

UNIVERSITY SULTAN AZLAN SHAH CASE STUDY

1.0 NICHE AREA OF CASE STUDY

- ☐ Management
- ☐ Marketing
- ☐ Accounting
- ☐ Finance
- ☐ Entrepreneurship
- ☐ Economy
- ☐ Human Resources Management
- ☐ Decision Science
- ☒ Others: Please state: Islamic study

2.0 INTRODUCTION

Case Title	Ate, When Are We Going To Start?
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3.0 BACKGROUND OF COURSE

Course	Dakwah Islamiyyah
Course Learning Outcomes	<p>Pelajar dapat menunjukkan kefahaman mengenai ilmu dakwah. Pelajar dapat menggunakan metodologi penyampaian dakwah Islam.</p> <p>Pelajar dapat menunjukkan penghayatan sifat-sifat pendakwah yang berjaya.</p>
Section/Chapter Course	<ul style="list-style-type: none"> • Uslub/pendekatan dakwah Islamiyyah <ul style="list-style-type: none"> - Pendekatan Rasul dalam menyampaikan dakwah - Al Hikmah (bijaksana) - Peringatan yang baik - Bermujahadah dengan cara yang baik
Section/Chapter Learning Outcomes	have the ability to determine appropriate methods to encourage participants for early attendance according to syariah.

4.0 SETTING OF CASE

Geographic	Kuala Kangsar
Name of Industry	University DKK
Year of Case Event	27/10/2017 Friday
Department/ Position Involved	Lecturer
Major Subjects and Issues	<p>Determine late or delay factors for participants attendance.</p> <p>Determine method to encourage participants for early attendance according to syariah.</p>
Source of Data	<p>Primary data: Observation, interview</p> <p>Secondary Source: Books</p>

5.0 BACKGROUND OF CASE

Synopsis of Case	<p>Punctuality of time in Islam is one of the fundamental ethics. It is derived from Surah al-Asr which to be recited at the end of any function. However in many muslim countries, time punctuality is not a priority and seriously neglected by the society. In some places, the custom is very obvious that any function would be late till one hour or more. Although it is contradict the teaching of Islam, the habit is very intrinsic in some of muslim society although Islam upholds the fundamental of time punctuality. The objectives of the study is to determine late or delay factors for participants attendance and to determine appropriate methods according to syariah to encourage participants for early attendance. The data is collected through observation and interview. The findings of this study showed that in order to make a change in society, the barrier factors which stand as the obstacle to the change has to be identified and to be corrected. Furthermore, in syariah point of view the methods for change are subjected to the reality and the surrounding.</p>
Case Objectives	<p>To determine late or delay factors of participants attendance.</p> <p>To determine appropriate method e to encourage participants for early attendance according to syariah.</p>
Suggested Questions for Advance Assignment for Students	<p>What is the factors which cause delay of participants arrival for a program</p> <p>What is the most appropriate methods to encourage participants to be punctual according to syariah.</p> <p>Analyze how the muslim society in the era of the Prophet Muhammad deal with time.</p> <p>What are mediums and approaches that can be utilized for dakwah purpose.</p> <p>What are the medium that can be utilized for changes to ensure the punctuality of time?</p>

Ate, When Are We Going To Start?

Mohd Faizal Abdul Khir
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30nd November 2017, Thursday, 7.55 a.m.

As usual Atan would take his sit for any function organized by his department at least 5 minutes before the initial time. He gives a glance to every inch of the seminar room where the function to be held today. Nobody was there except Aton who is the front officer for the programme. He asks her: Isn't that we should start at 8.00 a.m.? She answers: Yes. You may have the koewteow goreng first. It had been served at the second entrance of the room but the beverage is not ready yet. He says to himself: What happen if he got chocked by the kuehteow goreng? He cancel his intention to get the breakfast. So he sit down and open his computer doing some unfinished works. Nobody is there and he looks at his cheap watch. It is 8.10 a.m. Then one of the participant come in and sit beside him. Then the participants gradually fitting the room with smile and comfortable filling. The presenter not arrived until it is 8.30 a.m. Finally the programme kickoff at 8.40 a.m.

Back Ground

Punctuality of time in Islam is one of the fundamental ethics. It can be derived from Surah al-Asr which to be recited at the end of any function. Nonetheless the recitation is to give awareness to muslim on the importance of time punctuality.

However in many muslim countries, time punctuality is not a priority. In some places, the custom is very obvious that any function would be late till one hour or more. Although it is contradict the teaching of Islam, the habit is very intrinsic in some of muslim society. From up to bottom, the habit is spread and as if it is not in contrast to any measure neither religion nor formality. From national function to individual commitment people would offence their time.

30nd November 2017, Thursday, 12.55 p.m.

Being alone in his room, Atan has a brief reading on how people of the world are pretty much different in term of their punctuality. In some society such as Japan, punctuality is a must although their mainstream religion is not Islam or they are non religious. The people in Europe are also very concern of punctuality although many of them are atheists. In his mind, he see a very different approach on punctuality of time between who embraces the religion of Islam and other religions including the atheism. He would like to know what is the factors that obstruct punctuality and what appropriate method to encourage and disseminate punctuality among his colleagues according to syariah.

CASE SUMMARY

Punctuality of time in Islam is one of the fundamental ethics. It is derived from Surah al-Asr which to be recited at the end of any function. However in many muslim countries, time punctuality is not a priority and neglected by the society. In some places, the custom is very obvious that any function would be late till one hour or more. Although it is contradict the teaching of Islam, the habit is very intrinsic in some of muslim society although Islam uphold the fundamental of time punctuality. The objectives of the study is to determine late or delay factors for participants attendance and to determine appropriate methode to encourage participants for early attendance according to syariah. The data is collected through observation and interview. The findings of this study showed that in order to make a change in society, the barrier factors which stand as the obstacle to the change has to be identified and to be corrected. Furthermore, in syariah point of view the methods for change are subjected to the reality and the surrounding.