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The 8th Southeast Asia International Philanthropy Conference 2023 (SEAIPC2023)

**Future of Philanthropy and Sustainable Development:
Holistic Approach towards Innovative Fundraising
and Strategic Entrepreneurial Partnership
for Societal Well-Being**

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FEXES3.0: ENHANCING BUSINESS MANAGEMENT SKILLS VIA EXPERIENTIAL LEARNING FOR FOUNDATION STUDENTS

Mohd Herry bin Bahador
Universiti Teknologi PETRONAS
Email: herry.bahador@utp.edu.my

Abstract

The Foundation Entrepreneurship Day 3.0 (FEXES 3.0) is an experiential learning event designed for foundation students specializing in Information Technology (IT), Information Systems (IS), Computer Science (CS), and Business Management (BM), who are undertaking the FBB0015 Business Management course. This is the continuation of the previous FEXES 1.0 and FEXES 2.0 events, initiated in 2018 and 2019, respectively, which were suspended due to the COVID-19 pandemic. The event aims to provide students with a fully immersive experience in e-wallet payments and the use of social media in business transactions. FEXES 3.0 provides a platform for students to run their own business activities and create a physical experience on campus that integrates theoretical learning with practical business skills. The event features 37 pop-up shops, each assigned a sales target of RM1,290.00, with estimated profit margin of RM3.00 per unit item, that require students to apply marketing and sales strategies learned in class. The event aims to generate a cumulative profit of RM47,730. Students will also have opportunities to implement digital payment solutions using Maybank QR Pay and Touch n' Go e-wallet to enhance their understanding of the role of technology in modern business transactions. FEXES 3.0 is sponsored by KNX Skills Development Centre Sdn Bhd, N.A.Z Medical Supplies Sdn Bhd, Perbadanan Tabung Pendidikan Tinggi Nasional, SHE Empire Sdn Bhd, Yayasan Prihatin Nasional, and the Centre for Foundation Studies. The total funding for the event is RM6,893.15, with RM5,500 in external funding and RM1,393.15 in internal funding. In conclusion, FEXES 3.0 aims to provide foundation students with valuable hands-on experience in business management and entrepreneurship. By using e-wallet payments and social media, the event seeks to give students new insights into modern business transactions. Moreover, the event provides a physical experience that allows students to troubleshoot and operate their own businesses and integrate theoretical knowledge into practical skill sets.

Keywords: Experiential Learning, Business Management, E-wallet Payment, Social Media, Pop-up Shops