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SYED HANAFI SYED HASSAN MMIM, MIM-CPT, MIM-CPFM, AUST-TAA (04)

Master of Business Administration (Staffordshire -UK),
Certificate of Corporate Secretary (OUM-Malaysia)
Post Graduate Diploma of Business Administration (Staffordshire-UK),
Bachelor of Business Administration (RMIT-Australia),
Diploma in Management (DIMP, MIM)

Syed Hanafi has extensive experience in the business and management worlds. He worked for 10 years for an investment holdings company, serving in different capacities in corporate affairs and in regulatory and statutory compliance. He has spent 20 years in the airlines and tourism industry (Malaysian Airlines, Saudi Tourist and Travel Bureau, Garuda Indonesia and Saudi Arabian Airlines), where he held various management responsibilities, both locally and internationally. He has spent significant periods in the Middle East, Indonesia and the Philippines. He is currently with the UEM Group based at Kolej Yayasan UEM as Bursar.

Syed Hanafi's areas of specialisation include a wide range of business training and organisational development. He has led courses on Sales and Service Management; Marketing Strategy for International Business; 5 Disciplines of Results-Oriented Managerial Leaders; From Planning to Results: Execution!; Managing People; HR for Non-HR Managers; Successful Interview Techniques for Managers; Human Behaviour at Work; Crisis Management; and, Leading and Implementing Organisational Change. Syed Hanafi has a warm and friendly approach to training and teaching which enables his students to relax and learn easily. They can then translate what they have learned with confidence into their roles in the workplace.

His research interests lie in the policies and strategies of the Malaysian Government in relation to the Malaysian travel and tourism industry. His Master's degree awarded "with Merit", explored marketing strategy, specifically in mitigating "the impact of unexpected natural and unnatural disasters on the development of competitiveness in the Malaysian Travel and Tourism Industry". His main focus lies in the areas of strategy and execution – "the discipline of getting things done", as he puts it.

His educational affiliations include membership of the Graduates of Staffordshire University Alumni, in the UK, and membership of the Graduates of the Royal Melbourne Institute of Technology (RMIT) Alumni in Australia. He is a member of the Malaysian Institute of Management (MMIM) and a life member of the Asian Institute of Management Club, Malaysia.

He is a facilitator and assessor for the MIM Work-Based Diploma in Management programme. He teaches at degree level on a part-time basis for the Royal Melbourne Institute of Technology University (RMIT) and the Universiti Teknologi Mara (UiTM) Shah Alam. He was awarded the MIM Best Lecturer Award for the Diploma in Management in 2006 and gained the Training Excellence Award in 2007 and 2008. He is a Certified Professional Trainer (MIM-CPT) for PSMB, a MIM-PNS Certified Professional Franchise Manager (MIM-CPFM) and a MIM Assessor Facilitator with the MIM Certified Professional Manager (MIM-CPM) programme. He is also Australia Certified Trainer for Training and Assessment Level 4 (TAA 04).

Syed Hanafi's ambition is to share his knowledge and personal experiences for the benefit of his learners, thereby achieving his own self-fulfilment in developing and transforming people's talents. In his spare time, he reads, listens to classical music and enjoys travel.

