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INTRODUCTION

The Socio Environment Compendium (SOCENTiUM) is a web magazine that will be published quarterly by the Faculty of Business & Management. SOCENTiUM will encompass a collection of articles that will provide its readers current information related to socio environment. SOCENTiUM will consist of interviews with prominent personalities, success stories of individuals or Industries, reviews on latest socio and environment issues taking place locally and globally, expert opinions on pertinent matters, and views by students on various socio-economic issues. Through our published materials, we aim at assisting the communities become more aware of socio environment.

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SUCCESS STORIES

Entrepreneurial Spirit

MR. MOHD MUAS SAZWAN MOHAMMAD MAZLAN

FBM Alumni, Bachelor in Event Management

By: Nurhazirah Hashim - 1 April 2019

Mr. Mohd Muas Sazwan Mohammad Mazlan or also known as (a.k.a.) Muas, graduated from the Faculty of Business and Management with a Bachelor in Event Management in 2011. He comes from Meru Selangor and lives with his family. When narrating about his background, his ambition was to become a chef, but this did not materialise. Then, he tried to channel his passion and interest into other laudable things. Today, he is an entrepreneur who owns his own event company which supplies decorations for various events and occasions. His clients consist of celebrities and high-end people who are looking for fresh and trendy decorations for their events.

How did the Entrepreneurship Motivation start?

Muas related that his entrepreneurship spirit started when he interned at an event planner company named Perfect Day Planner by Aunty Ratna in 2011. Since his internship, he has learnt how to plan, coordinate and run an event or occasion during the weekdays. He also learnt how to do decorations during the weekends at the company. Throughout his experiences during his internship, Muas saw that there was a bright opportunity in the event industry and started looking for his own ideas after his internship.

How did you see success and what inspired you?

Success according to Muas is when you can inspire other people to succeed. Moreover, success comes when people recognise your achievement and appreciate your hard and good work. Muas added that he always inspires to express his creativity freely without any obstacles from other people. He loves to be free and hopes that one day he would own a strong brand that carries his name to an international level. He is also motivated when all his hard work gets recognition from his clients and support staff.

Where do you see yourself in 10 years?

Muas has set a goal to build his own legacy whereby he can franchise his business to franchisee around the world. As for now, he has just opened a new branch of Muas Mo Company at the Northern and East-Coast of Malaysia. In 10 years, he believes that his brand would be well-known in the event industry and he would travel around the world to experience and learn more about life and enhance his business experiences.

What is your advice to young entrepreneurs?

In concluding the interview, Muas gave some tips and advice to the younger generation with a passion in entrepreneurship. His advise is – To just do it! No matter the reason, everything should be started on time regardless of people's feedback. When you start the business, you will understand and learn the nature of the business and improve on it. To become a successful entrepreneur, you cannot give up when people reject your ideas. Just take it and improve it and sooner or later your ideas will be appreciated, and people will accept your product and your business will eventually grow.

REVIEWS



Big Data: The Important Dimensions

BY: Sharil Izwan & Norshima Humaidi (PhD), 1 April 2019



Big Data is a term used to describe the abundance of data sets, in various forms and types; structured, semi structured or unstructured, that comes from various sources; known and unknown, that are too large and complex to be dealt with (Miloslavskaya, & Tolstoy, 2016). The term big data analytics refers to the collection of data and transforming them into information that are usable and meaningful, commonly for decision making (Babanli, 2017). The history of big data goes way back before the age of computers and digitalisation where data were tirelessly collected, stored and processed manually (Miloslavskaya, & Tolstoy, 2016). During these times, analysis and results took years and required large amounts of man hours, since data processing was a painstaking, time consuming and expensive process. Nonetheless, big data processing has evolved over the years due to its significance in providing meaningful information to assist effective decision making. With the development of information system (IS), however, major shortcoming with big data has been resolved (Gandomi & Haider, 2015). Analysts are now able to collect, process and analyse data much faster and with ease.

To best utilise Big Data, it is paramount to understand the dimensions that are related to it. There are three initial dimensions of Big Data, which are volume, velocity and variety (Miloslavskaya, & Tolstoy, 2016; Gandomi & Haider, 2015). Volume refers to the magnitude of the data sets generated. For example, in the third quarter of 2018, Facebook had 2.27 billion monthly active users (Abbruzzese, 2018). If each of these users were to contribute just one post in one minute, imagine the volume of data generated within that minute, not to mention in an hour or day. Velocity refers to the speed of data generation, collection and analysis (Gandomi & Haider, 2015). Real time data are more valuable if analysts are able to catch and secure them while they are still new and relevant. Inability to adapt to the velocity could result in misinterpretation as the data are outdated, contributing to ineffective decision making (Gandomi & Haider, 2015). However, advanced big data processing technology that is available presently allows data to be analysed at the point of generation, which increases data accuracy and reliability. Variety refers to the different forms of data available to use (Miloslavskaya, & Tolstoy, 2016). There are three common types of data forms: structured, semi structured and unstructured data. Structured data are neat and related, and easier to process. Semi structured and unstructured data, on the other hand, are complex data, for example text, audio and video that requires additional processing to make it useful (Miloslavskaya, & Tolstoy, 2016).

Two more additional dimensions have emerged through time for Big Data; value and veracity. Data are only valuable when their use is able to meet the required objectives. Discovering the intrinsic value of data requires talent and specific skills, an investment that is worth every penny for organizations to remain competitive. Considerations on utilising valuable resources to collect and analyse the data have to subset the value the data will bring to organisations; otherwise the effort would be meaningless. Netflix is a good example of utilising valuable data to generate benefits (O'Neill, 2016). Netflix is the world's leading internet entertainment service with over 130 million paid subscribers in over 190 countries (Netflix Media). Netflix offers TV series, documentaries and feature films across a wide variety of genres and languages. Netflix gathers data through their viewers watching experiences, like ratings on movies, which devices are used to watch the movies, searches for movie titles and the dates the movies were watched. Since the year 2000, Netflix has been using CineMatch; a personalized movie recommendation system, which uses Netflix viewers ratings to accurately predict choices for all Netflix viewers (Netflix Media). To upgrade its service and performance, in 2006, Netflix offered a \$1 million prize to technology experts who could create the best algorithm for predicting how customers would like a movie based on previous ratings (Hall, 2017). The winning entry was announced in 2009 and the recommendation system influenced 80% of the content streamed in Netflix (Netflix Media). With the massive valuable behavioural data that it has, combined with its exclusive recommendation system, Netflix is now able to predict recommendations of preferred lists of movies for each and every one of its viewers, each time they login. By processing the right data that could reveal useful insights, Netflix has successfully utilised these valuable data to improve viewers experience, hence it saw an increase in subscriptions that contributed to billions of dollars of profit every year (Hall, 2017).

The second additional dimension of Big Data is veracity, which refers to the truthfulness of the available data (Gandomi & Haider, 2015). Verifying the data is one issue but the most important question would be, how much can we rely on the data? Having a warehouse of data is meaningless if they are of no quality and cannot be trusted. Imagine using a GPS with location data that are not accurate, you will definitely be rerouted to the wrong destination. The understanding of all the five dimensions of big data is extremely important to data analysts and organisations as only then are they able to produce meaningful output for the overwhelming data that are getting bigger day by day.

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REVIEWS



WALKING IN THE SHOES OF SPECTRUMS: Making Visiting the Mosque Easier for Those on the Autistic Spectrum

BY: JNaffisah Mohd Hassan 1 April 2019

Isolation can be debilitating for sociable people but for at least 67 million people who suffer from autism worldwide, that isolation can become a lifelong issue. One in every 88 children is estimated to suffer from some degree of autism and the society is trying to improve the understanding of the disorder among the general public, who often think such children are simply naughty or misbehaving. Therefore, to avoid negative perceptions from the public, most Muslim parents will not bring their autistic children to the mosque. However, visiting the mosque is an important part of the lives of Muslims. The mosque is not only a place to pray in congregation, but to learn, partake in community activities, seek help, and connect with other Muslims. Unfortunately, visiting the mosque can be very difficult for people with the Autism Spectrum Disorder (ASD) and their families. Some families have even stopped going to the mosque as it has become too difficult to do so.

A program called Autism Friendly Mosque was initiated by RIG Sustaining Quality of Life, FBM UiTM together with several NGOs and mosques all over Malaysia as part of community engagement research. As part of this initiative, more than 45 autistic children as well as their parents were invited to join these programs since April 2018 together with more than 50 volunteers. Several activities involving these children and their parents included lessons on performing prayers, reading IQRA and Wudu'.

From these activities, it is hoped that society will accept those in such spectrums and provide more attention in figuring out ways to communicate with them better. Believing that all people are born different but equal and valuable, it is hoped that the Autism Friendly Mosque program achieves its objectives specially to encourage Muslim parents to bring their autistic children to the mosque so that they can enjoy equal and harmonious lives. From a different perspective, it is hoped that these community service responsibility project serves as a platform for the university staff and students to engage in the needs to care for those around us exclusively the minority community such as children with special needs and other minority groups so that they will know how to reach these groups and eventually help them or support them in improving their quality of life.

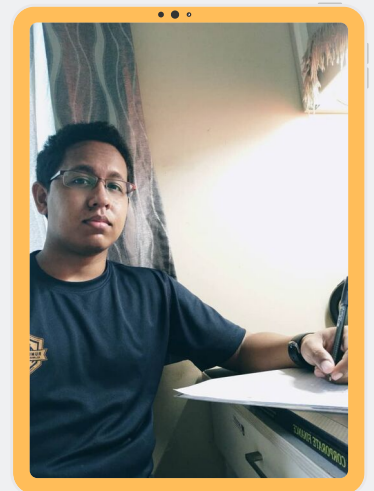
CAMPUS LIFE

Discovering UiTM Puncak Alam Campus

By : Ahmad Aleef bin Ahmad Kamar - BBA Business Economics : 1 April 2019

Discover this fascinating mysterious remote town, a slight far distance from the city...be entice with its surroundings, picturesque scenery and enchanting greenery. Experience its alluring environment, the vast nature at the peak! Within this captivating town lies an academia known for its placement on the hills, soaring high with its advance facilities and clean modern structure. A place to pursuit education, a welcoming community, and all-around place to learn! A journey of a lifetime to be remembered

Welcome to Universiti Teknologi MARA, Puncak Alam Campus!



A campus life like no other! Here in UiTM Puncak Alam, you will be greeted by a friendly host at the gates, the Polis Bantuan, who will assist you to get to places here, while not forgetting to enjoy the on-going development of Hospital UiTM while you're at it! Take your time here and feast your eyes to its beauty and greenery. Going further inside, behold its modern architecture, the lakeside and the Berlian Hall. You are in for a treat...it suits the name the Faculty of Arts and Design and the Alam Bina Complex. A perfect place for inspirations and ideas. Be lost in its quiet and peaceful environment! Exquisite indeed.

Going in will get you to the other part of UiTM. The Affin Bank office with its simple, contemporary structure. A great place to hang out and enjoy your coffee or do your assignments! Not to mention a great place for a photoshoot as well! Beyond the majestic giant "Keris", a traditional dagger roundabout, you will see the PFI (Private Finance Initiatives) building. Along the way, you will be drawn to its symmetrical structure. Inside, you will find the Faculty of Business and Management, the Faculty of Accountancy and the Faculty of Hotel and Tourism. Experience a main course meal here at the hotel restaurant, prepared by its very own culinary arts students. A fine dining experience to cater to your fancy needs!

On the other side is where the Faculty of Pharmacy and Faculty of Health Science are located. A Rector Office is nearby as well. Be mesmerized looking up at the tallest building in UiTM Puncak Alam, the 17-story soaring high-rise building embodiment of your dream to succeed, the FSK6! Be sure to visit the cafeteria at Plaza Satellite B and enjoy a variety of Malaysian delicacies with your friends! A place to chill and get to know people here and expand your networking!

A quiet place to study and spend your alone time here will be none other than at the PTAR Library. Be amazed with its modern exterior and the amazing interior. An architectural creation at its finest! Do not worry if you are sick or need health attention; the UiTM Health Unit is nearby for your medical conveniences!

Going up is the Curriculum Unit and where the hostels, Casuarina, Angsana, Rafflesia and Dahlia are located. The Ibnu Sina Mosque is located at the center of the Casuarina hostel area for your prayer needs. If you like coffee, be sure to come to the newly open Richiamo Coffee cafe nearby the Dahlia Complex. Elsewhere, another cafeteria nearby Angsana and Rafflesia hostels serves you meals throughout the day from 9am to 10pm. Don't forget if there is an event happening, be sure to be at Padang Kawad.

UiTM Puncak Alam is a great place for the fitness freak. There is a carefully planned road for joggers and two gym facilities at the Rafflesia, Angsana and Dahlia complex. Test your endurance at the infamous 250 plus staircase that connects Plaza Satellite B and the Rafflesia complex that will challenge your might to the core! If you are determined to get fit, there is no better place than this place here. You can also double the fun too by taking the stairs instead of the elevator to your classroom at the FSK6 building. You will become fit and get into shape in no time at all.

It is hard to capture the beauty here in words. Nonetheless, UiTM Puncak Alam welcomes you. Relish your experience here and enjoy the campus life experience like no other.

Enjoy your stay!



CAMPUS LIFE

A Campus Life: My Second Home

By : AMuhamad Adzli Iqmal bin Azali – BBA Business Economic 1 April 2019

Regardless of our race, religion, the colour of our skin or how our mother tongue sounds like, life itself is filled with surprises that include not only the ups but also numerous amounts of downs. The older we get, the more unpredictable life can be and a life lived on campus is probably not as what we would expect it to be as it is synonymous to taking the first step in starting a life long journey of educating one's self in colleges or universities. High school has recently ended and we are finally joining the 'big boys' league. We're no longer children in the eyes of the public and the world is finally going to take our words and actions 'seriously'. We have gone through a huge life transition within a few months from having to ask for the teacher's permission to go to the toilet and suddenly to now deciding what we're supposed to do with the rest of our lives. No pressure right?



Freedom to live is somewhat finally in our hands but it comes at a cost. I personally think campus life is finally where we are forced to come out of our comfort zone and think outside the box. It is finally the time where we grow apart from our childhood friends. Problems of the real world finally kick in and suddenly life is more than just getting a few A's. This is the moment where we need to learn to see the bigger picture and understand the cruel fact that the world doesn't revolve around us and us alone anymore. Campus life is probably the first step taken by each and every one of us into the real world as it changes us from being a mere teen to a young adult. This is the part of life where the most valuable life lessons can be learned and it will be taught through a hungry stomach, an empty wallet and a broken heart.

Many would expect life on campus to be paradise, free from the reigns of our own parents, but as time goes on, it definitely proves to be otherwise. In my opinion, regardless of the hardships that we will be put through at this phase of life, it is undeniably bearable and doable if we choose to see the positive side of things. The moment we step into campus life, we're taking a step into a huge community that consists of would be leaders but at the same time, every step along the way, we will also be surrounding ourselves among blunders if we're not careful. So, it is up to us to do what's necessary and surround ourselves with the right set of people that we'll be referring to as lifelong 'friends'.

Speaking on my personal experience at UiTM Puncak Alam and a few other campuses, the people that we choose to have around us will play a big role on either 'making' us or 'breaking' us. Therefore, it is absolutely important to be mindful of the company of people that we indulge ourselves in. Campus life is filled with different people with different personalities, both good and bad. At this moment, we are gifted with freedom in a way that we are free to choose the type of person we want to become, and to choose what to be passionate about regardless whether it is our studies or sports; the freedom to choose what to do, who to hang out with, and the direction of where our lives will be heading as a whole. However, at the end of the day, campus life can be summed up as the time where we'll find our second home. From the friends that we make to the lecturers who will pass knowledge to us, our lives will be a little bit harder but at the same time, it'll make us much wiser in more ways than we could ever imagine. This is my way of saying that campus life will be different for everyone and based on what I've shared, this is my experience at UiTM Puncak Alam.

