

DAN KERANAMU GAZZA

Dicelahan batu itu aku lihat
 Ada insan sedang menangis
 Ada insan sedang berduka
 Ada insan tak bisa lepaskan mata
 Dan aku??
 Hanya melihat derita mereka



Di pentas lakonan dunia
 Ada manusia lantang berbicara
 Ada manusia gagah perkasa
 Ada manusia hebat rencana
 Dan kerana Gaza
 Apa lakunya???

Menikus Membisu sahaja!!!!
 Mereka seolah terpasung tangannya!!
 Seolah Zionis Laknatullah itu benar belaka
 Seolah Zionis Laknatullah itu mangsanya
 Hebatnya opera durjana mereka!!
 Dan aku??

Seperti biasa hanya melihat lakonan mereka...



Oleh: Amanina Binti Mat Ghani
 Malina Hanum Mohd Kamal
 Wan Nor Bayah Wan Kamarudin

Lemahnya hambaMu ini Ya Allah
 Kudratku tidak mampu membawa aku bersama
 saudaraku di Gaza
 Lemahnya aku kerana tidak mampu menghunus
 senjata
 Melawan arus menentang mereka..
 Allah...apakah nanti ada ruang untukku disyurgaMu
 Allah..apakah nanti masih ada masa untukku juga
 merasa syahidMu
 Allah..apakah ada harinya Gaza bebas dari segala
 derita dunia..
 Allah..aku serahkan segalanya kepadaMu..
 KeranaMu punya segala jawapan
 Atas setiap persoalan isi dunia..
 JanjiMu pasti benar..
Dan keranamu Gaza..
 Aku tunggu saat tibanya
 Islam dijulung tinggi di persada dunia...

Editorial BOARD

PATRONS

- * Assoc. Prof. Dr. Samad Abdol Nawi
- * Assoc. Prof. Madya Dr. Azemi Bin Che Hamid
- * Assoc. Prof. Dr. Mazidah Puteh

ADVISOR

- * Gopala Krishnan

CHIEF EDITOR

- * Siti Nor Fadillah Ahmad Shariff

EDITOR

- * Mohd Azuan Mohd Alias

LAYOUT AND GRAPHICS

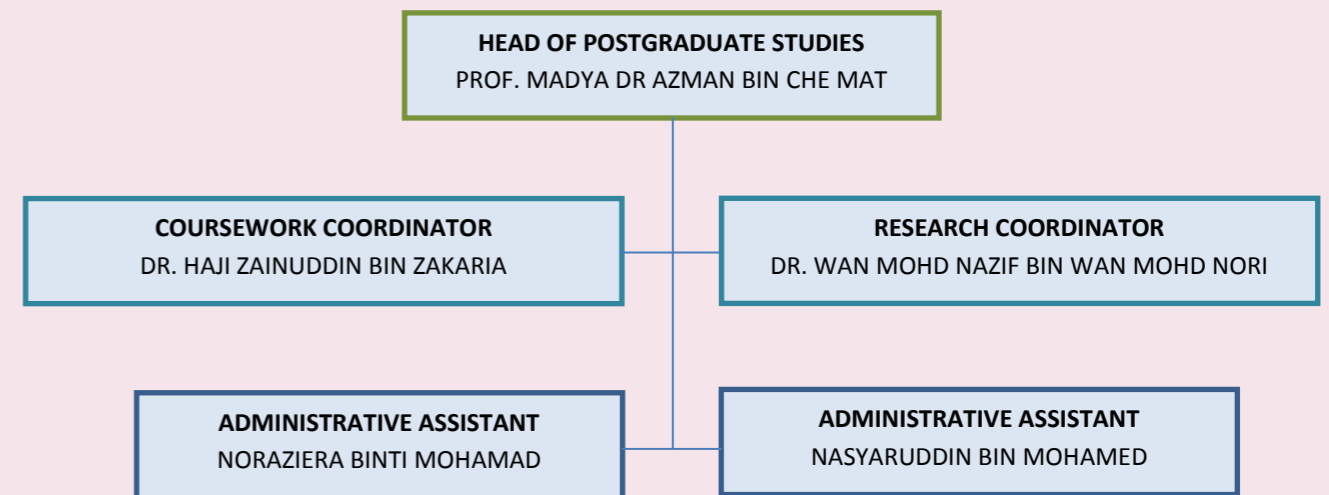
- * Siti Nor Fadillah Ahmad Shariff

BULEWIN AKADEMIK

JANUARI 2015

CENTRE OF POSTGRADUATE STUDIES

(PUSAT PENGAJIAN SISWAZAH) ORGANIZATIONAL BACKGROUND



INTRODUCTION

Acting as a nerve center which is responsible for matters regarding postgraduate affairs, the Centre of Postgraduate Studies (PPS) is one of the most important centers in UiTM as it entrusted with the responsibility of coordinating, promoting and maintaining matters pertaining to the postgraduate affairs. Other than that, PPS is also responsible for providing students with any information regarding the procedures, regulations and instructions for pursuing their studies at this level.

AVAILABLE COURSES

In order to provide the students the opportunity of pursuing their postgraduate studies, PPS offers three main coursework programs, namely, **Executive Masters in Business Administration**, **Masters in Office System Management** and **Master of Accountancy**. As for the postgraduate degrees by Research, that is much expertise available in various types of fields who can assist the students in completing their research.

CONTACT US

Currently we are located on the 2nd floor of block 13, PPS is probably moving into a new office by the beginning of March 2015. We would then be located at block 8. For any inquiries regarding the postgraduate affairs, students/lecturers can call our office at 09-8403786/ext1786 or visit <http://www.ppsuitmt.blogspot.com/>.

By : PROF. MADYA DR AZMAN BIN CHE MAT

Motivation the Ritz-Carlton Way



Source : Newsweek, February 29, 2008

By Carmine Gallo

Small Business

This article discusses and reviews the employee motivation methods used by the Ritz-Carlton hotel. The article is source from the Newsweek magazine of February 29, 2008 and is written by Carmine Gallo.

Everyone would agree that motivated employees are an asset to any organization. Organizational leaders the world over understand that employee motivation is vital to the success and the failure of an organization. In fact recently when Air Asia lost a plane in the Java sea, the CEO, Tony Fernandez, ensured that all employees remained confident and motivated.

According to Gallo, everyday employees of every department in every Ritz-Carlton hotel around the world gather for a 15-minute staff meeting where they share "wow stories." These are true stories of employee heroics that go above and beyond conventional customer service expectations. This simple sharing of "wow" stories maybe less time consuming, infinitely cheaper and more effective than periodic expensive motivational seminars or team building efforts. In fact, in an organizational like UiTM, such "wow" stories of employees going beyond the normal call of duty can be shared on our email.

Gallo reports that, one hotel chef in Bali found special eggs and milk for a guest with food allergies in a small grocery store in another country and had them flown to the hotel. Can we beat that for excellent service? Apparently the employee is highly motivated and took pride in being able to provide service par excellence. Martin Luther King Jr once said "If a man is called to be a street sweeper, he should sweep streets even as a Michaelangelo painted, or Beethoven composed music or Shakespeare wrote poetry. He should sweep streets so well that all the hosts of heaven and earth will pause to say, 'Here lived a great street sweeper who did his job well.'" This chef in question exemplifies King's quote.



Gallo recounted that in another Ritz, the hotel's laundry service failed to remove a stain on a guest's suit before the guest left. The hotel manager flew to the guest's house and personally delivered a reimbursement check for the cost of the suit. Stories such as this would certainly motivate employees to perform beyond themselves.

Gallo explains that, telling stories in these pep talks accomplishes two goals. It reinforces a customer service skill the hotel is trying to encourage. Most important, it gives an employee "local fame." Employees want to be recognized in front of their peers. Giving them public recognition is a powerful motivator.



Gallo also points out the importance of corporate leaders exhibiting passion and enthusiasm in their work. According to Gallo, moods are contagious. Managers who walk around with a smile on their face and demonstrate passion for their jobs have an uplifting effect on others. Motivated employees may have happiness which rivaled higher-paid employees in other professions. In one Ritz, the supervisor was dressed impeccably in a three-button blue suit, white shirt, purple tie, and shined black shoes. His wardrobe communicated respect. "Good morning, everyone," he will say enthusiastically. The housekeepers returned an energetic greeting. This manager was all smiles and showed respect for his team. He said they returned his commitment through their hard work.

Gallo recounted that, in every daily staff meeting, Ritz-Carlton managers reinforce one of 12 service values all employees are expected to embody on the job. "I am always responsive to the expressed and unexpressed wishes and needs of our guests." The housekeepers were encouraged to discuss how this value applied to their daily tasks.

"What is an expressed wish?" the supervisor asked the group.

"If a guest asks for extra pillows," a woman said.

"That's exactly right," another added. "It reflects our commitment to five-star service."

Employees need to understand how their daily actions have an impact on the customer. Staff meetings to make the connection between management and employees.

Gallo also stressed on the need to get feedback from the employees. According to her, in the Ritz, employees are encouraged to speak up during staff meetings. During a housekeeping meeting, the employees were debating the benefit of one cleaner over another. It seemed as they preferred the old product over a new one. Their supervisor was listening intently, as if the discussion were the most important thing in his life at the moment: nodding, maintaining eye contact, and asking questions. He showed genuine interest in the topic. If it is important to his staff, it is important to him. "Why do you think you have earned so much respect from your staff?" Gallo later asked. "Because I listen to their concerns," the supervisor said. "And they know I will follow up."

Gallo also pointed out the need to praise effectively. According to her, Ritz-Carlton managers don't focus on what employees have done wrong but instead seek to help them improve on a given task. Supervisors use staff meetings to publicly praise employees. Criticism is done in private. One supervisor suggested sandwiching constructive criticism among the praise. "You did a great job this week cleaning the coffee pot," he would say, "but you're still struggling here. Let's work together on improving it." By offering the criticism in the middle of praise, he inspires his employees to exceed the expectations of the hotel's guests.

The motivational techniques used at the Ritz-Carlton hotel would be certainly be useful in all organizations. Organizational performance would depend on employee motivation. Corporate leaders, who want their organization to excel, should pay heed to employee motivation.

Written by,
Siti Nor Fadillah & Gopala

SURAT KEPADA DUNIA

PROF. MADYA DR. SITI HARYATI SHAIKH ALI

Surat ini kutujukan kepada seluruh warga dunia
Semoga tuan puan berada dalam lindungan Allah S.W.T.

Tidak tahu bagaimana untukku mulakan bicara ini
Sebuah coretan sarat berlagu duka dan lara
Sebuah rayuan penuh pengharapan
Mengisi wadah perjuangan menegakkan keadilan

Tuan puan yang budiman,
Berbeza sungguh dunia kita
Cemburu kadang kala menerpa ke sudut ruang hati
Apabila terpaksa bergelar pelarian di bumi sendiri
Tetapi inilah sebenarnya suara jeritan penderitaan jiwa kami
Cerita duka yang sekian lama seakan tiada kesudahannya.

Di mana keadilan dunia? Tanah sekangkang ini dirampas kejam
Lalu hari-hari yang kamialui dihiasi dengan bedilan mortar, kere-
ta kebal dan senjata kimia
Tidak ketinggalan dentuman bom dan hujan peluru yang menzali-
mi malam-malam kami
Menggegarkan suasana bahagia menjadi duka nestapa
Tinggalah kami tidak berdaya dan merempat di tanahair sendiri

Bumi kami kian merah
Kematian dan luka terus bertambah
Anak-anak semakin ramai yang rebah
Tangis pilu terus merobek relung hati
Namun darah masih terus menyimbah
Bagi anak-anak yang masih belum rebah
Masih cuba melontarkan batu-batu melawan peluru-peluru dari
berbagai arah

Cubalah buka matamu wahai dunia
Perhatikan sendiri apa yang terjadi
Demokrasi menjadi sampah di Gaza
Dunia hanya menjadi penonton bisu dengan tangan terikat duri
Mana janjimu yang sekian lama memberi kebebasan kepada anak-
anak Gaza?
Mana janjimu untuk menghentikan api yang merebak di seluruh
bumi Gaza ini

Telah kering air mata kami
Menangisi para syuhada yang gugur di medan jihad
Kami yang tinggal terus membilang hari
Bilakah nanti giliran kami dijemput Illahi
Walau duka lara di bumi ini kian luas terhampar
Tidak sedetik rasa kesal berputik di jiwa kami
Selagi terdaya bumi Gaza ini akan terus dipertahankan
Sokongan dari tuan puan warga dunia amat kami dambakan
Walau tidak dengan timbunan harta dan jutaan ringgit
Cukuplah dengan setulus doa.
Sekian, terima kasih