

EDUCATING NON-MUSLIM STUDENTS ON HALAL ECONOMY: A CASE STUDY OF AN UNDERGRADUATE COURSE

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Received: 07 October 2022

Accepted: 28 October 2022

Published: 30 November 2022

DOI: <https://doi.org/10.33102/jfatwa.vol27no2-SE.493>

ABSTRACT

This study aims to analyse and determine the impact of an introductory Islamic Economics Course to the groups of non-Muslim Economics undergraduate students at UNIMAS. The underlying objective is to highlight the relevance of Halal Economy to all and preferably propose a similar course as an elective to students of other programs offered by the Faculty of Economics and Business. Data was collected from 150 graduates between years 2015 and 2019 using online surveys. Findings show that respondents admit to having an increased understanding and appreciation of Islamic Economics as an alternative system. In general, the results suggest non-Muslims to be open towards the concept of Halal Economy in practice, provided efforts are both informative and inclusive. Interest, the willingness to apply and promote the Course to their juniors is also evident. In short, Halal Economy has the potential of becoming a global agenda beginning with education at tertiary level. Higher learning institutions should look into ways to incorporate it as a basic course for all business degrees.

Keywords: Education, Islamic Economics, Halal, Non-Muslims, Undergraduates

1. INTRODUCTION

Malaysia boasts itself as a progressive Muslim country with consistent economic development and growth as well as socio-political stability. It claims to be the leader in the world's halal industry. The success story of Malaysia as the pioneer in the halal industry began in 1974 when the Research Centre for the Islamic Affairs Division in the Prime Minister's Office issued to issue halal certification letters for products that met the halal criteria at that time. The first halal standards released in 2000 was an important milestone for Malaysia as it became the first country to have a documented and systematic Halal assurance system.