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## Contact Us

Albukhary International University  
Jalan Tun Abdul Razak, 05200, Alor Setar,  
Kedah Darul Aman, Malaysia.  
Email: [corpcomm.aiu.edu.my](mailto:corpcomm.aiu.edu.my)

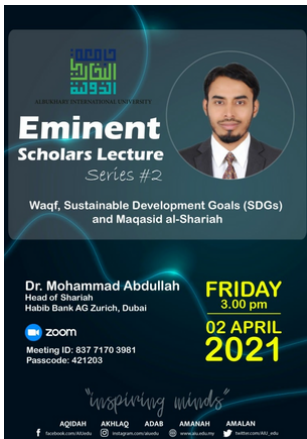
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# IT'S NOT ABOUT THE STORM, IT'S ABOUT DANCING IN THE RAIN

BY SHERINA SHAHNAZ MOHAMED FAUZI

27 March 2021 | LC PREP 20/21 organised the Talktastic Volume 1: It's Not About The Storm, It's About Dancing In The Rain, hosted by Hafidz Fajar Maulana from Indonesia with the involvement of the talented speakers Farohar Moshkani from Afghanistan, Uma Salae from Thailand, Novisdhan J.B. from Indonesia and Nadra Ramadhan from Tanzania to share their thoughts and experiences to attendees of the programme.



# WAQF, SUSTAINABLE DEVELOPMENT GOALS (SDGS) AND MAQASID AL-SHARIAH

BY NURUL MUNIRAH MD AZAM

2 April 2021 | CEOTalk@AIU Eminent Scholars Lectures Series #2 was presented by Dr. Mohammad Abdullah the Head of Shariah of Habib Bank AG Zurich, Dubai with the topic of Waqf, Sustainable Development Goals (SDGs) and Maqasid al- Shariah.

# LEADERSHIP AS A PERSPECTIVE FOR POSITIVE CHANGES IN COMMUNITY

BY NURUL MUNIRAH MD AZAM

2 April 2021 | CEOTalk@AIU was presented by Datuk Amer Bukvic the CEO of Bosna Bank International with the topic of Leadership as a Perspective for Positive Changes in the Community.



# AS-SALAMU ALAYKUM RAMADHAN

BY SHERINA SHAHNAZ MOHAMED FAUZI

24 April 2021 | LC PREP 20/21 organised the Talktastic Volume 3: As- Salamu Alaykum Ramadhan hosted by Sanaullah Hridor from Bangladesh. The guest speakers were Abou Bakiri BA from Senegal, Ahmed Mohamed from Somalia, Ayazhan Seitkali from Kazakhstan and Dony Buesa from Thailand who discussed differences and similarities of celebrating the holy month of Ramadhan in their respective countries.

# POST EAS 2018: A WHOLE NEW WORLD

BY SHERINA SHAHNAZ MOHAMED FAUZI

27 March 2021 | LC PREP 20/21 organised the Talktastic volume 4: Post EAS 2018, A Whole New World hosted by SBSS student Sapirin Soprey. LC alumni Mohamed Bah from Ritsumeikan Asia Pacific University (APU) and Abdoulsalam Awais Osman from Chongqing University of Posts and Telecommunication (CQUPT) were invited to share their experiences since completing their English programme at AIU, and to give tips and advice on studying abroad.



# A TALK ON “HUMAN RESOURCES AND PROFESSIONAL ETHICS” ORGANIZED BY SCHOOL OF BUSINESS AND SOCIAL SCIENCES (BBAHRM PROGRAMME)

BY DR. KAMALESH D/O RAVESANGAR

16 April 2021 | A talk on “Human Resources and Professional Ethics” was conducted via Google Meet by Prof. Dr. Dileep Kumar M. from University Jamuhar, India with the assistance of the moderator, Ali Abdi Hassan. The talk specifically focused on BBAHRM students but other students from BBA & BBAM were encouraged to attend the talk was held on 16th April 2021 from 3 p.m. - 4 p.m. There were a total of 45 participants attended the session comprising of students and staff as well.

As we are aware, HR professionals are accountable for adding value to the organisations that aid and contributing to the ethical success of those organisations. Besides, HR practitioners accept professional responsibility for the individual decisions and actions, also advocates for the profession by engaging in activities that develop its integrity and value. So, HR Department must strive to meet the highest standards of capability and obligate to strengthen the competencies on a constant basis. Therefore, it is essential for the students to understand about importance of practicing highest ethical and professional standard as HR practitioners. The purpose of the talk is to share knowledge to the students on embedding ethical values as HR professionals into organisational culture. The talk session was quite interesting with the clear explanation by the speaker which made the students to be involved attentively.



At the end of the talk session, students have taken initiative to ask questions to the speaker regarding further clarification on the HR professional ethics which highlighted the curiosity of students towards the topic.

Significantly, talks related to HR should be organised at least for every semester for all the students from different programmes in order to understand about HR practices in organisation. So, this would be a great opportunity for students to get some valuable insights about the world of HR credibility.

# SCHOOL OF EDUCATION AND HUMAN SCIENCES (SEHS) ORGANISED A RESEARCH WORKSHOP.

BY ASSOC. PROF. DR. KALTHOM HUSAIN

28 April 2021 | School of Education and Human Sciences (SEHS) organised a research workshop as an initiative by the respected Dean of SEHS, Prof. Dr Nor Hashimah Hashim. The attendees include staff of School and the Language Centre, represented by the Head of Language Centre, Madam Sherina Shahnaz. It was an interactive session, which took almost one full day in which academics intensively worked on a research gap. The process combined elements of brainstorming and problem solving.

Everyone presented their research proposal which soon followed by aligning and refining it. The workshop started with the end in mind. To make sure the research workshop accomplishes what it targeted, clear goals at the beginning were established. In this first series of a total of five Short Term Research Grant proposal were presented whilst one proposal was on Service Learning Malaysia University for Society (SULAM) Grant. In coming series, it is expected that another six Short Term Research Grant proposals will be presented. The workshop was held in a warm and inviting environment. Every SEHS academics kept focussed and prioritise the ideas put forwarded by the review panels made up by Prof. Dr Nor Hashimah, Associate Prof. Dr Kalthom Husain and Mr Ildefonso Halipa.



# INTERNATIONAL BUSINESS IN MNC: A PROFESSIONAL PERSPECTIVE

BY DR. NAWAL ESA BINTI YAZID ESA

A talk entitled “International Business in MNC: A Professional Perspective” has been conducted on 21st May 2021 via Google Meet from 3pm to 5pm. The talk was organized by the School of Business and Social Sciences (SBSS) with a guest speaker from Fraser & Neave (F&N) Holdings Berhad, Dato’ Raffiq Bin Md Ariff. The talk was moderated by Dr. Nawal Esa Binti Yazid Esa. This event is an effort to fulfil the course requirements of International Business and Brand Management Courses to expose the students to the real situation at industry level. Hence, all staff and students were also invited to join as it would be a good sharing of experience and business knowledge from a professional. There were a total of about 65 participants including students and staff.

The talk as anticipated was an interesting sharing of experience and knowledge by the speaker, Dato’ Raffiq Md Ariff who has over 20 years of experience in the field of international marketing, brand management as well as commercial business. Dato’ Raffiq shared his valuable experiences working in various Multinational Fast-Moving Consumer Goods (FMGC) companies dealing with markets covering Europe, the Middle East, South Asia and Indo China. The students and lecturers were fascinated by the sharing of real situations of international business dealings from a professional of an established and successful company such as F&N Holdings Berhad. The talk was very interactive with active participation from students and staff. Many interesting questions were asked and Dato’ Raffiq has obliged to clearly answer not only all the questions but added new knowledge and experiences that he got from various countries that he had dealt with. The students also took the opportunity to request for internship programme application with F&N Holdings Berhad which Dato’ Raffiq was delighted to contribute. This has created a new opportunity for SBSS to collaborate with F&N Holdings Berhad in terms internship programme as well as other programmes with SBSS.

In conclusion, talks related to International Business and Brand Management is highly recommended to be organized every semester for all the students in order to expose them to the real business situations as a preparation for them to enter the job market.



## COURTESY VISIT TO EMBASSY OF TURKMENISTAN, EMBASSY OF THE REPUBLIC OF CROATIA AND EMBASSY OF BOSNIA AND HERZEGOVINA

BY NAJIHAH MAHMUD AND MARYAM SPAHIC

6 April 2021 | The Vice-Chancellor and President of Albukhary International University (AIU), YBhg. Professor Dato' Dr. Abd Aziz Tajuddin paid a courtesy visit to the Embassy of Turkmenistan to Malaysia, H.E. Muhammetnyyaz Mashalov, Embassy of the Republic of Croatia to Malaysia, H.E. Ivan Velimir Starčević and Embassy of Bosnia and Herzegovina to Malaysia, H.E. Prof. Dr. Senaid Memić.

The purpose of the visit is was to promote the admission on scholarship to eligible students from the countries in AIU and explore opportunities for collaboration with them. Also present was Ms. Maryam Spahic from Scholarship Unit and Ambassador's officer during the visit.



## MEETING AND DISCUSSION WITH NGO: REPRESENTATIVE FROM ERITERIA, NAMA FOUNDATION, MUSLIM AID MALAYSIA, PROJECT ID

BY NAJIHAH MAHMUD AND MARYAM SPAHIC



7 April 2021 | YBhg. Professor Dato' Dr. Abd Aziz Tajuddin, Vice-Chancellor and President, and Ms. Maryam Spahic, Executive of Scholarship Unit of Albukhary International University (AIU) had a discussion session with various NGOs such as NAMA Foundation, Muslim Aid Malaysia, Project ID and also representatives from Eriteria to promote the AIU scholarship to eligible students . The discussions also created opportunities for collaboration and networking in the future.

## COURTESY VISIT TO SMK GOMBAK SETIA AND KOLEJ TINGKATAN ENAM DESA MAHKOTA

BY NAJIHAH MAHMUD AND MARYAM SPAHIC



8 April 2021 | YBhg. Professor Dato' Dr. Abd Aziz Tajuddin, Vice-Chancellor and President, and Ms Maryam Spahic, Executive of Scholarship Unit of Albukhary International University (AIU) paid a courtesy visit to SMK Gombak Setia and Kolej Tingkatan Enam Desa Mahkota. The visit aims to promote AIU programmes and explore opportunities for collaboration and networking with both schools.



Briefs on the schools were given by the Principals, En. Samsuki Bin Sudin (SMK Gombak Setia) and Pn. Rose Haliza Bt. Kamaludin (Kolej Tingkatan Enam Desa Mahkota), assisted by the school counselors En. Johan and Pn. Fazilah respectively, regarding STPM students eligible for AIU intake. AIU looks forward to receiving students from both esteemed institutions.

## PHOTO SESSION AND TOWN HALL NO. 1/ 2021

BY NAJIHAH MAHMUD

27 April 2021 | The Vice-Chancellor and President's Office, Corporate Communication Unit, and Human Resource Department organised a Photo Session for Eidulfitri and a Town Hall Session on the KPI and Branding to AIU staff. The town hall session focused on the KPI for staff to achieve, and AIU branding to represent AIU's image.



# VICE CHANCELLOR AND PRESIDENT EID MUBARAK'S SPEECH

BY NAJIHAH MAHMUD

5 May 2021 – The Vice-Chancellor and President's Office had a video shooting session of the Vice-Chancellor's Eidulfitri speech for the programme Serba Serbi Aidilfitri, aired on the 13 May 2021 (1 Syawal) at 10 am.

"The most gratitude almighty Allah w.w.t. because with his abundance and his grace and power we can together again celebrate Aidil Fitri this year. As this year Aidil Fitri celebration is expected to be different due to movement control order announced by the government. We should be happy and grateful to be granted the health and strength to celebrate the first day of Eid. Just to let the student know and also the parents who able to watch this videos.

Today Albukhary International University (AIU) has a total number of students 501 students in the campus itself we have 291 students and online out campus we have 210 students this comprises of a Malaysian student 60 of them and from others country from 46 countries there are 433 students. To Albukhary International University (AIU) student and staff who cannot return to their hometowns, don't forget to contact your wherever don't forget to contact you

loved ones and friends wherever we are a piece of memory present the most beautiful memories of them.

This year Aidil Fitri atmosphere can still be experience through other ways virtual meeting with the family and friends while keeping your loved ones safe, thanks to the modern technology , to the students who able return to their hometowns enjoy the wonderful time with the family but do not forget the remaining task and responsibility for students who are on campus do not be sad, celebrate the joy of celebrating Aidil Fitri with other friends together as i mentioned you are from 46 countries. May this Aidil Fitri celebration strengthen the spirit of togetherness and teamwork among all AIU community.

I hope that it is not difficult for us to comply with Standard Operating Procedure (SOP) to celebrate Aidil Fitri set by Malaysian government during this MCO period, stay safe and always maintain personal hygiene, wash your hands, use hand sanitisers, wear face mask and and practise social distancing. Last but not least, on the behalf of Albukhary International University (AIU) I would like to wish you "selamat Hari Raya Aidilfitri and Maaf Zahir Batin". Happy Aildilfitri Wal Faizin, may Allah accept our past ibadah during the month of Ramadhan and day after, may our deed be bless."





## DEPUTY VICE CHANCELLOR EID MUBARAK'S SPEECH

BY NURUL MUNIRAH MD AZAM

5 May 2021 – The Deputy Vice Chancellor recorded his Eid speech for the Serba Serbi Aidilfitri, aired on 13 May 2021 (1 Syawal) 10 am.



Professor Ir. Dr. Rizalafande Che Ismail  
Deputy Vice Chancellor



"First of all, all praises to Allah SWT for the blessings showered to us that we are able to celebrate Hari Raya Aildilfitri and welcome the month of Syawal again this year. After a month of fasting, today is a big day for us. Hari Raya Aidilfitri is celebrated with great enthusiasm as it marks the end of Ramadan, the month of fasting. It is an important time for Muslim to unite as a family in the exchange of love, blessings and forgiveness.

This year we still celebrate Hari Raya Aildilfitri different from the norm. The festivity of heading home to the village and gather with family members could not be done this year. While celebrations might look a little different this year, but everyone really being proactive about making sure that we feel connected. We can still communicate with our family members through the various social media platforms available. Take the opportunity in this month of Syawal to ask for forgiveness and to also forgive and forget.

To those who are travelling during this Hari Raya Aildilfitri, please keep safe and travel safely to your destinations. Don't forget to wear mask and follow SOP whenever you are.

Last but not least, I would like to wish Selamat Hari Raya Aildilfitri Maaf Zahir & Batin to all AIU community members. May this Hari Raya Aildilfitri give us 1001 meaning and make us humble."

# "IF YOU CAN'T MANAGE MONEY, MAKING MORE WON'T HELP"

BY ASSOC. PROF. DR. SURAYA HANIM MOKHTAR



28 March 2021 | School of Business and Social Sciences (SBSS), Albukhary International University, conducted a "Financial Literacy Program to Farmers and Entrepreneurs in Baling, Kedah from 28 to 29 March 2021. As effective financial management is vital for business survival and growth, this program aims to guide participants to have a good financial management system, especially in the areas of cash flow and working capital management. The program is organised in collaboration with the Agriculture Department of Baling, Kedah.





BY NURUL MUNIRAH MD AZAM

The management and community of AIU would like to express our sincere gratitude to the former Deputy Vice Chancellor, Prof. Ir. Dr. Rizalafande Che Ismail, for the hard work and dedication during his service in AIU.

It has been an amazing journey from February 2020 until May 2021 to have him in AIU management team. Thank you for his vision, extraordinary ability, and leadership to guide all staff and the students throughout his tenure. We appreciate the efforts taken by him.

We treasure his contributions and time with us, and we wish him all the best in his future endeavour. Thanks for being part of AIU.

## FARAWELL PROFESSOR IR. DR. RIZALAFANDE CHE ISMAIL

FEBRUARY 2020 - MAY 2021



# HUMAN RESOURCE MANAGEMENT ROLE IN DIGITALIZATION

BY DR. KAMALESH D/O RAVESANGAR

12 June 2021 | A talk on "Human Resource Management Role in Digitalization" has been conducted via Google Meet by Dr. Rubee Singh from GLA University, India with the assistance of the moderator, Norbayna Sacurat. This talk specifically focuses all the student from BBAHRM but still other students from BBA & BBAM encouraged to attend the talk for additional knowledge. The talk has been held on 12 June 2021 from 2.30pm-3.30pm. There were total of 35 participants involved in the talk session which comprises students and staff as well.

As we aware, HR professionals are accountable for adding value to the organizations by contributing to the implication of digital transformation. Besides, HR Professionals need to make themselves and their team digitally literate. Thus, digitization will act as big catalyst in overall HR transformation in future, carving out a more strategic role for them in the business. Therefore, it is essential for the students to understand about importance of practicing digitalisation as an essential process of technological change that affected role of human resource management. The purpose of the talk is to share knowledge to the students on the importance of digitalisation in today's HR world. The talk session was quite interesting with the clear explanation by the speaker which made the students to be involved attentively. At the end of the talk session, students have taken initiative to ask questions to the speaker regarding further clarification on the HR professional ethics which highlighted the curiosity of students towards the topic.

Significantly, talks related to HR should be organize at least for every semester for all the students from different programmes in order to understand about HR practices in organization. So, this would be great opportunity for students to get some valuable insights about the world of HR trends.

ALBUKHARI INTERNATIONAL UNIVERSITY

12 JUN 2021

From 2:30 to 3:30 PM

Speaker  
Dr Rubee Singh  
Assistant Professor in HR  
Department of Management  
Institute of Business Management  
GLA University India

Moderator: Norbayna Sacurat

Human Resource Management Role in Digitalization

Organized by School of Business and Social Sciences (BBAHRM Programme)

Online via Google Meet  
Link: [meet.google.com/hnh-wehz-mfs](https://meet.google.com/hnh-wehz-mfs)

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ALBUKHARI INTERNATIONAL UNIVERSITY

Recitation of  
Surah Yasin (Online)

14 JUNE 2021  
MONDAY  
8.30 AM

zoom

All staff are cordially invited to this event

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## RECITATION OF SURAH YASIN

BY ALIAA DIYANA BINTI ZAMRI

14 June 2021 | Human Resources Department organised the event recitation of Suruh Yasin. Prophet Muhammad (PBUH) said:

**"Surely everything has a heart, and the heart of the Quran is Yaseen. I would love that it be in the heart of every person of my people."**

(Tafsir-al- Sabuni Vol.2)

# AIU SOCIAL BUSINESS PODCAST

BY DR. NAWAL ESA BINTI YAZID ESA



9 June 2021 | AIU Social Business had organised the social business podcast. The fifth episode features an interview with Madam Anja Juliah Abu Bakar of Athena Empowers.

Inspiring interview session with Madam Anja Juliah Abu Bakar, founder of Athena Holdings Sdn. Bhd where she shared her exciting journey towards empowering young girls by giving them access to education through reusable sanitary pads, thus promoting eco-friendly solutions for personal care while also spreading social awareness and fostering sustainability.

21 June 2021 | AIU Social Business had organised the social business podcast. The sixth episode features an interview with Mr. Lai Chong Haur from Seven Tea One Sdn. Bhd.

Insightful interview session where Mr. Lai Chong Haur, the Director of Seven Tea One Sdn. Bhd shared about the journey of how Seven tea One built itself as an Accredited Social Enterprise where they train and provide opportunities for the differently-abled and marginalized communities to build their own income by making and selling products such as cookies, tea leaves, and soaps.



## SOCIAL BUSINESS PROJECTS THE ACADEMIC YEAR 2020/2021.

BY ASSOC. PROF. DR. SURAYA HANIM MOKHTAR

In this academic year 2020/2021, in the March semester, 51 students of Bachelor of Business and Administration, School of Business and Social Sciences (SBSS) registered for the Social Business II Course (BBC 3294). In this course, students were required to conduct a social business project or program for the local community.



51 students divided into ten groups with 5-6 students per group. As Albukhary International University had selected Baling and Sik as the targeted communities to be transformed from the bottom of the wealth pyramid, most social business projects are conducted in Baling district this academic year. The projects have successfully implemented with a community group from three villages in Baling, Kampung Teluk Sanau, Kampung Charuk Kalian, and Kuala Ketil. We collaborated with micro-entrepreneurs from two

government agencies such as Agriculture Department and Amanah Ikhtiar Malaysia (AIM) in Baling.

One of the social issues that still exist in Baling is poverty. Many people, especially women and those from the area, do not have a sustainable income. Although some of them are running small businesses, they lack knowledge in digital marketing. It has resulted in lower product sales and revenue. To deal with a business market that is more challenging after the Covid-19 pandemic, entrepreneurs in such a rural area need to equip themselves with digital marketing knowledge and skills to remain competitive. It is one of the social problems that the students had identified, and they came up with action plans to help the community.

In addition, there were also groups of students who conducted the program on Green Environment and English Literacy to the school students in Baling and around Alor Setar, as those social issues are also important to solve.

In this Social Business Project, these groups of students act as consultants to assist their clients (targeted group) in solving their problems, mainly in increasing their income. As for the experience and learning processes, they charged their clients with a minimum price or received a small commission from the clients. It is a learning ground for the students in materializing their social business idea into reality.



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GRAPHIC DESIGN & LAYOUT:  
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CONTRIBUTOR:  
ASSOC. PROF. DR. SURAYA HANIM MOKHTAR  
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