



UNIVERSITI  
TEKNOLOGI  
MARA

Institut  
Pengajian Siswazah

# PGS POST

Volume: 2 Issue: 2 December 2023



#StudyinUiTM  
#Postgraduate  
#IPSisUiTM

#UiTMDihatiku  
#RealizingAspiration  
#GRU2025

Unleashing Potentials  
Shaping the Future



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*Good bye 2003 and Hello 2024*



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As we welcome the New Year 2024, the entire UiTM community is buzzing with the renewed energy and promise that this time of year brings. We are especially heartened to see the return of international students who are now able to join us, reviving the diversity and global perspective in our academic discourse that we've greatly missed during the pandemic.

To all our postgraduate students, I extend the warmest of welcomes in this fresh start. Let's collectively embrace the spirit of new resolutions and continuous improvement. Whether it's through enhancing research methodologies, engaging more deeply with our academic community, or fostering innovative collaborations, we are committed to supporting you in setting and achieving new goals. I encourage you to reflect on your aspirations, pinpoint areas for personal and academic growth, and commit to the standards of excellence that UiTM represents.

The past year witnessed exceptional teamwork between IPSis and the Faculties/Colleges, exemplifying the power of collaboration. This harmonious partnership streamlined postgraduate processes, made significant strides in student recruitment, and raised the overall quality of postgraduate education at UiTM. Consequently, I am thrilled to report that UiTM achieved its highest enrollment figures, with 15,697 postgraduate students by the end of December 2023, a milestone unveiled during the Vice Chancellor's presentation on Q4 achievements. This remarkable outcome is a testament to the effective collaboration between IPSis and the Faculties, highlighting our commitment to delivering quality education and fostering a vibrant academic environment. For this, I am immensely grateful and remain confident that our joint efforts will continue to drive our successes in the years to come.

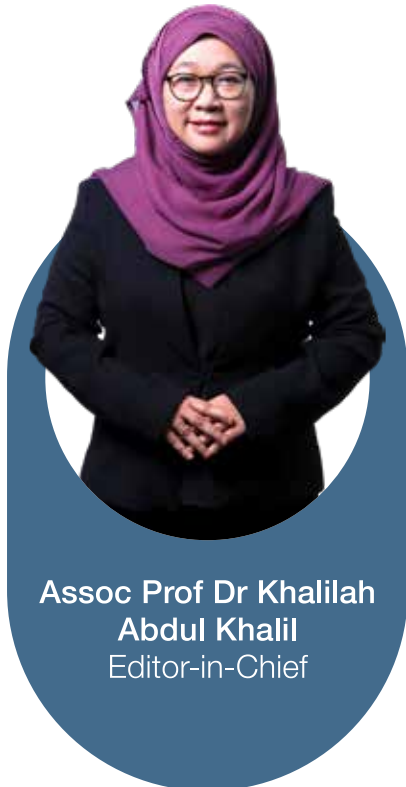
I encourage you to explore the January issue of PG Post, which is filled with inspiring stories, important updates, and deep insights into the world of postgraduate studies at UiTM. Your presence and participation in our academic community is highly valued, and I am filled with anticipation for the year ahead. Here's to a year of health, success, and academic excellence. Happy New Year!

**Prof. Ir. Dr. Zuhaina Hj Zakaria**



## Dean's Message

# From **Chief Editor's Desk**



Assoc Prof Dr Khalilah  
Abdul Khalil  
Editor-in-Chief

## Assalamualaikum and Greetings

Finally, the end of 2023 and welcome 2024!!  
The end of the year is always the best time to reflect our achievements, and to open new chapters of our journey. This issue encapsulates various events happening from August to December 2023 which highlights matters such as news, events and promotion activities. Year of 2023 has taught us a lot in being patience, cautious, perseverance, resilient and many more to strengthen our goal for the target of **“Globally Marketable”** and prepare us to be ready for another chapter of university strategy...**“Globally Respected”** by year 2024.

We hope all of you would appreciate newsletter updates and we look forward to share more exciting news and events happening in the near future. I would like to wish everyone a Happy New Year of 2024! ....Hope it will bring us more adventures, accomplishments and positivity.

## Editorial Board



Sr Dr Siti Mazzuana  
Shamsuddin  
Editor



Dr Suffian Hadi Ayub  
Editor



Mohd Azrul bin Zakaria  
Graphic Designer



## News 1

# IPSis.. The Biggest Loser



In a six-month long competition, the highly anticipated weight loss programme known as The Biggest Loser concluded on a high note. The event, which aimed to promote a healthy lifestyle among its IPSis staff, witnessed an incredible transformation in the lives of its staff members.

From February to August 2023, the participants underwent rigorous health screenings and dedicated themselves to achieving their fitness goals. The hard work and determination displayed by the contestants during this period were truly commendable.

The prestigious champion title was clinched by Mr. Mohd Azrul Zakaria, IPSis' Senior Graphics Assistant. His tremendous efforts and dedication to improving his health and fitness were remarkable. Mr. Azrul's journey serves as an inspiration to many, proving that with perseverance, anything is possible.

Furthermore, a series of other winners were announced in various categories. Ms. Nur Idune Hayana Che Mohamed was recognized for achieving the highest weight loss, showcasing her dedication and commitment to shedding excess weight.

Prof. Ir. Dr. Zuhaina Hj, Zakaria received accolades for attaining the best cholesterol readings. This accomplishment showcases not only her dedication to weight loss but also her commitment to maintaining overall good health.

Ms. Zuraini Mohamed Idris was acknowledged for her outstanding efforts in achieving success throughout the programme. Her unwavering determination, motivation, and consistency made her the deserving winner of the Best Efforts to Success category.

Ms. Nur Salsabiella Mohd Rahimi, on the other hand, was recognized for maintaining an ideal BMI throughout the competition. Her commitment to healthy living is an inspiration to all who aspire to achieve optimal body mass index.

In the Best Level of Health category, Mr. Mohd Azrul Zakaria's dedication and commitment were once again acknowledged. His unwavering efforts in maintaining an excellent level of health propelled him towards this well-deserved victory.

Finally, Ms. Nurul Hidayah Omar secured the overall third place, demonstrating her perseverance, determination, and hard work throughout the competition.

The Biggest Loser programme has undoubtedly brought about a positive impact on the lives of its participants. The journey of each contestant has showcased the incredible transformations that can be achieved by embracing a healthier lifestyle. IPSis has once again conducted a successful and impactful event that promotes well-being and inspires others to prioritize their health.

Congratulations to all the winners and participants for their commitment and dedication to a healthier future!



# Postgraduate Students' Gawai Raya Dinner 2023

by **Sheela Faizura Binti Nik Fauzi, Dr Johari Bin Abdullah & Dr Ellen Chung**

On the memorable evening of June 10, 2023, the Centre of Graduate Studies, UiTM Sarawak organized a grand Postgraduate Gawai Raya Celebration at the elegant Raia Hotel in Kuching. Gawai Raya, a combination of two significant celebrations in Sarawak which are Gawai Dayak and Hari Raya Aidilfitri that brings together diverse cultures and religious backgrounds in a joyous celebration of unity and harmony. It is a time for reflection, gratitude, and fostering stronger bonds within communities. The Centre of Graduate Studies at UiTM Sarawak recognized the importance of celebrating this occasion, providing postgraduate students with an opportunity to come together as a cohesive and supportive academic community.

The event brought together distinguished guests, including AP Dr Chm Ts Dr Mohammad Isa Mohamadin, AP Dr Ellen Chung, Professor Dr Firdaus Abdulah, Professor Dr Azizan Abdullah, AP Dr Abdul Rahim Ridzuan, Professor Dr Corina Joseph, Professor Dr Voon Boo Ho, and Dr Cassidy Ak Morris.

The gathering served as a delightful opportunity for 85 postgraduate students to come together and celebrate their academic achievements while embracing the festive spirit of Gawai Raya. The attendees comprised of a diverse group of postgraduate students, each contributing their own unique perspectives and cultures. The event served as a platform for intellectual discourse, where students engaged in meaningful conversations, exchanged ideas, and built connections that could potentially lead to future research collaborations.

The venue, Raia Hotel, was adorned with vibrant decorations reflecting the cultural richness of Gawai Raya. Traditional Dayak and Malay ornaments adorned the walls, immersing the attendees in the spirit of the celebration. The lively atmosphere was enhanced by traditional music, filling the air with joyous melodies that echoed the diversity of Sarawak's cultural heritage. The event was marked by an atmosphere of enthusiasm and excitement, further intensified by the distribution of 18 lucky draw prizes. The anticipation was palpable as participants eagerly awaited the announcement of the winners. The lucky draw served as a highlight of the evening, bringing smiles and delight to those fortunate enough to claim a prize. The winners were congratulated amidst cheers and applause, adding to the overall festive ambiance of the event.

As the evening came to a close, the attendees expressed their appreciation for the Centre of Graduate Studies for organizing such a memorable celebration. The event served as a testament to the university's commitment to nurturing a supportive and inclusive environment for postgraduate students. The success of the Postgraduate Gawai Raya Celebration paved the way for even grander events in the future, allowing for more students to come together and celebrate their festivities.







## News 3

# Boosting Research Momentum: Thesis Boot Camp for DBA Students 2023

by **Dr Johari Bin Abdullah, Dr Ellen Chung and Sheela Faizura Nik Fauzi**

The highly anticipated Thesis Boot Camp for DBA Students 2023 took place on the 10th and 11th of June organised by Centre of Graduate Studies (CGS), UiTM Cawangan Sarawak. This immersive event brought together twelve (12) Doctor of Business Administration (DBA) candidates to foster a conducive environment for research and progress in their doctoral journey, especially to prepare for their upcoming Defence of Research Proposal (DRP).

This program provided a unique platform for DBA students to delve into their research projects, offering dedicated time, space, and expert guidance. Hosted at the prestigious RAIH HOTEL and Convention Centre, the event featured a series of talks and individual consultations designed to boost research momentum and sharpen academic writing skills.

Throughout the two-day event, participants engaged in interactive sessions focused on key aspects of the thesis writing process, including writing a clear problem statement, effective writing of literature review, and choosing appropriate methodology and theoretical framework. The invited speaker, Assoc. Prof. Dr Abdul Rahim Ridzuan provided valuable insights, sharing his experiences and best practices.

This program also facilitated fruitful discussions and meeting opportunities between DBA students and their respective supervisors. In a separate session, a total of six (6) supervisors had seized the chance to exchange ideas, give feedback, and form valuable connections with their supervisees.

The Thesis Boot Camp for DBA Students 2023 was an unprecedented success, equipping doctoral candidates with essential tools and inspiration to advance their research endeavours. The event exemplified the commitment to academic excellence within the CGS and DBA community. This is the maiden thesis boot camp organised by CGS in its history, planned meticulously by the Coordinator of Coursework programmes, assisted by the other members of CGS - Sheela Faizura, Rosling Jemiron, Fazilawati Othman, Angelina Jessy, with advice from the Head of CGS. Lastly, it is hope that these students will proceed to the next stages in their DBA journey with perseverance and diligence.

## News 4

# Viva Chairpersons, Enabling Effective Viva Voce Examinations

In a bid to enhance the quality of postgraduate examinations, the Institute of Postgraduate Studies (IPSiS) hosted a seminar specifically designed for viva chairpersons. The event aimed to prepare individuals for the crucial role of chairing viva voce examinations, ensuring smooth and effective assessments.

The seminar saw the attendance of esteemed professors and experienced viva chairpersons, Prof Nasir Taib and Prof Hadariah Bahrom, who were invited as guest speakers. Prof Nasir, a renowned expert in his field, shared his wealth of experience chairing viva voce examinations, while Prof Hadariah offered insights into the skills required to excel in this role.

Prof Nasir, in his keynote address, emphasized the significance of the chairperson's role in ensuring fair and unbiased assessments during a viva voce examination. He outlined the crucial responsibilities that chairpersons need to fulfill, including maintaining a conducive atmosphere, managing interactions between the candidate and examiners, and ensuring the adherence to examination regulations.

Prof Hadariah, known for her expertise in the field of postgraduate studies, provided practical advice to future viva chairpersons. She highlighted the importance of effective communication and negotiation skills while managing differing opinions among the examiners. Prof Hadariah emphasized that a skilled chairperson is instrumental in steering the viva voce examination towards a constructive and fruitful discussion.

The seminar also included interactive sessions where participants had the opportunity to ask questions and engage in discussions with the two guest speakers.

IPSiS plans to organize similar seminars in the future, striving to continuously improve the quality of postgraduate examinations and cement its position as a leading institute in the field of higher education.



## News 5

# IPSis Holds Successful Briefing Session for New Postgraduate Students

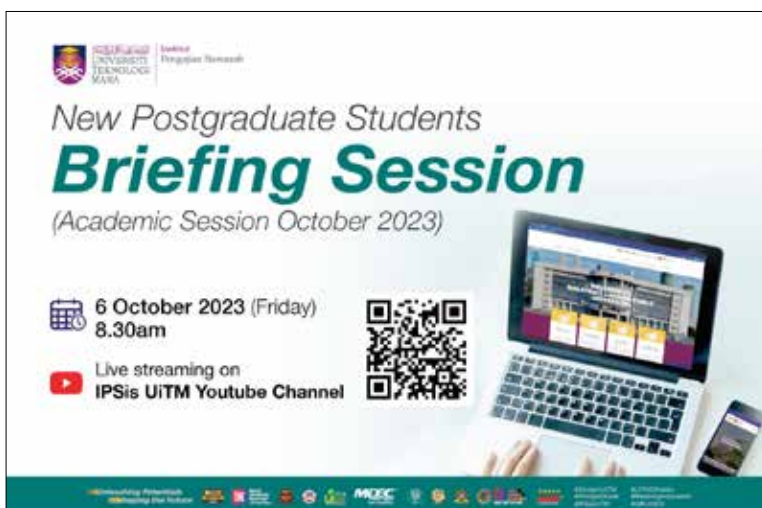


As the new semester approaches, IPSis held a comprehensive briefing session for new postgraduate students. The aim of this session was to provide important information regarding their academic journey in IPSis and address key processes and procedures related to their studies.

The New Postgraduate Students Briefing Session took place on the 9th of October 2023. The event began with a warm welcome speech by the Dean of IPSis, Prof. Ir. Dr. Zuhaina Hj. Zakaria. The speech set the tone for the session and highlighted the importance of the briefing in guiding the students towards a successful academic journey. Several sessions of briefings were conducted, covering crucial topics such as Academic Process and Procedure, Research and Mixed Mode, Academic Development, Resources and Students, and Recruitment and Admission.

Each session was delivered by experts in the respective fields, including Deputy Dean, Associate Prof. Dr. Siti Farhana Zakaria, and all Heads of units or departments in IPSis. To provide a holistic perspective, representatives from the UiTM Postgraduate Student Society (UIPS) and Perpustakaan Tun Abdul Razak were also invited to brief the new students.

The briefing session received positive feedback from the attendees. One particular comment from the audience stated, "On the briefing session this morning and still live the clarity and understanding, so far so good. Well done!" This positive response demonstrates the effectiveness of the session in providing students with the necessary information and ensuring a clear understanding of their academic journey. Roughly about 600 new students attended this session.





## Benchmarking activity:

Guest from Universitas Mulawarman, Samarinda, Kalimantan Utara.

The benchmarking activity conducted by the postgraduate students from the Economy and Business Faculty at Universitas Mulawarman was aimed at understanding the success factors in research studies. This activity involved a visit to IPSis and included a seminar on Research Methodology and Writing Scientific Papers.

The benchmarking visit took place on 11<sup>th</sup> November 2023 and included around 15 postgraduate students from Universitas Mulawarman. The purpose of the visit was not only to learn from the experiences and practices of IPSis but also to establish networking relationships for potential future collaborations. During the visit, Associate Professor Dr Nor Irvoni and Dr Norsaadatun Nisak Ahmad delivered a seminar on Research Methodology and Writing Scientific Papers. The seminar aimed to provide the students with insights into best practices and efficient methodologies for conducting research and writing scientific papers.

The visit was organized and led by Felitas Defung, the representative Dean of the Economy and Business Faculty at Universitas Mulawarman. Dr H. Rachmand Budi Suharto, the Doctorate Program Coordinator, coordinated the activities and discussions between the two associations.

The benchmarking activity provided an opportunity for the postgraduate students to gain valuable insights into the best practices and success factors employed by IPSis. By comparing these practices to their own baseline performances, the students were able to identify areas for improvement and adaptation in their research studies.

Additionally, the networking aspect of the activity facilitated communication and idea exchange between the students and staff from both institutions. This networking opportunity allowed for the establishment of relationships and potential future collaborations, further enhancing the learning experience for the students.





Institute of Postgraduate Studies (IPSis) at Universiti Teknologi MARA (UiTM) has successfully conducted a zoom session to engage with international postgraduate recruitment agents. With the objective of briefing agents on the process and procedures related to international student intake, the online session attracted around 25 appointed agents from across the globe. The session, reminiscent of a physical briefing, was seamlessly conducted through a zoom platform, allowing participants to conveniently join from any location. IPSis, known for its commitment to facilitating international students' applications and admissions to UiTM, aimed to provide the agents with comprehensive knowledge and understanding of the university's admission processes.

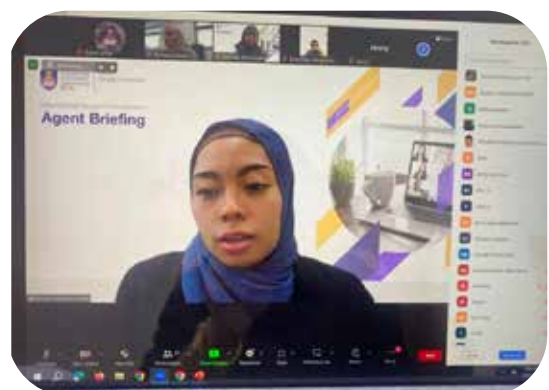
# Engagement day with International Recruitment Agents..

## A brief on UiTM's International Student Intake Procedures

During the interactive webinar, which featured presentations and Q&A sessions, the IPSis team highlighted the various steps and procedures involved in the international student intake at UiTM. The agents were informed about the requirements for eligibility, application deadlines, submission process, and visa-related matters.

Moreover, IPSis shed light on the extensive range of postgraduate programs offered by UiTM, providing detailed information about course structures, curriculum, and research facilities. The agents were also briefed on the university's commitment to promoting diversity and inclusivity, encouraging applications from students from diverse cultural backgrounds.

The webinar marked yet another successful initiative by IPSis to support UiTM's internationalization efforts. It is hoped that the knowledge gained by the agents during the briefing will equip them to facilitate the smooth admission of ambitious postgraduate students to UiTM, further enhancing the university's global presence.



# Jasamu dikenang...

In a poignant farewell ceremony for **Anis Idayu Sapie** and **Salwani Md Sapidi** as they embark on a new chapter in their professional chapter. IPSis really happy for their promotion and hope they will be success in their journey career development.



Huge thank you to  
Ts. Dr. Khairul Safuan  
Muhammad...

# New Portfolio



**Nadiatul Indah Mohd Tahir,**  
Senior Executive Officer (Academic Affairs)



# Welcome to IPSis...



**Siti Norul Jannah  
Binti Mohamed Azizi**

Executive Officer  
(Recruitment &  
Admission)



**Nur Hanisah  
Binti Abdullah Sani**

Senior Clerk  
(Academic Affairs)



**Zainur Syakirah  
Binti Zainudin**

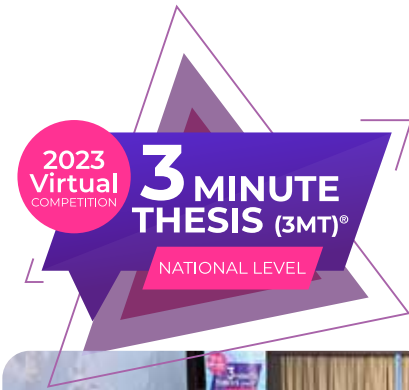
Clerk (Academic Affairs)



**Muhammad Firdaus  
Bin Abdul Rahim**

Clerk (Recruitment &  
Admission)





## Event 1

# 3MT Virtual Competition 2023

In collaboration with UKM, the Institute of Postgraduate Studies (IPSiS) successfully organized the 2023 3MT Virtual Competition National Level on July 5, 2023. The competition aimed to showcase the research capabilities of talented students and provide them with a platform to present their work.

Congratulations to Nur Damia Iwani Zulkiflee and Iman Nabilah Abd Rahim from Faculty of Medical, UiTM who won the competition. Nur Damia Iwani Zulkiflee emerged as the 1st place with her presentation "Geometric Morphometric: Unlocking the Gender Mystery of the Death" and Iman Nabilah Abd Rahim won 2nd place with her thesis title "A Magic Potion for the Clogged Vessel". This outstanding achievement is a testament to their hard work, dedication, and exceptional research capabilities.

Judges and moderators from various fields generously contributed their expertise, valuable insights and feedback in shaping the competition and evaluating the presentations.

The 2023 3MT Virtual Competition National Level was a testimony to IPSiS's commitment to fostering research excellence and promoting interdisciplinary collaboration. The variety of research topics covered during the competition showcased the diverse capabilities of UiTM students and the significance of their work in addressing real-world challenges.

Congratulations again to all the winners, especially Nur Damia and Iman Nabilah from UiTM for their exceptional performance.







## Short News: Bicara Santai IPSis

Bicara Santai, has become a platform for IPSis staff to updates on relevant information. The staff meetings provide a much-needed break from the daily routine and offer an opportunity for lively discussions on various topics. However, the IPSis team has decided to level up the excitement of Bicara Santai by including a special segment dedicated to honoring the birthdays of their fellow colleagues.





# Merdeka Day Celebration at IPSis

On 25<sup>th</sup> August 2023, IPSis staff came together to celebrate Malaysia's independence in a momentous event that captured the essence of unity and diversity. The Merdeka Day celebration was marked by a multitude of activities and showcased the pride, joy, and appreciation for the unity that has propelled Malaysia's success as a nation.

## Flag waving and Beyond:

The event was more than just a simple flag waving ceremony. It was a day filled with a sense of national pride and a deep appreciation for the freedom and heritage that we possess as Malaysians. Staff members from different backgrounds joined hands to create an atmosphere that resonated with the spirit of unity and diversity.

The event continued with the launching ceremony and tree planting. The ceremony was launched by IPSis Dean, YBhg. Prof. Ir. Dr. Zuhaina Hj, Zakaria and the preparation of this program led by Dr. Siti Mazzuana Shamsuddin as the Head of the IPSis Sustainability Unit. The planting of Bunga Raya symbolizes the theme of independence and sustainability of the ceremony.





# Hooding Ceremony

## for Graduates Earning their PhD Degrees

Congratulations to all PhD graduands who are able to attend the ceremony. The tradition ceremony is a special event held to celebrate the success of PhD students who have successfully completed their studies. The celebrations were held on 4<sup>th</sup> August 2023 and 17<sup>th</sup> November 2023. The ceremony also aims to pay tribute to the supervisors for jointly contributing to the success of students under their supervision. The ceremony was attended by graduates with their respective family members and supervisors.

IPSis would like to thank you to all and those who contributed to make this ceremony is memorable. IPSis wish every graduand best of luck with their path of journey after graduation. Do not forget the UiTM tagline, *Unleashing Potentials, Shaping the Future*.



# UiTM Conducts **Jelajah e-Pursuit** to Boost Postgraduate Enrolment

On 8<sup>th</sup> July till 9<sup>th</sup> July, IPSis in collaboration with UiTM branches held the Jelajah e-Pursuit event. The initiative aimed to enhance local postgraduate enrolment by providing a special route for graduates and final year students to continue their studies without undergoing the normal application process. UiTM Penang, UiTM Melaka, and UiTM Trengganu were chosen to host this event.

Jelajah e-Pursuit showcased UiTM's commitment to supporting and encouraging higher education. The event served as an avenue for students to learn about e-Pursuit and the various opportunities available for them to pursue postgraduate studies at UiTM.

The event was not limited to the host campuses, as representatives from other UiTM branches and faculties were also invited to promote their postgraduate programs. This provided students with a comprehensive overview of the diverse range of studies available across the university.

Throughout the event, students had the opportunity to engage with faculty members, administrators, and current postgraduate students. They gained valuable insights into the benefits of choosing UiTM as their institution for postgraduate studies. The event also highlighted the academic support and resources available to postgraduate students at UiTM.



Jelajah e-Pursuit received a positive response from students, as it offered a streamlined route to pursue their postgraduate education. By eliminating the need for a lengthy application process, the event provided a convenient platform for students to further their studies and expand their knowledge in their respective fields.

The event also contributed to increasing the number of local postgraduate enrolment, a priority for IPSis and UiTM. By attracting more graduates and final year students to pursue postgraduate studies, UiTM aims to play a crucial role in developing a highly skilled and knowledgeable workforce in Malaysia.

Overall, Jelajah e-Pursuit successfully created an inclusive and accessible pathway for students to continue their academic journey. With its commitment to supporting postgraduate education, UiTM continues to pave the way for future leaders and experts in various fields.





# IPSis@School:

## UiTM Launches Exciting Postgraduate Promotion, Encouraging Teachers to Pursue Higher Education



In a bid to promote continuous professional development and elevate the standard of education, Universiti Teknologi MARA (UiTM) is offering a wide range of postgraduate programs including for teachers, focusing on education-related fields. The university offers full time and part-time programs allowing teachers to balance their professional commitments with their academic pursuits. Through these postgraduate programs, UiTM aims to enhance teachers' pedagogical skills and instructional techniques.



By investing in the intellectual growth of teachers, UiTM is shaping a brighter future for both educators and students, ultimately enhancing Malaysia's education system as a whole.



## Promoting UiTM's Postgraduate Programs to McDonald's

In today's competitive job market, a higher level of education and specialization are often necessary to climb the corporate ladder. Recognizing the importance of continuous learning and professional development, Universiti Teknologi MARA (UiTM) is keen on introducing its postgraduate programs to various industries. In this report, we highlight the promotion of UiTM's postgraduate programs to McDonald's, a global leader in the fast-food industry.



We extend our gratitude to Prof Dr. Hussain from the Office of Industry, Community and Alumni Network (ICAN), for providing us with the opportunity to promote UiTM's postgraduate programs to McDonald's. This collaboration serves as a symbiotic relationship, where UiTM benefits from showcasing its offerings, and McDonald's gains insight into the valuable qualifications UiTM's graduates bring to the table.

Dr. Siti Zaleha, representing the Arshad Ayub Graduate Business School (AAGBS) at UiTM, had the honor of presenting the Master of Business Administration (MBA) program to McDonald's key decision-makers. Driven by years of experience in academia and familiar with the needs of the business world, Dr. Siti Zaleha effectively communicated the benefits and relevance of the MBA program to the fast-food giant.

During the presentation, Dr. Siti Zaleha highlighted the unique aspects of UiTM's MBA program, emphasizing how it prepares students with the necessary skills and knowledge to excel in today's dynamic business landscape. The presentation covered the program's curriculum, which includes courses in leadership, strategic management, finance, marketing, and entrepreneurship, among others. It was noted that the program also focuses heavily on real-world case studies, interactive sessions, and collaboration with industry experts, equipping graduates with practical insights and problem-solving abilities.



Promoting UiTM's postgraduate programs to McDonald's was an excellent opportunity to showcase the quality education and talent that UiTM nurtures. Dr. Siti Zaleha's presentation effectively conveyed the relevance and advantages of pursuing an MBA with UiTM, aligning its offerings with McDonald's needs. We hope that this collaboration leads to a fruitful partnership between UiTM and McDonald's, benefitting both institutions and contributing to the growth of the industry as a whole.



# IPSis on the move...

## Local and Abroad

The Institute of Graduate Studies (IPSiS) makes a consistent in promoting postgraduate programs to our local and international community by joining several Education Expos. The event is a physical mode medium for potential postgraduate students to get an view about the courses which matches their needed according to convenience learning style from corresponding faculty representative personally.

Date	Event
20 Jan 2023	PROMOSI PROGRAM PASCASISWAZAH
14 Feb 2023	OPEN DAY IPSIS
17 Feb 2023	JOM SEMBANG SAMBUNG MASTER/PHD@ UiTM NOGORI
18 - 19 Feb 2023	MEGA CAREER & TRAINING FAIR (MCTF)
9 Mar 2023	PROMOSI PROGRAM PASCASISWAZAH
27 May 2023	PROMOSI PROGRAM PASCASISWAZAH
20 & 21 May 2023	JOM MASUK 'U'
27 & 28 May 2023	JOM MASUK 'U'
3 & 4 Jun 2023	JOM MASUK 'U'
4 & 5 Jun 2023	JOM MASUK 'U'
10 & 11 Jun 2023	SELANGKAH UiTM
3,10,17,24,31 Jul 2023	IPSIS BUZZ
8-9 Jul 2023	JELAJAH E-PURSUIT
8-9 Jul 2023	JELAJAH E-PURSUIT
8-9 Jul 2023	JELAJAH E-PURSUIT
14 Jul 2023	MAYBANK
9 & 10 Aug 2023	PROMOSI BERSAMA KAMPUS SARAWAK
9 & 10 Aug 2023	PROMOSI PROGRAM PASCASISWAZAH
19 - 20 Aug 2023	MEGA CAREERS & STUDY FAIR 2023
22 - 24 Aug 2023	BEM CONVENTION
23 Aug 2023	PROMOSI PROGRAM PASCASISWAZAH
5 Sep 2023	DI MANA ADA KEMAHUAN, DI SITU ADA JALAN
9-10 Sep 2023	MEGA CAREER & TRAINING FAIR (MCTF)
Oct / Nov	IPSIS BUZZ
15-16 Nov 2023	MYAERO SUMMIT KLCC

Date	Countries
8-15 Mar 2023	QATAR & MESIR
13 – 16 May 2023	JAKARTA
24 MEI - 1 Jun 2023	MALDIVES
9 - 13 Jun 2023	VIETNAM
16 - 19 Aug 2023	HATYAI
18 - 19 Aug 2023	BRUNEI
30 Aug - 12 Sep 2023	PAKISTAN
05-07 Jul 2023	NEPAL
15 - 25 Sep 2023	INDIA
22 - 24 Oct 2023	OMAN
30 - 12 Dec 2023	BANGLADESH





## Promotion 5

# IPSis is Boarding at Kuala Lumpur International Airport 2....



IPSis UiTM, the renowned institute for postgraduate studies at Universiti Teknologi MARA, has recently embarked on an exciting promotional activity at one of Malaysia's busiest airports - KLIA2. Utilizing the power of digital marketing, IPSis is capturing the attention of travelers as they journey through the terminal.

One cannot miss the eye-catching billboard strategically positioned in a prime location at KLIA2. This digital marketing promotion aims to create brand awareness and highlight the excellent opportunities available for postgraduate studies at IPSis. With its vibrant colors and captivating content, the billboard immediately draws the attention of passersby, capturing their interest even in the midst of a bustling airport environment.

The use of digital marketing promotion at an airport is a strategic move for IPSis as it allows them to reach a diverse and global audience. KLIA2 serves as a major hub for both domestic and international travelers, providing an excellent opportunity for IPSis to showcase its offerings to a wide range of potential students.

In addition to the billboard, IPSis is also utilizing digital platforms such as social media, email marketing, and search engine advertising to create a comprehensive digital marketing strategy. By targeting specific demographics and utilizing data-driven approaches, IPSis aims to maximize the reach and impact of its promotion.

So, keep an eye out for UiTM's captivating billboard as you journey through KLIA2. It is a testament to the institute's dedication to excellence and their ongoing efforts to provide quality postgraduate education opportunities to aspiring individuals.



## Promotion 6



# IPSis BUZZ

## @ Radio UFM

In an effort to promote postgraduate studies at UiTM, IPSis BUZZ collaborated with UiTM's digital radio station, Radio UFM, to launch a promotional slot. This slot aired for an entire hour every Thursday from August to November 2023. The importance of radio promotion cannot be underestimated, as it provides benefits not only to the more than 220 postgraduate programs offered by UiTM but also to IPSis as a catalyst to ensure the UiTM brand's success.

IPSis BUZZ has successfully gathered over 20 faculties, colleges, and campuses from the entire UiTM system to be weekly guests on their show. During these shows, they share information and insights on the postgraduate programmes offered. The radio's ability to target specific audiences has proven to be successful, as IPSis BUZZ continuously embarks on promotional activities along with the Head of Postgraduate Studies, representing each of its unique programmes.

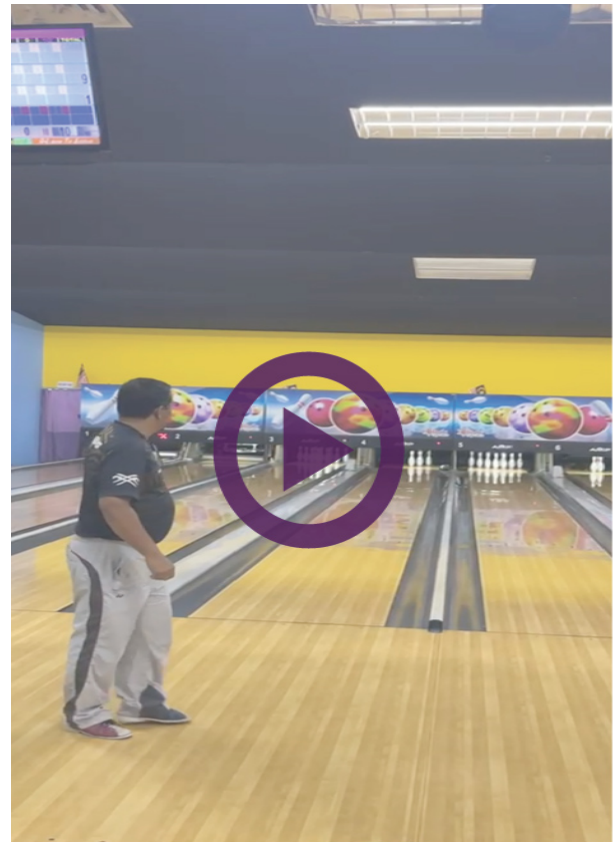
Moving forward, IPSis plans to keep running the IPSis BUZZ promotional slot in conjunction with the March 2024 intake for postgraduate programs. IPSis believes that frequent promotional efforts help to attract more audiences, and the dissemination of information about Masters and PhD programs could serve as a call to action for all listeners to make strategic decisions about their future.





# Bonding Hour...2023

IPSis Briskwalk October 2023: Feel the energy, stride with purpose, and promote wellness all around campus!"



"Strike a bond, hit a win! IPSis staff unite through bowling at Ole Ole Superbowl Shah Alam, celebrating champions like Miss Yusaila Yaacob and Mr Mohd Syarizal Mohd Redzuan. Congratulations to Professor Ir Dr Zuhaina Haji Zakaria and team, the ultimate winners!"





**"Unleash Your Potential. Energize Minds and Bodies for a Powerful Future Preparing UiTM's Success in 2025!"**..... a team-building activity at Natasya Riverside in Gopeng, Perak Darul Ridzuan with one goal ... to strengthen the minds and energy of the IPSis team, setting the groundwork for our 2024 initiatives











Looking forward  
for another  
adventure year....

**Welcome  
2024!!!!**



***"Coming together is a beginning. Keeping together is progress.  
Working together is success"***

- Henry Ford