



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

Azman Hashim
International Business School

INSIDE *ahibs*

The Official Newsletter of
Azman Hashim International Business School,
Universiti Teknologi Malaysia

September 2021

LEARNING

The Art of Stretching



AHIBS offers three industrial-driven undergraduate programmes, i.e. Bachelor of Accounting, Bachelor of Management (Technology), and Bachelor of Management (Marketing).

Our learning ecosystem involves students gaining knowledge and skills of their disciplines, and also being exposed to outside classroom experience to build their soft skills.

Thanks to our dedicated and caring lecturers, our students are encouraged to participate in various competitions and activities elsewhere. We call these stretch assignments - learning projects that can push their limits and expand knowledge and skills repertoire.

Stretch assignments - learning projects that can push limits and expand knowledge and skills repertoire.

Before the pandemic, our marketing students joined competitions to pitch their marketing plans to real companies. An example is the PROTON 'Intelligence that Inspires Challenge' in conjunction with the company's new product launching. AHIBS team competed alongside students from other universities in front of a panel of judges comprising of PROTON top management, marketing practitioners, and the media. Such involvement provides experiential learning for the students to apply their marketing knowledge learned in class, design a marketing proposal, and polish their presentation skills to convince potential clients. Evaluation criteria set by the judges helped the students to ensure their marketing ideas are original, realistic, and feasible in a real setting. Under the team's mentorship, Dr. Grace Thoo Ai Chin, the team was listed as the top 6 finalists.



“
It was really tough 4 months for the team. Tiring but exciting journey. We thank Dr. Grace for her support and guidance. Without her help, we wouldn't make it that far. She invested so much time, energy, and money in this competition. We are really grateful.
”



Ngang Jin Ming
(PROTON Challenge Team Leader)



Students compete in teams to run a virtual company with assigned resources and KPIs while simultaneously learn relevant business concepts and skills.

AHIBS students have been part of the UTM's teams to represent Malaysia for local and international MonsoonSIM competitions. MonsoonSIM is a business simulation and gamification education platform with a large user database to allow learners interactively learn various business aspects. Learners make business decisions based on live data streaming for analysis and reflections.



Dr. Mohamad Shah Kassim, the advisor, has brought the students as far as Hong Kong to join the International MonsoonSIM Enterprise Resource Management (MERM) Competition. MonsoonSIM is part of the Bachelor of Management (Technology) curriculum whereby 20% of the total assessment is obtained from mini-competitions conducted within a six-hour workshop. The MonsoonSIM learning framework has won two awards - the New Academia Learning Innovation for Education 4.0 Award and the University-Industry Teaching and Learning Network Award in 2018.





Four teams from AHIBS Students Leadership Programme, were recently sent to the Southern Youth Leadership Conference 9.0 (SYLC) virtually organised by AIESEC. AIESEC is a part of a global network for youth leadership backed by the United Nations.

For three weeks, the students went through a business challenge programme on entrepreneurship and business skills that included a mentoring session from industry and academic practitioners.



Two teams, led by Muhammad Hasef of Team E4 (Bachelor of Management (Technology)) and Muhammad Hafiz of Team Hustle (Bachelor of Management (Technology)) program) made it to the final round and nailed the Final Live Pitching Competition. Team E4 won 2nd Runner up place and received a cash award of RM1000, while Team Hustle received a consolation prize of RM500. Muhammad Hafiz was announced as 'The Best Presenter'. The teams were mentored by Dr. Sabrinah Adam

AHIBS looks forward to mobilizing our students to more stretch assignments in the future once the pandemic restrictions ease.

Throughout the programme, I've grown as a person as I met and worked with new people from various backgrounds. Every single moment was memorable. This programme has improved my openness personality trait and my ability to accept new ideas without making premature judgments.

Hafiz



My key takeaway from this challenge is the mentoring session. It enabled us to be more focused on delivering the right value to the right target market. Particularly, I truly appreciate my team member's determination and commitment.

Hasef



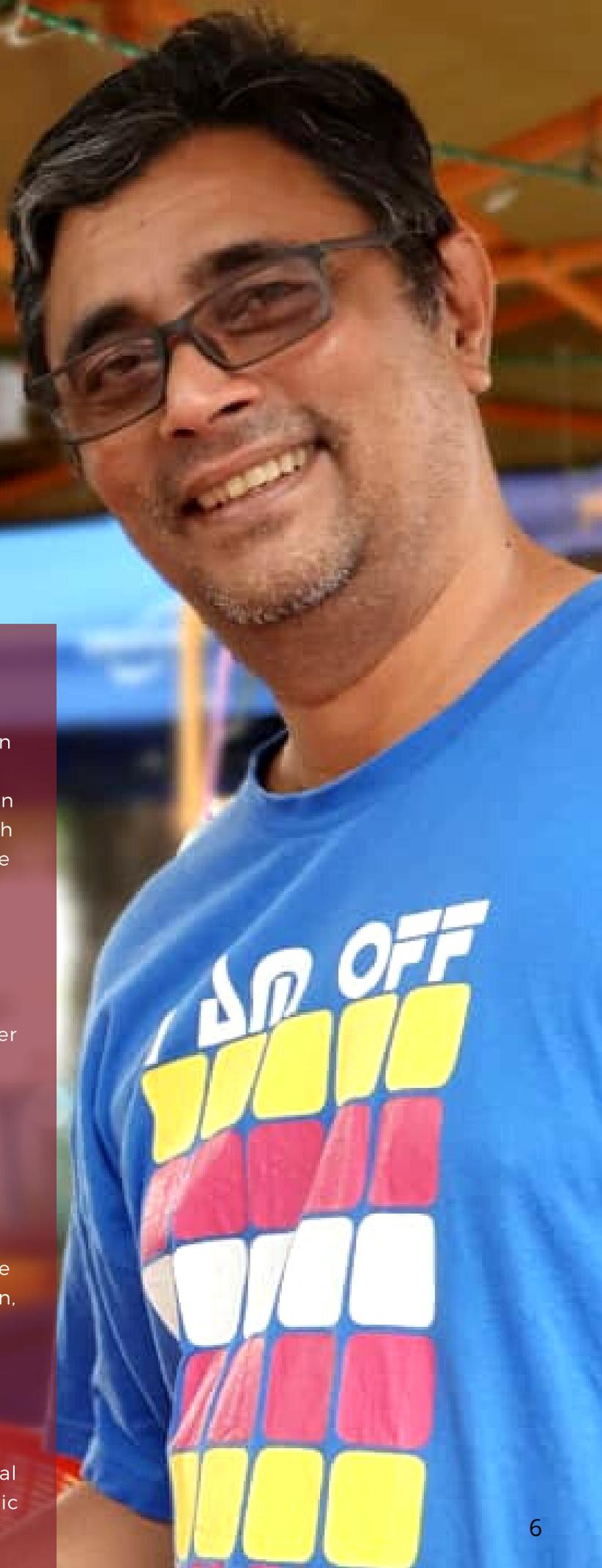
PEOPLE

AHIBS Economist Paves Way for Research on Covid-19 Impact on Remote Communities

Professor Dr. Asan Ali Golam Hassan won a contract research grant by the World Health Organisation (WHO) to provide technical support on the planning and implementation of a nationwide survey to support the formulation of a post-pandemic recovery plan for indigenous and remote community health in Malaysia. The pandemic is believed to have affected the socioeconomic and health of communities. However, the magnitude and nature of the impact are largely unknown. Information gained from the survey will not only help inform the current response needs for the affected communities, they will further help to form the basis for a post-pandemic recovery plan to ensure the maintenance of health service delivery.

The project worths RM250,000 takes place between August till November 2021 involves researchers from UTM, National Health Institute, Ministry of Health Malaysia, Institute of Teachers Education Tengku Ampuan Afzan, and Ministry of Rural Development

Professor Asan is a renowned figure in rural study in Malaysia having published, researched, and involved in policy making in the area. He is also a frequent face in the local media speaking on issues related to economic planning and development.



PEOPLE

AHIBS Researchers Won FRGS Grants

Five AHIBS researchers were awarded the Fundamental Research Grant Scheme (FRGS) amounting to over RM300,000 by the Ministry of Higher Education to research various business areas.

FRGS is a competitive fund with specific expectations and deliverables to be fulfilled. Projects are usually awarded based on their relevance to the national agenda and incorporation of quadruple helix elements. Other than successful research completion, the desired outputs include high index publications, postgraduate students, and patent/copyright.



Assoc. Prof. Dr.

Nomahaza Mahadi

Research topic: Emotional Intelligence

Dr. Sabrinah Adam

Research topic: Digital Entrepreneurship



Assoc. Prof. Dr.
Rossilah Jamil

Research topic: HR Index for Gig Workers

From the five projects, AHIBS will address several UN SDGs and connect the School to various industrial, governmental, and non-governmental bodies. Each project also involves researchers from other universities and partners hence, promoting wider networking and collaboration for expertise sharing.

Dr. Ong Choon Hee

Research topic: Industry 4.0 Competencies



Assoc. Prof. Dr.
Othman Ibrahim

Research topic: Supply Chain Performance



Zarina Osman from McDonald's Malaysia Explains How to Put Fun in People Management

ALUMNI & STUDENTS



Our alumnus Zarina Osman (MBA 2015), Senior Director of Human Capital for Gerbang Alaf Malaysia Sdn Bhd (McDonald's Malaysia) talks about people first strategy at the Quick Service giant.

McDonald's Malaysia is a well-known employer brand, having won multiple prominent awards recognising its people practices. Some of these include the Best Employer Award from 2009 to 2019, Best Employer for Women 2015, Best Employer for Generation Y 2013, Commitment to Talent Focus Award 2019, Best Company to Work for in Asia 2019, and Malaysia's Most Improved Healthiest Workplace for Large Organisations.

Zarina is in the heart of this success. She has been with the company's HR for the past 13 years and an additional 17 years prior to managing the operations team. Zarina believes every individual has a purpose in life and it is her responsibility as a leader to bring the best out of the individuals. Her roles at McDonald's include overseeing the HR business partner functions comprising of training, learning and development, strategic rewards, employee engagement, talent development, and industrial relations.

Her proudest career pinnacle is when being awarded the President's Award in 2015, a prestigious recognition by McDonald's global office reserved for the Top 1% of its global workforce.

McDonald's Malaysia currently employs more than 14,000 people in over 300 restaurants across the country. The brand is expanding with plans to add more outlets and people in the next few years. The company hires only Malaysians, which is a commendable strategy to support the local employment market.

Zarina attributed her career growth partly to her time doing MBA at AHIBS. "I am impressed with the program structure which has theory class and also real industry case studies. Student gets to know both side, theory knowledge and actual implementation or practical in the industry. The structure enriches student's learning". She said, "MBA helps me to be better in my strategic thinking and helps the organization to come out with strong long term business strategy". She also praised the programme for its flexibility in catering to the needs of working students.

AHIBS has a standing MoA with McDonald's Malaysia on talent development programme. In the coming October 2021 semester, several more staff will join AHIBS MBA. One of them is Marzita Primus, Manager at Training, Learning and Development Department, who is another McDonald's homegrown talent whose potential is polished due to the company's genuine care for its people.



“Our approach to people is based on employee value propositions, which focuses on treating employees as family and friends”, she said. “We make work fun. Our culture is informal.. we work hard, we play harder. Staff can depend on each other to support their work and personal needs. Most of us, including me, joined the company very young, at the entry-level position, starting from restaurant crews. It is easy to find staff who have been working with us for 10, 15 years. Our built-in and systematic employee development programme allowed us to climb up the ladder”.



Zarina Osman (AHIBS MBA 2015)
Senior Director of Human Capital
McDonald's Malaysia

EVENT

Capital B for Bonding

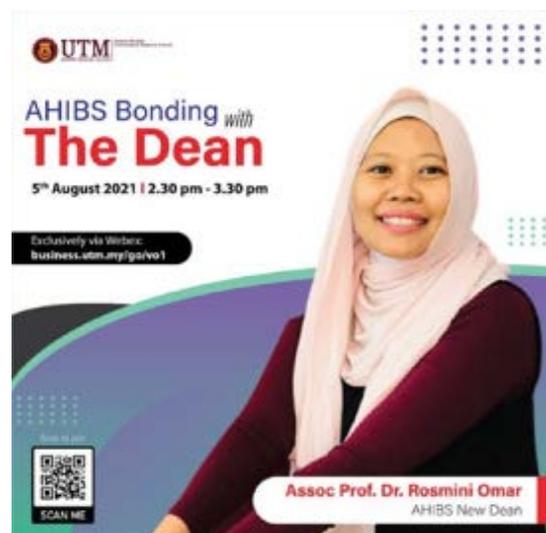
Study shows happiness makes people more productive and fulfilled at work.

Assoc. Prof. Dr. Rosmini Omar, the new Dean, personally believes that happy people will naturally push their limits. Therefore, one of her key agendas is to create a joyful environment where people feel empowered and thrive based on their strengths.

Happiness is enculturated across the school through AHIBS Bonding sessions - the first signature activity under the Dean to unite and strengthen AHIBS from within to create its inner distinctiveness.

Since helming the office, Dr. Rosmini has conducted several Bonding get-togethers with the staff, executives, and students. This includes a session with Professor Emeritus Datuk Ir. Dr. Mohd Azraai Kassim, former UiTM Vice-Chancellor, Managing Director and CEO of UTM SPACE, and UTM Deputy Vice-Chancellor (Research). Dubbed as a 'turnaround strategist', Datuk Azraai shared his personal development and leadership experience with the faculty members to rise to the ranks of academia.

More Bonding sessions are in place, which some are open to the public. Follow AHIBS social media platforms for updates.



EVENT

Malaysian Affection in Small Box of Jajan

Malaysian slang:
'Jajan' = snacks..
'Lejen' = famous..



August and September are the months of patriotism as Malaysians celebrate National Day (31st August) and Malaysia Day (16th September). It is the time citizens of all ages and races unite to share the feeling of pride, love, and devotion to our homeland.

2021 is an ugly reminder that we have entered the second year of the pandemic. It has been two years since we had colourful parades with marching bands while children proudly waving the flag. It has been two years since we shouted Merdeka countdown, then followed by bursting fireworks of red, blue, yellow and white.

It has also been two years that students and alumni of AHIBS MBA (Healthcare Management) work non-stop serving as frontliners at various facilities across the country.

Their selfless dedication has not gone unnoticed.

To show our simple gesture, we sent out AHIBS Merdeka Box, filled with local and lejen jajan to evoke childhood memories of simpler and happier times. We hope the box put smiles on their face, reminiscing what it is like to be Malaysians. Watch their unboxing videos here:

<https://fb.watch/89gpd0-q1T/>

Thank you for keeping Malaysia safe.

From AHIBS with love.





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