



## Initiatives to propel your career

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# Enabling everyone the chance to learn

WITH 42 years of experience in education, Prof Emeritus Tan Sri Datuk Sri Ir Dr Sahol Hamid unquestionably is best suited for his new role as vice chancellor at UNITAR International University. Slowly rising from the position of assistant lecturer right up to being vice chancellor at Universiti Teknologi MARA (UiTM), his passion has always been in the area of education, despite being a certified engineer.

Besides Malaysia, Prof Sahol also has a long history of working overseas. He is the first foreigner to become the vice chancellor at B.S. Abdur Rahman Crescent Institute of Technology in India. He was also a consultant at two universities in Turkey. "My job is to provide the universities with insights on how they can manage better," he says.

With a combination of vast experience, high qualifications and strong industry



Prof Emeritus  
Tan Sri Datuk  
Sri Ir Dr Sahol  
Hamid.

connections, many universities have reached out for Prof Sahol's expertise, but he felt a calling at UNITAR. He says, "The main reason I chose UNITAR is because it caters to the B40 group, which is something that I've been focused on for many years. Money is never the issue. I do it because of passion."

While UNITAR is already a reputable international university, Prof Sahol is determined to take the university to another level. "The word that should come to everyone's mind whenever UNITAR is mentioned is quality," he asserts. He acknowledges that creating an image is not enough. A whole system should be developed to be consistent with the aims of the university.

Among the first moves to turn this vision into reality, UNITAR launched the innovative and versatile UNITAR Passport Programme to make it more accessible for anyone to attain a tertiary qualification.

The key element of the Passport Programme is UNITAR's Micro-Credentials. These are bite-size versions of UNITAR's accredited academic programmes, offered through a flexible and personalised approach.

"Instead of enrolling into a full academic programme, you can choose a selected number of courses and it will be a part of the passport. You can even choose the mode of learning that fits you best," Prof Sahol explains.

Enrolling in a UNITAR's Micro-credential will allow students to deepen their understanding of a subject, with the opportunity to earn a professional or academic credential, at their own pace.

Prof Sahol elaborates, "This programme is a perfect fit for everyone, be it SPM leavers or working adults who are trying to upskill themselves but are unable to do so due to some



Prof Sahol believes that everyone deserves the same opportunity to education because it is their right.

personal constraints. I want everyone to have the same opportunity to education because it is their right."

Enrolling in UNITAR Micro-Credentials offers a flexible solution and does not have as tight an entry requirement as compared to traditional academic programmes. The university offers a variety of courses under eight main clusters – Organisational Development, Business and Entrepreneurship, Digital Technology, Hospitality, Education, Research and Analysis, Creativity and Design as well as Culinary. These innovative clusters of academic-backed, competency-based and industry-competitive learning modules have been made available this month.

Through this programme, Prof Sahol is aiming for a 100% employability rate for UNITAR students. He shares, "The industry

wants students who can enter the job market and be ready to work. We are complying with the requirements from the industry. With employers telling us the characteristics and skills that they need from future jobseekers, the passport programme will cover those gaps."

He believes that this is how the education should evolve and how forthcoming curriculums should be designed to be future employability-proof. If every university can do the same, the country will progress and the unemployment rate in the country will in turn reduce.

■ For more information, call 03-7627 7200, WhatsApp 011-1051 2825, email enquiries@unitar.my, visit UNITAR's website <https://unitar.my/> or follow its Facebook and Instagram: @myunitar

## In a league of his own

ACADEMICALLY strong and enthusiastic in co-curriculum activities, Management and Science University (MSU) alumnus Goh Wen Jian is in a league of his own.

The third child in his family, Goh pursued his Foundation (Science Biology/Health Science) and progressed to Bachelor in Medical Sciences (Hons), International Medical School, and is now pursuing his Master in Science in biomedicine at MSU's School of Graduate Studies under the President's Scholarship.

His relentless efforts in maintaining above-the-bar CGPA throughout his studies at MSU earned him much applause and recognition at the 26th convocation in 2020. Goh is the recipient of Mohd Shukri Yajid Outstanding Award for his high achievement in both academic and outside-the-classroom activities.

He was president of the Student Representative Council; Sports and Recreation exco; president and exco of the Adventure Club; vice-president of the Malaysian National Student Consultation Council; and general leader at the Asean Youth Council.

A recent feather added to his hat was an appreciation award recognising his contribution in sports and leadership at the university; an award handed out by MSU President Prof Tan Sri Datuk Dr Wira Mohd Shukri Abdul Yajid himself at the President's Appreciation Awards for Leadership and Sportsmanship 2020.

He was also a national parliamentary debater in 2019.

Goh recollects the experience as a once-in-a-lifetime opportunity to put his communication skills and general knowledge to test.

"It was an honour to be part of it. I learnt a lot from that experience. It helped me develop in terms of communication and analyse bigger issues we face as a nation. It allowed me to think maturely while

studying current crises and affairs of our country," added the two-time recipient of the Dean List's award during undergraduate studies.

Goh attributes his achievements to Prof Mohd Shukri, describing him as his greatest inspiration.

"I idolise Prof Mohd Shukri for who he is. He once said that to pass is not a problem, but to be a well-rounded graduate is. That is my booster pill every day," he said.

Goh, who currently works as an assistant manager at MSU's Global Affairs Department, is an avid and eccentric hiker – eccentric because he loves to hike at nights all by himself.

A notable achievement among his hiking fraternity was going up to the dazzling Annapurna Basecamp in central Nepal with its iconic views on its 4,000m-high oval-shaped plateau.

Goh passes each moment of his life at MSU with much thankfulness for all that it is for him.

"I love everything about MSU. It doesn't sleep. The campus is very active and is always the best in terms of providing valuable student experience."

Only the sky's the limit for this talented young man, and his advice to his fellow MSUrians is worth a consideration: "Do not limit your capabilities. Trust yourself. With a high motivation and spirit, you will be able to push yourself out of your comfort zone to seek more. A positive and strong willpower will lead you to greater heights."

As a top university in Malaysia, MSU prioritises student development to enhance graduate employability. With 98.7% of its graduates successfully employed within six months of graduation, MSU is ranked No.1 by the Ministry of Higher Education for graduate employability.

Blending technical, vocational education and training with traditional academic curricula, MSU enhances competencies



Goh representing MSU as vice-president of the Malaysian National Student Consultation Council.

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. The Graduate Employability Skills and Personal Enrichment Competencies programmes at MSU serve to boost students' soft skills.

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 and aims at transforming lives and enriching the future.

■ For the full range and information on programmes offered at MSU, call 03-5521 6868, email enquiry@msu.edu.my, or visit [www.msu.edu.my](http://www.msu.edu.my)



Goh Wen Jian is currently pursuing his Master in Science at MSU's School of Graduate Studies.



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# Enhance skills and knowledge in implant dentistry

IMPLANT dentistry deals with placement and restoration of titanium implants as replacement of tooth roots. Implants provide a robust foundation for fixed or removable replacement teeth that are made to match the natural teeth.

Gaining exposure in implant dentistry will give candidates not only knowledge, skills and self-confidence but ensure safe and predictable outcome for their patients.

Training acquired on this programme will help general dental practitioners to expand the scope of their practice to include implant dentistry.

The Postgraduate Diploma in Implant Dentistry (PGDID) programme delivered at IMU is Malaysia's first and only MQA-accredited postgraduate programme in this field of study. Since its inception in 2016, it has successfully trained four cohorts to carry out safe, effective and independent implant practice.

The programme has a unique learning model which offers flexibility through its outcome-based modular structure delivered through blended learning.

The highlight of this programme is that its curriculum and examination is benchmarked against The Royal College of Surgeons of Edinburgh's Diploma in Implant Dentistry and the student gets vast exposure to develop their clinical skills.

Awarded a five-year full accreditation

in July last year, IMU has also ensured that the programme is delivered by highly qualified and experienced full-time and adjunct teaching faculties. The programme has also developed a special implant clinic for correct implant referrals and clinical supervision.

This programme is specially tailored to suit practitioners with minimal or no implant dentistry experience.

Coming to IMU for face-to-face teaching/learning sessions once every two months is something all the students look forward to as they meet the teaching faculty for direct teaching and practical sessions.

Close clinical supervision is provided by the teaching staff to ensure students obtain the required competencies to perform implant placement and restoration, i.e. one-on-one patient supervision is provided for patient treatment to ensure student learning is optimal.

Besides the academic staff at IMU, the teaching and learning activities are also complemented by various invited national and international speakers.

IMU Postgraduate Diploma in Implant Dentistry student Dr Karpaham a/p Balasubramaniam says, "It has been an amazing journey joining the PGDip Implant Dentistry Postgraduate programme at IMU. I have developed the skills to identify, plan and treat cases accordingly due to the



The PGDID programme is specially tailored to suit practitioners with minimal or no implant dentistry experience.

programme's carefully curated modules.

"The course is well structured and is categorically placed into six modules that teach dentist implantology in a proper manner. It is the only postgraduate course accredited by the Health Ministry and has gained good reputation.

"The lecturers and programme director Dr Ranjeet Ajit Bapat have gone far and beyond in making this course a success. I'm proud to say that this programme has improved my understanding and skills in the field of implantology. A highly recommended programme for those who want to widen their horizons and learn more about implants in dentistry."

Another student, Dr Lim Shiau Wen, adds, "The course was a valuable learning experience. I gained a lot of knowledge and practical strategies that are beneficial to me. The course exceeded my expectations

significantly and I will surely recommend it to all my friends."

IMU offers postgraduate programmes including Master in Science programmes in Public Health, Analytical and Pharmaceutical Chemistry, Molecular Medicine, Acupuncture and Pharmacy Practice; Master of Counselling; Postgraduate Diplomas in Diabetes Management and Education, Implant Dentistry, Endodontics and Prosthodontics; postgraduate programmes in Health Professions Education, Health Informatics and Analytics and Business Administration in Healthcare Management as well as MSc and PhD in Medical and Health Sciences.

■ For more information about this or other postgraduate programmes, call 03-2731 7272, email [postgraduate@imu.edu.my](mailto:postgraduate@imu.edu.my) or visit [www.imu.edu.my](http://www.imu.edu.my)

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## Is the Internet of Things a promising career?

THE Internet of Things (IoT) is described as the network of physical objects or "things" that has the potential to impact how one lives and works. It is inclusive of software, sensors and other technologies for the sole purpose of connecting and exchanging data with other forms of devices and systems over the Internet. Seeing how IoT has crept into our lives and its rapid growth, one has to educate himself on anything and everything regarding IoT to not only take advantage of available resources but possibly create new solutions, be it for work or play.

Various research and experiments have been carried out regarding the applications for the IoT, resulting in various products made available to the mass market. This includes the smart home, which is one of the most affordable and readily available to consumers. Just by using their voice, consumers are able to speak to voice assistants such as Alexa, should they require assistance in performing a variety of functions such as ordering an e-hailing ride, playing music or contacting friends.

Wearables such as the Apple Watch, Fitbit and Jawbone are other forms of IoT applications. As many people know, watches are no longer just for telling time, they're now known as "smartphone holsters" that enable phone calls, text messaging, revolutionising fitness data and so on. For instance, the Fitbit Charge 3 tracks one's steps, floors climbed, sleep quality, calories burned, heart rate and syncs them with computers and smartphones through Wi-Fi to obtain and transmit fitness data into understandable charts for monitoring.

Another famous IoT application would be AT&T's Connected Cars and how they are equipped with Internet access that are shareable with others, just like connecting to a wireless network at home or in an office.

Moreover, IoT has also developed into the agriculture world. As demand for food supply increases to meet the needs of the world's growing population, governments are assisting farmers in using advanced techniques and technologies to increase food

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Smartwatches in the market already do more than tell time, essentially being wearable mini computers and extensions to the smartphone.



## VC COLUMN

IN his book *Start with Why*, British-American author Simon Sinek urges organisations to create a “differentiating value proposition” by considering the questions, “What do you do, why do you do it and what do you do that no one else can do?”

Having been with the university since day one, I believe Open University Malaysia (OUM) has clear answers to these questions. As a pioneering institution in open and distance learning (ODL) in Malaysia, our dedication towards democratising education and giving learners a chance to turn their dreams into reality are aspirations that have not changed since we first opened our doors in 2001.

We strive to achieve this by leveraging the many exciting possibilities of ODL so that anyone can learn anytime and anywhere, as long as he or she has Internet access. This has become even more crucial in the wake of the Covid-19 pandemic, which has compelled millions globally to study or work remotely for more than a year now.

Those unfamiliar with our history may not know that OUM is owned by a consortium of Malaysia's first 11 public universities. The university owes its very foundation to the prestige and support of these universities.

Now, with more than 20 years' experience in e-learning, our focus on making OUM the practical choice for people seeking to obtain higher qualifications, upgrade themselves professionally or simply to learn something new, has not wavered. Moving forward, we will continue to explore ways to make studying even more flexible, accessible, affordable and convenient.

We want to offer the most current and career-relevant programmes: this is why we have developed more than 50 programmes from diploma to PhD levels, including niche, accredited and professionally recognised disciplines, such as digital media design, medical and health sciences, quality management and more.

We want to provide learners with everything they need to study

# Making the right decision



With more than 20 years' experience in e-learning, OUM continues to make studying even more flexible, accessible, affordable and convenient.

independently: this is why we have dedicated efforts to develop an in-house learning management system called myINSPIRE and learning materials such as modules and video lectures for every course.

We want learners to learn from the best in the country: this is why we engage industry experts and experienced academics as our lecturers, tutors and subject matter experts.

We want to be reachable at all times no matter where our learners are: this is why we have established more than 30 learning centres in major towns and key locations nationwide.

We want everyone to have a chance to

become a learner: this is why we consider accreditation of prior experiential learning (APEL) an important and viable pathway for applicants who lack sufficient academic qualifications to enrol with us and those with extensive working experience to obtain credits for their prior learning.

We are proud of what we have accomplished in the last 20 years. I hope that our 90,000 graduates, along with almost 30,000 local and international learners who study with us every semester, can also share this sense of pride and attest to the quality education they have received at OUM.

By PROF  
DATUK DR  
MANSOR  
FADZIL



**“We want learners to learn from the best in the country: this is why we engage industry experts and experienced academics as our lecturers, tutors, and subject matter experts.”**

So if you want to make a difference in your life, make the right choice and choose OUM today.

The May intake is open for registration. For more information, call 03-7801 2000, WhatsApp 012-303 9935/019-357 9074, email enquiries@oum.edu.my or visit [www.oum.edu.my](http://www.oum.edu.my)

■ Prof Datuk Dr Mansor Fadzil is president and vice-chancellor of OUM.



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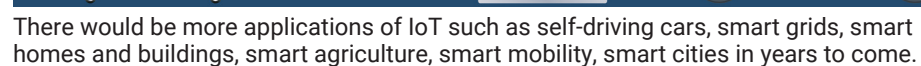
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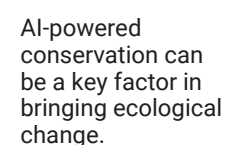
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As explained above, IoT is a technology that has been transforming the way business operate at different levels. If system administrators want to remain relevant and advanced in their careers, then relying on their existing skills would not suffice.

The postgraduate course for the Internet of Things usually takes up one year, so pursuing this course would be great if one is working full time, part-time or even looking to change career paths. To persuade students to pursue this course, universities could start implementing IoT technologies on campus and in classes.



Artificial intelligence courses prepare students in creating intelligent machines and systems and performing tasks that would normally require human intelligence, hence, there are various postgraduate studies that are available and could be used to assist in progressing AI technologies. For postgraduate studies, AI courses usually takes up one to two years, hence, if one has a job, is looking to study part time or want a change in career, online AI courses are great options.



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SCIENTIFIC research for industrial application is at the core of Tunku Abdul Rahman University College's (TAR UC) applied science programmes. Therefore, applied science students are encouraged to conduct research projects that will have potential for practical use in the industries.

Take for example, the recent research projects by the Faculty of Applied Sciences (FOAS) students which were sent for the Final Year Project & Postgraduate Poster Competition (FYPPPC) organised by MNMF Network on June 30 last year on virtual platform.

Out of the seven undergraduate students who took part in the Poster Presentation based on their final year project findings, two were selected for gold awards and the others won silver awards among the 41 posters presented by various universities.

It was an international event open for students from both private and public universities from Malaysia, Indonesia, Thailand, Poland, Jordan and India.

Eng Yi Lin, a Bachelor of Science (Hons) in Food Science student and a gold award winner, explains that her research project was on the effects of cinnamon bark and cinnamon twig aqueous extracts on the chemical, physicochemical and bioactive properties of cheese.

"The main focus of this topic is on the limitation of the treatment of Type 2 diabetes mellitus. Most diabetic cases rely on the insulin injection and hypoglycemic drugs to maintain their glucose homeostasis. Thus, this study was conducted to determine the chemical and bioactivity changes of cheese with the incorporation of cinnamon bark and twig aqueous extract and the effects of *Lactobacillus plantarum* TAR4 on the physical, chemical and bioactive properties of cinnamon-fortified cheese. This project

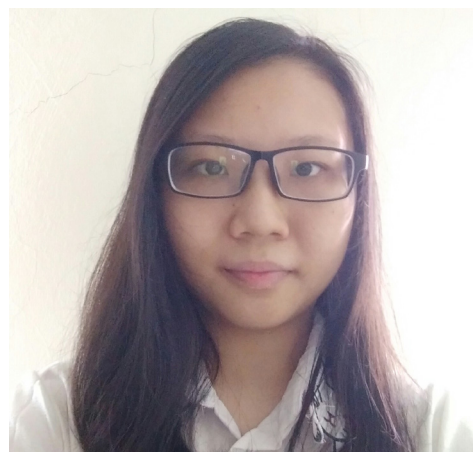
# Recognised for award-winning scientific research



Bachelor of Science (Hons) in Bioscience with Chemistry student Hew Shu Ying won the gold award in the FYPPPC competition.

provides insight on the use of cinnamon bark and cinnamon twig extract to improve post-digestion antioxidant, anti-inflammatory and anti-diabetic properties of cheese," she says.

"The research I had done can be used in the industry that manufactures functional dairy products such as Kraft and Cheddar. My research provided supportive information on the functional benefits of the addition of cinnamon bark and cinnamon twig extracts in cheese. Fortification of



Eng Yi Lin, a Bachelor of Science (Hons) in Food Science student, won the gold award in the FYPPPC competition.

functional ingredients in functional food is the current trend now," she added.

Another gold award winner, Hew Shu Ying, who is a Bachelor of Science (Hons) in Bioscience with Chemistry student, conducted a research project on finding a potential host-originated probiotic to be used as feed additive for the local red tilapia in freshwater aquaculture by isolating lactic acid bacteria from its gastrointestinal tract.

"There are lots of commercial probiotic products available but they did not achieve

expected growth efficacy since the strains are not locally isolated and targeted specifically for local red tilapia.

"With a potential host-originated probiotic, it is expected to exert beneficial effects in targeted livestock more efficiently and in a more environmentally friendly method as compared to the use of antibiotics or chemicals, indirectly helping fish farmers in achieving economic sustainability through improvement in growth efficacy and food conversion ratio.

"The outcome of the project is that a potential strain is successfully isolated, characterised and can be further explored to be used as feed additive or directly administered to improve water quality in red tilapia freshwater aquaculture," she adds.

Find out more about TAR UC's Applied Science programmes by visiting TAR UC's Virtual Open Day happening every weekend until April 25, 10am-5pm. Alternatively, call FOAS at 011-1075 8544 or visit [www.tarc.edu.my/foas](http://www.tarc.edu.my/foas)

Prospective students are also encouraged to apply online at [www.tarc.edu.my](http://www.tarc.edu.my). Applicants who submit their applications online by April 30 will receive a RM60 waiver of processing fee. Attractive scholarships are also available at TAR UC on the basis of academic merit and sibling discount for qualified students.

## MASTER'S PROGRAMMES IN DATA ANALYTICS AND DATA SCIENCE



HELP University's Analytics programmes are nourished in a robust eco-system that earned it the Premier Digital Tech Institution status from MDEC. It includes:

- A RM25mil Business Analytics Technology Innovation Centre (BATIC) for techno-entrepreneurship, housing the Bloomberg Finance Lab and the HELP Centre for Applied Research in Analytics (CARA)
- Alibaba Business School mentors students in data analytics and e-entrepreneurship; this helped them to emerge National Champions in the Alibaba GET competition in e-Commerce and enter the finals of the Global Alibaba GET competition



Bloomberg Finance Lab



Business Analytics Technology Innovation Centre (BATIC)

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##### Micro-award in Applied Machine Learning

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**Dr Tang U-Liang**  
BSc (Hons) Maths,  
PhD (NUS)  
Head, School of  
Information and  
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## VC COLUMN

By  
**PROF  
SAMUEL  
KINGMAN**



NEVER before has the contribution of science and engineering been at the forefront of people's minds as the rollout of vaccines in record time to address the Covid-19 pandemic across the world.

However, this is not the only issue facing the scientists and engineers of the world at the moment.

Global populations are predicted to rise to 9.8 billion people in 2050 and current agriculture production must be increased by 60% to provide food security to all people.

For the past decade, the number of people going hungry (estimated to be over 690 million) is on the rise and this is no longer an issue for only impoverished nations but also for the new cohort of urban poor.

In addition, according to the UN Food and Agriculture Organization (2019), a staggering three billion people globally cannot afford a healthy diet. Nutritious food is crucial for building health and enabling individuals to reach their full potential so that they can be contributing to society.

The accessibility of nutritious food has also been exacerbated by the onset of the Covid-19 pandemic. Therefore, it is important for us to understand global food security in more detail.

To understand food security, we need to find innovative ways to maximise agriculture output sustainably.

Although there has been an exponential increase in production, the choice of food has also significantly been reduced to mainly cereal crops and cattle, pigs and chicken for meat and dairy produce.

With the boom in mechanised industrial processes, food is also often heavily processed, leading to lack of nutrition in

# The future of food security



As global populations are predicted to rise to 9.8 billion people in 2050, University of Nottingham Malaysia is striving to be greener and producing research that will lead to greater food security.

the diet, which in turn becomes a catalyst to food-related health risks such as cardiovascular disease, diabetes and obesity.

There is no doubt that education is a key to a future of sustainable production and also consumption of nutritious food.

The University of Nottingham Malaysia is making a significant contribution to research in food and supply chain systems. A transdisciplinary approach is employed to combine expertise in biological sciences, nutrition, biomedical sciences, environmental sciences, chemical engineering and social sciences to form a beacon of excellence, the Future Food Malaysia Research Centre (UNM-FFM).

Established in 2019, the research centre is a research and education hub for food, which includes, genetic and breeding crop improvements, postharvest management of fresh produce, nutrition-centred food

processing techniques, new engineering equipment and machinery, farm and food waste management for bioenergy, digital data management, food culture and its impact on health status and socio-economy of food consumers.

Besides cutting-edge research, UNM-FFM is training more than 100 undergraduate and postgraduate students each year to support efforts to overcome food security issues in Malaysia and surrounding nations such as South-East Asia, the South Pacific Islands, India and Africa.

With increased food import budgets and mitigating natural disasters due to climate change, Malaysia is developing its own roadmap for food security with expertise from UNM-FFM providing evidence-based solutions.

With joint, collaborative and inclusive strengths of researchers, scientists and

***"To understand food security, we need to find innovative ways to maximise agriculture output sustainably."***

industry owners, Malaysia can achieve sustainable and circular economy for its food production and consumption.

As a world leader for sustainable palm oil production, Malaysia has 100 years of successful research and if this effort is translated to other food crops, Malaysia can be a true hub for food security in Asia.

When the Covid-19 pandemic broke out last year, crude oil prices plummeted to record lows. Between May and June 2020, oil prices have risen steadily to about US\$65 per barrel today. Likewise, the retail price of RON95 petrol in Malaysia on April 5 stood at RM2.05, which is similar to the price in pre-Covid-19 pandemic.

Demand for chemical / process / project engineers is again gaining momentum in the job market. Sectors such as water treatment, palm oil milling and refining, chemical production, environmental, health and safety, glove manufacturing, plating in electronic industry etc. need process engineers with strong backgrounds in chemical engineering, unit operations and manufacturing.

■ Prof Samuel Kingman is interim provost and chief executive officer of University of Nottingham Malaysia and pro-vice chancellor of University of Nottingham, UK



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TO survive and remain competitive in the digital era, employees need to keep growing their skills and knowledge. One of the ways to do this is by undertaking relevant executive programmes or pursuing applicable postgraduate studies.

For those in the digital technology field looking to add value to their career or widen their career prospects, the University Malaysia of Computer Science and Engineering (UNIMY) is offering an apt learning experience that will keep students abreast of technology changes and digital transformation.

UNIMY as a premier digital technology university currently offers three postgraduate programmes – Master of Science (Computer Science), Master of Computing and Doctor of Philosophy (Computing).

All of the postgraduate subjects are delivered by senior industry experts, academics and adjunct professors. The lecturers are highly educated with vast industry experience in various computing areas, i.e. Internet of Things (IoT), sensor technology, artificial intelligence (AI), big data, coding, DevOps & Agile, cloud computing and cyber security.

“Studying for a master’s or PhD at UNIMY is an incredibly rewarding investment for your career growth. Here, you will be exposed to strong industry networking that includes expert speakers from the industry, industry-based projects and assignments and regular industry engagement for extensive case analysis and projects,” says UNIMY head of postgraduate studies Dr Nor Akmar Mohd Yahya.

“We provide the best postgraduate learning experience

# Upskilling for a better future

through modernised digital technology applications and solutions, as well as a line of academics who are leading researchers in their field and are extremely well-networked with professionals in a range of industries and sectors.

“We are also developing new postgraduate programmes to diversify the offerings at UNIMY, which are MBA in Digital Business Transformation, Master in Engineering, PhD in Business Management, and PhD in Engineering.”

In line with enhancing and providing programmes that are relevant to the areas of digital technology, UNIMY has established its very own digital transformation centre, namely UNIDIGIT. This centre offers cutting-edge executive programmes, professional short courses and consultancy services to give insights into leading-edge technological thinking and overcome their world of work challenges.

UNIDIGIT carries out the concept of “Lifelong Learning & Continuing Education” by offering a number of educational and training programmes for all levels of society. These programmes include executive diploma, executive bachelor’s degree, executive MBA, professional certificates, and other short

courses focusing on digital technology, computer and software engineering, creative multimedia, and digital business management.

“UNIDIGIT is established to provide life-long learning experience to any person of any age, gender and race notwithstanding their previous educational background or skill level, who may want to learn new knowledge and skills to improve themselves in their current employment or for better career-building opportunities or self-improvement,” says UNIMY head, regulatory affairs and quality assurance Assoc Prof Mohammad Kamal Mohammad Rathi.

“This centre provides short courses and professional upskill courses in digital technology that cover cyber security, artificial intelligence (AI), cloud computing, Internet of Everything (IoE), programming, data science and creative/digital multimedia.

“No doubt, these are the knowledge and skills required in the current Industry 4.0. UNIDIGIT also provides affordable executive programmes on a part-time basis for working adults and professionals to equip themselves with the latest digital technology knowledge and skills that focus on theory as well as applications.”

UNIMY will be having an open day on April 25 at its campus at Block 12, Star Central, Lingkaran Cyber Point Timur, Cyberjaya, Selangor, and an

e-open day on April 24 via the Zoom platform.

■ To visit UNIMY’s new campus or for further information, email [enquiry@unimy.edu.my](mailto:enquiry@unimy.edu.my), contact 1300 88 5008 or visit <https://www.unimy.edu.my>



## New course for those seeking to advance careers internationally

CURTIN University Malaysia (Curtin Malaysia) is offering the Master of International Business masters coursework degree in its upcoming July 2021 postgraduate intake.

The course, which is also available at the Curtin campuses in Perth, Dubai, Mauritius and Singapore, is multi-disciplinary tailored for global leaders of the future seeking to expand their knowledge, skills and qualifications in international business.

It entails both independent study and team projects across a range of relevant, internationally focused subjects, enabling students to gain the knowledge and expertise needed to advance international business and management.

Learning is applied and focuses on current issues in the global, regional and national business environment. Students develop the skills required to lead and facilitate internationalisation activities of organisations, and get an edge in terms of cross-cultural interaction, both internal and external to an organisation.

During the course, students will have the opportunity to undertake cross-disciplinary units in three

specialisations: Predictive Data Analytics, Human Rights and Project Management.

Predictive Data Analytics involves data analytics for big data management and strategic decision making, whilst Human Rights focuses on work with global agencies and non-governmental organisations. Project Management, meanwhile, emphasises on skills for heading projects with multinational corporations.

“We are proud to offer the Curtin Master in International Business, which is ranked the fifth best international management master degree in Oceania in the prestigious EdUniversal Best Masters Ranking in International Management,” says Curtin Malaysia’s Faculty of Business dean Prof Andreas Zins.

He adds that graduates of the course can develop competencies for a wide range of roles, including business development managers, talent managers, chief executive officers, branch managers, heads of operations, country-wide directors and business analysts.

They will also be suited for a

variety of organisations, including consulting firms, government agencies, import and export companies, international banking firms, international consultancy and international trade organisations.

The course, which can generally be completed in 18 months with a 12-month fast track mode (two semesters), is being offered as both a full-time and part-time course and in hybrid mode, that is, a combination of on-campus lectures and tutorials, online classes, practicals and self-learning.

Entry requirements for the course include a bachelor’s degree or equivalent in any discipline, or a graduate certificate in a related discipline. No work experience is required. Applicants must also meet Curtin’s English language proficiency requirements.

■ For more information on the Master of International Business, visit <https://bit.ly/CurtinMIB> or email enquiries@curtin.edu.my.

For more information on Curtin Malaysia, visit [curtin.edu.my](http://curtin.edu.my), or look for Curtin Malaysia on Facebook, Twitter, Instagram, YouTube, or LinkedIn.

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  - Medical Science
  - Project Management
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  - Real Estate Development
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# Pivot to growth mindset with MBA

“IN UTAR, we believe we offer one of the best value-added MBAs. Historically, the MBA is designed for those aspiring for leadership positions. Our MBA goes beyond that to inculcate the development of a growth mindset, with the hunger for learning, flexibility and can-do attitude,” says Faculty of Accountancy and Management (FAM) dean Dr Sia Bee Chuan.

“Working closely with stakeholders has also ensured the relevancy of our programmes that focus on real-time learning, application of knowledge and even professional qualification. The approved and duly accredited master’s programmes provide learning opportunities and relevant contents which are crafted in collaboration with the industry, besides being taught by successful and experienced CEOs and captains of industry.

FAM MBA (Building Management) and Master of Real Estate Development (MRED) programme head Dr Chin Hon Choong says, “The MBA (Building Management) programme aims to equip the candidates with much-needed skills in building and property management, which include strategic and risk management, finance, marketing, human resource, maintenance service, facility management, building technology and landlord-tenant relationship.

He adds, “The MRED is a postgraduate programme with the integration of theoretical and practical knowledge developed through collaboration with the REHDA Institute. Students will conduct research projects that are based on real case studies and they will be exposed to the golden opportunity to network with industry professionals as well as join the REHDA Malaysia Taskforce in preparing policy papers for issues on real estate development

and the construction sector.”

MBA and MBA (Corporate Governance) programme head Dr Ng Kar Yee says, “The MBA programme enables candidates to develop a holistic view of business and deepen their understanding of social, cultural and ethical issues.”

Students have the opportunity to participate in student exchange, research attachments and overseas industrial training. On top of that, students can opt to undergo an internship at local companies through the Management Apprenticeship course, join overseas study tours, and work with organisations on an actual consultancy project.

UTAR also offers a dual degree programme with Tunghai University, Taiwan.

The MBA (Corporate Governance) is designed by Utar in collaboration with the Malaysian Institute of Chartered Secretaries and Administrators (MAICSA). Successful candidates will be given a Graduate status by MAICSA.

UTAR currently offers more than 120 programmes from Foundation Studies to Bachelor’s, Master’s and PhD degrees in Accounting, Business, Finance and Economics, Actuarial Science, Mathematics and Process Management, Agriculture and Food Science, Arts, Social Sciences and Education, Chinese Studies, Creative Industries, Digital Animation, Multimedia and Design, Engineering, Technology and Built Environment, Information and Communication Technology, Life and Physical Sciences, and Medicine and Health Sciences. UTAR is ranked No.501-600 in the Times Higher Education (THE) World University Rankings 2021, ranked No.157 in the Quacquarelli Symonds (QS) Asia University Rankings 2021 and has been awarded Self-Accreditation Status by the Malaysian Qualifications Agency (MQA).

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



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Dr Sia (top row, far right) during the FAM Postgraduate Colloquium 2020 which provides postgraduate students the opportunity to present their progress on research work.

## Upskilling in SEO

IN this digital era, everything is at our fingertips, from shopping online to medical consultations and even education. Attracting the right audience becomes vital in keeping your business relevant online. So what exactly is the trick?

The answer is Search Engine Optimisation (SEO).

SEO is basically the process of improving your website to increase its visibility for relevant searches. As a huge part of digital marketing, SEO is crucial in building online brand presence and ensuring you have a successful online business.

If you have yet to enrol in an SEO course, here is why you need to upskill in SEO and what you can do.

and assists in increasing searching leads for your site.

- Understanding SEO analysis tools**  
Having the basic knowledge in how SEO works is just the beginning. There is still a lot of work needed to improve your website ranking. Loads of crucial data are available in your website’s analytics and you will find them with just a little exploration. The trick, however, is understanding this data and figuring how to exploit such information for your advantage and improving online presence.
- Building the backlinks**  
Link building is one of the most tedious processes in search engine optimisation. Some SEO providers are known to focus more on “on-site optimisation”, which increases ranking quickly. However, as tedious as it can be, link building also allows users to not only find relatable content but regard the links, including your website as being noteworthy.

- Fresh content ranks better**  
Frequent bloggers would understand that it is important to post new and fresh content regularly because it is easier to have this content ranked on most search engines. However, aside from blogging, there are various ways to refresh your site. This includes adding new pages and refining older ones to restore content. Additionally, inserting relevant keywords are a necessity to ensure your content is picked up by search engines.
- Staying on top by staying relevant**  
Another reason to learn SEO is to be able to improve your website’s relevancy. Google is known to use a set of fixed algorithms to provide Internet users with the most relevant search results. To improve the experience of web browsing for its users, Google changes these rules from time to time. Hence, ongoing SEO is crucial in ensuring you stay updated with the latest search engine algorithms

**Staying ahead of the competition**  
Your website or online business may rank highly for certain keywords with the existence of SEO. To ensure you stay ahead of the competition, you should constantly update your keyword research from time to time because it is only a matter of time before your competitor starts using those keywords too.

In a nutshell, proper use of SEO enables your business to stay relevant, increases website traffic and ultimately, converts interests to product or service sales. Marketers believe that SEO is the most effective digital marketing strategy.



THE importance of the digital economy is further amplified by the unprecedented Covid-19 pandemic, which ironically has given a strong fillip to e-commerce around the globe.

HELP University is at the forefront of IT, data analytics and data science education. It was designated a Premier Digital Tech Institution by the Malaysian Digital Economy Corporation (MDEC) for its efforts in transforming into an analytics-driven entrepreneurial university – one of the few so honoured.

HELP offers two relevant bachelor's and two master's programmes – Bachelor of Business Analytics, Bachelor of IT (Data Analytics), Master of Applied Business Analytics (MABA) and Master of Data Science (MDS).

MABA and the MDS are of special importance for their relevance and potential contribution to nurture high level managerial manpower skills and training relevant for the MyDIGITAL context.

The MyDIGITAL initiative was launched recently by Prime Minister Tan Sri Muhyiddin Yassin with the aim of transforming Malaysia into a digitally-driven, high-income nation and a regional leader in digital economy.

MyDIGITAL (incorporating the Malaysia Digital Economy Blueprint under the Economic Planning Unit) aims to create 500,000 new jobs in the digital economy by 2025; invest RM70bil in digitalisation by 2025 to enable the digital economy to eventually contribute 22.6% of GDP; increase the number of start-ups to 5,000; and encourage 875,000 micro, small and medium enterprises (MSMEs) to adopt e-commerce by 2025.

HELP's MABA programme aims to nurture talents to assume senior and managerial positions like chief data officer and chief analytics officer.

MABA covers topics in statistics, decision-making models, business intelligence and analytics, and applies them to crucial areas of business like marketing, HR, finance, economics, business operations and supply chain.

It equips students with the latest analytics tools and skills to understand the dynamics of a business, anticipate market shifts and identify market segmentation and consumer patterns by using big data and analytics to optimise performance and control risks.

"Today you need an analytics mindset and a sophisticated set of models and tools to manage large sets of data and produce reliable forecasts," says MABA course leader Assoc Prof Dr Paolo Casadio, whose experience includes working as an econometrician and financial economist in leading European banks and asset management companies before he joined HELP University.

The Master of Data Science (MDS) programme aims to produce data scientists with sophisticated skills in quantitative modelling and data mining and analytics techniques to analyse big data and provide crucial information needed in decision-making.

The programme nurtures graduates to meet the growing demand for data science professionals who are capable of making decisions based on the availability of comprehensive

data. It prepares graduates to apply analytics techniques for knowledge discovery and dissemination to assist researchers or decision-makers in achieving organisational objectives.

"Data scientists are some of the most sought-after professionals in Malaysia. Organisations are on a search for individuals who are able to use advanced analytics, artificial intelligence and machine learning to create a sustainable value chain from enterprise data to decision making in the boardroom.

"At HELP, our MDS programme not only equips students with highly sought-after programming, and scientific and data engineering skills, but also the leadership to effect digital transformation in their organisations," says Dr Tang U-Liang, head of HELP University's School of Information and Communication Technology and MDS course leader.

The MABA and MDS programmes of HELP University's ELM Graduate School assume special importance in view of the Government's policy to encourage 875,000 MSMEs to embrace e-commerce as an important contributor to Malaysia's digital economy under MyDIGITAL.

ELMGS collaborates with the SME Corporation Malaysia to train entrepreneurs in the successful operation of small and medium enterprises (SMEs).

ELMGS dean Dr Wendy Liow says, "We will continue to sharpen the e-commerce skills of our SME cohorts. We welcome the MyDIGITAL initiative and will put special emphasis on this aspect of the training. We will also target the many previous SME graduates to upskill themselves through our MABA and MDS programmes to enable them to contribute more significantly towards Malaysia's digital economy."

Apart from harnessing qualified and experienced leadership to deliver these programmes, HELP has created a vibrant ecosystem in keeping with its mission to nurture the A\*Gen – the Analytics Generation – and maintains close ties with the industry and governing bodies.

A RM25mil Business Analytics and Technology Innovation Centre (BATIC) was set up to incubate and innovate techno-entrepreneurship and research and development in analytics, the latter in tandem with the HELP Centre for Applied Research in Analytics (CARA).

BATIC also houses one of the largest Bloomberg financial labs among private higher learning institutions in Malaysia to train students in live stock-trading.

In collaboration with analytics software developer SAS, HELP offers students a joint certificate of competency in the application of SAS tools for descriptive and predictive analytics.

HELP's extensive network of collaborators provides opportunities for enriching student learning experience.

The Alibaba Business School provides mentorship in data analytics and e-entrepreneurship, while senior members of industry and the professions sit on HELP University's industry advisory boards to proffer advice and guidance on academic standards and curricular relevance.

Under the liberalisation of higher education, the APEL scheme of the Malaysian Qualifications Agency (MQA) allows candidates without a bachelor's degree but who possess a recognised diploma or STPM and have prior working experience in this field to be admitted into the MABA and MDS programmes.

■ For course details, contact Christy Chong at 03 2716 2102 / christy.chong@help.edu.my (MABA) and Yam Chik Cheong 03 2716 2164 / yamchc@help.edu.my (MDS) or visit [www.help.edu.my](http://www.help.edu.my)



From left: Dr Wendy Liow, Dr Tang U-Liang and Dr Paolo Casadio.



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# Academic nails best presenter award

A RESEARCH paper on environmental sustainability among adult learners by Open University Malaysia (OUM) senior lecturer Sharifah Rosfashida Syed Abd Latif won her the Best Presenter Award at the 2nd International Conference on Immersive Education Technology (ICIET 2020) last October.

The virtual event was co-organised by the WorldConferences.net, OUM and three other universities.

The paper on *Promoting Environmental Sustainability among OUM Adult Learners*, which Sharifah Rosfashida co-authored with three other OUM academics, examined the correlation between learner disposition and learning experience among those who have taken the Learning Skills for 21st Century course (OUMH1603), which includes the topic Environment and Us.

Supported by an internal grant from OUM, the research shows that formal environmental education is necessary and must be embedded in university courses in order to create environmentally literate adults.

"I was thrilled to receive the award as it helped boost academics' motivation and opportunities in sharing research findings on environmental sustainability. It is an acknowledgement of the research's success in instilling awareness of environmental sustainability, especially among adult learners," Sharifah says.

She adds that the research findings show that environmental knowledge is crucial for someone to make sound judgements when dealing with environmental issues.

With her vast experience in the field,

**"The MFM programme prepares graduates to be industry leaders who can make decisions, solve strategic and operational problems, and implement best management practices in the built environment."**

Sharifah has a number of research interests that includes project management, sustainability and facility management, engineering education, collaborative online learning, pedagogy, distance learning and programme development.

She is the programme director for the Master of Facility Management (MFM) and course leader for Master of Project Management and Bachelor of Science in Project and Facility Management programmes under the Cluster of Applied Sciences.

The MFM programme prepares graduates to be industry leaders who can make

decisions, solve strategic and operational problems and implement best management practices in the built environment.

The programme is unique in that learners will also receive a Sirim Certified Facility Management System Manager (SIRIM CFMSM) certification upon graduation.

"We have realigned the content with current industry demands and collaborated with Sirim to offer this additional credential. Learners only need to pass the assessment in modules based on Sirim's requirements," Sharifah explains.

Recognising the need for change and focusing on growing demands, the curriculum helps learners improve their knowledge in facility management, operations and maintenance, including the adoption of Industry 4.0, project management, business

finance and leadership.

Sharifah adds, "The programme, coupled with the professional credential from Sirim, will help build local expertise in quality practices in order to meet industry demands. It will also ensure graduates' competency and professionalism besides enabling them to overcome challenges in the field."

Those interested in making a career move in the area of facility management can sign up for the MFM programme. The May intake is currently open for registration.

■ For more information on MFM and other programmes, call 03-7801 2000, WhatsApp 012-303 9935/019-357 9074, email [enquiries@oum.edu.my](mailto:enquiries@oum.edu.my) or visit [www.oum.edu.my](http://www.oum.edu.my)



Sharifah believes environmental knowledge is crucial for someone to make sound judgements when dealing with environmental issues.



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