

MANAGEMENT ISSUES IN PANDEMIC ERA:
CONCEPTS & PRACTICES

*Innovative Teaching
Learning During
Pandemic*



October 9, 2021

Nice to meet you!

I'M SITI ZALEHA.



I'm a Marketing Lecturer and the Deputy Dean at Arshad Ayub Graduate Business School (AAGBS), Universiti Teknologi MARA (UiTM).

My areas of interest are consumer behavior, brand management, and market segmentation and strategies





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**UNIVERSITI
 TEKNOLOGI
 MARA**

Arshad Ayub
 Graduate
 Business School



MBA @ AAGBS, UiTM
 ARSHAD AYUB GRADUATE BUSINESS SCHOOL

MASTER IN BUSINESS ADMINISTRATION (MBA)
 PROGRAM CODE: AAGBS / MBA

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 15 August 2021

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CHALLENGES & OPPORTUNITIES

Online Classes



BRAND MANAGEMENT

Strategic Brand Management



It is one of the elective courses offered to the
MBA final semester students@AAGBS

COURSE LEARNING OBJECTIVES

01

Ability to explain brand architecture and its roles in brand management


02

Ability to organize work within a team towards developing brand strategies to build brand equity


03

Ability to analyse brand performance


SKILLS AND ABILITIES



Ability to
use
relevant
model,
concepts
and tools
to analyse
situations
and
support
decisions



Ability to
lead
effectively
and
contribute
cohesively
as a team
member



Ability to
critically
analyze
problem
and
provide
creative
solutions.

COURSE ASSESSMENT

BRAND PROJECT
REPORT &
PRESENTATION

Group Work (40%)

CASE STUDY
ANALYSIS

Group Work (20%)

BRAND ARTICLE
REVIEW

Individual (10%)

CASE STUDY
ANALYSIS

Individual (30%)

ONLINE APPROACHES

.....KEEPING THE SAME COURSE
LEARNING OBJECTIVES, SKILLS
SET & ASSESSMENTS



APPROACH



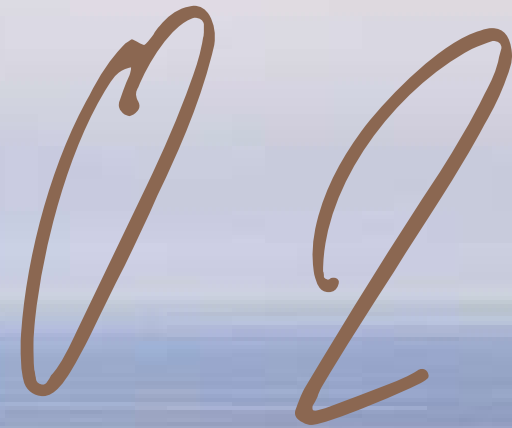
CHOOSING THE ONLINE PLATFORM



FUTURE



APPROACH



PREPARING & PROVIDING COURSE LESSON PLAN

Topics, sub-topics, date, time, exercise,
materials

PREPARING & PROVIDING COURSE ASSESSMENT DETAIL

Types of assessments, objectives,
instruction, evaluation criteria, deadline

SAMPLE OF COURSE ASSESSMENT DETAIL

Individual Assessment: Case Study Analysis (30%)

- Students are given THREE (3) days to submit their answers to the instructor
- The purpose of this assignment is to measure the student's ability to critically analyze problems and provide creative solutions (PLO6.2a).
- Submission (in Word Doc.) can be made through an online platform. determined by the instructor.
- The Turnitin Similarity Index must be below 30%
- Evaluation: RUBRICS (LO6.2a)

APPROACH

03

PREPARING AND SHARING
INNOVATIVE LEARNING MATERIALS



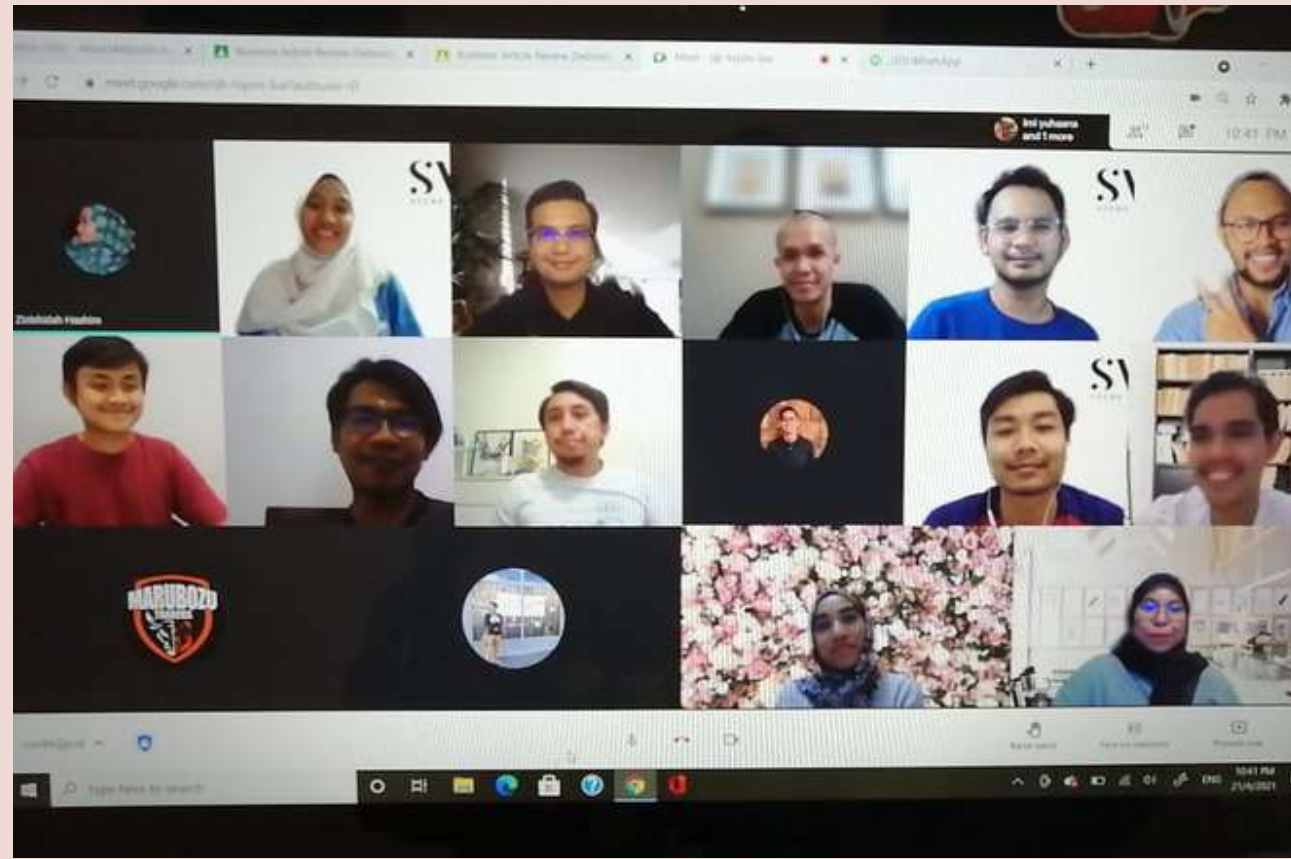
Brand Project

<https://www.powtoon.com/c/bVTmBTdWMWq/1/m>

APPROACH

04

Online Interaction!



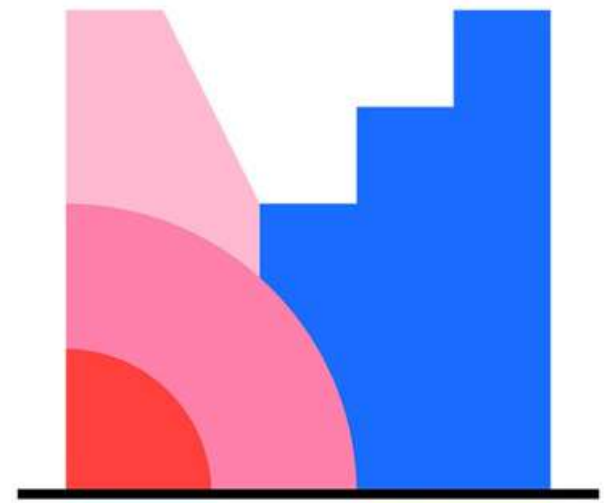
*Smaller group discussion
eg: Zoom-
Breakout Room
Google Meet -
Group Schedule



*Connect &
Engage*



Interactive Apps



Mentimeter



genially



Kahoot!

Connect & Engage



POWTOON

INSTITUTE OF MARKETING MALAYSIA
 TENTRA TECHNO-ENTREPRENEUR TRAINING ACADEMY
 PUTRA Business School Nurturing Human Leaders

IMM WEBINAR 2021
LIVE FROM JAKARTA
ENTREPRENEURIAL MARKETING: THE OMNI HOUSE
 BY **HERMAWAN KARTAJAYA**
 Founder & Chairman of MarkPlus, Inc. & Founder of Asia Marketing Federation

In these challenging times, business dynamics, changing customer behaviour and evolving competitors drive us to embrace the Entrepreneurial Marketing Spirit.

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16TH MARCH 2021 | **TUE | 10.00 - 11.00 AM** | **FREE ENTRY**
 MALAYSIA TIME (GMT+8)

REGISTER NOW: www.bit.ly/omnihouse
 or scan QR Code

In partnership with:

Connect & Engage

UNIVERSITI TEKNOLOGI MARA Graduate Business School

Adult Learning Skills For Students

Speaker:
Dr. Nur Aira Abd Rahim
 Faculty of Educational Studies
 Universiti Putra Malaysia

Synopsis:
 An adult learner or, more commonly, a mature student, is a person who is older and is involved in forms of learning. When it comes to learning, maturity brings unique characteristics that affect how adults are motivated to learn. Adult learners are considered "in a state of transition," trying to improve themselves by achieving higher level of education to move up in the professional environment. Therefore, their expectations are normally greater than those of a traditional student because they have a better idea of what they want and what they expect from their education. However, at the institutional level, certain expectations of these adult learners are also demanded.

Objectives:

- To prepare students for postgraduate learning and expectations.
- To enhance students' self-motivation, self-driven, critical thinking, and problem-solving skills.
- To promote Integrity in students' work.

INSTITUTE OF MARKETING MALAYSIA
 Curtin University Malaysia
 Student Chapter, CURTIN UNIVERSITY MALAYSIA

IMM WEBINAR 2021
FREE ENTRY
STORYTELLING IN MARKETING

22nd May 2021 (Saturday)
10:00am – 11:00am

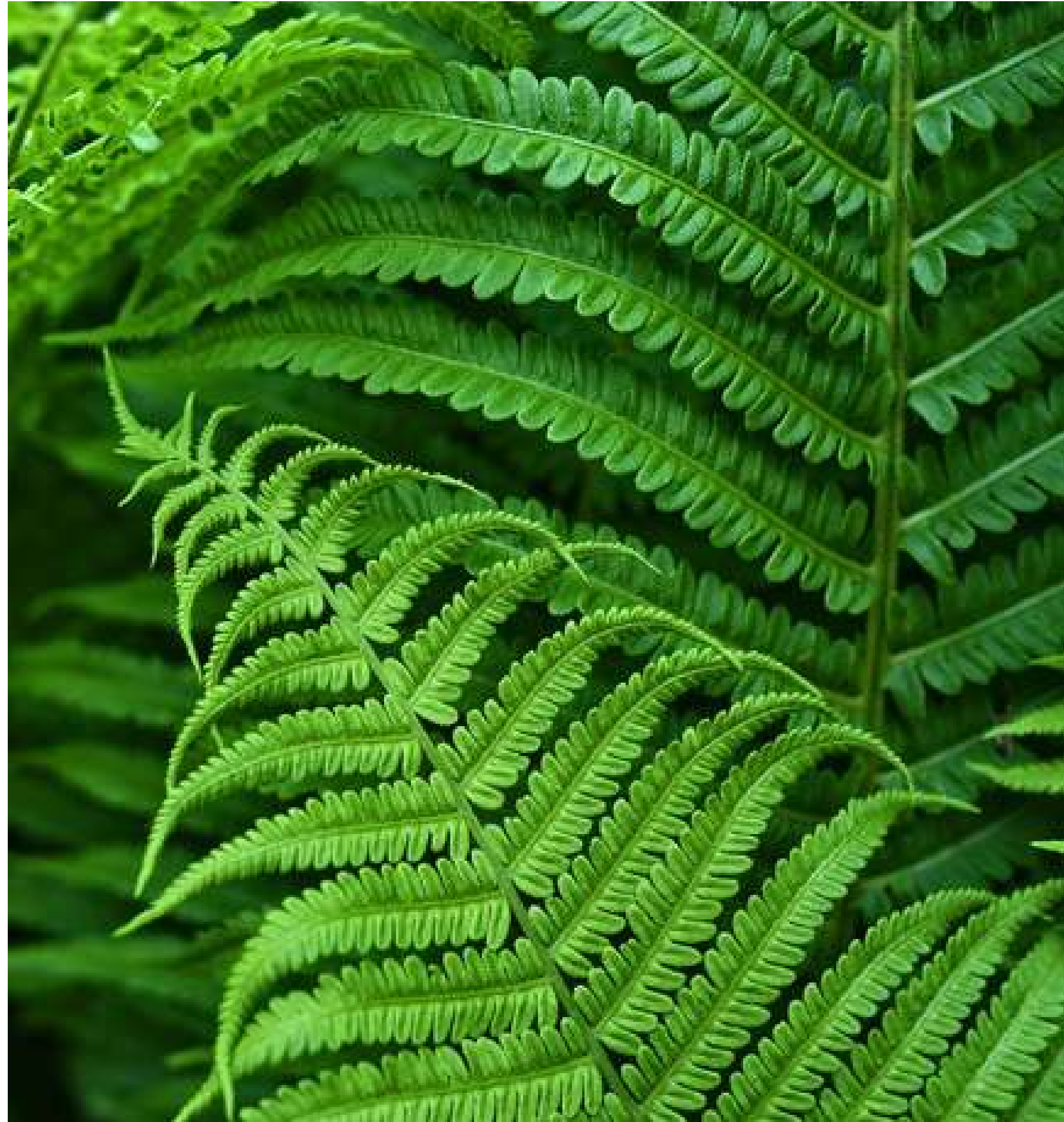
Speaker:
Prof. Dr. Andreas H. ZINS,
 Dean of the Faculty of Business
 Curtin University Malaysia

What will you learn:

- Why is the principle of storytelling appealing to marketers and consumers?
- What makes your advertising an interesting story?
- Common myths and archetypes in advertising storytelling
- Success stories and failures
- Extended challenges of storytelling going digital

ALL ARE INVITED
 RSVP for link at
<https://forms.gle/KtrG2S6jWYEp5>
 MSN8 or Scan QR Code

In partnership with:



19

*What do we learn
throughout the
process?*

'HUMAN TOUCH'?

Innovative-Interactive-Flexibility -
Empathy

Let's keep learning & growing



Thanks for listening



ASSOC. PROF. DR. SITI ZALEHA SAHAK

Deputy Dean (Academic)

Arshad Ayub Graduate Business School (AAGBS)

Universiti Teknologi MARA (UiTM)

40450 Shah Alam

MALAYSIA

EMAIL

siitiza344@uitm.edu.my



Q&A