

## Realise your entrepreneurial ambitions

THE global pandemic has made many realise that starting their own business is not as far-fetched an idea as it may seem. While success stories like Grab, Shopee and Netflix get all the headlines, there are plenty of small businesses and side hustles that generate a decent income. What's more, running your own business and being your own boss is a dream for many, particularly in an uncertain job market where continued employment can no longer be taken for granted. On the other hand, companies themselves, whether large or small, need to grapple with new challenges in a dynamic and rapidly changing business environment. Undoubtedly, those with an entrepreneurial mindset, who are able to quickly grasp and capitalise on opportunities, tend to rise the fastest, whether in starting their own business or climbing the corporate ladder.

### Henley Business School

Established in 1945, Henley Business School at the University of Reading has a long-established reputation as one of the UK's premier business schools. According to the *Financial Times European Business School Rankings 2020*, Henley is ranked in the Top 10 of UK Business Schools. Henley is also amongst the one hundred or so elite business schools in the world with triple-crown accreditation from AACSB, AMBA and EQUIS\* in recognition of the quality of its teaching and research (\*AACSB – Association to Advance Collegiate Schools of Business, AMBA – Association of MBAs, and EQUIS – European Foundation for Management Development (EFMD) Quality Improvement System).

Students in Malaysia have the opportunity to study with Henley Business School at the University of Reading's international branch campus located at Educity, Iskandar Puteri. Students get the best of both worlds – they receive exactly the same prestigious



The award-winning campus in Reading UK is only 22 minutes by train to London.

University of Reading degree but pay only 40% of the overall estimated costs versus studying on the Henley UK campus, taking into account university fees and living expenses.

### Nurturing entrepreneurial leaders

The Business and Management degree programme offered at Henley Business School is specifically designed to nurture entrepreneurial leaders. Aside from those with entrepreneurial aspirations, the programme is ideal for those exploring business careers in marketing, sales, business analysis, advertising, customer service and human resources. Furthermore, as more companies transition to the digital economy, there will be an increasing need for graduates with

excellent entrepreneurial skills.

The Business and Management programme has been developed with the help of experts from the renowned Henley Centre for Entrepreneurship in the UK, recognised by the AACSB accreditation agency in 2017 as among the top 20 centres for entrepreneurship in the world. Some of the elements in developing successful entrepreneurial ventures include:

- Identifying market gaps and unmet needs
- Developing and experimenting with different solutions
- Bringing solutions to the market quickly
- Maintaining flexibility and adapting solutions in response to customer feedback
- Building an agile team
- Persistence over the longer-term

The programme helps students develop a holistic view of modern business; some of the core modules and topics that students on the programme cover include:

- Markets and marketing
- Management
- Finance
- Strategy
- Human resources

The approach taken at Henley is to get students involved in entrepreneurial activities, such as entrepreneurship projects and student competitions. Students therefore benefit from a learning experience that is highly experiential in nature. Not only do students examine contemporary business theory and frameworks, they also get to apply the theory to real-life entrepreneurship projects.

Through the adoption of a practise-oriented and action-learning approach, students take a business idea from conception through to implementation. In doing so, students develop essential soft skills such as pitching, influencing and business communications. Students are also exposed to cutting-edge topics such as digital marketing and innovation, which are seen as critical as organisations shift to Industrial Revolution 4.0 and the digital economy. It should be noted that the university's location in Educity Iskandar provides many opportunities to engage with start-up ventures which are part of the Iskandar ecosystem.

Students benefit significantly from the team of dedicated, experienced and qualified academic staff at the Henley Malaysia campus, 75% of whom have PhDs. Henley is fortunate to have diverse expertise in key areas such as data analytics, marketing, strategy, finance and

human resources. The low student-to-staff ratio also allows students to benefit from a more personalised learning experience, and receive a high level of interaction and mentoring from academic staff.

Upon completion of the programme, students are equipped with an entrepreneurial skill set that enables them to be adaptable, creative, analytical and digital-savvy. Graduates are well-prepared to join the 21st century workforce and pursue many different career paths.

### The Henley UK experience option

Students can take advantage of the flexible options which allow them to spend one or even two years at the Henley UK campus. The option may appeal to parents who wish to send their children to study in the UK but are concerned about travel restrictions and health and safety in the current pandemic situation. Some of the benefits of spending time on the Henley UK campus is the opportunity to embrace a new culture and environment, meet new friends and expand one's network. Showcasing your experience of living abroad is also excellent for your CV.

The Henley building is situated on the university's main campus in Reading UK, which is set in 130ha of beautiful parkland and has won the Green Flag award nine times in a row, making it one of the UK's best green spaces. The campus has everything a student could need, including sports facilities, health centre, eateries, a supermarket and on-campus accommodation.

Furthermore, Reading town is only a 22-minute train ride from London, making it ideal for students who are seeking to make the most from their time in the UK.

### Admissions

The entry points for new students are in April, July and September each year.

Students with a recognised foundation, STPM, A-Level, UEC or equivalent qualifications can apply for direct entry to any of the programmes at Henley Business School in Malaysia. SPM, IGCSE and equivalent holders should first enrol for the 12-month International Foundation Programme (IFP). Upon successful completion of the IFP and meeting all the necessary requirements, students have the option to start their studies with Henley either in Malaysia or the UK. High Achievers Scholarships valued up to RM33,840 are available for those with excellent academic grades (subject to terms and conditions).

■ For more information, call or WhatsApp Ben 016-721 5700 or Kristinah 016-206 4012, email [my.enquiry@reading.edu.my](mailto:my.enquiry@reading.edu.my) or visit [www.reading.edu.my](http://www.reading.edu.my) or follow the university on Facebook and Instagram.



The stunning University of Reading Malaysia campus in Educity Iskandar.

# A fun and immersive way into communication studies

THE Faculty of Arts and Communication (FAC) of HELP University offers the Bachelor of Communication (BCom) (Hons) in three major options: Marketing Communication, Media Studies and Public Relations. It also offers a two-year Diploma in Communication (Dip Com) to provide a pathway for SPM/O-Level/UEC holders to enter Year 2 and graduate with the BCom degree in just four years.

Dip Com modules include social and business communication, data analytics, filmmaking for Youtube and social media, video production, advertising and digital marketing.

"The faculty is a hive of activity and creativity. All programmes are heavily hands-on. Classes are fully integrated and designed to address the individual and group needs

of students. The emphasis is practical, interactive, fun and immersive", says faculty dean Prof Andy Hickson.

"They are taught by industry experts, academics and professionals who lead you on amazing physical and imaginative journeys that will take you to places and teach you things you never thought possible.

"The HELP Diploma or Bachelor's degree in Communication nurtures skills and capabilities that put students way ahead of the competition. The curriculum is designed to open up their creative minds to enable them to reach their maximum potential. Students will be amazed by their own capability and astound others with their

transformation. I call it transformative communication."

The faculty's lecturers are professionals who have worked in production houses, TV stations, advertising and PR agencies and media research houses. This rich background enables them to impart professional quality teaching to students.

Students themselves obtain hands-on experience at the faculty's facilities, which include a Broadcast Centre for audio and video production; Media Studio for production and post-production work-flow; Radio Station completely run by students and operating on a Mac platform; and a Film Studio where students learn skills like multiple camera production recording, green screen

HELP's Diploma and Bachelor's degree in Communication nurture skills and capabilities that put the students ahead of the competition.

production, broadcast standard workflow, and professional standard photography.

The equipment includes broadcast quality cameras, DSLRs, lighting, audio recording devices, and editing software. Workstations are equipped with apps such as Hitfilm Express (video editing and visual effects), Davinci Resolve 16 (video editing and colour correction), Motion 5 (visual effects) and Compressor (media export tools).

Prof Hickson provides exemplary leadership to the faculty, being an expert in communication arts and methodology. His wide range of skills and achievements includes social theatre, stage actor, film director and producer, lecturing, writing books and plays, and online virtual learning.

His work has involved using creative activities to deal with issues of bullying, peace and violence with young people and with disadvantaged and vulnerable groups in the UK and abroad. He is the founder of Actionwork, a theatre and film-in-education company in the UK that promotes empowerment to reduce bullying and violence in schools.

Prof Hickson is fluent in the Temiar language and produced the Neuro Dramatic Play adventure for the aboriginal Temiar community in Malaysia.

Under his leadership and supported by the industry-standard facilities and equipment, the faculty is a hive of activity all year round.

Its signature event *Boleh Host?!* is a hugely popular annual competition where young people host their own TV or radio show in front of celebrity judges, with attractive cash prizes for the winners. The Damansara Heights campus of HELP takes on a carnival atmosphere as Com students play host to industry guests and students from other academic departments, and together, they attend workshops and visit food and drinks stalls.

Besides staple events like the HELP Film Festival, Prom Night and Halloween Massacre Night, there are active student clubs that organise activities aimed at sharpening their creative and organisational abilities.

The HELP Radio Club is a campus online streaming radio station broadcasting from the faculty's studio where members learn to manage a radio station and programme content like

news, commentaries, sports, young adult and music.

The Institute of Public Relations Malaysia Student Association (IPRMSA), established in collaboration with the Institute of Public Relations Malaysia (IPRM), the professional body for PR practitioners, serves as a platform for students to gain public relations skills and knowledge through PR-oriented programmes and interaction with PR professionals.

True to its name, the Creative Production Society (CPS) explores all avenues to release the floodgates of creativity of Com students to display their talent in diverse fields like photography, graphic design, directing, editing and writing in all media platforms.

This diversity of learning experiences produces graduates who are versatile and easily employable. The faculty's archives are full of profiles of graduates employed in a wide variety of businesses, industries and organisations. There are also abundant testimonies attesting to the efficacy of the programmes.

Lee May Yan, a Marketing Communication major who graduated with First Class Honours, says, "It was a great experience. The lecturers really go out of their way to help students achieve their dreams. I had countless opportunities to grow and find my potential both as a student and as a person. Their guidance and effort show their dedication and passion for teaching. It was an honour to learn from such amazing people. It was a great three years of fun".

Graduate and former beauty queen Alexis Sue-Ann Seow, adds, "Studying at HELP didn't mean I had to neglect my job as a host in the entertainment industry; instead it taught me skills that further educated me and enhanced my abilities. All the subjects are carefully crafted to guide students to perform and achieve the highest success in their work."

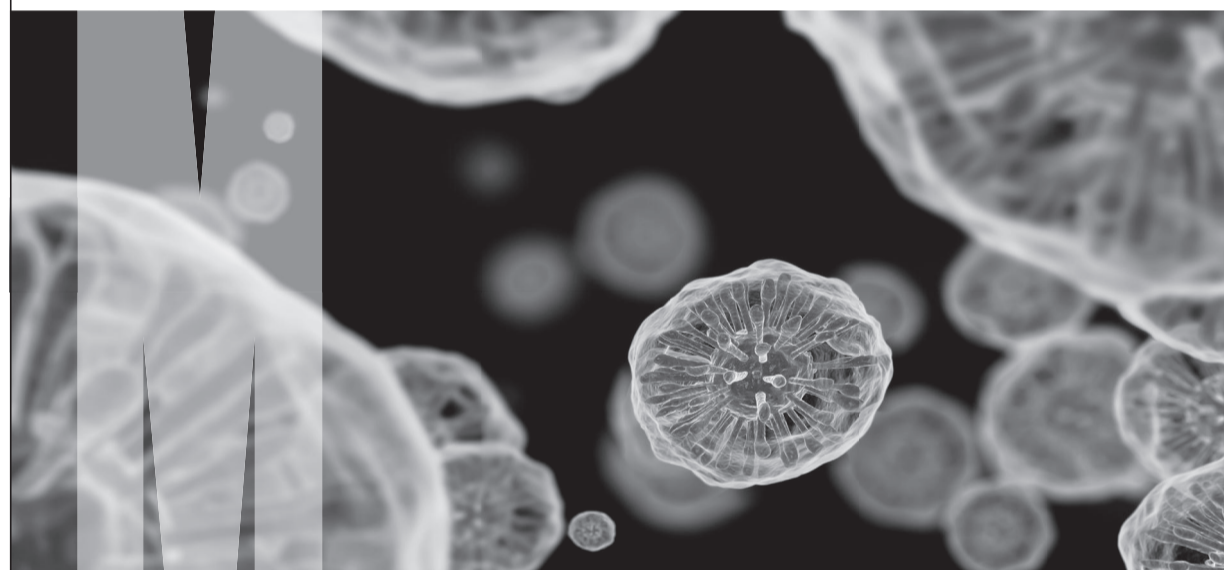
Multi-talented Seow, a BCom (Hons) Public Relations major, was the first runner-up in the 2018 Miss Universe Malaysia contest and winner of the Miss World Malaysia title in 2019.

■ For more information, call 03-2716 2000 or email [marketing@help.edu.my](mailto:marketing@help.edu.my)



**MONASH**  
University

MALAYSIA



## Create solutions for a better tomorrow

Join us to make change happen.

Learn from our academic staff through a range of courses aimed at enhancing your employability:

### • Bachelor of Science

KPT/JPT (R2/421/6/0027) 10/25 - MQA/SWA0129

Majors available: Applied microbiology • Biotechnology  
Genomics and bioinformatics • Medicinal chemistry  
Psychology • Tropical environmental biology

### • Bachelor of Medical Bioscience

KPT/JPT (R/721/6/0040) 06/24 - MQA/SWA0795

### • Bachelor of Food Science and Technology\*

KPT/JPT (R/541/6/0022) 06/24 - MQA/SWA0794

\*Accredited by the International Union of Food Science and Technology (IUFoST).



[monash.edu.my/science-ug](http://monash.edu.my/science-ug)

Monash University is ranked

**36<sup>th</sup>**  
for  
Chemistry

**65<sup>th</sup>**  
for  
Biological  
Sciences

QS World University Rankings by Subject 2021

**APPLY NOW**  
for the July 2021 intake!

Scholarships available  
[monash.edu.my/scholarships](http://monash.edu.my/scholarships)

Monash University Malaysia Registration No. 199801002475 (458601-U) DULN002(B)

📍 Jalan Lagoon Selatan, 47500 Bandar Sunway, Selangor, Malaysia 🌐 [monash.edu.my](http://monash.edu.my) 📧 [mum.enquiry@monash.edu](mailto:mum.enquiry@monash.edu) ☎ +603 5514 6000



production, broadcast standard workflow, and professional standard photography.

His work has involved using creative activities to deal with issues of bullying, peace and violence with young people and with disadvantaged and vulnerable groups in the UK and abroad. He is the founder of Actionwork, a theatre and film-in-education company in the UK that promotes empowerment to reduce bullying and violence in schools.

Prof Hickson is fluent in the Temiar language and produced the Neuro Dramatic Play adventure for the aboriginal Temiar community in Malaysia.

Under his leadership and supported by the industry-standard facilities and equipment, the faculty is a hive of activity all year round.

Its signature event *Boleh Host?!* is a hugely popular annual competition where young people host their own TV or radio show in front of celebrity judges, with attractive cash prizes for the winners. The Damansara Heights campus of HELP takes on a carnival atmosphere as Com students play host to industry guests and students from other academic departments, and together, they attend workshops and visit food and drinks stalls.

Besides staple events like the HELP Film Festival, Prom Night and Halloween Massacre Night, there are active student clubs that organise activities aimed at sharpening their creative and organisational abilities.

The HELP Radio Club is a campus online streaming radio station broadcasting from the faculty's studio where members learn to manage a radio station and programme content like

news, commentaries, sports, young adult and music.

The Institute of Public Relations Malaysia Student Association (IPRMSA), established in collaboration with the Institute of Public Relations Malaysia (IPRM), the professional body for PR practitioners, serves as a platform for students to gain public relations skills and knowledge through PR-oriented programmes and interaction with PR professionals.

True to its name, the Creative Production Society (CPS) explores all avenues to release the floodgates of creativity of Com students to display their talent in diverse fields like photography, graphic design, directing, editing and writing in all media platforms.

This diversity of learning experiences produces graduates who are versatile and easily employable. The faculty's archives are full of profiles of graduates employed in a wide variety of businesses, industries and organisations. There are also abundant testimonies attesting to the efficacy of the programmes.

Lee May Yan, a Marketing Communication major who graduated with First Class Honours, says, "It was a great experience. The lecturers really go out of their way to help students achieve their dreams. I had countless opportunities to grow and find my potential both as a student and as a person. Their guidance and effort show their dedication and passion for teaching. It was an honour to learn from such amazing people. It was a great three years of fun".

Graduate and former beauty queen Alexis Sue-Ann Seow, adds, "Studying at HELP didn't mean I had to neglect my job as a host in the entertainment industry; instead it taught me skills that further educated me and enhanced my abilities. All the subjects are carefully crafted to guide students to perform and achieve the highest success in their work."

Multi-talented Seow, a BCom (Hons) Public Relations major, was the first runner-up in the 2018 Miss Universe Malaysia contest and winner of the Miss World Malaysia title in 2019.

■ For more information, call 03-2716 2000 or email [marketing@help.edu.my](mailto:marketing@help.edu.my)



From left to right, Seow, Prof Hickson, *Boleh Host?!* winner Heer Raj Mahal, a fellow contestant and celebrity judges.



# PSYCHOLOGY

Understanding people and their behaviour is a complex matter; but once you do, it opens up multiple career avenues

## BSc Psychology

(R/311/6/0074)(07/2025)(MQA/FA6235)

## BSc Psychology with Professional Placement

(N/311/6/0118)(03/2028)(MQA/PA14287)

Same degree as our UK campus

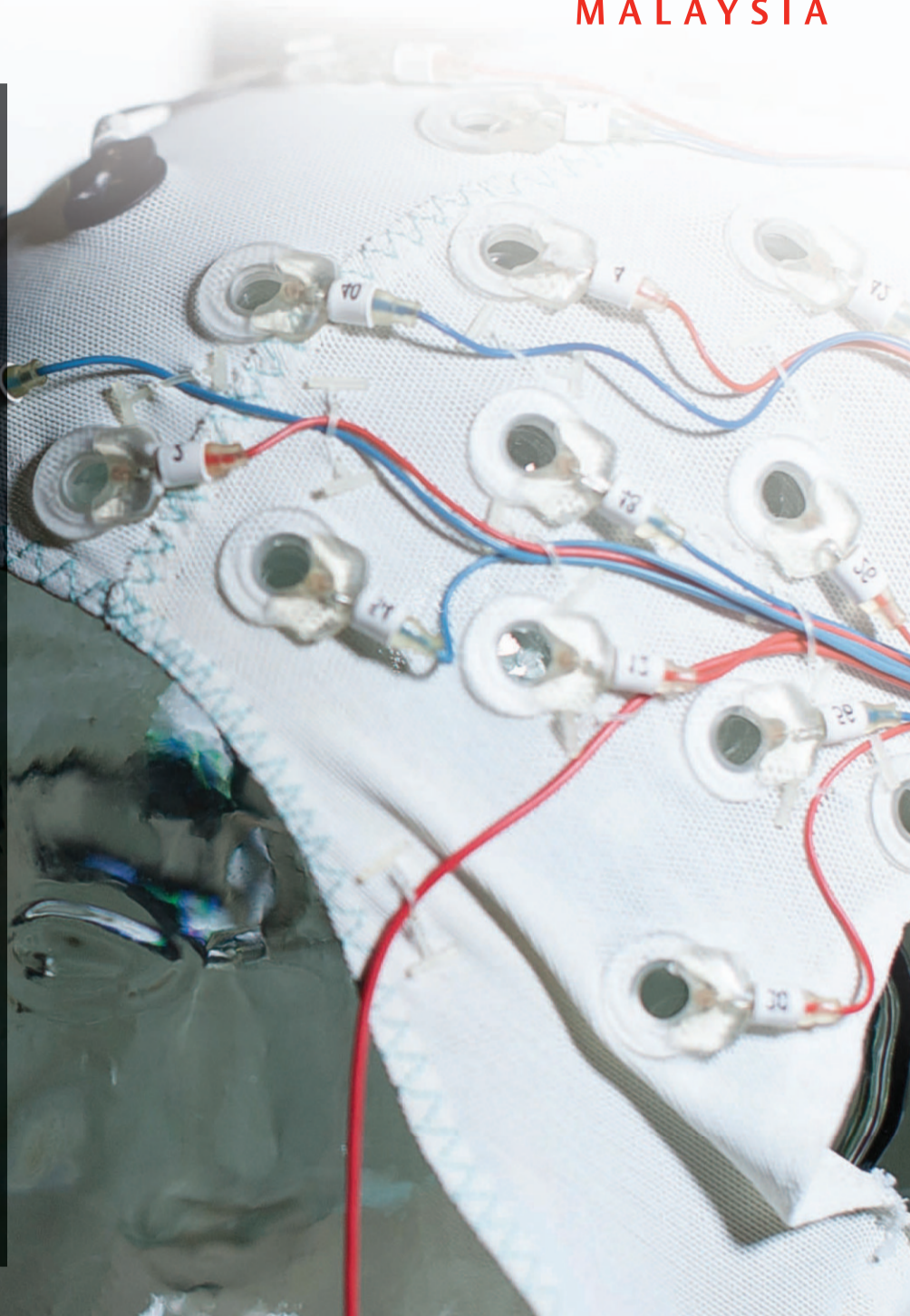
Apply psychological research methods to solve real-world problems

Brain and behaviour research lab

Accredited by the British Psychological Society

Career avenues in healthcare, education, business and human resources

[reading.edu.my/psychology](http://reading.edu.my/psychology)



## WORLD-LEADING PROGRAMMES SCHOLARSHIPS

### University English

Our Pre-Sessional English

(R/KJP/00837)(07/2023)(R/KJP/00838)(07/2023)

Builds confidence in English communication and develops academic study skills

### International Foundation Programme (IFP)

Pathway for SPM, IGCSE and equivalent holders resulting in Foundation in Business

(R/010/3/0173)(07/2023)(MQA/FA3723)

### BSc Accounting and Finance

(R/343/6/0214)(08/2028)(MQA/FA8518)

### BSc Finance and Business Management

(R/340/6/0485)(11/2024)(MQA/FA5216)

### BA Business and Management

(R/345/6/0827)(07/2025)(MQA/FA7579)

### BSc Real Estate

(R/341/6/0042)(07/2025)(MQA/FA7578)

### Bachelor of Laws (LL.B)

(N/380/6/0058)(06/2024)(MQA/PA12029)

### BSc Psychology

(R/311/6/0074)(07/2025)(MQA/FA6235)

### BSc Psychology with Professional Placement

(N/311/6/0118)(03/2028)(MQA/PA14287)

### BSc Quantity Surveying

(R/526/6/0145)(07/2025)(MQA/FA7112)

### Provost's Award

Awarded on a highly selective and competitive basis to a new student with a 100% discount off their tuition fees for the entire programme of study\*

### High Achiever's Scholarship

Automatically awarded to eligible students with up to a 30% discount off their tuition fees\*

\*Terms and conditions apply



## INTERNATIONAL BRANCH CAMPUS

of the University of Reading, UK

**SAME PRESTIGIOUS DEGREE** as awarded on the UK campus

Located in **EDUCITY, ISKANDAR** Malaysia's dedicated education hub

## JULY ENTRY - Apply Now!

Call or WhatsApp NISHEN +6016 2184 012

### University Entry in 2021

University English  
Jan & May

Foundation & Undergraduate Degree  
Apr\*, Jul\* & Sep  
\*Terms and conditions apply

### FOR COURSE ENQUIRIES

+607 2686 205 ☎ +6016 7725 400

✉ [my.enquiry@reading.edu.my](mailto:my.enquiry@reading.edu.my)

Persiaran Graduan, Kota Ilmu, EduCity, 79200 Iskandar Puteri, Johor

**[www.reading.edu.my](http://www.reading.edu.my)**

Registration No: DULN008 (J)



# Higher quality animal genome sequencing a key milestone in biology



SCIENTISTS have generated high-quality DNA sequences for several vertebrate species as part of a worldwide effort to understand the complete genetic makeup, or genomes, of more than 70,000 animals that includes mammals, reptiles, amphibians, birds and fish.

The Vertebrate Genomes Project (VGP), which began five years ago, demonstrates in a series of landmark studies published in *Nature* and other prominent scientific journals that researchers are now able to produce near error-free, high-quality animal genome sequences.

These genome sequences will address central questions in biology and disease, identify species threatened with extinction, and conserve genetic information of sequenced animals for posterity.

Farooq Omar Al-Ajli, a PhD candidate at Monash University Malaysia and the lead investigator of the Qatar Falcon Genome Project, is among the co-authors of two VGP papers, including the flagship paper published in the prestigious *Nature* journal in April this year.

Al-Ajli sequenced and assembled the gyrfalcon genome as part of a collaboration

between the Qatar Falcon Genome Project, Monash University Malaysia and VGP.

He describes the study as a landmark paper in genomics, "It is setting the standards for reference genome sequencing for the future, and making high-quality genome sequences accessible to researchers worldwide."

Al-Ajli adds that the VGP and its Genome Ark database have made conservation genomics a tangible and practical approach to addressing global mass extinction.

Monash University Malaysia and Qatar Falcon Genome Project are active members in VGP, through Al-Ajli's work on falcon genomics, with plans to expand their collaboration by including more indigenous species as part of the Malaysian BioGenome Project.

Prof Sadequr Rahman, director of the Tropical Medicine and Biology Multidisciplinary Platform, School of Science, Monash Malaysia, who supervised Al-Ajli's PhD project, says he was delighted with his student's achievements.

"Al-Ajli brought together the Qatar Falcon Genome Project, Monash University Malaysia and the VGP, showcasing what is

possible with a student whose research is driven by passion, which in this case is to contribute to the conservation of falcons," Prof Sadequr says.

Assoc Prof Qasim Ayub, who is also Al-Ajli's co-supervisor, shares that "such studies demonstrate how DNA sequencing, and improvements in joining sequences together, that are described in the current publication, can lead to better resolution of genomic variation and improve population studies that promote bio-conservation of species. Such studies can be used to capture the molecular basis of biodiversity and understand evolutionary adaptations in any species, including birds of prey that Al-Ajli is passionate about."

The availability of high-quality genome sequences for all vertebrate species, especially endangered ones, will allow us to address the conservation question from novel angles and help us manage and inform conservation efforts more effectively.

"The implications are even more pressing for a megafauna country like Malaysia, which is home to many iconic, endemic, yet endangered vertebrates. Other ambitious and cutting-edge conservation and genome

Farooq Omar Al-Ajli is not only a PhD candidate at Monash University Malaysia but is also the lead investigator of the Qatar Falcon Genome Project.

editing efforts, such as the possible recovery of extinct animals and genome engineering, can also benefit from the results developed by VGP," says Al-Ajli.

The VGP involves hundreds of international scientists working together across more than 50 institutions in 12 different countries and is exemplary in its scientific cooperation, extensive infrastructure, and collaborative leadership. It is chaired by Prof Erich Jarvis, a prominent investigator at Howard Hughes Medical Institute, USA.

Monash University Malaysia Genomics Facility and Tropical Medicine and Biology Multidisciplinary Platform in the School of Science are among the contributors to this landmark study.

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

## COMMUNICATION

- Bachelor of Communication
  - Media Studies
  - Marketing Communication
  - Public Relations
- Diploma in Communication
- Certificate in Filmmaking



- International talent including academics, industry leaders, artists, award-winners and celebrities backed by the world's leading media organisations

- Lecturers with experience as performers, directors, producers and writers in agencies, TV stations, media research houses, social media organisations and advertising agencies

- A film studio equipped with professional recording facilities, industry standard equipment and our own radio station.

### A NEW GENERATION OF OUTSTANDING ACADEMICS WITH INTERNATIONAL REPUTATIONS AND MULTICULTURAL BACKGROUNDS

**Prof Dr Andy Hickson**  
Dean of the Faculty of Arts and Communication  
PhD (Exeter), MA (Social Anthropology) (School of Oriental and African Studies, London), PGDE (Exeter)

Dr Andy Hickson is an active proponent of Theatre and Film in Education. He is skilled in social theatre, stage acting, and directing and producing films. Andy's extensive travels include Russia, Mongolia, Zambia, Botswana, Argentina, Brazil, Malaysia, Japan and China. He spent two years living with the Temiar Orang Asli. He has lectured at the Universities of Exeter, Sussex, Kyoto, School of Oriental and African Studies, London Medical College, Institute of Dramatherapy, and the British Council.



**HELP University**  
university of achievers  
DU028(W)



"Because I am a graduate from HELP University many prestigious companies offered me opportunities. Thus I have gained valuable experiences and skills from prestigious organizations like Bursa Malaysia, Sunway Theme Parks, and See Hoy Chan. At HELP, I also acquired lifelong skills in critical thinking and creative leadership. Because of this I can also choose my mission. I am now a happy teacher at a prestigious Montessori school."

**Shereen Raj Boniface**  
BComm (Marketing Communication)  
Final Year progressed to Northumbria University, UK; awarded First Class Honours  
Montessori Educator

"HELP's Marketing Comm degree equipped me with the relevant skills for my work as a brand catalyst at my advertising agency. Whatever the major, HELP's Communication programme has fully prepared me and my classmates for the future. I must say HELP is different as it is caring in helping its students to be successful."

**Nur Hidayah binti Zaili Razib**  
BComm (Marketing Communication),  
First Class Honours  
HELP University President's Award recipient



DAILY ONLINE COUNSELLING & APPOINTMENTS 10.00am - 5.00pm

100% application fee waiver + Study awards available

☎ 03- 2716 2000 | 🏠 [www.help.edu.my](http://www.help.edu.my) | 📘 [facebook.com/HELPUniversity](https://facebook.com/HELPUniversity)