

HALLEMA: LEARNING MATE IN HALAL CLASSROOM

Group member

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PRODUCT
98

ABSTRACT

The bloom of the Halal industry in Malaysia creates demand for halal-related jobs; Halal Executive, Halal Auditor, etc. Higher education providers (HEP) in Malaysia that offer halal-related courses are responsible for providing a halal career-based education to produce professional graduates that are ready-to-work in the industry. Halal graduates should already be familiar with their job scope such as application of the Malaysia Halal certification and the development a Halal Assurance Management System (MHMS) in their workplace. HALLEMA or known as Halal Learning Mate is tailored to assist halal undergraduates in learning and performing the application of Malaysia halal certification. HALLEMA exists as a mobile learning (M-learning) tool where students can learn at anytime and anywhere. Students are more engaged if they can see how the things they are learning apply to the real world. HALLEMA can be reuse by any halal academicians for their classroom. This teaching aid could help to produce competent halal practitioners who will uphold halal integrity in halal products and services for the Ummah.

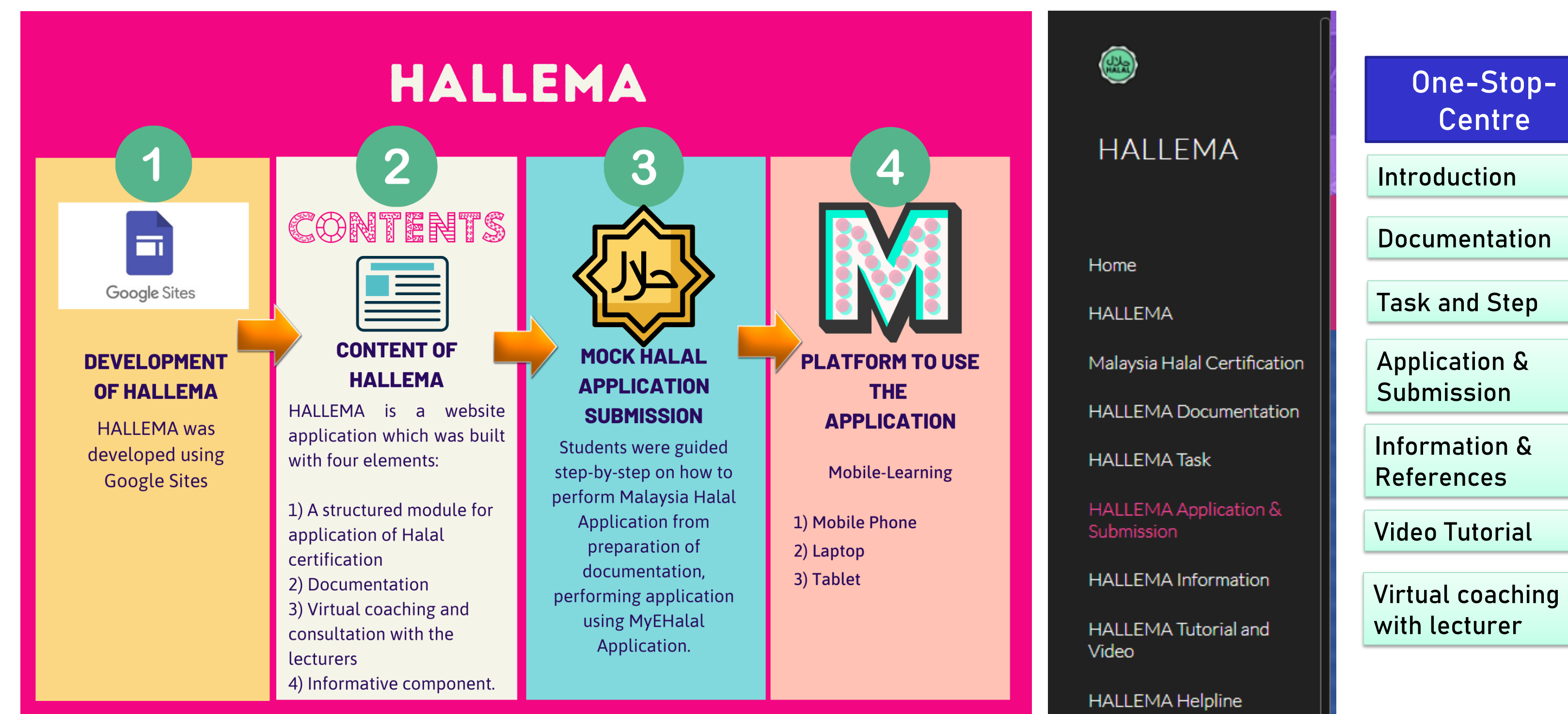
INTRODUCTION

Malaysia is a leader in the world's halal industry. However, there are some matters that dissuade Malaysia to be world halal hub. The major challenge faced by the Halal industry is the shortage of knowledgeable work force that understands Syariah requirements and implementing this theoretical knowledge into actual industrial practice. Understanding the principles and practices of Halalan and thoyyiban, with hands-on knowledge that meets industrial needs and demand, is necessary to cater for the rapid expansion of the Halal industry and to achieve compliance. Since the job implementation on the Halal Assurance System (HAS) and the application and renewal of Halal Certification need someone to maintain the process flow of any food and products used so that it is always halal from the ingredients during halal food supply chain which is from farm to fork (dining). The position of Halal Executive is crucial for developing the Halal industry as they will support the Halal related scope of an organization or commercial entity. Realizing the demand in producing competent Halal practitioner, few colleges and universities in Malaysia such as Universiti Teknologi MARA, Universiti Putra Malaysia (UPM), UTM and other higher education providers offered Halal Studies programme starting from Diploma level to PhD.

Starting from January 2021, Malaysian Qualification Accreditation (MQA), introduces Halal Studies programme guidelines which replaces the former Muamalat programme. This programme was employed as a guidelines in providing essential book of knowledge in producing Halal practitioners that possessed comprehensive knowledge (theoretically and practically) and able to analyse relevant or emerging Islamic issues in diverse halal areas with technical competency including the use of numeracy and digital skills to solve problems that meet Halal industry requirements and standards. Halal graduates should already be familiar with their job scope such as application of the Malaysia Halal certification and the development a Halal Assurance Management System (MHMS) in their workplace.

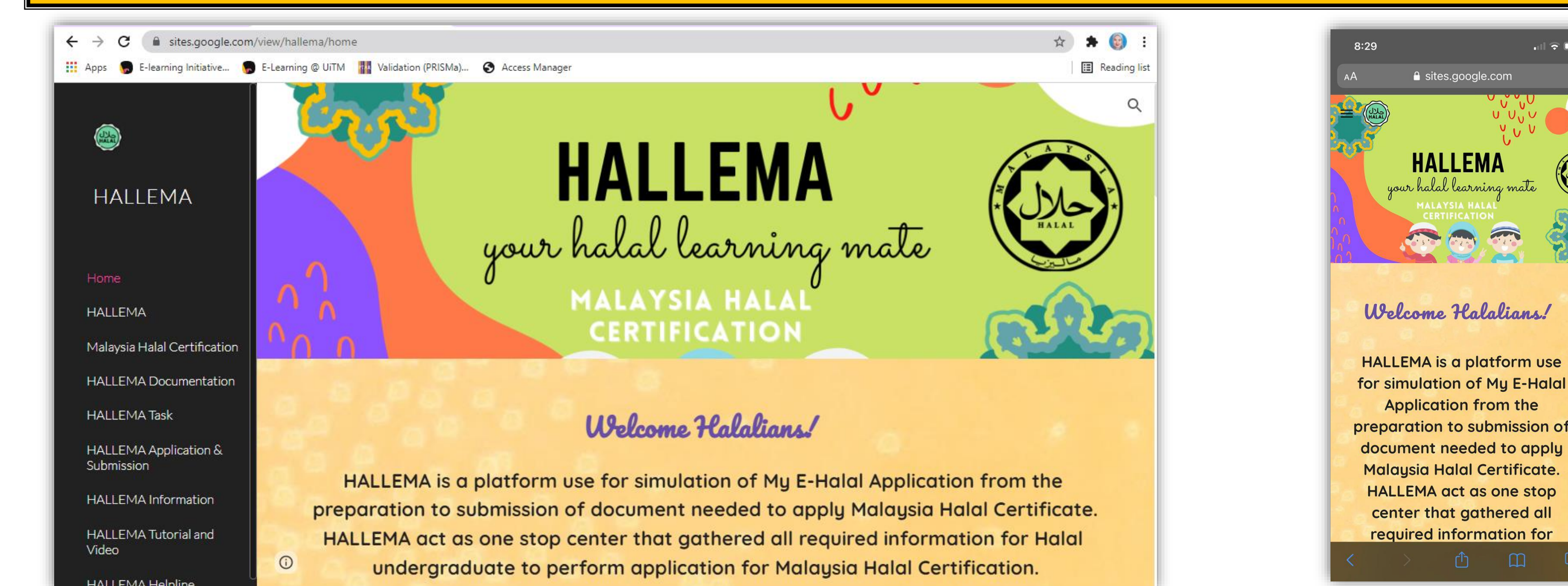
HALLEMA or known as Halal Learning Mate is tailored to assist halal undergraduates in learning and performing the application of Malaysia halal certification. HALLEMA exists as a mobile learning (M-learning) tool where students can learn at anytime and anywhere. Students are more engaged if they can see how the things they are learning apply to the real world. HALLEMA is a website application which was built with four elements: a structured module for application of Halal certification, documentation, virtual coaching and consultation with the lecturers, and an informative component. HALLEMA's four component are well-designed, harnessing emerging digital technology to provide a more efficient and effective online teaching and learning environment.

METHODOLOGY



PRODUCT DESCRIPTION/ INNOVATION IN BRIEF

HALLEMA "Halal Learning Mate" is one of teaching aid in Halal classroom, existed in the form of online learning platform which provides comprehensive hands-on on the application of Malaysia Halal Certification includes the preparation of documentation needed, mock submission using MyEHalal application system. HALLEMA is an initiative to bring Halal Education into the next level by producing ready-to work Halal Undergraduate. HALLEMA act as one stop center that gathered all required information for Halal undergraduate to perform application for Malaysia Halal Certification. HALLEMA is a website application which was built with four elements: a structured module for application of Halal certification, documentation, HALLEMA's four component are well-designed, harnessing emerging digital technology to provide a more efficient and effective online teaching and learning environment.



"LEADING INNOVATION"

SHARIAH COMPLIANCES

This innovation was design parallel with the objective of Maqasid Shariah. Design of this innovation suitable for any did not contain any sensitive features that against our religion this is inline with the "protection of Aql or intellect". This innovation help to produce competent halal practitioners who will uphold halal integrity in halal products and services for the Ummah.

SIGNIFICANCES

1. Uses the concept of M-learning where accessible anywhere, everywhere and at anytime especially on this cusp on Covid-19 pandemic where has made us move into different norms where students are shifting from traditional to "online independent" learning.
2. HALLEMA is an initiative to bring Halal Education into the next level by producing ready-to work Halal Undergraduate.
3. HALLEMA can be reuse by any halal academicians for their classroom especially in performing hands-on Halal Application.

NOVELTY/ ORIGINALITY

HALLEMA is the first teaching aid use in Halal Classroom to perform the submission of Malaysia Halal Certification. This innovation also humanizing the online learning where teacher is staying socially connected with the students. This keeps students motivated and engaged in online learning.

AWARDS :: PUBLICATION :: PATTERNS

None