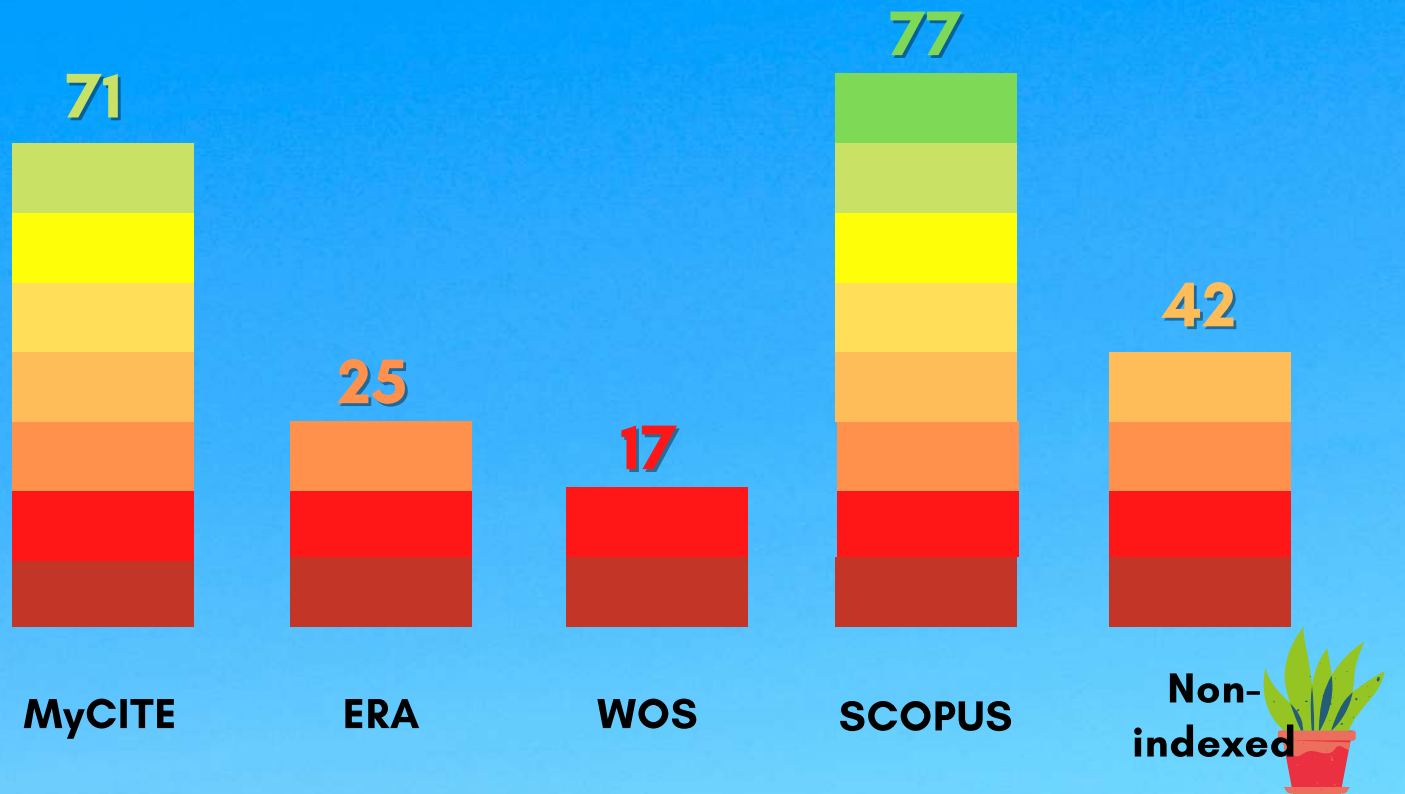
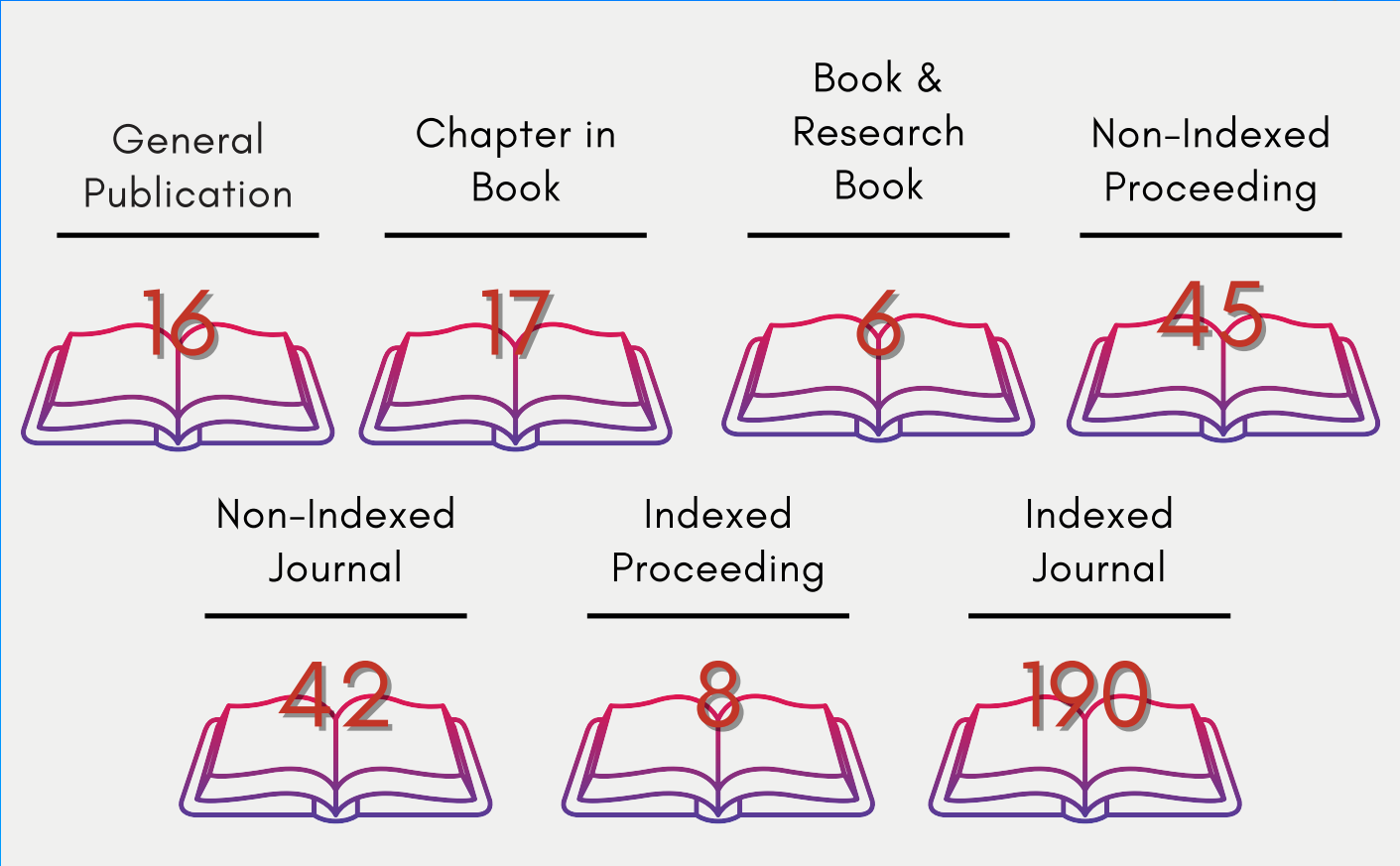
74 *Grants
Acceptance*

23 *Innovations*

2 *Conferences*



PUBLICATIONS



RESEARCH GRANTS



TOTAL RESEARCH GRANTS

RM1,754,125.73



INNOVATIONS

INNOVATIONS



Silver

6 IDEX
2 DIID Johor



Gold

3 IDEX
1 DIID Johor



Bronze

11 IDEX



CONFERENCES

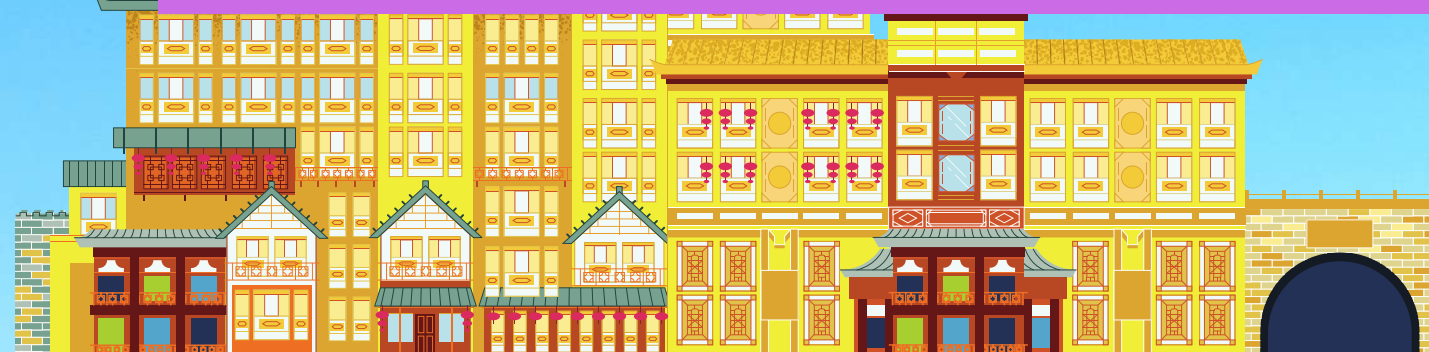
1

The Asian Business & Economics International Conference 2019 on 25-27 April 2019 was held at Kangwon National University, South Korea (Co-organizer)



2

The 9th International Institute of Management Sciences International Conference will be held on 1-3 December 2019 at Hanoi Industrial Garment and Textile University, Vietnam (Co-organizer)



RESEARCH WORKSHOP ACTIVITIES



FBM SHOWING THE SEED

1

Potential Denominators (DP) & faculty research strategic planning

2

Winning A Competitive Research Grant V 1.0 (KPM Grants)

3

Briefing on planning a 2019 publishing strategy with faculty mentors

4

Writing/Publishing Extravaganza 1.0
Writing/Publishing Extravaganza 2.0
Writing/Publishing Extravaganza 3.0
Writing/Publishing Extravaganza 4.0

5

Quantitative Workshop:
1. Comprehensive SPSS
2. PLS SEM for beginner 1.0

6

Case Study Writing Clinic 1.0
Case Study Writing Clinic 2.0

7

Understanding Qualitative Research Method

8

PLS-SEM Workshop 2.0

9

Converting Thesis Chapter into Thesis Article



MEMORANDUM OF UNDERSTANDING (MOU)

INDUSTRY

.....



Malaysia Institute
Purchasing & Material
Management (MIPMM)



Malaysia
Productivity
Corporation
(MPC)



Malaysia Association of
Retail Management
(MARM)



UNIVERSITY

.....



University Islam Negeri
Syarif Hidayatullah,
Indonesia



Bina Nusantara University,
Indonesia



University of 17 Augustus
1945, Surabaya, Indonesia



FPT Universiti, Vietnam



Sasin Graduate Institute of
Business Administration of
Chulalongkorn University, Thailand



International Institute of Management
& Sciences (IIMS), India



University of South
Alabama, USA



MEMORANDUM OF AGREEMENT (MOA)

INDUSTRY



**Malaysian Global Innovation & Creativity
Centre Berhad (MAGIC)**

UNIVERSITY



**Fontys International Business School,
The Netherlands**



07 - STAFF DEVELOPMENT





08 - STUDENT AFFAIRS

STUDENT ACTIVITIES

ASSOCIATION
ACTIVITIES
75

OVERSEAS
VISITS
6

ACADEMIC
VISITS
62

HEP
ACTIVITIES
40

ACADEMIC
ACTIVITIES
81

CSR
40

INNOVATION
2



COMMUNITY INVOLVEMENT



Maths, English & Me joint venture with SRK Parit Mahang, Jeram, Selangor.

- Innovation Coaching
- Innovation Competition



- Entrepreneurship for kids



Project Baju Raya



- Collaboration with Masjid Puncak Alam, FBM's members and Fashion Valet



Recycling Workshop for FBM's Cleaners



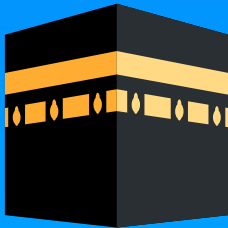


Project 'Back to School'



Tap! Tap! With BOSS

- Computer Literacy for Sekolah Agama Integrasi Tengku Ampuan Fatimah & Sekolah Islam Ar-Razi, Meru, Selangor



Tabung Haji volunteers

- 75 students
- 18 lecturers and staff



Program "*Jangan Sentuh!*"

- Program with SK Bukit Ceraka, Kapar, Selangor.



INDUSTRIAL INVOLVEMENT

PROJECT 'UP-SKILLING' AND GRADUATE MARKETABILITY

FBM ICAEN Week 2019 :



1. Maybank Go Ahead Challenge
2. FBM CREST Mini TGL Workshop - Collaboration project with CREST (Community for Research in Engineering, Science & Technology)
3. FBM Starpitch Program - Collaboration with ICAN UiTM
4. Seminar Humanitarian Leadership - Building Humanitarian Leadership Capabilities
5. CIMB Protege



INCOME GENERATION/ COST SAVING

Full Sponsorship Activities at FBM :

- Allianz
- Maybank
- TIME dotcom
- Fashion Valet
- Papan Notis RHB – FSK 6



ENTREPRENEURSHIP & LIFE SKILLS PROJECT

CEO Tounchbase@FBM :

1. En Zakri Mohd Khir – CEO Allianz Insurance
2. En Afzal Abdul Rahim – CEO TIME dotcom
3. Datuk Fadzarudin & Datin Vivy Yusuf – Founder Fashion Valet
4. En Kamarul Zaman Shahrul Anwar – CEO MyCARE
5. Dato' Seri Mohamed Azahari Mohamad Kamil – CEO of QSR Brands (M)





09 - INTERNATIONALIZATION

STUDENTS MOBILITY



Airlangga University in
Surabaya, Indonesia

= 11



= 1



= 1



= 4



= 2



= 1



= 6

Inbound = 26



Outbound = 31



= 3



= 1

Maciej Raczyński "Serwus",
Poland



= 4



= 17

Kangwon National University
United Colours of the world
and cultural Heritage Program



Ministry of International
Trade & Industry,
Switzerland

= 1



= 1



= 4

STUDENT'S INTERNATIONAL ACTIVITIES

STUDENT'S ACADEMIC TRIPS



INDONESIA

1 Trip

INBOUND



TAIWAN

2 Trips



KOREA

2 Trips



INDONESIA

6 Trips



THAILAND

1 Trip

OUTBOUND

STAFF MOBILITY

STAFF MOBILITY



INDONESIA

1 Trip

INBOUND



INDIA

1 Trip



VIETNAM

1 Trip



ENGLAND

2 Trips



INDONESIA

2 Trips



JAPAN

2 Trips

OUTBOUND

INTERNATIONAL STAFF MOBILITY



***University of 17 Agustus 1949,
Surabaya***

Inbound

1. Dr Siti
Mujanah
Abdulgani
2. Dr Sumiati
Sadi

Outbound

1. AP Dr
Maimunah
Mohd Shah
2. Dr Rohani
Mohd



INTERNATIONAL VISITS

**INDIA**

1 Trip

**INDONESIA**

4 Trips

**GERMANY**

1 Trip

INBOUND**INDONESIA**

2 Trips

**KOREA**

1 Trip

OUTBOUND

FBM SUMMER PROGRAMS

FBM Summer Programme 2019



1

EXPERIENCE MALAYSIA @ FBM INTERNATIONAL SUMMER PROGRAM

- In-collaboration with Yunnan University of Finance and Economics, China & was held on 14-25 July 2019 at FBM, UiTM Shah Alam



2

FBM INTERNATIONAL LECTURE

Institute of Technology and Sciences Mohan Nagar Ghaziabad, India

- Cultural Difference in Business which was held on 11 November 2019 at FBM, UiTM Shah Alam

FBM Summer Programme 2019

UNIVERSITI TEKNOLOGI MARA **Fakulti Pengurusan dan Perniagaan**

SUMMER PROGRAMME

Halal Management

Faculty of Business and Management

This programme is to offer an opportunity to acquire knowledge and practice in the halal industry. Participants will understand that halal is not only for food industry but covers all aspects of human life.



Students will learn the concept of Halal Management which is a fast growing industry with a progressive global presence.

WEEK 1

Day 1

- Orientation

Day 2

- Global Halal Market
- Experiencing the Malaysian culture
- Introduction to Malay language

Day 3

- Halal within Islamic landscape
- Visit to Malaysia External Trade Development Corporation (MATRADE- Kuala Lumpur)
- Visit to Central Market, Kuala Lumpur

Day 4

- Visit to halal food manufacturing companies (Charanda Bread and Noodle)
- Visit to Selangor Halal Bih. Shah Alam Museum and Shah Alam Mosque

Day 5

- Halal Food and Beverages
- Visit to TV Al-Hijrah

Day 6

- Visit to Kuala Lumpur Convention Centre, Merdeka Square, National Mosque and Islamic Arts Museum Malaysia

WEEK 2

Day 7

- Visit to Melaka (Malaysia Historical City)

Day 8

- Halal perspective in integrated marketing communication
- Visit to Maseco Broadcast Network Systems Bhd (Radio - TV, Radio, Digital and Online Shopping)

Day 9

- Halal Certification by JAKIM
- Visit to Halal Bih. JAKIM and JAB

Day 10

- Halal Cosmetics and Pharmaceuticals
- Experiencing Halal Fashion and Cosmetics
- Visit to Fashion Vale Sdn Bhd

Day 11

- Visit to Selinchan including poultry field, Malay village, Malaysian traditional chips factory - Halal food production

Day 12

- Halal Tourism and Hospitality
- Farewell lunch

COURSE CONTENT

- Global Halal Market
- Halal with Islamic Landscape
- Halal Food and Beverages
- Halal Cosmetics and Pharmaceuticals
- Halal Tourism and Hospitality

DURATION & VENUE

12 Days
Faculty of Business and Management, Universiti Teknologi MARA, Shah Alam Campus

COURSE FEES

- Partner University Participants: USD595
- Non-partner University Participants: USD695

MODE OF LEARNING

- Lecture
- Engagement with practitioners
- Academic visit to halal halal, halal support centres and regulators

****All activities and modules are subjected to any changes**

UNIVERSITI TEKNOLOGI MARA **Fakulti Pengurusan dan Perniagaan**

SUMMER PROGRAMME

GETTING TO KNOW ISLAMIC FINANCE

FACULTY OF BUSINESS AND MANAGEMENT

This programme is designed to create awareness and understanding on Islamic Finance. Students will learn the concept of Islamic Finance which is a fast growing industry with a progressive global presence.



COURSE CONTENT

- Fundamentals of Shariah
- Introduction to Fiqh Muamalat (Islamic Business Contracts)
- Banking and Takaful
- Islamic Capital Market

MODE OF LEARNING

- Lecture
- Engagement with practitioners
- Academic visit to Islamic bank and Takaful operators regulators

DURATION & VENUE

12 days
Faculty of Business and Management, Universiti Teknologi MARA (Shah Alam Campus)

COURSE FEES

- Partner University Participants: USD595
- Non-partner University Participants: USD695

WEEK 1

- Day 1: Orientation
- Day 2: Shariah for Beginners & Experiencing the Malaysian Culture
- Day 3: Visit to Shariah Advisor Council of BNM/SC
- Day 4: Islamic Financial Contract 101 & Experiencing the Malaysian Culture
- Day 5: Engagement with Islamic Finance Practitioners (Shariah Advisors)
- Day 6: Islamic Financial Products & Experiencing the Malaysian Culture

WEEK 2

- Day 7: Visits to Islamic Bank & Bursa Malaysia
- Day 8: Takaful & Experiencing the Malaysian Culture
- Day 9: Visit to Takaful Operators
- Day 10: Islamic Capital Market & Experiencing the Malaysian Culture
- Day 11: Islamic Wealth Management & Experiencing the Malaysian Culture
- Day 12: Farewell Lunch

UNIVERSITI TEKNOLOGI MARA **Fakulti Pengurusan dan Perniagaan**

EXPERIENCE MALAYSIA @ FBM INTERNATIONAL SUMMER PROGRAM

FACULTY OF BUSINESS AND MANAGEMENT

This module will provide you with contemporary business topics that focus on areas that are relevant to businesses. It is also provides opportunity to explore intercultural awareness and develop your understanding on cross cultures especially in business. This summer programme will discuss issues regarding intercultural and focus on different aspects of international business in global contexts where cultural is crucial.



COURSE CONTENT

- Cross Culture Management
- Branding, Advertising and Digital Marketing
- Negotiation Skill: A Win-Win
- Collaborative Approach
- Global Integration: Trends and Issues
- Global Business, Management and Organization Behaviour

MODE LEARNING

- Lecture
- Engagement with practitioners
- Academic visit to local and international companies

DURATION AND VENUE

12 days
Faculty of Business and Management, Universiti Teknologi MARA (Shah Alam Campus)

COURSE FEES

- Partner University Participants: USD595
- Non-Partner University Participants: USD695

WEEK 1

Day 1

- Ice Breaking
- Welcoming Dinner

Day 2

- Cross Culture Management
- Introduction to Malay Language and Experience Local Culture, Customs and Traditions

Day 3

- Branding, Advertising and Digital Marketing
- Visit to Bursa Malaysia
- Experience Malaysian Night Market

Day 4

- Visit to :
- Shah Alam Museum
- Posing Street
- Central Market
- Batu Caves

Day 5

- Negotiation Skill: A Win-Win Collaborative Approach
- Visit to local company

Day 6

- KL Hop-On-Hop-Off City Tour
- KLCC
- KL Tower
- Merdeka Square
- National Palace

WEEK 2

Day 7

- Experience the Fascinating Malaysian History in Melaka
- Jonker Street
- Banda Hilir
- A Famosa Fort
- The Stadthuys
- Christ Church

Day 8

- Global Integration: Trends and Issues
- Learn Malaysian Traditional Dance and Games

Day 9

- Selinchan trip
- Paddy field
- Poultry factory
- Malaysian traditional chips factory
- Malay village

Day 10

- Global Business, Management and Finance: Leadership within Organization
- Talk by practitioners

Day 11

- Farewell Lunch
- Cultural Performance

Day 12

- Depart to origin country

***Activities and fees are subject to change**

UNIVERSITI TEKNOLOGI MARA **Fakulti Pengurusan dan Perniagaan**

B2B HALAL LOGISTICS

FACULTY OF BUSINESS AND MANAGEMENT

Participants will be introduced to the concepts and elements of Halal Logistics from B2B ranging from Halal Transportation, Halal Warehousing and Halal Retailing. Participants will also be exposed to the real practices of Halal Logistics applied by successful companies in Malaysia.



What's Included

- The concept of Halal from Islamic perspective and potential of Halal market
- Halal Logistics and its elements which are Halal Transportation, Halal Warehouse and Halal Retailing
- Industrial visits:
- Agencies that are responsible in regulating Halal's policies and activities in Malaysia
- Companies that implementing Halal Logistics elements in their operations
- Talk by practitioners in Halal Logistics
- Tour: Kuala Lumpur City Tour

COURSE CONTENT

- Halal Logistics
- Elements of Halal Logistics

COURSE FEES

- Partner University Participants: USD595
- Non-partner University Participants: USD695

DURATION

14 days

VENUE

Faculty of Business and Management, Universiti Teknologi MARA (Shah Alam Campus)

WEEK 1

Day 1

- Briefing on the program and modules

Day 2

- The concept of Halal from Islamic perspective
- Introduction to Halal Logistics
- Experiencing Malaysian culture

Day 3

- Visit to Malaysia's Halal Agencies

Day 4

- Malaysian Halal Logistics Standard
- Experiencing Malaysian culture

Day 5

- Concepts of Halal Warehouse
- Talk by practitioners

Day 6

- Tour

Day 7

- Tour

WEEK 2

Day 8

- Concepts of Halal Transportation
- Talk by practitioners

Day 9

- Visit to companies that apply Halal
- Warehouse and Halal Transportation

Day 10

- Concept of Halal Retailing
- Talk by practitioners

Day 11

- Shouting session
- Experiencing Malaysian culture

Day 12

- Kuala Lumpur City Tour

Day 13

- Farewell Dinner
- Cultural performance

Day 14

- Farewell
- Depart to origin countries

***Activities and fees are subject to change**



10 - EDITORIAL BOARD



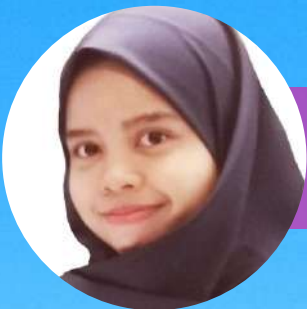
Dr. Nor Farradila
Abdul Aziz



Puan Noridah
Mohd Ali



Puan Fadzilah
Jaafar



Syafika Azwani
Mizi

Skim Khidmat Pelajar (SKP)



Associate Prof Dr. Siti
Halijjah Shariff
Advisor





11 - FBM BROCHURES



*Programmes
Brochure*



*FBM Summer
Programmes*





12 - INFORMATION CONTACT

FACULTY OF BUSINESS &
MANAGEMENT

CONTACT US



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Shah Alam Campus

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