Business degree with a global edge

IF you are looking for a future-focused programme that blends core business principles with high-demand growth areas to prepare graduates for leadership in today's competitive industries, look no further.

IMU University is redefining business education through its Bachelor of Business Administration (BBA), a comprehensive programme that provide students with a robust foundation in business fundamentals and the skills most valued in today's job market.

With industry projects, global exposure and hands-on learning, IMU BBA students build real-world experience and skills that employers value.

A future-ready curriculum

The IMU BBA offers students a strong foundation in essential business disciplines such as finance, marketing, management, human resource management, economics and business analytics.

This curriculum ensures graduates develop the strategic, operational and analytical skills needed to thrive in complex organisational environments.

In recognition of the accelerating pace of change in the global economy, the programme also integrates high-demand growth areas including Digital Finance, Digital Marketing, Talent Management, International Business, Environmental Management and Applied Psychology.

These electives allow students to personalise their learning journey and align their degree with career goals across high-growth industries such as finance, technology, healthcare, and oil and gas.

Double the advantage

Through an exclusive collaboration with the University of Dundee, IMU BBA (Hons) graduates are awarded a second degree, which provides them with a competitive global edge.

Scholarships for tomorrow's leaders

Aspiring students enrolling in the 2025 intake can also benefit from the Global Leadership Scholarship, which offers up to 50% reduction in tuition fees.

This initiative reflects IMU's commitment to making world-class education accessible to driven and ambitious students.

Learning beyond textbooks

What sets IMU apart is its immersive, industry-relevant learning experience. Students engage in real-world case studies, applied projects, internships with leading firms and collaborative problem-solving exercises.

They also learn from business leaders such as chief executive officers, entrepreneurs and industry experts who share insights on emerging trends, challenges and opportunities.

This practical, hands-on approach ensures graduates leave not only with knowledge, but also with a portfolio of real achievements.

Building skills employers value

In addition to technical expertise, IMU places strong emphasis on critical thinking, leadership, communication and adaptability, which are soft skills consistently highlighted by employers as vital for professional success.

Whether managing stakeholders, presenting data-driven solutions, or leading diverse teams, IMU graduates are equipped to excel with confidence and clarity.

Pathway to endless opportunities

The IMU BBA prepares students for a wide range of career paths, including corporate leadership, consulting, entrepreneurship, international business and sector-specific roles.

For those eager to continue their academic journey, it also provides a strong foundation for postgraduate studies.

Where your future begins

The IMU BBA is not just a degree; it is a transformative educational journey. It nurtures knowledge, mindset and leadership qualities to shape the next generation of business leaders.

The next intake for this programme is in September. Those interested are encouraged to make an online application today.

■ For more information, visit *www.imu.edu.my*, email start@imu.edu.my or call IMU at 03-2731 7272.

Prof Mohd Shukri (second from right) receiving the certificate and trophy from Mustapha. Also pictured are Education + TVET Asia managing editor Lee Seng Chee (right) and Malaysia Education and TVET Awards chief executive officer Datuk R. Rajendran.

Recognising transformative TVET education

MANAGEMENT and Science University (MSU) has been honoured as Asean's Most Transformative and Impactful TVET University at the fourth edition of the Malaysian Education and TVET Awards (Meta) 2025.

The recognition was presented during Meta 2025 on Aug 28 at Berjaya Times Square Hotel in Kuala Lumpur.

Organised by Education + TVET Asia Publications, Meta celebrates excellence, sustainability and innovation in Malaysia's education, as well as technical and vocational education and training (TVET) sectors.

This year's awards, themed "From the Industry, By the Industry, For the Industry", celebrated excellence in education, TVET and service provision across Malaysia.

The awards criteria included leadership, productivity, innovation, sustainability, brand excellence, programme and service quality, product excellence and performance in new start-ups.

The 2025 edition was officiated by Deputy Higher Education Minister Datuk Mustapha Sakmud.

Present to receive the accolade for MSU was its founder and president Prof Tan Sri Dr Mohd Shukri Ab Yajid, alongside senior vice-president for endowment and communication Datuk Rosli Yusof, senior vice-president for industry linkages and entrepreneurship Prof Dr Abdul Jalil Ghazali, media and strategic communication vice-president Norizah Said, external engagement vice-president Dr Zubaidah Aman, Faculty of Information Sciences and Engineering (FISE) dean Prof Dr Adam Amril Jaharadak, School of Hospitality and Creative Arts (SHCA) dean Azizul Jamaludin, and MSU Academy director Siti Amzidalina Ghazali.

The event also featured a forum titled "Skills for the Future, Smarter Pathways: Innovating Education and TVET for a Changing World".

Prof Mohd Shukri was invited to share his insights on the evolving demands of Industry Revolution (IR) 4.0, the repositioning of TVET as a preferred educational pathway and the significance of academic-industry collaboration.

Reinforcing its position as a premier model of high-end TVET education, MSU continues to foster strong industry partnerships and job-guarantee initiatives.

On May 31, Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi, who is also the National TVET Council chairman, launched four new high-end TVET programmes at MSU.

The programmes were included in FISE and SHCA: Diploma in Networking and Cyber Security, Bachelor in Game Development (Honours), Bachelor in Hotel Management (Honours) and Bachelor in Culinary Management (Honours).

This month, these four-year programmes will integrate two years of structured work-based learning with established industry partners, equipping students with future-ready skills to thrive in the digital and global economy.

As the recipient of Malaysia's Best University (TVET Education) award at Meta 2023, MSU integrates TVET with academic learning, offering programmes that combine industry partnerships, community engagement, creative entrepreneurship and global exposure.

Initiatives such as Graduate Employability Skills (GEmS) and Personal Enrichment Competencies (PEC) enhance soft skills, while more than 500 global partnerships in over 40 countries, and collaborations with more than 3,000 industry partners, offer extensive opportunities for study, internships and international exposure.

In all, as an applied, enterprise, holistic and international university, MSU offers foundation, undergraduate, postgraduate and flexible programmes through an entry system that facilitates admission of students from all walks of life, where it aims to adhere to its tagline of Transforming Lives and Enriching Future.

IMU University enters a new chapter where we go beyond medical and health sciences into the realms of business, technology and social sciences to shape tomorrow's global leaders. Unlock your potential with us today.

Step into the future
fuelled by our One Health vision

IMU UNIVERSITY

Centre for Pre-University Studies

Foundation in Arts (NEW)
KPT/JPT(N/0011/3/0128)03/2029
MQA/PSA17403
APR . JUL . SEP

Foundation in Science
KPT/JPT(R2/010/3/0186)09/2028
MQA/FA3974
APR . JUL . SEP

School of Alternative and Complementary Medicine

Bachelor of Chinese Medicine (Honours)
KPT/JPT(R2/0917/6/0011)01/2027
MQA/A10260
FEB . APR . JUL . SEP

Bachelor of Science (Hons) in Chiropractic
KPT/JPT(R/726/6/0054)08/2026
MQA/A9294
APR . SEP

School of Business and Technology

Bachelor of Business Administration with Healthcare Management (Honours) (NEW)
KPT/JPT(N/0414/6/0180)01/2029
MQA/PSA17191
FEB . APR . JUL . SEP

Bachelor of Business Administration (Honours) (NEW)
KPT/JPT(N/0414/6/0364)05/2030
MQA/PSA18402
SEP

Bachelor in Digital Health (Hons)
KPT/JPT(N/482/6/0209)03/2028
MQA/PSA14380
FEB . APR . JUL . SEP

School of Dentistry

Bachelor of Dental Surgery
KPT/JPT(R3/724/6/0010)01/2030
MQA/FA7026
FEB . SEP

School of Health Sciences

Bachelor of Science (Hons) in Biomedical Science
KPT/JPT(R3/421/6/0011)12/2027
MQA/A8230
JUL . SEP

Bachelor of Science (Hons) in Dietetics with Nutrition
KPT/JPT(R2/726/6/0021)09/2029
MQA/A8176
JUL . SEP

Bachelor of Science (Honours) in Food Science Innovation (NEW)
KPT/JPT(N/0721/6/0007)07/2030
MQA/PSA18714
APR . SEP

Bachelor of Applied Sciences (Hons) in Medical Biotechnology
KPT/JPT(R2/0512/6/0001)09/2027
MQA/A8228
JUL . SEP

Bachelor of Nursing (Hons)
KPT/JPT(R2/0913/6/0017)04/2027
MQA/FA8944
SEP

Bachelor of Nursing (Hons) #*
KPT/JPT(N-DL/0913/6/0001)09/2029
MQA/PA14397
APR . SEP
* For registered nurses only
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Bachelor of Science (Hons) in Nutrition
KPT/JPT(R2/726/6/0011)06/2027
MQA/FA1298
JUL . SEP

School of Medicine

Bachelor of Medicine and Bachelor of Surgery (MBBS)
KPT/JPT(R2/721/6/0033)09/2026
MQA/FA6155
FEB . SEP

School of Pharmacy

Bachelor of Science (Hons) in Pharmaceutical Chemistry
KPT/JPT(R3/442/6/0003)01/2028
MQA/A8229
FEB . APR . JUL . SEP

Bachelor of Pharmacy (Honours)
KPT/JPT(R2/727/6/0050)09/2026
MQA/FA8374
JUL . SEP

School of Psychology and Social Sciences

Bachelor of Science (Hons) in Psychology
KPT/JPT(R3/311/6/0013)09/2027
MQA/A8177
FEB . APR . JUL . SEP

School of Veterinary Medicine

Bachelor of Science in Bioveterinary Science (Honours) (NEW)
KPT/JPT(N/0841/6/0001)07/2029
MQA/PSA17574
OCT

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DU006W

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IMU Technology Park Campus (New)
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2022 SETARA COMPETITIVE

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Strategic highlighting makes studying easier

WHETHER you're reading a textbook or reviewing notes for an exam, highlighting can be a powerful tool. Here are some tips to help you highlight more effectively and get the most out of your study sessions.

Bring printed lecture notes or slides

Print your lecturer's notes or slides and bring them to class. When something is flagged as important, like a potential exam question or assignment topic, highlight it on the spot. If you're using a textbook and prefer not to mark the original pages, consider photocopying the relevant sections from each lecture and highlight those instead. That way, you preserve the book while still making useful study marks.

Use colour coding effectively

Try using yellow for key points, as it's the most attention-grabbing. Then, assign other light colours like orange, pale blue, pink or green for different purposes.

For example, you could use one colour for exam-related content, another for topics that need further review, and others for specific categories or assignments. This makes it easier to spot and organise information at a glance.

Steer clear of dark colours

When highlighting, avoid dark colours such as deep blues, greens, and purples. These shades can obscure text and cause eye strain, which is the last thing you need when you're tired from a long night of studying. Stick with lighter, brighter colours to easily see what's important.

Highlight with purpose

Over-highlighting entire paragraphs and pages won't help you study. The point is to mark only key phrases and concepts that will trigger your memory and help you recall the rest of the text. Aim to highlight just 10% to 20% of your notes.

Crunching data that matters

FOOD resources are a global concern, especially as the world's population rises while natural resources decline. One area that remains underexplored as a viable option in food sustainability is insect consumption.

"Considering that insects are part of the main diet in other South-East Asian countries like Thailand, Laos and Cambodia, the big question is, why this is not the case in Malaysia?

"The only theory I could come up with is that eating insects is not a common consumer behaviour and there are, understandably, many psychological barriers to the idea of eating them," said Tunku Abdul Rahman University of Management and Technology (TAR UMT) marketing academic Assoc Prof Dr Phuah Kit Teng.

With this theory, she began researching how perceptions can be reshaped to overcome the "yuck effect" of eating insects.

While entomophagy is widely accepted elsewhere, Malaysia's cultural aversion presents a unique marketing challenge –one that Prof Phuah is determined to tackle through innovative consumer engagement strategies.

"As a marketing academic, I've always been fascinated by how consumer perceptions can be shaped and how cultural barriers can be overcome," she shared.

"Insect-based foods present a unique case study in branding, consumer psychology and strategies to influence purchasing behaviour. Moreover, insects are a highly sustainable food source, requiring minimal resources compared to traditional livestock."

Prof Phuah held interactive bug-tasting sessions, offering participants the chance to sample a variety of insect-based products.

From roasted crickets and oven-baked black soldier flies to grasshoppers in flavours like kimchi, original and chilli, the sessions were designed to challenge preconceived notions in a safe and interactive environment.

She conducted these sessions with Gen Z participants, a demographic known for its eco-consciousness, openness to new experiences and preference for health-focused lifestyles.

The sessions also served as educational platforms, highlighting environmental and health benefits of insect consumption.

"As marketing is largely about consumer behaviour, research data like mine is especially useful for targeting the right audience, improving decision-making in business, measuring success, optimising campaigns, predicting trends and allocating resources," Phuah concluded.

(Top) Phuah (third from left) sharing her research findings.

(Left) Oven-baked black soldier flies were among the items that helped Phuah's research take flight.

■ For those keen to explore marketing and other accounting, finance and business programmes, join TAR UMT's Info Day on Sept 20-21 (10am to 5pm).

Those interested can also call 011-1054 8256 / 011-1059 7109 or visit *www.tarc.edu.my*.

Various financial aid and merit scholarships are available for eligible students.

The Diploma in Management at MSU College offers a broad business management education while also equipping students with essential soft skills.

Strong foundation for management excellence

MANAGEMENT is the process of planning, organising, decision-making, leading, motivating and controlling an organisation's human, financial, physical and information resources to achieve its goals efficiently and effectively.

Good management is fundamental in building strong teamwork and serves as the key to a successful organisation.

To prepare students for a rewarding career in management and administration, the Diploma in Management at Management & Science University (MSU) College offers a broad business management education while equipping students with essential soft skills.

The programme is designed to provide future managers with the tools they need to excel, along with exposure to the core components of organisational management such as communication, leadership, marketing and finance.

Students will be equipped with the latest knowledge and skills, grounded in strong moral values and integrity.

Programme entry requirements

This two-and-a-half-year programme requires a minimum of three credits in any subjects in the Sijil Pelajaran Malaysia examination or its equivalent.

Upon completing the diploma, graduates may choose to enter the workforce or progress directly into the second year of a bachelor's degree programme in the same or related fields at MSU through the Faculty of Business Management and Professional Studies, with the option of credit transfer.

In line with MSU College's aim to produce balanced, holistic and well-rounded graduates, the programme also integrates an entrepreneurial ecosystem and industry-embedded initiatives to further enhance students' soft skills.

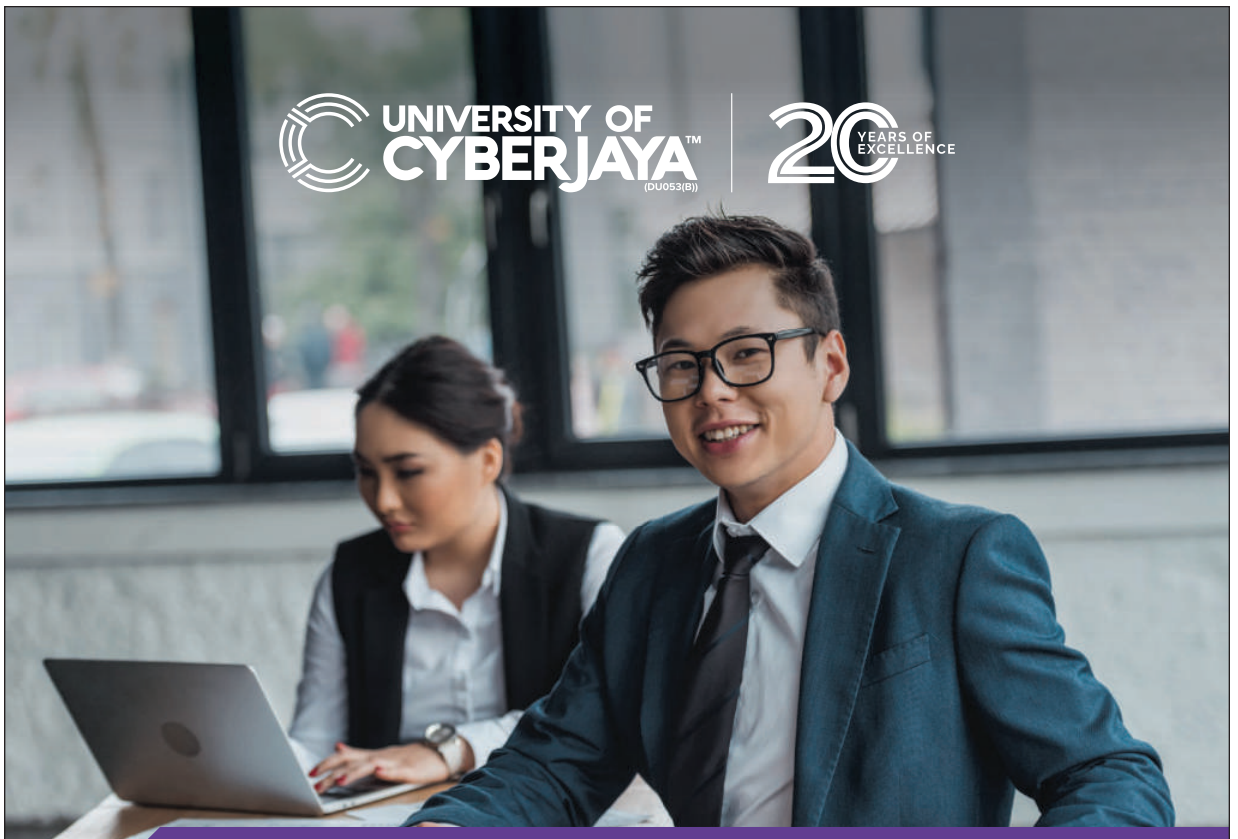
MSU College programmes

The School of Hospitality, Education and Business Studies also offers programmes in Early Childhood Education, Accounting, and English Language Teaching.

MSU College also serves as an APEL Centre, where prospective students can take the APEL Aptitude Test, a non-conventional pathway for entry into higher education. MSU currently offers APEL A and APEL C at the following levels:

>T-3 (Certificate)
>T-4 (Diploma)
>T-6 (Bachelor's degree)
> T-7 (Master's degree)

■ For more details, call 06-764 8686, email enquiry@msucollege.my, or visit *www.msucollege.edu.my*



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At the University of Cyberjaya (UoC), we go beyond teaching accounting — we prepare students to lead the digital shift in global business and finance. Our programmes combine technical expertise, digital fluency, and strategic thinking, ensuring graduates are equipped to succeed in today's competitive economy.

Students benefit from real-world exposure through internships, case studies, and industry collaborations. The Faculty of Business and Technology (FOBT) regularly hosts masterclasses and talks with global entrepreneurs and industry leaders, giving students valuable insights into market dynamics and future workplace expectations.

UoC's curriculum emphasises both academic excellence and practical application, enabling students to graduate as confident, adaptable, and future-ready professionals in accounting and finance.

Join us at the UoC Open Day on 27 and 28 September 2025 to explore scholarships, tour our campus and residences, and meet academics and students.

JOIN US AT UoC OPEN DAY
27 & 28 SEPTEMBER 2025
10 A.M. - 5 P.M.

*Terms and Conditions Apply.

REGISTER NOW

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Building visionaries for future markets

IN today's dynamic economy, business and accounting form the backbone of every thriving industry.

From managing capital flows to driving strategic growth, skilled professionals in these fields are highly sought after across diverse sectors.

Recognising this, the University of Cyberjaya (UoC) is committed to producing graduates who are not just industry-ready but future-ready – equipped with technical expertise, digital fluency and adaptability to excel in a rapidly evolving global marketplace.

"Accounting and finance are no longer confined to traditional bookkeeping," said Cyberjaya Education Group chief financial officer Leong Tuck Yee.

"Today's professionals must navigate a digital-first economy, interpret complex data and advise on strategic decisions.

"At UoC, we nurture versatile talents who will lead with confidence and competence."

Learning beyond the classroom

What sets UoC apart is its forward-thinking curriculum, which blends theory with practical application.

Students gain hands-on exposure through real-world simulations, industry-driven case studies and internships that prepare them for immediate workplace impact.

From mastering financial principles to exploring emerging areas such as finTech, digital business and strategic financial analysis, students build a strong foundation while staying ahead of industry trends.

Beyond academics, the Faculty of Business and Technology (FOBT) collaborates closely with industry leaders to give students a first-hand view of professional practices.

Regular industry talks and masterclasses that feature global entrepreneurs, chief marketing officers and senior executives from leading organisations provide insights into market dynamics and the future of work.

"These collaborations give our students invaluable exposure and confidence to engage with real-world challenges," shared FOBT dean Dr Priya Sukirthanandan.

"We don't just teach accounting; we prepare our students to think critically, embrace innovation and adapt to the evolving financial landscape."

Shaping industry-ready graduates

UoC's diploma programme provides a strong foundation in accounting, finance and business operations, while the bachelor's degree sharpens analytical, managerial and strategic expertise.

Together, these pathways create a holistic learning experience that aligns with global industry demands.

Graduates leave UoC with:

> Industry-relevant skills: Competencies spanning financial modelling, taxation, auditing and strategic analysis

> Digital readiness: Proficiency in digital tools, accounting software and emerging technologies driving automation and data-driven decision-making

> Global perspective: Knowledge of international business practices that prepares them to work across borders

> Confidence through experience: Internships and project-based learning that build real-world workplace readiness

Leading the digital shift

In line with its vision of "Unleashing Changemakers", UoC is cultivating graduates at the forefront of the digital economy – professionals who combine accounting expertise with digital agility, analytical insight and innovative thinking.

At UoC, students are at the forefront of the digital shift, equipped with the skills and confidence to thrive in a digital-first global economy.

They are trained to leverage technologies such as automation, data analytics, and fintech solutions to drive smarter decision-making and create sustainable value in an increasingly interconnected world.

Graduates emerge as future-ready leaders, well-positioned to thrive in audit firms, financial consultancies, multinational corporations and tech-driven enterprises, or to advance their careers through globally recognised professional certifications.

Start your journey

Whether you're starting with a diploma or pursuing a degree, UoC provides a supportive ecosystem of resources, mentorship and industry linkages to help students achieve their aspirations in accounting and finance.

Visit UoC's Open Day on Sept 27 and 28 to explore its programmes in-depth. Visitors will have the opportunity to learn about available scholarships, tour the campus and student residences, and engage directly with academics and current students.

The event is open to SPM school-leavers and anyone considering a future in business and accounting.

Take the next step toward a rewarding career in accounting and finance today.

■ For more details, visit *www.cyberjaya.edu.my/openday-2025*, email inquiry@cyberjaya.edu.my or call 03-8313 7000.

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▶ Diploma and Bachelor Degree: 10 November 2025

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