

NORSYAFADHILAH BINTI SAIDIN
LECTURER
FACULTY OF BUSINESS & MANAGEMENT
NORSYAFADHILAH@SC.EDU.MY



1. Academic Qualification

No.	QUALIFICATION	FIELD OF SPECILIZATION	NAME OF AWARDING INSITUTION & COUNTRY	START DATE – END DATE
1.	Diploma	Tourism Management	Universiti Teknologi Mara (UiTM), Samarahan Campus, Sarawak, Malaysia	December 2005 - May 2009
2.	Bachelor of Science (Hons)	Tourism Management	Universiti Teknologi Mara (UiTM), Shah Alam, Selangor, Malaysia	December 2008 - May 2011
3.	Master	Tourism Management (Marketing)	Universiti Teknologi Mara (UiTM), Shah Alam, Selangor, Malaysia	November 2010 - November 2012

2. PREVIOUS EMPLOYMENT RECORD

No.	START DATE – END DATE	POSITION	JOB NATURE	EMPLOYER / COMPANY
1.	November 2007 - April 2008	Marketing & Public Relations Assistant	Tourism	Underwater World Langkawi, Langkawi, Kedah Darul Aman
2.	July 2012 - Oct 2013	Temporary English Teacher	Education	Sek. Keb. Hutan Kampong, Alor Setar, Kedah Darul Aman
3.	November 2013 - May 2014	Promotion Executive	Hospitality	Hospitality Direct (M) Sdn. Bhd., Wisma UOA II, Kuala Lumpur
4.	July 2014 - Oct 2016	Lecturer	Education	Management & Science University (MSU), Shah Alam, Selangor Darul Ehsan
5.	January 2017 - June 2017	Account & Admin Assistant	Management	My Farm Fresh, Shah Alam, Selangor Darul Ehsan
6.	September 2017 - July 2018	Lecturer	Education	Kolej Management Development Institute of Singapore (Malaysia), Johor Bahru, Johor Darul Takzim
7.	August 2018 - Present	Lecturer	Education	Southern University College, Skudai, Johor.



CURRICULUM VITAE

3. PROFESSIONAL QUALIFICATION / MEMBERSHIP (NATIONAL / INTERNATIONAL)

No.	TYPE OF QUALIFICATIONS / MEMBERSHIP	GOVERNED BY WHICH BODY / COMPANY / ASSOCIATION / OTHERS	AWARDED YEAR / MEMBERSHIP DURATION
1.	NIL		
2.			
3.			

4. RECOGNITION AWARD (NATIONAL / INTERNATIONAL)

No.	TYPE OF AWARD RECEIVED	RECEIVED FROM WHICH BODY / COMPANY / ASSOCIATION / OTHERS	RECEIVED YEAR
1.	NIL		
2.			
3.			

5. CONSULTANCY SERVICES / COMMUNITY SERVICES

No.	ORGANIZATION / EVENT / PROJECT	DATE / DURATION	VENUE / COMPANY	ROLE / POSITION
1.	NIL			
2.				
3.				
4.				
5.				



6. CONFERENCES AND TRAININGS

No.	TITLE OF THE CONFERENCES / TRAINING	DATE	TRAINING VENUE	ORGANIZE BY SPEAKER / TRAINER
1.	Outcome-Based Education (OBE) Learning Outcome Workshop	9 th & 10 th October 2017	Kolej MDIS Malaysia, Johor	Hj Mohamed Nadzri bin Mohd. Yusoff, UiTM Shah Alam
2.	Penyediaan dan Penilaian Soalan Peperiksaan	12 th & 13 th October 2017	Kolej MDIS Malaysia, Johor	Sekolah Pendidikan Profesional & Pendidikan Berterusan (UTM SPACE), Universiti Teknologi Malaysia, Johor
3.	Professional Email Writing Workshop	21 st March 2018	Kolej MDIS Malaysia, Johor	Anisha A/P Sasidharan, HRDF Certified Trainer
4.	Certified Professional In Service Sector	14 th & 15 th April 2018 21 st & 22 nd April 2018	Kolej MDIS Malaysia, Johor	Service Quality Centre, Singapore
5.	Framing Effective Essay Questions and Rubric Development	16 th & 17 th August 2018	IEB	Excellent Teaching & Learning Centre, Southern University College, Johor
6.	Iskandar Malaysia Ecotourism Summit 2018	1 st November 2018	Holiday Villa, Johor Bahru, Johor	UTM, Skudai, Johor
7.	Dialogue Session with Universitas Jenderal Achmad Yan (UNJANI), West Java, Indonesia	13 th November 2018	IEB	Faculty of Humanities & Social Sciences, Southern University College, Johor
8.	Turninit Workshop Online	6 th October 2020	SUC Computer Centre	Speaker: Mr. Mazlan Abd. Latif
9.	Virtual International Graduate Conference of Built Environment & Surveying (GBES 2021)	22 nd & 23 rd June 2021	Google Meet	Universiti Teknologi Malaysia
10.	Webinar Pengurusan Kewangan Norma Baharu: Peluang dan Cabaran	17 th July 2021	Google Meet	Kolej Yayasan Pelajaran Johor Kolej Komuniti Pekan Malaysian College of Hospitality & Management
11.	Systematic Literature Review Workshop	13 th October 2021	Microsoft Teams	Faculty of Business and Management, Southern University College



CURRICULUM VITAE

12.	VIRTUAL WEBINAR WORKSHOP: LITERATURE REVIEW, RESEARCH METHODOLOGY AND RESEARCH DESIGN	20 th October 2021	Zoom	IGSR - Institute of Graduate Studies and Research, Southern University College
13.	Winning FRGS Research Proposal Workshop	8 th January 2022	Zoom	Speaker: Prof. Dr. Mohd Syahir Shamsir Omar Organiser: IGSR - Institute of Graduate Studies and Research, Southern University College
14.	A Mendeley Presentation Workshop	7 th March 2022	Microsoft Teams	Speaker: TS. Dr. Kyle Lee Khai Loon, Universiti Malaysia Pahang, Organiser: Faculty of Business and Management, Southern University College

7. RESEARCH AND PUBLICATION

RESEARCH / PUBLICATION / JOURNALS / BOOKS / OTHER

1. **"Visitors' Satisfaction on Service Quality of National Botanical Garden, Shah Alam"**

PROCEEDINGS OF THE INTERNATIONAL SOCIAL SCIENCES AND TOURISM RESEARCH CONFERENCE
20-22 APRIL 2016

8. OTHER ADDITIONAL ADMINISTRATIVE RESPONSIBILITIES

No.	POSITION (APPOINTMENT)	FACULTY / DIVISION / DEPARTMENT	START DATE – END DATE
1.	Programme Coordinator	Department of Tourism and Hospitality Management, Faculty of Business & Management	2020 – Present
2.	Member of the FBM Continual Quality Improvement (CQI) Committee	Department of Tourism and Hospitality Management, Faculty of Business & Management	2020 – Present
3.	Member of the FBM Moderation Committee	Department of Tourism and Hospitality Management, Faculty of Business & Management	2020 – Present
4.	Member of the FBM Internship Committee	Department of Tourism and Hospitality Management, Faculty of Business & Management	2021 - Present



SOUTHERN
UNIVERSITY COLLEGE
南方大學學院

CURRICULUM VITAE

9. OTHER RELEVANT INFORMATION



SOUTHERN
UNIVERSITY COLLEGE
南方大學學院

CURRICULUM VITAE