

Star Special

THE STAR, TUESDAY 21 NOVEMBER 2023

POSTGRADUATE

Enriching learning experience

BEAUTY with brain, a very popular word often used in beauty pageants is now a sobriquet of one of Management and Science University (MSU)'s very own alumna, PhD in Management/Business under the Graduate School of Management (GSM), Dr Corrie Mary Milka Inkiriwang.

With 10 years of experience, Dr Milka is now a Functional Doctor at Lembaga Ketahanan Nasional Republik Indonesia (Lemhannas RI). Founded in 1965, this non-governmental organisation aids the ruling government in strengthening and organising the nation's international, regional and bilateral cooperation in the field of national defence.

"My role at Lemhannas RI is a functional doctor with the aim to serve the nation. I am here on a contract by the government as a civilian worker in the health area. I have lots of experience working here because those who work here are mostly government officials and generals from the army and police. So, when they are sick there is a special way to dealing or treating them compared to the ordinary



Dr Milka (second from left) with her family at her convocation.

patients," she said.

"I know MSU from my master's supervisor and he was the one who recommended me to continue my PhD after graduating with a Master's Degree. In the beginning, I ignored the offer, but then after

discussing it with my parents, especially my father, I decided to do PhD, for he was the one who gave a lot of support in this endeavour.

"I have a lot of experience studying at MSU, especially when

I had to stay alone. It was kind of hard at first; I felt homesick all the time. But thankfully, the lecturers at MSU were very kind and friendly. My biggest thanks goes to my supervisor. He is my hero and guardian angel. I did not like my supervisor at first, as I felt he was constantly picking on me.

"My father said that my supervisor was striving to help me be a better person. Now when I look back, I have to thank him for doing that. I might not have understood then but I do now. The journey to PhD was like a roller coaster ride. But, all of these were a lesson to me. I learnt to be more responsible in managing time."

Dr Milka shared the following advice to fellow students, "Be yourself and trust in yourself. Step out of your comfort zone. Never compare yourself with others. Be positive in who you are and in everything you do. Stay away from negativity. Finally, be prayerful in everything you do."

MSU houses the Faculty of Health and Life Sciences, the Faculty of Business Management and Professional Studies, the Faculty of Information Sciences and Engineering, the International Medical School, the School of Pharmacy, the School of Education and Social Sciences, the School of Hospitality and Creative Arts, the School of Graduate Studies, the Graduate School of Management, and the Centre for Fundamental Studies.

In all, as an applied, enterprise, holistic and international university, MSU offers foundation, undergraduate, postgraduate and flexible programmes through an entry system that facilitates admission of students from all walks of life, where it aims in transforming lives and enriching futures.

■ For more information on postgraduate programmes offered at MSU, call 03-5521 6868, email gsm@msu.edu.my or visit www.msu.edu.my.



An Institute of



AUGUST 2024 INTAKE

GRADUATE PROGRAMMES IN SINGAPORE

Application periods are as follows:



Masters by Coursework
Until 12 January 2024



PhD and Masters by Research
Until 31 January 2024



www.nie.edu.sg/aug2024

OFFICE OF GRADUATE STUDIES AND PROFESSIONAL LEARNING

Follow us @niegpl on    

Preparing students early

IN today's rapidly evolving job market, practical experience and industry exposure are invaluable assets for aspiring graduates. UTAR provides students with a holistic education that bridges the gap between academia and industry, exemplified through its robust Industrial Training Programme. Before graduating, all UTAR undergraduate students are required to complete an industry internship that aligns with their academic discipline, typically lasting between three to six months. This experience not only provides them with essential preparation for entering the career but also fosters collaboration between the academic and industrial realms.

UTAR president Ir Prof Datuk Dr Ewe

Hong Tat states, "Students will gain invaluable real-world industry experience from the participating companies, accelerating the development of industry-relevant skills. Such an initiative will equip students with a deep understanding of real-world challenges and solutions, setting them on the path to success. Furthermore, the work-based learning educational approach provides students with the opportunity to immerse themselves in authentic work environments, allowing them to apply their academic and technical proficiencies."

In recent years, UTAR has been very proactive and diligent in seeking collaborations with domestic and international companies, signing a

memorandum of understanding (MoU) to establish strategic partnerships in industry-academia cooperation. At the same time, these efforts have provided internship opportunities for students within relevant companies. Recently, UTAR, in partnership with Dream Catcher Consulting Sdn Bhd and six prominent technology companies including AMD, PayNet and more, entered into a tripartite collaboration through an MoU and launched the "2u2i programme". The objective of this collaboration and programme is not only to promote closer ties between the industry and academia but also to enrich students' educational experiences and drive industry growth.

This year, UTAR has signed MoUs with several enterprises to facilitate industrial training opportunities for its students. These partners include well-established organisations and companies such as Keretapi Tanah Melayu Berhad, Malaysia Institute of Property and Facility Managers, TASC Berhad, Majestic Engineering Sdn Bhd (MESB), CRRC Dalian Co Ltd, Infinity Logistics & Transport Sdn Bhd, MES Asia Sdn Bhd and more. With over 4,300 participating companies, including industry giants like Huawei Technologies, Maxis Broadband Sdn Bhd, Top Glove Sdn Bhd and Sun Life Malaysia Assurance Berhad, UTAR's Industrial Training Programme has solidified its reputation as a powerhouse for industry-academia collaboration.

Furthermore, UTAR's commitment to preparing students for their future careers is not limited to internships. The university regularly conducts career talks, inviting distinguished representatives from various industries, including prominent names like Hartamas Group, Agoda and Public Bank.

These career talks serve as invaluable opportunities for students to gain insights into diverse career paths, stay updated on industry trends, and engage with professionals who have hands-on experience. This firsthand exposure to industry experts not only enhances their understanding of the job market but also empowers them to make informed decisions regarding their career trajectories.

In essence, UTAR's Industrial Training Programme is not just an educational initiative; it's a testament to the university's unwavering commitment to nurturing well-rounded professionals ready to excel in the competitive job market. UTAR ensures students graduate not only with academic knowledge but also with practical skills, industry insights and a strong foundation for a successful and fulfilling career journey.

UTAR offers undergraduate and postgraduate programmes in areas including Accountancy, Actuarial Science, Applied Mathematics, Arts, Chinese Studies, Malaysia Studies, Business and Economics, Biotechnology, Engineering and Build Environment, Information and Communication Technology, Life and Physical Sciences, Medicine and Health Sciences, Media and Journalism, Education and General Studies, and Agriculture and Food Science. The university also engages in the provision and conduct of research, consultation, management and leadership training and other related educational services at its Sungai Long and Kampar campuses in Malaysia.

■ For more information, call 05-468 8888 (Kampar Campus), 03-9086 0288 (Sungai Long Campus) or visit www.utar.edu.my.



31 YEARS of Nurturing Medical and Healthcare Professionals

Since 1992, IMU has been fostering top-tier medical and healthcare experts through a comprehensive approach that integrates education, research, and healthcare in Malaysia. IMU holds the distinction of being the initial private medical university to attain self-accreditation status from MQA and has received SETARA's highest accolade for the third consecutive time.

CENTRE FOR PRE-UNIVERSITY STUDIES

- Foundation in Science
KPT/JPT(R3/010/3/0186)09/2028 | MQA/FA3974
APR | JUL | SEP

SCHOOL OF MEDICINE

- Clinical Psychology (Master) **NEW**
KPT/JPT(N/0313/7/0001)07/2027 | MQA/PSA15641
SEP
- Counselling (Master)
KPT/JPT(N/762/7/0046)09/2026 | MQA/FA12002
SEP
- Digital Health
KPT/JPT(N/482/6/0209)03/2028 | MQA/PSA14380
JUL | SEP
- Medicine
KPT/JPT(R2/721/6/0033)09/2026 | MQA/FA6155
FEB | SEP
- Psychology
KPT/JPT(R3/011/6/0013)09/2027 | MQA/A8177
FEB | SEP

SCHOOL OF DENTISTRY

- Dentistry
KPT/JPT(R3/724/6/0010)01/2030 | MQA/FA7026
FEB
- Endodontics (PG Dip)
KPT/JPT(R/0911/7/0003)05/2029 | MQA/SWA12162
MAY
- Implant Dentistry (PG Dip)
KPT/JPT(R/724/7/0019)06/2026 | MQA/SWA6111
OCT
- Prosthodontics (PG Dip)
KPT/JPT(R/0911/7/0002)05/2029 | MQA/SWA12163
NOV

SCHOOL OF PHARMACY

- Pharmaceutical Chemistry
KPT/JPT(R3/442/6/0003)01/2028 | MQA/FA8229
FEB | MAY | JUL | SEP
- Pharmacy
KPT/JPT(R2/721/6/0050)09/2026 | MQA/FA8374
JUL | SEP

SCHOOL OF HEALTH SCIENCES

- Biomedical Science
KPT/JPT(R3/421/6/0011)12/2027 | MQA/A8230
JUL | SEP
- Diabetes Management and Education[#] (PG Dip)
KPT/JPT(R/726/7/0030)01/2028 | MQA/SWA9086
KPT/JPT(N-DL/0915/7/0004)11/2027 | MQA/PSA16046
MAR | JUL | OCT (ODL)
- Dietetics with Nutrition
KPT/JPT(N-DU/0915/7/0004)11/2027 | MQA/PSA16046
JUL | SEP
- Medical Biotechnology
KPT/JPT(R2/545/6/0014)09/2027 | MQA/FA15505
JUL | SEP
- Nursing
KPT/JPT(R/723/6/0125)04/2027 | MQA/FA8944
SEP
- Nursing[#]
KPT/JPT(N-DL/0913/6/0001)10/2029 | MQA/PA14397
FEB | SEP
[#] Available to registered nurses only
- Nutrition
KPT/JPT(R2/726/6/0011)06/2027 | MQA/FA1298
JUL | SEP

CENTRE FOR COMPLEMENTARY AND ALTERNATIVE MEDICINE

- Acupuncture (MSc)
KPT/JPT(R/721/7/0001)03/2027 | MQA/SWA8570
SEP
- Chinese Medicine
KPT/JPT(R2/721/6/0059)01/2027 | MQA/A10260
SEP
- Chiropractic
KPT/JPT(R/726/6/0054)08/2026 | MQA/A9294
MAR | SEP

SCHOOL OF POSTGRADUATE STUDIES

- Analytical and Pharmaceutical Chemistry[#] (MSc)
KPT/JPT(R2-CDL442/7/0001)01/2027 | MQA/FA1191
KPT/JPT(N-DL/442/7/0022)02/2026 | MQA/PSA11367
MAR | SEP
- Business Administration in Healthcare Management (PG Cert / PG Dip / Master)
KPT/JPT(R345/7/1082)09/2028 | MQA/PSA11354
KPT/JPT(R345/7/1090)12/2028 | MQA/SWA11355
KPT/JPT(R345/7/1085)10/2028 | MQA/SWA11353
MAR | SEP | OCT
- Health Professions Education (PG Cert[#] / PG Dip / Master)
KPT/JPT(N-DL/145/7/0120)02/2026 | MQA/SWA14379
KPT/JPT(R/145/7/0066)09/2025 | MQA/SWA05162
KPT/JPT(R/145/7/0064)09/2025 | MQA/PSA5163
KPT/JPT(R/145/7/0070)09/2025 | MQA/SWA5164
MAR | SEP | NOV (ODL)
- Health Informatics and Analytics (PG Cert / PG Dip / Master)
KPT/JPT(N/720/7/0131)09/2025 | MQA/SWA13973
KPT/JPT(N-DL/545/7/0101)09/2025 | MQA/PSA13972
KPT/JPT(N/720/7/0129)09/2025 | MQA/SWA13974
SEP
- Molecular Medicine[#] (MSc)
KPT/JPT(R2/545/7/0078)07/2027 | MQA/FA1299
KPT/JPT(N-DL/545/7/0101)09/2025 | MQA/SWA11357
MAR | SEP | NOV (ODL)
- Pharmacy Practice (Master)
KPT/JPT(R2/0916/7/0013)03/2029 | MQA/SWA02796
MAR | SEP
- Public Health[#] (MSc)
KPT/JPT(R2/720/7/0077)09/2025 | A10261
KPT/JPT(N-DL/720/7/0811)09/2028 | MQA/SWA11356
MAR | SEP | DEC (ODL)
- Medical and Health Sciences (MSc / PhD)
KPT/JPT(R2/720/7/0049)06/2026 | A10618
KPT/JPT(R2/721/6/0043)01/2027 | A3767
Throughout the year

[#] Available in Conventional and Open & Distance Learning mode (ODL)



UTAR's signing of MoUs with industry partners led to the launch of the "2u2i programme".

Investing in e-commerce expertise

THE world of e-commerce is booming and showing no signs of slowing down. As consumers increasingly turn to online shopping, the demand for talented and skilled individuals to navigate the ever-evolving e-commerce landscape has never been higher.

Success in the e-commerce industry requires a combination of technical, analytical and soft skills. And graduate school can serve as the perfect incubator for nurturing these skills into the next generation of e-commerce experts.

Here are some key skills that you may aim to acquire:

1. Digital marketing expertise: Understanding digital marketing strategies, including search engine optimisation (SEO), pay-per-click (PPC) advertising, content marketing and social media management, is crucial for e-commerce success.

2. Data analysis: E-commerce generates

vast amounts of data. So having proficiency in data analysis tools and the techniques to extract actionable insights and make data-driven decisions is important.

3. Web development: Familiarity with web development languages (e.g. HTML, CSS, JavaScript) and platforms (e.g. Shopee, Lazada) is valuable for those who want to work on the technical side of e-commerce.

4. Customer-centric approach: E-commerce is all about providing a seamless and personalised customer experience. To achieve this, it's essential to understand customer behaviour, user experience (UX) design and customer relationship management (CRM) systems.

5. Supply chain management: For those interested in going into e-commerce logistics, knowledge of supply chain management, inventory control and order

> TURN TO PAGE 4



INTERNATIONAL MEDICAL UNIVERSITY
KPT/PSA15505/2, KPT/PSA15503
126, Jalan Jalil Perkasa 19, Bukit Jalil
57000 Kuala Lumpur, Malaysia

+603 2727 7515
start@imu.edu.my
www.imu.edu.my

“MY advice for prospective graduate students is to avoid romanticising academia.”

These may be odd words from someone who has dedicated her life to research and teacher education. However, Prof Icy Lee from the English Language & Literature Academic Group at the National Institute of Education, Nanyang Technological University, Singapore (NIE NTU, Singapore) believes wholeheartedly that while academia provides profound opportunities for learning, growth and contribution, it is crucial for graduate students to refrain from idealising academic work. Instead, they should recognise the inherent challenges that permeate academia. To her, a career in this field often entails confronting potential failures and rejections, where passion serves as a vital element for perseverance.

It is this passion that has led Prof Lee through her colourful journey in academia. She is best known for her work in second language writing, having delivered more than 200 talks, including international plenary conference presentations, and authored over 150 academic pieces, such as books, book chapters and journal articles.

Prof Lee's sustained interest



Being a teacher educator-researcher

in research serves to bridge the gap between theory, enabling the production of knowledge with a significant impact on frontline teachers. “I am primarily interested in research on second language writing, with a specific focus on feedback and classroom assessment, as well as writing teacher development. Specifically, I am committed to research that addresses how teachers develop their feedback literacy and expertise as teachers of writing, and how teacher education can nurture effective writing teachers.

“As a writing teacher educator and researcher, I have come to realise that my research efforts can yield valuable insights to enhance my own teaching practice. This, in turn, has a positive impact on my students’ development as teachers. It is this vision and its potential to effect positive change that continue to galvanise my passion for research and teaching,” Prof Lee shares.

The National Institute of Education (NIE), Singapore is known for its research, education and entrepreneurship.

Contributing to society

There is the perception that writing is the most formidable language skill to learn and to teach. However, Prof Lee finds excitement and meaning when zeroing in on such a highly important area of work that is often perceived to be extremely challenging. She says, “I hope that through my research my students and readers will be less apprehensive about writing and develop a love for it. I also hope to help them demonstrate their potential in writing through a better understanding of what writing entails.”

Prof Lee’s research portfolio includes an exploration of feedback from a sociocultural perspective. This research highlights the importance to integrate feedback into formative assessment practices, as well as the potential discrepancies between teachers’ feedback beliefs and their actual practices. More recently, her work has centred on developing a comprehensive framework for writing teacher feedback literacy and creating a scale to assess it.

With a laugh, Prof Lee recounts how research can sometimes yield surprising findings. One such experience



Professor Icy Lee.

involved studying a group of Hong Kong secondary school teachers and examining the accuracy of their own error corrections. To her astonishment, about half of her sample group made either inaccurate or unnecessary corrections. In another study, she learnt of teachers who gave error feedback not because they believed in the effectiveness of their own practices, but to fulfil department policies and management appraisals.

She goes on to share her fair share of challenges. “My mission is to connect with teachers on the frontline, understanding their

practices, thoughts, and the obstacles they face. One daunting hurdle I encounter involves persuading teachers to collaborate with me and grant me access to their classrooms for data collection. Equally demanding is the need for innovation, which thrives on teachers’ active participation in communities of practice.”

All in all, Prof Lee finds fulfilment from the impact her research has on the industry. She shares, “I have had the privilege to nurture some young scholars, some of whom are now very well-established academics who maintain ongoing partnerships with me. Through our collaboration, we sharpen each other and reap mutual benefits from our collective efforts.”

Prof Lee’s achievements further fuel her passion to push the field forward and explore new research avenues to bring novel insights to classroom teachers. She concludes that there is no point in looking back and brooding over missed opportunities in the past. Instead, our motivation should always be focused on what we can do to make a difference in the future.

■ For more information, visit <https://www.nie.edu.sg/aug2024>



Enhance your life
by pursuing
postgraduate studies
at Management and
Science University.

#beMSUrians

Postgraduate Areas of Study :

- . Computer Science
- . Information and Communication Technology
- . Food Service Technology
- . Biomedicine
- . Engineering
- . Applied Science
- . Health Sciences
- . Biomedical Sciences
- . Information Technology
- . Clinical Pharmacy
- . Pharmacy
- . Design
- . Medical Physiology
- . Public Health
- . Anatomy



Contact us : Tel : 03 5521 6868
Email : enquiry@msu.edu.my

f @ ▶ MSUMalaysia
www.msu.edu.my

MANAGEMENT & SCIENCE UNIVERSITY (MSU) DU019(B)
University Drive, Off Persiaran Olahraga, Section 13, 40100 Shah Alam,
Selangor Darul Ehsan, Malaysia.

Dual degree in public health

A DUAL master's degree is now available for students enrolled in the Master of Science in Public Health (MSPH) at International Medical University (IMU), Kuala Lumpur, Malaysia. The availability of this dual degree programme is the result of an exciting partnership between the University of Arizona (UA) in the United States and IMU, providing students with the opportunity to obtain both an MPH degree from UA and an

MSPH degree from IMU within a total programme duration of two years. This necessitates an additional year of study after the completion of the MSPH degree.

The MPH degree from the University of Arizona is accredited by the Council of Education for Public Health (CEPH), which is the highest accreditation in America for public health and is well known worldwide. This recognition offers a multitude of

opportunities for career development and growth in Malaysia and beyond as a master's degree in public health allows students to be equipped with the expertise to put public health principles in effect in sectors such as governmental organisations, non-governmental organisations (NGOs), health organisations, educational institutions and research institutions.

The dual degree pathway offers a more reasonably priced pathway to obtaining an MPH degree from America. With the total number of programme credits shared between IMU and UA, students can save a considerable amount on tuition costs when compared to direct entry to the MPH programme at UA.

In IMU, students have the option of enrolling into the MSPH programme as either on-campus or online distance learning students. The courses from UA are fully online and are open to both part-time and

full-time students. However, students will still have the opportunity to travel to Arizona to carry out an internship in public health. Through the internship, students will be immersed in real-world experiences that will allow them to practise the concepts of public health taught during the dual master's degree and build skills for future accomplishments.

Offered through online and on-campus delivery to both local and international students, IMU's Public Health programme will provide students from a wide range of health and related professional backgrounds with the knowledge and skills in public health sciences which will make them effective contributors in their field of healthcare. It prepares one to face both old and new challenges – from infectious and chronic diseases to health risks posed by modern society's lifestyle – through multidisciplinary approaches that apply the latest scientific knowledge, common sense and teamwork to solve important health problems.

“Undertaking the open and distance learning mode provided me with the flexibility and opportunity to obtain my master's at my own pace and convenience. Although rigorous and demanding

IMU's dual master degree programme allows students to obtain two degrees within two years.


right from the start, the support provided by the lecturers and the university, supplemented with online forums and discussions with peers greatly aided in the completion of this course. I appreciated how the programme emphasised a multidisciplinary approach to public health, recognising the interconnectedness of various factors that influenced the health of people and communities,” says Haranee Paramalingam.

The MSc Public Health programme is focused on providing an exciting curriculum for the students, with a variety of teaching methods employed including tutorials, videos, practicals, field visits, seminar presentations, interactive videos, case discussions, on-site public health attachments and lectures. These are delivered by experienced faculty, who have specialised public health experience in the government and private sectors both nationally and internationally.

Abigail Dayang Nathan shares, “The course exposed me to different facets of Public Health, not just applicable in Malaysia, but also globally. Lectures and discussions were always engaging and encouraged critical thinking. Overall, the programme provided me with the skills and credentials to move forward in my career.”


The commencement of this programme is in March and September. If you are interested in joining this programme, make an online application today.

■ For more information on this or other postgraduate programmes, call 03-2731 7272, email postgraduate@imu.edu.my or visit www.imu.edu.my.



Wholly owned by UTAR Education Foundation

Universiti Tunku Abdul Rahman (UTAR)
Kampar Campus | Sungai Long Campus



“Choosing UTAR is the best decision because of its positive and nurturing culture, fostering my learning and personal growth.”

Tan Jing Jie
Doctor of Philosophy (Engineering)
(R3/520/8/0021)03/28(A6917)

Graduated with First Class Honours in Bachelor of Computer Science (Honours)
(R3/481/6/0128)03/27(MQA/FA15001)

Bachelor's Degree to PhD (with First Class Honours or minimum CGPA 3.67 and satisfactory research aptitude)



important health problems.

“Undertaking the open and distance learning mode provided me with the flexibility and opportunity to obtain my master's at my own pace and convenience. Although rigorous and demanding

IMU's dual master degree programme allows students to obtain two degrees within two years.

Future Proof Your Career with a Postgraduate Degree

- 1 Flexible and convenient with blended learning mode
- 2 Affordable fees with fee instalment plan available
- 3 Alternative entry via Accreditation of Prior Experiential Learning (APEL)

Postgraduate programmes in the following fields are available:

- Arts and Social Sciences
- Business and Management
- Chinese Studies
- Computer Science and Mathematics
- Data Science
- Education
- Engineering and Built Environment
- Sciences and Health Sciences

Open Day
(Kampar/Sg Long) 9am-5pm
9-10 Dec 2023
16-17 Dec 2023



Scan the QR code for more details

UNIVERSITI TUNKU ABDUL RAHMAN (UTAR) DU012(A)

Wholly owned by UTAR Education Foundation (200201010564/578227-M)

Kampar Campus Jalan Universiti, Bandar Barat, 31900 Kampar, Perak. 05-468 8888
Sungai Long Campus Jalan Sg. Long, Bandar Sg. Long, Cheras, 43000 Kajang, Selangor. 03-9086 0288

011-1062 3354 | 011-1062 4335

postgrad@utar.edu.my study.utar.edu.my

Unlocking growth potential

> FROM PAGE 2

fulfilment is essential.

6. Adaptability: E-commerce is a rapidly changing industry so it's important to be adaptable and open to learning new tools and technologies as they emerge.

7. Communication and collaboration: Effective communication and collaboration skills are vital, as e-commerce professionals often work in cross-functional teams and need to convey complex ideas to different stakeholders.

8. Problem-Solving: The ability to identify and solve problems is critical in e-commerce, whether it's resolving technical issues on a website or optimising the customer checkout process.

These skills acquired in graduate school are not just valuable in isolation; they serve as the foundation for a wide range of opportunities in the dynamic world of e-commerce.

Emerging opportunities

E-commerce is a transformative force that extends its influence across an array of industries, making its mark in sectors as diverse as retail, finance, healthcare, and entertainment.

For instance, in the retail industry, traditional brick-and-mortar stores are increasingly adopting online sales platforms to reach a wider audience, while e-commerce giants like Shopee continue to dominate the online retail space.

This trend aligns with the emerging field of e-commerce entrepreneurship, and graduates can leverage their skills to start and scale their online retail ventures. Such endeavours require a keen understanding of e-commerce trends, including mobile commerce (m-commerce) and ethical marketing practices.

Meanwhile, in the healthcare industry, e-commerce plays a pivotal role in streamlining the distribution of medical supplies, enabling telemedicine services, and facilitating the delivery of pharmaceuticals to patients' doorsteps.

Moreover, even the world of entertainment has witnessed a profound shift, with online streaming platforms becoming the primary mode of content consumption for millions of viewers worldwide.

Graduates with expertise in e-commerce analytics play a pivotal role in optimising these platforms for user engagement,

tailoring content recommendations through data analysis, and enhancing user experiences in the digital entertainment space.

This widespread presence emphasises the extensive impact of e-commerce and the demand for highly skilled and talented professionals who can navigate various domains. Consequently, postgraduate students will encounter a plethora of job opportunities, thanks to their well-rounded skill sets.

As e-commerce continues to reshape the future, graduates armed with these skills will be well-prepared to flourish in this dynamic and gratifying field.

