

THE CAMPEÓN

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FACULTY OF
BUSINESS, FINANCE & HOSPITALITY



Dean's Message

Good day readers,

Welcome to the 3rd edition of The Campeón. A lot has happened during the last months and it's time to give you an update on the latest news from our faculty. You will be enjoying reading the Student Experience materials that really engaged the student activities inside and outside of the faculty. BusinessPedia will be a platform for the lecturer to polish up their writing skills and for this issue, the Marketing lecturer will share the current knowledge and trends that will mesmerize the reader to read till the end.

We hope you enjoy this newsletter and we are happy to reply to any comments and queries.

Michelle Thong

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MEET OUR EDITORIAL TEAM



Meet the backbone of the team. Specialising in marketing, *Amrah Kamaruddin* is known of her meticulous style of projecting creative concepts for the newsletter. With her easygoing personality, Amrah is into trying new things - anything that can nudge her creative thoughts.



Kevin Chow Lak Keong, and Information Technology is his game. Graduated with a Computing degree and Masters Degree in Business Administration, his main focus is on business IT subjects. He has an engaging personality coupled with a passion for creative writing as well. His main peeve is people who are not punctual. Always on the go and loves to immerse himself in knowledge of cognitive nature.



Noorasyikin Binti Mohd Noh; The Queen of LMS. Well-versed in Marketing subjects. Very persistent and perseverance in completing her tasks.



Nur Dalila Mohd Fisol is always with her heartbreaking smiles and a person who listens well. She specialises in Hotel Management and her motto is "The Way to Get Started Is to Quit Talking and Begin Doing"



Noorhidayah Salehhudin; a jovial, helpful and friendly team member. Business Mathematics, Finance and Management are her cup of tea.

Malaysian Traditional Game Competition



The month of August has always been a special month for every individual in Malaysia, regardless citizen, expatriate or even a tourist. On 31st August 1957, the day is marked by official ceremonies and observances to celebrate the Independence Day of Malaysia. Thereafter, this particular date has been a day of celebration for over 62 years to date. MAHSA University has named the month of August as “Love Malaysia” and have carried out many activities related to patriotism throughout the month. The Faculty of Business, Finance and Hospitality was in charge of the traditional games activity which was led by Ms. Reina and Ms. Janagi together with 11 student helpers. The objective of this programme was to create awareness to MAHSA Family about Malaysian traditional games. The activities took place on 8th August 2019 at Level 2, Spine and Amphitheatre area from 10.00 am to 4.00 pm. There were a total of 7 games competition that were carried out consisting of Tutup Botol, Tarik Upih, Lompat Getah, Main Lidi, Batu Seremban, Dam Haji and Tarik Tali. Over 60 participants joined the competition from various faculties and departments. Each competition was given a prize that was presented to the winner during the closing ceremony of the month.

BBA Family Day 2019



BBA Family Day is an activity aimed at Bachelor of Business Administration students. The plan was to have a field trip to Pantai Cermin, Port Dickson. This activity is important for students to expose themselves to nature as well as to gain knowledge and most importantly interact socially with each other in the same faculty. BBA Family Day activity enables students to relax their minds and to ensure that co - curriculum activities are indirectly included into their academic life as well. Therefore, outdoor activities such as these should be fundamental in ensuring that they are able to be independent in their challenging lives as students.

In conjunction with the new intake of the Bachelor of Business Administration, we are planning to conduct a BBA Family Day activity with the students. Additionally, by conducting this activity, the junior students will get the chance to meet up with the senior students and get to know each other.

Some activities in this trip can help them to build their soft skills and strengthen their team work. BBA Family Day activity also focuses on the relationship between the students and the lecturers as to help them to mitigate awkwardness and create a closer bond between lecturers and students. As the activity that being conduct on this activity, some of the international students who are new to Malaysia may will get to experience the country's natural beauty and the warmth of Malaysian hospitality. All students will be able to share their experience and culture regardless of their background.

Managing Stress @ Workplace: A Day at City Link Express Sdn Bhd

A total of 22 students from Diploma in Business Administration (DBA) had conducted a Corporate Social Responsibility (CSR) program in conjunction with Health Awareness Month at MAHSA University on 17th July 2019. The program was aimed to educate employees regarding stress management in the workplace. Our students visited our adjacent neighbour, located just across the street, City-Link Express Sdn Bhd.

City-Link Express, a well-known courier company in Malaysia that was founded in 1979, making them a competitive stronghold 40 years and has expanded beyond the Malaysian shores into Singapore, Thailand, Indonesia, Hong Kong, China, etc. City-Link Express's goal does not end there, they have the intention to expand its presence further throughout Asia Pacific by developing better services and championing growth opportunities. As one of the companies who are conforms to being ethical and Corporate Social Responsibility, our students could learn a lot from them.

City-Link Express staff, Ms Lalitha from Human Resource Department welcomed us with a full tour of the facility. Our students had an opportunity to see first-hand the supply chain processes of storing, inventory and delivery activities in City-Link Express. Their operation staff explained the safety precaution, the quality and environmental policies and their code of ethics in daily operation. Their commitment to the environment led them to adopt green ICT by implementing Virtualization Technology at the data centre in 2009. Aside from their responsibility towards external environment, City-Link Express is committed in managing their internal environment amongst their employees. City-link Express emphasizes on a healthy working environment, work-life balance and employees' satisfaction. This is where our students come into the picture to expose stress management techniques to their employees.

Our students had trained themselves with stress management techniques including breathing and workstation exercises two weeks prior to the programme. During the programme, 20 staff from various departments took part and learnt the techniques. They started with ice breaking sessions of games to get comfortable and to minimize the stress level. Overall, it was a fun and healthy activity. As a token of appreciation, each staff received a stress ball to help them to manage their work stress.

We admire City-Link Express Bandar Saujana Putra's staff for being supportive towards the programme. We hope that this programme will foster a better and more improved relationship between MAHSA University and its surrounding community.

Many thanks to City-Link Express for giving MAHSA University the opportunity to show case our methods in managing stress at your workplace.



Student Mobility Programme: FPT University Da Nang, Vietnam

On the 18th of August 2019, MAHSA University under the Faculty of Business, Finance and Hospitality organized a student mobility programme to Da Nang, Vietnam. The entire journey was interactive and spontaneous, students from several countries got together in FPT University, which is the biggest institution of higher learning in Vietnam.

Students who were involved in this camp familiarized themselves with different topics and exercises to improve a certain skill, credence and convictions. The students managed to acquire more business strategies and management to get along with the different environment. They also had the privilege to visit Enouvo Space company which inspired many foreign entrepreneurs to invest and set up businesses in Da Nang.

This journey of 14 days brought the students along to experience with other countries and culture. Throughout the period, the students truly appreciate and express their fervent gratitude to MAHSA University for them this wonderful opportunity to visit this joyful country.



Basic Table Etiquette Workshop



51 students and 4 lecturers from Lembaga Pendidikan dan Pengembangan Profesi Indonesia (LP3i), Indonesia attended a mini workshop of “Basic Table Etiquette” organized by the Faculty of Business, Finance and Hospitality (FBFH), MAHSA University on 22nd July 2019. The workshop was conducted by Hospitality Lecturer, Ms Rosliza Abd Wahab at MARS Restaurant, MAHSA University.

The participants were divided into two small groups during the workshop in order for them to get better exposure and knowledge on the fundamentals of table etiquette. The groups of the students came from various background of study such as Information Technology, Business Administration as well as Education. Apart from that, they also toured the kitchen after the workshop. The objective was to familiarize them with the kitchen system in hospitality industry. They thoroughly enjoyed the workshop and tour. The workshop was part of their scheduled activities during their four days educational visit to Malaysia and Singapore.

Muhammad Nur Dannial Hadzreen bin Md. Shah
Diploma in Hotel Management



This industrial training has changed Dannial perception towards the hospitality industry. It is not merely serving the guest but it should be done professionally and anticipate their needs at all times. At all-time he had to give a genuine smile and friendly approach to all guests even when dealing with challenging guests.

Somehow over the months of internship Dannial has mastered this skill. He was being for his service when a guest complimented him via on-line on his professionalism in the hotel. Dannial says "Treat your guests as part of your family. Make them feel special and they will remember you."



Iris Lo recommends Casa del Rio, Melaka.

October 9 at 7:45 AM · 🌐

Heart warmth feeling at check in. Hardworking staff to make us feel like home. housekeeping came twice a day. Our room always look tidy every time we came back from outside. Very thoughtful to light up the candle at the balcony and the weather forecast.

I would like to give a big Thanks to Danniel who has the warmest smile and assistance since the time we check in!

It was a pleasant stay and highly recommended!



Like



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Abdul Hakim Bín Satar
Diploma in Restaurant Management

Recently Hakim being accepted to do his internship in No. 2 best burger joint in Asia, MyBurgerLab. This company is known for its innovative menu, juicy patty and quality burger. Throughout his internship journey from this company, he has learnt a lot in running a burger joint.

One of the lessons he learnt is CUSTOMER IS OUR BEST SALESMAN where if you serve them well they will sell for you, which it is MyburgerLab philosophy. He has learnt that we must give customers more than what they paid for. Constantly the food must be fresh and grilled at perfection to ensure customers enjoyed the food. At the same time service provided must be exceptional in order to delight the customers.

The second lesson he learnt is TEAMWORK. It is not easy working for the top burger joint in Malaysia. A day more than 500 burgers are being served and each of the burgers must meet standards that are being set by the company. As workers and interns are being assigned on different stations, there is a need to ensure that it is being orchestrated properly in order the burger will come out fresh, juicy and warm for the customers. It is not as easy as it seems because there are days where there may have short of staffs in a certain station.

Lastly PROFESSIONALISM. Hakim realizes that being professional is important in this industry. Whenever a task is given to him he has to try his best to complete it on time. He knows that he may just an intern in the company but he is part of the ecosystem of MyBurgerLab, where everyone is important to the success of the company. Throughout the whole internship journey, he has never late for work or not showing up. He knows that by doing so it will affect the whole operation of the company.

This couple of months in MyBurgerLab, is a life-changing experience for him. ALL THE BEST HAKIM!!!



Fazilah Bt Mohd Zainid
Bachelor of Business Administration

Industrial training is one of the core components in the Bachelor of Business Administration course that challenges students' capabilities in applying theoretical knowledge to real-time job practice. Students were required to complete their industrial training within 3 months. Within the period, students were obligated to put 100% of commitment and effort into ensuring the success of the program.

Ms Fadzillah Bt Mohd Zainid began doing her industrial training from June until September 2019 at AirAsia Bhd located in KLIA2, with the People and Culture Department (known as Human Resources Dept). Her responsibilities at Air Asia include data clean up using Google Application, validating data, performing job harmonization, writing up of the job description, evaluating job grade matching and so forth. Besides that, she was also involved in various tasks and activities with a persistent attitude, always being positive and committed. She undertook various tasks, jobs and activities conducted by AirAsia with utmost dedication innately. All these positive attributes constitute to her absorbing more knowledge and soft skills which she believed will enhance her capability as an employee to such a prestige organization.

With her commitment and effort, she received good news from AirAsia Berhad, In early October 2019, she started working with AirAsia Berhad in the People and Culture Department as its Organization Development Executive.

MAHSA University is extremely proud to have produced such talent and capable graduate as an asset and valuable resource to the society.



Artificial Intelligence in The Hospitality Industry

Hospitality businesses around the world are embracing contemporary digital technology to drive growth and revenue for the businesses. In recent times, rapid innovations such as digital solutions and artificial intelligence and robotics are the primary drivers in the evolution for customer service. The Artificial Intelligence (AI) is playing an increasingly important role due to its ability to carry out traditionally human functions at any time of the day. This potentially means that hotel owners can reduce human errors and deliver improved service.

Hotels like Flyzoo Hotel by Alibaba Group Holdings Ltd. which operates the 290 room hotel at Hangzhou China, leverages on this cutting edge technology to transform the service delivery in the hospitality industry. The adoption of AI has given the need for smart automation of existing processes in the hospitality industry. This has changed the traditional hospitality landscape by enhancing the hotel's reputation, driving revenue and bringing customer experience to the next level.

Front-desk hotel staffs that normally handle daily front office matters may be replaced with conversational bots. These smart chat bots are able to simulate conversation through natural language processing and enable efficient interaction between guests and other chat bots. With widespread adoption and introduction of "Intelligence of Things" (IoT), we see almost everyone with wearable devices now. The hospitality industry will have the opportunities to leverage on this by personalizing guest preferences through interconnected devices, sensors and hotel opera.

Through interconnected devices, sensors and machine learning, hotel operations system can interact perfectly with the physical world, empowering guests with a high personalised customer experience. Hotel rooms can leverage the existing network of technologies in combination with virtual assistants to further enhance the experience to the next level. With such personalisation, hotel guests are able to plan their journey with recommendations to enhance with visit choices such as dining preferences, sightseeing and other activities. All these data collected are very important and with business-specific algorithms, hospitality businesses may generate predictions on the customers' preferences. The algorithms are important for hotels in identifying the next set of trends when offering their products or services. It can also be used to identify and match relevant offerings to exactly what the customers want.



As technology advances, guests expect similar experience with in-room technology through their interconnected devices. Hotels have begun to equip their guestrooms with smart devices that are able to control many functions in the room. Such devices may also be used to collect data on guest preference usage and be utilized when it comes to improving guest in-room experience.

With most hospitality conglomerates trying to deliver exceptional and personalised services to their guests, they will need a lot of technological innovations to survive this increasing demand. Therefore, it is important that integration of artificial intelligence in hospitality will see a fundamental redefinition of exceptional and personalised customer experience.

By: Mr Yeoh Tay Boon

The Relationship between 5 Stars Hotel Restaurant Attributes and Brand Image Toward Customers' Dining Experiences

Customers' dining experience plays a vital role in defining a hotel's brand image. As consumption behaviours change, hotel restaurants are competing to fascinate and entice customers. In future, the customers' dining experience in the hotel restaurant industry will be more multi-part and obscure outstanding to the level of customer participation in the service development. It is implicit that customers' perceptions of the dining experience are strongly influenced by food quality, service attentiveness and physical environment from their encounter with the hotel brand image. The dining experience is not just the food, the service, the appearance or other components but a combination and blend of all these factors.

In addition to these, brand image is an important variable that positively or negatively influence the marketing mix and activities. Brand image is considered to have the ability to influence customer perception of the goods and services offered. In this sense, image plays an important role in influencing customers dining experience at the higher rating hotel restaurant either four or five stars.

Hence, a better understanding of the customers' dining experiences would also provide hotel restaurant operators with valuable information, so they can be more sensitive and effective in their hotel restaurant attributes and continually improve their hotel restaurant's brand image. Finally, managing 5-stars hotel restaurant operations through personal attributes will complement with sustainability of the hotel restaurant brand image contributed not only critical in this progressive world economy but equally important for customers' dining experience in future.



Skilled Labour Shortage, Staff Turnover and Irregular Working Hours in the Hotel Industry

The hotel industry has been one of the fastest growing sectors of the world as well as an indispensable part of the hospitality industry. It has shown little signs of slowing down over the years even during economic recessions due to the customer demand. This can be attributed by the technological advancement which attracted customer to the hotel industry. The hospitality industry is expected to grow at an impressive rate and it is assumed through studies that by 2022, almost 1 in 10 people would be employed by the Hospitality and Tourism industry. However, labour shortage, staff turnover and irregular working hours have been major challenges in the hotel industry. The turnover rate in the hospitality industry has almost doubled the average across industries.

This can be a reflection that hospitality is facing a major management issue. In recent years, the high turnover and continuous competition from other industries have only added flame to the issue of the skilled labour shortage in the hospitality industry on the whole. Since customers have high expectations, employees in the hospitality industry are forced to deal with long and irregular working hours.

Staffing issues in the hospitality sector are a result of several factors such as job scheduling, job market, the disparity of benefits and many more. Hotels are opened for business 24 hours a day 7 days a week. This lead to full-time work and if inadequate labor, employees are forced to work on an 'on call' basis. Irregular or inconsistent scheduling can increase to work-related stress which impact to high turnover rates. Other than that, there are competitors from other industry placing job vacancies which offer flexible hours. In this sense, there is more competition to hire staff with good experience and skillfully qualified.

When it comes to the disparity of benefits, the hospitality industry shows the difference in employer care between labor workers and white collar workers. Oliver Stanley wrote that The Hilton Hotel chain recently made a significant investment across their U.S. properties to close this gap of disparity and reduce turnover rate related to poor employee experience. As part of their plan to improve worker experience, Hilton Hotels invested in upgrades to service worker's break rooms and workspaces to make them cleaner and more inviting for staff. Hilton will continue to zero in on employees' well-being by expanding parental leave benefits to all employees.

The Medicinal Use of Spices

India is the prominent producer of wide range of spices, oils and oleoresins from spices of various garden. Spices and spice derivatives are also expanding their application to the industries such as pharmaceutical, medicine, beverages, food processing and personal hygiene products.

Ginger helps to relive common colds. It is also most commonly known for its quick relieving effects on heartburn, nausea, upset stomach, diarrhoea, motion and morning sickness, it has been found to be a beneficial anti-inflammatory, due to its high levels of gingerly, making it a great natural remedy of headaches, minor body aches and even some cases of arthritis.

Studies have shown that turmeric helps to prevent Alzheimer's disease and joint inflammation. It also helps in minimising liver damages caused by taking excessive alcohol consumption or regular use of pain killer. A warm glass of milk mixed with turmeric helps in cold and cough. It is also a great antiseptic agent.

Lastly, cumin is known to relieve digestive problems, reduces chances of anaemia and alleviate common cold. Antiseptic properties of cumin can help fight flu by boosting the immune system. Cumin helps control, stomach pain, indigestion, diarrhoea, nausea and morning sickness. Cumin also contains a good amount of iron.

Medical Tourism

This term dates back to thousands of years when the Greek pilgrims made arrangements for medical pilgrimages to the Eastern side of the Mediterranean as this place was a well-known haven of Asklepios (a healing God, then).

These days people are travelling to other countries and continents where the best doctors or surgeons reside for different medical reasons. Each country would have far better infrastructure and skillsets in the medical fraternity than others. Studies have shown that the United States has undoubtedly the best medical practitioners in the world and the closest second country would be Germany. For example the Bascom Palmer Eye Institute located in the University of Miami has been rated having the most superior ophthalmologist in the world. Patients who are able to afford the expenses would flock there for their services.

Medical tourism has never been a new term as suggested by some quarters. Patients are willing to travel extensively for treatments and follow-ups to respective countries due to their high quality in healthcare, medical skill sets, availability of optimum knowledge base and a complete infrastructure of medical equipment and accessibility.

Malaysia is one of the top medical tourism destinations in the world. According to an article published by the Medical Tourism Magazine, Malaysia ranks alongside India and Brazil for the top 5 medical tourism. India is poised for its affordability, near to cipher waiting time, exceptional scheduling surgical intervention as well as quality healthcare post diagnosis and treatment. Brazil is known for its cosmetic surgery (the third most visited country for this procedure below the United States and China) services.

Malaysia is not so shabby in the medical tourism field as the country has won the International Medical Travel Journal's Award for "Health and Medical Tourism Destination" for 2 years back to back (2015 and 2016). The recognition is due to the country's medical facilities such as medical charges, amenities, quality of healthcare, accommodation and the quality of doctors that has been churned by medical universities locally. This includes the accessibility whereby major airports (such as Kuala Lumpur International Airport and Penang International Airport) are equipped with quality facilities for medical tourists.

Doctors from various disciplines are dispersed across the countries' top healthcare centres and patients have to choose their facilities of choice depending on their affordability. Besides that the Health Ministry of Malaysia has stringent laws in healthcare (for both local and foreign patients) whereby the assurance of quality, safety standards and procedures and regulations are appropriately disseminated and enforced. Medical tourists also have the convenience of staying in the country for 90 days without the hassle of a travel visa (provided they are actually in the country receiving medical treatment not otherwise).

In addition to these benefits, patients also have the choice to recuperate in various tourist destinations such as Penang, Langkawi, Pulau Redang and Pulau Tioman. All these locations have quality hotels and staffs are trained to handle medical tourists. In fact some resorts at these destinations have special rooms to cater for medical tourists akin to other developed countries. These amenities coupled with the assistance of the Federal and State Government has ensured that Malaysia is one of the medical sanctuaries in the world.

Calling for articles:

Do you have any news or updates that you would like to share with us? Submit your news with an image, subject of study and year of graduation to

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