

# MHE

HOSPITALITY  
DEVELOPMENT  
DEPARTMENT

# MANAGEMENT TRAINING DEVELOPMENT CONSULTATION

# 2013



# HTD

HOSPITALITY  
TRAINING  
DEVELOPMENT



# HJP

HOSPITALITY  
JOB  
PLACEMENT

# CORPORATE HANDBOOK

# 2013

**HDD: HOSPITALITY DEVELOPMENT DEPARTMENT**

**HTD: HOSPITALITY TRAINING & DEVELOPMENT DIVISION**

**HJP: HOSPITALITY JOB PLACEMENT DIVISION**

**HOSPITALITY MANAGEMENT TRAINING DEVELOPMENT & CONSULTANCY**  
A LEADING PROVIDER OF HOSPITALITY TRAINING AND DEVELOPMENT COMPANY



## TABLE OF CONTENT

VISION	03
MISSION	03
CORE VALUES	03
CULTURE	03
OUR MOTTO	04
EXECUTIVE SUMMARY	05
CORPORATE DIRECTIVES	06
HTD: HOSPITALITY TRAINING & DEVELOPMENT DIVISION	07
HJP: HOSPITALITY JOB PLACEMENT DIVISION	07
OUR GOAL	08
OUR METHODOLOGY	09
OUR COLLEGES	10
MANAGEMENT & CONSULTATION	11
TRAINING & DEVELOPMENT	14
HRDF	15
CONTACT US	16

I hated every minute of training, but I said, "Don't quit. Suffer now and live the rest of your lives as a champion."  
Muhammad Ali



## Vision

Apply with Knowledge and Lead with Experience

## Mission

A responsible and highly committed organization that is fully geared to impart knowledge, train skills and change the mindset of the Malaysian Hospitality Sector for all Malaysians.

## Core Values

The acronym for Melind Hospitality Development Department's core values are **G.I.F.T.**

- G:**     **Goal:** Our Goal Is Our Ministry's Directives for Employment Excellence And 100% Malaysian Lead.
- I:**     **Impacted:** Programs Are Designed To Create Real Impact In Mind And Thought Matrix Of Malaysians.
- F:**     **Future:** By 2020 to Reach Our Ministry Set Goals in Employment A Reality.
- T:**     **Training:** Create Programs That Utilizes Minimal Duration for Optimal Learning Outcome.

## Culture

To create tomorrow's Skilled and Professionals Malaysians in Hospitality TODAY!

"What I hear, I forget. What I see, I remember. What I do, I understand."  
Confucius



## OUR MOTTO

*Created To Be An Outstanding Organization In Line With Our Nation's Direction On Hospitality Towards The Public And Private Sectors, We Are Proud To State That We Are Second To None In Our Approach And Deliverance Of Our Goal And Objective. Presenting A Training And Development Program That Involves Knowledge And Experience As The Core Structure Of Attaining Excellence.*

### APPLY WITH KNOWLEDGE - LEAD WITH EXPERIENCE

We believe that knowledge and experience together achieves tremendous effect and affect on an individual in hospitality orientated industry sector. We constantly strive to create programs; projects and community services that are fine tuned to our motto and deliver them to the Malaysian Hospitality Operators.

We create for the benefit of the employer and employee and ultimately complement the Ministry's Vision and Goal to produce employability among our citizens and knowledge and skill to match International standards targeted to the current and future employees of our nation.

Knowledge alone will not take us to the intended goal, to apply knowledge and gain positive and productive experience will; and to constantly apply the right skill to increase employability is the key to our nation's positive workforce.

We fully understand that the place of employment is the actual classroom where performances are rated and graded continuously and here at MHE; we basically bring the work place into the classroom and speak to you on what you understand and how you continue to understand your work and how knowledge could be applied to give you the extra edge of being the employee that all employer's seek.



I succeed on my own personal motivation, dedication, and commitment! My mindset is: If I'm not out there training, someone else is.  
Lynn Jennings



## EXECUTIVE SUMMARY

We work hard to create a leading path for effective skills and knowledge base curriculum that is made available for all Malaysians regardless of status quo.

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Hence, our company is driven by two formidable divisions:

H.T.D: HOSPITALITY TRAINING AND DEVELOPMENT DIVISION

H.J.P: HOSPITALITY JOB PLACEMENT DIVISION

"Training is everything. The peach was once a bitter almond; cauliflower is nothing but cabbage with a college education."  
Mark Twain



## CORPORATE DIRECTIVES

Melind Higher Education Sdn Bhd was established congruent to the objectives and visions of its wholly owned private college called KolejMASA, licensed under the Institute Pengajian Tinggi Swasta (IPTS).

We are constantly under-taking and implementing new and innovative programs, projects and community services that are fresh and beneficial to our clients, partners and associated organizations. Not to forget our ultimate motto and vision on imparting knowledge, skill and experience to the mass, we will always create programs to interact, train and instill our core values at all times.

While KolejMASA was established to develop the young minds of tomorrow's leaders, Melind Higher Education Sdn Bhd under HOSPITALITY DEVELOPMENT DEPARTMENT was created to provide continuing education, knowledge and skills of our present and future Malaysian workforce especially in the Hospitality sector.



It's all to do with the training: you can do a lot if you're properly trained.  
Queen Elizabeth



#### H.T.D HOSPITALITY TRAINING AND DEVELOPMENT DIVISION

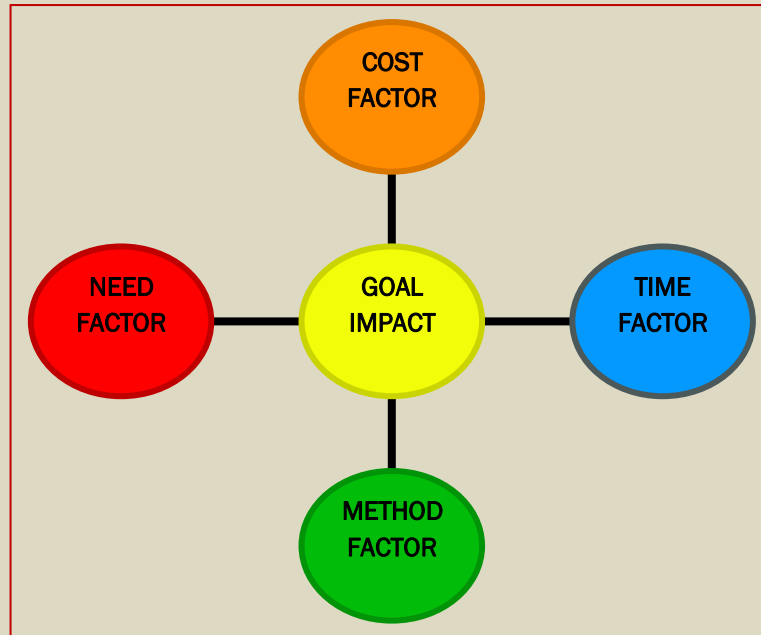
A division fully dedicated to impart the knowledge and skills and create employability in Malaysians towards the Hospitality sector. Regardless Corporate, Public or Government Sector, we create programs that suites the Client using the G.I.F.T Modules. Designed for affordability, practical duration aspects and even “D.I.Y” Training and Development scheme that allows you to decide the most appropriate schemes, programs and schedule with our guidelines and consultation.

#### H.J.P HOSPITALITY JOB PLACEMENT DIVISION

A committed team of professionals that works with a network of Hospitality Employment Providers; we assure job placements to all of our students-employees that complete our program with us. Whether we train a “green-horn” type or an employee upgrading their skills or knowledge, we assure that employment is NOT an issue.

"The only kind of learning which significantly influences behavior is self-discovered or self-appropriated learning - truth that has been assimilated in experience."  
Carl Rogers

## OUR GOAL



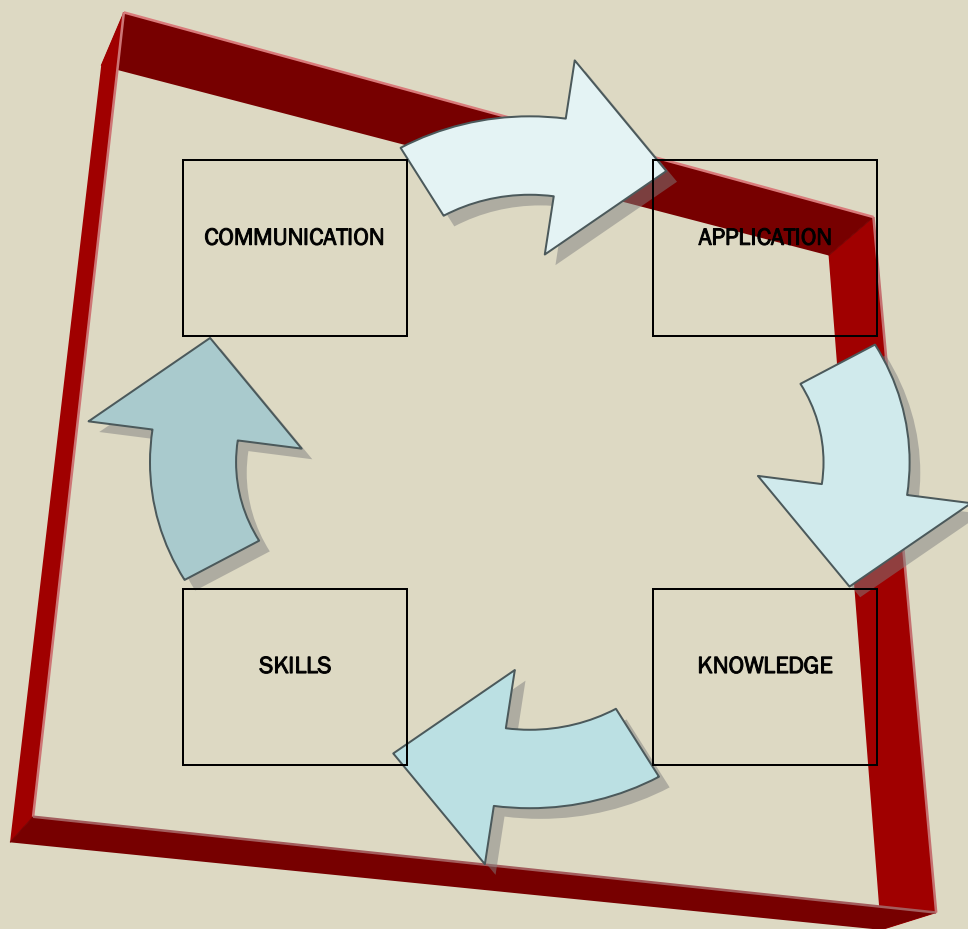
Covering the full circle of Hospitality sector, we leave no stones un-turned. Understanding the needs of the employer and the employee, the solution is positive and productive if and when both parties benefit. Today in a world where education has strived to reach the mass; it has reached a matrix system of both; employee and employer heading the upward direction to achieve productive, positive values and hence profitability in money and growth for the company and individual. With the above quantum, we proudly can state that our target is our beginning; taking seriously who is taught, where they are heading, why it is beneficiary and how it scores in success.

"The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires."  
William Arthur Ward



## OUR METHODOLOGY

The result is programs that was created solely for the betterment of the Employer to successfully train and develop as many Malaysian employees in the Hospitality department without worries on time, variation and cost of the program. You will finally agree that this is the **ONLY** program that you will need to enroll as it features and solves all of the Human Resources challenges. We give you the **MELINDTRAINING2013PROGRAM** that is second to none in the market today. Together, we form a formidable partnership that will benefit the Employer, the Employee and ultimately the Nation. Welcome to Melind Higher Education: Hospitality Development Department's "G.I.F.T to YOU".



"Knowing is not enough; we must apply. Willing is not enough we must do."  
Goethe



## OUR COLLEGES

Since 2008, Melind Higher Education Sdn Bhd started MASA Group of Colleges and the directives are to shape and create a path for our future young minds of Malaysia. A full licensed college by relevant authorities in Malaysia, MASA has:



MASA offers Certificate, Diploma and Degree Programs that is fully recognized and approved by the Malaysian Higher Education Ministry.



"Live as if you were to die tomorrow. Learn as if you were to live forever."  
Gandhi



## MANAGEMENT & CONSULTATION

Melind Higher Education Sdn Bhd provides management support for Hospitality Businesses. We manage your business while you invest yourself in other activities or businesses.

### TURN-KEY MANAGEMENT

Management directed to train and equip your team to handle and operate your business from management, marketing, sales and service. This is usually in a time-frame of 3 to 6 months. All standard operational procedures, documents and forms included.

In this operation standard you can appoint us to variable modes of your business as stated below:

- |                            |                                                                                                                               |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| A] Business Concept Design | we advise you on the concept and design factor of your intended business in particularly prioritizing returns and brand name. |
| B] Corporate Profile       | professionally written Business/Corporate Profile for your business future growth or sales of it.                             |
| C] TNA                     | we perform a full training needs analysis (TNA) for your company/business to identify your SWOT factors.                      |
| D] Training & Workshop     | we provide complete tailor-made training and workshop programs for your employees to better themselves under your employment. |

"The real voyage of discovery consists not in seeking new lands, but in seeing with new eyes."  
Marcel Proust



Below is the list of companies in the past that have utilized our professional services in part of their business start up of launch:

Suede Club Pte Ltd Singapore House Of Ong Pte  
Ltd Singapore Budaba101 Langkawi Malaysia Raagawood Pte Ltd Singapore  
1malaysiahelicopter Malaysia Island Resorts  
Pte Ltd Singapore Silkroom Management Pte Ltd Singapore Strumms  
Holdings Pte Ltd Singapore Langkawi Boutique  
Resort Sdn Bhd Langkawi Malaysia HELP  
University Malaysia GLND United Sdn Bhd Malaysia  
Privasia Technology Berhad Malaysia  
University Tunku Abdul Rahman ( UTAR ) Malaysia Acmar  
Holdings Sdn Bhd Malaysia Federal  
Hotels International Malaysia

"Train everyone lavishly, you can't overspend on training."  
Thomas Peters



## PARTNERSHIP MANAGEMENT

Management directed as a long term partnership with an entrepreneur who invested in a hospitality business environment. Here, we work as an appointed entity in fully responsible for the management and upkeep of the business intended.

Our team is highly dedicated and has a combined 80 years of managing hospitality businesses in Singapore and Malaysia. Here are some of the business establishment that was managed by our team of qualified and experience personals:

**Euro-Asian Cuisine Pte Ltd Singapore** **Avanti Holdings Pte Ltd Singapore** **Langkawi Helicopter Services & Tours Sdn Bhd Langkawi Malaysia** **British Bombay Pte Ltd Singapore** **Cig Global Sdn Bhd Malaysia**  
**Euraco Fine-Food Pte Ltd Singapore** **Masa Edu Sdn Bhd Malaysia**

“Apply with Knowledge & Lead with Experience”  
Pasupathy Narayanasamy Acharya

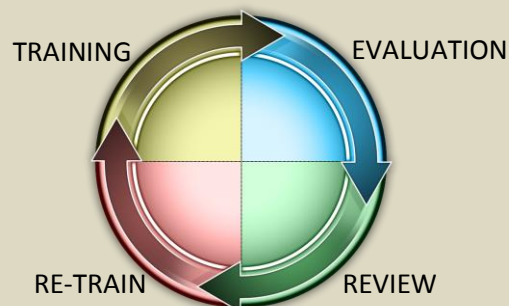


## TRAINING & DEVELOPMENT

Our mission is to provide tailor-made specific programs that will impart the most appropriate knowledge and skill in basic, intermediate or advance level to assure that our Malaysian Hotel Employees achieves International standards.

We pride ourselves to have formulated and make available the most cost effective and mission effective Training & Development Program appropriately titled “The G.I.F.T Program”. This has allowed us to strategically focus on five core operations in an operating hospitality based business which is Customer Service, Food and Beverage, Housekeeping, Leadership and Information Technology. These programs are designed to capitalize in result orientated modules enhancing their working knowledge of their current scope of employment.

Also in this division, we constantly fine-tune training and development short programs to meet the needs of private or government service sectors. We create programs that are cost effective and goal impacted to rekindle the minds of the employed workforce to understand their means of employability and to ultimately upgrade themselves to productive and positive level.





## HRDF

We are a “Class A” SBL Khas and SBL HRDF Certified Training and Development Company. Clients can easily obtain the approval and our team will be ever obliged in aiding the process and advice for smooth and speedy claims. The terms and conditions of HRDF are applicable.

Kelas Pendaftaran		Skim-skim Latihan Yang Dibenarkan		Ditandatangani Oleh
Kategori	Tarikh Diluluskan	Tarikh Tamat		
A	09/01/2013	08/01/2014	SBL-KHAS	<i>CL</i>
-	-	-	SBL	<i>CL</i>
-	-	-	-	-

Mengikut syarat-syarat seperti berikut :-

Kategori Pendaftaran	Skim-skim Latihan Yang Dibenarkan
A	Penyedia Latihan boleh melaksanakan Skim PROLUS (termasuk E-Learning)/PERLA/SBL/SBL-KHAS/Skim Perantisan
B	Penyedia latihan hanya dibenarkan untuk melaksanakan Skim PROLUS/Peringkat Sijil Kehadiran-Soft Skills/SBL / SBL-KHAS sahaja
B (HOME OFFICE)	Penyedia latihan hanya dibenarkan untuk melaksanakan Skim SBL / SBL-KHAS sahaja
C	Penyedia latihan hanya dibenarkan untuk melaksanakan Skim SBL sahaja

28 DEC 2012  
Tarikh Dikeluarkan

*[Signature]*  
Pembangunan Sumber Manusia Berhad



## CONTACT US

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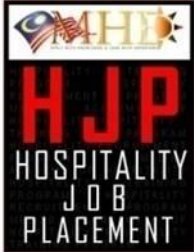
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