

# Star Special

THE STAR, SATURDAY 10 JUNE 2023

STAR EDUCATION FAIR



## Taking the next step

School-leavers can check out some of the best institutions of higher learning at the Star Education Fair on June 10 and 11, at the Setia SPICE Convention Centre, Penang, in their quest to further their studies.

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# Students win big at IT competition

DIAGNOSTICS and after-sales services, particularly in diagnosing previously sold defective tools, are crucial for maintaining good branding as they directly impact user experiences.

Research reveals that 83% of consumers abandon a brand after just one negative customer service encounter, while a mere 1% average human error rate can lead to significant financial costs in business operations.

In light of these findings, Asia Pacific University of Technology & Innovation's (APU) Team Techify, consisting of five BSc (Hons) in Software Engineering students, proposed an innovative IT solution, titled "Improving HILTI's After-Sales Diagnosis with 3D Scanning and Machine Learning".

This solution not only aligns with the challenges faced by the construction industry, but also positioned the team as the front-runner for the Grand Champion of the HILTI IT Competition 2023.

With this victory, the team of five claimed the championship title, which is a distinction that APU has traditionally held since 2020. The team, led by Tan Wei Siang, boasted a formidable lineup comprising business lead Jordan Sahabudin, innovation lead Jackson Tai, operation lead Goi Yi Shen and technology lead Gan Wei Jun.

The HILTI IT Competition is an annual global IT competition that provides a platform for junior



Team Techify with (from left) Gan, Jordan, Tan, Tai and Khoo (centre) joyfully celebrating the Grand Championship of the HILTI IT Competition 2023 with the award of a sponsored trip to one of HILTI's strategic IT locations in Switzerland.

talents worldwide to tackle daunting challenges from the construction industry.

Team Techify advanced to the semi-finals alongside 15 other teams in March and ultimately emerged as the Grand Champion among seven finalists. The prize ceremony was on May 12 where the team was awarded a sponsored trip to one of HILTI's strategic IT locations in Switzerland.

As a multinational company providing products and services for professionals in the construction industry globally, HILTI continuously seeks improvements in its processes amidst the paradigm shift of the fourth Industrial Revolution, aiming to maximise positive impact from the manufacturing plant to the tool service centre.

As the competition organiser, the company looks for a rejuvenating force that can transcend

the current limitations of digitalisation in the construction industry, while also considering business viability and Sustainable Development Goals (SDGs).

Based on this, Team Techify conceived a highly technical solution leveraging 3D scanning and Machine Learning (ML) to achieve better quality control, reduce tool inspection turnaround time, enhance customer experience and improve new product designs.

Team lead Tan says: "3D scanning could improve HILTI's after-sales return process by obtaining the surface deviation of the defective tools and analysing the root cause of the problem.

Meanwhile, ML can accurately predict the failure probability of all the parts with a HILTI tool based on historical data patterns.

"In contrast to manual inspection, which is susceptible to

human error and results in long turnaround times for after-sales returns, 3D scanning and ML can identify the causes of defects based on the scanning results and historical data.

"This transformative approach can elevate a business to new heights by enhancing customer experience and satisfaction. It could also help increase process efficiency by 30%, thereby contributing to profit growth."

The team received guidance from the university's mentors, including the School of Computing's senior lecturer Amad Arshad and APU alumnus of Software Engineering Victor Khoo Shien Yang. Furthermore, Team Techify's proposed solution aligned with several of the United Nation's SDGs.

By utilising ML, the solution can create a more efficient workforce and generate new job opportunities for analysts, thereby supporting SDG 8 (Decent Work and Economic Growth).

Moreover, by enhancing the company's resilience during crises and keeping it at the forefront of technological innovation, the solution contributed to SDG 9 (Industry, Innovation and Infrastructure).

The team's focus on fixing and refurbishing tools to promote sustainable consumption aligns with SDG 12 (Responsible Consumption and Production).

By integrating their proposed

solutions with these SDGs, the APU team's proposal demonstrated a broader impact and promoted sustainable practices, making it more appealing to the panel of eight judges, which included senior leaders from HILTI and senior academicians from Malaysian public and private universities.

APU's chief innovation and enterprise officer Prof Dr Vinesh Thiruchelvam, was one of the judges.

Assoc Prof Dr Tan Chin Ike, who is the head of the School of Computing, commended Team Techify's success and acknowledged the participation of Team AR Innovators, who also made it to the final round.

"The HILTI IT Competition provides an ideal platform for APU's technophiles, as we ensure that APU students not only have the necessary technical skills but a competitive mindset and problem-solving acumen that is sought after by major tech companies," he said.

"This serves as a testament to APU's position as the premier digital tech institution, offering top-notch digital technology courses that ensure the development of highly skilled talents who can meet emerging tech job demands, both locally and globally. Congratulations and well done to all the participants."

■ For more information, visit [www.apu.edu.my](http://www.apu.edu.my)

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# Empowering design excellence

EQUATOR College is an award-winning institution with more than 30 years of experience in the art and design industry.

As a MyQuest 6-Star College in Malaysia, Equator College is established as the leading art, media, and design college in the northern region.

The college is committed to providing its students with an unmatched education and experience, delivered through innovative and cutting-edge approaches during teaching and learning.

Equator College provides a variety of art and design programmes namely in graphic and multimedia design, digital 3D animation, fine art, interior design, architectural technology, fashion design technology, and business studies, and enrolment is now open for the August 2023 intake.

The college also offers a Foundation In Design & Offshore Degree Programme majoring in Architecture.

The foundation programme offers diverse major and minor

**“Equator College is committed to providing its students with an unmatched education and experience.”**

elective modules in the Art and Design disciplines such as Architecture, Graphic Design, Interior Design, Digital 3D Animation, Fashion Design and Fine Art.

The one-year foundation programme delivers a diverse set of creative and technical skills required before enrolling into a bachelors degree in design or related fields, including art and design skills, drawing and sketching, photography, presentation and illustration, and basic computer graphic skills.



Equator College is an established art, media and design college with more than 30 years of experience.

Equator College graduates are highly sought after by the industry as they are able to produce high-quality products which suit the market needs using the techniques and knowledge they learnt in college.

The college has established a partnership with Arteesan and will work hand in hand to enable students to develop the necessary skills and knowledge needed to succeed in the competitive art market, as well as provide them with

opportunities to showcase and sell their artwork both locally and internationally with NFT-enabled technology.

Recent collaborations with Switch World 2023 in May also gave Equator College's students the opportunity to showcase their work in AR installation.

The events give students exposure and paved the way for them to experience real-world projects through the lens of AR with the creativity of each different individual.

The college will also be organising an Open Day on June 17, at 7, Leith Street, Penang.

Various student works will be showcased and prospective students will have the opportunity to meet with Equator College's academic team to find out more about the programmes offered at the college.

■ For more information, call 04-261 5116 or 016-488 0415.



**msu**  
management & science university

# OPEN DAY

Let's #go2msu

 **22-24 June 2023**

 **10am - 4pm**

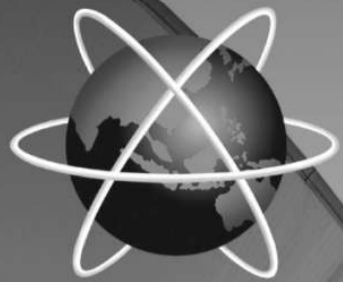
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\*terms & condition apply

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LEARNING  
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# OPEN DAY

## 10-11 JUNE

10am - 5pm @ APU Campus

Engineering \ Computing & Technology \ Media & Communication \  
Business & Management \ Digital Marketing \ Tourism & Hospitality \  
Animation & Visual Effects \ Games Development \ International Relations \  
Accounting & Banking \ FinTech & Finance \ Industrial Design \  
Actuarial Science \ Psychology

\*Latest QS Stars University Ratings.

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# Quality education at top-notch university

MANAGEMENT and Science University (MSU) is a Quacquarelli Symonds (QS), global multi-ranked institution focused on building holistic human capital.

Envisioning a better, more sustainable future for all, MSU champions equality by providing a level playing field across extensive efforts in transforming lives, and enriching the future.

The university's award-winning academic programmes meet the stringent standards of local and international bodies.

MSU accreditors include the Malaysian Qualifications Agency, the United Kingdom's Accreditation Services for International Schools, Colleges & Universities (ASIC), Japan's Alliance on Business Education and Scholarship for Tomorrow (ABEST21), the Netherlands' Accreditation Council for Entrepreneurial and Engaged Universities (ACEEU), the United Kingdom's Institute of Biomedical Science as well as Sri Lanka's University Grant Commission.

MSU currently ranks in the QS Top 100 among the world's top young universities; QS Top 200 among Asia's best universities; QS Top 30 among Southeast Asia's best universities; QS Top 301+ for Graduate Employability Ranking; QS Top 601+ of the world's best universities in the QS World University Rankings (WUR) 2023 and Times Higher Education Top 401+ for University Impact Rankings 2022.

MSU has been ranked Top 50, Top 150, and Top 350 in the QS WUR by Subject 2023.

Receiving rankings in the Arts and Humanities as well as the Social Sciences, MSU is now a World Top 50 University for Hospitality and Leisure Management, a World Top 150 University for Art and Design, and a World Top 350 University for Business and Management Studies.

Recently, MSU has emerged as the first higher education institution to achieve an EMNA E-STAR from the Entrepreneurial Mindset Network, an international community of practice with members in 105 countries dedicated to helping people make their unique contributions to the world.

The EMNA E-STAR not only recognises the MSU commitment to quality education, research, and entrepreneurship, but also the varsity's contributions to the private, public, and not-for-profit sectors through the development and enablement of value creation across the economic, social, cultural, and environmental domains.

Prior to this, MSU is Asia's first to be recognised by ACEEU as an Entrepreneurial and Engaged University and is the Most Valuable Brand Education – Leadership and Human Capital Management 2021 for The World Brands Foundation

MSU has also been awarded Platinum 5 Crowns by the ASIC; as well as QS 5-Stars Overall on the metrics of Teaching, Graduate Employability, Academic Development, Internationalisation, Hospitality and Leisure Management, Online Learning, Social Responsibility and Inclusiveness.

As an applied and enterprise university focused to enhance graduate employability, the MSU graduate employability currently ranks at 97.5% of its graduates successfully securing employment within six months of their graduation on the Higher Education Ministry (MOHE) tracer study.

Also rated by MOHE as Setara Tier-5 Excellent Status for Emerging University as well as ranked The Most Entrepreneurial Private University in Malaysia.

MSU is also the first university recognised outside of Japan by the ABEST21 and the first to be recognised by the ASIC as a Global TVET Model University with



MSU had received the ASIC double awards of Excellence in Quality International Education and Outstanding Contribution to International Education.

Outstanding Leadership in International TVET Education as well as the Fellowship Award for Leadership.

MSU had received the ASIC double awards of Excellence in Quality International Education and Outstanding Contribution to International Education.

MSU International Medical School Bangalore campus is Malaysia's first off-shore medical school granted the full five-year accreditation by the Malaysian Medical Council, and MSU's MBBS programme is recognised by India's National Medical Commission, Sri Lanka Medical Council and Maldives Medical and Dental Council. The establishment of the MSU Medical Centre has put MSU as the first private university in Malaysia that has its own private specialist hospital.

The MSU mission for excellence is benchmarked against internationalisation, industry marketability, job creator mindset, community sustainability, research, lifelong learning, and flexible education.

Its highly qualified academics and international visiting professors support a holistic curricular framework that delivers compelling learning experiences.

Blending technical vocational education and training (TVET) with traditional academic curricula, MSU enhances competencies with industry internship, community and creative entrepreneurship, as well as global exposure; empowering MSU graduates with the well-roundedness desired and sought after by employers.

Further, various skills enhancement programmes which are aimed to improve students' competitiveness are offered to students.

The Graduate Employability Skills and Personal Enrichment Competencies programme at MSU serves to improve the students' soft skills.

Extensive partnerships and collaborations with more than 300 institutions in over 40 countries worldwide provide comprehensive mobility opportunities for all MSU students, enhancing their graduate employability through global exposure through studies and internships abroad.

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.

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 to transform lives and enrich the future.