

## Mathematical tools to the fore

THE education sector, which includes universities, institutes and colleges, has undoubtedly been impacted by the Covid-19 pandemic. After the first movement control order was implemented in March last year, the industry turned to remote learning. Research sectors in universities were massively affected as well.

Experimental data collection and computer simulations for research projects had to be put on hold as laboratories were closed, causing a delay in findings.

But the contribution of research and technology to stop the spread of Covid-19 is praiseworthy.

Dr Faranak Rabiei from Monash University Malaysia's School of Engineering and postgraduate student Zeeshan Ali took the opportunity to collaborate with scientists from international institutes in applied and computational mathematics to produce a new mathematical model of Covid-19's transmission dynamics.

"The existing biological models of Covid-19 is based on classical systems of ordinary differential equations with integer order. They have been widely studied and developed.

"Recently, mathematical models of the coronavirus with fractional order have been considered by many researchers. It is proven that mathematical models designed with the help of fractional calculus (FC) tools are more accurate and stable in comparison to integer-order calculus due to its degree of freedom," Dr Faranak stated.

FC tools are dependent on historical and current states. Therefore, they have memory properties.

"We know there are complexities and false information, which makes it hard to provide a suitable mathematical model for Covid-19

with classical order differentiation. The non-local operators in FC are ideal because they can capture non-localities and some memory effects. Moreover, the latest developed fractal-fractional order tool provides the relationship between fractal calculus and FC," she added.

The proposed operators in fractal-fractional order mathematical models are more suitable when there is a complex behaviour. The new calculus, called fractal-fractional calculus, is perhaps more efficient than fractal calculus and FC.

With the help of fractal-fractional calculus as a powerful mathematical tool, a novel fractal-fractional model of the coronavirus involving different compartments (suspension, infection, recovery, death, etc) was proposed.

"The theoretical parts of the research, such as proof of existence, uniqueness and stability of the solution of proposed models,

were discussed in detail," Dr Faranak shared.

Towards the last segments of the research, numerical techniques were developed to analyse the transmission dynamics of proposed models of Covid-19 in three regions: Malaysia, Wuhan and Pakistan.

The team was able to obtain simulated results for used compartments in the proposed models. The comparison of research simulations with actual disease outbreak data proved the accuracy and efficiency of the study.

"We concluded that disease transmission in society was reduced by adopting preventive measures (restrictions on individual movement).

"Although the pandemic has had a significant impact on our research, applying the new mathematical model of Covid-19 makes it possible to accurately predict and simulate disease compartments'

transmission dynamics.

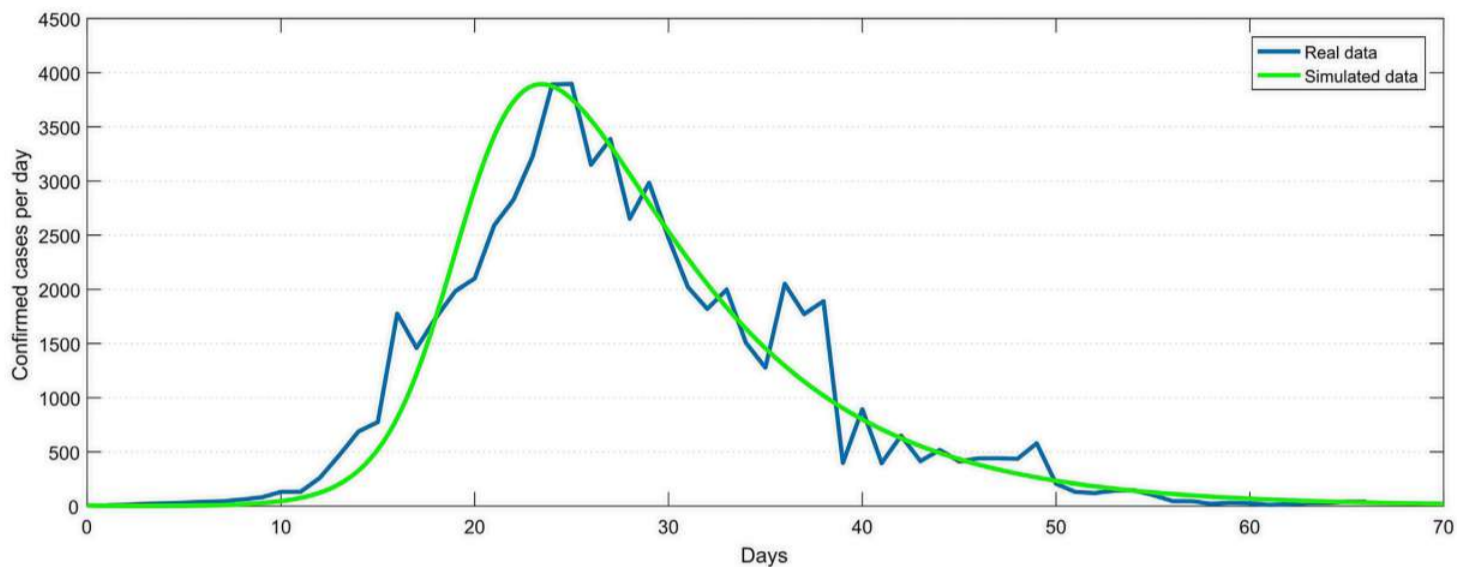
"In a nutshell, mathematics is an essential tool that has a high impact on research development in many areas of science and technology," Dr Faranak said.

The outcome of this research highlights the importance of the implementation of suitable strategies and restrictions to control the spread of disease in countries.

The presented model's simulated results demonstrate that movement control order significantly impacts the transmission dynamics of disease outbreak in the three regions studied.

The fractal-fractional calculus tools may be used to understand and predict Covid-19's global dynamics in other countries.

■ For more information on Monash University Malaysia, look out for the advertisement in this *StarSpecial*.



The number of real confirmed cases per day vs simulated confirmed cases per day from a published research article.



Dr Faranak said that mathematics is an essential tool that has a high impact on research development in many areas of science and technology.

## Guiding young animation talents

WHAT is the first thing that comes to your mind when people talk about animation? Some would relate it to the ability to draw, while others would perhaps relate it to cartoon characters.

But would a career in animation be something most people want to turn to?

Two Malaysian movies released in 2019 – *Ejen Ali: The Movie* and *Upin Ipin: Keris Siamang Tunggal* – might change minds.

Aside from their box office success, these two movies share another trait. Most of their crew members, including the creative directors, are animation alumni from the Universiti Kuala Lumpur, Malaysian Institute of Information Technology (UniKL MIIT).

Diploma in Animation programme coordinator Dr Azir Rezha Norizan says UniKL MIIT aims to polish new animation talents in the country through the intensive courses offered in its diploma and degree programmes.

He added that many of today's youths are creative and imaginative. There are also those who love

to draw and produce illustrations, which is one of the elements that an animator must have.

"Maybe you've always loved watching animated films and cartoons, but you want to know more about how they are created.

"That's where a diploma in animation comes in. You will gain a range of technical and creative skills relevant to a career in film or other digital careers.

"If you want to become an animator, games designer, graphic designer, VFX artist or illustrator, and animation diploma would be highly suitable," Dr Azir said.

The animation course in UniKL MIIT is well-tailored with core components for students.

The programme has close ties with local and international industry creatives, which has helped students to get directly involved in events such as KLToon Fest and Pekan Komik organised by the Animation Society of Malaysia (Animas) and Persatuan Penggiat Komik (Pekomik), among others.

These activities enable students to interact with creative industry

activists and gain experience.

Diploma in Animation alumni Amin Mohamad Azman said: "I will never forget the time we had to conduct an animation exhibition during our final semester. Ask any Animation student, this exhibition was the one everyone would look forward to.

"It was so much fun dressing up according to the given themes. Our batch chose 'Animator Kampung' and there we were, all dressed up in kampung style, staging traditional performances at the corner of the UniKL City Campus lobby as visitors and other students enjoyed our artworks. It is one of my fondest memories," he said.

Amin is currently pursuing a Bachelor in Computer Animation at UniKL MIIT.

UniKL MIIT recently organised its Animation Week online. See what the Animation students had to offer at [www.facebook.com/AnimationGuildUniKL](http://www.facebook.com/AnimationGuildUniKL)

The exhibition from June 8-11 included activities such as webinars, digital photography exhibition and demonstrations such as



'If you want to know how animated films and cartoon are made, that's where a diploma in animation comes in,' said Dr Azir.

Layout Drawing in 2D Animation and Creating Character Concept with ZBrush.

Besides the Diploma in Animation, UniKL MIIT offers the Diploma in Multimedia, Diploma in Information Technology, Diploma of Engineering Technology (Computer and Networking), Foundation in Computer Technology, Foundation in Science and Technology for



'I'll never forget the time we had to conduct an animation exhibition during our final semester,' says Amin.

Korean University and Korean Language Intensive Programme for the July 2021 intake.

Parents and students are encouraged to apply for UniLL MIIT's July 2021 intake, which is currently open.

■ For more details, call 012-266 0774 (Radziana Abdul Rahman) or apply online at [www.unikl.edu.my](http://www.unikl.edu.my)



# Gearing up for the digital economy

IN February 2021, the government launched the Malaysia Digital Economy Blueprint aimed at transforming Malaysia into a regional leader in digital economy with a RM70bil investment in digitalisation by 2025 with the digital economy expected to eventually contribute 22.6% of the nation's GDP. It aims to achieve 100% household access to the Internet to enable students to access online learning and create 500,000 new jobs by 2025.

Initiatives will be implemented to increase the number of start-ups to 5,000 while pushing for the adoption of eCommerce by at least 875,000 micro, small and medium enterprises (MSMEs) by 2025.

In light of this ambitious blueprint, HELP University offers two programmes in data analytics to contribute to fulfilling the manpower needs required for its realisation.

The BIT (Hons) Data Analytics offered by School of Information and Communication Technology aims to fulfil the high industry demand for business and data analysts by producing graduates with an understanding of the business challenges of an enterprise, and who are able to conceive and manage solutions that are increasingly data-driven.

Students are trained in the latest data analytics methods and tools. They will be able to consult on, support or develop the technological platforms of an enterprise to achieve a competitive advantage, and build a career in roles ranging from data and systems analysts to



Students practise live stock-trading using Bloomberg business resources and facilities in HELP's RM25mil Business Analytics and Technology Innovation Centre (BATIC).

data engineers and data scientists.

The programme includes topics such as fundamental and advanced statistical and mathematical principles (the basis of advanced data analysis techniques), machine learning, pattern recognition, data mining, big data technologies, data visualisation and enterprise data infrastructure.

Commenting on the programme, head of the School of Information and Communication Technology Dr Tang U-Liang said: "Data scientists are highly sought-after by organisations which need skilled individuals who can use advanced analytics, artificial intelligence and machine learning to create a sustainable value chain from enterprise data to decision-making in the boardroom. The ultimate aim is to contribute to raising efficiency and productivity in the service of the digital economy".

Dr Tang, who holds a PhD from

the National University of Singapore, is a data scientist with extensive experience of applied research using AI and ML tools.

To add to the value of their study experience, students are offered a joint certificate of competency in the application of SAS tools for descriptive and predictive analytics. This is in collaboration with SAS, the leading analytics software developer.

Complementing the BIT (Hons) Data Analytics offered by HELP is the Bachelor of Business Analytics (BBA) (Hons) offered by the Faculty of Business, Economics and Accounting (FBEA).

Business analytics aims to provide solutions to business problems and to improve business performance by using statistical analysis and modelling to explore and investigate business data to transform data into business insights. These insights are then used to pre-

dict outcomes of business decisions and to recommend actions that maximise ideal outcomes.

Graduates are nurtured to assume management and marketing positions such as business analyst, operations research analyst, market research analyst, operations analyst, quantitative analyst, project manager and digital marketing manager.

They will acquire a good knowledge of the discipline of business and a data-driven capability to enable them to generate statistical outputs using analytical tools and techniques, interpret them and make effective managerial decisions.

Topics include programming, database systems, business analytics and information systems, business analytics for decision-making, marketing analytics, HR analytics, descriptive, predictive, prescriptive analytics, business analytics, and data insights and visualisations.

They are also given practice in live stock-trading using Bloomberg business resources and facilities in HELP's RM25mil Business Analytics and Technology Innovation Centre (BATIC).

According to the course leader Dr Melody Tan, the BBA is targeted directly to fulfil the enormous demand and need for trained Business Analysts to boost business and productivity.

"It strengthens our capability as the leading business school to nurture skills and professionalism to contribute to the digital economy".

Dr Tan used a data science methodology – social network analysis –

to study the movie series *Stargate* and *Star Trek* for her PhD thesis. This complements the skills in bibliometric and citation analysis of data she acquired as a postgraduate student at Universiti Malaya.

To further enhance students' skills, a Data and Business Analytics Certificate Course is offered free to all students. They also receive mentorship in data analytics and e-entrepreneurship through HELP's collaboration with the Alibaba Business School.

HELP's efforts in advancing data analytics and training have received recognition and endorsement from industry and governing bodies. Its programmes contribute to transforming HELP into an analytics-driven entrepreneurial university, for which Malaysian Digital Economy Corporation (MDEC) named HELP as a Premier Digital Tech Institution (PDTI), one of a handful of institutions to receive this honour.

Admission into the BIT Data Analytics and BBA programmes for SPM, UEC and O-Level holders is through the Diploma in IT and Diploma in Business pathways, with credits in three subjects (Maths is compulsory for BIT).

Currently HELP University is making access to its analytics programmes easier by offering micro-credentials to a wide community of students from high school to undergraduates and working adults.

■ For details, look out for the advertisement in this *StarSpecial*.



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<sup>#</sup> AACSB Entrepreneurship Spotlight Challenge 2017

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# An educational virtual visit

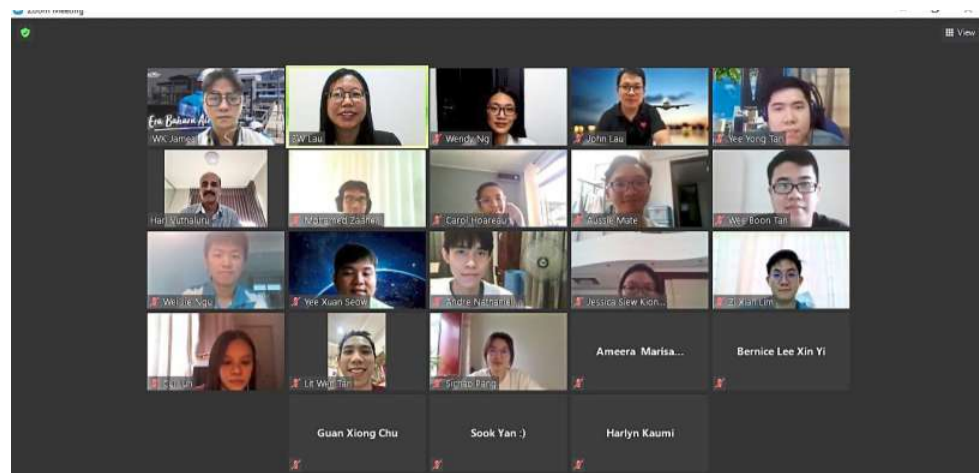
TWENTY-FOUR Curtin University Malaysia (Curtin Malaysia) undergraduate chemical engineering and environmental engineering students made a virtual site visit on May 19 to Indah Water Konsortium (IWK) Sdn Bhd, whose head office is in Kuala Lumpur.

Joining the students were lecturers Dr Lau Shiew Wei, Assoc Prof Hari Vuthaluru, Dr Wendy Ng, Assoc Prof John Lau, Dr Choi Sook Yan and Dr Tan Yee Yong.

The visit was hosted on Zoom by IWK Sdn Bhd executive for corporate communications James Tian Khai Lieng.

Dr Lau, the chemical engineering lecturer for the subject Wastewater Treatment Processes, delivered a welcome speech, followed by a briefing by Tian on the company's background and nationwide sewerage services. This was followed by a site tour video and a question-and-answer session where the students actively raised questions, especially on wastewater treatment issues during the current Covid-19 pandemic.

Tian also introduced IWK's Pantai 2 Regional Sewage Treatment Plant, a state-of-the-art mechanised underground treatment



A screengrab of some of the Curtin Malaysia students and lecturers who participated in the virtual site visit to IWK.

plant integrated with surrounding public amenities located in the Pantai Catchment within the city of Kuala Lumpur.

"This was the first time we organised a virtual site visit for the subject due to the pandemic. Previously, we arranged physical site visits to local treatment plants," said Dr Lau.

"While onsite exposure to industrial practices is out of the question right now, we see diverse opportunities for cross-border online learning using various virtual meeting platforms. Some of our students joined us from their current locations in Malaysia, Perth, China and Saudi Arabia."

Also joining the visit were Assoc Prof Hari Vuthaluru and students from Curtin's main campus in Perth, Australia. Assoc Prof Vuthaluru said it was one of Curtin's cross-campus teaching collaboration initiatives for the subject, where students from both campuses attend online lectures simultaneously using Blackboard Collaborate.

Curtin Malaysia offers Curtin's four-year

Bachelor of Engineering (Hons) in Chemical Engineering and Bachelor of Engineering (Hons) in Environmental Engineering.

Curtin ranks second in Australia for chemical engineering in ShanghaiRanking's Global Ranking of Academic Subjects 2020 and is among the world's top 150 universities for chemical engineering and top 200 for environmental sciences in the QS World University Rankings by Subject 2021.

■ For more details on courses in Curtin Malaysia, visit [courses.curtin.edu.my](https://courses.curtin.edu.my) or email [enquiries@curtin.edu.my](mailto:enquiries@curtin.edu.my).

Enrolment for its mid-year undergraduate intake is now in progress. Interested students can enquire at [futurestudents.curtin.edu.my/enquiry/](mailto:futurestudents.curtin.edu.my/enquiry/) or email [enquiries@curtin.edu.my](mailto:enquiries@curtin.edu.my).

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



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# Bright future in accounting

ACCOUNTING and finance are among the high-demand professions for all types of businesses.

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The Management and Science University (MSU) College through its School of Hospitality, Education and Business Studies (SHB) offers a Diploma in Accounting programme for those who enjoy working with numbers and calculations.

Students are exposed to the principles of accounts and auditing and the latest developments in the field of economics, management, marketing, finance and insurance.

The curriculum also ensures that the students will become competent in carrying out accounting transactions and provides advice on complex issues in making tough business decisions.

The programme also provides a strong foundation for students to master theory and techniques in understanding financial and accounting activities. The areas of study include economy, information technology and accounting law.

With three credits in Mathematics, Science and any other subject in Sijil Pelajaran Malaysia or other recognised certificates, students can expect a conducive learning environment and high-calibre lecturers with years of experience in the field.

Various skills enhancement programmes aiming to improve student's competitiveness are also offered. Through the Graduate Employability Skills and Personal



MSU College through its School of Hospitality, Education and Business Studies offers a Diploma in Accounting programme for those who enjoy working with numbers.

Enrichment Competencies, students' soft skills are strengthened.

MSU College graduates can choose to further their studies at MSU by transferring credit to pursue the second-year bachelor programme through its Faculty of Business Management and Professional Studies.

Students are also encouraged to obtain further accounting certification such as

the Association of Chartered Certified Accountants or Certified Accounting Technician to help increase their earning power.

Other programmes offered by SHB include Early Childhood Education, Management and English Language Teaching.

■ For more information, look out for the advertisement in this *StarSpecial*.

## How to keep up your energy level

ARE you too tired to take in an afternoon lecture? Do you find yourself collapsing into bed at the end of every day? Check out these tips and put some energy back into your day.

### Work your body

Being physically fit means that your body can stream oxygen and nutrients to your brain – the less fit you are, the less efficient your body-brain system will be. Go for a daily 15-minute walk or do something fun at least three times a week like tennis.

### Understand your brain on sugar

Our brains run on glucose but our bodies can't store it. If you don't eat often enough, your glucose or blood sugar levels drop and your brain drops out of gear. But if you over-eat, the excess sugar is stored as fat.

The trick to keeping your brain fuelled is to have a constant flow of blood sugar. Eat four or five small meals throughout the day rather than a few snacks and one big meal.

### Watch what you eat

Junk and processed food are loaded with saturated fat, salt and sugar that bloat your body and is low on vitamins and micronutrients that you need for good brain function. Buy mixed salad leaves, add vegetables and a splash of low-fat salad dressing and gorge. Follow with fresh fruits. Do this twice a day.

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# Mastering the field of psychology



IMU promotes a rigorous mentor-mentee relationship between lecturers and students.

MORE than academic achievement, employees nowadays are seeking young graduates who possess 21st-century skills.

International Medical University's (IMU) Psychology lecturers help to unearth the latent talents in students of the three-year BSc (Hons) Psychology programme.

IMU's Psychology Department helped international student Bushra Farooq Khan embark on community service projects.

During her time at IMU, Bushra won the International Diana Award for her service to the community as a campus ambassador with Teach for Malaysia, where she helped to spread awareness on child rights and education through empowerment camps for government schoolchildren.

Furthermore, she was a finalist for the Aflame Student Award, an award conferred by IMU to graduating students who have shown dedication to humanitarian work.

Upon graduation, she engaged in fundraising for Cancer Research, UK by participating in the Ultra White Collar Boxing and collected £370 (RM2,147) through fundraising while completing eight weeks of training. She later won the match.

Meanwhile, two other Psychology Department students in their final year were selected to join leadership summits.

Out of 500 applications, Amutha Aruvi was selected to represent IMU and Malaysia at the Hesselbein Leadership and Civic Engagement Summit 2019. She graduated as a fellow of the Hesselbein Global Academy for Student Leadership and Civic Engagement 2019.

Amutha was also a panel speaker in a forum entitled A Call for Global Action and conducted a webinar entitled Breaking The Wall of Prejudice.

Meanwhile, Kiranjeet Kaur attended the Global Youth Summit 2019 in Aarau, Switzerland. The annual event is hosted by the international group Global Changemakers, where 60 participants from over 128 countries spend a week working together on solutions for change in regards to the 16 Sustainable Development Goals by the United Nations.

Out of 1076 applicants this year, Kiranjeet was among those selected, representing Malaysia through her advocacy for mental health and human rights.

The university also motivated students to pitch ideas in the Hult Prize Challenge, a global competition that is also known as the Nobel Prize for students. Two of IMU's Psychology students won second place.

The Bachelor of Science (Hons) Psychology's curriculum developed to meet high international standards. Students can complete the entire psychology degree in IMU or study part of the programme in IMU before transferring to the University of Newcastle, Australia or the University of Strathclyde, the UK for completion of their degree.

The programme has also been accepted internationally for further specialisation at the graduate level. To become a qualified psychologist, you must first complete your undergraduate degree in psychology, followed by a master's degree in a specialised area of psychological practice.

Intakes for the Psychology programme are in February and September. Those who have just completed their SPM and do not have pre-university qualifications can consider enrolling in the one-year IMU Foundation in Science.

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



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MSU focuses on producing qualified medical doctors who not only excel academically, but also portray commendable soft skills.

# High-quality medical education

MANAGEMENT and Science University's (MSU) involvement in the medical and health sciences areas has led to an initiative to complement the nation's need for qualified medical personnel in Malaysia and the region.

With the MBBS programme being offered at the main campus in Shah Alam and its offshore campus in Bangalore, India, MSU looks set to be a major provider of medical education in Malaysia.

"There is no difference in the medical curriculum used at the main campus or our offshore campus.

"However, the campus in Bangalore provides the opportunity for students to experience an international setting while they pursue the medical programme in MSU," said MSU International Medical School (IMS) dean Prof Dr Mohamad Khairuddin Abdul Wahab.

"Our involvement in the Indian sub-continent is part and parcel of our international effort to brand and promote Malaysia's education globally."

Prof Dr Khairuddin, who specialises in orthopaedic surgery, is optimistic about the wealth of experience he brings together with his team of local and international faculty members to steer MSU on the right course to rank among leaders in medical education and medical-related disciplines.

Since its pioneering batch of medical students graduated in 2012, MSU has produced almost 2,000 medical personnel who are now serving in the Malaysian healthcare sector.

"We are confident that the training and exposure acquired by the medical students is sufficient to prepare them for real-life medical settings," said Prof Dr Khairuddin.

"Becoming a doctor is not just about helping to cure those who are sick. It is also about understanding them, as doctors must be able to communicate effectively with patients. Effective communication is known to help in the healing process."

Students at MSU are exposed to various kinds of activities aimed at enriching their learning experience. One of the key features of MSU's MBBS programme is developing holistic, balanced and well-rounded medical graduates.

MSU focuses on producing qualified medical doctors who not only excel academically, but also demonstrate commendable soft skills through their engagement in various personal enrichment activities and community services.



MSU's Bangalore campus provides the opportunity for students to experience an international setting.

This is a long-term continuous effort by MSU towards producing quality healthcare providers who are able to meet the nation's objectives in terms of providing efficient healthcare services.

As part of its benchmarking initiative, MSU has linked up with several international partner universities as well as medical authorities, including the Medical Council of India, the Sri Lanka Medical Council and the Maldives Medical and Dental Council.

Such collaborative efforts would acquire programme recognition, create student and staff mobility activities as well as facilitate research between MSU and its partners.

All these are efforts in line with MSU's commitment towards making Malaysia a hub for educational excellence.

"With the opening of the MSU Medical Centre, MSU has positioned itself as the first private university in Malaysia to have its own private specialist hospital.

"The medical centre will provide quality and up-to-date healthcare services to the public, and also offers job opportunities for future graduates in the medical and health programmes of MSU," says Prof Dr Khairuddin.

Intakes for the MBBS programme are in April and October. Qualified students are required to sit for the Medical Entry Test (MET) at the MSU campus in Shah Alam to determine their aptitude for the MBBS programme.

Want to be a doctor and qualify to sit the MET at MSU? Look out for more details on scholarships and fee waivers.

■ Call 03-5521 6868, email enquiry@msu.edu.my or visit [www.msu.edu.my](http://www.msu.edu.my) for more details.



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<b>POST GRADUATE</b>	<ul style="list-style-type: none"> <li>• Master in International Hospitality Management N/811/7/0351; 2/2025 MQA/PA 12169 (KL) • N/811/7/0352; 2/2025 MQA/PA 12170 (Kuching)</li> </ul>
<b>UNDER GRADUATE</b>	<ul style="list-style-type: none"> <li>• Bachelor of Hospitality Administration (A Dual Award with HTMi Switzerland) R/811/6/0226; 09/2024 MQA/FA4814</li> <li>• BA (Hons) in Hospitality Management (A Dual Award with HTMi Switzerland) (Kuching) R2/811/6/0174; 08/2024 MQA/ A9811</li> <li>• BA (Hons) in Event and Tourism Management (A Dual Award with HTMi Switzerland) (Kuching) R3/812/6/0049; 06/2026 MQA A 7867</li> <li>• Diploma Culinary Arts R/811/4/0079; 08/2022 MQA/FA1731 (KL) • R/811/4/0326; 09/2021 MQA/FA0246 (Kuching)</li> <li>• Diploma Hotel Management R/811/4/0042; 12/2021 MQA/FA1249 (KL) • R2/811/4/0173; 04/2024 MQA A 9778 (Kuching)</li> <li>• Diploma Leisure Management (Kuching) R2/812/4/0124; 02/2026 MQA/FA0191</li> <li>• Foundation in Arts (Hospitality and Tourism) R2/010/3/0301; 01/2025 MQA/A11125 (KL) • R2/010/3/0196; 04/2024 MQA/A9780 (Kuching)</li> </ul>

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# Producing top-notch hospitality grads

THE hospitality sector took a big hit when the Covid-19 pandemic hit globally. Many employees were retrenched, and hotels and restaurants went under within a year.

The tourism industry came to a standstill, especially after the closure of international borders.

Despite these restrictions, as well as strict physical distancing and other uncertainties brought about by the pandemic, the global outlook for the hospitality sector is expected to take a turn for the better.

According to the Hotel Insights' Q2 2021 report, the demand for leisure is expected to recover rapidly as the Covid-19 vaccination rollout gathers pace around the world, including in Malaysia.

The mass vaccination in many countries has enabled high-profile events that would encourage large crowds, such as the English Premier League, to take place albeit with strict health and safety guidelines.

In anticipation of sectors picking up pace, UCSI University's Faculty of Hospitality and Tourism Management is doing its part to provide a revolutionary education experience for students across the globe.

### Ranking that matters

The Faculty of Hospitality and Tourism Management has been ranked as one of the top 100



(From left) Bachelor of Hospitality Administration students Lee, Teh and Chai won third place in the HTMi Student Forum 2021 Innovation Challenge.

schools for hospitality and leisure management in the QS World University Rankings By Subject 2021.

Evidently, the ranking came from the faculty's dedication to delivering top-quality expertise and skilled human capacity development, as well as having a tremendous academic front with sufficient industry knowledge.

The faculty is a hub of discovery. Its presence in Kuala Lumpur and Kuching – two of Malaysia's most popular tourist destinations – sees it providing a unique and diverse learning experience.

Young, vibrant and innovative, the faculty is a place where aspiring hoteliers and restaurant managers obtain a comprehensive understanding of key industry practices and the underlying assumptions that make them work.

Emphasising teamwork, leadership and service etiquette,

the programmes leverage various learning approaches – experiential, collaborative, and discovery – that hone students' analytical and decision-making skills.

The programmes offer valuable lessons in teamwork, leadership and service etiquette through experiential learning, collaborative learning and discovery learning approaches.

The aim is to develop talent with the right attitude for analytical and decision-making skills in preparation for co-operative structured internship programmes with top global industry players, as well as future senior management and executive positions.

### Global partnership

UCSI currently partners with the world-leading Hotel Management Institute, HTMi Switzerland. This strategic partnership offers



(From left) Lu, Lai and Tay won the cooking category at the World Skills Malaysia Sarawak 2019.

students the best of both worlds in terms of affordability and the opportunity to enjoy HTMi Switzerland's global network of career network services, mobility and internships.

### Award-winning students

Students from the faculty have won both local and international competitions.

Chai Weng Yan, Lee Pei Shan and Teh Xin Ee, who are all third-year students pursuing the Bachelor of Hospitality Administration programme, recently placed third

in HTMi's Student Forum 2021 Innovation Challenge.

They were the only Malaysian team to be named among the top three in the international contest.

Another team comprising students Lu Heng Wu, Kenny Lai Chee Chiang and Tay Pui Yee won the cooking category at the World Skills Malaysia Sarawak 2019.

For more information, visit [www.ucsiuniversity.com.my](http://www.ucsiuniversity.com.my) or call 03-9101 8882 or 011-3592 0893.

The university will be hosting its eOpen Day from June 19-20.

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