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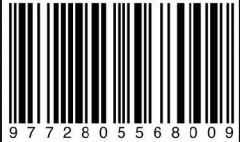
# RISE

Catalysing Global Research Excellence

magazine

*Changing Lives*  
and **Empowering  
Humanities**

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# HALAL

# PROFESSION:

## from Campus to the Future



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ith the advent of the global halal industry, the relatively new academic discipline of halal management has emerged. From the Malaysian perspective, this discipline is developing swiftly and has almost matured, with its own foundations and pillars, as a solid and epistemologically defined branch of knowledge. The Halal management discipline has uplifted the meaning of lifestyle based on Islamic or shariah principles into a quality standard that is applicable to the industry. The Halal Assurance Management System (HAS) has developed as a symbol of quality and wholesomeness in producing a product or in delivering a service. The standard is on par with existing globally renowned management systems such as Total Quality Management, Hazard Analysis Critical Control Point (HACCP), Good Manufacturing Practice (GMP), ISO, and others.

The demand for halal products and services is not exclusive for Muslim consumers; in fact, it has attracted the interest of non-Muslim consumers as well. Moreover, the halal industry has set its foot into the global market, which necessitates human capital. Therefore, to accommodate the future halal industry both in



Malaysia and globally, more halal professionals and talents need to be developed. From this vantage point, Universiti Teknologi MARA (UiTM) as one of the leading Malaysian institutions in this field has offered academic courses and programmes on Halal Management to cater to the future needs of the halal industry. The Academy of Contemporary Studies (ACIS) of UiTM offers academic programmes in halal management both at the diploma as well as bachelor's degree levels. This has positioned UiTM to be strategically in line with the Halal Industry Master Plan 2030 (HIMP 2030) as outlined by the Halal Corporation Development (HDC) and the Twelfth Malaysian Plan 2021-2025 (RMK-12).

Halal management has found its way in both academia as well as the industry. Since the boom of the halal market, halal training institutes and centres have emerged to meet the industry's demand. There are an estimated 32 institutions that are registered halal training providers recognised by the Department of Islamic Development Malaysia (JAKIM). These include public universities, private institutions, polytechnics, and halal training providers.

Various research within the halal field have been carried out including on halal food science, halal supply chain management, halal logistics, halal tourism and hospitality, halal pharmaceuticals, halal consumer goods, halal consumerism, and more. More research is on its way as the scope of the field becomes broader and wider. This projection is imperative as new

can further support halal authorities in resolving important issues such as compliance with halal requirements, halal management systems, and halal integrity protection. The development of this standard has also become a signal that the halal industry is growing not only at the domestic level, but also at the international stage. It has given birth to a new form of expertise, further creating sustainable job opportunities. This is in line with the HIMP 2030, which has emphasised the welfare of Malaysians and aims to make the halal industry a provider of wide employment opportunities and to further improve the quality and safety of products.

Furthermore, efforts to strengthen halal careers through this standard as well other initiatives are in line with the strategic core of HIMP 2030. This takes into account talent development and career advancement, where competent halal practitioners become supporters of a formidable halal ecosystem. This is parallel with the halal occupational framework initiative by the Halal Development Corporation Berhad (HDC). Based on the half-term analysis and study of the RMK-12, the halal industry has contributed as much as 7.4% to the country's Gross Domestic Product (GDP) in 2022, with a total of up to 385,558 people in the industry. This can open up more career opportunities and serve as a gateway for our halal management graduates to join the workforce.

Halal products and services have grown not only in Malaysia but have also received encouraging attention at the global level. Through initiatives like this, the skills built by halal management graduates can also be channelled to the international level in developing and creating a strong halal supply chain network to preserve halal integrity. These initiatives are capable of providing added value and competitiveness to the career path for halal management graduates within the greater halal ecosystem and serve as a bridge from the campus to the future.



issues always arise that require resolution from competent individuals. For example, in the food industry, it has been recently envisioned that the future world will observe the use of lab-grown meat or 3D printed meat. This may seem far-fetched in Malaysia, but in five or ten years, this may be introduced sooner or later. Therefore, to ensure the halal status for such high-tech products, professionals and experts in halal management should be able to resolve the issue based on their understanding of Islamic jurisprudence as well as scientific evidence.

In the workforce, graduates of halal management studies are equipped with ample skills and professionalism to meet the industry's needs, one of which is to become competent halal executives. JAKIM has required any company that wishes to apply for halal certificate to appoint a halal executive within its organisation to manage halal certification matters and communicate with the relevant authorities. This creates a career development opportunity for prospective graduates of halal management to venture into the industry.

In 2021, the Department of Standards Malaysia had published a new standard for the halal profession: MS2691:2021 Halal Profession – General Requirements. The objective of the standard is to meet the needs of the workforce and career advancement in the halal field through the empowerment and competencies development of halal industry practitioners. This

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