

**A NEW DIMENSIONAL HALAL CURRICULUM STANDARD IN PREPARATION  
FOR GLOBAL LABOR MARKET DRIVERS**

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<b>Abstract</b>	<p><i>MQA halal curriculum standards outlined the criteria and guidelines in line with the MQF. It is a new dimension of career prospects that should be attained by graduates of sciences and social sciences, as well as the standards that higher education institutions should supply to help graduates meet the demands. Malaysia, as a global leader in the halal industry, places a high value on the development of worldwide marketable human resources. The development of quality halal graduates is dependent on a high-quality education that can deliver professionals with the identity, skills, noble personality, knowledge, and greater abilities required to meet the needs of the halal sector. Through a standard halal curriculum, critical and creative learners, problem-solving skills, the ability to generate new opportunities, resilience, and the ability to continue to drive and lead the global halal market will be established. According to the most recent data, 1.9 billion Muslims spent USD 2.02 trillion in six major economic sectors related to the worldwide halal economy. This is a qualitative study that relies on library research for data collection and document analysis. This paper applies the Systematic Literature Review to summarize and conclude the data of the research studies. This study is limited to the criteria and requirements under Malaysia's halal curriculum standards. Research materials from primary and secondary sources such as existing references such as books, journals, and theses are investigated, evaluated, and analyzed descriptively. It is intended that this research would assist authorities in strengthening existing courses, resulting in more qualified graduates in the halal market who can meet global labor market demands.</i></p> <p>Keywords: <i>Education, Halal, Standard, MQA, MQF.</i></p>
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**INTRODUCTION**

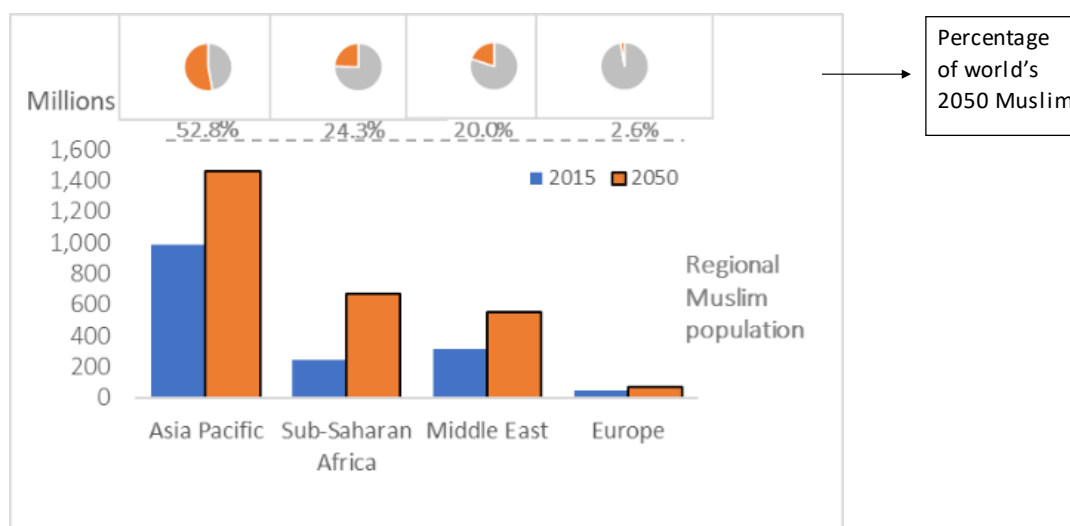
The halal industry in Malaysia is currently growing rapidly and has the potential to be a contributing factor to the country's economic growth. Beginning in 1974, the Malaysian government has sought to develop a holistic halal ecosystem in stages (Sirajuddin Suhaimee, 2019). Hidayat et. al (2021) this development occurs because the awareness of religious life in individuals thus becomes a factor they tend to choose halal products or foods (Nashirah Abu Bakar et al., 2021).

Apart from that, it is also influenced by other factors such as understanding, satisfaction with cleanliness and image, and strict quality control in the selection of halal products (Mursid & Wu, 2021; Khan et al., 2021; Wardi et al., 2021; Shakil & Majeed, 2018). Based on the scope and environment of the halal industry, the Malaysian Government has taken an important approach to promote the growth of this industry as a whole. The industry receives support from the government through various forms of platforms, facilities, incentives, policies, certification, and accreditation.

The Ministry of Economic Affairs has published a Halal Industry Master Plan 2030 (HIMP2030) as a catalyst for National strength towards shaping the halal industry as a whole and making Malaysia a leader in the halal industry globally. The four main sectors that lead this industry in Malaysia are the food and beverage sector, cosmetics and toiletries sector, pharmaceutical sector, and others. The estimated profit in this industry in 2030 is 113.2 billion. This budget does not include non-Muslim users. Meanwhile, the estimated total global halal market (the Middle East and North Africa, North America, Europe and Eurasia, Asia Pacific, and Sub-Saharan Africa) is 5 trillion in 2030 and the highest is in the Asia Pacific which is 2.8 trillion.

Along with the development and high demand in this industry, job opportunities are also increasingly open in various sectors of the halal industry, especially food and beverage manufacturing. As a result, the demand for workers and experts in the field of halal to meet the needs of this industry is also increasing. However, human resources are limited to support the halal industry. Referring to halal standards, manpower requirements in the social science and pure science sectors are very important.

In countries other than Malaysia, the acceptance of the halal sector is also increasingly positive, especially in western countries. western countries now dominate the world of exports to foreign countries such as dairy exports, meat exports. But, in ensuring compliance with halal standards on such export goods, they lack skilled experts. Therefore, this writing proposal paper attempts to highlight the curriculum theory and industry requirements for halal programs offered in institutions of higher learning. This new standard curriculum is rational to assess whether the interdisciplinary approach considered by academics and industry respectively is expected to bring innovative perspectives to cater to their respective industry sectors. Among the functions of higher education providers (HEPs) is to ensure that they produce graduates who meet the current needs, industry and society.



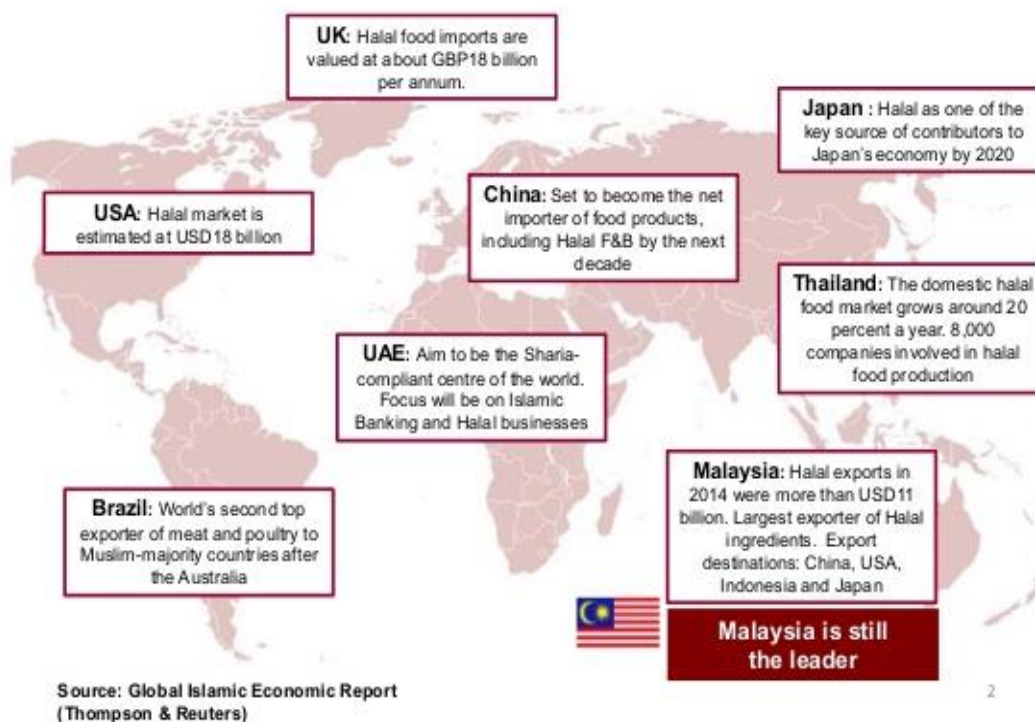
Source: Pew Research Center. 2015. The Future of World Religions: Population Growth Projections, 2010-2050.

As referred to the projected Muslim population in Asia Pacific, Sub-Saharan Africa, Middle East, and Europe, the increase in such population is very positive until 2050. Muslim countries will continue to grow with an expanding population. The increase in the Muslim population, especially in Western countries, namely Europe, will open up vast and large employment opportunities in Islamic studies (halal). This is because the need for a halal ecosystem in Western countries will be emphasized in line with the needs of Muslims in those countries.

The purpose of this article is to discuss a theory-based framework to guide both practitioners and researchers in understanding the role of the halal curriculum in shaping Malaysia as a Muslim country that is a halal-related example around the world making Malaysia a supply chain of labor resources to foreign countries. in the field of halal. The researcher has outlined three main objectives in this writing namely;

- i. Establish new guidelines for halal curriculum standards.
- ii. Creating a competent workforce in the halal industry.
- iii. Malaysia has become a center that provides manpower in the field of halal.

Today, the fastest-growing sector after the Islamic financial sector is the halal sector. However, the development is not fully prepared by graduates, academics, or industry experts.

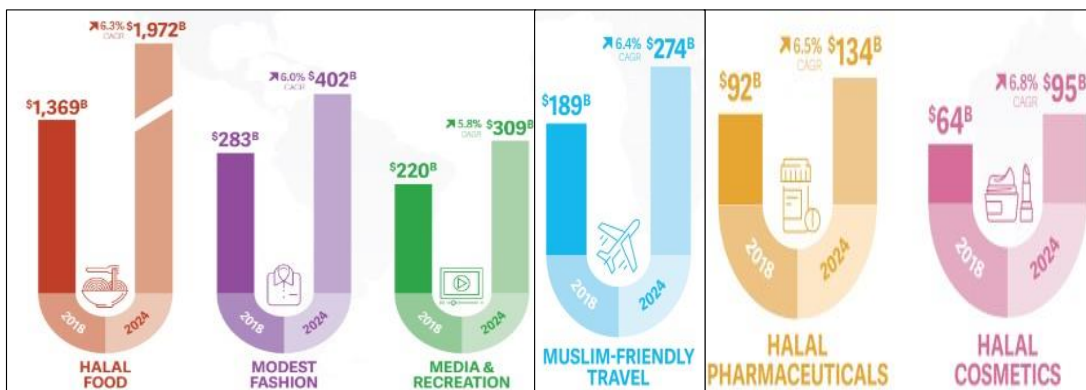


Source: Pew Research Center. 2015.

Thompson and Reuters in their global Islamic economic report (picture above), Malaysia, as a world Islamic country is now leading the overall Global Islamic Economic Indicator (GIEI) for eight consecutive years. This position is followed Saudi Arabia in second place, followed by the United Arab Emirates (UAE), and Indonesia. In Asian countries as well, Malaysia is the first to lead halal exports since 2014. Malaysia is the largest exporter of halal raw materials to China, the United States (USA), Indonesia, and Japan. Malaysia has great competition with the UAE which aspires to be a world reference in the field of Islamic banking and halal business.

Referring to the Global Islamic Economic Report (figure below), there are 6 industry sectors that are increasing their profit percentage until 2024. The 6 industry sectors consist

of halal food, fashion and clothing, media, Muslim -friendly tourism, halal medicine and halal cosmetics.



Source: DinarStandard. 2019. State of the Global Islamic Economy Report 2019/20.

Such great values show that the world community has gradually accepted the application of the concept of halal in their lives. Based (figure above) shows the difference in profit expectations from 2018 to 2024. In the halal food sector, an increase of 603 billion dollars, in the fashion sector by 119 billion dollars, media by 89 billion dollars, Muslim -friendly tourism by 85 billion dollars, halal medicine as much as 42 billion dollars, and halal cosmetics as much as 31 billion dollars. Thus, the sector that contributes the most to the national economy is the halal food sector due to the high demand from Muslims (Bashir, 2019). The value indicates a large need in the halal sector of the industry but the country has a problem with a lack of energy resources that are relatively limited to meet the needs of the industry. Thus, Malaysia as the largest contributor to the halal industry must be prepared to become a producer of human resources.

**LITERATURE REVIEW**

In 2019, academic initiatives related to halal management have been placed under the standard of the Muamalat and Islamic Finance (MIF) program. In the standard, the field of muamalat is divided into 5 main areas, namely muamalat (Syariah-based program), Islamic economics, Islamic finance, muamalat administration, and halal management. In this MIF, the field of halal management only covers halal management in the halal sector industry. Graduates of this field will gain understanding, skills, and expertise in the field of halal. The basic areas mastered in halal management are related to halal products and services, halal systems, regulation, and halal framework.

Beginning in 2020, this halal management academy is no longer a sub-topic to the MIF but is released to ensure holistic halal adoption in all industries. The Malaysian Qualification Agency (MQA) has developed a specific program standard for halal studies. The goal of the Standard Program (PS) is to ensure that students are equipped with the knowledge, skills, and competencies required at their respective levels as set out in the Malaysian Qualifications Framework (MQF) to enable them to pursue halal career opportunities in various fields. As a result, we want to form a halal workforce and experts in the field of industry not only in the academic field.

The standards of this program have been compiled by competent experts in the academic and industrial fields, namely:

Table 1: List of panels compiling standards for halal study programs

No.	Panel	Organization
1.	Assoc. Prof. Dr. Alina Abdul Rahim	Islamic Science University of Malaysia (USIM)

2.	Assoc. Prof. Dr. Nitty Hirawaty Kamarulzaman	Universiti Putra Malaysia
3.	Dr. Wan Marhaini Wan Ahmad	University of Malaya
4.	Assoc. Prof. Dr. Yumi Zuhani Hashim	International Islamic University Malaysia (IIUM)
5.	Assoc. Prof. Ezani Yaakub	Universiti Teknologi MARA Shah Alam
6.	Dr. Lokman Ab. Rahman	Jabatan Kemajuan Islam Malaysia (JAKIM)
7.	Mrs. Syazwani Azmi	Department of Skills Development
8.	Mr. Mohd Roslan Mohd Saludin	QSR Brands (M) Holdings Bhd
9.	Mrs. Norhariti Jalil	Halal Strategy and Consultant

In the latest PS, halal studies are only applied in two areas, namely pure science and management. The offer of such studies is also not widespread in all IPTA or IPTS. In the Malaysian Qualifications Agency portal, there are only 26 IPTs that offer halal studies starting from diploma level to doctor of philosophy. The following is a list of IPTs:

Table 2: List of IPTs that offer halal studies in Malaysia.

No.	Institute of Higher Education (IPT)	Level of study
1.	Kolej UNITI	Diploma in Halal Industry Management
2.	Kolej UNITI Kota Bharu	Diploma in Halal Industry Management
3.	Kolej FELCRA	Diploma in Halal Practice Management
4.	INTEC Education College	Diploma in Scientific Halal Practice
5.	International Islamic University College Selangor	Diploma Halal Industry Management
6.	International Islamic University College Sultan Ismail Petra (KIAS)	Diploma in Halal Management
7.	International Islamic University College Science and Technology	Diploma in Halal Food Management and Services
8.	Professional University College Baitulmal Kuala Lumpur	Diploma in Halal Industry Management
9.	Islamic University College Mara Bandar Melaka	Diploma in Halal Industry
10.	Space University College	Diploma in Halal Industry Management
11.	International Kolej Teknologi Antarabangsa Cybernetics	Diploma in Halal Industry Management
12.	College Yayasan Pelajaran Johor	Diploma in Food Management and Services
13.	Polytechnic Merlimau Melaka	Diploma in Halal Food Practices and Services
14.	Polytechnic METrO Kuantan	Diploma in Halal Food Practices and Management
15.	Polytechnic Sultan Haji Ahmad Shah	Diploma in Halal Food Management Technology
16.	Polytechnic Sultan Idris Shah	Diploma in Halal Food Services
17.	Polytechnic Tuanku Syed Sirajuddin	Diploma in Halal Food Practices and Services

18.	International Islamic University Sultan Abdul Halim Mu'adzam Shah (UniSHAMS)	Diploma in Halal Food Services and Hotel Management
19.	Universiti Teknologi MARA (UiTM) Cawangan Sarawak Kampus Samarahan	Diploma in Halal Management
20.	Universiti Teknologi Mara (UiTM) Cawangan Selangor Kampus Puncak Alam	Diploma in Halal Management
21.	Universiti Teknologi Mara (UiTM) Shah Alam	Bachelor of Halal Industry Management (Hons)
22.	International Islamic University Malaysia (IIUM)	Bachelor of Halal Industry Management
23.	International Islamic University Malaysia (IIUM)	Master of Science (Halal Industry Science)
24.	Islamic Science University of Malaysia (USIM)	Master of Muamalat Administration (Halal Products)
25.	University of Teknologi Malaysia (UTM)	Master of Philosophy (Halal Science)
26.	International Islamic University Malaysia (IIUM)	Doctor of Philosophy (Halal Industry)

Source: Malaysian Qualifications Agency Portal (2022)

Moreover, with the formation of these standards, achievements in the academic field and industry needs will be parallel. The body of knowledge compiled by the panel consists of *Aqidah Islamiyyah*, *Usul al-Fiqh*, *Qawa'id Fiqhiyyah*, *Fiqh al-Istihlak al-Islami*, as well as Halal Rules and Governance.



Model: Board of Knowledge (Researcher, 2022)

The formation model above that has been set and enacted with a combination of Malaysian halal standards can meet the needs of the industry globally. This combination will produce graduates who are competent and efficient as well as skilled in the field of the halal industry.

**METHODOLOGY**

The methodology of this study applies the SLR procedure using the Preferred Reporting Items for Systematic Reviews and Meta-Analyzes (PRISMA) methodology in analyzing the collected articles. PRISMA is a published standard for conducting a systematic literature review. Although PRISMA is often used in medical research, it can still be applied to other fields such as education and social sciences (Page et al., 2021), with special requirements having to be adhered to. Therefore, this study is highly desirable and relevant to adapt PRISMA in reviewing the existing literature to identify the research workflow on halal topics in the industry and ensure that the studies conducted are highly significant.

The PRISMA procedure is divided into several steps that need to be implemented. The first step is to identify the database for the purpose of the systematic review. In this research, the researcher has decided to extract the research works for review which is only presented in the SCOPUS database only. SCOPUS was chosen because of the robustness and capacity protected by this database and is the largest and most comprehensive database for use in contemporary research (Shaffril et al., 2018). The SCOPUS database also covers

various fields including social sciences which includes research studies related to the halal industry.

The adaptation of the PRISMA method in the SLR search required eligibility and exclusion criteria in the study. This method is intended to screen records at an early stage to ensure that the records obtained are focused on the objectives of the study only. To achieve the objectives of the study, there are three types of criteria have been identified, namely the type of literature, the location of the study conducted, and the topic of the study. In this research, the researcher has decided to focus on only two types of documents, namely research articles. Meanwhile, the location of the research study is focused on the Malaysian context only.

Finally, all the extracted literature focuses only on industrial halal topics in offering competent graduates to meet the needs of the global halal industry. In other words, halal topics in nutrition, management, hospitality, etc. are excluded from this research. A summary of the admission and exclusion criteria is presented in Table 3.

Table 3: Data filtering

Criterion	Inclusion	Exclusion
Type of literature	Article only	Books, proceeding paper & others
Location	Malaysia only	USA, UAE, Indonesia & others
Topics	Halal Curriculum Standard	Halal sector in management, food, pharmaceutical & others.

Source: Researcher (2022)

Table 4: data search

Database	Search String
SCOPUS	TITLE-ABS-KEY ( halal AND industry ) AND ( LIMIT-TO ( OA , "all" ) ) AND ( LIMIT-TO ( DOCTYPE , "ar" ) ) AND ( LIMIT-TO ( AFFILCOUNTRY , "Malaysia" ) )

Source: Researcher (2022)

After performing a data search using two keywords in the SCOPUS database, the results displayed are publications that meet the criteria. A total of 60 articles were displayed related to the halal industry in Malaysia. The number of articles was reduced to the scope of the search in the most recent year only, starting from 2019 to 2021. The results showed the publication of 26 recent articles that discuss the halal industry in various fields but only 18 can be accessed. All these articles are studies conducted in Malaysia.

## RESULTS

The following table is the search results sorted by year and scope of the study.

Table 5: List of publications and scope of research

Researcher/Scope of Research	Hospitality	Tourism	Food	Poultry	Certification	Education	Banking
2019							
Abdulla al-Hammadi et. al		/					
Azizah Musa et. al	/						
Masrom N.R et. al			/				
Siti Fatimah Abdul Razak et. al					/		
2020							
Muhammad N.A, Kamarulzaman N.H, Nawi N.M			/				
Norliza Katuk et. al			/				

Nurfarhana Hassan			/				
Yaty Sulaiman, Maria Abdul Rahman, Nik Kamariah Nik Mat	/						
Rashidi Othman et. al			/				
Ahmad Tarmizi H, Kamarulzaman N.H, Abd Rahman A. Atan R.			/				
Mohammad Mahbubi Ali, Rusni Hassan							/
Khairul Akmaliah Adham et. al					/		
2021							
Ali Faeizollah et. al		/					
Mohd Helmi Ali et. al			/				
Fadhlur Rahim Azmi et. al			/				
Hee Sup Han et. al			/				
Rahmat Suharni et. al				/			
Akhtar M.T et. al			/				

Source: Researcher (2022)

Based on the analysis in table 5, the scope of the study is mostly in the halal food industry (Ahmad Tarmizi et al., 2020; Akhtar, M. T. et al., 2021) Fadhlur Rahim Azmi et al., 2021; Heesup Han et al., 2021; Mohd Helmi Ali et al., 2021; Muhamad et al., 2020; NR et al., 2019; Norliza Katuk et al., 2021; Nurfarhana Hassan et al., 2020; Rashidi Othman et al., 2020). Interest in this industry is also positively influenced by the development of the hospitality sector (Azizah Musa et al., 2019; Yaty Sulaiman et al., 2020) and tourism (Abdulla Al-Hammadi et al., 2019; Ali Faeizollah et al., 2021).

In addition, there are also studies conducted by other researchers in the livestock industry (Suharni et al., 2021), banking (Mohammad Mahbubi Ali & Rusni Hassan, 2020), and contemporary halal certification (Khairul Akmaliah Adham et al., 2020; Siti Fatimah. Abdul Razak et al., 2019). (However, there is no recent study that emphasizes the scope of education in the field of halal. Thus, this shows the relevance of this study as a new and pioneering study to ensure that Malaysia becomes the main reference in global halal education and produces more graduates who will meet the global job market.

## DISCUSSION

Ng Wai Heng and Lau Sim Yee reported in a New Straits Time (NST) news said, over the past decade, the Halal concept has gained a deep interest in the global business community. This concept is also increasingly accepted by non-Muslims due to the high awareness of health and ethics, social responsibility, and alignment with basic halal values. In addition to meeting the demands of religion, high awareness in the individual is a great influence in choosing halal products or food. In Malaysia, exposure to students and the community is implemented through the formulation of halal program standards in the field of education. This drafting is a relatively advanced matter compared to other countries.

On Thursday 14 October 2021, an alliance with foreign institutions between Universiti Teknologi MARA (UiTM), Shah Alam campus, and Universiti Islam Sultan Sharif Ali (UNISSA). The network is an initiative to provide exposure and experience to UNISSA students, especially related to the halal industry in Malaysia. This network involves the faculties of the Academy of Contemporary Islamic Studies (ACIS) and the Toyyiban Halal Research Center. This student exchange program also serves as a platform to share knowledge and views as well as indirectly promote cultural diversity and the achievements of both countries in the halal industry.



Therefore, based on the networking program, the offering of halal studies needs to be further expanded in IPTA and IPTS in Malaysia. The opening of new offers in the field of halal in IPT is also a promotion and attraction to the whole world to pursue halal studies in Malaysia as well as will benefit the government through foreign exchange funds with the increase of students from foreign countries. In addition, this study also calls on the government to increase and promote halal in the industry as is done in the field of Islamic banking. This can be done in collaboration with the Halal Development Corporation (HDC) or the Department of Islamic Development Malaysia (JAKIM). Besides, will make Malaysia as a labor-producing country for the global halal industry.

## CONCLUSION

The formation of a new standard curriculum in Malaysia that is in line with the needs in the industry related to the halal field can ensure/guarantee halal graduates get jobs. In addition, the parallel curriculum not only describes knowledge theoretically but can also be applied in the local and global halal industry. Therefore, this study is expected to be a reference and recommendation to the Malaysian government in formulating a new standard curriculum to produce more experts and manpower resources in the field of halal in Malaysia and globally and make Malaysia a country that is a reference in that field.

## ACKNOWLEDGEMENT

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