

### THE STAR, THURSDAY 1 FEBRUARY 2024

IN an era of digitisation, the world of business is rapidly changing. There has been an explosion in Artificial Intelligence (AI), not to mention technological advances in blockchain, cryptocurrencies, cybersecurity, big data and digital marketing. Needless to say, those who can help companies adapt and take advantage of these new developments are in high demand.

### **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. Henley is ranked as a Top 10 UK Business School according to the Financial Times European Business School Rankings 2023, and is also among the hundred or so elite business schools in the world with triplecrown accreditation from Association to Advance Collegiate Schools of Business (AACSB), European Foundation for Management Development (EFMD) Quality Improvement System (EQUIS) and Association of MBAs (AMBA) in recognition of the quality of its teaching and research.

### Study with Henley in Malaysia

Students in Malaysia have the opportunity to study with Henley Business School at the University of Reading's international branch campus in EduCity, Iskandar Puteri, Johor. Students get the best of both worlds and receive exactly the same prestigious degree but at a more afforda-

ble fee compared with studying in the UK. The modern, state-of-the-art campus in Malaysia provides students with excellent facilities that include IT-enabled class rooms, PC labs, social areas and a spacious Learning Resource Centre (LRC) with breakout rooms.

In Malaysia, Henley Business School offers four undergraduate degree programmes that provide excellent career prospects:

- > Accounting and Finance (Henley-ICAEW programme)
- > Finance and Business Management
- > Business and Management
- > Real Estate

The programmes follow the same curriculum and quality standards as the UK campus. For the Accounting and Finance

# **Cutting-edge learning**



The modern campus in EduCity, Iskandar Puteri, Johor offers excellent learning facilities.

programme, Henley in Malaysia has partnered with the Institute of Chartered Accountants in England and Wales (ICAEW) to provide students with a fasttrack to chartered accountancy known as the Henley-ICAEW Programme (HIP).

As an integral part of HIP, students spend a full year industry internship in Year 3 with an ICAEW Authorised Training Employer (ATE) where they can apply what they have learned in the classroom and develop valuable workplace skills.

There are over 200 ATEs in Malaysia and the majority of students on HIP are placed in well-established professional services firms such as EY, KPMG, PWC, Deloitte, GrantThornton and BDO. As for the Finance and Business

Management programme, the campus is an affiliated university with the Chartered Financial Analyst (CFA) Institute and the programme curriculum is aligned with

CFA requirements making it easier for those who wish to sit for the CFA exam.

A distinct feature of the learning experience is Henley's Financial Dealing room, modelled on that at Henley's UK campus, which provides students with access to the ICTrader platform, one of the most sophisticated trading systems that is simulated to trade equity, foreign currency and deriva-tives in the US and UK markets.

Henley's Real Estate programme is ranked UK No.1 for 'Land & Property Management' according to 2024 Complete University Guide Subject Ranking.

The programme is ideal for those seeking to develop a business career in the global real estate industry.

The programme in Malaysia is recognised in Malaysia by the Board of Valuers, Appraisers, Estate Agents and Property Managers (BOVAEP) and the Royal Institute of Surveyors Malaysia (RISM), in

the UK by the Royal Institute of Chartered Surveyors (RICS) and in Singapore by the Singapore Institute of Surveyors and Valuers (SISV).

The Business and Management programme offered at Henley Business School is specifically designed to nurture entrepreneurial leaders, and was developed with the help of experts from the renowned Henley Centre for Entrepreneurship (HCfE) in the UK, recognised by the AACSB accreditation agency in 2017 as among the top 20 centres for entrepreneurship in the world.

Aside from those with entrepreneurial ambitions, the programme is ideal for those exploring business careers in marketing, sales, business analysis, advertising, customer service and human resources.

### **UK transfer option**

Students can take advantage of the flexible options which allows them to spend one or even two years at Henley in the UK on the university's main campus in Reading which is set in 130ha of beautiful parkland.

The campus was recently voted No.1 for campus and facilities in the 2022 Annual StudentCrowd University Award and has everything a student needs, including sports facilities, health centre, eateries. a supermarket and on-campus accommodation

Furthermore, Reading town is only a 30-minute train ride from London, making it ideal for students who are seeking to make the most from their time in the UK.

For more information, visit its website or follow them on social media:

> www.reading.edu.my/henley > Facebook – *https://www.facebook.com/* 

uniofreadingmalaysia > İnstagram – https://www.instagram.

com/uniofreadingmalaysia/

■ For course enquiries, call 1800 186 867, or 07-268 6205 or WhatsApp 016-772 5400 or email my.enquiry@reading.edu.my



Diploma in Management at MSU College offers a broad business management education and equips students with the right soft skills component.

### Pathway to success in management

MANAGEMENT is a process of organising, planning, decision making, leading, motivating and controlling the human resourc-es, financial, physical, and information resources of an organisation to reach its

goals efficiently and effectively. Good management is also fundamental in building great teamwork and the key to successful organisation.

With the aim of preparing those who are interested for a successful career in management and administration, Diploma in Management at MSU College offers a broad business management education and equips students with the right soft skills component.

The programme is specifically designed to provide students with all the tools required in management positions as well as exposure to basic components of organisational management including communication, leadership, marketing, finance and many more.

It also prepares students with the latest

knowledge and skills, and equips them with high moral values and integrity while carrying out their duties and responsibilities.

 strong foundation in all related areas will provide students with clear understandings into the fields they may want to explore at the bachelor's degree level.

The entry requirement to this two-anda-half-year programme is a minimum three credits in any subjects in the Sijil Pelajaran Malaysia (SPM) or its equivalent.

Upon completing the diploma, students can choose to start a career or proceed to a second year bachelor's degree in the same field or other related programmes at Management and Science University (MSU) through the Faculty of Business Management and Professional Studies (FBMP) with the options of credit transfer.

And in line with MSU College's aspiration to produce a balanced, holistic and well-rounded graduate, a comprehensive entrepreneurial ecosystem and industry embedded programme are also deeply rooted as part of the initiatives to further enhance their soft skills and to ensure they are competent in the job market.

Apart from this, there are also other rogrammes available under its School of Hospitality, Education and Business Studies (SHB) such as Early Childhood Education, Accounting and English Language Teaching (ELT).

MSU College is also MSU APEL Centre for potential candidates to take the APEL Aptitude Test as the non-conventional pre-qualification for entry into higher studies, in which MSU currently offers APEL A and APEL C at T-3 (certificate), T-4 (diploma), T-6 (bachelor's degree), and T-7 (master's degree) levels.

For more information on programmes offered, call 03-5521 6868 or email enquiry@msucollege.my or log on to www.msucollege.edu.my

### Shaping the future of healthcare

THE healthcare sector has undergone a tremendous transformation with very significant changes in its priorities.

There is an increased reliance on digital healthcare tools, broader use of telehealth, growing focus on public health and a shift in the healthcare model post-pandemic.

Traditionally, medicine has been illness-focused, but it has now taken a different approach towards prevention and wellness with the challenges of the "new normal" now being addressed using digital tools.

Remote patient monitoring, extending to the implementation of various kinds of treatment interventions across disciplines, is now possible.

Widespread acceptance of telehealth is the biggest impact of the pandemic on healthcare.

Likewise, artificial intelligence (AI) is gaining a significant reputation for its accuracy in diagnosing and managing a plethora of diseases, as well as maintaining health.

Technology integration in training healthcare professionals to stay relevant in the current digitalised healthcare landscape is paramount.

For healthcare professionals to be equipped for practice in the 21st century, and be able to adapt to face evolving situations and challenges, health professions educators play a pivotal role.



The Health Professions Education (HPE) programme at IMU equips educators with the necessary knowledge and skills to effectively educate healthcare professionals, ensuring they are up-to-date and aligned with the current demands of the healthcare industry.

The Health Professions Education (HPE) programme at International Medical University (IMU) equips educators with the necessary knowledge and skills to effectively educate healthcare professionals, ensuring they are up-to-date and aligned with the current demands of the healthcare industry.

The ability to learn throughout their career and adapt to evolving situations is equally important.

This is why interprofessional education is a highly valued aspect of adapting to the current collaborative healthcare model. With health issues becoming increasingly complex, a multidis-

ciplinary approach is essential. Therefore, it is imperative to imbue graduates with this

mindset from the onset of their educational journey. Health professions education,

grounded in the best evidencebased practices for teaching and learning, enhances programmes by fostering critical thinking and problem-solving skills, which are essential for navigating the complexities of the modern healthcare environment. Within the HPE programme, a significant emphasis is placed on assessment as a foundational element in fostering competence.

The programme guides educators in deploying a variety of assessment methods, which are vital for equipping graduates with the skills and knowledge needed for their professional journey.

IMU offers postgraduate courses in Health Professions Education (HPE) at the postgraduate certificate, postgraduate diploma, master's and PhD levels. The programme offers modules which equip the candidates with the contemporary knowledge and skills of the 21st century, with state-ofthe-art teaching, learning and assessment principles and methods.

The courses are designed to actively engage students with both local and internationally renowned faculties, who are experts in their discipline.

The Postgraduate Certificate in Health Professions Education, via Open Distance Learning (ODL), allows flexibility for candidates to enrol and attain the qualification.

In addition, the micro-credential course on the Roles and Needs of 21st Century Health Professions Educators is offered as an introduction to the Postgraduate programme in Health Professions Education.

The commencement of this programme for the postgraduate certificate, postgraduate diploma and master levels are in March and September (for ODL only) of each year while the commencement for the PhD level is throughout the year.

If you are interested in joining this programme, you can make an online application today.

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



MSU is a QS and multi-global-ranked institution focused on building holistic human capital. Envisioning a better, more sustainable future for all, we champion equality by providing a level playing field across extensive efforts in transforming lives, enriching future through compelling learning experiences.



education & social sciences

public relation & broadcasting

. human capital management

accounting / finance / economics

. early childhood education

. hospitality & creative arts

. logistic management

. business management

. entrepreneurship

. music & fashion

. psychology

. marketing

FOCUS areas: . medicine

. pharmacy

- . biomedical science
- . nursing
- . medical assistant
- . health & science
- . optometry & visual science . cardiovascular technology . environmental health
- . information sciences
- & computing
- . engineering & technology . media science & graphic
- aviation management & pil
- . aviation management & piloting . aircraft maintenance technology













Confact us : Email

Tel : 03 5521 6868 Email : enquiry@msu.edu.my **MANAGEMENT & SCIENCE UNIVERSITY (MSU)** DU019(B) University Drive, Off Persiaran Olahraga, Section 13, 40100 Shah Alam,

Selangor Darul Ehsan, Malaysia.

n sciences





Henley

Business School

MALAYSIA

\*\* \*\* \*\*

**University of** 

Reading

ΜΑΙΑΥΣΙΑ

# **AT THE FOREFRONT** BUSNESS

Invest in a Top 10\* UK business school with triple-accreditation\* for over 20 years for a career-empowering business education and be part of a leading institution that is pioneering thought leadership and innovation in Malaysia.

\*Financial Times European Business Schools Ranking 2022

\*\*Accredited by

THE STAR, THURSDAY 1 FEBRUARY 2024



**Accounting & Finance** 

**Business & Management** 

**Finance & Business Management** 

**Real Estate** 

**PhD in Business & Management** (R/345/8/0944)(08/2028)(MQA/FA8521)

Explore a brighter future at our OPEN DAY. Date: 30th March 2024 (Saturday) Venue: On-campus Time: 10.00am-04.00pm

Scan QR Code to **RSVP** 



### FOR COURSE ENQUIRIES

🖀 +607 2686 205 🕥 +6016 7725 400 🖂 my.enquiry@reading.edu.my 🍳 Persiaran Graduan, Kota Ilmu, EduCity, 79200 Iskandar Puteri, Johor

FT EUROPEAN BUSINESS SCHOOLS 2022 RANKING



Scan QR Code to Learn More

## **Crafting fruitful collaborations**



During the three-day iReX event, 629 students had the opportunity to present their projects.



### **32 YEARS** of Nurturing Medical and Healthcare Professionals

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

#### CENTRE FOR **PRE-UNIVERSITY STUDIES**

 Foundation in Science
 MQA/FA3974 APR | JUL | SEP

SCHOOL OF ALTERNATIVE AND COMPLEMENTARY MEDICINE

- Acupuncture (*LVL3C)* KPT/JPT(R/721/7/0071)03/2027 | MQA/SWA8570 **SEP**
- Chinese Medicine
   Chinese Medicine FEB | SEP
- Chiropractic
- SCHOOL OF BUSINESS AND TECHNOLOGY
- Digital Health . /2028 | MOA/PSA14380 JUL | SEP
- SCHOOL OF DENTISTRY
- Endodontics (PG Dip) KPT/JPT(R/0911/7/0003)05/2029 | MQA/SWA12162
- Implant Dentistry (*PG Dip*) KPT/JPT(R/724/7/0019)06/2026 | MQA/SWA6111 **OCT**
- Prosthodontics (*PG Dip*) KPT/JPT(R/0911/7/0002)05/2029 | MQA/SWA12163 JUL
- SCHOOL OF HEALTH SCIENCES Biomedical Science
   KDT/IDT/R3/421/6/0011)12/2027 I MQA/A8230
  - JUL | SEP Dietetics with Nutrition JUL | SEP

- Medical Biotechnology JUL | SEP Nursing KPT/JPT(R/723/6/0125)04/2027 | MQA/FA8944
- KPT/JP SEP • Nursing<sup>#\*</sup> "Patr/IPT(N-DL/0913/6/0001)09/2029 | MQA/PA14397 KPT/JPT(N-DL/0913/6/0001)09/ FEB | SEP \*Available to registered nurses only Nutrition
   KPT/IPT(R2/726/6/0011)06/2027 | MQA/FA1298
- SCHOOL OF MEDICINE Medicine
   Medicine
   Medicine
   MQA/FA6155
- SCHOOL OF PHARMACY Pharmaceutical Chemistry KPT/JPT(R3/442/6/0003)
  - Pharmacy
     WT/DT(R2/727/6/0050)09/2026 | MQA/FA8374
- SCHOOL OF PSYCHOLOGY AND SOCIAL SCIENCES Counselling
- (Master) KPT/JPT(N/762/7/0046)09/2026 | MQA/FA12002 SEP Clinical Psychology
- крт/јр **SEP** 313/7/0001)07/2027 | MQA/PSA1564 Psychology
   Sot/IPT(R3/311/6/0013)09/2027 | MQA/A8177

### SCHOOL OF POSTGRADUATE STUDIES

Analytical and Pharmaceutical Chemistry# (MSc) KPT/JPT(R2-CDL/442/7/0001)01/2027 | MQA/FA1191 KPT/JPT(N-DL/442/7/0022)02/2026 | MQA/PSA11367

- Business Administration in Healthcare Management (PG Cert / PG Dip / Master) кPT/JPT(R/345/7/1082)09/2028 I MQA/P5A11354 KPT/JPT(R/345/7/1085)10/2028 I MQA/SWA11353
- Diabetes Management and Education<sup>#</sup> (PG Dip)

MAR | SEP

- 726/7/0030)01/2028 | MQA/SWA9086 DL/0915/7/0004)11/2027 | MQA/PSA16046 MAR | IUI Healthcare Management www
- KPT/JPT(N-DL/145/7/0120)02/2026 | MQA/SWA14379 Throughout the year Health Professions Education (PG Cert# / PG Dip / Master) KPT/JPT(N-DL/145/7/0120)02/2026 I MQA/SWA14379 KPT/JPT(R145/7/0066)09/2025 I MQA/SWA05162 KPT/JPT(R145/7/0064)09/2025 I MQA/PA5163 MAR | SEP
- Health Professions Education (PhD)
- KPT/JPT(R/145/7/0070)09/2025 | MQA/SWA5164 Throughout the year Health Informatics and Analytics (PG Cert / PG Dip / Master) крт./pr(N/720/7/0131)09/2025 | MQA/SWA13973 крт./pr(N/720/7/01309/92025 | MQA/SWA13974 крт./pr(N/720/7/0129)09/2025 | MQA/SWA13974
- Medical and Health Sciences
- IMECIICai and the construction
   (MSc / PhD)

   KPT/JPT(R2/7207/0049)06/2026 | A10618
   KPT/JPT(R2/721/8/0043)01/2027 | A3767

   Throughout the year
   #
- Molecular Medicine# 545/7/0078)07/2027 | MQA/FA1299 MAR | SEP
- Pharmacy Practice KPT/JPT(R2/0916/7/001)03/2029 | MQA/SWA02796 MAR | SEP
- Public Health<sup>#</sup> (MSc) KPT/JPT(R2/720/7/0077)09/2025 | A10261 KPT/JPT(R-DL/720/7/0811)09/2028 | MQA/SWA11356

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

MANAGEMENT and Science University (MSU) signed memorandums of understanding and a memorandum of agreement with Giaan Flying Academy, Kidocode Sdn Bhd and Sekolah Kebangsaan Sungai Melut, Dengkil, during the Faculty of Information Sciences and Engineering (FISE)'s 16th Idea

Regeneration Expo (iReX) last month. The collaborations primarily aim to solidify the interprofessional endeavour in the areas of commercialisation, research ecosystems, and learning experiences.

iReX – the flagship programme of the faculty – is crafted with the primary purpose of educating the public, disseminating innovations and fostering collaboration between the university and its industry partners.

Anchored by FISE at the MSU Chancellor Hall, the three-day event showcased a total of 629 students presenting their projects, comprising 427 bachelor's degree students and 202 diploma students from the Departments of Media Science & Graphic (MSG), Engineering & Technology (ENT), and Information Sciences & Computing (ISC).

Muhammad Aimin Nur Rashid Hasim from the Bachelor of Engineering Technology (Electrical and Electronic) (Hons) programme at ENT won the IEEE Outstanding Award, for the Development of Temperature Control System Using PLC for Electrical House (eHouse).

Mohamad Amirul Aznil Mohd Taib and Muhammad Hariz Mohd Hanafiah from the Bachelor of Science (Hons) in Mechanical Engineering programme at ENT each received the IEEE Best Project (Bachelor).

The students were presented with the award for Design of Unmanned Aerial Vehicles (UAV) for Service-Based Delivery Applications, as well as Analysis and Optimisation of Care-Purpose Drones for Medical-Based Applications.

Receiving the IEEE Outstanding Award (Diploma) were Shailendra Chandran, Nathaniel Predheep Nambiar Remesh Nambiar and Amisha Jadu Anak Benner from the Diploma in Électrical and Electronic Engineering programme at ENT. The students were awarded respectively for Development of Smart Zebra Crossing for Pedestrian Safety, Develop Smart Energy Monitoring for Home Appliances by using ESP32, and Development of Smart Wireless Battery Charging for Scooter and Vehicles.

Bagging the iReX16 Best Projects (Bachelor) awards were Suthesan Marimuthu from the Bachelor of Engineering Technology (Electrical and Electronic) (Hons) programme at ENT for Development of Remotely Monitored Smart Aquarium with IOT using Arduino and Blynk Application for Home, Akmal Hakim Abdulhaleng from the Bachelor in Computer Science (Hons) programme at ISC for Appraisal and KPI Monitoring System V2, and Wan Irfan Nurul Atiq Wan Mohd Yusoff from the Bachelor in Graphic Design (Hons) programme at MSG for Graphic Communication by using Graphic Design to Strengthen e-Book Secondary Level for Visual Art Subject.

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.





& +603 2727 7515 ⊠ start@imu.edu.n anissiisiusa, keessettuswos 126, Jalan Jalil Perkasa 19, Bukit Jalil 57000 Kuala L<u>umpur, Malaysia</u>