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- ▶ COPYRIGHT (LY2018003945)
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The Enhancement of Knowledge on Bully Module – 2BS Program: I'm A Buddy Not A Bully



Introduction

The Enhancement of Knowledge on Bully Module – 2BS Program: 'I'm a Buddy Not a Bully' aims to address the increasingly serious phenomenon of bully among students in schools.

Problem Statement

At present, the bully phenomenon has escalated rapidly based on the rising numbers of students' death pertaining to bully cases. Previous studies illustrated that there is a strong relationship between students' knowledge on bullying with the level of bullying.



Inventiveness and Novelty

This module is developed based on credible educational theories with comprehensive field research. The interactive module employs fun and creative pedagogy as well as using a game-based learning method.

Intellectual Property Status

Trademark in Malaysia for 2BS program: 'I'm a Buddy, not a Bully', (2014001647)

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Module 1 - Sahabat Sejati (LY2018003944), Module 2 – Ekologi Buli (LY2018003945), Module 3 - Tribunal Buli (LY2018003946) & Module 4 – Hati Buddy (LY2018003947)



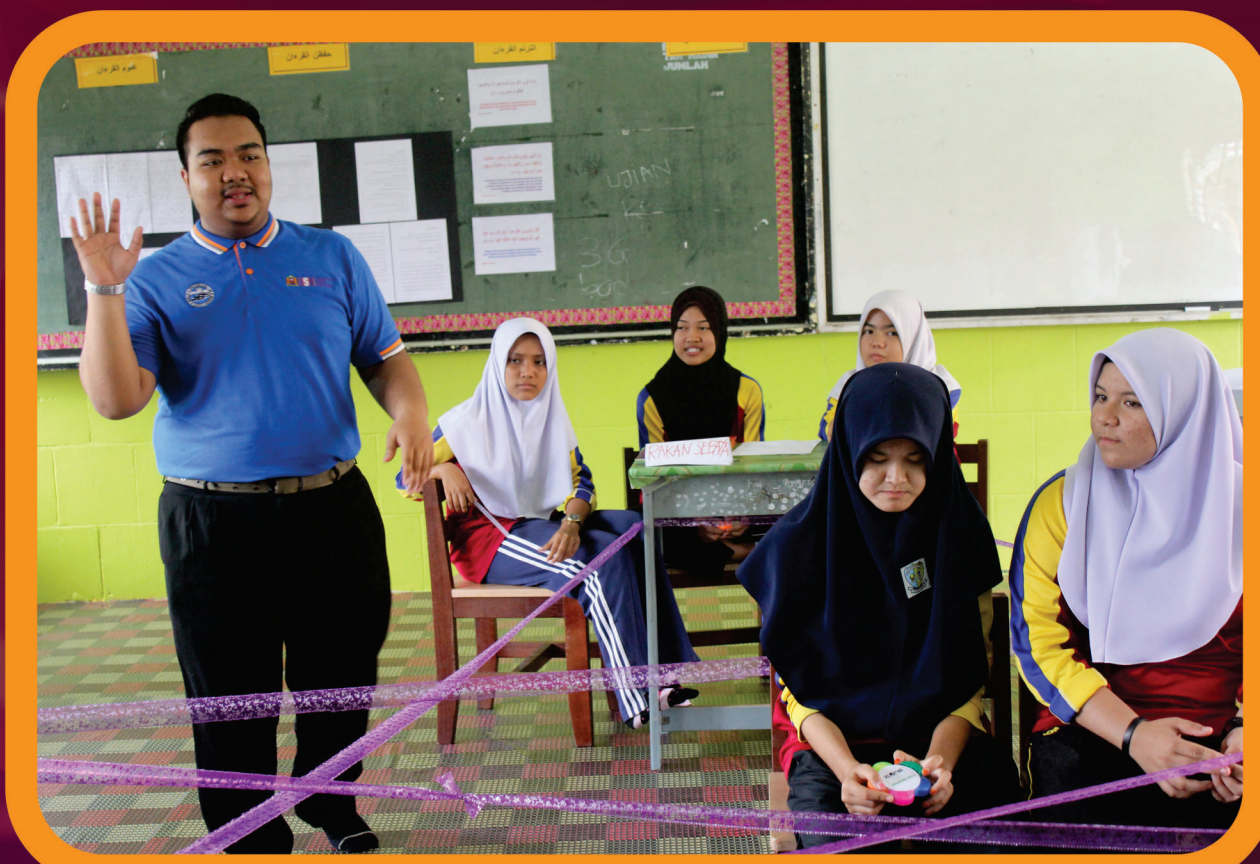
Usefulness and Application

There are four series in this module and each series has a distinctive theme of knowledge on bullying. Each module can be combined with other series in a bigger program.

Programs/classes can be self-administered by teachers, counsellors or facilitators using the module. The modules are equipped with notes related to the content and the equipment for the activities.

Status of Invention

This module is a ready-to-use product and now is undergoing extensive promotional period. This module is in the process of being published internationally with PERKAMA International Malaysia (Association of Malaysian Counselling International). This module has been used in 2Bs Program: 'I'm a Buddy not a Bully' that has been implemented in schools in Penang and Perlis.



Commercial Potential

No competitors, in line with local culture and values.
Marketable to the worldwide

Potential Partners

PERKAMA International – for the counsellor, MARA – MRSM, Ministry of Education (MOE) – Secondary School, IPG, Higher Education Institutions and Ministry of Women, Family and Community Development.

Knowledge Management (Grant/Publication/etc.)

Published in Scopus, ISI proceeding and international monograph
Successfully obtained the Fundamental Research Grant Scheme (FRGS) and (RUI) Individual.

Impact of the Product

Provide a safe learning environment for all students without fear of being in school.
Contributes to the well-being of students towards holistic development.



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