

ISSUE

**16** 20 March  
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**QUOTE OF THE MONTH:**

*“O you who have believed, do not consume one another’s wealth unjustly but only [in lawful] business by mutual consent.”*

– Quran, Surat An-Nisa’ (4:29)

*“Never invest in a business you cannot understand.”*

– Warren Buffett (1930 – Present)



## What People Generally Look for When Investing

Investment can be a great help for your business if you are looking to grow and expand your business. However, those investments are not easy to come by. So, how do you go about seeking investment funding? Here are a few specific tips on how you should make that important proposal to the board.

### 1. Research, Research, Research

You should highlight and reiterate from credible research where you market growth will come from. Besides that, you also can ask from the business experts to get their point-of-view and vision as to how the new business will go forward. Both these steps are critical in presenting your ideas forward.

### 2. A Solid Business Plan

A solid business plan with profitable returns lays out your intent and purpose on going with the business that you plan to expand. And in the business plans you need to include details such as:

- The intended target markets
- Competitors analysis for your products or services
- Your vision, mission and value proposition
- The branding and marketing plans
- The sales channels that you’ve identified to target
- Financial projections which is data-based
- Projected timeline as to when you’ll start making money
- List down the risks and obstacles and your plans for dealing with them

### 3. A Unique Idea

Convince the board of directors or shareholders the thing that is unique about your product/services. What is key in this saturated market is that you need to tell the investment board how your product or services is different from what all the other competitors have to offer.

### 4. A Story That Stands Out

The investment committee has seen a lot of business proposals that are the same, with similar projected returns. But the fact that they might choose your product is the story that you tell them. Telling them how your products or services will change the way we do our business may seem like the credible way to get their attention.

### 5. Business Readiness

But most importantly is your need to have your proposals to be business ready. It needs to be a working, financially viable business project. It has to be clearly laid out and ready to be executed. IF the plan works out, then the return on investment shall be quicker, which will give the approving committee the incentive to approve your proposal.

Bottom line you can do is to be prepared. We are in the business of making money and any investment moving forward should do just that.

# IMPLEMENTATION OF MOOT COURT LEARNING-BASED MODEL TO IMPROVE LEARNING QUALITY



The Diploma in Law is one of the academic programs offered at IIC in high demand. This Diploma was offered in 2019 and has obtained full accreditation in 2021. The goals of introducing this Diploma in Law program are:

1. To produce paralegals who can serve in the industry and law firms in Malaysia with legal knowledge.
2. Alternative routes to further studies to a Bachelor of Laws at any IPTA & IPTS.
3. To introduce students to the practice in law and working methods in Malaysia.
4. Students will be exposed to the operational aspects of the law and how it can be managed using correctly set standards based on government policy.



Congratulations to the International Islamic College (IIC) for preparing moot court as a teaching lab for their Diploma in Law students. The moot court provides additional learning for students to develop themselves, especially the concrete manifestation of procedural law courses. Although not entirely correct, the learning process experienced by students can be sought to understand more about the habits of practice law.



The duties of judges, prosecutors, legal advisors, and even the position of the defendant and witnesses in the court are interesting to explore and digest their scientific aspects. Students who study in a moot court digest lessons they get during college, analysing cases and actions that need to be taken by law enforcement in an effort to handle cases.

Of course, the moot court itself provides opportunities for students to work, try, and at the same time "pretend" to be a real law enforcer. They can be judges, prosecutors, legal advisors, and even witnesses and defendants in a court session. Moot court also contains academic debates on the study of fiction and nonfiction cases which are seen based on analysis in a normative juridical framework based on legal theories that students get during college. Slowly but surely students are faced with the ideal level of judicial power that can decide cases regarding various cases that occur.



The ability to make or practice making the files needed for court proceedings is at stake for students in the moot court. Indictments, letters of demand, judges' decisions, defence, are some of the various files that are absolutely necessary to carry out judicial proceedings



# IMPROVED VISUAL IDENTITY STRENGTHENS THE GROUP'S BRANDING & POSITIONING

Over one year, we are now seeing the fruition of our Group's effort to put together the visual identity based on a set guideline that was developed for the Group and subsidiaries. The standard guideline that was developed include a curve as in to introduce and present the group's storyline to the intended target audience. What's critical also is the positioning of the logo at the bottom right side to stamp our signature company.

As a group, we now have a standardised look and feel to communicate the group's position to the general public, executing these visuals through the various social media platforms such as Facebook and Instagram.

As can be seen from the selected visuals, regardless of what the messages are, the Group can now present the storyline in a standardised format. Whether its congratulatory, call for event, FB Live announcement, or a wish, the messages can then be presented in a clear and precise manner.

Although this effort is a work in progress, the Group need to expedite the adoption of this visual identity so as to ensure we communicate better as a Group. With everyone's effort, the communication of the Group's branding as well as the positioning shall be well presented as a whole.

**AL-KAHFI JAMAEI**

"Barang Sesiapa Yang Membaca Al-Kahfi Pada Hari Jumaat, Maka Akan Dipancarkan Cahaya Untuknya Di Antara Dua Jumaat"

(HR Al Hakim and Al Balhaq)

**LIVE**

18 Mac 2022  
Jumaat, 8.00 Pagi

Ustaz Muhammad Fikri Rosli

Towards Holistic Excellence  
#IUMschools #setabudjunggul #staysafe

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Art & Craft by Tadika UIAM Gombak2

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**LIVE**

**STROKE AWARENESS & PREVENTION**  
Asst. Prof. Dr. Shahedah binti Koya Kutty  
Neurologist (Medical)  
Tarikh: 2 March 2022 (3.00 pm)

IUM MEDICAL SPECIALIST CENTRE,  
KULLIYAH OF MEDICINE, IUM Kuantan Campus,  
25200 BANDAR INDERA MAHKOTA,  
Kuantan, Pahang.

09 5730380 / 09 5730089 / 011 3756 4300  
www.imsc.co.my

IUM MEDICAL SPECIALIST CENTRE  
Member of International Islamic University Malaysia

**Night of Nisfu Sya'ban**  
15 Sya'ban 1443H / 18 March 2022

From Aisyah RA, the Prophet PBUH said:  
"Allah descends on the night of the middle of Sha'ban to the lowest heaven, and He forgives more than the numbers of hairs on the sheep of Banu Kalb."

With warm wishes from:  
The Board of Directors, Management and Staff of IUM Holdings Group of Companies

IUM HOLDINGS  
Member of International Islamic University Malaysia

# INSPIRING THE NEXT GENERATION ACROSS MALAYSIA CONFERENCE BY EDUTECH MALAYSIA

IIUM SCHOOLS

I'M SPEAKING AT

EDUtech\_MALAYSIA

Inspiration in Education | 9-10 March 2022 | LIVE ONLINE | Free to attend



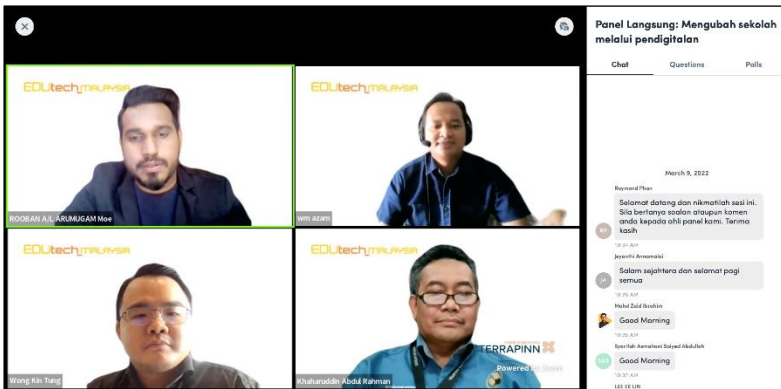
**Khaharuddin Abdul Rahman**

CEO  
IIUM Schools Sdn Bhd

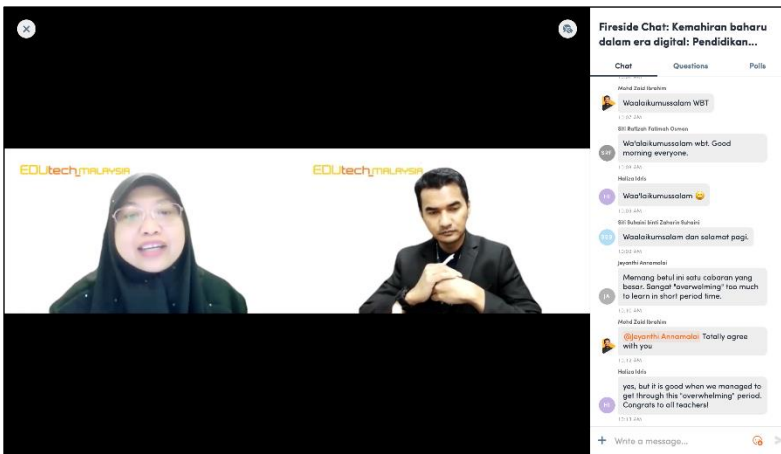


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It was a great honour for IIUM Schools Sdn. Bhd. (ISSB) to be part of Edutech Malaysia 2022 as our management team members had been invited to be the speakers at this grand conference event. Following the success of EDUtech Malaysia 2021 and the overwhelming response from #EDUtechMsia community, the event took place again this year through online, but with more speakers and sessions.



En. Khaharuddin bin Abdul Rahman, the CEO of ISSB had been invited as one of the panels for conference on “*Mengubah Sekolah Melalui Pendigitalan*”. En. Mohd Zaid Ibrahim, the covering principal of Sekolah Menengah Setiabudi had also been invited for fireside chat session on “*Kemahiran Baharu Dalam Era Digital: Pendidikan Profesional Untuk Melengkapkan Guru Bagi Era Digital*”.

EDUtech Malaysia 2022 is an annual conference event involving experts from Education and Technology industries sharing and engaging on the latest trends and practices in education technology. The event was held for two days from 9th – 10th March 2022 featuring over 40 presentations, fireside chats, live panel discussions and interactive Q&A. This event was also supported by MDEC and other tech giant companies such as Microsoft, Google and Amazon Web Services.

# KEY POINTS APPLIED IN IIUM CHILDCARE AND KINDERGARTENS



There are some key fundamentals that we focus on in our childcare and kindergarten. Hence, we maintain our key pillars as the first choice for childcare and Kindergarten among working parents. Furthermore, it is natural for a child to feel a little scared or uncomfortable when they are in the childcare or kindergarten on the first day, or week, they are in.

According to Margret Nickels (Ph.D., a clinical psychologist) in her research she found that children's feelings are naturally part of the mix apprehension, anxiety, and sometimes confusion. Our teachers and caregivers are guided and qualified to handle these children, especially handling their emotions on the first day of school.



Moreover, Parents should not worry about their child here. Starting from the moment you dropped off your child on his/her first day at IIUM Educare until after saying goodbye. Trust your child, their teachers and obtain support to calm yourselves. Only then will you be able to work peacefully.

For this article, we want to share the things that children frequently oppose. However, you do not have to worry because we are ready to share the solutions with you. Firstly, let's look at what is Behaviour all about!

Behaviour is the way in which one acts or conducts oneself, especially towards others. Thus, behaviour is closely related to children's properly formed behaviours. We are here to 100% prepare our teachers to encourage your children to behave well.

### How to behave in class?

Kindergarten children usually like to test their minders with their behaviour. They want to see exactly how tolerant the teacher is. Awesome right? Therefore, these are the tips:

- Reduce Anxiety
- Decrease bullying
- Decrease shyness
- Avoid tantrum



### Reduce Anxiety

Anxiety is a normal part of children's development, and children often fear things like being on their own or being in the dark. Not to worry every morning we play *surahs*, *zikir* and *duas* to calm them. However, our teachers always support them by acknowledging their fear, gently encouraging them to do things they are anxious about and praising them too

Next, separation anxiety is normal in very young children. Children between 18 months and 3 years old have separation anxiety. Most of them are clingy to some situation. However, the symptoms of separation anxiety disorder are more severe. A child must have symptoms of separation anxiety for at least 4 weeks for the problem to be diagnosed as separation anxiety disorder.

### Fighting

Disagreements and fighting among children are very common. A few factors which contribute to fighting are temperament, environment, age and skills. What we practice here is to manage them how to play in groups, share games and be cooperative. Children are like sponges and blank slide that easily absorb any behaviour whether positive or negative.



### Lying

Lying is part of development, and it often starts around three years of age. It's usually better to teach our children the value of honesty and telling the truth than to punish them for small lies.



# KEY POINTS APPLIED... Cont'd

## Shyness

Shy behaviour is normal in preschoolers. Some children need more time to warm up. However, we try to support them in social situations. Moreover, we always praise them to be brave such as responding to others, using eye contact, or perform in front their friends.

## Tantrums

If your child has tantrums, it might help to remember that he's still learning appropriate ways to express feelings. If you work on reducing your child's stress, tuning into your child's feelings, and spotting your child's tantrum triggers, you should see fewer tantrums after he turns four. We at IIUM Educare will always help our children to behave well. These are the tips that we practice.

## Use reminders

Preschoolers have short memories and are easily distracted. Our teachers at IIUM Educare remind our

children about things several times. For example, when it's nearly time to keep the toys, we will say 'Children, times up we're going to have another activity.' Then we give another reminder closer to the time – 'Children, two more then we're going' to have another activity.



## Share feelings

We give our children the chance to change things. Beside that we share feelings with them.

## Change the environment

We also often prevent or minimize problematic behaviour by changing your child's environment. For example, we rearrange the furniture in classroom, change the classroom decoration and keep the classroom clean at all times.



Discipline is helping our children to learn how to behave. As well as that discipline works best when we have a warm and loving relationship with them and encourage good behaviour. Here is the example, by using routines, clear instructions and plenty of praise for behaving well.

Although young children are likely to forget or ignore rules, they'll need support and reminders to follow them. So IIUM Educare is the right place for them InshaaAllah.'



DAYA BERSIH

## PERSONALITY: MOHAMAD NASIR BIN KAMA

## DIRECTOR OF DAYA BERSIH SDN. BHD.



Mohamad Nasir bin Kama is currently the Deputy Finance Director at the Finance Division of the International Islamic University Malaysia (IIUM) and has been serving for the last 20 years.

He is currently heading the Business Development Unit of the Finance Division and responsible for formulating business plans, evaluating and analysing IUM projects, and aligning financial sustainability initiatives with the IIUM strategic plan. Among his tasks include advising and monitoring wealth creation projects, cost-saving projects, and resource optimization projects.

Mohamad Nasir graduated from the International Islamic University Malaysia with a Bachelor (Hons.) of Accounting. He also holds a Master of Business

Administration (Finance) from the International Islamic University Malaysia.

Mohamad Nasir started his career as the Purchasing Manager who was responsible for managing procurement activities, contracts, and vendor management in the beginning of the year 2000 at the International Islamic University Malaysia.

He was appointed as the Financial Accountant at the Finance Division in the year 2003. He is a qualified Chartered Accountant and a member of the Malaysian Institute of Accountants (MIA).

In 2010, he was appointed as the Senior Manager of the Compliance Unit and two years later in 2012, promoted as the Deputy Finance Director

Management Unit.

In the year 2014, Mohamad Nasir was appointed to spearhead the Energy Efficiency and Saving Project at International Islamic University Malaysia that was successfully implemented in collaboration with a wholly-owned subsidiary of Khazanah Nasional Berhad, Cenergi South East Asia Sdn Bhd.

From 2016 until 2018, he was appointed to the Board of Directors for IIUM Higher Education Sdn. Bhd. (IHESB).

He was appointed as the Director of Daya Bersih in 2020 and with his vast experience in the financial sector, it is hoped that he would steer Daya Bersih to greater heights.

# Why Attitude Is Important in A Team

By Azrulein Ibrahim, CEO, IKOP Sdn Bhd

How do we measure how effective staff is for an organization? Intelligence? Skills? Training?

These may be important but there is an even more prominent factor: attitude. Even with all the training, the most skilful and the most talented, we are prone to severe underperformance if the attitude in the workplace is lacking. A positive attitude leads us to dedication and commitment on a different level of effort to excel at work.

A negative attitude can rapidly become our trademark in the workplace. The negative attitude will overshadow all of our achievements. It is harder to see all of our good qualities and accomplishment with a negative attitude.

A project is bound to fail with a negative attitude. We are not talking about being a devil's advocate but rather on how the behaviour affects others' perceptions of us. We don't have to say anything or make any unnecessary bad comments but our body language itself can betray us. A project can succeed if we appear to have changed in attitude.

While we may think a negative attitude only affects us and our work, it is actually more than that. Study shows that a negative attitude can demoralize your fellow workers. To make it worst, a negative attitude can also develop distrust among the team members. Others may see you are trying to achieve success at their expense. A positive attitude on the other hand can be a motivator to influence others to improve their performance and productivity.

Finally, a negative attitude can seriously affect the operations of our business and ultimately ruin the business. From unhappy customers, internally or externally all the way to hamper our business potential. Sometimes, we don't even realize the negativity that we project by finding a reason why we cannot do it instead of finding a way how to do it. Often, we forget that business growth is also our personal and professional growth.

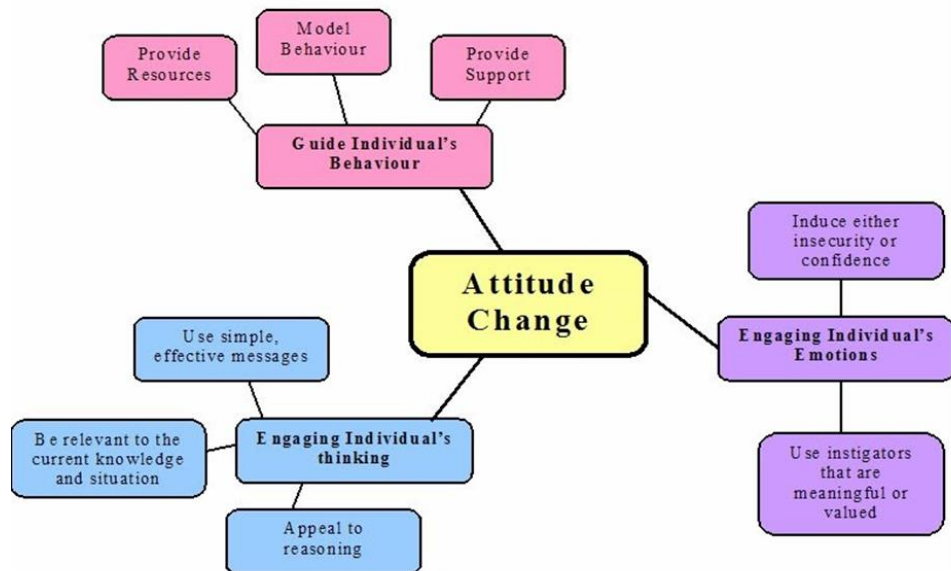
Granted that nobody is born perfect, living a perfect life without any problem outside of work. Sometimes, this negativity arises from experience, family or personal problems. The HR department may not be able to solve those problems but a negative attitude would definitely worsen the problem than it already is. So, why should we give extra headaches to ourselves?

It is well known that prevention is better than cure. We can positively shape ourselves from the beginning rather than wait for the negativity to arise before we act. We can start identifying any negativities and their impact on our performance. Talk to your superior if necessary and figure out the way to overcome the negative attitude. Every team member needs to support each other in changing the attitude. Create opportunities for the team to explain their problem, encourage them to find a solution and provide help if needed.

Most importantly, we ourselves need to realize the negativity. If we are the problem, take a break and think about the consequences and how they can affect others. Don't be afraid to seek help before it becomes more serious and start affecting the operation and business.

After all, one for all, and all for one.

POSITIVE ATTITUDE	NEGATIVE ATTITUDE
<ul style="list-style-type: none"> <li>• An optimistic approach.</li> <li>• Resourcefulness and determination are the leading attributes.</li> <li>• Can achieve long term goals easily and in time.</li> <li>• Doesn't give up easily.</li> </ul>	<ul style="list-style-type: none"> <li>• A pessimistic approach.</li> <li>• Does not bother to explore available means that lead to the resolution to an issue.</li> <li>• Cannot achieve long term goals on time.</li> <li>• Gives up easily.</li> </ul>



# BEHIND THE SCENES AT IIUM MEDICAL SPECIALIST CENTRE



## Quote of the month...

Jabir related that the Prophet said:  
 “May Allah show mercy to a man who is kind when he sells, when he buys, and when he makes a claim.”

– Prophet Muhammad, PUBH (Sahih Al-Bukhari)

### Doktor di Radio @ Pahang FM

Date: 15.2.2022

Topic: ‘Serangan Jantung di Usia Muda’

In the month of February 2022, we invited our Cardiologist, Asst. Prof. Dr. Mohd- Al-Baqlish bin Mohd. Firdaus as speaker for Doktor di Radio session with the topic of ‘Serangan Jantung di Usia Muda’. As this topic is getting more attention nowadays, our Cardiologist has been in demand to give talk and awareness on Heart Attack. Overwhelming response received from the audience as this topic is related to our day-to-day life.



### AIA – IMSC Health Program

Date: 17.2.2022

Topic: ‘Serangan Sakit Jantung di Kala Musim Covid-19’

Speaker: Asst. Prof. Dr. Mohd. Ridzuan bin Mohd. Said, Cardiologist



Our next program is IMSC – AIA Vitality Health Program that was organised in AIA Kuantan and attended with more than 50 wealth planners of AIA around Kuantan. IMSC provides basic health screening test which includes Glucose and cholesterol test, blood pressure screening and BMI determination. Again, consultant from our Cardiology Services was invited to deliver a talk on Heart Attack with the topic of ‘Serangan Sakit Jantung di Kala Musim Covid-19’. This program is a collaborative effort between IMSC and AIA as they are one of our major clients and IMSC has been appointed as their healthcare provider since 2017. We are anticipating more collaborative programmes with our stakeholders as to further increase the revenue of IMSC.

### Facebook Live

Topic: Stroke Awareness & Prevention

Speaker: Asst. Prof. Dr. Shahedah binti Koya Kutty, Neurologist

Last but not least, we manage to get our Neurologist, Asst. Prof. Dr. Shahedah binti Koya Kutty to be with us for Facebook Live session with the topic of Stroke Awareness and Prevention. This session has been viewed by 280 viewers.

