

A Journey with the Erudite

PART

1



**DR. AZMAN BIDIN
DAMIA HANIM**

A Journey with the Erudite

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A Journey with the Erudites: Part One

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Inspirational Quotes



Education is the passport to the future, for tomorrow belongs to those who prepare for it today.

Malcolm X



In order to succeed, people need a sense of self-efficacy, struggle together with resilience to meet the inevitable obstacles and inequities of life.

Albert Bandura



However difficult life may seem, there is always something you can do and succeed at.

Stephen Hawking

About the authors



Dr. Azman Bidin

Dr. Azman Bidin (Dr. Azman) is the head of the Department of Human Development in the Faculty of Language Studies and Human Development, Universiti Malaysia Kelantan.

One of his main interests, is in the research of Entertainment-Education application in the country and the region. He taught a few subjects in advertising design program for bachelor's degree, such as Integrated Brand Promotion and Advertising Design. He also teaches and in charge of supervision for a few master's and PhD students.



Damia Hanim

Damia Hanim Binti Azman (Mia) is from Jelawat, Bachok, Kelantan. She is a student from Kolej Profesional Mara Seri Iskandar, Perak. Her major is in English Communication.

She was an intern at the Faculty of Language Studies and Human Development, UMK from 7/8/2023 until 24/11/2023, under Dr. Azman's supervision. She was tasked with producing this particular e-book as her internship assignment as one of her contributions to UMK.

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Preface

Thank God, this e-book is now very much alive! A Journey with the Erudite: Part One is a casual e-book specifically written for all of you, Master in Business Communication (MBC) and Bachelor of Business Communication with English (BCE) students, who want to know more about your remarkable lecturers. These two academic programmes are currently offered at the Faculty of Language Studies and Human Development (FBI) Universiti Malaysia Kelantan.

Knowing your lecturers can make you feel more comfortable participating in class discussions, asking questions, and expressing your opinions. This can enhance your overall learning experience.

This e-book is also dedicated to all who want to know about fellow lecturers wholeheartedly. It is a suitable read for all ages! The writing style is casual and relaxed, hoping that you can read it while enjoying your drinks or talking to your friends!

Introduction

INTRODUCTION

Welcome to 'A Journey with the Erudite: Part One'. In the following pages, we delve into the lives and experiences of our esteemed BCE and MBC lecturers, uncovering inspiring stories and valuable life lessons. This eBook is a heartfelt tribute to their dedication and wisdom,

inviting readers of all ages to discover the unique journeys and profound insights of these remarkable educators. Join us in exploring the tales that transcend classrooms, offering a relaxed and inviting read—a window into the richness of their experiences and the depth of their teaching approaches.



DR. AZMAN BIDIN



Dr. Azman Bidin

Dr. Azman or his full name is Azman bin Bidin. But when he was younger people always thought that 'Bidin' is also a part of his name and not his father's name. He is the Head of the Human Development Department & MBC Program Coordinator. He is also one of a Senior Lecturer at the University of Malaysia Kelantan since September of 2019. In 1993, he pursued his bachelor's degree at the University of Sheffield, United Kingdom. In 2007, he finished his studies for a master's degree in Communications Management at the University of Strathclyde in Scotland. In 2012, he completed his PhD in Media and Communication Majoring in Media Effect at Yeungnam University in Gyeongsan, South Korea.



His interest in studies is Media and Communication. Particularly he did some research on Entertainment-Education. The main research he did for his PhD is How to use the Entertainment-Education approach to change social issues. The current project he did is 'Certified Journalist Project' and his personal project is 'The approach used by Universities in using Mass Media or Social Media'.



His personal interest would be in sports. He loves archery and self-defense. He used to do Taekwondo when he was younger. He also loves to ride horses and join the equestrian club during his working time at Cyberjaya.

He has been awarded a researcher of the month in April 2019 from MMU. He also received a silver medal for an exhibition that he joined with his PhD students at UMK. His achievement during his studies is when he got sponsored by Telekom scholarship to pursue his studies at the University of Sheffield, United Kingdom and could survive being abroad.



AN INTERVIEW WITH DR. AZMAN

“Can you give us a concise summary of this department's activities?”

“This department was established in 2020, as a part of FBI, language studies and human development. There are 11 languages in human development so far. This program offer BACHELOR OF BUSINESS COMMUNICATION WITH ENGLISH (HONOURS) and MASTER IN BUSINESS COMMUNICATION. Primarily, the department's focus lies in fostering effective communication and nurturing an in-depth understanding of social studies within its comprehensive curriculum”.



“Could you share the accomplishments of your alumni?”

“As this program is still new, we don’t have any alumni for Bachelor of Business Communication With English yet, but for Master in Business Communication we had 10 students graduated last year. For the current enrollment are 28 students. There will be 8 or 10 students more who will be graduating this November. For Bachelor of Business Communication with English comprises three batches. The first batch consists of 57 students, all of whom will undertake internships upon the completion of six semesters.

The second and third batches include 50 and 47 students, respectively. The internship period spans two semesters, totaling 12 months. As of now, this program does not have any alumni.”



“What are the notable advantages of this program at this university?”

“This program is the only one that combines the study of English and business, with a primary focus on fostering entrepreneurship development. Its core mission is to nurture students into becoming successful entrepreneurs. During their internships, most students have the opportunity to work in various corporate companies, including Volvo, Telekom, and oil and gas companies. The program places significant emphasis on developing students' communication skills and business acumen. This unique feature serves as a significant advantage, considering it is the sole program of its kind in the country, utilizing English as its medium of instruction. Drawing students from diverse regions across the nation, the majority of the enrolled students are not originally from Kelantan”.



“Envisioning half a decade ahead, what are your aspirations for the department's progress?”

If I consider some of our graduates, I can see that many have achieved success after their journey at UMK. For instance, one of them has become a millionaire through milk sales and has been invited to deliver a speech on entrepreneurship. He even made a generous donation of 1 million to UMK. I consistently convey the same message to my students, assuring them that they will excel in their studies and subsequently contribute to various sectors, including the corporate world, entrepreneurship, and business. I firmly believe that our next 150 students, in the coming 2 to 3 years, will play a significant role in shaping the country's business communication landscape.

“Can you paint a picture of the overall atmosphere in your workplace?”

Considering the department's nature, the academic environment is notably distinct. It exudes a sense of fun and positivity, fostering a unique atmosphere. I personally don't experience the same level of stress that I encountered in my previous workplace.

What is your first impression of other lecturers? Describe them in your own words.

Prof. Madya Dr. Ali Salman:

Jovial person

Dr. Wan Yusoff bin Wan Shahrudin:

Firm and sharp

Dr. Hasnah binti Ab.Kadir:

Fun person

Dr. Amaal Fadhlini Mohamed:

Hardworking person

Sir Ariezal Afzan bin Hassan:

Fun person

Madam Suzanna Aafanii Adeeba binti Wan Ibrahim:

Positive vibes

Miss Hafifah binti Jamalludin:

Hardworking person



PROF. ALI



Prof. Ali

Assoc. Prof. Dr. Ali Salman is a senior lecturer and researcher at the Department of Humanities, Faculty of Language Studies and Human Development, Universiti Malaysia Kelantan. Dr. Ali has conducted substantial research relating to New Media and Digital Inclusion. He has extensively published his work in SCOPUS and ISI journals throughout his academic career, which has spanned for more than a decade. Ali frequently features in local newspapers where he shares his research findings. He has been invited as an external examiner for PhD and Masters' thesis and he is an external program reviewer for a few institutions.



Prof. Dr. Ali is currently the Chief Editor of Journal Insaniah, UMK, and is also serving as an editorial board member and associate editor for various academic journals including the Journal of Asia Pacific Communication (JAPC) and has served as a Chief Editor for eBangi journal for five years. He is now teaching Business Communication for post-graduate and undergraduate students. Among the courses taught by Ali include New Media in Business Communication, Research Methodology, Communicative Techno-Business, Academic Writing, and Effective Business Speaking.



Associate Prof. Dr. Ali Salman holds a Bachelor of Human Science (Communication) minoring in Islamic Revealed Knowledge (Second Class Upper) from International Islamic University, Malaysia, and an Masters degree in Library and Information Science at the same university in 1996 and 1998 respectively. Ali furthered his doctoral studies at Universiti Kebangsaan Malaysia and received his PhD in Communication in 2008.



AN INTERVIEW WITH PROF. ALI

“Can you give us a concise summary of this department's activities?”

The Department of Human Resources was set up last year. This faculty was a center before for many years for 11 years and it was changed to faculty. It is the first department that offers its own programs which are Bachelor of Business Communication with English and Master of Business Communication.

“Could you share the accomplishments of your alumni?”

No alumni from Bachelor of Business Communication with English yet but for the Master of Business Communication there were 12 of them and were the first batch. For Bachelor of Business Communication with English, they're currently doing their internship and will finish it next year and will be the first alumni from Bachelor of Business Communication with English.

“What are the notable advantages of this program at this university?”

·This program is unique because it integrates a broad spectrum of communication skills, blending not only business expertise but also a strong focus on English language proficiency. It prepares students for diverse career paths, including roles such as interpreters, corporate communicators, and more.



“Envisioning half a decade ahead, what are your aspirations for the department's progress?”

“The department is currently in the process of separating from the FBI and transitioning into a dedicated business department. Despite being relatively inconspicuous at the moment, there is an aspiration to attract more students in the future. The department is also actively pursuing full accreditation and is diligently working on documentation to achieve this goal. It's worth noting that one of the most sought-after courses at UMK is currently offered within this department.



“Can you paint a picture of the overall atmosphere in your workplace?”

Building a new faculty takes time to evolve, and it's been a collaborative effort. We've had to handle everything independently since it's a newly established faculty. We've shared responsibilities, including keying in our marks ourselves, and have fostered a strong sense of unity, functioning like one big family. Rather than pointing fingers at each other, our approach is to work together to resolve any challenges that arise.



***What is your first impression of other lecturers?
describe them in your own words.***

Dr. Azman bin Bidin:

Problem solver

Dr. Wan Yusoff bin Wan Shahrudin:

Easy to get along

Dr. Hasnah binti Ab.Kadir:

Friendly person

Dr. Amaal Fadhlini Mohamed:

Easy going person

Sir Ariezal Afzan bin Hassan:

speaks his mind

Madam Suzanna Aafanii Adeeba binti Wan Ibrahim:

Happy go lucky person

Miss Hafifah binti Jamalludin:

Always smiling



DR. NINIE



Dr. Ninie

Dr. Amaal Fadhlini Mohamed (Dr.Ninie) is a senior lecturer at the Department of Human Development, Faculty of Language Studies and Human Development, Universiti Malaysia Kelantan. She's been working here since 2013. Her areas of expertise are professional and business communication, English language studies and applied linguistics, instructional design, writing for various purposes and entrepreneurship.

She is now teaching Business Communication post-graduate and undergraduate students. Among the courses recently taught by her include 1, 2, 3 Action!, Creative Writing, Industrial Writing, Technical Writing, Writing for Popular and Contemporary Culture and many more. Dr. Amaal Fadhlini Mohamed (Dr.Ninie) holds a BA in Applied Language Studies (English for Professional Communication) from Universiti Teknologi MARA Malaysia (First Class Hounours) and an MA degree of the same field (by research).

Dr Ninie received a scholarship to study at the University of Birmingham and flew to the UK in 2015. Studying there for two years, she had to come back to Malaysia for personal reasons. She continued the same study locally. Later, she received her PhD in English Language Studies (English Language Studies) from Universiti Sultan Zainal Abidin in 2019 and managed to receive a certificate of GOT (Graduate on Time).



AN INTERVIEW WITH DR. NINIE

“Can you give us a concise summary of this department's activities?”

This department currently offers only two academic programmes which are Bachelor of Business Communication with English and Master of Business Communication. For the time being, the department designs and develops courses and curricula related to business communication. These courses may include topics such as written communication, oral communication, presentation skills, intercultural communication, and communication in the digital age. Researchers at this department conduct research on business communication trends, strategies, and emerging technologies. To stay current and relevant, the department also collaborates with local businesses and industry associations. These partnerships can lead to guest speakers, networking events, and opportunities for students to engage with professionals in the field.

“Could you share the accomplishments of your alumni?”

The first alumni (Encik Hafiz) received a prestigious award from the University during his convocation day (Master in Business Communication).

“What are the notable advantages of this program at this university?”

- Bachelor of Business Communication with English: A long period of internship (two semesters) will hopefully provide a better opportunity for the students to be hired by the workplace as soon as they finish their training.
- Master of Business Communication: It is a one-year postgraduate programme for any enthusiastic full-time students.



“Envisioning half a decade ahead, what are your aspirations for the department's progress?”

“To stay relevant in the future (especially in the next half a decade), the department may have to evolve to reflect changes in technology, business practices, and communication trends, ensuring that graduates are well-prepared for the demands of the modern business environment.

“Can you paint a picture of the overall atmosphere in your workplace?”



What is your first impression of other lecturers? describe them in your own words.

Prof. Madya Dr. Ali Salman:
The Calmest Wakandan

Dr. Azman bin Bidin:
The Papa Boss

Dr. Wan Yusoff bin Wan Shahrudin:
The Coolest

Sir Ariezal Afzan bin Hassan:
The Cutest

Madam Suzanna Aafanii Adeeba binti Wan Ibrahim:
The Lovely Fighter

Dr. Hasnah binti Ab.Kadir:
The Smiley Sister

Miss Nur Hafifah binti Jamalludin:
The Dongseng



MS. HAFIFAH



Ms. Hafifah

Hafifah Jamalludin, currently a doctoral candidate in the Department of Communication at the International Islamic University Malaysia (IIUM), possesses a distinguished academic background. She holds a Master's Degree in Human Sciences with a specialization in Communication and a Bachelor's Degree in Human Sciences, majoring in Mass Communication with a specific focus on Public Relations.

Her academic pursuits underscore a commitment to advanced studies, culminating in her pursuit of a Ph.D. in Communication at IIUM. Within the realm of research, Nur Hafifah demonstrates a keen interest in cutting-edge topics, with her primary focus encompassing cyber resiliency and cyber-security. Additionally, she delves into the realm of social media, exhibiting a particular curiosity about its impact on the adult demographic.



In summary, this succinct biography encapsulates Nur Hafifah Jamalludin's academic trajectory, emphasizing her commitment to the field of communication, advanced degrees, and a nuanced research agenda that spans cyber resiliency, cyber-security, and the societal implications of social media use among adults.



AN INTERVIEW WITH MS. HAFIFAH

“Can you give us a concise summary of this department's activities?”

The Faculty of Language Studies and Human Development (FBI) was one of the first academic units to be set up when UMK first started. The FBI helps students improve their language and "soft skills," which are in line with the university's vision and mission, which stress the growth of top-notch human capital. The FBI is in charge of services that help people learn languages and build their human capital, which will be very helpful for all UMK students.

“Could you share the accomplishments of your alumni?”

They are all successful and influential figures in their respective fields. Some of them work as lecturers in public and private institutions. Furthermore, some of them work for an organization in their field of expertise. As a result, we can share our knowledge or ‘ilm. Various fields of knowledge can be gained, and we are happy to share any important life lessons and other knowledge.

“What are the notable advantages of this program at this university?”

Produce graduates with the skills necessary to be successful entrepreneurs, as well as "kemandirian" and "kemandirian" students who are capable of giving their all in their future places of employment. Instead of looking for work, some of the students go out and start their own businesses, which in turn provides opportunities for other people to find employment. This is the essence of the programme, and we are moving forward with it in order to prepare the students for when they eventually start their own jobs and become managers or team leaders.



“Envisioning half a decade ahead, what are your aspirations for the department's progress?”

An increased number of students, a larger department with more specialised programme options, and the introduction of a new programme.

“Can you give us a concise summary of this department's activities?”

People who go out of their way to be helpful, to the point where it spreads a good mood. We will receive positive energy from the environment, which will assist us in completing the task at work.



“What are the notable advantages of this program at this university?”

Prof. Madya Dr. Ali Salman:

Relax

Dr. Azman bin Bidin:

Fatherly KJ

Dr. Wan Yusoff bin Wan Shahrudin:

Credible KP

Dr. Hasnah binti Ab.Kadir:

Committed person

Dr. Amaal Fadhlini Mohamed:

Detail person

Sir Ariezal Afzan bin Hassan:

Easy going person

Madam Suzanna Aafanii Adeeba binti Wan Ibrahim:

Systematic person

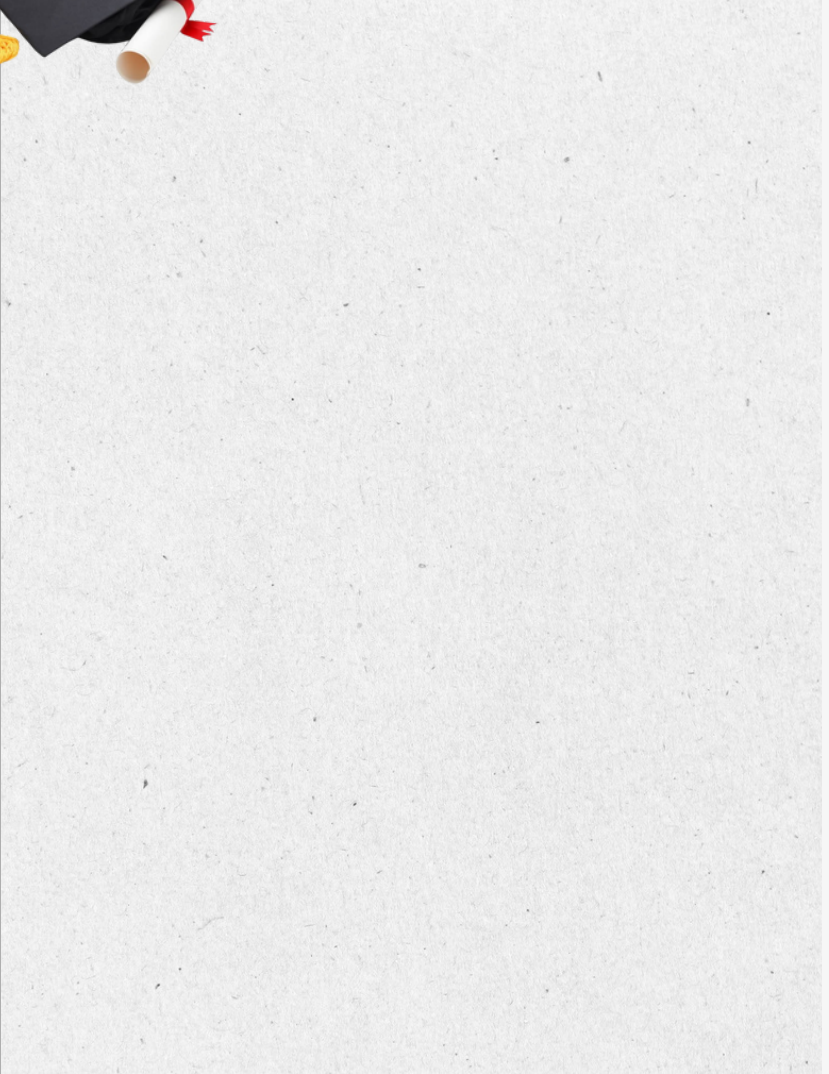


Remarks

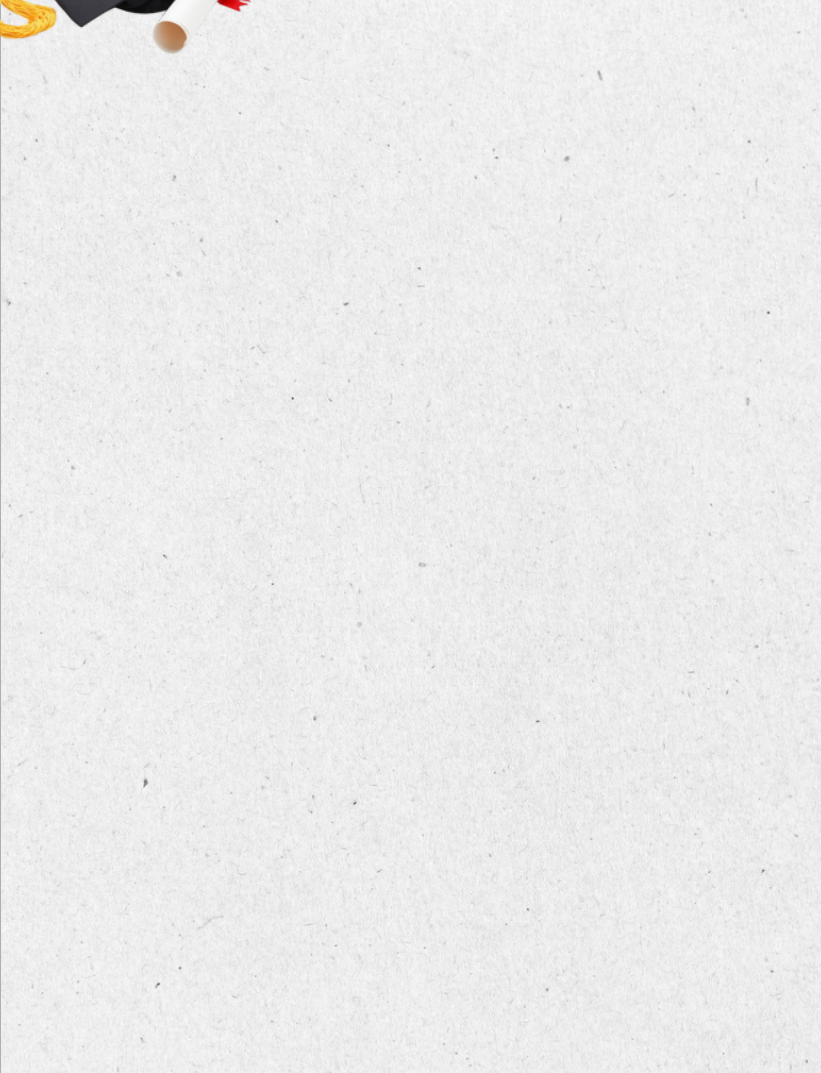
A Journey with the Erudite: Part One is a heartfelt tribute to our remarkable MBC and BCE lecturers, a testament to their unwavering dedication and profound impact on the academic landscape.

Please stay tuned, as this book will return with Part 2, featuring even more exceptional lecturers and their stories. Join us as we delve deeper into the lives of these influential figures, each adding their unique color to the rich tapestry of the MBC and BCE community. Let us continue this journey of inspiration and insight, as we uncover the essence of these dedicated educators and their timeless contributions.

Notes



Notes



A Journey with the Erudite

PART

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This captivating biography not only shares their life lessons but also unveils the essence of their remarkable journey. With its casual and inviting tone, this e-book welcomes readers of all ages to enjoy its pages, be it during a quiet moment of reflection or amidst the warmth of friendly conversations.

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