

# UNIVERSITY SOCIAL RESPONSIBILITY

(USR) MANAGEMENT AND SCIENCE  
UNIVERSITY (MSU) 2024



**A TOTAL OF 586 USR  
INITIATIVES FACILITATED**



**POSITIVELY REACHED  
OVER 3,000  
COMMUNITIES**



**TOUCHED THE LIVES  
OF MORE THAN  
50.000 INDIVIDUALS**

## **MANAGEMENT AND SCIENCE UNIVERSITY (MSU)**

### **2024 CORPORATE SOCIAL RESPONSIBILITY (CSR)**

### **NOTABLE ASPECTS**

#### **FINANCIAL ASSISTANCE AND AID FOR THE UNDERPRIVILEGED**

In driving and transforming MSU towards excellence, financial assistance has been provided to outstanding or underprivileged students, inclusive of those from lower middle-income nations, to acquire quality education. The funds are distributed through various means including collaborative efforts between MSU and several public and private institutional partners. Besides tuition fees assistance is also provided for meals, housing, transportation and educational resources subject to applicants socio-economic background. All scholarships, sponsorship and financial aid are either offered through the MSU Foundation (Yayasan MSU) or MSU through the following scheme:

##### **1. Presidents Scholarship**

MSU's very own scholarship is one such scheme that has over the years benefited lots of students. This is an award given to students who exhibit exemplary academic achievements and come from an economically challenged background.

##### **2. MSU Outstanding Rewards Scholarship (MORE)**

MORE or MSU Outstanding Rewards Scholarship is initiated as an incentive to

well-rounded students who excel in academic with outstanding achievement in extra-curricular activities and have represented the state or school in any competition.

##### **3. Joint Scholarships**

Joint scholarship schemes such as The Star Education Fund and Sin Chew Education Fund are some examples of MSU's involvement in ensuring the less fortunate gets the opportunity to continue their tertiary education at MSU.

The scholarship is opened to all Malaysians and ranges from a full to a partial scholarship.

##### **4. Fellowship and SLAB Schemes**

In its effort to train qualified academics to manage the university's human capital needs and to further enhance its research and innovation activities, MSU offers fellowship awards to local and foreign candidates for graduate studies leading to Phd at MSU. The SLAB scheme, a fully funded internal programme aimed at developing academic staff in their pursuit of higher education, is another effort of the university among its staff development initiatives

## Other Forms of Financing

### 1. Affin Education Financing-I

MSU also formed a strategic partnership with Affin Islamic Bank Berhad through the Affin Education Financing-I, a Syariah-compliant scheme which is designed to help intending students enter all undergraduate and postgraduate studies at MSU.

### 2. PTPTN

The National Higher Education Fund or Perbadanan Tabung Pendidikan Tinggi National (PTPTN) is an agency established under Ministry of Education, where it provides education loans to students pursuing their studies at local higher education institutions. This loan will enable students to fully or partially pay their fees and their subsistence for the duration of their study.

### 3. Yayasan MSU (MSU Foundation)

Yayasan MSU (YM) is a Foundation that seeks to create quality human capital and address issues on social imbalance. It relentlessly champions excellence and vigorously undertakes the promotion of culture of endowment. It provides opportunities, create possibilities and empowers progress.

Focus Area:

- Scholarships Award  
Be it at the primary, secondary or tertiary levels, assistance is provided to those within the economically disadvantaged group AND/OR those with commendable academic achievements OR to current staff of MSU or MSU Colleges.



- Research Grant Awards  
Providing support to MSU's researches of which their outcomes could help spur social and economic transformation of an affected community's well-being.



- Recognitions  
For selfless display of dedication and leadership in education and social development OR for achievements demonstrated through entrepreneurial capabilities.





- Financial or Material support  
To the financially challenged OR to disaster-stricken community OR to those seeking treatment for life threatening diseases OR those excelling in sport.



- Orphans and Orphanages  
Contribution in cash or in kind to this group to help them align with main-stream developments.



- Environment Sustainability  
To initiatives or efforts that are geared towards environmental sustainability that could further enhance the creation of a better eco-system.



## **MAJLIS PELANCARAN BIASISWA YAYASAN MSU 2024/2025 (28 NOVEMBER 2024)**



Management and Science University (MSU), through the collaboration between Yayasan MSU and MSU Engage, organised Majlis Pelancaran Biasiswa Yayasan MSU 2024/2025. The ceremony centralised on extending financial assistance for promising students, particularly those from the B40 category, to pursue their tertiary education at MSU.

The Yayasan MSU scholarship for the academic year 2024/2025 amounts to RM 50 million and was distributed to 131 educational institutions across the nation, which encompasses 119 secondary schools,

nine vocational colleges, and three Form 6 colleges.

The endeavour amplifies MSU's ongoing commitment to strengthening educational collaboration with KPM, particularly with educational institutions at various levels, to produce a generation of knowledgeable, skilled, and aspirational young individuals.

Attending the ceremony were Professor Tan Sri Dato' Wira Dr. Mohd Shukri Ab Yajid, President and Founder of MSU; Professor Puan Sri Dato Dr. Junainah Abd Hamid, Vice Chancellor of MSU; Dato' Rosli Yusof, Senior Vice President Endowment and Communication; the senior management team of the University; and representatives from schools and colleges.

In his inaugural address to the representatives, Professor Dr. Mohd Shukri emphasised the importance of promoting collaboration among diverse educational institutions, irrespective of their levels, deeming it crucial for the future of education. Additionally, the President reiterated that the scholarship allocated for the academic year 2024/2025 is applicable to all academic pathways at MSU.







### **SMILE BY YAYASAN MSU (NOVEMBER 2024)**

Management and Science University (MSU), through its MSU Foundation (Yayasan MSU), awarded the Scholarship for Mobility and International Learning Experiences (SMILE) to MSU Colleges across the nation this November.

The one-month-long programme provides financial assistance to 210 students, supporting them through an extensive learning experience at MSU Shah Alam (main campus).



Ninety-four from MSUC Sabah, 25 from MSUC Johor Bahru, 24 from MSUC Kota Bahru, 18 from MSUC Sungai Petani, 17 from MSUC Sarawak, 13 from MSU Learning Centre Sentral, 11 from MSUC Seremban, 7 from MSUC Ipoh, and one from MSUC Ipoh received the scholarship.



From November 11 to December 8, the SMILE recipients are attached to the School of Education and Social Sciences (78), the Faculty of Information Sciences and Technology (61), the Faculty of Business Management and Professional Studies (55), and the School of Hospitality and Creative Arts (16).



Professor Tan Sri Dato' Wira Dr. Mohd Shukri Ab Yajid, the President and Founder of MSU, welcomed the recipients and reinforced the pivotal role that firsthand experience plays in shaping the growth of a successful and competitive individual.





"Equal rights are granted to you, as students of this main campus, to access the faculties, schools, facilities, and advantages that come with being MSUrians. While circumstances like locality, jobs, family issues, and limited resources may hinder you from staying on campus, gaining exposure to campus life is key to achieving

success and competitiveness," encouraged Professor Dr. Mohd Shukri, accentuating the significance of SMILE programme.

Also attending the event were Professor Datin Dr. Norhisham Mohamad, Vice President for Academic and Dean of SESS; Associate Professor Nurul Asyikeen Abdul Jabar, Dean of FBMP; and representatives from faculties and schools.

Ever since its inception in 2023, the SMILE programme's focus has extended beyond intercampus learning experiences; it facilitates inbound and outbound academic exchanges through MSU's Global Mobility Programme (GMP), Global Leadership Programme (GLP), and Global Internship Programme (GIP).

### MSU MYCORAL CARE (JULY 2024)



The International Medical School (IMS) at the Management and Science University (MSU) ventured into its flagship programme, MyCoral CARE, an extended version of the MyCoral Eco Marine Project, this August.



MyCoral CARE (Coral Awareness and Restoration Education) amplifies complete ecosystem conservation and impact creation efforts stretching from community engagement, research endeavours, internationalisation, and collaboration through MyCoral Underwater Seascape, MyCoral Community Diver, MyCoral Community Learning Centre, MyCoral International Project and Participation, MyCoral Research and Publication, MyCoral Collaboration, MyCoral Award and Recognition, and MyCoral Adoption Programme.

These programmes further amplify the University's commitment to the United Nations Sustainable Development Goals 3 (Good Health & Wellbeing), 4 (Quality Education), 11 (Sustainable Cities & Communities), 13 (Climate Action), 14 (Life Below Water), and 17 (Partnership for the Goals).

The soft launched featured Professor Tan Sri Dato' Wira Dr. Mohd Shukri Ab Yajid, President of MSU, accompanied by Dato' Rosli Yusof, Senior Vice President for Endowment & Communication; Professor Dr. Abdul Jalil Ghazali, Senior Vice President for Industry Linkages & Entrepreneurship; Professor Dr. Mohamad Khairuddin Abdul Wahab, Dean of IMS; Associate Professor Dr. Mohd Fadli Mohd Asmani, Dean of the School of Pharmacy; and Dr. Haniza Harun, Deputy Dean Student Affairs of the Faculty of Health and Life Sciences.

Professor Dr. Mohd Shukri reiterated the significance of embedding the right values and shared purposes among future generations through programmes such as MyCoral CARE and raising awareness of sustainability in the environment during his officiating speech.

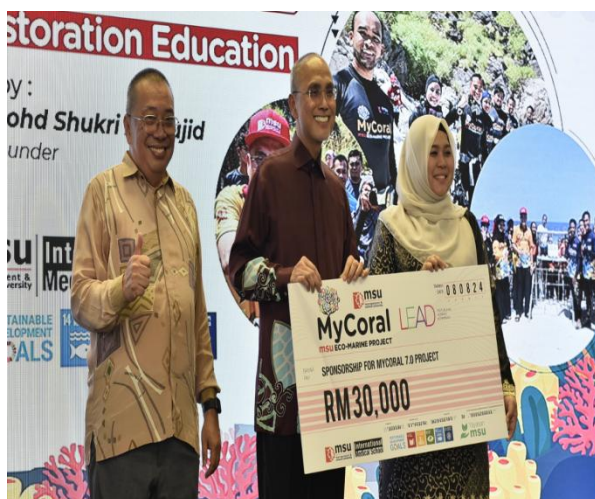




The ceremony also featured the handover of RM80,000 worth of grant allocations to MyCoral Community Diver and MyCoral Community Learning Centre by Nur Rahmah Othman, Senior Director of All Party Parliamentary Group Malaysia (APPGM) SDG. A sponsorship worth RM30,000 was also received from Pertubuhan Aspirasi Kepimpinan, represented by Sharifah Nazira Syed Basir.



Stepping into the seventh edition since its inception in 2016, MyCoral CARE featured the participation of 42 MyCoral 7.0 volunteers (six of whom were from the University of Muhammadiyah, Palembang, for the Global Mobility Programme), 34 students, and eight staff at IMS.



Nadida Aisyah Adam, the programme director of MyCoral 7.0, received the MyCoral Volunteer Kit, comprising a T-shirt, dry bag, and flag, from the MSU President.



A total of 10 coral propagators made up of iron rods, galvanised iron coated with coral sand, and concrete were deployed at Pulau Geluk, Terengganu, in the MyCoral Underwater Seascape.

The MyCoral Community Diver project ran from March to May 2024 at Nelayan Resort

and Pulau Redang Marine Park, aimed at preserving coral reefs and empowering communities in Setiu, Terengganu. Ten local community members, comprising fishermen, boatmen, students, and their families, were trained as certified scuba divers and coral restoration experts. The participants attended a comprehensive 12-module training programme encompassing scuba diving techniques, coral restoration methods, digital marketing, and financial literacy.



Apart from these activities, the volunteers were also involved in mangrove tree planting at Kampung Mangkuk, as well as health screening sessions led by Bachelor of

Medicine and Bachelor of Surgery (MBBS) students.



The sponsor, Pertubuhan Aspirasi Kepimpinan, delivered leadership for the community divers.



## **MSU EDU-TOURISM WITH NAKAMURA GIRLS' HIGH SCHOOL, JAPAN (JULY 2024)**



Under the sponsorship of Yayasan MSU's Scholarship for Mobility & International Learning Experiences (SMILE), Nakamura Girls' High School (NGHS) in Japan joined the MSU edu-Tourism Programme at Management and Science University (MSU) in July 2024.

A group of nine students and two educators were brought together by MSU Academy to partake in the Global Mobility Programme (GMP) from July 21 to August 1. Throughout the programme, participants were exposed to a series of engaging activities geared towards fostering a greater appreciation and practical knowledge of cultural diversity.



The 12-day mobility programme comprised short courses specifically curated in a joint effort with the School of Education and Social Sciences (SESS) for English Communication Class, the Faculty of Health and Life Sciences (FHLS) for Basic Life Support, and the School of Hospitality and Creative Arts (SHCA) for Malaysian Banana Leaf Coconut Rice with Sambal; Accompanying these courses were industrial visits to MSU Medical Centre, Hospital Shah Alam, Masjid Sultan Salahuddin Abdul Aziz Shah, Chocolate Museum (Damansara), Kuala Selangor Historical Museum and Jimmy Choo The Atelier (Bangsar Shopping Centre); Mangrove Tree Planting at Kuala Selangor and Port Klang; Introduction to Caklempong



by SHCA; and an organised tour around Kuala Lumpur.



Professor Tan Sri Dato' Wira Dr. Mohd Shukri Ab Yajid, President of MSU; Dato' Rosli Yusof, Senior Vice President (VP) for Endowment & Communication; Professor Dr. Abdul Jalil Ghazali, Senior VP for Industry Linkages & Entrepreneurship; Professor Dr.

Indang Ariffin, VP for Research and International Affairs; Siti Amzidalina Ghazali, Director of MSU Academy; lecturers; and students attended the closing ceremony held at MSU.

"It is evident that you have encountered a multitude of experiences in the past two weeks. It is anticipated that these experiences will be etched in your memory and ideally lead to constructive changes in your perspectives for the future, while also promoting cultural exchange and facilitating growing collaboration between Malaysia and Japan. This initiative, facilitated by our foundation, Yayasan MSU, aims to ensure that such programmes and opportunities will not only be accessible to MSU students, but also to our affiliated institutions worldwide," expressed Professor Dr. Mohd Shukri.





### MSU COMMUNITY OUTREACH WEEK 2024 (7 JUNE 2024)



Amplifying its Giving and Grateful (2G) Culture, Management and Science University (MSU) touched the lives of 500 families ahead of Eid-ul-Adha on June 2024.

Management and Science University (MSU) launched the MSU Community Outreach Week 2024 in a remarkable occasion which kickstarted a series of community impact initiatives undertaken by all staff and students of MSU. Spearheaded by the Students and Career Development (SCD) Department, the programme supported the Sustainable Development Goals (SDGs) 1 for Poverty, 2 for Zero Hunger, 11 for Sustainable Cities and Communities, and 17 for Partnerships for the Goals.

Spanning for 12 days, from June 8 to June 19 2024, each family received a box containing daily provisions.

MSU President Professor Tan Sri Dato' Wira Dr. Mohd Shukri Ab Yajid officiated the programme at the Chancellor Hall of MSU.



“We are committed to measuring the impact of our efforts on these individuals, ensuring that this programme is just the beginning. The SCD database will be integrated with those from various faculties, schools, and other departments across MSU. This integration will guide recipients into the H.E.A.R.T and SMILE programmes, with the ultimate goal of helping them rise from their current social standing and move towards a better future,” the MSU President addressed in his officiating speech.

Fourteen individuals received their boxes, presented personally by the MSU President at the launching ceremony.





A total of 235 boxes of daily provisions were distributed to B40 communities and households throughout Klang Valley by the MSU SCD Department as the event organiser, joined by three other faculties and four schools of MSU – the Faculty of Business Management and Professional Studies, the Faculty of Health and Life Sciences, the Faculty of Information Sciences and Engineering, the International Medical School, the School of Education and Social Sciences, the School of Hospitality and Creative Arts, and the School of Pharmacy.

The Graduate School of Management, School of Graduate Studies, MSU Engage, MSU Academy, and MSU Medical Centre, along with the volunteers from MSU's non-academic divisions, distributed another 125 boxes of daily provisions targeting the needing households in Shah Alam and Klang outskirts.





Distributing 150 boxes across the nation were the MSU Learning Centre and the ten branches of MSU College nationwide – Shah

Alam, Sungai  
Petani, Penang, Ipoh, Terengganu, Kota  
Bharu, Johor Bahru, Seremban, Sabah,  
and Sarawak.





**FOR YOU SERIES 7.0 BY SHCA FOR MSU IHYA RAMADAN 2024 (MARCH 2024)**

Through the seventh edition of the For You Series, along with Jejak Nur Ramadan and the distribution of Pulut Kuning and Laicikang, the School of Hospitality and Creative Arts (SHCA) for MSU Ihya Ramadan 2024 championed and ran programmes aligned to the United Nations Sustainable Development Goals (UNSDG), further solidifying the spirit of Giving and Grateful (2G) established by the Management and Science University (MSU).

SHCA's Mini Roti John (omelette sandwich) is the latest installment of their popular snack line, building on the success of their previous snack offerings like Plant-Based Mini Burgers (For You 6.0), Puddings (For You 5.0), Brownies (For You 4.0), and Muffins (For You 1.0 to 3.0).



Sponsored by RH Premium and Sannis Frozen Products (M), also in collaboration with Ramly Processing Sdn. Bhd, Roti John amounting to 1,200 pieces were

distributed to 11 orphanage homes across Klang Valley. A total of 313 participants comprising subject lecturers, students undertaking Restaurant Operation and Food and Beverage subjects, staff from the School, and 200 volunteers, took part in this campaign.



Jejak Nur Ramadan 2024 sought out to prepare and distribute Laicikang to selected industry partners affiliated with SHCA via its club. The partners include:

Best Western, Accapella, and Tourism Selangor (HoST Club); Glenmarie Gold and Country Club, Dorsett Grand Subang, and Sheraton PJ (Kitchen Army Club); SACC Convention Sdn. Bhd, Chojeom Global Sdn Bhd, and Ez Works Solution Sdn Bhd (Eventgers Club); Hikers Climber Adventure, Explora Asia, and Outdoor Pro Group (Outdoor and Reaction Club); Hazara, Minimalace, and Pieces by Raessa (Fashion Club); Seri Wajah Aesthetic Spa, Skinwork Aesthetic, and Kayu Manis Spa (Spa & Beauty Club); and Istana Budaya, No Name Production, and Audio Aficionado (The Musician Clubs).







In a collaborative effort to spread the spirit of Ramadan, SHCA, in partnership with the Media & Strategic Communication (MSC) Department, distributed traditional treats like Pulut Kuning with Rendang and Laicikang to the Masjid Al Ikhlas (Section 13), Tourism Selangor, Kementerian Pelancongan Negeri, Perbadanan Adat Melayu dan Warisan Negeri Selangor (PADAT), and MSU communities.

### IFTAR BOX BY SESS FOR MSU IHYA RAMADAN 2024 (MARCH 2024)



Aligned with the United Nations Sustainable Development Goal (UNSDG) of Good Health and Well-Being (3), Quality Education (4), and Partnerships for the Goal (17), the School of Education and Social Sciences (SESS) at Management and Science University (MSU) hosted its flagship Ramadan programme, SESS Ramadan Iftar Box.

Centralising on secondary schools located in the Klang Valley region, the SESS Ramadan Iftar Box initiative extended its reach to benefit fifth-form students from affiliated institutions, namely SMK Subang Bestari, SMK Shah Alam, SMK Taman Sri Muda, and SMK Seksyen 24(2).





This concerted effort was pursued to furnish support and nourishment during the holy month of Ramadan, with the involvement of 23 lecturers and 61 students.

In support of MSU Ihya Ramadan 2024, the Foundation in TESL and the Foundation in Liberal Arts joined forces to host Ramadan Fridates, offering dates to the MSU community.



Also joining forces to distribute Bubur Lambuk in Masjid Negeri Section 9, Shah Alam were the students from the Diploma in Early Childhood Education, Diploma in Counselling and Guidance, Diploma in Education (TESL), Bachelor in Education- TESL (Hons), Bachelor in Liberal Arts (Honours), and Bachelor in Early Childhood Education (Hons) programmes.



As part of the Rewang Ramadan initiative, the School continued their tradition of including a familiar treat, fruit jelly, in their Ramadan charity efforts.

### **GPS RAMADAN 2024 ASEAN TOUR BY IMS FOR IHYA RAMADAN 2024 (MARCH 2024)**

The International Medical School (IMS) of Management and Science University (MSU) launched a promising opportunity to venture on a transformative tour across borders to champion the Giving and Grateful (2G) campus culture; in the spirit of MSU Ihya Ramadan 2024, the School embarked on a global humanity care.

Zeroing in on No Poverty (1), Zero Hunger (2), Good Health and Well-Being (3), Quality Education (4), Sustainable Cities and Communities (11), and Partnership for the Goals (17) of the United Nations Sustainable Development Goals (UNSDG), the International Medical School Students Association (IMSA) Shah Alam of MSU pursued their annual GPS Ramadan in two neighbouring ASEAN countries.







With the aspiration of delivering humanitarian aid, a team consisting of 13 students, 5 alumni, and one lecturer ventured to Ho Chi Minh City, Vietnam, whilst another group encompassing 38 students and one lecturer travelled to Narathiwat, Thailand.

Spanning from March 14 to 17, their outreach programmes include community service at Kg Tay Ninh (Vietnam) and Kg Be Tong (Thailand); a hospital visit to the University of Medicine and Pharmacy (Vietnam); a visit to Manuskip Al-Quran Melayu Raya Narathiwat; a courtesy visit to the Consulate General of Malaysia, Ho Chi Minh City; and cultural tours of Vietnam and Narathiwat.





Some of the initiatives executed in the basic community service involve conducting health screening for the populace, organising communal efforts to prepare and distribute bubur lambuk (rice porridge) and iftar meals, distributing bubur lambuk to village inhabitants, and joining tarawih: Masjid Kg. Tay Ninh (Vietnam) and Masjid Manok (Thailand).





## SINAR RAMADAN 7.0 BY FISE FOR MSU IHYA RAMADAN 2024 (MARCH 2024)



Bento boxes are a Japanese food staple, cutting across simple lunch containers. They transform packed lunches into artistic creations. These boxes typically include rice, fish, or meat, as well as various sides, resulting in a balanced and healthy meal on the go. This year's Management and Science University's (MSU) Ihya Ramadan embraced the inspiration of bento boxes, emphasising convenience, assortment, and the merit of healthy eating with aesthetic food presentation.

Carrying the theme Bento Bytes of Blessing, through collaboration between the FISE Young Engineers Club (YES), the FISE Computer Forensic Club (CFC), and the FISE Creative Art Club (CAC), the Faculty of Information Sciences and Engineering (FISE) of Management and Science University (MSU) launched the seventh edition of Sinar Ramadan 7.0 in conjunction with MSU Ihya Ramadan 2024.

Single mothers, the urban poor, alumni, and students receiving zakat assembled the bento boxes, embodying the essence of social entrepreneurship. These bento meals included rice, fish, chicken, vegetables, fruits, and savoury or sweet desserts. Dates, mineral water, cordial, or boxed juices were also offered.



The Deputy Minister of Higher Education, YB Datuk Ts. Mustapha Sakmud, graced the first mentoring Iftar of the Faculty on March 21, accompanied by MSU President Professor Tan Sri Dato' Wira Dr. Mohd Shukri Ab Yajid, MSU Vice Chancellor Professor Puan Sri Datuk Dr. Junainah Abd Hamid, and the senior management team of the University.



The evening also witnessed Professor Dr. Adam Amril Jahardak, the dean of FISE, handing over a contribution of RM10,000 to the MSU Foundation, Yayasan MSU (YMSU), received by Dato' Rosli Yusof, Senior Vice President Endowment & Engagement.



In addition to reaching out to communities in particular the urban poor, orphanages, indigenous, and frontliners in the Klang Valley area for bento meal distribution, the Faculty's Ramadan activities encompass the Ramadan Packaging Design Competition, Envelope Doodle Ramadan Competition, the Doodle Raya Competition, the Ramadan Hunt Competition, the Postcard Design Competition, Bubur Lambuk Distribution, Tadarus Al-Quran, and Awareness Talk: Cyber Security.





### BAKUL RAMADAN BY FHLS FOR MSU IHYA RAMADAN 2024 (MARCH 2024)



Bakul Ramadan, Community Engagement for Sustainable Humanity (CaSeH), and Infinity Tresna of the Faculty of Health and Life Sciences (FHLS) left indelible marks in the communities they reached out to, as well as in those who extended their generous hands, in tandem with the Giving and Grateful (2G) campus culture for Ihya Ramadan 2024 at Management and Science University (MSU).

orphans; and Nur Caseh Ramadan 9.0 for the orphans and urban poor.

The initiatives were led by the Biovarsity Club, ProTech Club, Optometry Student Club, and nursing students representing the Department of Health & Allied Sciences, the Department of Healthcare Professionals, and the Department of Optometry and Visual Sciences.



The Faculty spearheaded several Ramadan initiatives: CaSeH Neighbourhood 5.0 and Infinity Tresna 10.0 for the disabled; CaSeH Ramadan Pro-Sahoor 14.0 for the frontliners; Bakul Ramadan 6.0 for the B40 community; Orphanage Ramadan for the



beverages, and kuih-muih (traditional Malay bite-sized snacks) for pre-dawn meals, as well as providing free eye examinations and free spectacles to orphans and those in need.



These campaigns zeroed in on distributing 50 baskets of dry food, packed meals,





### HOPEBOX BY FBMP FOR MSU IHYA RAMADAN 2024 (MARCH 2024)



The Faculty of Business Management and Professional Studies (FBMP) at Management and Science University (MSU) continued its annual tradition of sprinkling glitters of kindness, nurturing a more purposeful life through the distribution of HopeBox for MSU Ihya Ramadan 2024.

Four hundred Hopeboxes in the seventh edition of Hopebox Ramadan Care dispersed to underprivileged communities in the Klang Valley and Songkhla, Thailand. Among the communities receiving the Hopeboxes are Projek Perumahan Rakyat Miskin Tegar (PPRT) Sg Bonus Kuala Lumpur and Taman Melati, Seksyen 6, Taman Meru IV, Lembang Subang, SMK Seksyen 16, SMK Alam Megah, SMK Taman Keramat, Sekolah Bina Insan (SBI) Yayasan MSU (YMSU), Asnaf students of FBMP, and single mothers in Taman Meru (Klang).





As part of the Global Leadership Programme (GLP), the Marketing Psychology Club distributed 20 Hopeboxes to Santiwit College of Technology and another 20 to the Desa Nathap, Songkhla in Thailand.



Funds for the Hopeboxes were sourced from FBMP staff, alumni, and non-governmental organisations (NGOs). The procurement of supplies was facilitated by the Personal Enrichment Competency (PEC) through community service efforts.

In collaboration with Rumah Amal Cahaya Kasih, the Young Accountant Club of the Faculty launched the Hopebox Ramadan Shines outreach programme. Additionally, the Investment Youth Club organised the

Unsung Heroes Bubur Distribution campaign. Other initiatives included establishing a reading corner and arranging free health screenings at Masjid Seksyen 7, Shah Alam. The Retail and Management Club also ventured to Pertubuhan Kebajikan dan Pendidikan Cahaya Kasih for their RMC HEARTS FOR HOPE programme.



Also joining the Faculty for Bubur Lambuk distribution were SMILE students from MSU College Seremban at Masjid Sultan Salahuddin Abdul Aziz.



As part of its first mentoring Iftar gathering and the launch of the HopeBox, the Selangor Zakat Board (Lembaga Zakat Selangor, LZS) partnered with Sinar Harian to advocate for an industry-integrated initiative. This collaboration is directed to



foster a sense of community spirit through the exchange of ideas, feedback, and campaigns; these efforts would advance connections between zakat contributors, beneficiaries, zakat administrators (Amil), and diverse community groups, ultimately enabling a more effective approach to addressing societal needs.

Amil are officials appointed by LZA to supervise all directions of zakat, stretching from collection to distribution. They operate in two core divisions: the zakat collection and the zakat distribution. MSU supports LZS by acting as an operational centre for Amil.



The evening also witnessed FBMP alumni handing over a contribution of RM2,000 to the MSU Foundation, Yayasan MSU (YMSU), received by Dato' Rosli Yusof, Senior Vice President Endowment & Engagement.

### ZAKAT CONTRIBUTION BY AFFIN ISLAMIC BANK BERHAD (MARCH 2024)



Management and Science University (MSU) stands out for its strong network of industry partnerships, with over 2,000 collaborations adopting an industry-embedded learning experience. This collective strength is demonstrated by their successful partnership with Affin Islamic Bank Berhad, which has flourished for over two decades. Continuing their tradition, Affin Islamic Bank distributed Zakat to 300 students across eight faculties and schools in tandem with MSU Ihya Ramadan 2024.

Affin Bank Islamic Berhad made a zakat contribution of RM200,000: RM150,000 for zakat duit raya and RM50,000 for Yayasan MSU Global Humanity Fund.



Seventy-seven from the School of Education and Social Sciences (SESS), 76 from the Faculty of Business Management and Professional Studies (FBMP), 66 from the Faculty of Information Sciences and Technology (FISE), 43 from the School of Hospitality and Creative Arts (SHCA), 15 from the International Medical School (IMS), 11 from the Faculty of Health and Life Sciences (FHLS) and the School of Pharmacy (SPH), and one from the Graduate School of Management (GSM) were the recipients of zakat duit raya from the bank.





Officiating the ceremony was Professor Tan Sri Dato' Wira Dr. Mohd Shukri Ab Yajid, President of MSU, in the presence of Tuan Haji Musa Abdul Malek, Chairman of Affin Bank; Datuk Paduka Syed Mashafuddin Syed Badarudin, CEO of Affin Islamic Bank; Professor Puan Sri Datuk Dr. Junainah Abd Hamid, Vice Chancellor of MSU; Dato' Rosli Yusof, Senior Vice President Endowment & Communication; and the senior management team of MSU and Affin Islamic Bank Berhad.

"My deepest gratitude to Affin Islamic Bank Berhad for their constant and unwavering support of students at MSU. Their commitment to fostering a culture of philanthropy, embodied by the Giving and Grateful (2G) campus culture, is truly commendable and transcends beyond racial

and ethnic boundaries. We are particularly grateful for their dedication to Tabung Amanah Zakat MSU," remarked the MSU President in his officiating speech.



"We are now embracing a non-linear economy, ensuring that our products are secularised and serve multiple purposes to address diverse needs. As Aidilfitri approaches, we aim to alleviate the loads faced by students," declared Tuan Haji Musa Abdul Malek in the ceremony.



"In today's digital revolution, profound knowledge can elevate students to greater heights. I also recommend students enhance their communication skills, both in writing and speaking. This platform [university] offers the perfect opportunity to hone these skills. Engage in various social activities and strive to improve; this will propel you further and higher," added the chairman.

**ZAKAT DISTRIBUTION FOR SCHOOLS AROUND KLANG VALLEY (MARCH 2024)**

Rooted in its tradition of upholding the campus culture of Giving and Grateful (2G), Management and Science University (MSU) is leaving no stone unturned. The University, through collaboration with the MSU Foundation Yayasan MSU (YMSU) and MSU Engage, distributed zakat to 1067 school students from 73 schools in the Federal Territory of Kuala Lumpur and Selangor.



In tandem with MSU Ihya Ramadan 2024, receiving the zakat in the MSU Chancellor Hall were fifth form (934), sixth form (53), and diploma (80) from national secondary schools and vocational colleges in the Klang Valley.





MSU President Professor Tan Sri Dato' Wira Dr. Mohd Shukri Ab Yajid, reiterated the

importance of giving prominence to education among the pupils in his officiating speech.

“The power of social mobility lies beneath education. It fosters character development, which is a critical element for both individual success and a thriving society. Education serves as the beacon for transformation, on a personal, societal, and national level. Through establishing educational collaborations, even greater prospects for our nation’s educational landscape can be discovered.”



### **ZAKAT DISTRIBUTION AND IFTAR ENGAGEMENT WITH ORPHANS 2024 (MARCH 2024)**



Classical components of MSU's Ihya Ramadan include Iftar (break of fast), Zakat (tithe), and Duit Raya (Eid Al-Fitr gift money). In Islamic finance, the compulsory contribution of an earmarked proportion of one's annual wealth to charitable endeavours is referred to as zakat (tithe). The implementation of zakat by the University not only demonstrates the institution's dedication to social and economic welfare but also nurtures a spirit of generosity and appreciation that stretches beyond the campus community.

Management and Science University (MSU), through MSU Foundation Yayasan MSU (YMSU) and the Student and Career Development (SCD) Department, hosted Zakat Distribution and Iftar Engagement with 200 orphans from 20 orphanages and charitable homes in the Klang Valley at a break of fast held at MSU Chancellor Hall.



The orphans each received RM100 as zakat duit raya from Professor Tan Sri Dato' Wira Dr. Mohd Shukri Ab Yajid, the President of MSU, accompanied by Dato' Rosli Yusof, the Senior Vice President Endowment and Communication.

Among the orphanages receiving zakat of RM5,000 each were Pusat Jagaan Telaga Kasih Nur Muhammad, Pusat Jagaan Darul Imtinan, Rumah Kasih Harmoni, Pertubuhan Kebajikan Anak Yatim Al-Nasuha, Rumah Kebajikan dan Bimbingan At-Taqwa, Rumah Anak-Anak Yatim dan Asnaf As-Solihin, Rumah Amal Cahaya Kasih Bestari, Rumah Kasih Sayang (Khidmat Baitul Mahabbah),



Rumah Amal Siraman Kasih, Rumah Perlindungan dan Anak Yatim Safiyyah, Pusat Jagaan Amal Asyura, Madrasah Anak Yatim dan Tahfiz Quran Hashimiah, Pusat Jagaan Baitul Hidayah, Pertubuhan Amal & Kebajikan Anak-anak Tersisih Selangor (PAKAT'S), Pertubuhan Pusat Jagaan Rumah Amal Titian Bati Al-Jannah, Pertubuhan Kebajikan Ehsan Ash-Shakur (PEKEAS), Rumah Amal Limpahan Kasih, Pertubuhan Kebajikan & Pendidikan Al-Mahabbah, Persatuan Kebajikan Anak Yatim Al-Munirah, and Rumah Amal Budi Bistari.



"We are delighted to welcome new orphanages this year. MSU is dedicated to providing ongoing support, and we look forward to collaborating with these homes to nurture the well-being of the children. As I have always emphasised, our commitment to social responsibility extends beyond Ramadan. Together, we can create a sustainable and lasting positive impact," expressed the MSU President in his officiating speech.

**ZAKAT DISTRIBUTION AND GRAND IFTAR WITH DATO' SERI DIRAJA DR. ZAMBRY ABDUL KADIR THE MINISTER OF HIGHER EDUCATION (MOHE) (MARCH 2024)**



The Management and Science University (MSU) has a long-standing history of zakat (tithe) distribution that all students and staff are instrumental in. This tradition transcends religious obligations and emphasises MSU's commitment to social responsibility in the form of its Giving and Grateful (2G) campus culture. Zakat distribution has perpetually been a highlight of the University's annual Ihya Ramadan; however, this year, MSU has taken it one step further and expanded its capacity.

In a significant event coinciding with MSU Ihya Ramadan 2024, Dato' Seri Diraja Dr. Zamry Abdul Kadir, the Minister of Higher Education (MoHE), made his inaugural visit to MSU on March 26.

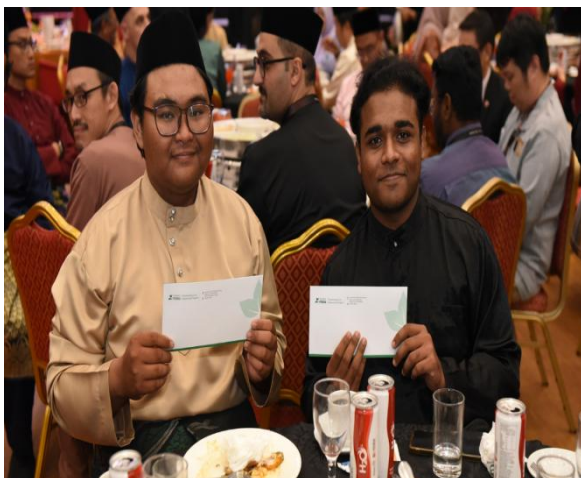
During the visit, he distributed zakat to 599 deserving undergraduate students providing financial assistance, endowed by the MSU Foundation, Yayasan MSU (YMSU).







One hundred and twenty-five from the Faculty of Business Management and Professional Studies (FBMP), 44 from the Faculty of Health and Life Sciences (FHLS), 91 from the Faculty of Information Sciences and Technology (FISE), 42 from the International Medical School (IMS), 65 from the School of Education and Social Sciences (SESS), 84 from the School of Hospitality and Creative Arts (SHCA), 35 from the School of Pharmacy (SPH), 53 from the Scholarship for Mobility and Learning Experiences (SMILE), 21 from the MSU College Shah Alam and MSU Learning Centre, and 18 from the MSU College Seremban received the zakat.



The Minister, in his officiating speech, commended MSU's commitment to making quality education accessible to students from 65 countries.



"It is a privilege to be at MSU, one of the country's most prestigious private universities. With over 20,000 students from 65 countries, the university embodies our national commitment to internationalise higher education, making it a centre for global learners. Thank you, Tan Sri, for MSU's dedication to this crucial policy."

Also assembling in the Chancellor Hall of the main campus were Professor Tan Sri Dato' Wira Dr. Mohd Shukri Ab Yajid, the President of MSU; Dato' Seri Ir Dr. Zaini Ujang, the Secretary General of MoHE; Dato' Dr. Hj Megat Sany Megat Ahmad Sufian, the Deputy Secretary General (Policy)

of MoHE; Prof. Dr. Azlinda Azman, the Director-General of Higher Education; Dato' Prof. Dr. Mohammad Shatar Sabran, the Chief Executive Officer of Malaysian Qualifications Agency (MQA); Professor Puan Sri Datuk Dr. Junainah Abd Hamid, the Vice Chancellor of MSU; and the senior management team of the University.

"We at MSU are deeply honoured by the Minister's focus and support for private higher education institutions. We are committed to leveraging this support to solidify MSU's position as a global hub for excellence in professional and soft skills developments while remaining firmly rooted in cultural values," remarked the MSU President in his welcoming speech.



Adding colour to life are the lights. The significance of lights in any cultural celebration or occasion is magnificent due to the brightness and joy they provide. Regarding MSU, the same holds true. The University opens and welcomes all its populace to be a part of daily iftar, especially those away from family. Bringing the taste of home to the campus is the Cahaya Aidilfitri (the lights of Aidilfitri), to mark the soon-to-be Eid festivities. The Higher Education Minister successfully launched the bright and sparkling lantern

lights after congressional Isya and Tarawih prayers at the Islamic Cultural Centre (ICC) of MSU.



The value that MSU places on cultural competency is indisputable; a myriad of campaigns and programmes are undertaken to familiarise the home and 65 international students with the distinctive and varied customs of this nation, demonstrating wholesome learning experiences.

Adding to the record of such endeavours are the short films crafted by the Media and Strategic Communication (MSC) Department of MSU. Following the success of Xiwang (Hope), released for Chinese New Year 2024, the crew produced a sequel, Yang Hilang (The Lost, Found), in



conjunction with this year's Eid. Its trailer, which highlights well-rounded MSUrians and imbues the narrative of values and heritage through the collaborative efforts of students and staff from various departments and faculties, was unveiled by Dato' Seri Diraja Dr. Zamry Abdul Kadir.



Moreh's engagement was ensured thereafter, during which the minister's birthday was commemorated. The culinary art students and lecturers at the School of Hospitality and Creative Arts (SHCA) collaborated in the creation of an exceptional confection composed entirely of pulut kuning.

### MSU COLLEGE AND SMILE STUDENTS IFTAR (MARCH 2024)



MSU Colleges (MSUC) and Learning Centre (MLC) serve as the satellite campuses of Management and Science University's (MSU) educational offerings in various regions across the nation. The institutions emphasise two main areas, namely the School of Science & Technology (SST) and the School of Hospitality, Education and Business Studies (SHB). The curricula are designed for diploma and certificate levels to cater to technical education and training (TVET), enhance the competitiveness of local skilled workers, and encourage more career choices in this field.

Providing comprehensive financial support to the students enrolled in the MSU Group of Colleges nationwide is the Scholarship for Mobility & International Learning Experiences (SMILE) programme.



The SMILE recipients across the nation are currently under an inbound mobility programme, where they will stay and attend an exclusive learning experience from March 4 until March 31 on the Shah Alam campus.

As part of their learning experience at the Shah Alam main campus, a total of 578 SMILE programme students from MSUC Sarawak (166), MSUC Sabah (122), MSUC Johor Bahru (58), MSUC Kota Bharu (44), MSUC Penang (41), MSUC Sungai Petani (39), MSU Learning Centre (37), MSUC Ipoh (36), MSUC Seremban (22), and MSUC Terengganu (13) joined an iftar session with the MSU



President Professor Tan Sri Dato' Wira Dr. Mohd Shukri Ab Yajid, with MSUC Shah Alam students.



Three hundred and forty-one are registered at the School of Education and Social Sciences (SESS), 143 at the Faculty of Business Management and Professional Studies (FBMP), 52 at the Faculty of Information Sciences and Engineering (FISE), 30 at the School of Hospitality and Creative Arts (SHCA), and 12 at the Faculty of Health and Life Sciences (FHLS).

Officiating Gema Rebana 2.0: Squad Amal Masjid, a flagship programme by MSUC Shah Alam, is MSU President.



In addition to this initiative, the MSUC Shah Alam will host a variety of charitable programmes and festive activities, including the Food Festival for Charity, Iftar with the MSU President, Sadaqa Ramadan Jama'ie 1445H, Skuad Bubur Lambuk, Blink-blink Raya 2.0, Konvoi Nur Ramadan Sahur 1445H, Food Bank @ Masjid, MSUCARESs B40 Project, and Tadarus & Khatam Al-Quran.

MSUC Shah Alam demonstrated its commitment to community projects by presenting a RM2,000 contribution to the MSU Foundation, Yayasan MSU (YSMU). Dato' Rosli Yusof, Senior Vice President Endowment & Engagement, received the mock cheque. This contribution underscored the unwavering dedication of MSUC Shah Alam's staff and students.

### **MSU CLUBS AND ASSOCIATIONS IFTAR WITH THE PRESIDENT (MARCH 2024)**

The cornerstone of an organisation is centralised in its leadership. An established leader is one who constantly learns, unlearns, and relearns as time swiftly passes to adapt to the progressing ecosystem. Acting as an exceptional stepping stone, closer to and ahead of setting foot in the workforce, are the clubs and associations of tertiary educational institutions. Building both competence and power to make a difference, Management and Science University's (MSU) clubs and associations cultivate the next generation of dynamic leaders.

MSU set the year's first Ihya Ramadan tradition in motion with Clubs and Associations breaking fast (iftar) with MSU President Professor Tan Sri Dato' Wira Dr. Mohd Shuki Ab Yajid, as a means of strengthening engagement between every club and association, as well as a pursuit to instil a sense of belonging to the University.



“Student learners and representatives are integral to the University, devising programmes tailored to student needs. Regardless of domain, every programme imparts an opportunity to foster your creativity. Student bodies play a fundamental role in elevating a university, embodying values that extend beyond the classroom; it is a platform to instill valuable principles and propel you toward becoming a well-rounded, competitive graduate,” remarked the MSU President in his address.

Seventy-five clubs comprising the Student & Career Development (SCD) Department (32), faculty (29), international (3), MSU College Shah Alam (7), Management and Science Institute (1), postgraduate (1), and alumni (1) joined an iftar with the MSU President, held at the MSU Chancellor Hall on campus in Shah Alam.





The Global Humanity Fund of MSU Foundation Yayasan MSU (YMSU) received a contribution of RM10,296 from fundraising activities administered by MSU SCD Clubs and Associations. Dato' Rosli Yusof, Senior Vice President for Endowment and Engagement, acknowledged the donation.



MSU Clubs and Associations Iftar is part of Ihya Ramadan 2024, organised by MSU SCD Department. In line with the University's commitment to nurturing the Giving and Grateful (2G) campus culture, initiatives embarked during the month of Ramadan aim at bridging gaps between various ethnicities and promoting cultural competency within the university ecosystem.

## RM50 MILLION WORTH OF SCHOLARSHIPS FROM YAYASAN MSU (MARCH 2024)



A total sponsorship value of RM50 million by the MSU Foundation (Yayasan MSU) has been allocated to more than 400 educational institutions across Malaysia for the academic year 2023/2024.

Management and Science University (MSU), through the collaboration between Yayasan MSU and MSU Engage (formerly Engagement and Enrolment), has undertaken this mission to provide access to education and financial assistance to potential students across the country. The programme specifically targets the B40 category and financially disadvantaged secondary school students, allowing them to pursue their tertiary education at MSU's main campus and 10 MSU Colleges throughout Malaysia in their chosen fields of study. The targeted educational institutions include national secondary schools, technical secondary schools, MARA junior science colleges, and vocational colleges.

Majlis Pelancaran Biasiswa Yayasan MSU was held on December 5, 2023, at the MSU Chancellor Hall. During the ceremony, 145 educational institutions, including 128 national secondary schools and 17 other

secondary education institutes, received a mock cheque.



Since the onset of the scholarship programme, to further extend the reach of the initiative, the University has organised



roadshows in various states across the country this year. They are:

Kota Bharu, Kelantan on January 7, involving 47 educational institutions from the east coast zone;



Kota Kinabalu, Sabah on January 29, involving 51 education institutions around the state of Sabah;



Ipoh, Perak on February 1, involving 65 educational institutions from the northern zone (36 institutions from Perak, 16 from Penang, and 13 from Kedah);

Kuching, Sarawak on February 7, involving 51 educational institutions;



Wangsa Maju, Kuala Lumpur on February 24, involving nine educational institutions from the Wangsa Maju Parliament constituency;



and Johor Bahru, Johor on March 3, involving 50 educational institutions, marking the finale of the roadshow.





### MSU IN KARNIVAL HAVOC WANGSA MAJU KITA PUNYA 2024 (FEBRUARY 2024)



In conjunction with the Karnival Havoc Wangsa Maju Kita Punya 2024 organised by the Wangsa Maju Parliamentary Service Centre in collaboration with Pertubuhan Latihan Teraju Nusa Malaysia (PLATINUM), the Faculty of Health and Life Sciences (FHLS) of Management and Science University (MSU) executed a community engagement with communities in Taman Tasik Danau Kota, Setapak.



Havoc Wangsa Maju Kita Punya 2024 comprised three consequential agendas, namely Fun Walk, the launching of the Kad Wangsa Maju Kita Punya, and the

presentation of the Yayasan MSU scholarship to selected Sijil Pelajaran Malaysia (SPM) 2023 students. The carnival kicked off with a Fun Walk event themed on low-carbon cities, which is one of the campaigns promoting low-carbon pioneer cities for environmental sustainability.

The FHLS-led community service endeavoured to foster an interest in Science, Technology, Engineering, and Mathematics (STEM) education and enhance the health and well-being of all, including the urban poor. It addresses health concerns specifically within marginalised communities by providing educational opportunities and resources to enable well-informed decision-making.



Dr. Zaliha Mustafa, Minister in the Prime Minister's Department (Federal Territories), officiated the carnival. Also in attendance were YB Zahir Hassan, the Member of Parliament for Wangsa Maju, and Professor Tan Sri Dato' Wira Dr. Mohd Shukri Ab Yajid, the President of MSU.



The involvement of over 150 members from MSU and MSUMC, encompassing staff and students, was recorded at the event. Alumni of FHLS were the driving force behind the Back-to-School initiative. Health screening services were rendered by MSUMC, while promotional activities via academic exhibitions were managed by the medical and health sciences cluster, namely the International Medical School (IMS) and School of Pharmacy (SPH), as well as by the MSU Engage.

The MSU President, through the Yayasan MSU (YMSU) foundation, handed over a scholarship worth RM900,000 to nine schools and institutions in Wangsa Maju.



They are SMK Danau Kota, SMK Setapak Indah, SMK Wangsa Maju Seksyen 2, SMK Zon R1 Wangsa Maju, Kolej Vokasional Setapak, SMJK Chong Hwa, Kolej Vokasional ERT Setapak, SMK Taman Melati, and SMK Wangsa Melawati. Additionally, SMK Pendidikan Khas Setapak received a special contribution of RM 1,000.



### **PROGRAM BERKHATAN PERDANA 2.0 BY IPD SHAH ALAM (JANUARY 2024)**



Management and Science University Medical Centre (MSUMC) Shah Alam hosted Program Berkhatan Perdana 2.0.

Circumcision (Khatan), a cultural and religious practice, involves the surgical removal of the foreskin. This event underscores the significance of community health initiatives and the cultural prominence of this procedure among male children.

Organised by Shah Alam District Police Headquarters, also known as Ibu Pejabat Polis Daerah (IPD) Shah Alam, the second edition of this programme was spearheaded by Assistant Commissioner of Police Haji Mohd Iqbal Ibrahim, the Officer in Charge of Police District (OCPD) Shah Alam. Among the attendees were Professor Tan Sri Dato' Wira Dr. Mohd Shukri Ab Yajid, MSUMC Founder; Superintendent Ramsay Anak Embol, Assistant OCPD; and YS PKPJB Wan Md Razali Wan Ismail, the Director of the Malaysian Fire and Rescue Department, Selangor.

This programme is a continuation of various community engagement activities and collaborations that have long been established between Management and Science University (MSU) and Shah Alam District Police Headquarters. A total of 47 children of Shah Alam District Police Headquarters residents underwent circumcision procedures using later technology conducted by the specialist doctors at MSUMC.

MSUMC and IPD Shah Alam are collaborating for the second time to organise this circumcision programme, which was first held at IPD Shah Alam last year.

For MSUMC, a mass circumcision programme like this is regularly observed. Known as the Sunathon programme, this community engagement activity has been held annually and has become a tradition at MSUMC. Sunathon not only targets the public and employees' children but also invites children from the B40 community to participate.