

THE CAMPEÓN

July 2019
Volume 2 Issue 2

FACULTY OF
BUSINESS, FINANCE & HOSPITALITY



Dean's Message

Dear Reader,
Welcome to the 2nd edition of The Campeon. The Faculty of Business, Finance & Hospitality (FBFH) has been very active in the past months and it is time to update you. You will enjoy reading report on the Student Experience report on activities inside and outside the faculty.

BusinessPedia: a platform for the lecturers to polish up their writing skills. In this issue, the Marketing Lecturers share the current knowledge and trends that will mesmerise you.

Finally, we would like to congratulate to our undergraduate students who have made the **Vice Chancellor Award** and **Dean's List** for the May 2019.

I am sure you will enjoy reading this copy of The Campeon. I welcome your feedback and will certainly respond.

Michelle Thong

INSIDE THIS ISSUE

Student Experience

- We Care, We Share
- Visit to At-Taqwa's Orphanage
- Day at The Zoo Negara
- Industrial Talk Series 2
- Internship Familiarization Trip to New World Petaling Jaya Hotel
- Student field trip to Malaysia Global Innovation & Creativity (MAGIC)"
- Selangor Accounting and Finance Student Summit - SAFSS
- En Route to Professionalism; Internship Experience at KPMG

BusinessPedia

- Key Opinion Leader (KOL): Can They Be Trusted?
- E-Word of Mouth (e-WOM)
- Adopting Sustainable Behaviours in Malaysia
- Virtual Reality Marketing: Is The Next Big Opportunity

Student Achievements

- Vice Chancellor Award
- Dean's List

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.



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



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



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”

WE CARE, WE SHARE



On 18th May 2019, the committee of FBFH Community Project has once again has done an excellent job. Using the slogan “We Care, We Share” in collaboration with the Surau Al-Ikhlas, Bandar Suajana Putra, the committee an event to celebrate the month of Ramadhan - a month of worship, performing good deeds, they prepared and distributed the traditional “Bubuh Lambuk”

The Committee has 40 student members from the Diploma of Human Resource Management, led by their lecturer, MS Nabilla. The objective of the programme to build teamwork among students, improve the students’ communication skills, and to share blessings despite differences in race or religion and to encourage community awareness as well as to elevate MAHSA University branding.



VISIT TO AT-TAQWA'S ORPHANAGE



Volunteering through community service project is one of the rewarding experience that will increase someone social and relationship skills. On 16th June 2019 FBFH community members, led by MS Nabilla, visited 'Rumah Kebajikan & Bimbingan At-Taqwa' in Puchong. The Orphanage, which is managed by Ustazah Nor Hayatti and her husband, Encik Amran Khalid since 2010, is home to 60 orphans, and 130 less fortunate youngsters.

The objective of the project is to try to bridge the physical, mental, emotional and spiritual needs of the Orphanage's inmates by providing with love, care, guidance and nourishment that they can grow into valued members of society.



DAY AT THE ZOO NEGARA



“Save the Wildlife”, the community work supported by the members of MPU community with the collaboration of Zoo Negara, Malaysia. The activity of student volunteers was held on 25th June 2019. It initiated the members to the cleaning and feeding of the animals and also to assisting the zoo staff in handling visitors and exhibitions. The visit to the zoo offered so many incredible learning opportunities. While having a fun day, the members developed valuable skills and obtained priceless knowledge which would help them build teamwork, to receive new experiences to keep and protect animals from extinction for future generations.



INDUSTRIAL TALK SERIES 2

The Industrial Talk Series 2 was organised by the Faculty of Business, Finance & Hospitality on 28th June at MAHSA University, in collaboration with Lazada's Top Seller Ambassador, Lazstar Trainer & E-commerce Consultant. They shared their success stories and experiences and lessons learnt in creating an E-commerce platform in Malaysia with 30 very interested students from the Faculty. It was, indeed an eye-opening session, with guest speakers, sharing their vast experiences and knowledge of the industry.

The event wrapped up with a question and answer session. It is hoped that this event has provided a foundation when they pursue their entrepreneurial ambitions.



Welcome speech by the
FBFH Deputy Dean, Dr.
Liew Cheng Siang



An inspiring session
shared by, Mr Samiul
Kabir.



Mr Sam Kon, who sharing
his knowledge.

INTERNSHIP FAMILIARIZATION TRIP TO NEW WORLD PETALING JAYA HOTEL

On 17th June 2019, the final year students of the Hospitality and Restaurant Management Faculty were invited by of The New World Petaling Jaya Hotel of the Five Star Hotel Chain of Malaysia, to familiarize themselves with their internship programme.

The FBFH team, comprising 12 students and 4 lecturers, were warmly welcome the Hotel Management staff, Mr Aiman. He was very passionate about his job. He briefed the students about the New World Hotel and the Hotel's internship programme.

Later, the team was given of a tour of the various departments by the Assistant Director of Human Resources, MS Tharani Ariyarathinam. The students were shown the Front Desk, Restaurant, Housekeeping and several other departments. The students expressed their interest in asking questions about the hospitality industry: how to be part of the industry, how to train to be a good staff, etc.

The hotel management culminated the visit by serving lunch. The students felt very honoured by the kind and outstanding reception from the Hotel Management



STUDENT FIELD TRIP TO MALAYSIA GLOBAL INNOVATION & CREATIVITY (MaGIC)”



On 29 June 2019, FBFH with the international student representatives has conducted a field trip to Malaysia Global Innovation & Creativity (MaGic).

MaGIC focuses on serving the Malaysian start-up community which enables domestic and international entrepreneurs to successfully start and grow their businesses. A team of 55 students and 4 lecturers participated in this programme. The objective of this programme was to increase the students' knowledge, to share experiences with multinational organizations and upgrade information regarding upcoming trends of Social Entrepreneurship.



Selangor Accounting and Finance Student Summit - SAFSS

The event was held at Acapella Suite, Shah Alam on April 27, 2019. Three of our students from Diploma in Accounting who sponsored by their lecturer, Ms Natalia Hakimi. They were accompanied by the lecturer, MS Reina (*Full name*). The event main sponsor was Puan Zannila Azura Binti Ahmad, Chief Financial Officer, Menteri Besar Incorporated (MBI).

As the event's title "Empowering skills towards Digital age", Dr. Nurmazilah Dato'Mahzan, who is Chief Executive Office of MIA and Dr. Zaharuddin Bin Abd Rahman, a professor in UNISEL had a forum on blueprint of future (Industrial Resolution 4.0) and how to improve them in handing task allocated.

On the top of it, the participants had the chance to learn from the dialog of YB Tuan Senator Dr. Haji Yaakob Bin Sapari, a member of the Dewan Negara Malaysia, with title "Empowering Youth in Malaysian Economic Development. He shared his experience on how to be successful in Malaysia's future economy. He encouraged the students to become a professional with high moral and ethical values through various learning environment. He quoted "certification of degree just is a paper to get a job, we need to have a good attitude to our professionalism". At end of his speech, he gave the participants a book which was written by him entitled "Mudahnya Jadi Usahawan" as a memento.

The event's activities provided students with an opportunity to improve their soft skills through communication, decision making, as well as thinking outside of the box. In a globalised world, this knowledge and skills are becoming more and more important in a highly competitive job market.



En Route to Professionalism; Internship Experience at KPMG

We at the FBFH, constantly looking for ways to improve the quality of our graduates so that they are the choice of the employers in the respective industries. Our aim is to produce competent graduates that are sought after by industry employers. Bearing that in mind our team worked hard to educate and encourage the students to aim for employment at well-established corporations.

Our continuous effort paid off recently when three of our Bachelor of Accounting students have successfully found their placements at KPMG, one of the “Big Four” audit giants globally. KPMG in Malaysia is a member firm of the KPMG global network of professional services firms providing Audit, Tax and Advisory services. We at FBFH are excited knowing not one or two, but three of our Bachelor of Accounting students have successfully begun their internship simultaneously.

The trios: Low Jun Jian, Sofia Liyana Binti Mohd Sukri, and Hadirah Bt Jamaluddin are now at KPMG in Audit and Taxation department. With this success, we at FBFH are confident that more of our students will be able to secure employment at well-established organizations.



Readers can now access to all these thought-provoking articles via Businesspedia, an aptly named section in this Newsletter. New topics will be included in each new issue of our newsletter, ranging from Accounting and Finance to other subjects under Marketing, Hospitality, and Talent Management. In this 2nd issue, readers will be exposed to topics related to Marketing where we focus on social media, e-WOM, Green Marketing Sustainability and Virtual Reality Marketing. We hope that readers would enjoy reading the articles and gain valuable knowledge from the Businesspedia section.

Key Opinion Leader (KOL): Can They Be Trusted?

Social media is widely used by all people nowadays. Generation X used Facebook to reconnect with their long lost friends. Generation Y enjoy Instagram to share this good photo as their memory while Millennials gained money using YouTube as an influencer. Different generations use social media for different purposes, but one thing in common is online shopping!

How many people put their trust on social media for every simple thing? From reconnecting, social media had turn into one giant invisible shopping mall that provides everything in demand. And whoever in business can easily use this platform to promote his products or services.

Not forgetting, besides sales, we now have KOL- Key Opinion Leader. Users of social media can now earn by sharing their opinions, suggestions and do reviews about the products or services. Some KOL begin enhancing their names in specific or preferred industry, while some by just being a KOL.

Those KOL with reference power to educate customer on the effectiveness of the products or services are reliable. Hence, they are more in demand in the market. Unfortunately, in this millennial generation, everybody can become KOL.

Customers look up to KOL more than a celebrity since they feel more close relationship with the video posting rather than celebrity who act in film. This will create a trust issue which, customers might easily be distracted with what has been served to them compared to proper advice.

Beside, with the payment KOL received, a good review, words and gesture is a must to fulfil the contract. Thus is not about the benefit of product, but more on popularity and monetary issues.



Source from: Chozan.com



Source from: Dragonsocial.net



Customers look up to KOL more than a celebrity since they feel more close relationship with the video posting rather than celebrity who act in film. This will create a trust issue which, customers might easily be distracted with what has been served to them compared to proper advice.

Beside, with the payment KOL received, a good review, words and gesture is a must to fulfil the contract. Thus is not about the benefit of product, but more on popularity and monetary issues.

(Nabilla Binti Mohd Johan)

E-Word of Mouth (e-WOM)

Arndt (1967) have suggested that Word-of-mouth (WOM) is “a person-to-person communication tool, between a communicator and a receiver, who perceives the information received about a brand, product, or service as non-commercial”. Most academicians reviewed e-WOM simply as electronic versions of traditional WOM. It can be concluded that e-word of mouth is an online written review that may be positive or negative to assist or dissuade consumer in the process of consumption decision making. E-WOM may influence consumer behavior and the most often used to obtain information before, during, and after consuming a given product or service.

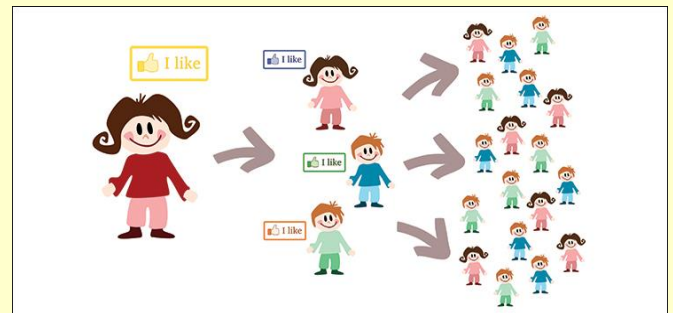
In relate with the first situation, Siti's word (taken from an online shopping app) those people that searching for a face wash product, they may have a positive assurance about this purchase. She even stated before and after-usage situation which makes people very clear on what to expect. As in the second situation, the customer satisfied with the core product however the seller need to improve its' augmented product. As online communities increase in size, number and character, marketers have come to recognize word of mouth's growing importance. According to Neilson (2015) a staggering 92 percent of consumers around the world say they trust earned media, such as recommendations from friends and family, above all other forms of advertising. Therefore, sometimes it does not matter how effective your campaign is because a bad review through the internet can destroy it quickly. One bad review like the third situation, it may cause the company to loss it potential buyer for.

Noorasyikin Binti Mohd Noh

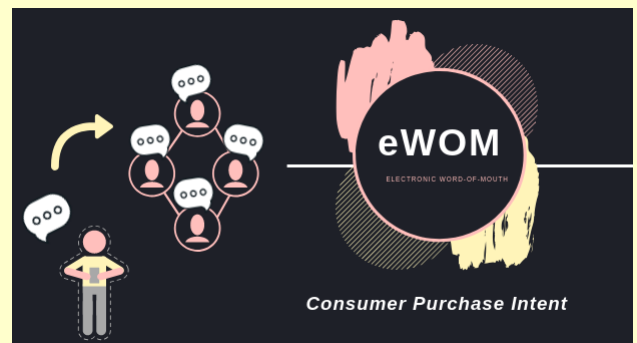
Situation #1 by Siti, Verified Purchase
Easy to apply. Face doesn't feel prickly. Smells nice & refreshing facewash

Situation #2 by Latifa, Verified Purchase
Fast service. Just a little bit damage at the box, but it's ok. I really satisfied.

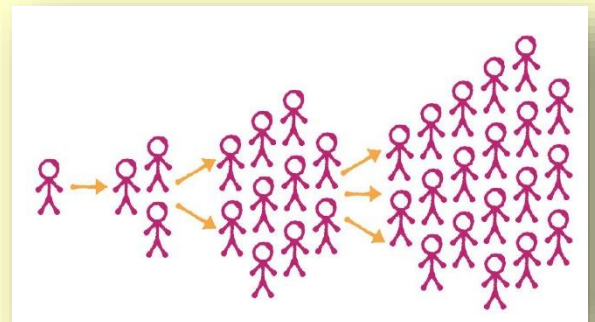
Situation #3 @Sharifah, Bad product quality, goods arrived after 1 month
post with XXX, washing machine dented in 6 places, NOT RECOMMENDED!!! Refund.



Source from: condo.ca



Source from: advertisingenhanced.blogspot.



Source from; nymamedycy.tk

Adopting Sustainable Behaviours in Malaysia

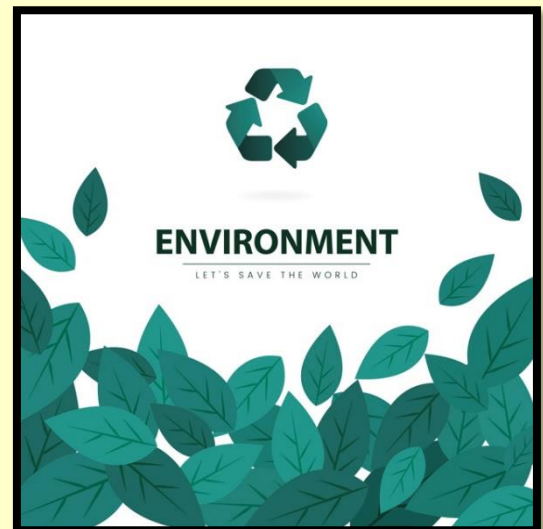
The knowledge on sustainability, sustainable behaviours and green marketing continues to move across the nation. Ongoing green efforts such as the provision of recycle bins and the use of automatic lighting control in the building have been encouraging, but are we sustainable enough?

Getting people to be engaged with sustainable behaviours is a big challenge for companies, educational institutions and businesses today.

Positive incentives such as coupons and discounts for using recyclable containers at the university cafe and business outlets can be used to trigger and shape new greener behaviours of those around us.

Regardless of the challenges to behave more sustainably, the university has recently stepped up to the plate and made a difference by focusing first on actions and green events that will encourage and reward our community and promote greener behaviours among members of the community.

Diana Awing Adil



GREEN MARKETING
SUSTAINABILITY

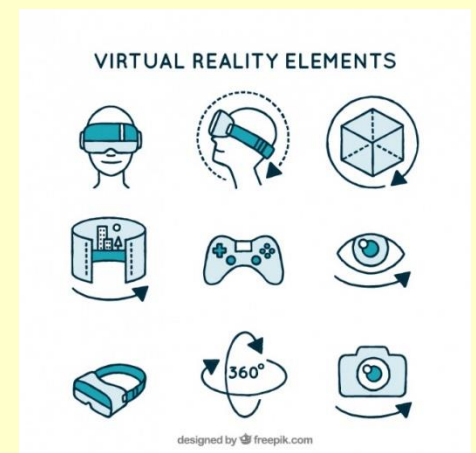
Virtual Reality Marketing: Is The Next Big Opportunity

The signifying word of VR, has become a buzzword for marketers nowadays. Many companies are building new products around virtual reality, its popularity has skyrocketed and is predicted to have an explosive growth. VR brings immersion that allows an emotional intensity far greater than traditional media. Computer emulated reality experience is closely related to the idea of tele-presence which “makes people feel as if they are actually present in a different place or time”. Virtual reality can be a medium for an engaging storytelling.

The experts predicted that in year 2020, a third of global consumers are expected to be using virtual reality (VR). This growing industry offers a massive opportunity for brands due to the unique, memorable and highly engaging experiences it creates. VR is much more than just technology.

How this VR works? - With the use of high sensory impact. Immersive virtual reality tricks the brain into thinking the body is actually in the virtual environment. This is called ‘presence’ and is the true magic of VR. In addition to appealing to our sense of sight and hearing, our sense of movement, balance and body awareness are also affected. All these sensory signs intensify the emotional link with the experience, thereby amplifying our memory of it.

Amrah Kamaruddin



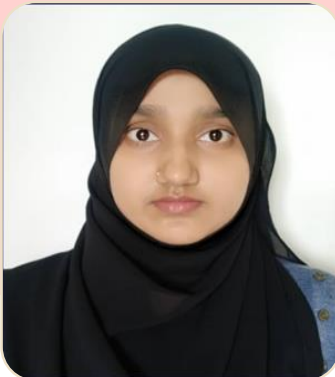
Congratulations to our undergraduate students who have made the **Vice Chancellor Award** and **Dean's List** for the May 2019. This academic success requires much hard work and determination. Our Vice Chancellor's List and Dean's List students are an inspiration to us all.

May you have continued success as you work toward your academic and career goals!



Yap Ann Hui

Vice Chancellor Award
BACHELOR OF BUSINESS ADMINISTRATION
2016/01
GPA: 3.83



Fatema Akter

Dean's List
BACHELOR OF SCIENCE
(HONS) IN ISLAMIC FINANCE
2018/09
GPA: 3.89



Wong Lai Kwan

Dean's List
BACHELOR OF BUSINESS
ADMINISTRATION
2016/01
GPA: 3.83



Sumaya Cabdirahman
Cabdulaahi

Dean's List
BACHELOR OF SCIENCE
(HONS) IN ISLAMIC FINANCE
2018/09
GPA: 3.89



Norul Hidayah Binti Mohd
Nazri

Dean's List
BACHELOR OF SCIENCE (HONS)
IN ISLAMIC FINANCE
2018/09
GPA: 4.00



Norshafiqah Binti Baharudin
Baki

Dean's List
BACHELOR OF SCIENCE
(HONS) IN ISLAMIC FINANCE
2018/09
GPA: 4.00



Rashidova Tamilla

Dean's List
BACHELOR OF SCIENCE (HONS)
IN ISLAMIC FINANCE
2018/09
GPA 3.89

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

Ms Faizatul Amrah Bt Kamaruddin

E-mail Addresss: faizatulamrah@mahsa.edu.my

Ms Nur Dalila binti Mohd Fisol

E-mail Addresss: nurdalila@mahsa.edu.my