

# E-BOOK OF EXTENDED ABSTRACT

## THE 14<sup>TH</sup> INTERNATIONAL INVENTION, INNOVATION & DESIGN COMPETITION 2025



14<sup>TH</sup> **INDES** 2025

ENVIRONMENTAL • SOCIAL • GOVERNANCE



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INVENTION, INNOVATION &  
DESIGN COMPETITION 2025

**Organized by:**

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## HRM MODEL CANVAS2 (HRM-MC2)

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### ABSTRACT

This study explores the development and application of the HRM Canvas, an innovative educational tool designed to simplify the teaching of Human Resource Management (HRM) for all UiTM students taking this course, especially those pursuing a Bachelor's degree in Human Resource Management, and specifically to non-business students at Universiti Teknologi MARA (UiTM). Recent observations indicate that 68% of students without a business background struggle with HRM concepts, impacting their academic performance. In response, the HRM Canvas employs story-telling and visual methods to enhance understanding and engagement. The HRM Canvas addresses the condensed teaching schedule of the new HRM433 course, which is mandatory for students outside the business faculty. This course spans only 7 weeks, with intensive 6-hour weekly sessions, necessitating efficient teaching methods. The Canvas provides a structured and interactive approach, covering essential HRM topics such as workforce planning, job analysis, training and development, recruitment, and performance management. The novelty of the HRM Canvas lies in its ability to transform traditional HRM education. It integrates key activities and terminologies within a cohesive framework, making complex concepts accessible to all students. This tool has significant potential for broader application in various educational settings, from university courses to corporate training programs. In its current iteration (HRM-MC2), the HRM Canvas has achieved a Technology Readiness Level (TRL) of 3, with plans for further refinement and enhancement. By improving comprehension and academic performance in HRM, the HRM Canvas aims to better prepare graduates for real-world HRM challenges. This study underscores the importance of innovative educational tools in bridging knowledge gaps and promoting academic success across diverse student populations.

**Keyword:** keyword: HRM Model Canvas, HRM Challenges, HRM-MC2

### 1. INTRODUCTION

Human Resource Management (HRM) is a crucial field that equips students with the skills to manage people effectively in organizations. It covers key areas such as recruitment, training, performance evaluation, compensation, and employee relations. While essential for HR professionals, HRM knowledge benefits anyone working in team-based roles. However, the subject can be complex due to its theoretical and managerial foundations. For students from non-business backgrounds such as science, engineering, education, or healthcare grasping HRM concepts is particularly challenging due to their limited exposure to business principles. At Universiti Teknologi MARA (UiTM), research shows that 68% of non-business students struggle with HRM, leading to lower engagement, reduced confidence, and weaker academic performance.

To address this, the HRM Canvas (HRM-MC1) was developed as an innovative teaching tool to simplify HRM concepts using visual learning, storytelling, and interactive models. Instead of relying on traditional lectures, the HRM Canvas presents HRM topics through clear visual frameworks, making complex ideas more accessible. Real-world examples and storytelling further enhance understanding by connecting theory to practice. This tool is particularly valuable in UiTM's HRM433 course, an intensive seven (7) week program with six (6) hour weekly sessions. Given the

fast pace, conventional teaching methods often fall short, making alternative approaches like the HRM Canvas essential for effective learning. Besides that, the HRM-MC1 enhances student comprehension by 1) using visual aids and diagrams to clarify concepts, 2) integrating engaging stories and real-world examples, 3) encouraging active participation through interactive learning, 4) strengthening knowledge retention by linking theory to practice. By bridging the gap between business and non-business students, the HRM Canvas improves understanding, boosts academic performance, and better prepares students for workplace HR challenges. As HRM becomes increasingly relevant across industries, such innovative tools are vital for inclusive and effective education.

## **2. METHODOLOGY**

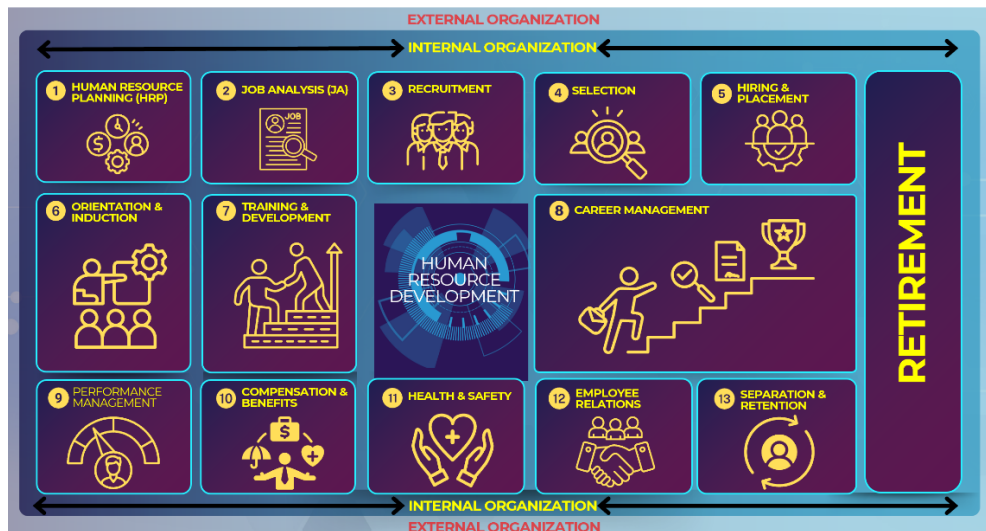
This study adopts a quantitative research design to evaluate the effectiveness of the HRM Canvas (HRM-MC1) in enhancing students' understanding of HRM concepts. A structured survey-based approach was used, collecting data through questionnaires to assess students' perceptions, comprehension, and engagement. Using purposive sampling, 130 students from Universiti Teknologi MARA (UiTM) enrolled in the HRM433 course participated in the study. These non-business students were selected based on their exposure to HRM concepts through the HRM Canvas, ensuring relevance to the research objectives (Ilker et al., 2015).

A questionnaire-based survey served as the primary data collection method, incorporating Likert-scale questions (1 = strongly disagree, 5 = strongly agree) to measure students' engagement, clarity, and perceived effectiveness of the HRM Canvas. Open-ended questions provided qualitative insights for further analysis. Both online and physical questionnaires were distributed to maximize responses. Data were analyzed using descriptive and inferential statistics via SPSS, calculating mean scores, standard deviations, and frequencies. Thematic analysis was applied to qualitative responses, identifying key themes related to students' experiences (Braun & Clarke, 2006).

The questionnaire underwent expert review to ensure content validity. A pilot study with 30 students tested clarity and reliability, with Cronbach's Alpha ( $>0.70$ ) confirming internal consistency. Ethical approval was obtained from UiTM's research ethics committee. Participants provided informed consent, and confidentiality was maintained. All responses were used solely for research purposes, adhering to APA ethical guidelines.

## **3. CONCLUSION**

In summary, the HRM Canvas is not just an innovative teaching tool but an essential development in HRM education. Its capacity to demystify complex theories, increase student engagement, and facilitate the application of knowledge in real-world scenarios positions it as a key element in future HRM curricula. By incorporating and refining such interactive, visual learning strategies, educators can better prepare students with the skills necessary to excel in both academic and professional HRM roles. The HRM Canvas has the potential to be a pivotal resource for transforming HRM education, ensuring that students are not only well-versed in HR concepts but also fully equipped to tackle the challenges of an ever-evolving business landscape. This study advocates for broader integration of the HRM Canvas in educational programs and encourages further research into its potential to improve learning outcomes and shape the future of HRM education.

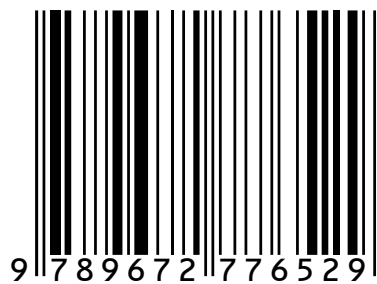


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