

SPECIAL FEATURE

# OIC TODAY

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Magazine

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UNIVERSITI  
MALAYSIA  
KELANTAN

**AN ENTREPRENEURIAL GEM**  
IN A CULTURALLY EXCEPTIONAL LOCALITY

**PROFESSOR DATO' DR. NOOR AZIZI ISMAIL**  
VICE-CHANCELLOR OF UNIVERSITI MALAYSIA KELANTAN

# The Entrepreneurship University

Universiti Malaysia Kelantan (UMK) is one of Malaysia's youngest public universities, celebrating its 15th year of establishment this year. Holding tight to its tagline 'Entrepreneurship is Our Thrust', UMK aims to be a leading entrepreneurship university in the region. The university embeds a culture of enterprise and entrepreneurial qualities such as innovation and resilience in its programmes, using science and technology as the enablers.

## Vision

UMK aims to champion balanced and holistic human capital development ascribed to entrepreneurial distinction for global prosperity.

## Mission

The university provides high-quality, relevant academic and training programmes, research and innovation of high commercial value, effective and efficient services that prioritise a conducive environment and fulfil social obligations.



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**OIC TODAY** Business & Investment Magazine

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Although entrepreneurship education is mainly offered by the faculty of Entrepreneurship and Business, its flavour can be tasted in every other programme offered by UMK including Tourism, Hospitality and Wellness, Creative Technology and Heritage, Architecture and Ekistics, Bioengineering and Technology, Agro Based Industry, Earth Sciences, Veterinary Science and Languages and Human Development. Each graduate from these programmes stands a fair chance to become a successful and responsible entrepreneur.

To further enhance UMK's entrepreneurship orientation, the Universiti Malaysia Kelantan Entrepreneurship Institute (UMKEI) was established to position UMK as a respected and referring university in the region. The centre manages three existing key entities in upholding entrepreneurship education programmes. These specialised centres are:

- **Centre for Entrepreneurship Education and Development (CEED)**  
- For on-campus community
- **Institute for Small and Medium Enterprises (ISME)**  
- For the off-campus community
- **Global Entrepreneurship Research and Innovation Centre (GERIC)**  
- For entrepreneurship research and innovation





## *An Entrepreneurial Gem* in a Culturally Exceptional Locality

As the university's 15th anniversary approaches, OIC TODAY looks at the progress and initiatives of this unique institute of higher learning with a special interview with

**Y.BHG. PROF. DATO' DR. NOOR AZIZI BIN ISMAIL**

Vice-Chancellor of Universiti Malaysia Kelantan

### **The Founding of an Entrepreneurial University**

With its tagline "Entrepreneurship is our Thrust", University Malaysia Kelantan (UMK) established in 2006 was nestled under the 9th Malaysian Plan. The first student intake was in 2007. The culture, philosophy, and the curriculum of UMK is centred on an entrepreneurship-based education taking after the Kelantanese population who are popularly known as entrepreneurs.

Entrepreneurship and business, creative technology and heritage, and agro-based industry and earth science are the three core fields of study introduced by UMK initially. The last 15 years of its existence saw an expansion of the disciplines into nine faculties across three campuses: They are the Faculties of Entrepreneurship and Business, Tourism, Hospitality and Wellness, Creative Technology and Heritage, Veterinary Medicine, Earth Science, Agro Based Industry, Architecture and Ekistics, and Bioengineering and Technology. In 2020, they upgraded the language centre as the Faculty of Language Studies and Human Development. The Department of Data Science is looking to be upgraded into a full-fledged faculty in the next two years.

The big plan in the coming future is for Kelantan to become the HUB for Muslim tech-scientists whilst working closely with Huawei (AI), Microsoft (Big Data) and Alibaba (E-Commerce),

with UMK as the catalyst via the IT Faculty. Realising that mastering a third language is beneficial to students in their quest for being entrepreneurial, UMK stands out again as being unique. Apart from learning Bahasa Melayu and English, students do get to choose either Mandarin, Arabic, French, Korean, or Japanese to add on to their language skillset. The extensive use of ICT to achieve this and the development of soft skills is emphasised.

This reflects the vision "To champion balanced and holistic human capital development ascribed to entrepreneurial distinction for global prosperity." The mission is to provide high quality, relevant academic and training programmes, research and innovation of high commercial value, effective and efficient services that prioritise a conducive environment, and fulfil the social obligation. "That is also our main strength because we believe in being relevant. The research that we do needs to have an impact on the industry and society. We also prioritise the impact on the environment because we have the Faculty of Earth Science that focuses the environmental issues", said Dato' Dr. Noor Azizi.

### **A Man with Strong Ambition**

Dato' Dr. Noor Azizi just celebrated his second anniversary as part of his journey as the Vice-Chancellor of UMK. He described the journey over the past two years, as "very interesting". He



envisioned UMK as a nicely designed ship with its vision, mission, objectives, and core values all nicely crafted. "When I joined the university, I did not change anything," he said. He went on to describe that, "What I did was to bring everyone onboard to work together as a team and to start sailing. We had a nice "ship", and we were parked in the beautiful harbour. What we needed to do was to start sailing to reach the destination we wanted. Of course, in addition to that, we strengthened the governance, the reporting line, we pushed integrity to the top and empowered people to dream big."

Being very happy and satisfied to have achieved wonders "beyond expectations" he feels such progress will be a big boost for everyone's morale to excel and to be better in the future. Dato' Dr. Noor Azizi also co-founded the World Association of Business Schools in Islamic Countries (WABIS) in 2012, where several conventions were organised in Kuala Lumpur, Madinah and Jakarta. He was the secretary-general of the association for six years, an exposure which turned out to be one of his most valuable and memorable experiences gained in his life. Among his many accomplishments, he is also a successful author having published his latest bestselling book titled "I Believe Therefore I Am" published by an UMK Publisher.

### Progress and Milestones

When he first arrived at UMK, Dato' Dr. Noor Azizi recalled on the potential that he envisaged for the University. Praising the excellent work carried out by his four predecessors in laying the solid foundation for the University from inception, he did comment on the University's lagging from other universities from a performance perspective. Citing the reason being as the second youngest public university in Malaysia, he however identified some changes to be made and said "Whatever the design you have, it is about actions at the end of the day." Dato' Dr. Noor Azizi wanted to repurpose UMK as not just being a place where you communicate with the students, but to serve the society as well. UMK submitted a proposal to the state government with a focus on economic development to boost the social economic development of Kelantan. Named Lembah Barakah or the "blessed valley", the project comprised of 38 programmes.

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**"In order to be relevant, you need to collaborate."**

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Collaboration became the buzzword for UMK and the tagline "UMK for Society" was born. "In order to be relevant, you need to collaborate. So, we started to go out, to collaborate with various agencies (local and international), with the state government, ministries, and industries," said Dato' Dr. Noor Azizi. His mantra made its mark, and the presence was felt. "We have all the potential, but people don't see us, and some people don't even know that our niche is in entrepreneurship." With the creation of more visibility, there was a better positioning and a better image. People were pleasantly surprised with the progress made and more people started to come to UMK to work with us thus bringing us more achievements.

UMK's graduate employability in 2017 was less than 60%. However, in 2019 and even during the pandemic in 2020 it rose to 92%. The Ministry of Higher Education capped the KPI's at 75%, but they managed to achieve KPI's at 90.6% which is among the highest in Malaysia. In 2019 they introduced Starting, Pre-Finishing and Finishing school to make sure that their students were ready to join the workforce.

Dato' Dr. Noor Azizi scored a few milestones during his time. The University churned out a high number of graduate entrepreneurs. Looking at the Malaysian statistics over the years, the students who become entrepreneurs after graduation was around 4%. The scenario is different at UMK, the percentage was 13% in 2019, and despite the pandemic in 2020, there was an achievement of 14.8%, the highest numbers of entrepreneurs in Malaysia from UMK.

Another milestone accomplishment was student enrolment. Due to the lack of visibility, UMK experienced a decline in enrolment. With active branding on various mainstream media and social media platforms, the enrolment increased by 30% in 2019 and 2020. These initiatives boosted programme demand and interest in the university. In 2020, the demand for our programmes increased from 67% in 2018 to 94%, meaning 94% of those offered places at UMK chose UMK as their first choice.

Recruiting more international students to enter UMK has been the one challenge that still needs to be conquered. "This is a bit disheartening because firstly, we need to create the visibility for the students to come. Kuala Lumpur is a well-known destination but to many Kelantan is practically an unheard destination" asserted Dato' Dr. Noor Azizi. The location of Kelantan is much further than the bigger cities and more challenging to promote. However, Dato' Dr. Noor Azizi thinks that highlighting Kelantan's unique features, in addition to the competitive academic programmes, are the keys to this challenge. For example, the cost of living in Kelantan is low making it affordable. With the stunning beaches, interesting hiking trails and jungle treks it will definitely be exciting and appealing to lure these international students to join UMK.

In 2019 there were only 46 international students in the city campus and the UMK promotion saw the numbers soar to 155 in 2020. Going on a percentile basis the numbers show a steep incline. Despite not reaching the target of 200, the progress made so far has been very encouraging. For 2021, the goal is to enrol approx. 300 international students and we firmly believe the numbers are achievable as two months into 2021, we have already received 90 applications from international students.

Further expanding on this aspect, Dato' Dr. Noor Azizi said that, "In our strategic plan we have already earmarked to enrol more than 1,000 international students by 2025. I am a positive person and rest assured we can achieve that."

Research is also a very important component of the university. By comparison, in 2018, UMK generated about 4.4 million research grants from various sources. In 2019, that jumped to 7.4 million, and in 2020, 8.2 million. The target for 2021 will be 9 million. "We have received good contract research grants from the industry and that has been a tremendous boost to us."

"On the other hand, publications and citations have increased quite significantly by more than 100%," he explained. "For these reasons and for the very first time we were ranked in QS Asia 2021, two years ahead of our plan which originally was forecasted to take place in 2023."

Our local ratings like MyRA and SETARA, have also improved. For SETARA, UMK improved from three stars to four stars, which is quite a significant achievement. For MyRA, the target is four stars. The improvements and accomplishments are clear for anyone to see. Dato' Dr. Noor Azizi said, "I told my staff you can walk tall now. Do not feel inferior to anyone. We are amongst the best, and we can proudly claim that we are the best entrepreneurship university in Malaysia."

We have recently been awarded MS ISO 9001:2015, which is testament to the fact that the quality management systems at UMK are of high-standard. Next on the cards are for us to gain accreditation from the Accreditation Council for Entrepreneurial and Engaged Universities (ACEEU), based in Europe, and we hope to get this completed before the end of 2021.

### The Land of Lightning

Kelantan's strategic location in northeast Malaysia, its unique culture and heritage, play a vital role in shaping the organisational culture of UMK and these are the features that position UMK as a gem, said Dato' Dr. Noor Azizi.

"On the flipside, the internet penetration coverage and speed are yet up to the mark and that sets us back at times. However, we make up by our beautiful places, lovely beaches and mountains and the people's entrepreneurial spirit. If you look at some of the successful businessmen in Malaysia, they are originally Kelantanese."

Moving forward, the marketing strategy has to be different to attract new students, said Dato' Dr. Noor Azizi. They cannot use the same strategy as UM, UTM and UKM. "On our part, I think the first thing we need to do is to introduce Kelantan as a unique state because I have mentioned the entrepreneurship mindset, and the entrepreneurship spirit among the Kelantanese is very high." He highlighted that most of the entrepreneurs in Kelantan are also women, which is not a common element seen in business.

Kelantan has profound roots in Chinese and Malay heritage, something very different and unique that you cannot find in Kuala Lumpur. Known for its delicious food, it is also a well-known fact that the Kelantanese are very warm, welcoming, and friendly - an important and advantageous feature for increasing the number of international students at the university.

There are some restrictions such as alcohol being prohibited in Kelantan and a proper dress codes for swimwear at the beach. The presence of many religious schools in Kelantan, may appeal to tourists and visitors from the OIC countries. Those who may not find such rules appealing have the option of visiting the islands off Terengganu, only a short distance from Bachok Campus, where there are no restrictions.

Prior to the pandemic, ambassadorial talks were organised and those ambassadors who visited Kelantan for the first-time expressed surprise at the unique and different environment the State presents. International students and non-Kelantanese Malaysians will gain valuable experience studying at UMK and their education will be expanded in and outside the classroom.

### Infrastructure for Entrepreneurship Education

It is established that the entrepreneurial spirit is the backbone of UMK. The university's collaborative initiatives, curriculum and facilities act as the infrastructure to uphold the tagline "Entrepreneurship is our Thrust." Dato' Dr. Noor Azizi discussed collaboration as crucial to their initiatives at UMK. This falls in line with the friendly, entrepreneurial spirit of Kelantan itself. His perspective is that collaboration is an essential element of entrepreneurship. Because of this, UMK collaborates with various agencies. He said that in the context of entrepreneurship, they collaborate with the Ministry of Entrepreneur and Cooperative Development. In terms of how they can commercialise their research products from science and technology, they also work with the Ministry of Science, Technology, and Innovation.

Other national agencies with which they collaborate and receive support include SME Corp. Malaysia, Malaysian Technology Development Corporation, Yayasan Inovasi Malaysia, TEKUN Corporation Sdn Bhd, Permodalan Nasional Berhad, Bank Islam, Tabung Haji, and MARA. They also work with many local entrepreneurs. At the international level, they also have various partners as global partnerships are important to entrepreneurship. He asserted that "Malaysia has a small market; its population is about 32 million. We need to teach our students to understand the global market so they can spread their products internationally."

Collaboration with online businesses includes work with Lazada, Alibaba and others. Dato' Dr. Noor Azizi stated that such collaboration support UMK's strong advocacy of learning by doing. We are the first university that introduced 2U2I (university-industry) for entrepreneurship programme. In this programme, students learn entrepreneurship and spend about two years at the university and then two years doing business attached to real entrepreneurs who will coach and mentor them. The first batch of this entrepreneurship programme just graduated last year. All 50 students graduated with a registered company in hand. "So that is what I would call a 100% success rate," said Dato' Dr. Noor Azizi.

The curriculum itself is a second critical aspect of nurturing and progressing entrepreneurship in the students. Students across disciplines must all take four courses (12 credit hours) about entrepreneurship. This is to ensure every student has a strong entrepreneurship mindset. Dato' Dr. Noor Azizi says that if students want to become entrepreneurs, they should come to UMK. Even if they do not want to become entrepreneurs, our curriculum will nurture them to have a strong entrepreneurial mindset for a successful career. Our curriculum is designed to nurture holistic students with a strong body, mind, and soul. Beyond the curriculum, there is the Students in Entrepreneurship Programme (SIEP). Every student is required

to spend a few weeks during the semester break to visit an entrepreneur. This extra time further increases personalised and in-depth learning. We have also recently set up "Ignite Innovation Lab", which will connect our students to innovators around the world.

UMK's facilities to support entrepreneurship include incubators or "Living Labs", as Dato' Dr. Noor Azizi prefers to call them. "We have a creative accelerator centre sponsored by the Malaysian Digital Economy Corporation (MDEC). They provide the software and the hardware for our students from the creative technology faculty," he explained. The students can utilise that facility to learn and provide a space for those who are freelancing and providing services while studying. Students who are studying hospitality also have a lab where they can learn practically on campus. Under that faculty, they also have a spa and restaurant operated by the students.

Additionally, there are retail shops on campus. The "Innovation Incubator", as they call it, is at the science faculty in Jeli campus which creates so many products that have the potential to be commercialised. Due to this, priority is given to them. Another plan in place this year is to have the In-Campus Factory, where they will have the capacity to manufacture and test their products and assist SMEs around Kelantan. Dato' Dr. Noor Azizi said this "This would be a high-end factory that meets the requirements of General Manufacturing Practices (GMP) because that is very important for products to be put on the shelf or be exported. So that is our plan for this year, and it is kind of a big investment project that we expect will help students, the staff and the community."

### Facing COVID-19

The pandemic has posed challenges and hardship to many. How each organisation reacts and responds will determine how they perform. Dato' Dr. Noor Azizi feels the university is responding quite positively, and despite the challenges, he has also seen many opportunities.

He gave one example, saying that "even before the pandemic hit, I threw a challenge to our deans across the board that we need to reduce face-to-face teaching and learning because I believe the millennial students don't really want to listen to the lectures. They want flexibility and real-world experience; hence the teaching pedagogy must be different. I told the deans, reduce face to face to only 50% and if you can't, make it 70%." Just as he implemented this idea, COVID-19 struck, and he saw it as the opportunity to implement the shift fully. UMK has been doing optional e-learning since 2016, so they were better positioned for the change as well.

In terms of the requirements needed to go fully online, they were 80% in March of 2020. While some lecturers were initially apprehensive due to a lack of previous experience, Dato' Dr. Noor Azizi asked them to take the situation very seriously and enrolled them for an intensive training programme. "After one month, I would say we were almost 100% ready." The next step was to familiarise the students with the changes. The programme progressed smoothly barring a few glitches in the internet speed and coverages in certain areas.

Productivity surveys were also carried out and people were still becoming accustomed to using the platform. The second

survey showed improvement and currently, there is minimum difference between Pre and Post COVID-19. "COVID-19 brought on many benefits and our creativity and innovation have somehow increased significantly. People are becoming more innovative and more creative, especially when it comes to research," he remarked.

Dato' Dr. Noor Azizi believes that academic research is not just about conducting research. Research must have an impact, whether it is an immediate, medium, or long-term one. It must be able to solve whatever problems that exist. During the initial months of the pandemic, UMK produced seven products to solve problems at the time. "We produced our own hand sanitisers, even before the lockdown." Due to the high number of staff and students, Dato' Dr. Noor Azizi wanted to ensure that everyone would have sufficient access to sanitizing products. In February, he asked the research team to produce an in-house hand sanitiser. They also produce face-shield visors. So far, a total of 10,000 has been produced for internal use and distributed free of charge to front liners.

He mentioned that these are of high quality because they are made using 3D printers and laser printers. This means the products can be used multiple times before being discarded. They also produced PPE suits. For this, UMK works with the prison department in Kelantan. The collaboration between the university and the prison has allowed prisoners to actively utilise their skills to help combat the virus while making products that will benefit everyone.

Approximately 5,000 PPE suits have been produced and distributed to hospitals and various other agencies in Kelantan. UMK also sent almost 2,000 PPE suits when there was an outbreak at the prison in Kedah. Among the many other products that they produced, two of them received grants from Yayasan Inovasi Malaysia. "I can say that in terms of innovation and creativity, it was somehow boosted up and we also produced our own tracking system. Before KKM decided to produce their tracing system, we already had ours, and that was produced within just one month," he said.

Dato' Dr. Noor Azizi remarked that they are currently in the final stage of coming up with three apps to be used by hospitals to manage their work in dealing with cases. All these productions came during the COVID-19 crisis. "Without COVID-19, I do not think people would be more concerned about this kind of research, and that is a big boost showing the confidence that our lecturers can deliver more. So, I really hope that after this, our presence can be felt by many."

### Using the Past to Move Forward

One challenge the university has faced is the significant government budget cuts because of the COVID-19 pandemic. RM 3 million of our operating budget across nine faculties in 2019 was taken away but despite that our achievements almost doubled during that year." Coming from an accounting background he was able to perform well with less.

Further cuts came in 2020, but they have adapted to the changes. "We were impacted in some way, but we were accustomed to the cuts from the previous year and managed to spend on items that really mattered. Whatever we want to



spend, I want to see the impact, financial and non-financial said Dato' Dr. Noor Azizi. The pandemic thought us to save more, and we are proud to say that in 2020, we spent RM20 million less on the operating budget, which we reinvested in technical facilities to support the e-learning process and other facilities." On the topic of advancing socio-economic development in Malaysia, Dato' Dr. Noor Azizi reiterated that they want to produce students that are relevant, aware of policy and have a very strong entrepreneurship mindset. He emphasised these specific factors as they can bring stability in an uncertain future. "If you have a strong entrepreneurial mindset, you will be creative and innovative, then you can survive," he said.

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**"We believe that we can alleviate poverty through entrepreneurship and at UMK, we have a very strong institute that focuses on research and management activities for poverty alleviation."**

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He is also cognizant that their research is backed by industry money, saying that "the outcome must have an impact related to the purpose of our existence and we are answerable to them." As a strong entrepreneurial university, he wants the focus to be on social entrepreneurship. "We believe that we can alleviate poverty through entrepreneurship and at UMK we have a firm institute that focuses on research and management activities for poverty alleviation," he remarked.

This institute is working closely with the B40 income level, or the asnaf, because poverty is an issue in Kelantan. UMK is working closely with various agencies to uplift the economic status of these poor people through entrepreneurship and by changing their mindset. Dato' Dr. Noor Azizi emphasized the importance of this saying that, "This is probably one of the most significant institutes that we have, not only in UMK but throughout Malaysia. Many state governments also come to us to learn how we do that."

Additionally, they also receive RM2.6 million from the Ministry of Finance to run 13 social enterprise projects in Kelantan to uplift those living in poverty. Dato' Dr. Noor Azizi feels that this is because the ministry believes in UMK and the power of their work. "I believe they are going to give more funds because the progress of the projects are good," he said. Recently, we received funding from PNB and Bank Islam for our social enterprise projects.

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**"A university must have contributions not only to the students but also to the nation."**

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All these initiatives, vision and mission are in place to make our presence felt and bring positive contributions and change. His firm belief driving his work and decision-making is that "A university must have contributions not only to the students but also to the nation."

He hopes that the university will play a big role in involving staff and students in their endeavours. In this way, learning, social progress, and overall development are integrated. He said, "This will change



the mindset of our lecturers and our students and we make UMK relevant. At the end of the day, we have to be relevant." The concept of relevance has been at the forefront of Dato' Dr. Noor Azizi's mind in his work at UMK as relevance will guide and fuel the initiatives.

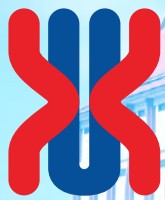
Dato' Dr. Noor Azizi also has the goal to bring OIC countries together through business schools. His extensive research on OIC annual economic reports since 2008/2009 and his work with SESRIC under the OIC put him in an excellent position to push forward this goal as well. He identifies that bringing together OIC countries will be a difficult task. Looking back, he remembered an experience negotiating with various colleagues from various countries, "What triggered me, in 2009, was that I was invited as a special guest for a Convention of International Association of Jesuit Business Schools (IAJBS) held in Manila. I was the only Muslim."

This three-day gathering of business schools worldwide and observing how more than 200 participants worked together drove the interest to start a Master of Global Management programme. The plan is to design the programme to cater for the needs of the OIC countries. When COVID-19 permits, Dato' Dr. Noor Azizi aims to host a High Tea for all OIC embassies in Malaysia. "If one country can sponsor only one student to join this programme, we can have a network of 57 countries," he highlighted.

He identifies that support from the embassies, the GLCs, and Muslim companies will help guarantee this programme's successful progress. "It won't be purely academic, but a mix of academic theories and the actual work," he offered. Currently, less than 1% of the world's patented or licensed products come from the 57 OIC countries. Trade between OIC countries is also far less than trade between OIC countries and the West.

Beyond just a professional interest, Dato' Dr. Noor Azizi wishes to contribute to reshaping the global perspective of Islam. He continued, "We want to expose the students to the worldview. We need to have a worldview where the interpretation of Islam is correct." He thinks that finding similarities with other cultures, such as the West, is more constructive than looking at differences.





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## ABOUT UMK

If you're looking for place to study, UMK is the one! UMK is a public university in the Malaysia's state of Kelantan. Established in 2006, UMK is an entrepreneurial university that offers various academic courses throughout its 9 faculties.

## WHY UMK

- Cheaper and affordable fees
- Low to average cost of living
- Flexible English language requirement
- Dynamic lifestyle
- Quality and accredited programs
- No. 1 Entrepreneurship University
- High graduate employability in Malaysia

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- BACHELOR OF ENTREPRENEURSHIP (LOGISTICS & DISTRIBUTIVE TRADE) WITH HONOURS
- BACHELOR OF ENTREPRENEURSHIP (RETAILING) WITH HONOURS
- BACHELOR OF SCIENCE STATISTICS WITH HONOURS AND BACHELOR OF ENTREPRENEURSHIP (LOGISTICS & DISTRIBUTIVE TRADE) WITH HONOURS
- BACHELOR OF BUSINESS ADMINISTRATION (ISLAMIC BANKING AND FINANCE) WITH HONOURS
- BACHELOR OF ENTREPRENEURSHIP WITH HONOURS
- BACHELOR OF ACCOUNTING WITH HONOURS
- MASTER OF ISLAMIC FINANCE (COURSEWORK)
- MASTER OF ENTREPRENEURSHIP (C/WORK & RESEARCH)
- DOCTOR OF PHILOSOPHY
- MASTER OF BUSINESS ADMINISTRATION (MBA)
- DOCTOR OF BUSINESS ADMINISTRATION (DBA)

### FACULTY OF VETERINARY MEDICINE

- DOCTOR OF VETERINARY MEDICINE
- MASTER OF SCIENCE
- DOCTOR OF PHILOSOPHY

### FACULTY OF EARTH SCIENCE

- BACHELOR OF APPLIED SCIENCE (NATURAL RESOURCES SCIENCE) WITH HONOURS
- BACHELOR OF APPLIED SCIENCES (GEOSCIENCE) WITH HONOURS
- BACHELOR OF APPLIED SCIENCE (SUSTAINABLE SCIENCE) WITH HONOURS
- SCIENCE FOUNDATION
- MASTER OF SCIENCE
- DOCTOR OF PHILOSOPHY

### FACULTY OF AGRO BASED INDUSTRY

- BACHELOR OF APPLIED SCIENCE (AGROTECHNOLOGY) WITH HONOURS
- BACHELOR OF APPLIED SCIENCE (HUSBANDRY SCIENCE) WITH HONOURS
- BACHELOR OF APPLIED SCIENCE (PRODUCT DEVELOPMENT TECHNOLOGY) WITH HONOURS
- BACHELOR OF APPLIED SCIENCE (FOOD SECURITY) WITH HONOURS
- MASTER OF SCIENCE
- DOCTOR OF PHILOSOPHY

### FACULTY OF BIOENGINEERING & TECHNOLOGY

- BACHELOR OF APPLIED SCIENCE (BIOINDUSTRIAL TECHNOLOGY) WITH HONOURS
- BACHELOR OF APPLIED SCIENCE (MATERIALS TECHNOLOGY) WITH HONOURS
- BACHELOR OF APPLIED SCIENCE (FOREST RESOURCES TECHNOLOGY) WITH HONOURS
- BACHELOR OF INFORMATION TECHNOLOGY WITH HONOURS
- MASTER OF SCIENCE
- DOCTOR OF PHILOSOPHY



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# PROMINENT COACHES OF UMK

**Prof. Dr. Roselina Ahmad Saufi**
*Expertise: Human Resource*

Professor Dr Roselina is known for her dynamism and scholarly work in human capacity building. She has excellent experience in managing organisations and individuals. In 2009, she was awarded the Islamic Leader Fellowship by the Asian Institute of Management in Manila, and received the Distinguished Women in Human Resource Management award from the Venus Women International Foundation of India in 2017. Her consultancies and training work focuses on Human Resource Management, Stress and Time Management, Leadership, and Strategic Management.

**Prof. Dr. Nik Maheran Nik Muhammad**
*Expertise: Economics, Business and Management / Finance*

Nik Maheran is a prolific researcher particularly in social sciences and is known for her leadership capabilities. She has vast experience in handling international grant, industrial research as well as government grant. She has received a total grant amounting to more than RM11 million for all the projects.

She has completed 66 research and capacity building grant, mainly in Finance, Entrepreneurship, Leaderships and Business Management. She is one of the think-tank and advisory council in entrepreneurship education for the Ministry of Higher Education (MOHE) and the Ministry of Entrepreneurship and Cooperative of Malaysia (MEDAC). She also was appointed as one of the writers and contributors for MOHE Entrepreneurship Action Plan (EAP) 2021-2025 and MOHE Guide for Entrepreneurship Integrated Education (EIE) 2020. She was also a policy writer and advisory council for the Ministry of Higher Education.

In 2019, she was invited to speak at the 8th UNESCO-APEID Meeting on Entrepreneurship Education, Hangzhou, China Annual Conference for International

Education and Expo, Beijing, China; and 21st Century CEO Leadership Program at Oxford University. She was awarded a 2nd runner up for Entrepreneurial Leader of the year by Asia Pacific Triple E Award 2020.

Nik Maheran has been trusted with multiple, distinctive leadership positions since joining university Malaysia Kelantan (UMK), in 2012. Currently, she is the Senior Director for UMK Entrepreneurship Institute (UMKEI).

**Dr. Hanisa Hassan**
*Expertise: Humanities, Art and Culture / Design Studies*

Dr Hanisa Hassan leads the Faculty of Creative Technology and Heritage or FTKW, that comprises of 2 undergraduate programmes focusing on Heritage Studies, Creative Technology and a postgraduate program in Innovation Design. Her background in fashion and aesthetics had transformed the Faculty into a creative hub that focuses on local heritage content as their main research area. By using current technology, FTKW has 7 electives in creative technology that supports 4 electives in the heritage program so that the local heritage can sustain through time.



FTKW also has a living lab for students to practise their business ideas and also a place where the alumni can work as digital nomads. Since FTKW anchors heritage as their main focus, we work closely with the state government and its agencies to enhance local heritage and promotes cultural tourism. Due to the current pandemic, the use of current technology such as AI, AR, animation and multimedia becoming more vital in promoting Kelantan's rich culture and heritage for tourists who could not enter the state.

Besides focusing on academic matters, the Faculty also active in assisting those in need. During the outbreak of COVID-19, the Faculty members uses their creativity in assisting the frontlines by producing cost effective PPEs, intubation box and recyclable face shield which were distributed to various government agencies and hospitals in 3 states. Through its innovation and creativity, FTKW won 30 gold medals last year in various innovation competitions, both local and international.

Entrepreneurial spirit is embedded in its students which had boost the Faculty's Graduate Employability to 89.6%, higher than the national target of 80% in 2020. 18.1% of their graduates in last year had become entrepreneurs- the highest percentage in UMK. Their students' skill and knowledge are very much needed for the current market and hopefully for the future as well.

**Assoc. Prof. Ts. Dr. Nik Zulkarnaen Khidzir**
*Expertise: Cyberpreneur*

Associate Professor Ts. Dr Nik Zulkarnaen is a Certified MBOT Professional Technologist who has been involved in many initiatives related to cybersecurity, entrepreneurship, technology, information security, social innovation and risk management. He is a member of several international organisations such as IEEE, IACSIT and PECAMP. He was awarded at various research & innovation competitions and

## FACTS & FIGURES

\* data as of Desember 2020
**90.6%**

GRADUATE EMPLOYABILITY

**14.8%**

GRADUATE ENTREPRENEURS

**10259**

UNDERGRADUATE ENROLLMENT

**731**

POSTGRADUATE ENROLLMENT





was also recognised by the Malaysian Ministry of Education as one of the top 2018 Outstanding Entrepreneurship Mentor Malaysia.

**Assoc. Prof. Ts. Dr. Mohamad Faiz Mohd Amin**

*Expertise: Water Management and Quality*

Assoc. Prof. Ts. Dr Mohamad Faiz is known for his dynamism and scholarly work in water management and quality. He has excellent water and wastewater treatment experience through his interaction with industry, municipality, and waterboard in the Netherlands and Malaysia. In 2017, he was appointed as American Chemistry Society-Young Scientist resource person for research to policy working group regarding contaminant of emerging concern pollution in water. Currently, he focuses on water resources security and management in Malaysia. Assoc. Prof. Ts. Dr Mohamad Faiz also presently being appointed as a resource person for water sector transformation 2040 (WST 2040) by Economic Planning Unit Malaysia. He also involves numbers of a project with UNESCO-IHP regarding river trail, water resources protection and river rehabilitation.

**Associate Professor Dr. Seri Intan Mokhtar**

*Expertise: Biological Sciences / Microbiology*

Associate Professor Dr Seri Intan by training is a microbiologist. She has been awarded local, international and industrial research grants to the value of more than RM1.5 million in natural vinegar production, phylogenetic studies and food product development. A versatile academician and also experienced administrator for the past 20 years. A certified intellectual property manager with excellent negotiation track record especially in university and industrial innovation, licensing and commercialisation. Currently she is the Dean of Faculty of Agro-based Industry in Universiti Malaysia Kelantan. A Faculty dedicated to be in playing field of Agrotechnology, Animal Husbandry,

Product Development and Food Security. She is steering the Faculty in embracing latest 4.0IR technology in agriculture and spearheading towards national product development revolution and global food security efforts.

**Assoc. Prof. Dr Mohammad Ismail**

*Expertise: Marketing*

Associate Professor Dr Mohammad Ismail is the Director of UMK's Centre for Entrepreneurship Education and Development (CEED). He brings more than 20 years of experience in customer service in addition to entrepreneurship academic teaching and professional training. As a passionate and inspired entrepreneurship and marketing trainer, who is certified by a number of government and private bodies, Dr Mohammad is known for delivering nationwide training for various government agencies and SMEs.

**Dr. Anis Amira Ab Rahman**

*Expertise: Entrepreneurship*

Given her extensive experience as an entrepreneur before venturing into the academic sector, Dr Anis Amira is currently the Director of UMK's Institute for Small and Medium Enterprises (ISME). Her business consultancy and research is related to SMEs and business venturing, Entrepreneurial Leadership, Entrepreneurship Education, B40 Strategic Entrepreneurship, Social Entrepreneurship, and Innovation Management. Dr Anis Amira is certified as a trainer, a Language and Behaviour Profiler and also for Neuro-Linguistic Programming (NLP).

**Dr. Adams Adeiza**

*Expertise: Innovation and Entrepreneurship*

Adams is an award-winning academic and serial entrepreneur. He holds a PhD in Innovation and Entrepreneurship and is currently the Director of Global Entrepreneurship Research and Innovation Centre—a Centre of Excellence at the Universiti Malaysia Kelantan.

In honour of his work, Adams has received such diverse recognition/awards as: NESG/LEAP Africa Bridge Fellow; Mandela Washington Fellowship for Young African Leader (US State Department); Nigerian Young Manager of the Year, 2010 (Nigerian Institute of Management – NIM); Young Leader of the Year, 2013 (Centre for Values in Leadership); and he was a recipient of Youth Enterprise with Innovation in Nigeria (YouWiN) Grant (World Bank and Nigerian Federal Ministry of Finance).

**Ts. ChM. Dr. Abdul Hafidz Yusoff**

*Expertise: Geochemistry*

Dr Hafidz is the Director of Research and Management Division Universiti Malaysia Kelantan (UMK) and a senior lecturer at the Department of Mineral, Material and Energy, Faculty of Bioengineering and Technology, UMK. His research interest comes under the immensely broad heading of Geochemistry. His current research focuses on the geochemical characteristic of Rare Earth Elements (REE) in soil, sediments and rock from Kelantan and Pahang. His research group works closely with the government agency and industries. Recently, his group has collaborated with Pejabat Tanah dan Galian (PTG), Kelantan to develop the new Mineral and REE Research Centre (UMK-PTG Mineral, REE and Gold Research Centre) which is located at Kota Bharu, Kelantan. Dr Hafidz also has received many grants from university, government, agency and industries. Currently, he conducts more than 10 national and international grants as principal investigator and members as well. As a registered Professional Chemist and Technologist, Dr Hafidz also serves as Technical Advisor for number of mining companies. At international level, he has been involved with several international research collaboration projects namely the South China Sea Fluvial Sediments and Environmental Changes (FluSed) UNESCO/IOC-WESTPAC, Japan Society for the Promotion of Science (JSPS) ASIAN CORE – COMSEA and First Institute of Oceanography, China.





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