



# Global University for Lifelong Learning

*Enabling **YOU** to make a difference in **OUR** world ...*



**GULL Asia**

Corporate Business School Launch,  
Malaysia, 28 April, 2008

# GULL Asia:

## Working with Industry & the Community in Malaysia



**Pictured:** The corporate business school (CBS) launch in Kuala Lumpur, Malaysia on 28 April 2008, hosted by the Minister of Human Resources and the Deputy Minister of Youth & Sports. Fourteen organizations committed to establishing their own CBS with GULL.



The Global University for Lifelong Learning (GULL) provides a customizable system that companies, associations, social and community groups and other organizations can use to create an 'own brand' corporate school, academy or university. The purpose is to integrate learning and working in a practical, affordable way so that participants can earn recognized qualifications by addressing organizational challenges and their own learning needs.

As at 28 April, 2008, the fourteen Malaysian organizations that are committed to creating their own CBS using the GULL system are:



**Above:** Hon. Wee Jeck Seng (left) with Dr Chay Fook Wing



**Above:** Datuk Dr S Subramaniam (left) with Dr Anuar Abdullah

Asia CBS, Apr 08

- Federation of Automobile Workshop Owners' Association Malaysia (FAWOAM)
- Malaysian Association of Tyre Retreaders & Dealers Societies (MATRDS)
- Selangor and Federal Territory Engineering and Motor Parts Traders Association (EMPTA)
- Master Locksmiths Association of Malaysia
- National SME Council (NASMEC)
  - Seventh Day Adventist Corporation (Malaysia) BHD
  - Joy to the World Community Services
  - SMS Hair Concept & Solution
    - Value Hospitality Group
  - Tycoon Avenue Holding SDN BHD
  - CoE Marketing (M) SDN BHD
  - Sime Darby Industrial SDN BHD
  - Times Business Academy SDN BHD
  - Merpati SDN BHD



**Above:** The Deputy Minister of Youth & Sports (left) greets the Minister of Human Resources



**Above:** Dr Vincent Tang (left) with Pastor Joseph Tang

# The corporate business school concept:

## How can organizations integrate learning and work?

Malaysia faces an array of competitive and human resources challenges as it continues its journey towards fully developed Nation status. The Global University for Lifelong Learning provides a simple, affordable and practical system for harnessing the skills and talents of people in any organizational environment – whether a commercial environment or a social or community setting. By linking work challenges to GULL's professional pathways (for recognized professional certificates, diplomas and degrees) participants really can learn and work at the same time.

### Steps involved in establishing a CBS:

- (1) Discuss and agree an implementation plan with the authorized GULL representative.
- (2) Brief the in-house team of facilitators (who then brief the learners and review progress).
- (3) Capture the learning outcomes - a quality assurance (QA) requirement. The QA process also serves to quantify the return on investment in learning.



Dr Anuar Abdullah,  
GULL Asia team

# Why create your own CBS?

## The rate of learning must keep pace with change

GULL provides a practical, integrated, holistic and inclusive global system for lifelong learning. In a world where communications are rapid and the pace of change is accelerating, organizations must find ways of ensuring that their rate of learning is equal to or greater than the rate of change. A CBS structure can achieve this objective for the individual and for the collective talent and knowledge of all participants – the very heartbeat of the organization. GULL uses action learning to enable people to learn from each other, create their own resources, identify their own problems and form their own solutions.

“Lifelong learning may be more related to great success or unusual achievements than I.Q., parental socio-economic status, charisma and formal education. Lifelong learning is closely associated with humility, an open mind, a willingness to take risks, a capacity to listen and honest self reflections.”

Source: ‘New Straits Times, ‘Tech & U’ supplement, p. 15’ 28 April, 08.

If you establish a corporate school, you can embed a learning culture that is truly fast, customized, recognized and life-changing – for all your employees.



Dr Richard Teare,  
President, GULL



# What are the benefits of your own CBS?

## The Value Hospitality Group experience

We are in the business of dealing with people and so we need our staff to be as effective as possible in this regard – 24 hours a day, 365 days a year. We have sent people away for academic study in the past and they came back and told us that they had learnt a lot of things, but not many of these are related to the industry or to our business. Now we can advance our learning and professionalism at work and the GULL certification confirms the outcomes. I'm happy because many of our people are progressing on either the GULL professional Bachelor or Master degree pathway and I can see that their performance in the company has improved – they have raised the bar!

Now that we have our own corporate business school, we can help our staff to be truly expert professionals with the prospect of securing a job anywhere if they choose to leave us. Human resource is a huge challenge in my industry – the turnover rates are very high, but with our own corporate school, we hope that we can become a preferred choice employer in the near future.



Mr John Augustin,  
Regional General Manager,  
Value Hospitality Group

# How is the Malaysian Government involved?

## The Minister of Human Resources perspective

The Ministry of Human Resources is keen to encourage organizations to develop their own human capital and employability. As organizations develop, the workplace itself becomes the best institution for learning. To accomplish this, a shift is needed from academic inputs to people training, focused on workplace learning and development.

I should like to take this opportunity to congratulate all of you for being involved in this launch event, for being innovative and coming forward to start-up your own corporate business schools so as to develop your own human resources and brands for learning. It is certainly an innovative step forward and it will assist you in establishing long term, in-house people development programmes. It will help to meet your current and future human capital base requirements and at the same time, it will increase employability, reduce unemployment, increase productivity and also help to ensure that our workforce is globally competitive. I wish you all the best with this new venture and I hope that this will become the working culture for all Malaysians in the near future.



Yang Berhormat Datuk  
Dr S. Subramaniam  
Minister of Human Resources

# The Ministry of Human Resources

## A continuing commitment to GULL's work



Datuk Dr Subramaniam has endorsed GULL and GULL Asia's CBS initiative with the same enthusiasm as his predecessor, Dr Fong Chan Onn the former Minister of Human Resources. On 30 January, 2008, Datuk Seri Dr Fong Chan Onn, wrote:

*"I would like to take this opportunity to congratulate GULL for introducing the concept of an in-house corporate school. I am confident that by establishing their own corporate schools, our national industries will benefit from teams of knowledge workers who are culturally competitive ... it will also assist the nation in its efforts to achieve Developed Nation status by 2020. I urge management in all industries to establish their own corporate school as part of their initiative to upgrade their organizational productivity and competitiveness."*



## CBS launch:



(1) CBS: Federation of Automobile Workshop Owners' Association Malaysia (FAWOAM) Rep: Mr Simon Too, Treasurer, FAWOAM



(2) CBS: Malaysian Association of Tyre Retreaders & Dealers Societies (MATRDS) Rep: Mr Tan Heong Thong, President, MATRDS



(3) CBS: Selangor & Federal Territory Engineering & Motor Parts Traders Association (EMPTA) Rep: Mr Lim Wei Fook, President, EMPTA



(4) CBS: Master Locksmiths Association of Malaysia Rep: Mr Eddie K. C. Chin, President

### Abbreviations:

CBS: Corporate Business School Rep: Representative

## CBS launch:



(5) CBS: National SME Council (NASMEC) Rep: Mr Chang Aik Meng, Education and Training Director



(6) CBS: Seventh Day Adventist Corporation (Malaysia) BHD Rep: Pastor Leong Fai, President



(7) CBS: Joy to the World Community Services Rep: Pastor Joseph Tang, Founder & Chairman



(8) CBS: SMS Hair Concept & Solution Rep: Mr Wilson Chong, Principal, Hair Salon Academy

### Abbreviations:

CBS: Corporate Business School Rep: Representative

## CBS launch:



(9) CBS: Value Hospitality Group  
Rep: Mr John Augustin, Regional General Manager



(10) CBS: Tycoon Avenue Holding SDN BHD  
Rep: En. Jasni Bin Hamzah, Business, Investment & Government Contractor & Executive Chairman



(11) CBS: CoE Marketing (M) SDN BHD, (the business arm of FUJI XEROX) Rep: Mr Michael Satya, Sales Director



(12) CBS: Sime Darby Industrial SDN BHD Rep: Mr Leong Chok Fong, Senior Manager, Human Resource Development

### Abbreviations:

CBS: Corporate Business School Rep: Representative

## CBS launch:



(13) CBS: Times Business Academy SDN BHD

Rep: Ms K. H. Ooi, Vice President



(14) CBS: Merpati SDN BHD

Rep: Mr Vennu Gopal, Chief Financial officer



Front row: Y B Datuk Dr S Subramaniam, Minister of Human Resources (left) and Hon. Wee Jeck Seng, Deputy Minister of Youth & Sport pictured with some of the CBS representatives.

### Abbreviations:

CBS: Corporate Business School Rep: Representative

# CBS launch: Press conference



**From left:** Mr Tiew Hai San, CEO, Pembangunan Sumber Manusia BHD, Datuk Dr S. Subramaniam, Hon. Wee Jock Seng and Dr Richard Teare



**Right:** Datuk Dr S Subramaniam, Minister of Human Resources, briefs the press.







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