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# Empowering Future-Ready Graduates through AI Literacy

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## Introduction

In line with UiTM's Strategic Plan 2025 to produce industry-ready graduates and strengthen academic-industry partnerships, two pivotal webinars were held in May 2025 as part of the Course-Integrated Digital Learning (CIDL) initiatives for OBM255 – Office Software for Application and BTM452 – Business Elements Essentials. Both programs showcased student-led engagements that immersed participants in current trends of Artificial Intelligence (AI), with relevance to the Malaysian and ASEAN context.

As Artificial Intelligence (AI) becomes increasingly embedded in modern workplaces, preparing students across all disciplines for this digital evolution is no longer optional—it is essential. Recognizing this, two impactful webinars were conducted under the Course-Integrated Digital Learning (CIDL) initiative in May 2025, embedded into the syllabi of OBM255 and BTM452.

These online academic programs not only exposed students to the world of AI but also fostered cross-country academic discourse and real-life industry engagement.

**OBM255: AI in Workforce – What Should Non-AI Undergraduates Know?**

**Date:** 17 May 2025

**Platform:** Microsoft Teams

**Participants:** 186 Diploma Students (BA132)

**Speaker:** Nik Hishamuddin Nik Mohd Yusoff (MDEC)

On 17 May 2025, 186 Diploma students from BA132 enrolled in OBM255 came together virtually for a forum entitled "AI in Workforce: What Should Non-AI Undergraduates Know?" conducted via Microsoft Teams.

This event was coordinated by students of TBA1324 Sections A to H, under the supervision of Ts. Yau'Mee Hayati Hj Mohamed Yusof, Wan Nur Nalisa Burdhan, and Nur Syaahidah Mohamad. The program featured Nik Hishamuddin Nik Mohd Yusoff, a representative from the Malaysia Digital Economy Corporation (MDEC), who offered industry insights into the essential competencies for future digital professionals.

## Objectives and Impact

The main goal was to demystify AI for non-technical students, making complex concepts accessible and demonstrating AI's cross-industry impact. Topics explored included:

- The fundamentals of AI and its transformative capacity;
- Ethical implications and societal consequences of AI adoption;
- Practical examples of AI in administration, customer service, and document management.

Students walked away empowered with the understanding that AI is not exclusive to IT practitioners. Instead, it is a valuable tool that can complement and enhance roles across all business functions.

The program also supported the university's strategic thrusts under:

- U\_L3: Fostering community and industry collaborations; and
- U\_L7: Enhancing alumni engagement through knowledge transfer.

## Challenges and Suggestionst

Despite its success, the event faced typical online learning challenges—such as poor internet connectivity and unfamiliarity with the Teams platform among some students. As part of continuous improvement, future events could include earlier platform training and better digital promotional strategies.



**Image 1: Opening Session of OBM255 Webinar**  
 Caption: Students and moderators welcomed the speaker during the live Microsoft Teams session.



**Image 2: Speaker Session with MDEC Representative**  
Caption: Nik Hishamuddin shared real-world AI adoption in IIR, finance, and customer management.

## Reflections & Outcomes

The program empowered students to:

- Rethink AI not as a threat, but as an assistant to business decision-making.
- Appreciate the relevance of AI in everyday office tools such as Microsoft Excel, PowerPoint, and cloud-based automation.
- Gain confidence through exposure to real industry expectations.

Although internet connectivity posed a minor challenge, the event succeeded in fulfilling the learning outcomes of OBM255 and aligned with UITMCT's Strategic Goals (U\_L3 & U\_L7).

One week later, on 24 May 2025, the BTM452 cohort participated in a regionally themed webinar titled "AI Education in ASEAN: A Comparative Analysis of Malaysia and Indonesia's Strategies and Innovations."

The event was spearheaded by students from TBA272 and TBA264, under the guidance of Ts. You'Mee Hayati Hj Mohamed Yusof, Ts. Dr. Nurul Nadwan Aziz, and Ph Noor Hafiza Mohammed.

The program featured two esteemed speakers:

- Dr. Paman Sukarno from Telkom University, Indonesia, and
- Dr. Norulhidayah Isa from UITM Terengganu.

## Bridging Nations Through Knowledge Sharing

This session uniquely compared how Malaysia and Indonesia are advancing AI education and digital talent development. Participants explored:

- Strategic frameworks adopted by both governments and academic institutions;
- Innovations in AI integration for higher education;
- Challenges and collaboration opportunities across ASEAN.

The event attracted not only BTM452 students but also academics and learners from Malaysia and Indonesia, totaling over 200 participants. This collaboration exemplifies how UITM contributes toward the ASEAN Knowledge Ecosystem through meaningful academic exchange.



**Image 3: Behind the Scenes – OBM255 Student Committee**  
Caption: Organizing team preparing slides and Q&A support for a seamless webinar. BM255 Webinar

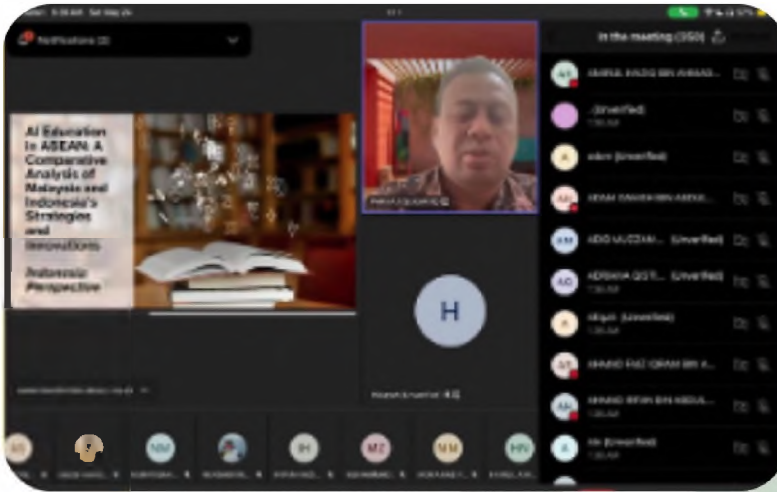
## Key Learning Outcomes

Through this program, students:

- Understood AI's role beyond automation—such as in decision support, fraud detection, and customer experience enhancement;
- Recognized the ethical complexities tied to AI such as privacy and algorithmic bias;
- Compared international AI education efforts, promoting awareness of global competitiveness.

Aligned with UITMCT's KPIs, this initiative reflected:

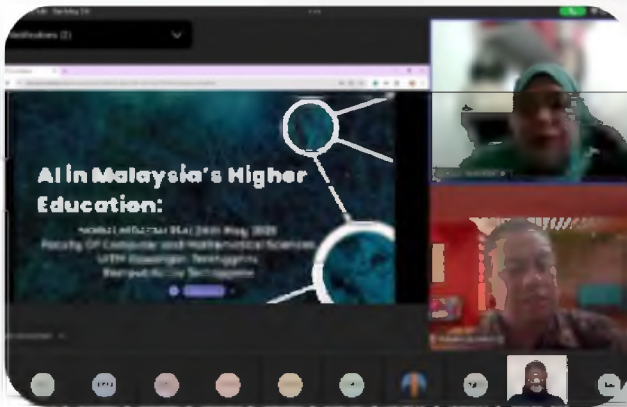
- A\_5: Academic involvement at international levels; and
- A\_7: Active cross-fertilization between institutions.



**Image 4: Forum Session with Malaysian and Indonesian Academics**  
Caption: Cross-border collaboration enhanced the learning experience for BTM452 students.

## BTM452: AI Education in ASEAN – A Comparative Analysis of Malaysia and Indonesia’s Strategies and Innovations

- Date: 24 May 2025
- Platform: Microsoft Teams
- Participants: 200+ including BA272, BA264, and academic guests from Malaysia & Indonesia
- Speakers:
  - Dr. Parman Sukarno (Telkom University, Indonesia)
  - Dr. Norulhidayah Isa (UiTM Terengganu)

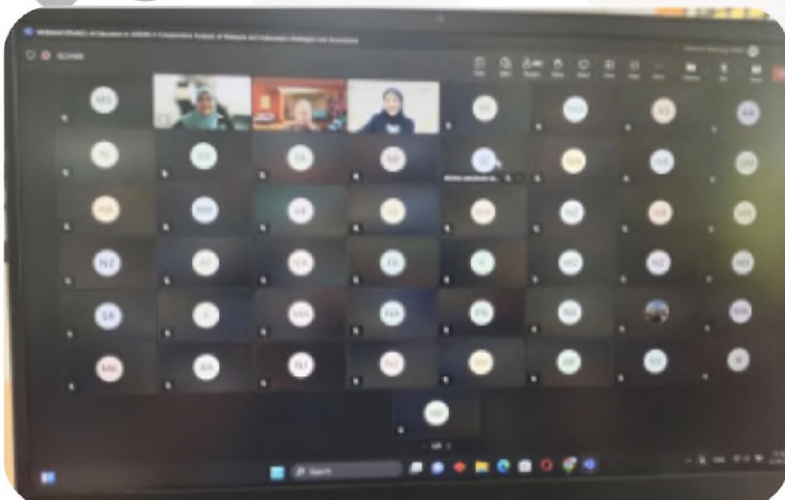


**Image 5: Interactive Q&A Segment**  
Caption: Students posed questions related to AI ethics, funding, and application in education.

- Highlights:**
- Comparison of national AI strategies in higher education between Malaysia and Indonesia.
  - Discussion on technological tools and teaching innovations.
  - ASEAN-level networking among future talent.

- Learning Impact:**  
Students gained new awareness of:
- International collaboration opportunities in AI education.
  - Strategic differences in digital policies.
  - The critical role of ethics and regulation in AI implementation.

In support of UiTM’s KPIs (A\_5 & A\_7), the webinar deepened regional ties and showcased UiTMCT as a proactive contributor to ASEAN education dialogue.



**Image 6: Organizing Committee Briefing Session**  
Caption: UiTM students showcasing leadership in coordinating the international webinar.



## Student Leadership in Action

Across both events, student-led committees managed every aspect—from promotions and technical setup to session moderation and feedback collection. This not only fulfilled course learning objectives but also:

- Encouraged teamwork and leadership;
- Improved digital presentation and communication skills;
- Exposed students to professional conduct in virtual environments.

## Student Empowerment Through CIDL Projects

Both webinars were more than just learning sessions—they were also experiential learning platforms for students who served as organizing committee members. From developing digital posters and moderating sessions to managing registration, feedback forms, and follow-ups, students gained soft skills that are invaluable for real-world success.

The project leaders—Aseef Imran bin Ahmad Kamil (OBM255) and Hairul Aiman Rasyeed (BTM452)—demonstrated leadership excellence, backed by dedicated peers who contributed as moderators, technical coordinators, and logistics officers.

## Reflections and the Road Ahead

The strong attendance and active participation in both webinars indicate a growing interest among business students in understanding and applying AI. While neither course (OBM255 or BTM452) is purely tech-based, the inclusion of these forward-looking activities reflects UiTM's commitment to embedding digital literacy and innovation into every academic discipline.

The webinars received positive feedback for their content relevance, speaker expertise, and student engagement. Nonetheless, future iterations could consider:

- Utilizing platforms with higher participant capacity;
- Involving more ASEAN institutions for broader impact;
- Conducting hybrid or in-person events where feasible to boost interactivity.

## Conclusion

By integrating topical webinars into OBM255 and BTM452 coursework, the Faculty of Business and Management has taken a proactive step in preparing students for the future of work. These activities embody the spirit of holistic education, not only enriching the curriculum but also nurturing agile, informed, and globally competent graduates. To all the student teams, academic mentors, and speakers—Congratulation on a job well done. May this be the first of many impactful engagements that elevate our students' readiness for a digital future.

These webinars under OBM255 and BTM452 are clear examples of how UiTM's Faculty of Business and Management integrates current industry trends into academic delivery. Through collaborative learning and strategic engagement, students are not just consumers of technology—they are becoming informed contributors to a digital future.

To all students, advisors, and guest speakers—well done and thank you for your contributions toward advancing AI literacy among future business professionals.



**Biznewz 2025**  
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