

PORTFOLIO FOR MASTER LEVEL

ACCREDITATION OF PRIOR EXPERIENTIAL LEARNING (APEL)



PART 1: PERSONAL PARTICULARS

FULL NAME	NORNATASHA BINTI AHMAD
IC NUMBER	780513-06-5396
INTENDED FIELD OF STUDY /PROGRAMME	MASTER OF BUSINESS ADMINISTRATION
REFERENCE NUMBER (Provided by UNIRAZAK)	

PART 2: DETAILS OF LEARNING ACQUIRED (start with the most recent)

a) CERTIFICATED LEARNING / FORMAL LEARNING

TITLE OF CERTIFICATION	LEVEL OF THE AWARD (CERTIFICATE / DIPLOMA / DEGREE)	AWARDING BODY / INSTITUTION	DURATION OF STUDY (MONTHS / YEARS)	YEAR AWARDED	LABEL AND ATTACHED EVIDENCE
e.g STPM	Certificate	Majlis Peperiksaan Malaysia (MPM)	2 Years	1995	e.g Appendix 1 (STPM certificate)
1. PENGURUSAN HOTEL	DIPLOMA	UNIVERSITI TEKNOLOGI MARA (UiTM)	3 YEARS	1999	Appendix 1 – Diploma Appendix 2 – Transcript
2. PMR/SPM	PMR/SPM	SEK. MEN. KEB. SG. KOYAN, KUALA LIPIS, PAHANG	5 YEARS	1991-1995	Appendix 3 – SPM Appendix 4 – PMR Appendix 5 – Certificate of Completion

3. MALAYSIA UNIVERSITY ENGLISH TEST (MUET)	CERTIFICATE	MALAYSIA EXAMINATION COUNCIL	-	2001	Appendix 6 – MUET Certificate
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b) EXPERIENTIAL LEARNING / INFORMAL LEARNING
(I) EMPLOYMENT HISTORY

A description of the associate of evidence and knowledge, competency, performance or experience.

NAME OF EMPLOYER / SELF EMPLOYED	ADDRESS OF EMPLOYER	TIME SERVED (MONTH & YEAR)		POSITION(S) HELD	Job Roles/ Performed (Please tick <input checked="" type="checkbox"/>) No 1: Operational No 2: Managerial No 3: Others (Please specify)			BRIEF JOB DESCRIPTIONS
					1	2	3	
e.g 1 : XYZ Company	No. 123, Ukay Perdana	May 2001	June 2006	Supervisor	<input checked="" type="checkbox"/>			
1. MALAYSIA TOURISM PROMOTION BOARD (TOURISM MALAYSIA)	No.2, Menara 1, Jalan P5/6, Presint 5, 62200 Putrajaya	Jan 2006	Current	Tourism Officer		<input checked="" type="checkbox"/>		1. Domestic & Event - State Tourism Marketing and Promotions 2. Tourism Product Package Development - Niche Segment & National Blue Ocean Strategy (NBOS) 3. PR & Communications – Handle on Promotions & Publicity and Industry Relations (Domestic and International Market)
2. MINISTRY OF TOURISM, ARTS AND CULTURE MALAYSIA	No.2, Menara 1, Jalan P5/6, Presint 5, 62200 Putrajaya	Jan 2016	Feb 2017	Special Officer (Media) to HE Deputy Minister of Tourism, Arts and Culture, Malaysia		<input checked="" type="checkbox"/>		Media liaison officer for HE Deputy Minister for her role in the government, politic and social community affairs.

b) EXPERIENTIAL LEARNING / INFORMAL LEARNING
(II) OTHER LEARNING ACTIVITIES – Appendix 7

OTHER ACTIVITIES	YEAR	ACTIVITIES	WHAT HAVE I LEARNT							
This may include your hobbies / sports / recreation / social / community service / training given / consultancy services or other activities which might be relevant to the competencies.			Please tick (√) which apply. (Please refer Appendix 2 for the list of skills)							
			1	2	3	4	5	6	7	8
e.g: Marshall of Local Cycling Club	1990 - PRESENT	Planning and Managing Club Activities			√		√			
1. THE GIVING BANK LOVE GROUP	June 2016 - present	Communicating with potential donors among personal/professional contacts and coordinating the aid between parties.	√	√	√	√	√		√	
2. THE EYES OF HORNBILL, SERIAN, SARAWAK	May 2020 - present	Communicating and coordinating with partners involved including government, private and individuals. Taking part of project defining, planning, and overseeing the development progress based on corporate governance principles.	√	√	√	√	√	√	√	√
3. MySAVEFOOD RAMADHAN 2019 @ KUALA LUMPUR	Ramadhan 2018	Communicating and coordinating with partners involved including government, NGO's, private and individuals. Taking part of project defining, planning, and overseeing the development progress based on corporate governance principles.	√	√	√	√	√	√	√	√
4. GREEN KHALEEFA 2018 @ SUNGAI PETANI, KEDAH	1-3 Nov 2018	- Think-tank/ Project leader. - Communicating and coordinating with partners involved including government,	√	√	√	√	√	√	√	√

		private and individuals. Taking part of project defining, planning, and overseeing the development progress based on corporate governance principles.											
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**c) EXPERIENTIAL LEARNING/ NON FORMAL LEARNING
(III) TRAINING/SEMINAR/WORKSHOP**

NAME / TITLE OF TRAINING OR COURSE	LOCATION	DATE	LENGTH (Hours / Days / Month)	DESCRIPTION OF KNOWLEDGE / SKILLS ACQUIRED	WHAT HAVE I LEARNT								
					Please tick (√) which apply. (Please refer Appendix 2 for the list of skills)								
					1	2	3	4	5	6	7	8	
e.g : 5S Workshop	Grand Seasons Hotel, Kuala Lumpur	3 rd March 2006	2 days	Basics of 5S, managing 5S Practices			√		√				
1. Domestic Tourism Campaign 'Pakej Cuti Penjawat Awam'	Sarawak	Sept 2020 till date	On-going	Smart collaboration initiative between Tourism Malaysia, CUEPACS and state authorities in stimulating tourism related business activities within the pandemic period.	√	√	√	√	√	√	√	√	√
2. 10 th AFTM-UNWTO Training Programme for The Greater Mekong Subregion; Rural Development and Community-Based Tourism for Sustainability Recovery	Webinar	9 th & 11 th Dec 2020	2 Days (2 hours session each)	Capacity building for sustainable tourism and reviving tourism based on 17 Sustainable Development Goal (SDG) with MACAU as the case study	√		√	√	√	√	√	√	√

3. The Cooler Earth Sustainability Summit	Webinar	27 th Oct 2020	10.00 – 11.30 am	How to maintain sustainable in the fast-paced innovative economic environment	√			√		√	√	√
4. Location Technology: Enabling Smart Public Transportation	Webinar	14 th Oct 2020	2.00 pm – 3.30 pm	With the rapid development of technology invention, a country need to have innovative logistic system in order to cope with the demand.	√			√				√
5. ASEANTA Webinar 2020; New normal in tourism & creating travel bubble	Webinar	5 th Oct 2020	2 Hours	Covid-19 pandemic crisis had driven the region to establish sustainable bilateral travelling mechanism and SOP's as part of recovery initiative.	√		√	√	√	√	√	√
6. Tuesday Talk; The Future of Business Event in Malaysia	Webinar	5 th May 2020	2 Hours	Sharing on market outlook and trends in finding recovery solutions for BE Industry within this pandemic.	√		√	√	√	√	√	√
7. Working Remotely; Tips and Techniques to Thrive	Webinar	30 th April 2020	2 Hours	The best alternative solutions to keep on moving with career during pandemic.	√		√	√	√	√	√	√
8. Destination Wedding in Malaysia -Familiarization Trip, Seminar & Business Session	Kuala Lumpur/ Port Dickson/ Langkawi	13 th – 17 th Oct 2019	5 Days	International Wedding Destination amongst the most significant cluster under luxury travel. India is one of the biggest contributor with high yield benefit to the national income.	√		√	√	√	√	√	√
9. CSR Divehart Initiative Seminar to Tourism Malaysia's Scuba Divers	Putrajaya	22 nd Oct 2018	Half Day	Volunteering edu-exposure initiative from DIVEHEART Malaysia and DIVEHEART International on promoting 'possible dream' to less fortunate group of society.	√		√	√	√	√	√	
10. PATA Travel Mart 2018	Mahsuri International Exhibition Centre	12-14 Sept 2018	3 Days	Asia's Pacific's worldwide travel trade exhibition featuring	√		√	√	√		√	

	(MIEC) Langkawi			unparalleled networking and contracting opportunities to help travel and tourism organizations access decision makers, meet new clients, expand their networks, establish new relationships and consolidate existing business partnerships									
11. PR Agency Presentation -Tender Appointment as Public Relation Agency for Nordic and Baltic Market	Stockholm, Sweden & The Hague, The Netherland	20-26 July 2015	7 Days	To understand current demand and travel trend of these two market segment and came up with analytical report in term of law restrictions, financial and job scope.	√	√	√	√	√	√	√	√	√
12. Tourism Ambassador Credential Recognition Ceremony	Carcosa Seri Negara	Jun 2015	1 Day	Credential recognition ceremony by YB Minister of Tourism, Arts and Culture Malaysia to 9 appointed Tourism Advisor from various background.	√	√	√	√	√	√	√	√	√
13. Digital Tourism Marketing Training	Grand Alora Hotel, Alor Setar, Kedah	13-15 Oct 2014	3 Days	Learning on digital marketing tools and techniques to cope with innovative and creative demand	√	√	√	√	√	√	√	√	√
14. ASEAN Tourism Crisis Communication Workshop	Berjaya Hotel, Kuala Lumpur	5-9 May 2014	5 Days	Malaysia as lead coordinator for Special Working Group on Crisis Communication formed under ASEAN Tourism Marketing and Communications Working Group (ATMCWG) overseeing the best practices of PATA and UNWTO into the existing ASEAN manual and identifying issue that may have implications on the standardization and implementation of the manual	√	√	√	√	√	√	√	√	√

15. ASEAN Tourism Forum 2014	Kuching, Sarawak	16– 24 Jan 2014	9 Days	The theme "ASEAN- Advancing Tourism Together" concentrated on the exploration of the sustainable development of tourism with a focus on how ASEAN can further support its mantra: "Tourism conserves, Preserves and Protects," through their tourism initiatives and plans.	√	√	√	√	√	√	√	√
16. ASEAN Explore Quest Malaysia 2013	W.P Kuala Lumpur/ Perak/ Perlis/ Kedah	11-16 Nov 2013	6 Days	Initiative to increase short-haul market contribution via event base program in conjunction with coming Visit Malaysia Year 2014				√	√	√		√
17. World Tourism Conference 2013	Equatorial Hotel, Melaka	21-23 Oct 2013	3 days	How to be trend setter with unique identity, creative and keep innovative within global fast pace competition.	√	√	√	√	√	√	√	√
18. Effective Business Speaking and Writing Skills	Johor Bahru	11-13 March 2013	3 Days	Learning on how best to write and communicate in the business industry	√	√	√	√	√	√	√	

d) **LANGUAGE COMPETENCY** (please tick on the appropriate box)

LANGUAGE	1: POOR; 2: AVERAGE; 3: GOOD; 4: EXCELLENT											
	READING				SPEAKING				WRITING			
	1	2	3	4	1	2	3	4	1	2	3	4
1. BM				<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
2. ENGLISH				<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
3. FRENCH		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>		
4. DUTCH		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>		

e) SELF ASSESSMENT/REFLECTION (Compulsory)

1. Why do you want to pursue this chosen area of study?

Ans: I would like to pursue this chosen area of study mainly is because, I had always the passion to learn and to experience more but coming from a poor family, my parents simply couldn't afford the costs of studying. Instead I got early married and with all responsibilities, the only way provided was through working in the tourism service industry. Yet, my circumstances enable me to make a never dying dream coming true. It is my desire to get more knowledgeable, to get attached to in-depth methodology and thus, to climb higher in the passion to understand all and to apply to others, facing circumstances I faced. In short notice, the best in my for the service industry is, still ahead of me and the choice of study is to me.

2. How is your prior learning experience applicable to / related to / relevant to your chosen field of study?

Ans: My experience in tourism service industry needed me always attach to sales and marketing. The government agency provided me many workshops and gave me many chances to get in touch with players in the industry and relevant international governments. I am a 'read-o'holic', a curious listener and always looking for knowledge. I had to structure an ad-hoc provided knowledge before applying the knowledge to my professional working field. To say, I think I am ready to be confronted with other methodology, other views, more structure knowledge and will along with MBA challenges.

3. What are your action plans in ensuring the successful completion of your programme? (Commitment, time management, financial resources and support etc).

Ans: I have a strong backing for the upcoming journey (MBA Study). In the first position is my family, from which each member young to old are putting one extra step to release me from being needed in the centre of the households. Together we made a time management sheet and will give it best support and commitment. This release me from a lot of time and stress (**time sheet as in appendix 8**).

In the second position is my government agency who put trust on my development and what they will gain upon completion my study withing three years. They give me the chance to get release from daily duties and to boost the time for studying instead.

And last but not least, my husband is giving full support to the 'bread, butter and study cost'.

4. How will the completion of this programme help you in your life?

Ans: This study brings significant life improvement to me in term of to be able to gain structured way of approaching difficult or complex issues, to be on top of solution providing, to be able to foresee incidents and to tackle the problems before they tackle me, will eventually leading into a more dominant position as the enforced submissive position I am in. It will help me to take the 'steering wheel' of the vehicle (life) instead being steered.

PART 3: REFEREES (Family members and relatives cannot serve as referees)

NAME	YBhg. Dato' Mohmed Razip Hasan
POSITION	Director General
ORGANIZATION	Islamic Tourism Centre
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NAME	Puan Nurushama Abdul Hanan
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PART 4: SELF DECLARATION

I hereby declare that all the information/documents provided to support this portfolio are authentic, true and accurate. I fully understand that UNIRAZAK reserves the right to reject my application if proven otherwise.

Signature: 
 Name: **NORNATASHA BINTI AHMAD**

Date: **9th FEBRUARY 2021**

This application is subject to the following conditions:

- a. The applicant gives permission to the Management of Universiti Tun Abdul Razak (UNIRAZAK) to make references to and use the information or data in this application as may be deemed necessary.
- b. Documents that are not in English or Bahasa Malaysia must be accompanied by a certified translation in full.
- c. Upon submission of a complete portfolio, you will be requested to attend an interview session.

CHECKLIST		FOR OFFICE USE ONLY	
	YES / NO		
Application Fee (payment Slip)	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	Verification:
Photocopy IC	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Approve
Certified Certificates / Documents	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Disapprove
Resume	<input type="checkbox"/> <input type="checkbox"/>		Signature :
2 recent passport size photo	<input type="checkbox"/> <input type="checkbox"/>		Name :
			Date :