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BEYOND LECTURES: INSIGHTS FROM BUSINESS DISCIPLINES (REFLECTIONS, TRANSFORMATIONS, AND THE HUMAN SIDE OF TEACHING)

**FACULTY OF BUSINESS AND MANAGEMENT
UiTM CAWANGAN JOHOR**

Beyond Lectures: **Insights from Business Discipline-** *(Reflections, Transformations, and the Human* *Side of Teaching)*

Chief Editor
Dr. Azila Jaini



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BRINGING TECHNICAL ANALYSIS INTO REAL LIFE AMONG STUDENTS

Nurul Haida Johan, Ruziah A.Latif, Zaibedah Zaharum, Mardziyana Mohamad Malom

Introduction

According to the Malaymail (2025), a total of 5,272 youths aged 34 and under have been declared bankrupt, representing 14.94 per cent of cases recorded between 2020 and 2025. The main cause of bankruptcy in 2024 was personal loans, which were driven by over-borrowing and high debt-to-income ratios. Borrowers need to practice proper financial management and responsible borrowing to ensure that a personal loan improves, rather than worsens, their financial situation.

Besides that, the cost of living in Malaysia continues to rise due to inflation, housing costs, transportation expenses, and fluctuations in food prices. This increasing financial pressure encourages individuals and households to seek additional sources of income to sustain their standard of living. In response to these challenges, many people have begun exploring alternative financial strategies beyond traditional employment, particularly developing passive income streams. Passive income is earnings generated with minimal continuous effort after the initial investment of time, capital, or expertise. In the Malaysian context, the growing accessibility of digital platforms and investment tools, especially in the stock market, has made passive income opportunities more attainable for a wider segment of the population. It is very important to improve lifestyle and achieve financial freedom among Malaysians. The government also always supports citizens by increasing the minimum salary from RM1500 to RM1700, to improve the quality of life for low-income workers, rising living costs, and reducing poverty. This policy aims to boost consumer spending, increase labour productivity, and ensure fair compensation for workers with limited bargaining power.

Furthermore, advances in financial technology and online trading platforms have simplified access to market information, analytical tools, and automated trading systems. This situation enables individuals to apply analytical approaches, including technical analysis, to make more informed investment decisions in generating passive income. By identifying price patterns, market trends, momentum indicators, and an appropriate investment strategy, investors can develop systematic strategies that support consistent returns over time. Consistency in making a profit in the stock market can lead an individual to achieve wealth growth in the future.

Integrating financial knowledge, particularly technical analysis, into everyday financial decision-making may provide individuals with practical tools to identify market opportunities and build sustainable passive income streams. This approach not only helps individuals manage rising living costs but also promotes greater financial literacy, long-term wealth accumulation, and financial resilience in an increasingly uncertain economic environment.

Technical analysis among UiTM students

Firstly, in Universiti Teknologi MARA (UiTM), students are introduced to technical analysis through two key courses, namely FIN562 and INV556. These courses are designed to provide students with both theoretical understanding and practical exposure to the application of technical analysis, especially in the domestic stock market, so that students can become familiar with companies listed on Bursa Malaysia. FIN562 and INV556 focus on the fundamental concepts and analytical foundations of technical analysis. The courses introduce students to the theoretical bases that explain how market prices move and how investor psychology and market sentiment influence price movements. Through this theoretical grounding, students develop an understanding of how historical price data can be analysed to

anticipate potential future prices. This is important to ensure they have the right knowledge before making any investment decisions.

In addition, the courses also emphasise important analytical tools widely used by investors and traders worldwide. One of the core topics covered is support and resistance, which helps students identify price levels in buying or selling pressure tends to develop. Understanding these levels enables students to identify potential entry and exit points in the stock market that can minimize risk while maximizing possible returns. The courses also explore chart patterns, such as trend formations with continuation or reversal, that provide breakout signals about possible market directions. The breakout price pattern will give a better entry price with the projection of future price movement. At the same time, students are introduced to various technical indicators, including momentum indicators, trend-following indicators, and oscillators such as Moving Average, Stochastic, Relative Strength Index, Moving Average Convergence Divergence, Rate of Change, and Ichimoku Cloud. These indicators help students interpret market trends, identify overbought or oversold conditions, and confirm potential trading signals. By learning how to combine multiple indicators with price and volume analysis, students can develop more systematic and informed investment strategies.

FIN562 and INV556 aim to equip students with practical technical analysis skills that can be applied in the real-world, particularly in stock markets. The courses aim to bridge the gap between theoretical knowledge and practical application by exposing students to investment strategies that are commonly used by investors and market analysts. Through this approach, students are encouraged to move beyond conceptual understanding and develop the ability to interpret stock prices systematically with an appropriate strategy.

To reinforce the practical learning component, the courses include an assessment that requires students to analyse a company's performance, identify a buy signal from the chart, and practice it in mock trading. In other words, students are expected to evaluate the company's market behaviour and analyse its stock price movement using technical analysis tools. The assessment also requires students to identify potential buy signals from price charts by applying concepts such as support and resistance levels, trend analysis, and technical indicators for their investment strategy. Following the identification of potential trading signals, students are then required to implement their analysis in a simulated or mock trading environment. This activity allows them to test their investment decisions without the financial risk of real trading, as they practice with virtual money. Through mock trading exercises, students gain practical experience in executing trades, monitoring price movements, and evaluating the outcomes of their investment strategies, since any catalyst or sentiment will also affect their portfolio. The lecturer will evaluate every transaction through the trading journal, considering the trader's trading plan and ranking in mock trading. Ranking will be determined based on the games scheduled at the beginning of the semester.

The combination of assignments and simulated trading activities provides students with experiential learning opportunities that strengthen their understanding of how technical analysis functions in actual market conditions. It also encourages students to develop discipline and follow the trading plan. It is very important for students to avoid keeping stocks that have already hit stop losses and hoping the stock price will rebound later.

Secondly, another technical analysis assessment is conducted via a webinar, which invites industry speakers to share their knowledge on the technical topic with students. It will give the student an opportunity to be exposed to the current situation happening in the stock markets. This activity is designed to complement classroom learning by exposing students to practical insights and real-world experiences from professionals actively involved in the stock market. During the webinar, invited speakers share perspectives on how technical analysis is applied in real trading environments, including the strategies market practitioners use to interpret market trends and manage investment decisions. The webinar serves as an important platform for knowledge exchange between academia and industry. By inviting speakers from relevant

financial institutions, students gain a deeper understanding of how theoretical concepts discussed in class are applied in professional practice. Industry speakers often share current market observations, trading experiences, and practical techniques used in analysing stock market movements. This exposure enables students to relate academic knowledge to the evolving conditions of the stock markets and enhances their awareness of current developments affecting investor behaviour and market performance.

Furthermore, the webinar exposes students to the latest developments in the stock market. Industry practitioners may discuss current market directions, macroeconomic factors influencing stock prices, and the challenges faced by investors in volatile market conditions. Through these discussions, students develop a broader perspective on how external economic factors, investor sentiment, and global financial developments influence stock market dynamics.

In addition to organising a webinar, students are also given the option to arrange an academic visit to institutions related to the stock market industry. These institutions may include organisations such as Bursa Malaysia or investment banks that are actively involved in capital market activities. Academic visits provide students with first-hand exposure to the operational environment of financial institutions, allowing them to observe how trading, market regulation, and investment services are conducted in practice. Both the webinar and academic visit activities aim to enhance experiential learning by bridging the gap between theoretical knowledge and industry practice. By interacting with market professionals and observing institutional operations, students can strengthen their understanding of technical analysis in the broader context of real-world financial markets. This experience not only improves their analytical capabilities but also increases their awareness of potential career pathways within the financial and investment industry.

Thirdly, at Universiti Teknologi MARA (UiTM) Johor, students could learn and practice technical analysis in a specialised trading room sponsored by CIMB Investment Bank. The establishment of this trading room reflects a collaboration between academia and the financial industry to enhance practical learning in investment and financial markets. The trading room is equipped with technological facilities and market information systems that simulate a professional trading environment. Within this setting, students can access real-time market data, financial news, stock price movements, and charting software commonly used by market analysts and traders. This environment enables students to observe market behaviour and apply technical analysis tools in a setting that closely resembles an actual trading floor. Through the trading room, students can practise analysing stock charts, identify trends, and detect trading signals using various technical indicators. The facility allows them to conduct market analysis more effectively by visualising price patterns, monitoring market volatility, and interpreting indicators to support investment decisions. This hands-on exposure enhances students' ability to apply the technical analysis concepts learned in courses such as FIN562 and INV556.

In addition, the trading room encourages experiential learning by allowing students to simulate trading activities and test their analytical strategies in a controlled environment. By engaging in simulated trading exercises, students gain experience in evaluating potential investment opportunities, executing trading decisions, and monitoring the outcomes of their strategies. This process helps students understand the practical challenges and decision-making processes involved in stock market participation. The trading room sponsored by CIMB Investment Bank serves as an important learning platform that bridges theoretical knowledge and practical application. It enables students to develop confidence in using technical analysis tools while gaining exposure to the operational dynamics of financial markets. Such experiential learning opportunities play a significant role in preparing students for future careers in investment, financial analysis, and capital market-related professions.

Lastly, students benefit from learning under the guidance of experienced lecturers who possess both academic expertise and practical exposure to the stock market. At Universiti Teknologi MARA, many lecturers who teach courses such as FIN562 and INV556 actively engage with stock markets, enabling them to incorporate practical insights into their teaching. Their involvement in stock market activities allows them to illustrate theoretical concepts with real-life examples, making the learning process more relevant and meaningful for students. These lecturers play an important role in translating complex technical analysis concepts into practical applications that students can understand and apply. By sharing their own experiences in analysing market trends, interpreting chart patterns, and making investment decisions, lecturers help students gain a clearer perspective on how technical analysis operates in real trading environments. This practical exposure encourages students to think critically about market behaviour and enhances their ability to interpret financial data effectively.

In addition, many lecturers continually improve their expertise by attending professional development programmes, workshops, and specialised training sessions on technical analysis. These training initiatives enable lecturers to stay up to date with the latest analytical tools, trading strategies, and technological developments in modern financial markets. By keeping themselves informed about current market practices, lecturers ensure that the knowledge delivered in the classroom remains relevant to industry developments. The knowledge and skills gained from these training programmes are subsequently integrated into teaching materials, lectures, and classroom discussions. As a result, students benefit from up-to-date insights and practical techniques that reflect current market practices rather than purely theoretical perspectives. This continuous knowledge transfer strengthens the quality of instruction and enhances students' learning experience. With the guidance of a lecturer, students can develop stronger analytical skills and a deeper understanding of how technical analysis can be applied in the stock market to support informed, disciplined investment decision-making.

Conclusion

In conclusion, strengthening financial knowledge among young people is an important step toward addressing youth bankruptcy. One key area of financial literacy that can contribute to this objective is understanding technical analysis in financial markets. By equipping students to interpret market trends, analyse price movements, and make informed investment decisions, technical analysis can serve as a practical tool that prepares them for real financial challenges after graduation. For many young individuals entering the workforce, financial responsibilities such as education loans, living expenses, and personal financial commitments can create significant economic pressure. Without adequate financial knowledge and planning skills, these pressures may increase the risk of poor financial decisions that could eventually lead to financial distress or bankruptcy. Therefore, exposure to investment knowledge during university education plays an important role in shaping responsible financial behaviour among students.

Learning technical analysis equips students with analytical skills to evaluate investment opportunities more systematically and with greater discipline. Rather than relying on speculation or informal advice, students who understand market analysis can assess potential risks and returns before making investment decisions. Furthermore, acquiring knowledge of investment strategies may enable students to explore opportunities to generate passive income in the future. Passive income streams, such as returns from stock investments, dividend-paying securities, or other financial instruments, can complement their primary income from employment. Having additional income sources can improve financial stability and help young individuals manage the rising cost of living more effectively.

Ultimately, early exposure to investment knowledge, including technical analysis, can help develop financially responsible graduates. By integrating financial literacy with practical investment skills, educational institutions can better prepare students to navigate financial markets, manage personal wealth, and build sustainable income sources. Such preparation not only supports individual financial well-being but also contributes to broader economic stability by reducing the likelihood of financial vulnerability among the younger generation.

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