

VC COLUMN

IN a survey conducted early this year, 70% of learners said they chose to enrol with Open University Malaysia (OUM) because of the flexibility that we offer.

Clearly, flexibility is a very big part of OUM. Over this last year, we have strived to continue offering the best in flexibility to our learners, in ways that will not only make for a better study experience, but also those that are in tune with the changes happening around us.

New partnerships forged with Wanita Berdaya Selangor (WBS) and the Malaysian Army in March and August, respectively, hopes to make open and distance learning (ODL) even more widely available to all. With these newly inked agreements, women under the WBS banner and officers from the Royal Signals Regiment received scholarships to enrol in diploma and bachelor's degree programmes at OUM.

Meanwhile, the International Conference on Education held virtually in September provided a special platform for ODL experts, professionals, scholars, and learners to deliberate key issues on the importance of digital transformation in education. Ideas shared at the conference are likely to make an impact not only at OUM, but other open universities around the world.

In late September, we congratulated more than 4,300 of our learners who graduated this year. Covid-19 restrictions prevented us from hosting a full-fledged ceremony for them, and although this is a disappointment to many, it is only a temporary one.

We plan to hold a special convocation for the affected graduates next year to give them a chance to celebrate their achievement.

Having said that, today's challenges go beyond the cancellation of plans and activities. Thus, in addition to our focus on flexibility, we have also lent a helping hand to those around us. Through the Centre for Learner Affairs, we have disbursed more than RM100,000 in aid to learners and their

## Championing flexibility, embracing change



OUM continues to offer the best in flexibility to its learners.

families who faced personal tragedies this year.

Meanwhile, learning centre staff around the country reached out to local communities, as was done by the Taiping Learning Centre, which distributed supplies to the needy in July, and Sibul Learning Centre, which distributed food baskets in the

month of September.

This year, we have also extended the reach of our flexible online learning approach to non-Malaysian learners. By opening up enrolment to more than 20 postgraduate programmes internationally, virtually anyone from anywhere in the world can opt to study at OUM.

By **PROF DR WIDAD OTHMAN**



Learners from Zimbabwe, Yemen, Syria, France, the United Kingdom and a number of other countries have already signed up, thus lending a truly international flavour to our community.

Finally, as a means to improve operational efficiency, the academic clusters at OUM have been rebranded as faculties beginning Dec 1. They will now be known as the Faculty of Applied Sciences, Faculty of Education and Social Sciences, and Faculty of Business and Management.

Now, as we stand on the cusp of 2022, the advice of leadership guru Simon Sinek is one that best encapsulates what we hope to achieve in the near future. Sinek says we should not wait for change to happen. Instead, we should grab the bull by the horns and decide for ourselves what our future should be.

The future is up to us, and at OUM, that future will certainly hinge on flexibility.

■ Prof Dr Widad Othman is the vice president at OUM.

## Why you should consider a doctorate qualification

DESPITE the four recovery phases launched under Malaysia's National Recovery Plan, the government has delayed the country's transition into the endemic phase, particularly due to trepidations about the effects of the latest Covid-19 variant.

In view of the continued uncertainty welcoming us into another year, business professionals have to make sense of this newly evolved business environment so that they seek and seize the opportunities emerging during the recovery. They must also react in agile and innovative ways to stay ahead, and for some, afloat.

In addition to speed, the ability to develop strong critical and analytical skills have been amplified dramatically as a requirement for business professionals to build expertise and grow a competitive advantage.

This is to differentiate themselves in the marketplace and be able to recognise and capitalise more effectively on rising opportunities.

UNITAR International University's recently launched Doctor of Business Administration (DBA) online programme will equip professionals with in-depth knowledge and advanced skills as well as hone critical thinking that will enable them to thrive in the ever-changing business landscape.

The programme aims at preparing competent practitioners with a firm grounding in the business and management field while enhancing their credibility and honing competencies to advance professional goals.

Designed to suit busy working professionals, UNITAR's DBA programme is exempt from examinations and is based on 100% coursework. Doctoral seminars will be conducted as part of the programme to

enrich industrial perspectives. The programme also offers unparalleled flexibility and accessibility in scheduling consultation hours with supervisors.

Meanwhile, the supervised research work will help professionals develop more in-depth knowledge, competency, and a focused understanding of the chosen area of expertise. In the present crisis, it is the best time to enhance one's knowledge and expertise in building more resilient careers and businesses.

With strong focus on the development of strategic thinking, entrepreneurship and social innovation, UNITAR'S DBA will not only empower business professionals with the latest and most advanced skills and knowledge for solving real-world business issues in this ever-changing landscape, but also help entrepreneurs understand the contexts involved in starting a new business and open diverse career opportunities, from teaching to consulting, leadership and research.

Established as the first virtual university in South-East Asia in 1997 to offer distance learning in what was then a very niche market, UNITAR has invested in technology as part of its drive to automate business processes and align the academic pedagogy with emerging technologies.

Through innovative learning solutions for a sustainable future, UNITAR received a well-deserved double accolade with the prestigious Most Enterprising Brand of the Year and the highest brand accolade for the education and learning sector with the Platinum Putra Brand Award 2020.

Also ranked by Quacquarelli Symonds as the First in Asia for Online Learning with QS 5-Star Rating and voted by leading employers



Designed to suit busy working professionals, UNITAR's Doctor of Business Administration programme provides learners with a firm grounding in the fields of business and management.

in Malaysia as Talentbank's Top Employer's Choice, UNITAR offers a transformative learning experience for its students. This has led to its recognition in providing quality education and innovation to deliver good value for its students.

UNITAR was recently accredited as a Premier Institution for its quality in its premises and health and safety, course delivery, student welfare, education management, quality assurance as well as marketing and recruitment services.

The recognition was given by the Accreditation Service for International Schools, Colleges and Universities – an independent international educational agency based in the United Kingdom that

specialises in the accreditation of schools, colleges, universities, training organisations, and online and distance education providers both in the UK and overseas.

DBA candidates at UNITAR will learn to communicate and defend rigorous research ideas, studies, and findings to both academic and professional audiences; as well as develop the ability to facilitate exceptional analytical and practical skills that can be transferred efficiently into executive-level decision-making.

■ For more information, WhatsApp 011-1051 2825, email enquiries@unitar.my, visit <https://unitar.my> or follow its Facebook and Instagram accounts at @myunitar



# Boosting pharmacists' skills and knowledge



Annaletchumi and Atolagbe believe the MPP is crucial in developing their pharmacy careers.

IMU's Master in Pharmacy Practice (MPP) is an advanced professional practice programme for experienced pharmacists, building on prior knowledge to enhance competency in their profession.

The MPP programme will develop knowledge and skills in clinical pharmacy practice and research, pharmacy management, social and administrative pharmacy and medicines management.

The programme's ethos and culture are designed to foster self-reliance and provide an advanced approach to learning in support of continuing professional development.

IMU's MPP is a one-year programme that offers the four streams of clinical pharmacy, pharmacy management, social and administrative pharmacy, and clinical research. The duration for part-time study is between two and six years.

This programme is delivered in mixed mode, consisting of taught modules and research projects. Face-to-face classes are delivered on weekends. This flexible opportunity allows working pharmacists to take up this programme part-time and achieve their academic ambition without compromising on their professional duties.

IMU's MPP programme has previously attracted many students locally, regionally, and internationally. Students from countries including Malaysia, the Philippines, Iran and Nigeria achieved their dream careers through IMU's master's programme.

There are many opportunities and a growing demand for graduates in the



Chu: "The knowledge and skills acquired during my MPP increased my confidence in executing business plans."

pharmaceutical and healthcare industry. Alumni find themselves working as clinical pharmacists, clinical trial experts, industry managers, community pharmacy managers, academics, professional consultants and many more. "The knowledge and skills acquired during my MPP successfully increased my confidence in executing business plans," says Chu Jianfeng, an alumnus who graduated in November 2019.

Emmanuel Timilehin Atolagbe, an international student from Nigeria who graduated this month, says, "IMU offers numerous opportunities and activities which were very important in aiding and nurturing my development as a young pharmacist. It ranged from the clinical and project-based learning sessions to the numerous community outreach drive which students and staff alike can volunteer for."

A current part-time MPP student who works as a clinical pharmacist at a government hospital,

Annaletchumi Arrumugam reflects, "I would have to concur that IMU has made my education journey an incredible as well as an efficient one despite the challenges of the Covid-19 pandemic – this is proof that even Covid-19 will not stop the learning at IMU."

IMU's MPP curriculum is designed to meet the current challenges and opportunities in the healthcare sector. The programme is delivered by pharmacy practice experts, industry consultants, practitioners, experienced clinical preceptors and experts from other universities.

IMU's MPP programme has two intakes per year (March and September) IMU offers postgraduate programmes including master in science programmes in Public Health, Analytical and Pharmaceutical Chemistry, Molecular Medicine, Acupuncture and Pharmacy Practice, the Master of Counselling. The university also offers 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 IMU's 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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## Industry-ready postgraduate studies

GREEN technology is aimed at mitigating human impact on the environment. This can include resource-conserving technologies as well as those that incorporate renewable resources. It encompasses technology that reverts environmental degradation.

The demand for green technology solutions and services is increasing as environmental awareness on global warming spread throughout industry and society.

Additionally, growing consumer and industrial interest in clean energy resources is expected to fuel market growth in the coming years.

In 2028, the market is expected to generate US\$41.62bil (RM176.21bil). The increase in demand will eventually return to pre-pandemic levels once the pandemic is over.

Green Process Engineering is a subfield of chemical engineering that utilises special tools to design environmentally friendly and safe chemical processes. To achieve green process development, it is necessary to integrate new environmentally friendly chemical routes and technological innovation.

One of the critical challenges is to cultivate a strong research and development culture in the field of green chemical engineering technology, which partly involves training an army of highly skilled researchers.

Universiti Kuala Lumpur Malaysian Institute of Chemical and Bioengineering Technology (UniKL MICET) is among the pioneer providers of engineering technology in Malaysia. The Master of Engineering Technology (Chemical Engineering) and Doctor of Philosophy (Chemical Engineering) programmes are fully accredited and recognised by the Malaysian Qualification Agency.

The programmes provide depth



UniKL MICET offers a diverse range of expertise, allowing every opportunity for groundbreaking discovery.

and flexibility to a curriculum taught by experienced educators and researchers, access to industry-based learning opportunities, substantial amount of international and national research grants as well as generous scholarships for selected UniKL postgraduate students every year. Under these programmes, students will receive guidance and supervision from experts who have extensive doctoral training from the world's best universities.

The programmes offer diverse range of expertise in chemical engineering technology research, addressing a wide variety of important research areas including chemical processing, bioprocessing, environmental management, food and beverage, oil and gas, petrochemicals and many others.

There is a wide range of industries that utilise chemical engineering technologists, particularly in manufacturing processes.

UniKL MICET offers prospective students far more than just a qualification, such as a valuable learning experience. Students will also gain great exposure to

transdisciplinary research through close collaboration with industries. UniKL invests continuously into research facilities to ensure researchers and students have access to the equipment necessary to develop and test their cutting-edge ideas.

Additionally, UniKL MICET offers part-time programmes for working adults, allowing them to pursue postgraduate degrees while maintaining their current jobs. The institute has industrial-grade facilities, which mean students can conduct research on campus or at their workplace.

Many students also work on research projects assigned by their own companies or industrial partners at the universities. The programmes have successfully prepared students to excel in their careers, as evidenced by their high employment rate.

The postgraduate programmes are specially designed with this transformative agenda in mind. Join UniKL MICET to be part of the transformation in green technology.

■ For more information, email Dr Tong Woei Yenn at [wytong@unikl.edu.my](mailto:wytong@unikl.edu.my)



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# To be in and of Malaysia

AS we approach the end of 2021, many of us will be reflecting on the highs and lows of the past year. We might also be making our own resolutions or goals for 2022. This is certainly true for my colleagues and I at the University of Nottingham Malaysia (UNM).

In this year of challenges, we've been proud to maintain a high-quality educational experience for our students, using our switch to the online learning environment as an opportunity to provide innovative teaching and learning on the digital platforms we use.

Our academics have also used this time to ensure the continued impact of our research. We have tackled some of the most pressing questions that have become more pronounced during Covid-19. Our work has sought to understand the problems and find solutions for issues ranging from poverty and inequality to food supply and security.

This year has been especially significant for us. It has marked the twenty-first anniversary of Nottingham establishing the UK's first overseas campus in Malaysia. As I wrote in May's column, we have come a long way from our humble beginnings in rented teaching space in Kuala Lumpur. We're proud to work and study on our beautiful 118-acre campus in Semenyih, home to over 5,000 students each year, from more than 85 countries.

At the age of 21, you begin to reach a new maturity. You begin to look at the world through different eyes, learning from your past experiences but with a clear focus on the future. Despite the ongoing and significant challenges brought about by the pandemic and its aftershocks, we are incredibly optimistic about the future and are busy making our resolutions and goals.

As a global university with campuses in the UK, China and Malaysia, our sights are inevitably often focused on the unique



UNM is committed to uplift Malaysian poets new and old, and shine a spotlight on the local literary scene.

international experience that our students gain through choosing to study with us. We look at our partnerships, research and teaching experiences at a global level, enabling the mobility of ideas, people and impact.

Important though this is, a university is also a significant anchor institution in the place within which it is located. We therefore balance this global footprint with a commitment to the future of Malaysia, something we will continue to strengthen in the coming year and beyond.

Let me share with you two recent examples of how we put this into practice.

The first is our commitment to Malaysian arts and culture. In recent years, we have been the proud sponsors and supporters of the Malaysian Poetry Writing Competition. This year, nearly two thousand entries were received from 860 poets nationwide. This is an overwhelming response to a call that demonstrates poetry is alive and well in the

Malaysian literary scene. The winning poem, entitled *Year of the Rat* by Lim Jack Kin, was announced and awarded at an event we hosted this month.

It makes me proud to know that we're playing a small but significant role in bringing this work and the poets together, supporting their publication and contributing to the continuation and advancement of literature in Malaysia. Culture, traditions and transformations give us the unique insights into the history and development of communities and nations. It sounds very grand, but every time words become print, they are a future historian's insights into this country's incredible traditions, its challenges and its hope for the future.

The second example struck me when I attended the UN Global Compact Network Malaysia and Brunei Sustainability Celebration Night in Kuala Lumpur on Dec 9. This event was convened to recognise and

By  
**ASSOC PROF  
DR JASON  
PANDYA-  
WOOD**



celebrate the progress that companies – large and small – were making towards the UN's Sustainable Development Goals.

The commitment and dedication of Malaysian business leaders was inspiring. As the night progressed, I was delighted to see evidence of the involvement of so many of UNM's students, alumni and staff in various initiatives designed to create a more sustainable society.

UNM's ambassadors were serving as researchers, sustainability leads, interns and volunteers. The unifying commitment was one that is simple to state but requires so much dedication to realise: a desire to make Malaysia a better place for future generations.

It seems fitting then to conclude with my new year's resolution. It is ambitious, to be sure, but one which is fitting for a university now firmly embedded in the fabric of Malaysia's social, economic and cultural life. Here it is: As an institution, we'll be as proud to make a difference locally as we do globally. We'll see ourselves not just in but of the community. Our staff, students, graduates and partners, will work together to make a positive difference to the lives of those on our doorsteps.

Next year, we look forward to working with you to make this resolution a reality.

■ Assoc Prof Dr Jason Pandya-Wood is dean of the Faculty of Arts and Social Sciences at the University of Nottingham Malaysia.



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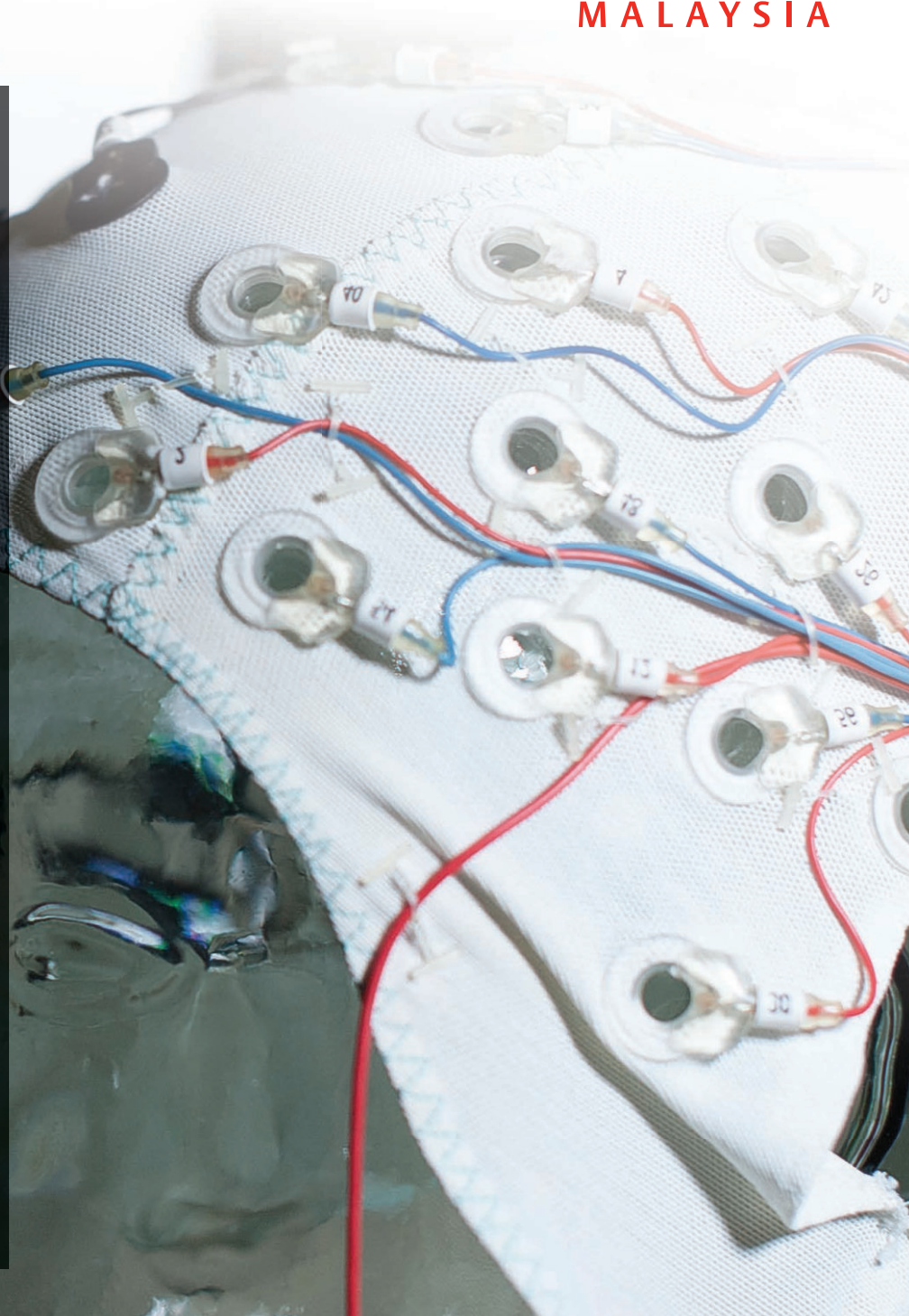
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(R/340/6/0485)(11/2024)(MQA/FA5216)

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

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

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

### BSc Psychology

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

### BSc Psychology with Professional Placement

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

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# Nurturing well-rounded civil engineers

THE government has mentioned that Malaysia embraces the concept of sustainable and quality infrastructure, which highlights the need to build smart infrastructure that will bring and maintain sound economic development, and at the same time protect vital natural resources and the environment.

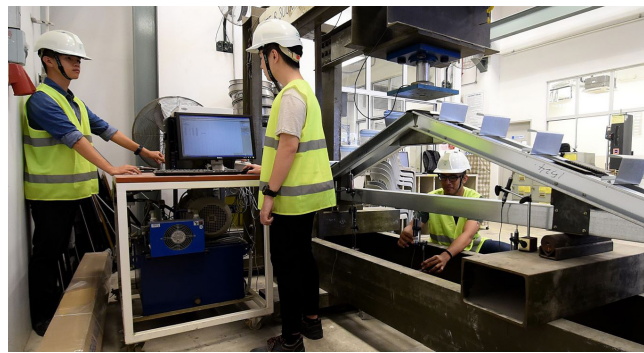
“The civil engineering industry is a rigorous and important profession in infrastructure development, where designs impact people, environment and property. The Master of Engineering (Civil) programme at UTAR explores the advanced aspects of engineering, focusing on infrastructure and nation development including the four sub-speciality fields – Structure and Earthquake Engineering, Railway and Transport Engineering, Geotechnical and Tunnelling Engineering, and Hydrology and Environment

Engineering,” explains programme head Ir Ts Dr Kwong Kok Zee.

The programme will be offered under the Lee Kong Chian Faculty of Engineering and Science and will start enrolling students in the January 2022 trimester. It aims at producing diverse and well-rounded civil engineers and promote the advancement of knowledge in solving civil engineering problems.

Apart from the general core and specialised civil engineering elective subjects, the programme will also offer electives related to management and global trends which are beneficial to the future career development of graduates.

“Students can select their own interested sub-speciality fields and advance their learning. Students will also gain a deeper understanding of how these sub-speciality fields will impact the environment and



UTAR's Master of Engineering (Civil) programme aims at producing specialists who can solve complex civil engineering problems.

people, as engineers often have a broad understanding of how external factors can influence a project, whether legal, material or social. Students will have the opportunity to network with peers, faculty and professionals. In addition, the Master's programme tuition fee in UTAR is affordable,” says Ir Ts Dr Kwong.

He adds, “Sustainability is also focused on and we foresee students understanding the contribution of civil engineering in bringing about sustainable impact. More specifically, the programme is related to Sustainable Development Goal (SDG) 9: Industry, Innovation and Infrastructure. Civil engineering will support domestic technology development as well as advance skills and innovations to develop quality, reliable, sustainable, resilient infrastructure and support economic development.

Another related goal is SDG 11: Sustainable Cities and Communities – highlighting the effort and advances needed from civil engineering to make all cities in Malaysia safe and sustainable by 2030.”

Students enrolled in this programme will also be able to advance their career to a higher level and engage in important projects as the Master's programme certificate will help them stand out against other job applicants.

UTAR offers undergraduate and postgraduate programmes in Accountancy, Actuarial Science, Applied Mathematics, Arts, Chinese Studies, Malaysia Studies, Business and Economics, Biotechnology, Engineering and Build Environment, Information and Communication Technology, Life and Physical Sciences, Medicine and Health Sciences, Media and Journalism, Education and General Studies, Agriculture and Food Science, and engages in the provision and conduct of research, consultation, management, leadership training and other related educational services at its campuses in Bandar Sungai Long and Kampar.

■ 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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### Analytical and Pharmaceutical Chemistry (MSc) ★ Mar/Sep

KPT/JPT(R2.CDU442/7/0001)01/2027 MQA/FA1191

### Business Administration in Healthcare Management (PG Cert / PG Dip / Master) Mar/Sep

KPT/JPT(N/345/7/1082)9/2023 MQA/PSA11354  
KPT/JPT(N/345/7/1090)12/2023 MQA/PSA11355  
KPT/JPT(N/345/7/1085)10/2023 MQA/PSA11353

### Counselling (Master) Sep

KPT/JPT(N/762/7/0046)09/2026 MQA/PA12002

### Diabetes Management and Education (PG Dip) Mar/Jul

KPT/JPT(N/726/7/0030)02/2023 MQA/PA9086

### Endodontics (PG Dip) Apr

KPT/JPT(N/724/7/0043)05/2024 MQA/PSA12162

### Health Informatics and Analytics (PG Cert / PG Dip / Master) ◆ Sep

KPT/JPT(N/720/7/0131)09/2025 MQA/PSA13973  
KPT/JPT(N/720/7/0130)09/2025 MQA/PSA13972  
KPT/JPT(N/720/7/0129)09/2025 MQA/PSA13974

### Health Professions Education (PG Cert / PG Dip / Master) Mar

KPT/JPT(R/145/7/0066)09/2025 MQA/SWA05162  
KPT/JPT(R/145/7/0064)09/2025 MQA/PA5163  
KPT/JPT(R/145/7/0070)09/2025 MQA/SWA5164

### Implant Dentistry (PG Dip) Oct

KPT/JPT(R/724/7/0019)06/2026 MQA/SWA6111

### Molecular Medicine (MSc) ★ Mar/Sep

KPT/JPT(R/545/7/0078)07/2022 MQA/FA1299

### Pharmacy Practice (Master) Mar/Sep

KPT/JPT(R/727/7/0051)03/2024 MQA/SWA02796

### Prosthodontics (PG Dip) Jun

KPT/JPT(N/724/7/0042)05/2024 MQA/PSA12163

### Public Health (MSc) ★ Mar/Sep

KPT/JPT(R/720/7/0077)09/2025 A1061

### Medical and Health Sciences (MSc / PhD) Throughout the year

KPT/JPT(R/720/7/0049)06/2026 A10618  
KPT/JPT(R/721/8/0043)01/2027 A3767



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# Become a master in instructional design and technology

PROFESSIONALS in the field of instructional design and technology are responsible for configuring, creating, and assessing instructional processes to ensure the successful creation of instructional systems.

If you are looking to upgrade your competencies in this field, the Master of Instructional Design and Technology (MIDT) programme offered at Open University Malaysia (OUM) can certainly make a difference in your career.

The programme focuses on applying theories of instructional design and technology into practice.

Programme director Assoc Prof Dr Zahari Hamidon explains, "Instructional design and technology is an area of education that focuses on creating an engaging and practical learning experience. It is the precise procedure of outlining, designing, evaluating and dealing with the whole instructional system to guarantee success and competence in learning."

According to Dr Zahari, learning can happen anytime and anywhere, thanks to the wide availability and accessibility of technology these days.

With a comprehensive knowledge of instructional design and technology, learners will be able to create learning solutions in line with the teaching and learning needs of today's scenario.

MIDT alumnus Josephine Wong Joy Lin, 36, can attest to the statement. She says, "The programme took me through a discovery of how to enhance teaching and learning in order to make it even more interesting and effective with the help of various

technological applications."

A senior IT officer at an engineering firm, Wong also tutors part-time at OUM, with a batch of 110 online learners currently under her care.

"The MIDT qualification opened the door for me to become a tutor. As an educator, I have applied what I learnt from the programme, and I can make my lessons more interesting, understandable and effective for my students," says Wong, who previously graduated with a diploma, a bachelor's degree, and most recently with another master's degree, all at OUM.

She adds, "I appreciate that the programme is fully online and offers flexibility in my study schedule. Now that I am a tutor, I find that I enjoy teaching adult learners. Having been a former learner myself, I can also share with them how things work at OUM."

The MIDT programme is uniquely designed for practitioners involved in teaching and learning.

Teaching and learning require careful planning, development and implementation. Thus, Dr Zahari says that most of the courses focus on specific areas within the discipline, such as learning design, usability study and mobile learning. All these topics are supported by research and developmental activities.

He adds that topics are organised according to a set of skills that will help learners plan, design and develop an effective instructional system. The curriculum will also enable them to overcome any instructional issues.



Josephine Wong Joy Lin.

Interestingly, the MIDT is one of the first of OUM's programmes to be offered fully online. Consequently, MIDT learners come from diverse backgrounds and nationalities. "So far, teachers, lecturers, medical doctors, systems analysts, instructors, multimedia programmers and even e-learning directors

**"The programme took me through a discovery of how to enhance teaching and learning in order to make it interesting and effective with the help of various technological applications."**

have enrolled into the programme," says Dr Zahari.

Wong is a great example of how this unique programme can help educators become better at their craft. If you too want to step up your game in teaching and learning, MIDT is the programme for you.

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



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# Methodically building research skills

MANAGEMENT and Science University (MSU) has launched its first book this month. Co-written by seven MSU academics, the 345-page *Research Methodology: Building Research Skills* (First Edition) is published by McGraw-Hill (Education) Malaysia.

With 16 chapters setting out the components of research methodology, the book is aimed at helping learners grasp concepts with ease in obtaining knowledge and equipping them to dive into the research environment with confidence. Relevant to the areas of business, management, education, the arts as well as the sciences, the materials have been presented with global perspectives.

Authors of the book are MSU president Prof Tan Sri Datuk Wira Dr Mohd Shukri Ab Yajid, vice chancellor Prof Puan Sri Datuk Dr Junainah Abd Hamid, senior vice presidents Prof Dr Ali Khatibi from the Graduate School of Management (GSM) and Prof Dr Md Gapar Md Johar of the Centre of Excellence Information Technology and Innovation Centre, Faculty of Business Management and Professional Studies lecturers and researchers Dr Ferdous Azam and Dr Jacqueline Tham, and International Medical School lecturer and researcher Assoc Prof Dr Indang Ariati Ariffin.

During the book launch, RM20,000 was donated by the authors to Yayasan MSU (YMSU). Accepting the contribution was MSU senior vice president for Endowment and Communication



The seven authors of *Research Methodology* by MSU.

and YMSU vice president Datuk Rosli Yusof.

The types of research available at MSU include applied, collaborative, and multi-disciplinary, with 25 key research areas. MSU also leads the Research and Innovation of Private Higher Education Network.

MSU offers advanced degrees at MBA, MSc and PhD levels, covering wide areas including Management/ Business, Accounting/ Finance, Educational Management and Leadership, Teaching English as Second Language, International Business, Fashion Business, International Hospitality and Tourism Management, Early Childhood Education, Counselling and Guidance, International Event Management, Computer Science, Information and Communication Technology, Food Service

Technology, Biomedicine, Engineering, Applied Science, Health Sciences, Biomedical Sciences, Information Technology, Clinical Pharmacy, Pharmacy, Applied Science, Design, Medical Physiology, Public Health and Anatomy. These programmes are offered under the School of Graduate Studies and GSM.

The university's award-winning academic programmes meet stringent standards of local and international bodies. MSU accreditors include the Malaysian Qualifications Agency, the United Kingdom's Accreditation Services for International Schools, Colleges and Universities, Japan's Alliance on Business Education and Scholarship for Tomorrow and the Accreditation Council for Entrepreneurial and Engaged Universities.



(From left) Prof Dr Junainah, Prof Dr Mohd Shukri and Prof Dr Ali Khatibi during the book launch.

Ranked by both Quacquarelli Symonds (QS) and Times Higher Education (THE), MSU is in the Top 47% of the world's best universities in the QS World University Rankings 2022 and Top 200 for impact on gender equality and no poverty in THE University Impact Rankings 2021. MSU currently ranks in the Top 100 among the world's top young universities, Top 200 among Asia's best universities, Top 301+ for Graduate Employability Ranking and Top 601+ for University Impact.

MSU has also been awarded Platinum 5 Crowns by the UK's Accreditation Service for International Schools, Colleges and Universities and QS-rated 5-Stars on overall metrics as well as individually across Teaching, Graduate Employability, Academic Development, Internationalization,

Online Learning, Social Responsibility, Inclusiveness, and Hospitality and Leisure Management. It is also rated SETARA Tier-5 Excellent Status University by the Ministry of Higher Education and Most Entrepreneurial Private University in Malaysia.

In all, as an applied, enterprise, holistic and international university, MSU offers foundation, undergraduate, postgraduate and flexible programmes through an entry system that facilitates students from all walks of life, where it aims at transforming lives and enriching future.

■ For more information on postgraduate programmes at MSU, call 603-5521 6868, email enquiry@msu.edu.my or visit [www.msu.edu.my](http://www.msu.edu.my).



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