



اَبُوْ رَسِيْطِيْ تِكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ANNUAL REPORT

2014

FACULTY OF BUSINESS AND MANAGEMENT

ANNUAL REPORT 2014

CONTENT

1. Corporate/Faculty Information	2
2. Top Management of FBM	3-5
3. Administrative Staff	6-7
4. Dean's Foreword	8
5. Strategic Planning, Implementation & Achievements	9
6. Faculty Achievements	
i) Staff	
- Research	10
- Publications	11
- Networking	12-13
- Entrepreneurship	14-16
ii) Students	
- Activities	17-21
- Achievements	22-23
7. Acknowledgement	24



VISION

To become an excellent and competitive Faculty of Business and Management in Malaysia that is internationally recognized for its professionalism in education, training, research and consultancy services.



MISION

The Faculty of Business and Management will achieve academic excellence based on quality and culture through:

- providing integrated program with courses fulfilling the needs of the industry and nation.
- effective development of human resources capable of delivering internationally recognized research and consultancy services.
- producing professional and competitive graduates towards satisfying industry needs through conducive teaching and learning environment.

TOP MANAGEMENT OF FBM

NAME	POSITION
	PROF DR ZAINI ABDULLAH DEAN FACULTY OF BUSINESS AND MANAGEMENT
	ASSOC PROF DR NORLIDA KAMALUDDIN DEPUTY DEAN (ACADEMIC & QUALITY)
	DR RAMLEE ABDUL RAHMAN DEPUTY DEAN (RESOURCE & STUDENTS)
	PROF DR SAADIAH MOHAMAD DEPUTY DEAN (RESEARCH, INDUSTRIAL LINKAGES & ALUMNI)
	ASSOC PROF NORMINSHAM ABDUL KARIM HEAD OF STRATEGIC PLANNING & CORPORATE COMMUNICATIONS
	DR NORLIDA JAAFAR HEAD OF CENTRE FOR ECONOMICS & FINANCE STUDIES (CfEFS)



DR JAMALIAH MOHD YUSOF

HEAD OF CENTRE FOR MARKETING, RETAILING & ENTREPRENEURSHIP STUDIES (CfMES)



DR NAZURA MOHAMED SAYUTI

HEAD OF CENTRE FOR TECHNOLOGY & SUPPLY CHAIN MANAGEMENT STUDIES (CfTSCMS)



DR MAIMUNAH MOHD SHAH

HEAD OF CENTRE FOR MANAGEMENT & ADMINISTRATIVE STUDIES (CfMAS)



DR ABDUL KADIR OTHMAN

HEAD OF POSTGRADUATE & PROFESSIONAL STUDIES (CPPS)



AHMAD HUSNI MOHD RASHID

COURSE COORDINATOR FOR BM242 (BBA FIN) & BM249 (BBA ISB)



DR BADARIAH SAIFUL NATHAN

COURSE COORDINATOR FOR BM241 (BBA INS) & BM250 (BBA ECO)



SHAHIRAH ARIFFIN

COURSE COORDINATOR FOR BM240 (BBA MKT) & BM245 (BBA RET)



DR BADRUL HISHAM KAMARUDDIN

COURSE COORDINATOR FOR BM231 (BBA ENT) & BM234 (BBA OCS)

	<p>NORINA AHMAD JAMIL COURSE COORDINATOR FOR BM244 (BBA OM) & BM247 (BBA TPT)</p>
	<p>SURYANI CHE DIN COURSE COORDINATOR FOR BM232 (BBA OSM)</p>
	<p>DR SITI NOORSURIANI MA'ON COURSE COORDINATOR FOR BM235 (BBA OHA) & BM236 (BBA OEM) MGMT</p>
	<p>NURUL SALIZAWATEE MAHPAR COURSE COORDINATOR FOR BM243 (BBA HRM) & BM246 (BBA IB)</p>
	<p>DR ZARINA DENAN COORDINATOR FOR INTERSESSION & DIPLOMA PROGRAMME</p>
	<p>SAIFUL AZMIR KASDI @ ABD RAHIM COORDINATOR FOR INDUSTRIAL TRAINING</p>
	<p>NORIZAN MOHAMAD COORDINATOR FOR EXAMINATION</p>

ADMINISTRATIVE STAFF

NAME	POSITION
Haji Adi Zuraini Md Zain	Deputy Registrar
Jona Hidayati Kamaruzzaman	Assistant Registrar
Badriyah Hassan	Senior Assistant Registrar
Ahmad Kasim	Assistant Registrar
Shahanum Johari	Assistant Registrar
Yuslin Mohd Sani	Assistant Registrar
Hafizah Mohamad	Senior Executive Officer
Rosidah Abd Rahman	Senior Secretary
Mohamad Jumaili Takim	Executive Officer
Norfaryza Abd Aziz	Executive Officer
Norlela Mohd Yasin	Executive Officer
Siti Zaleha Saman	Executive Officer
Samsuddin Sajari	Executive Officer
Mohd Sufian Abd Razak	Executive Officer
Farafaddia Abu Hanifah	Senior Executive Officer
Abdul Rahman Hambali	Senior Executive Officer
Baizura Johari	Executive Officer
Mohd Azila Mohamed Isa	Executive Officer
Mohd Zainizam Mohd Salim	Research Assistant
Abdul Rahman Mohd	Senior Administrative Assistant
Rodiah Sharif	Senior Administrative Assistant
Jaz Hashimah Hashim	Senior Administrative Assistant
Ruhaya Juraimi	Administrative Assistant
Suraya Ahamed	Administrative Assistant
Sa'enah Abdullah	Administrative Assistant
Norhayati A Hamid	Administrative Assistant
Norbaiti Shahr	Administrative Assistant
Norjuliatie Kamarudin	Administrative Assistant
Zainab Muhammad Jamil	Administrative Assistant

Anis Ibrahim	Administrative Assistant
Azman Abdul Aziz	Administrative Assistant
Noor Hayati Sarman	Administrative Assistant
Rosnani Karim	Administrative Assistant
Mariam Khiri	Administrative Assistant
Mohd Azhar Abd Rahman	Administrative Assistant
Nik Helma Azmawati Mat Ferait	Administrative Assistant
Zainamiah Md Salim	Administrative Assistant
Suzillah Mohd Safhit	Administrative Assistant
Wan Norlina Wan Ahmad	Administrative Assistant
Hariyanti Bazian	Administrative Assistant
Rosli Surip	Senior Computer Technician
Mohd Izzat Mohd Jaafri	Technician
Muhamad Faizal Jaafar	Technician
Muhamad Naim Hussin	Computer Technician
Razif Seleman	Computer Technician
Isham Ismail	Computer Technician
Kamaruzaman Muhammad	Computer Technician
Nazarina Abd Ghani	Computer Technician
Siti Marina Sulaiman	Computer Technician
Norhasimah Mohamed	Computer Technician
Mohd Idham Abdul Rahim	Computer Technician
Abdul Hakam Abd Hassim	Computer Technician
Mohd Azam Baharudin	Data Processing Operator
Sazali Sharudin	Office General Assistant
Syed Suharizad Said Radzwan	Office General Assistant
Shahrizan Saharudin	Office General Assistant

DEAN'S FOREWORD



The year 2014 has been an eventful year for the Faculty of Business and Management (FBM). This is the year that saw FBM move to Puncak Alam, Kuala Selangor. All undergraduate programmes were moved to the Puncak Alam campus. This massive exodus of FBM family from the Shah Alam campus has indeed affected the liveliness of Shah Alam.

FBM is proud to bring its wonderful people and culture to Puncak Alam and ignite intellectual stimulation, excitement and merriment. The centres of excellence and postgraduate and professional studies however remain in Shah Alam for strategic reasons.

The Faculty of Business and Management also started to embark on its strategic planning agenda in 2014. Under the strategic plan of the faculty, a realignment of its study centres was carried out. Programmes were streamlined under centres which best reflect their nature and discipline. The five centres are:

1. Centre for Economics and Finance Studies
2. Centre for Marketing, Retailing and Entrepreneurship Studies
3. Centre for Management and Administrative Studies
4. Centre for Technology and Supply Chain Management Studies
5. Centre for Postgraduate and Professional Studies

Against this backdrop, FBM will always operate as a professional unit to create corporate business leaders. As such, we will not ignore the important elements in the theory and practice needed for the successful operations of various business fields. We constantly monitor the change in every level of business environment to ensure that the courses and programmes are relevant and of high quality. Our monitoring of the environment will ensure that our staff and students are kept abreast with the latest development in the world of business.

FBM continues to champion achievements in research and entrepreneurship. Our programmes are developed through modules that seek to question and to develop new knowledge through research and amalgamation of various business subjects. The number of research conducted, grants received and papers published is testimony to FBM's staff commitment to excellent academic standing.

Again, as in the previous year, a number of our staff has won promotions. The promotion and secondment to several centres or institutes in the UiTM system are indications of the Faculty being recognised as a niche faculty that is to be reckoned with.

We have tried to be comprehensive in this annual report to cover activities we conducted in 2014. We hope our stakeholders will be able to judge our performance with an independent view. We welcome all contribution of ideas as we are constantly evolving to reflect the ever-changing business landscape; always looking to improve and explore new avenues.

Dean

Professor Dr Hj Zaini Abdullah

Relocation of FBM to Puncak Alam

- The relocation of FBM to Puncak Alam went well as planned. All undergraduate programmes that were formerly carried out in Shah Alam were moved to the Puncak Alam campus. However, the centres of excellence, and postgraduate and professional studies remain in Shah Alam for strategic reasons.

Constructive Realignment of Study Centres

Realignment of the study centres was performed under the FBM's strategic plan. Programmes were restructured under centres which best reflect their nature and discipline. The five study centres are as follows:

1. Centre for Economics and Finance Studies (CfEFS)
2. Centre for Marketing, Retailing and Entrepreneurship Studies (CfMES)
3. Centre for Management and Administrative Studies (CfMAS)
4. Centre for Technology and Supply Chain Management Studies (CfTSCMS)
5. Centre for Postgraduate and Professional Studies (CfTSCMS)

Rebranding the Faculty

- The FBM was originally known as the Faculty of Business Management. However, the name was changed to the Faculty of Business and Management in 2014. These changes reflect the merger of two faculties which are the Faculty of Business Management and the Faculty of Office Management.

RESEARCH GRANTS

Figure 1 displays the number of grant recipients for the year 2014. There are six grants received by the faculty members namely *Research Acculturation Grant Scheme (RAGS)*, *Fundamental Research Grant Scheme (FRGS)*, *Public Sector Research Funding (PSF)*, *Malaysia Institute of Transport (MITRANS)*, *Synergised Industry-Experimenter Research Grant Initiative (SINERGI)* and *Ministry of Science, Technology & Innovation (MOSTI)*. Figure 2 shows the value of funding of the respective grant.

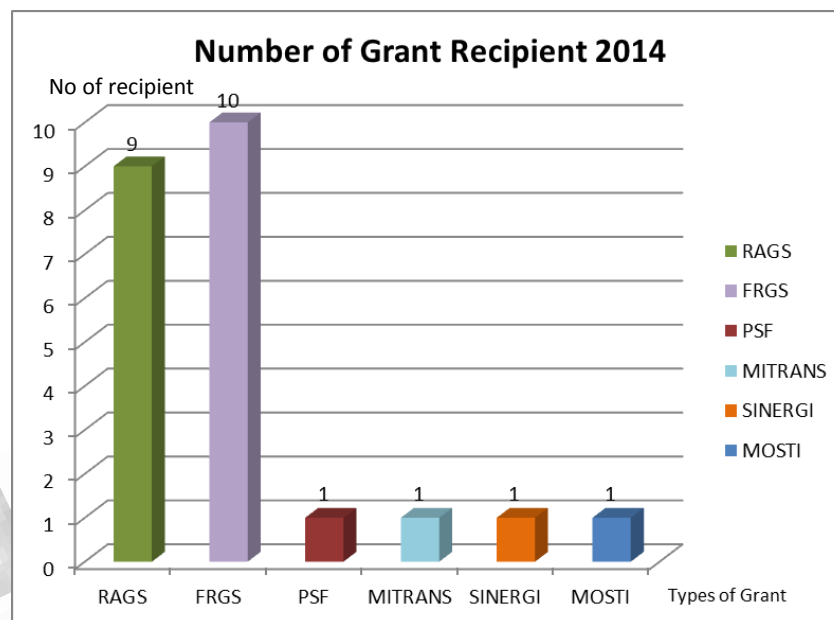


Figure 1: Number of grant recipients for the year 2014

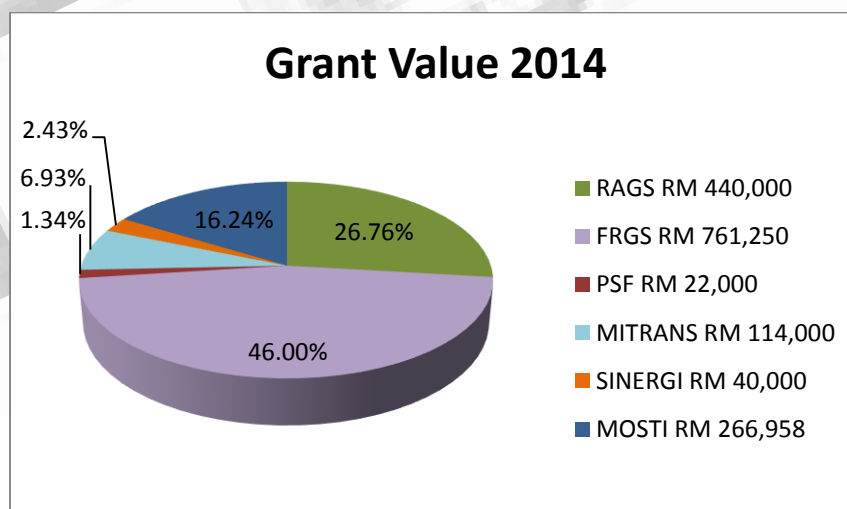


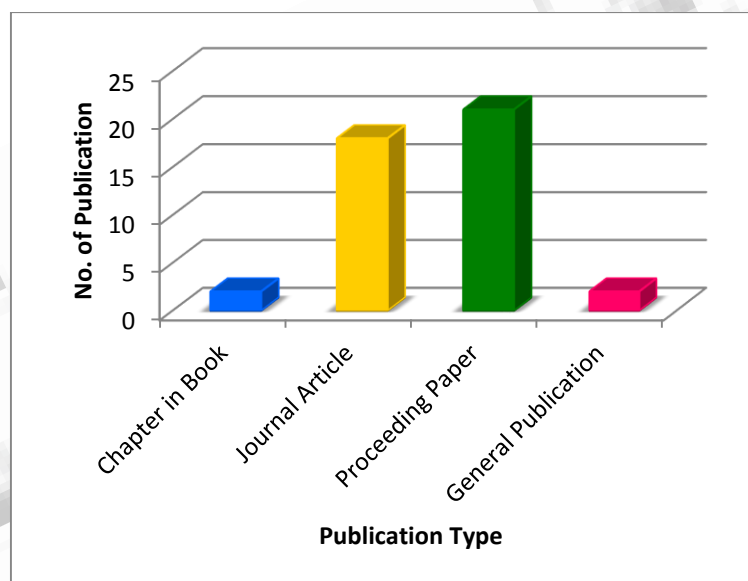
Figure 2: Total value of grant received for the year 2014

PUBLICATIONS

Table 1 illustrates the number of publications. The highest contributor of publication is proceeding papers followed by journal article, chapter in book and general publication.

No.	Publication Type	No. of Publication
1	Chapter in Book	2
2	Journal Article	18
3	Proceeding Paper	21
4	General Publication	2
TOTAL		43

Table 1: Number of Publication



Source: Publication Repository Information System Management (PRISMa, 2014)

Figure 3: Number of Publication

NO.	PROGRAMME	DETAILS	INDUSTRIAL INVOLVEMENT
1.	Nurture Global Talent Uni-Industry Forum	Date: 13 th March 2014 Venue: Corus Hotel, Kuala Lumpur	Securities Commission, Asian Institute of Finance (AIF) & UEM Group Berhad
2.	Dean's Address	Date: 19 th March 2014 Venue: Dewan Agung Tuanku Canselor (DATC), UiTM, Shah Alam	Dato' Yasmin Mahmood (Executive Director) & Mr Wing Lee (Chief Operating Officer), YTL Corporation Berhad
3.	Let's Talk: Communication and Social Media in Public Relations	Date: 10 th June 2014 Venue: DK500 UiTM, Puncak Alam Campus	Ally Iskandar, TV3, Media Prima Berhad
4.	Towards Entrepreneurial World Seminar	Date: 12 th June 2014 Venue: DK500 UiTM, Puncak Alam Campus	Dato Syed Kamarulzaman (Managing Director), Perbadanan Nasional Berhad (PUNB)
5.	A Day with YBhg Tan Sri Utama Arshad Ayub	Date: 19 th June 2014 Venue: Dewan Sri Impian, Hotel UiTM	YBhg Tan Sri Utama Arshad Ayub
6.	Hi-Tea with HRM Pioneers	Date: 18 th August 2014 Venue: The Roof Garden Hotel, Bukit Jelutong, Shah Alam	Former Professors and Associate Professors, HRM Department of the Faculty.
7.	Students' Innovation & Design Competition (SIDC) 2014	Date: 30 th September 2014 Venue: UiTM, Puncak Alam Campus	Securities Commission Malaysia (SC)
8.	Entrepreneurial "Catur Bistari" Training & Competition	Date: 13 th December 2014 Venue: Rafflesia College, UiTM, Puncak Alam Campus	Johor Corporation



Figure 4: Student Innovation and Design Competition



Figure 5: Student Innovation and Design Competition

ENTREPRENEURSHIP ACTIVITIES

No	Programme	Organiser	Date	Location
1	2 nd MFPC National Financing Planning Tournament	Islamic Banking Association (ISBA)	3-5 November 2014	DK500, UiTM Puncak Alam Campus
2	Karnival Keusahawanan D'Puncak	Sekreteriat Mahasiswa Fakulti (SMF) Faculty of Business Management & MASMED UiTM Puncak Alam & Puncak Perdana	17-18 November 2014	UiTM Puncak Alam Campus
3	Konvesyen Mahasiswa Pengajian Ekonomi UiTM Se-Malaysia	Business Economics Student Society (BESS)	21-23 November 2014	DK300 & DK 12, UiTM Puncak Alam Campus
4	Ringgit Mart Launching (A simulation store for BBA (Hons.) Retail Management)	Faculty of Business Management & Perwira Niaga Malaysia (PERNAMA)	November 2014	Plaza Satelit B, UiTM Puncak Alam Campus
5	Cabaran Keusahawan Catur Bistari	Faculty of Business Management & Johor Corporation (JCorp)	13 December 2014	Dewan Serbaguna Kolej Angsana, UiTM Puncak Alam Campus



Figure 6: Karnival Keusahawanan D’Puncak



Figure 7: Launching of Ringgit Mar



Figure 8: Karnival Keusahawanan D’Puncak



Figure 9: 2nd MFPC National Financial Planning Tournament



Figure 10: Pertandingan Catur Bistari

STUDENTS' ACTIVITIES



Art for the Homeless 2014

Art for Homeless (AFH 2014) was held on 1st of November 2014 at Laman Seni 7 by the final year students from Bachelor of Event Management programme, Faculty of Business and



Management. Organised by a team called Koloni Incorporated, AFH 2014 aimed to give a “wake-up call” to the public about the need to help the homeless in the country through art and also to raise funds for the needing non-governmental organisation- Dapur Jalanan and Food for Homeless.

The objective of this event was to elevate the art scene in Malaysia through the expression of ideas and opinions by painting on the walls and simultaneously encouraging the public to be charitable. During this event, graffiti, doodles and mural artists illustrate their paintings based on life of the homeless, the difficulties to have food, to feed kids and to face with the public. Students managed to deliver the message of humanity by organizing various activities such as mural paintings and art



exhibitions.

AFH2014 has been covered in two slots for Hujung Minggu @ Buletin Utama TV3 and Edisi Semasa RTM and Kosmo Newspaper. The aim of the program was to collect RM5000 for the homeless and they managed to collect RM5169.82. The collection was used to buy essential items for the homeless such as toiletries, towels, blankets, combs, nail clippers, biscuits, mineral water, sleeping bags and etc.

A Garden of Memories

Office System Management (OSM) night was the night to celebrate the final year students before entering a new phase of their life after graduation. The event was held at Dewan N'dah, Seksyen 14 Shah Alam on a Saturday evening that started at 7.45 to 11.00 pm.

The theme chosen for the dinner was Garden with pastel color schemes. 171 students of Part 3 and Part 5 from the Office Systems Management programme took part in the event. There were delicious food and a couple of rounds of lucky draw for all. The highlight of the evening was a talk from Professional Learning Facilitator, Puan Raffidah Asnawi who shared her experience working in the industry. She was UiTM best student in 2005.



‘OPEMS’ Week

‘OPEMS’ week was organised by the students of Operations Management Society. It was held from 5 to 7 May 2015 as a platform for students to particularly learn on how to organise such activities. Seminars and activities and were organised to assist the students in their lifelong learning and were expected to provide an in-depth knowledge for students of the related field.



Different activities were organised by different committees so that everyone could experience “the feel” on how to handle an event. A PR practitioner from the industry was invited to give a talk about the real world so that the students could have a clear picture or expectation about the world that they are going to enter after graduation.

Different slots like e-PJJ Seminars on ‘General Issues In Daily Operations Management’ for OPM631



course and ‘Production Planning And Control’ for OPM545 course were organised to further enhance the students’ learning experience.

Transport Week

Every semester the Transport programme studentS of UiTM Puncak Alam will organise an event called Transport Week. Last semester, the event was held from 6 to 8 May 2015. The theme 'Halal Hub' was chosen with the aim to expose the students to various agencies involved in the transport industry such as MITRANS, JAKIM, NorthPort, QSR Brand Sdn. Bhd and Cold Chain Network Sdn. Bhd.



Apart from seminars, an outdoor activity called Explorace, was held to promote good team work among students. Each team was made up of students from every part of the programme to foster good ties among team members. Apart from that, Alumni Talk was given by UiTM alumni to share their experience with students. The alumni session was a hit as the hall was packed with post graduate students as well as those from other business programmes.

On the last day of the Transport Week, there was a dinner held by part 3 students. The programme



helped them learn on how to organise an event and was also as an expression of gratitude to everyone who had given full commitment in Transport Week from the preparation day till the actual day. It was also to celebrate the graduating students. The theme chosen for the dinner was black and gold and was held at ZamZam Shah Alam.

Academic Visit to Bursa Malaysia

On 11 June 2015, Part 3 students from the Finance programme carried out an academic visit to Bursa Malaysia. The trip, which was led by Dr Norliza Binti Che Yahya, was part of the continuous assessment in the course.

The visit provided information about the inflation and deflation of monetary value in Malaysia as well as the difference between conventional and Islamic markets. Apart from the knowledge seeking process, a good relationship with the industry was also established from this academic activity.



STUDENTS' ACHIEVEMENTS

BEST STUDENTS IN 2014 (BASED ON PROGRAMMES)

CAMPUS	PROGRAM	NAME
UiTM Shah Alam	BM111	SITI NOR AININA SAUKAT ALI
	BM114	NURUL AMIRA MOHAMED AYOB
	BM115	SITI NOR SHAFIQAH MOHAMMAD HALIMI
	BM117	MOHD HAQIM ZULKIFLI
	BM118	MUHAMMAD SYAHMI AHMAD SIDIK
	BM119	NURULAIN FARAHANA NATASHA MOHD NORHAKIM
	BM231	NUR RAFRAF AHMAD
	BM240	NURUL AFIQAH AHMAD
	BM241	NURUL AMMIRA HAMZAH
	BM242	MUHAMMAD NAGUIB KHAIDZIR
	BM245	NURAINI ISMAIL
	BM249	SITI UMAIRA ZULKIFLEE
	BM250	DEBBRA TORIA ANAK NIPO
	BM700	MUHAMMAD HAFIZUDDIN ANIF
	BM771	ABANG IKHWAN ABANG OTHMAN
		ASRUL KAMAL MOHD SAFIE
		NAZARUDIN BUJANG
		ABDUL HAZIF ABDUL HAMID
	BM775	AZWAN SHAH AMINUDDIN
		SITI MAHZURAH BAHRUNI
		SYAZWANI SALIM

CAMPUS	PROGRAM	NAME
UiTM Puncak Alam	BM232	NUR FATHIA SHARIFUDIN
	BM234	WAN NUR ALIA AMIRA WAN ABDUL AZIZ
	BM235	FAMEZA ABD SAHID
	BM236	NUR FATIN IZZATI A.ZAHARI
	BM243	NOR SAFIRAH SAHEDAN
	BM244	NURLYANA AQILAH BOKORI
	BM246	MOHD. FARID AHMAD ZAKI
	BM247	SITI MARIAM ZAINOL

ACKNOWLEDGEMENT

We would like to express our gratitude to those involved in the preparation of this 2014 Annual Report.

Baizura Johari

Dayang Nailul Munna Abg Abdullah

Hafizah Mohamad

Hairunnisa Ma'amor

Mashitah Mohamed Esa

Mohamad Naquiuddin Md Mansor

Mohd Azhar Abd Rahman

Mohd Azila Mohamed Isa

Mohd Redhuan Dzulkipli

Muhammad Izwan Mohd Badrillah

Nazarina Abd Ghani

Norafifa Mohd Ariffin

Norhasimah Mohamed

Norminsham Abdul Karim

Nur Aizureen Anwar

Nurul Nadia Jalaluddin

Syezreen Dalina Rusdi