

## SHORT COURSE DETAILS

1. Name of Series

Master of Business Administration

2. Name of Course

Halal Business Management

3. Synopsis of Course (60-word limit)

Halal Business Management is a systematic approach to managing halal business operations. The building blocks of professional halal business management are: halal certification, halal supply chain management, halal branding & marketing, and halal risk & reputation management. Halal business management helps organisations in building and protecting their corporate reputation and licence to operate in Muslim markets.

4. For Whom?

- Students
- Entrepreneurs
- Manufacturers, logistics service providers, retailers
- Hotel, coffee café, and restaurants
- E-commerce companies
- Government departments
- Foreign embassies
- NGOs
- Academic staff

5. Course Outcomes (100-word limit)

- To provide a structured dialogue process that effectively supports meaningful and constructive dialogue.
- To increase mutual understanding and connection by ensuring that each person feels fully heard to their satisfaction.

6. Delivery Mode

Physical and/or online lecturing sessions via Microsoft Teams

7. Duration of Course

72 hours in total, combining physical/online lecturing sessions and independent learning.

8. Level of Course & Microcredential Credit Value, if any

Master Level, Credit value: 3

## 9. Course Outline

This programme provides proven, practical strategies to guide businesses in the halal industry.

The following topics will be covered:

- i. Introduction to halal: what is halal, the halal industry, control of halal chains, halal excellence philosophy
- ii. Halal assurance system and halal certification: what is a halal assurance system, the halal certification body, local and international halal standards, steps in halal certification
- iii. The halal supply chain: introduction to supply chain management, foundation of halal supply chain management, the halal supply chain model, synergy in halal supply chains, halal blockchains
- iv. Halal purchasing: introduction to purchasing, halal procurement maturity, halal procurement strategy, horizontal collaboration, halal purchasing process
- v. Halal logistics & retailing: the halal logistics service provider, local and international halal logistics standards, halal warehouse, halal transport, halal compliant terminal, halal retailing
- vi. Halal clusters: introduction clusters, halal clusters and the halal cluster model, halal parks and halal zones
- vii. Halal branding: halal trust, branding halal, halal brand equity, brand positioning
- viii. Halal marketing: halal marketing strategy, halal service marketing, marketing mistakes
- ix. Halal risk management: GAPS in halal risk management, halal risk management control, the halal supply chain risk prevention-mitigation-recovery cycles, halal supply chain risk profile
- x. Halal reputation management: halal reputation, halal crisis, the halal reputation index, licence to operate
- xi. Halal Reputation GAME
- xii. Virtual seminar/presentation by a halal certified company

## 10. Course Fee

RM 1,800.-

## 11. Short Bio of Trainer/s (50-word limit)

Name: Prof. Dr. Marco Tieman

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Credentials: PhD in Business Management (UiTM, Malaysia), MSc in Industrial Engineering and Management Science (Twente University, the Netherlands).

**Short Bio:**

Dr. Marco Tieman is a full professor with Help University, conducting research in halal purchasing, halal supply chain management, and halal reputation management. He won various academic awards for his research. He is the author of 'Halal Business Management: a guide to achieving halal excellence'. He is also the founder of LBB International, a supply chain strategy consultancy firm.