

StarSpecial

EDUCATION GUIDE

In pursuit of an adventurous career

THE Narcotics Crime Investigation Division head at the Belaga District Police Headquarters, Sarawak – Inspector Thivenrajoo Krisnamoorthy – is a notable alumnus of Management and Science University (MSU).

Having graduated with a Bachelor in Forensic Science (Hons) in 2015, Thiven set off towards an adventurous career as an Inspector of Police.

The 29-year-old has been serving with the Royal Malaysian Police for more than two years now.

Becoming an inspector was actually more a dream for his late father than Thiven, who would have remained working in the security line if he were not a policeman.

“To be honest it was my father’s dream to see me join the force, but he was not there when I did. That still shatters some part of me,” he said.

Thiven’s late father was a policeman who inspired Thiven to follow in his footsteps.

“I grew up watching and admiring him from every sense. He taught me to live life with principles,” he said.

As he decided to join the police force because of his late father, little did he think it would turn out to be his destiny to transform many lives through his work.

Thiven took this career seriously and developed an unquenchable passion for it.

The job comes with heavy responsibility and requires much dedication.



Thiven graduated with a Bachelor in Forensic Science (Hons) and was awarded the Academic Awards during MSU’s 16th Convocation in 2015.

“Being in the Narcotics Crime Investigation Department (NCID), I am at war against drugs and drug lords on a daily basis. I want a drug-free country for future generations and help those who succumbed to this addiction.

“I try to understand and help drug abusers to deal with addiction – putting them behind bars would be my last option. They need help more than anyone else,” he said.

As much as he is driven to eradicate drugs from the country and punish the abusers for ruining many lives, Thiven still finds putting the perpetrators behind bars heart-wrenching.

“The day one of the suspects in my first high-profile case got sentenced to life imprisonment for drug trafficking, I had to admit I was very sad and broken when I saw his single mother together with other members of his family crying outside Kuching High Court as the suspect was taken away.

“I felt somewhat guilty at that moment even though I knew I did the right thing,” he said.

However, it is surely a remarkably life-changing career for Thiven who is thriving with many accomplishments.

He reminisces fond memories at his alma mater and thinks it is only



Today, Thiven is the Head of the Narcotics Crime Investigation Division at the Belaga District Police Headquarters, Sarawak.

fair to give MSU due credit for shaping him into who he is today.

An eight-time recipient of the Dean’s List Award for the Faculty of Health and Life Sciences (FHLS) and one of the recipients for Academic Awards during MSU’s 16th convocation in 2015, he added, “MSU has definitely helped me build my interpersonal skills, particularly in terms of communication. I was a very quiet kid at school. I found my courage to express myself to others only later at MSU.”

Thiven’s tip for future MSUians wanting to join the force is truly significant, “Do not compromise on your core values and self-pride while serving in the force. Earn the trust and respect of the public for the person you are, not just

for the uniform.”

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

Blending technical vocational education and training (TVET) with traditional academic curricula, MSU enhances competencies 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.

Various skill-enhancement programmes aiming to improve students’ competitiveness are offered. The Graduate Employability Skills (GEMs) and Personal Enrichment Competencies (PEC) programme serve to improve students’ soft skills.

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 aimed at “Transforming Lives and Enriching Future”.

■ For a full range and information on programmes offered at MSU, call 03-5521 6868, email enquiry@msu.edu.my, or log on to www.msu.edu.my

Powering digitalisation in marketing

DATA REPORTAL’S Digital 2021: Global Overview Report stated that there are 4.66 billion Internet users around the world in January 2021, an increment by 316 million (7.3%) since this time last year, bringing the global Internet penetration to 59.5% of the entire world’s population. With the rise of digital revolution, the numbers are expected to increase even more at a pace that we are unable to predict.

Each day, we see the virtual world is taking over daily tasks such as accessing of information and connecting people globally; especially now during the Covid-19 pandemic where physical distancing is being practised to curb the spread of the virus. With the presence of gadgets such as laptops, tablets and smartphones, technology is now the centre of everything we do in our daily lives.

This paradigm shift saw global businesses being confronted with the need to participate and manage in a real-time digital environment.

Businesses are migrating into the virtual space at an increasing speed – seeing many aspects of the business are being carried out online, from human resources, stocking goods to sales and marketing.

Marketing – which is the heart of a business – provides essential support towards channelling sales. Thus, leading to the birth of digital

marketing to address the needs of this era of digital revolution.

One may ask, what exactly is digital marketing? Simply put, digital marketing can be viewed as an integrated perspective on leveraging interactive media for marketing, where one can achieve marketing objectives by applying digital technologies to the media.

The implementation of this dynamic and interactive tool gives one the ability to target demographics accurately, faster measurement of results and tracking, collecting of relevant data more effectively, provides an immense scope of market reach, and many other advantages under its wings. Execution of marketing strategies now revolves around digital devices, platforms, media, data, and technology.

Digital marketing facilitates efficient interaction between the audience targeted and the brand itself, providing relevant market behaviour insights for better formulations of business strategies.

Hence, it is no surprise that more companies are jumping onto the bandwagon where they use interactive media as both a relationship medium and sales channels owing to it providing information-delivery opportunities – relationship building opportunities or creating a channel for the

opportunity itself.

To prepare graduates for the future of the employment market, SEGi Group of Colleges (SEGi) has decided to introduce the Diploma in Digital Marketing and Bachelor of Advertising and Digital Marketing Communication (3+0) courses.

These programmes are designed to equip students with industry-relevant skills and knowledge to launch their career in the digital world.

The impact of the digital revolution is here to stay. Hence, SEGi’s digital marketing programme is structured to cater to the need of today’s marketing, not only for students but also for working adults by giving them an in-depth approach to become more effective in implementing the strategies into marketing to gain competitive advantages.

As a competency-based programme, SEGi aims to equip the new generation with the relevant knowledge and skills to face challenges and become a global entrepreneur.

Students will study a wide spectrum of modules that cover the area of management, basic finance and accounting, economics, and marketing.

Learning and teaching methods include both theoretical and practical approaches and prepares



SEGi has a specialised group of academics ready to propel students towards a vast employment opportunity.

graduates to be at the forefront of their peers.

SEGi believes that by working hand-in-hand with their global partner, the University of Greenwich in UK, the programme will be able to furnish the employment market with global-minded graduates.

Upon the completion of their studies, students will be able to play an essential role in helping organisations reach and target their ideal audiences locally or internationally.

Having the competency to be able to market directly to audiences who have an interest in your product would increase the

chances of sales tremendously, thus adding value to graduates as an employee. And SEGi has a specialised group of academics ready to propel students towards this vast employment opportunity.

As a higher learning education institution, SEGi practises continuous quality improvement in all courses to meet the latest industry trends.

■ Visit colleges.segi.edu.my for more details or call 03-2070 2078 (SEGi College Kuala Lumpur), 03-8600 1777 (SEGi College Subang Jaya), 04-263 3888 (SEGi College Penang), and 082-252 566 (SEGi College Sarawak).

The right digital skills

IN the new norm of current times, digital technology is a skill that is needed in all industries. The UNIMY DiTIP (Digital Technology Intensive Programme) is a structured online programme that equips students with the fundamental skills in digital technology.

It also provides a unique opportunity for students looking to pursue their desired university qualification. Once students complete the courses, they can continue to relevant foundation or diploma programmes at UNIMY. UNIMY DiTIP is also an ideal programme for those looking to explore and enter the digital tech industry.

This programme is suitable for students who have completed SPM, O-Levels, Malaysian Skills Certificate (SKM3) as well as individuals interested in upskilling and reskilling.

It will be held from April 5 to June 25 online (three courses will

run concurrently) where the students will be exposed to computing principles and will be able to credit transfer to other UNIMY foundation and diploma programmes.

The UNIMY DiTIP programmes subjects are:

- Fundamental to Computing
- Introduction to Programming
- Introduction to Digital Arts and Design

Fees: One course RM500, two courses RM900 and three courses RM1,200

Through Fundamental to Computing, students will be able to develop applications using .NET Programming, learn basic knowledge of computing and its application plus learn the importance of ethical values in computing while engaging in lifelong learning.

In Introduction to Programming, students will gain a basic understanding of computer hardware, programmes, and operation

systems, develop applications using C Programming and learn the basic programmes of C language.

Meanwhile, in Introduction to Digital Arts and Design, students will learn the basic elements and develop effective designs using Adobe Photoshop and Illustrator.

Benefits of participating in the programme include online and hands-on teaching in digital technology.

Jump-start your university life early and gain a network of friends with common interests, credit transfer to UNIMY diploma and foundation programmes, early exposure to industry and receive a micro-credential certificate for each subject.

Knowledgeable lecturers will be giving guidance and mentoring to all participants of the UNIMY DiTIP programme.

"We guide students to have fundamental and technical



The UNIMY DiTIP equips students with the fundamental skills in digital technology.

knowledge in different areas of computing such as Fundamentals of Computing, Introduction to Programming and Introduction to Digital Arts and Design. This is to ensure the graduates are well equipped with fundamental and technical knowledge once they have graduated. By developing the students to become all-rounders, it is easier for them to blend into the working environment as they have

knowledge in vast areas of computing," said UNIMY Academics dean, Muhammad Amin Sahari.

UNIMY will be having a virtual E-open day on March 20 and 21 via FB live on its official Facebook Page @unimyofficial.

■ For further details about UNIMY, log on to <https://www.unimy.edu.my> or contact 1300 885 008 or email enquiry@unimy.edu.my



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R/010/3/0020 (MGA/FA0452) [07/2021][S]
- **Diploma in Mass Communication**
R/321/4/0238 (A 7802)[09/2022][S]J - R/321/4/0071 (A9370)[09/2023][K]L
- **BA (Hons) Media and Communications in collaboration with University of Greenwich, UK**
N/213/6/0347 (MGA/PA 12173) [11/2024][S]J
- **Certificate in Creative Design**
R/211/3/0017 (MGA/FA0284) [08/2021][S]J
- **Diploma in Multimedia Design**
R/213/4/0150 (A9955) [04/2024][K]L
- **Diploma in Graphic Design**
R/213/4/0032 (A7929) [04/2022][S]J - R/213/4/0151 (A9956) [04/2024][K]L
- **Diploma in Creative Multimedia**
R/213/4/0044 (A7803) [10/2022][S]J
- **Diploma in Interior Architecture**
R/214/4/0206 (A7946) [11/2022][S]J
- **Diploma in Digital Photomedia**
R/213/4/0031 (A7948) [04/2022][S]J
- **Diploma in Music**
R/212/4/0025 (A6148) [08/2025][S]J
- **Diploma in Music Teaching**
R/212/4/0057 (MGA/FA3655) [09/2024][S]J
- **Diploma in Music Performance**
R/212/4/0058 (MGA/FA3656) [04/2024][S]J

Register today! segi.edu.my

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SCAN ME



Uplands Boarding is focused on the well-being of each child, with 24/7 care and help available for when a child is struggling.

Boarding school an ideal place to learn

PARENTS are finding it challenging to ensure that their children's education remains on track amid the Covid-19 pandemic. Boarding schools, in particular the International School of Penang (Uplands), offers an ideal balance for families during this uncertain time.

Sending a child to boarding ensures that parents can focus on the needs of their family while still maintaining their career goals.

Boarding provides an ideal environment for academic learning progress and a breadth of experience for each child, with highly qualified teachers on hand at all times. It provides bespoke support for all boarders and is a "home away from home" with teachers acting as parents and educational guides.

Boarding not only provides opportunities for students to be leaders and role models, but also develops community awareness and independent living.

After a full day of online learning, boarders can be subject to fatigue and emotional and academic stress. Uplands Boarding is focused on the well-being of each child and there is 24/7 care and help available for when a child is struggling.

Boarding tutors are able to

provide support at any time.

Due to anti-Covid-19 measures, one aspect lacking in some schools is social interaction, which is vital for a child's emotional, social and intellectual development. Boarding is still able to provide social interaction with adults and peers, as students can speak to their house parents and friends face to face.

Spending the lockdown period at home can create a pressure cooker environment, resulting in tension between siblings and their parents as well as poor academic performance and socio-emotional problems.

Parents are becoming aware of this, as evidenced by the fact that schools with boarding facilities have seen an increase in applications from parents who see boarding as a way to keep their children safe and happy.

An increased interest in boarding has also been noted at the International School of Penang (Uplands), with a marked rise in enquiries from parents and a three percent growth in flexi-boarders in this academic year alone.

■ Visit www.uplands.org or email admissions@uplands.org to apply for the August 2021 intake.

The start of a meaningful journey

CHRISTINE Tay Ming Hwee from the International Medical University (IMU) Foundation in Science (FiS) Class of '319 shares her meaningful education journey:

"Last August, I completed the FiS – the start of a very meaningful and fulfilling journey towards my lifelong dreams.

I can quite frankly say that FiS lecturers differ from other institutions by their passion and the fact that they truly want you to succeed. Another thing I really like about FiS is the opportunity to pick our electives in the final semester. I chose Chemistry III and Biosciences.

I recently just started undergraduate medicine at IMU and Biosciences has helped me adapt to a significant part of my medical degree. Biosciences was not easy but I'm glad I did it because it made my life in undergraduate medicine much easier.

With the Covid-19 pandemic today, I feel it would be relevant to discuss online learning.

My FiS cohort received the short end of the stick when the first lockdown was imposed – we were two weeks away from our final exam in our second semester. For a while, everyone was scrambling, but eventually, we got back on track when the online learning system was up and running.

At IMU, online classes are conducted via Microsoft Teams.

In some instances, lecturers pre-record a lecture and upload the recording for students to watch



The one-year FiS gives students an early start to life as a degree student.

at a time that suits their schedule. Live sessions are also held for students to clarify any doubts.

I found that once you get used to learning online, it opens the door to unlimited opportunities depending on whether you know how to use it or not.

For example, I once attended an important lecture on the way back from a doctor's appointment. Online learning made it possible for me to be in two 'places' at once. I could study at a time that suited my schedule, which freed up a significant part of my timetable.

Although I personally prefer physical classes, being able to do my course online has allowed me to explore many of my other inte-

rests since I no longer need to allocate travel time and having to physically be at a certain location.

This allowed me to dive deeper into my passion in research and entrepreneurship, which I've continued to pursue even after FiS. Currently, I'm working with my mentors on building a start-up that makes biodegradable packaging from rice straw.

Right now, I am confident to say that I am thriving in undergraduate medicine. To my many mentors in the FiS faculty – without all of you, I would not have had the courage to pursue my many dreams."

The one-year FiS gives students an early start to life as



Tay (left) shares her FiS experience.

a degree student.

Being offered and conducted in the same facilities and environment as the degree programmes, FiS students adapt at a much earlier stage.

The current FiS team consists of carefully selected, well-qualified and experienced staff with specific skill sets that make them ideal pre-university level academicians.

The team has a clear understanding of subsequent undergraduate degree programme requirements and are assisted in this regard by degree level academics who also advise students on their available undergraduate pathways while in foundation.

Although I personally prefer physical classes, being able to do my course online has allowed me to explore many of my other interests since I no longer need to allocate travel time and having to physically be at a certain location.

Christine Tay Ming Hwee

Undergraduate lecturers and professors also advise on the design and content of FiS lectures, tutorials and assessments.

The FiS has three intakes a year in March, July and August. These convenient start dates will enable smooth transition into students' preferred degree courses upon successful completion.

■ If you would like to apply for this programme, make an online application today or search for more information at www.imu.edu.my

You can also email start@imu.edu.my or call IMU at 03-2731 7272.



#inspire possibilities

Admissions Open 2021

- Foundation in Science

R/010/3/0022; 8/2021; JPT/BPP(K)1000-600/M411 Jld.4(7)

- Bachelor of Medicine and Bachelor of Surgery

R2/721/6/0057; 12/2027; JPT/BPP(K)1000-600/M411 Jld.6(11)

- Bachelor of Dental Surgery

R2/724/6/0018; 11/2025; JPT/BPP(K)1000-600/M411 Jld.7(08)

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A dream still worth pursuing

IT is very common for a young child to exclaim, “One day, I am going to be a doctor.” Doctors have always been familiar characters in each person’s life – at one time or another, everyone regardless of their background, would have had to visit a physician.

It is no wonder that today, medicine is still the career of choice for young Malaysians leaving high school.

But in the changing face of the world and community today, the medical profession has evolved from the traditional role of “rescuer from pain” to a partner-personality, with whom one should work closely to live healthily.

Qualifying with an MBBS is merely the first step as it is no longer a fixed road of being a practising clinician. According to Manipal University College Malaysia (MUCM) Faculty of Medicine dean Prof Dr Adinegara Lutfi Abas, “Students have multiple pathways these days upon qualifying as a doctor. They can choose to remain in practice, to advance into research, go into corporate organisations by becoming a hospital manager or administrator, or occupational health specialist, or choose to serve the community by being in public health.”

The practitioner

The world will never have too many physicians. With the growing population, the doctor practitioner is still much needed in all sectors of society. While the hours may seem long and un-family friendly, it comes back to the individual. As the saying goes, “do what you love, and you would never feel as if you’ve worked a day!”

“Furthermore, medicine is one of the fields which caters to a varied range of interest, in terms of the specialisations that one can opt to go into,” added Prof Dr Adinegara.



The future doctors are regularly tested on various knowledge and skills in the simulation room that creates highly realistic scenarios for procedural training.

In a future where technology dictates, those skills that are distinctly human will be among the most valuable, and it is these skills that are enriched through postgraduate study.

Considering how vital this is, Manipal University College Malaysia organises workshops for USMLE, PLAB, and various Royal College Fellowship/Membership exam prep courses at its campus in Melaka, so that its students can prepare for them before graduation and with minimal travel involved from their on-going routine.

The researcher

For the doctor who is constantly intrigued by how things start and how things can be

resolved, or diseases cured, the pathway of becoming a researcher would be a good choice. As the world shrinks with ease of travel, so looms larger the threat of infectious diseases. Research work is also more structured today as compared to before, whereby evidence collected is based on a cross-section of causes. With the advent of the systematic review, the physician research is now part of a larger multidisciplinary team as the study must incorporate a complete, exhaustive summary of current evidence relevant to the subject matter.

The community adviser

If it has always been your dream to treat communities as opposed to treating

individual patients, the role of a doctor as a community adviser by way of being in public health would then be the right path for you. Strong love of medicine coupled with mathematics and statistics are the core ingredients for excelling in this pathway. By being able to read into trends and form analytical solutions, a public health physician would be better able to formulate strategic preventive measures.

The right place to do your MBBS

With over three dozen medical schools in Malaysia to choose from, MUCM which was formerly known as Melaka-Manipal Medical College, is miles ahead as a top medical school.

Since its inception, over 6,000 medical and over 400 dental surgeons have been delivered to both the Malaysian and overseas international health systems, with many alumni progressing successfully into specialist careers of their choosing.


As a university college, MUCM’s twinning programmes will evolve into fully Malaysia home-grown programmes.

Students are guided to find their true paths before graduation as they are continuously exposed to the real lives of doctors, researchers, and public health individuals through the college’s annual Post-graduate Fair and monthly seminars and exhibitions.

Fulfil your dream with MUCM

The pursuit of medicine is a marathon, not a sprint. As such, parents and students are invited to visit Manipal University College Malaysia and experience for themselves life as a future Manipalite.





■ For more information on the programme, call 1700 811 662 or visit www.manipal.edu.my



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- Marketing
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Student-centric learning approach

THE demand for student-centric universities is growing. Curtin University Malaysia (Curtin Malaysia), the largest international campus of Curtin University, which acts as Curtin's global hub in Asia, is known for its diverse approach to learning.

Being in the top one per cent of universities worldwide in the Academic Ranking of World Universities 2020 and rising to 217th place in the QS World University Rankings 2021, Curtin is famed for its achievements.

Ideal study location

The state's second-largest city, Miri offers year-round sunshine and beautiful landscapes. Being well connected, Sarawak acts as a prime study and travel hub.

Students can spend their semester breaks exploring natural attractions, including the Miri-Sibuti Coral Reef National Park and Sarawak's only Unesco World Heritage Site at Gunung Mulu National Park.

Commitment to employability

Curtin Malaysia has an employability rate of upwards of 80%. Students will undergo internships, specialised work placements, networking workshops and the annual placement and internship fair to promote their professional capabilities.

Cohesive student community

At Curtin Malaysia, it does not take long for peers to feel like family. There are regular community events for students and for those who love to get involved in community projects, the student council and many student clubs call for regular participation.



At Curtin Malaysia, it does not take long for peers to feel like family.

Freedom to create your future

For undergraduate students, there are three main faculties to choose from.

At the Faculty of Business, students can complete a Bachelor of Commerce degree where they can choose one area of specialisation (single major) or two (double major combination).

At the Faculty of Engineering and Faculty of Humanities, they will also get to select a study preference of their choice.

For postgraduate students, there are many courses under the Curtin Malaysia Graduate School designed to hone skills in specialised areas that may or may not be directly related to their undergraduate degrees – they can switch to alternative academic fields or opt for postgraduate degrees by research.

■ For details, go to <https://courses.curtin.edu.my> or look for Curtin Malaysia on Facebook, Twitter, Instagram, YouTube or LinkedIn.

For a successful all-nighter

YOU forgot about that assignment or there's a snap quiz that will make or break your grade point average.

In an emergency when you have to pull an all-nighter, there are several nasty consequences to deal with, including being tired and stressed on the actual day you have to perform. Here are some ideas on how to make it work better.

Set specific study goals

When you're in a panic, you might think that simply putting in the hours guarantees success. It doesn't. You must be very focused so that all your effort goes towards reaching your goal.

Look at what you need to know to complete the assignment, quiz or exam. This means formulating a list of all the spots you need to hit.

Once you know what you need to do, work out a sensible approach to get it all done effi-

ciently. Make a timetable that assigns how long you can spend on each goal.

Kick everyone out

Studying in a group is not useful at this point. You'll just end up moaning about your work and not getting ahead.

Go to your room, lock the door, switch off your phone and do not look at any social media. Be a hermit. Focus on the work.

Schedule breaks

Your brain won't work full tilt all night, so be sensible and have breaks. There is no hard and fast rule as to how often and how you should break.

You may find you work best long haul, in which case you'd work 50 minutes and break for 10. Or you may be better at short flashes, in which case you'd work 20 minutes and break for five.



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- Foundation in Science
KPT/JPT(R/0103/0186/09/2023 | MQA/FA3974
MAR | JUL | AUG

SCHOOL OF MEDICINE

- Medicine
KPT/JPT(R/2721/6/0033/09/2026 | MQA/FA6155
FEB | AUG
- Psychology
KPT/JPT(R/2311/6/0013/09/2022 | MQA/AB177
FEB | SEP
- Counselling
(Master)
KPT/JPT(R/726/6/0014/09/2026 | MQA/PA12002
SEP

SCHOOL OF DENTISTRY

- Dentistry
KPT/JPT(R/2724/6/0010/01/2023 | MQA/FA7026
FEB
- Endodontics
(PG Dip)
KPT/JPT(N/724/7/0043/05/2024 | MQA/PSA12162
APR
- Implant Dentistry
(PG Dip)
KPT/JPT(R/724/7/0019/06/2026 | MQA/PSA12162
INTAKE IN 2021
- Prosthodontics
(PG Dip)
KPT/JPT(N/724/7/0042/05/2024 | MQA/PSA12163
JUN

SCHOOL OF PHARMACY

- Pharmaceutical Chemistry
KPT/JPT(R/2442/6/0003/01/2023 | MQA/AB229
FEB | JUL | SEP
- Pharmacy
KPT/JPT(R/2727/6/0050/09/2026 | MQA/FA8374
JUL | SEP

SCHOOL OF HEALTH SCIENCES

- Biomedical Science
KPT/JPT(R/2421/6/0011/09/2022 | MQA/AB230
JUL | SEP
- Diabetes Management and Education
(PG Dip)
KPT/JPT(N/726/7/0030/02/2023 | MQA/PA9086
MAR | JUL
- Dietetics with Nutrition
KPT/JPT(R/2726/6/0021/09/2022 | MQA/AB176
JUL | SEP
- Medical Biotechnology
(Master)
KPT/JPT(R/545/6/0014/09/2022 | MQA/AB228
JUL | SEP
- Nursing
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