

# ● THE CAMPEÓN ●



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**ASSOC. PROF. DR. SYRIAC  
NELLIKUNNEL DEVASIA**

Dean  
Faculty of Business, Hospitality,  
Accounting and Finance  
**MAHSA UNIVERSITY**

*"The Faculty of Business, Hospitality, Accounting and Finance is a good example of this resiliency, in the ways that we continued to serve our students and meet their needs in the moment, and in the ways that we overcame the challenges of a worldwide pandemic and continued to grow in spite of trying times"*

The pandemic has affected all of us, in large ways but also in quiet moments. We at MAHSA University have learned many valuable lessons along the way that we will do well to remember, one of the most important being that we are a resilient university that can meet any challenges.

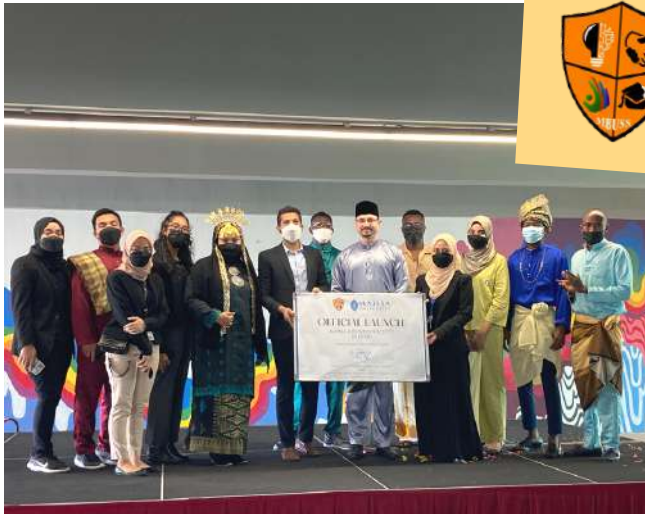
The great Irish Poet W. B. Yeats composed his poem "The Second Coming" in the wake of multiple apocalyptic events including the 1918 influenza pandemic during which his wife nearly died. Yeats wrote that "things fall apart," that "the centre cannot hold," and that "mere anarchy is loosed upon the world."

I must admit that there were days during the COVID-19 pandemic when it seemed like Yeats' imagery had come to life in the 21st century. Darkness, it seemed, had come across the land, and the "rough beast" was slouching toward an apocalyptic destination. But that is not the ending we appear to be destined to experience at MAHSA University. As I write this letter, we are welcoming students back into our faculty with light and warmth. We are building on the strengths that we have been honing for many years.

This newsletter will bring to you stories of resilience, hope and courage. It will showcase some of the talented teachers and students. I hope that this newsletter will bring good news to all who read this.



# THE BULLETIN



## Introducing MAHSA Business Society (MBUSS)!

On March 23rd, 2022 the MAHSA Business Society, often known as MBUSS, was officially launched by the Assoc. Prof. Dr Syriac Nellikunnel Devasia, Dean of FOBHAF.

"MBUSS will serve as common platform for all students to develop their skills, including in areas of leadership, business professionalism and self-improvement" said Siddik Md Abu Bakkar, MBUSS president.

The objective of this society is to establish a focal point where students can come to investigate avenue to engage intellectually, professionally, and socially with other members of the MAHSA community in a variety of areas in business



## "The Comical Emperor"

The audience was blown away by the Mandarin stand-up routine performed by Danial Fahrul Radzi from Bachelor of Business Administration, who is of Malay descent. At the Emperor & Empress talent competition that took place on February 10th, he won the most votes from the crowd and was consequently awarded first place.

He related the experience of making friends with a Chinese kid and gaining an understanding of the Chinese culture during that period.



# THE BULLETIN

## Malaysia Technology Expo (MTE) 2022

### Innovation Award: Silver award!

On 21-25 March, one of FOBHAF faculty members, Ms Nur Shafiq Kapeli in collaboration with Prof Dr Nafsiah Mohamed (Accounting Research Institute, UiTM Shah Alam), won the Silver Award in the Innovation Award Programme by inventing SONATAR 3.1: a Social Enterprise Self-Assessment Kit at Malaysia Technology Expo (MTE) 2022. This international event celebrate innovations, and recognise the outstanding achievements of innovators.



## "Herb Crusted Lamb Loin with Medley of Accompaniments" Won Bronze

Presented by Food & Hotel Malaysia (FHM 2022) and the Malaysian Association of Hotels (MAH), Culinaire Malaysia is Asia's most prestigious culinary competition, with over 1,500 entries and over 1,000 culinary experts vying for food, fame, and skills over 7 categories (Cold Display, Patisserie, Artistic, Butchery Skills, Individual Hot Cooking, Team Challenge, and F&B Skills). As a representative of MAHSA University, Chef Alexander participated in two different categories of the event's hot culinary sessions. Chef Alex took home a bronze medal for his efforts in one category.





## FACULTY ACTIVITIES

### BADMINTON TOURNAMENT 2022

To kick off 2022, FOBHAF had organised a Badminton Tournament 2022 on January 27th at MISKL. A total of 38 participants competed to win Singles and Doubles category, both for the male and the female category.

At FOBHAF, we want to strengthen the relationship between instructors and students.



Ms. Nabilla Mohd Johan, Programme Leader mentioned "This activity aims to promote a healthy way of life among FOBHAF's faculty and students by increasing the awareness of work-life balance"

Congratulations to all winners!

### FOBHAF HIKING AT JUGRA

Outdoor activities have been significantly impacted by the COVID-19 outbreak for the past two years. We took advantage of the newfound peace and prosperity that the world has experienced recently.



Programme leader Dr. Farha Zafira Agos Lokman escorted 25 students from MAHSA to Bukit Jugra at 6am, together with programme members Mr. Muhammad Hamidi Kamaruddin and Ms. Nur Izyan Jonaidi.

This exercise is not only beneficial to one's health, but it also serves to raise consciousness about the significance of environmental preservation for future generations.



# FACULTY ACTIVITIES

## CULTURE DAY: MALAYSIA

On Malaysia's Culture Day, FOBHAF hosted an event representing the 14 Malaysian states. The purpose of the Culture Day is to introduce international students and faculty members to Malaysia's rich cultural diversity.



A traditional dance from Borneo, Ngajat Tampi had captivated the audience during the day. A huge salute to the Borneo group that won the first place for the best performance, the most beautiful booth and traditional games!



Each coast (North, East, West, South and Borneo) had set up a display to showcase its local cuisine, fashion, music, and tourism attractions.

"A Traditional Fashion Show, games and performance were held to attract students from all the four coasts and this gave them unique experiences that will remembered years later" said Mr. Muhammad Hamidi Kamaruddin and Ms. Nurul Ruzaini Razaki as programme leaders.





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# SCHOOL OF HOSPITALITY (SHM)

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## MARKET VISIT: SEGI FRESH AND MERCERIA

As part of the requirement in the Food Production course, students are required to understand the process on the production and marketing of food products. On 31st January, SHM had a field trip to Segi Fresh Bandar Saujana Putra (BSP) and Merceria Sanctuary Mall. These field trips were meant for students to experience the various ways food is marketed in different settings. Accompanied by Chef Alexander Walter Gnanam, students were exposed to various methods of processing food inventory in a market, in a supermarket and in a supplier's direct sales store.



## LEXIS HOTEL PORT DICKSON

Mr. Yeoh Tay Boon, Ms. Rosliza Abd Wahab, Ms. Farah Nabila Yacob, and Mr. Alexander Walter Gnanam, all lecturers in the School of Hospitality Management, recently paid a visit to the Lexis Hotel in Port Dickson. Mr. Lim, the general manager, and Mr. Khairul, the HR assistant, were present to welcome the guests. The resort and its numerous room types were shown to the lecturers. The resort's ability to maintain operations with reduced expenditures and the implementation of new standard operating procedures (SOPs) in the post-Covid19 period were also discussed. For future cooperation, Lexis Resort has agreed to sign a Memorandum of Understanding with MAHSA University.

# FACULTY ACTIVITIES

## SUSTAINABLE MAHSA: GO GREEN PLEDGE



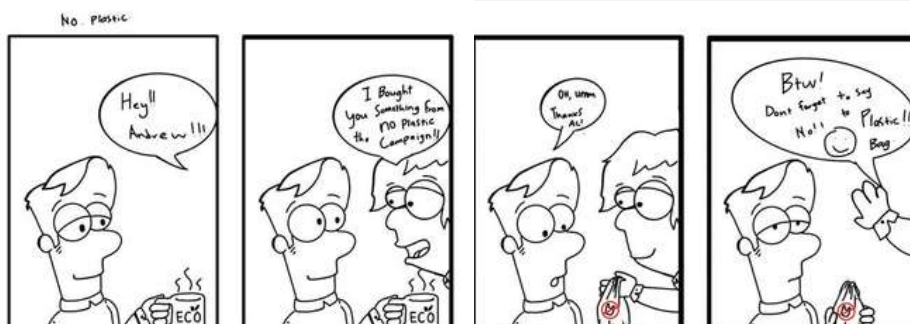
On June 7th, 2022, a pledge ceremony was held in supporting MAHSA University's project to eliminate single-use plastics. Students and staff gathered to express their concern on environmental challenges currently plaguing the world.



FOBHAF invited Dr. Nagaraja Suryadevara, Project Leader of Green Warrior, MAHSA University to provide insights on how to become a sustainable, single-use plastic free campus. MAHSA University began enforcing a phased ban on single-use plastics on its campuses beginning in April 2022. This is to achieve a long-term vision for MAHSA University to become the first Plastic-Free campus in Malaysia.

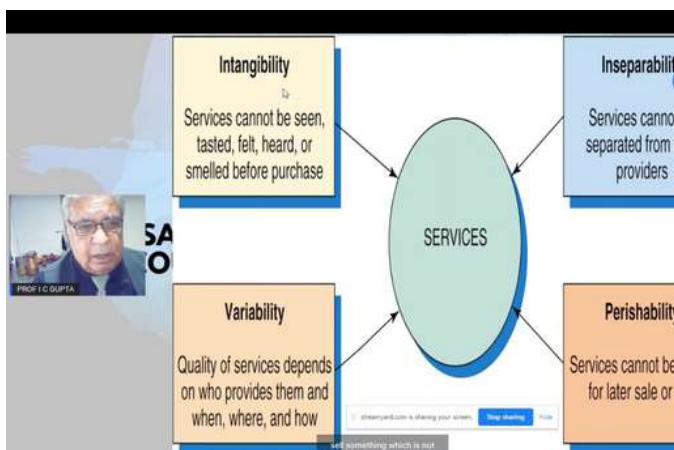
The ceremony continued with 80 students and staff taking a pledge to ban single-use plastic in their daily life. On behalf of Green Warrior, MAHSA University, Dr Nagaraja appreciates FOBHAF supports for organising the ceremony.

## COLLEGE COMIC





# RESEARCH



Key note speakers were Dato Munirah Looi, Founder and CEO, Brandt International, Dr. Balakrishnan Parsuraman, UMK, Malaysia, TPR Dr. Norhazliza Abd Halim, Head-Tourism Planning Research Group Programme Coordinator, M.Sc. Tourism Planning, Universiti Teknologi Malaysia, Dr. Sajeev Nair- CEO and Founder Chairman, India Competent HR Solutions and ASSET. Conference papers were delivered by researchers from Malaysia, India, Bangladesh, Tunisia, etc. Alex Kim Ren Jye, Purvi Pujari, and Arhanti Gawade won best presentation.

## **MiCAB Committees**

*Dr. Pang Kim Kwong,  
Dr. Farha Zafira,  
Dr. Rasheedul Haque,  
Dr. Tara Ahmad Mohammed,  
Prof. Veena Kolte,  
Dr. Asmat Ara Shaikh and  
Fatin Syazwani Binti Safiyuddin*

## **MAHSA International Conference in Accounting & Business (MiCAB) 2022**

MAHSA University's Faculty of Business, Hospitality, Accounting and Finance hosted an online Accounting and Business Conference (MiCAB 2022) on March 25. The conference was declared open by Prof. Dato' Dr. Ikram Shah Bin Ismail, Vice Chancellor, MAHSA University, Assoc. Prof. Dr. Syriac Nellikunnel Devasia, Conference Chair and Dean, Faculty of Business, Hospitality, Accounting and Finance, Dr. Srikumar Chakravarthi, Director, Postgraduate Studies, Research and Innovation, MAHSA University, and Dr. Anjali Kalse, Conference Convener and Director, BVIMSR, Navi Mumbai.

Key note speakers Dato Munirah Looi, Founder and CEO, Brandt International, Dr. Balakrishnan Parsuraman, UMK, Malaysia, TPR Dr. Norhazliza Abd Halim, Head-Tourism Planning Research Group Programme Coordinator, M.Sc. Tourism Planning, Universiti Teknologi Malaysia, Dr. Sajeev Nair- CEO and Founder Chairman, India Competent HR Solutions and ASSET, and Dr. Dr. I. C. Gupta- Professor Emeritus, Oriental University, India expressed their views on digital transformation and innovation for achieving business sustainability.



# COLLABORATIONS



## MAHSA University Collaborates with MFPC to Launch Financial Planning Programmes

MAHSA University has announced its collaboration with the Malaysian Financial Planning Council (MFPC) to offer programmes for the purpose of generating the professional qualification for the Registered Financial Planner (RFP) and the Shariah Registered Financial Planner (Shariah RFP) certifications. The programmes are designed to produce competent financial planners who are professionally qualified.

An agreement was signed to this effect by Prof. Dato' Dr. Ikram Shah bin Ismail, Vice-Chancellor, MAHSA University and Mr Vincent Kwo Shih Kang, President, MFPC.

According to Assoc Prof Alla Kesava Rao, COO "MAHSA University is always aligned to the Malaysian government's initiatives and is committed to create competent financial professionals through this agreement."



The signing ceremony was witnessed by Assoc Prof Dr Syriac Nellikunnel Devasia, Dean, FOBHAF along with Ms Chung Kar Yin, Executive Director, MFPC. Directors, Deans and other officials from MAHSA University and MFPC graced the occasion.

"MFPC, together with MAHSA University laud these encouraging steps being taken. We are committed to supporting the growth of the financial planning profession through this active approach which will greatly benefit the rising number of novice investors especially as there is heightened interest in investing post pandemic times.", says Kwo.

Financial literacy of the youth will lead to positive financial behaviour leading to financial well-being. With the help of professional financial planners, Malaysians will be able to manage their financial health and make better financial decisions.





# COLLABORATIONS



## **MAHSA Appoints Eminent Hospitality Consultant & Award Winning Author, Mr Hanley Chew as Industry Advisor to School of Hospitality Management (SHM)**

The SHM has appointed Mr. Hanley Chew as the Industry Advisor to the Bachelor of Hospitality Management (Hons) programme. He brings with him a wealth of hospitality industry experience with his previous works at the Sunway Group under its hospitality arm, overseeing the management and expansion of the Sunway, Allson and The Banjaran brands in Southeast Asia, China, India and the Middle East.



He was CEO of Sunway International Hotels & Resorts, Sunway Healthy Lifestyle, and Sunway Travel. He was also the CEO of Khazanah Nasional Bhd's leisure and travel arm. He started a hotel consulting firm, Hotel Integrations Sdn Bhd. Later, he became the CEO of Malaysia's Berjaya Properties and Resorts, which has 20 hotels in 7 countries. Hanley worked for Vingroup, Vietnam's largest company, which operated 47 Vinpearl Hotels. In 2020, during the Covid-19 pandemic, he founded JustTonight to help hotels manage extra rooms.



Hanley writes award-winning books. HOTEL TALES was a hit. Hanley was also the 2012 Readers' Choice Award winner. The honour inspired him to publish MORE HOTEL TALES, which was placed second in the 2014 Readers' Choice Awards. He recently released EVEN MORE HOTEL TALES and wants to write more.

Hanley's hospitality experience will help grow and improve the university's hospitality programme. The Bachelor of Hospitality Management (Hons) is a 3-year full-time degree offering Tourism Management, Events Management, and Integrated Resort Management specialisations.

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# TAKE THE LEAD

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**Congratulations on your well-deserved promotion. Your new position will be a success, and may you be recognised as the best to ever hold it.**

**DR. TARA AHMED  
MOHAMMED**

*Deputy Dean (Postgraduate)*



**MRS. KHARMEYNI  
JUMBULINGAM**

*Deputy Dean (Undergraduate)*





## THOUGHTS

### ***WEALTH IS FOUND WITH A ROADMAP, NOT ON A DARTBOARD...SO THEY SAY.***

Written By: Noorliza Md Noordin

Achieving good net worth is a calculated path. Accumulating wealth is usually done through many ways. By definition, Investopedia had stated that "an individual's net worth is simply the value that is left after subtracting liabilities from assets."

In any layman's language, if you have a positive net worth, you are considered rich.

To many, conventional investments such as real estates, gold, public mutual, insurance with savings features, stocks, foreign exchange et cetera would be a normal thing. To some, making lifestyle habits to drive an individual's personal net worth to perpetually increase with time, is a different level of wealth accumulation. This includes businesses, intellectual property, mentorship, silver, artwork, travelling and coaching.

Lately, there is a different kind of investment that can be considered as a new portfolio to personal investment. Since 2020, there was a new kid on the blockchain, called non-fungible tokens (NFTs).

It appeared to have exploded from nowhere and has taken the digital world by storm among the Gen Y. The older generations may be clueless about this new investing adventure.

The NFTs are believed to be here to stay and will forever revolutionise businesses as they are valuable digital assets. These gems are being transacted up to millions of dollars ranging from luxury fashion, arts, music and in-game assets.

For example, it was recorded that Nyan Cat meme was auctioned for US\$600,000 in February 2020 or Jack Dorsey's first tweet was auctioned for US\$2.5 million. Both did not exist in the real world like the Mona Lisa, but thanks to NFTs, both are highly valuable.



***Nyan Cat meme***



***Jack Dorsey's first tweet***

Therefore, the roadmap to your financial independence has to be carefully crafted with various types of assets acquisition and it has to be valued more than your liabilities. Know your portfolios well and create a good personal wealth blueprint, while spreading your risks evenly. You will thank your younger-self when you reach your retirement age.

# ● UPCOMING ACTIVITIES ●



## PROGRAMMES IN FOBHAF

### DOCTORAL PROGRAMMES

PhD in Management  
Doctor of Business Administration

### MASTER DEGREE PROGRAMMES

Master of Business Administration  
Master of Business Administration  
(Hospital Management)  
Master of Business Administration (ODL)  
Master of Business Administration  
(Hospital Management) (ODL)

### BACHELOR DEGREE PROGRAMMES


Bachelor of Business Administration  
Bachelor of Business Administration (ODL)  
Bachelor of Business Administration (Hospital  
Management)  
Bachelor of Accounting (Hons)  
Bachelor of Science (Hons) in Islamic Finance  
Bachelor of Hospitality Management (Hons)


### DIPLOMA PROGRAMMES

Diploma in Business Administration  
Diploma in Accounting  
Diploma in Marketing  
Diploma in Human Resource  
Diploma in Hotel Management  
Diploma in Restaurant Management

## CONTACT

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