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UTM SEBUAH UNIVERSITI



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TEKNOLOGI
MARA

Fakulti
Pengurusan
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-SOCENTIUM-
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FACULTY OF BUSINESS AND MANAGEMENT

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2024
JANUARY – JULY

**An Internal
Bulletin of FBM**



WORLD
UNIVERSITY
RANKINGS
2024
BUSINESS & MANAGEMENT STUDIES 1079
ECONOMICS & ECONOMETRICS 2381

UiTM *di hatiku*

اومها تقوى موليا

Faculty of Business and Management
F B M



The Chartered
Institute of Logistics
and Transport



Chartered
Insurance
Institute
Standards. Professionalism. Trust.



FBM Highlights

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COLLABORATIVE MEETING BETWEEN FBM AND SECURITIES INDUSTRY DEVELOPMENT CORPORATION (SIDC)



The collaborative meeting between FBM and Securities Industry Development Corporation (SIDC) took place on 26 January 2024 at the SIDC Office in Bukit Kiara. The meeting was attended by Former UiTM Vice Chancellor, Datuk Dr Roziah Mohd Janor, YM Tengku Zarina Tengku Chik, the Chief Executive Officer of SIDC, and Prof Dr Firdaus Abdullah, Dean of the Faculty of Business and Management. The discussion focused on the prospects for training and professional growth, specifically addressing the Securities Commission Licencing Examination (SCLE) for FBM students aspiring to become licenced capital market professionals. Not only does this improve their academic credentials, but it also provides them with vital skills necessary for future career, particularly in the capital market.

Prof Dr Firdaus, the Dean of FBM, has officially appointed YM Tengku Zarina as the Industry Advisory Panel (IAP) for the Faculty of Business and Management. Tengku Zarina's tenure will begin on 1 February 2024 and end on 30 January 2026. An IAP position provides vital insights to the faculty into current and future industry trends. This ensures that the programme curriculum remains relevant to the market context. FBM extends its congratulations to YM Tengku Zarina on her recent appointment.

This collaboration between the university and industry helps to connect the theoretical notions created in academics with their practical implementations in the industry.

Partnering for Success : **Collaboration with FBM**



FBM X KG GAJAH X KG SG KAJANG TG KARANG

Esteemed visit and bilateral conversations took place at the FBM Deanery Office on 27 February 2024, with the representatives from the District and Land Office of Kampung Gajah, Perak, and Kampung Sungai Kajang, Tanjong Karang. This meeting was attended by the Deputy District Officer, Village Head, and the Chairman of the Village Residents Committee, chaired by the dean, Professor Dr Firdaus Abdullah. Topics included discussions on ongoing activities and projects such as the Pasir Salak Heritage Carnival, traditional culinary studies, and small to medium-sized business management courses.



FBM X ICEPS X UBS UZBEKISTAN

Esteemed visit by the delegation from the University of Business and Science (UBS), Uzbekistan, along with iCEPS headed by Dr Wan Norbani Wan Noordin to FBM took place on February 27, 2024, at the FBM Deanery Office. This visit delved into discussions chaired by the dean, Professor Dr Firdaus Abdullah, about the Islamic banking franchise program at UBS which scheduled to launch in October 2024. Three delegates from UBS participated in the visit, namely Mrs. Roza Shoeva (Director of UBS, Tashkent Branch), Mr. Shokhrukhbek Mamadaliev (Rector Advisor), and Mr. Shokhrukh Ibragimov (Head of the International Department).

Partnering for Success : **Collaboration with FBM**



FBM X CELCOMDIGI

CelcomDigi, a major telecom company, and the Faculty of Business and Management (FBM) at UiTM Puncak Alam formed a collaborative meeting on March 4, 2024. The meeting, held at the FBM office in UiTM Puncak Alam and attended by En Shamsul Anuar Ghazali, the Business Development & Special Project representative from CelcomDigi, and En Mohd Shahfizam Bin Selamat, the Head of Trade Planning from CelcomDigi, along with Deputy Dean (ICAN) Dr Nor Farradilla Abdul Aziz and Pn Lailatul Faizah Abu Hassan, the Entrepreneurship Coordinator, focused on innovative initiatives related to entrepreneurship training, career amplification, and improved services for UiTM students.



FBM X FEB UNPAD

The fruitful collaboration between FBM and Fakultas Ekonomi dan Bisnis (FEB) Universitas Padjadjaran (UNPAD) on Research Excellence and International Community Service! Led by Dr. Zahariah Sahudin, the FBM team including Dr. Balkis Haris, Dr. Hasni Abdullah, and Madam Norsaliza Abu Bakar joined forces with the esteemed UNPAD team led by Prof Dr. Hjh Nunuy Nur Afiah, Prof Dr. Maman Setiawan, Dr. Alfiah Hasanah, and Dr. Arie Pratama. The event took place on 19-20 February 2024 at UNPAD, Bandung, Indonesia.

Partnering for Success : **Collaboration with FBM**



FBM X IBM X MDEC

The collaboration meeting on March 13, 2024, where @ibm , @mymdec , and FBM joined forces to explore innovative avenues in digital talent empowerment! An exciting discussion with Lead CSR, Mr. Gajendran from IBM, and Lead Digital Talent, Fazyratul Abd Rahim from MDEC, alongside the esteemed presence of Dr. Nor Farradila Abdul Aziz and the ICAN team.



FBM X MOHE X PETRO TEGUH

A dynamic and productive session unfolded at the meeting between FBM, Ministry of Higher Education (MOHE), and Petro Teguh Sdn Bhd on 15th March! We delved into discussions on business incubation, incentives, and start-up grant allocation, aiming to fuel the entrepreneurial spirit of our students, in partnership with SME Corp & UiTM strategically, Petro Teguh. The meeting was attended by Professor Dr Azlinda Azman, Director General of MOHE, alongside Dean of FBM, Professor Dr Firdaus Abdullah, Dato' Dr Mohd Shahril Abdullah, Director of Industry Relation Division MOHE, Mr Hirman Awang, Director of Student Affairs Division MOHE, and Dato' Sri Azmin Mustam Abdul Karim, CEO of Petro Teguh.

Partnering for Success : **Collaboration with FBM**



FBM X PRUDENTIAL

A momentous occasion took place at Menara Prudential, Kuala Lumpur, on 14 March 2024, as FBM and Prudential joined forces for a transformative partnership. Leading this collaboration were Jeffrey Lam, the head of CSR, and Mad Rizal, the manager of CSR from Prudential, along with Dr Farradilla Aziz, the Deputy Dean of FBM, and the FBM ICAN team.



FBM X ETIQA-AKZA PPZ

FBM and Etiqa-AKZA PPZ have formed a partnership to transform one of the rooms in the PFI building into a versatile discussion space for students and staff.

Partnering for Success : **Collaboration with FBM**



FBM X TAKAFUL MALAYSIA

On 19th April 2024, Faculty of Business Management team lead by dean Prof. Dr. Firdaus Abdullah, had the honor of meeting with Nor Azman Zainal, Group CEO of Syarikat Takaful Malaysia Bhd. Together with our esteemed delegation, Deputy Dean for Industry Linkage and Alumni Dr. Nor Faradilla Abd Aziz, Head of the Department of Economics and Financial Studies Assoc. Prof. Dr. 'Ismah Osman, Coordinator for Economics and Insurance Puan Faziatul Amillia, alongside with Chief Human Resource Officer Ms. Rina Sarif and the team, they discussed future collaborations, entrepreneurship opportunities for the students, and strategies for industry engagement.



FBM X MBSM BANK

An enlightening day unfolded at DK1 (200), PFI building, UiTM Puncak Alam Campus as FBM and MBSB Bank Berhad came together for a crucial cybercrime awareness seminar and poster design prize giving ceremony! On May 8, 2024, attendees were treated to insights from Encik Mohd Syafiq Mohd Latif, Digital Banking Scam Analysis Officer at MBSB Bank Berhad, who shared invaluable tips to stay vigilant against digital scams. From recognizing scammer tactics to implementing MBSB's security measures, knowledge was power.

Partnering for Success : **Collaboration with FBM**



FBM X UNIVERSITAS MULAWARMAN

FBM extends a gracious welcome to the esteemed delegation from Universitas Mulawarman, as we convene to explore critical modules in Human Resource Management, Finance, and Marketing. From May 13th to May 16th, we anticipate a series of rigorous discussions, knowledge exchange, and strategic collaborations. This gathering underscores our shared commitment to advancing corporate excellence and driving organizational success. We look forward to a fruitful and enriching engagement.



FBM X VALIRAM GROUP

On 6 May, Valiram Group, a prominent player in the retail industry, held a strategic meeting with the Faculty of Business and Management (FBM) at UiTM Campus Puncak Alam to explore collaborative opportunities. The primary focus was on providing practical training for Retail Management students and organizing career seminars to offer insights and guidance for those pursuing careers in business and retail. Valiram Group was represented by Daniel Webb, Assistant Vice President of Group Talent Development, Human Resources; Aiesya Azaman, Lead of Employee Experience, Human Resources; and Liaqilah Kamarul, Executive of Employee Experience, Human Resources.

The FBM team included Prof. Dr. Firdaus Abdullah, Dean of the Faculty of Management and Business; Dr. Noor Farradila Abdul Aziz, Deputy Dean (Industry, Community, and Alumni Network); Dr. Diyana Mohamed Shobri, Head of Entrepreneurship and Marketing Studies; Dr. Muhammad Azman Ibrahim, Course Coordinator of Marketing and Retail Program; Puan Zarith Delaila Abd Aziz, Senior Lecturer of Retail Program; and Dr. Nadhrathul Ain Ibrahim, Senior Lecturer of Retail Program.

Partnering for Success : **Collaboration with FBM**



FBM X FMM

On 2 May 2024, was a momentous day at the Hicom-Glenmarie Industrial Park as FBM convened with the Federation of Malaysian Manufacturers (FMM) for a transformative partnership meeting. Dr. Syanmugan Vivekanada Nadarajan, Head of Training, and Dr. Helena Eian Yuet Lan, FMM SKL Branch Chairman, represented FMM. Alongside them, the UiTM delegation, including Prof Dr. Firdaus Abdullah, Dean of FBM, Dr. Noor Faradilla Abdul Aziz, Deputy Dean of FBM, Dr. Keshminder Singh Jit Singh, Head of Postgraduate Studies, and Puan Lailatul Faizah Abu Hassan Coordinator Entrepreneurship, discussed fostering stronger ties between academia and industry.



FBM X RAKAN DEMOKRASI

On 9 June 2024, Shah Alam's Car-Free Day saw a historic event as FBM students collaborated with Rakan Demokrasi for the Larian Rakan Muda Edisi Demokrasi. Esteemed attendees included Ms. Azura Hj Sarbin, Director of the Department of Youth and Sports Selangor State; YBrs. Professor Dr. Firdaus Abdullah, Dean of FBM, UiTM Puncak Alam; Mr. Madiyan bin Haji Baweh, Acting Deputy Mayor of Shah Alam; Mr. Roshan M. Abdullah, Group CEO of Mycron Steel Berhad; and Mr. Muhammad Shakir Bin Ameer Mohideen, Member of the Shah Alam City Council. Alongside them, Eureka Event Management students played a crucial role in organizing the event.

FBM International

2023-2024

STAFF & STUDENT MOBILITY



INDIA
(INBOUND - 104)

KOREA
(INBOUND - 2)
(OUTBOUND - 5)

BRUNEI
(INBOUND - 4)
(OUTBOUND - 2)

PHILIPPINES
(INBOUND - 1)

UNITED STATES
(OUTBOUND - 1)

INDONESIA
2023 - (INBOUND 113/
OUTBOUND 143)
2024 - (INBOUND 96/
OUTBOUND 34)

GERMANY STUDENTS
2023 - (IN 2 / OUT 145)
2024 - (OUT 6)

CHINA
(INBOUND - 17)

BULGARIA
(OUTBOUND - 4)

JAPAN
(OUTBOUND - 2)

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