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TRANSFORMING SABC: TURNING TO KNOWLEDGE PORTAL FOR INFORMATION SHARING

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This case was written by Fadhilah Mat Yamin, Wan Hussain Wan Ishak and Zakirah Othman, UUM College of Business. It is intended to be used as the basis for class discussion rather than to illustrate either effective or ineffective handling of a management situation.

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Introduction

On Sunday, April 1, 2012 Prof. Zulhilmi, the dean of SABC had his breakfast at Santhai Café. As he looked out through the windows at the view of the beautiful lake, he thought about the way on how to manage information sharing in the school. Currently, the information sharing is chaos! "Ahh... Information overload!!!", suddenly he shouted silently. His mind continued to ramble. When his colleague Mr. Norman approached and greeted him, Prof Zulhilmi expresses his worry. Mr. Norman replies "Yes, we have to do something, everyday we got a lot of information. We should do something about it". The clock shows 8 am. Together they walk leaving the cafeteria.

Arriving at his office, Prof Zulhilmi sees so many things written at the whiteboard. Memo stick on the soft board, "Things to do... yes... so many things to do, what if I got urgent meeting this morning?" he speaks of himself.



Figure 1: Things to do on white board



Figure 2: Memos on Soft board

At current, SABC use email and internal memo to communicate. Email and memo are sent to broadcast and disseminate the news and information among the school community. Both email and memo are organized and managed by the school's management staff headed by Assistant Registrar (AR). The university employed Outlook Email System to manage the emails (Figure 3).

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