

# StarSpecial

THE STAR, THURSDAY 14 OCTOBER 2021

HIGHER EDUCATION



## Keep calm and study on

Explore an exciting range of study opportunities for a bright career path.



# Proving their worth in the real world

WITH the changes sweeping the world today, the future has changed too fast for the worth of students to be proven by testing how much they understand from their books, classrooms and labs.

For university students in many disciplines, the final challenge they must face to be worthy of degrees are often real-life missions.

This is especially the culture at UOW Malaysia KDU, though many may not realise just how real those missions can get.

In Kulim, Kedah, a hi-tech company engaged the Diploma in Interior Design and Bachelor of Arts (Hons) in Interior Architecture students to design an upcoming factory's office, lobby, cafeteria and more.

"The company makes glass sheets that go from clear to opaque in the blink of an eye. It creates glass fixtures with cutting-edge technology, with product designs that break the boundaries on the use of glass.

"This is a new world design that creates a paradigm shift toward the multiple uses of glass, as these profound ideas can develop in the shaping of a space by making invisible walls that create the pleasure of spaciousness in the home, office or factory while creating privacy when it's needed by immediately turning opaque," explained Dr Yeap Gik Hong, UOW Malaysia KDU head of Penang School of Engineering, Computing and Built Environment.

An enterprise making such an innovative product needs a headquarters that is futuristic and for this, the company chose UOW Malaysia KDU's interior design and



UOW Malaysia KDU currently offers nine bachelor's degree and diploma courses in engineering.

architecture students to propose the interior design of the spaces within the factory.

"They created a competition for our students. Several teams designed in 3D how the office, cafeteria, lobby and so on should look," said Yeap.

The parameters were accurate down to the millimetre. Even cost estimates had to be specified.

The extent of the requirements was so comprehensive that the real-life mission became the students' final project assignment.

As the cherry on top of the cake, the company gave monetary rewards.

The team with the design the company liked best won RM1,200 and the second prize was RM800,

while the third prize was RM500.

"We requested the company to display the names of the students whose design they adopted as bragging rights," Yeap said.

If that challenge does not seem big enough, some of UOW Malaysia KDU's interior design students also had the opportunity to take on final-year assignments at global home furnishing giant Ikea.

"Ikea has its catalogue launch four times a year. These catalogues don't just show the new furniture. They help buyers envision how to use the furniture to create their dream homes/spaces," Yeap said.

Ikea roped in UOW Malaysia KDU's interior design students to design display units for dining, bathing, sleeping, working and



UOW Malaysia KDU offers the Diploma in Interior Design and Bachelor of Arts (Hons) in Interior Architecture with hands-on industry experience.

even baby rooms.

Again, the challenge tested the mettle of the students so extensively that it became part of the final obstacle to their academic award.

It is to the credit of UOW Malaysia KDU that its various campuses in the country have built relationships with many large businesses nationwide.

"In the old days, if you wanted to be a carpenter, blacksmith or mason, you had to find a master who would be willing to accept you and spend years under them, learning and working on actual projects until you won the right to be a master yourself.

"We try to preserve that at UOW Malaysia KDU by letting our students interact with our industry

partners. This allows them to apply what they learn in the classrooms to create solutions to overcome real-world challenges," Yeap said.

Engineering students of UOW Malaysia KDU are often required to interact with many multinationals, hi-tech corporations to grapple with their production issues.

"They work on problems in factories like Intel, Hewlett-Packard, Keysight Technologies and TF AMD, and they get job offers even before their final-year assignments.

"It has happened so many times that it is almost a common occurrence," Yeap said.

■ For more details on the unique learning culture at UOW Malaysia KDU, visit [www.uowmkdu.edu.my](http://www.uowmkdu.edu.my)

## Boost your writing and presentation skills

CURTIN University Malaysia (Curtin Malaysia) is offering two short online training courses in October and November through its newly established Curtin Malaysia School of Professional Advancement and Continuing Education (CM-SPACE).

The courses are designed for a wide range of participants, from tertiary students to working adults who want to enhance specific communication skills.

The first is an English Writing Skills course, which will be delivered via Cisco Webex from Oct 13-16.

"It is a course that will help you refine and strengthen your writing skills and enable you to express yourself clearly and beautifully. It teaches the best practices professionals must know for effective writing, including emails, letters, and essays," said course trainer Tahiruddin Mian, a language expert and lecturer at Curtin Malaysia.

According to Tahiruddin, participants will learn key aspects of good writing such as building paragraphs, formal writing, transition signals (connecting ideas and adding coherence), summarising (summing up key points) and paraphrasing.

Following this will be a short course on Effective Communications Skills, which will also be delivered by Tahiruddin online via Webex from Nov 15-20.

He said the power of one's presentation skills often determines the success or failure of their proposals. The course combined with established practices will greatly improve their presentation competency.

"Participants will master the art of charming their audiences and presenting their ideas with assurance. They will learn how to overcome problems to give maximum impact with presentations.

"They will also learn a series of techniques through practical activities to develop communication skills, enhance their confidence



Curtin Malaysia offers online short courses to help you refine and strengthen your writing skills and improve presentation competency.

and expand their potential," he said.

The course outline includes instruction in the foundations of communication, listening, verbal and non-verbal communication, interpersonal and group communication, presenting a message and creating captivating slides.

Tahiruddin is a highly experienced trainer with a Certificate in Teaching English to Speakers of Other Languages from Cambridge University and a Master of Arts in Teaching English to Speakers of Other Languages from Nottingham University.

An expert in improving learners' verbal and written communication skills, he has been teaching Effective Communication Skills and Writing and Research Skills at Curtin Malaysia for nine years.

He has also been closely involved with the Intensive English Program at the university, preparing students for the International English Language Testing System (IELTS)

test. Upon completion of the courses, participants will receive certificates of completion from CM-SPACE.

Those who are keen to enrol for the Effective Communications Skills course are advised to do so before Nov 8.

More details on the course, including the fee which is HRDF-claimable, can be obtained on the CM-SPACE website at [cmspace.curtin.edu.my](http://cmspace.curtin.edu.my) or by calling 019-870 6099 or emailing [cm.space@curtin.edu.my](mailto:cm.space@curtin.edu.my).

Special fees for groups of five or more participants are also applicable.

Companies and organisations seeking in-house training on English writing and communication skills exclusively for their employees can also contact CM-SPACE.

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

## How to pick a suitable study buddy

A STUDY buddy can work in many ways. You can swap assignments and critique each other's work. You can make exam notes and swap them. You can study for exams together.

Best of all, a study buddy helps you stick to a schedule and keeps you motivated. Here are some tips for how to select a suitable study buddy.

### Don't pick a friend

Studying is not about having fun with someone you like; it's about finding someone who you can work with. If you pick someone based on liking, you may not complement each other.

### Think about your study habits

Do you block study or work continuously? Do you want to work weekdays in the morning or weekends in the afternoons? What are your strengths and weaknesses?

### Choose wisely

Think about your personality and pick someone you can work with effectively. If you are very sensitive, don't study with someone who is brisk with criticism. Yes, you should toughen up but a study buddy has a different function.

If you are very punctual, don't buddy up with someone who always turns up late.

### Make studying a habit

Set a time and place each day or week for getting together. This means no being late, no put-offs and no excuses.





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Henley Business School at the university's main campus in the UK.

# Nurturing career-ready business grads

THE business world is dynamic and constantly changing. Globalisation, digitisation, government regulation and technology are all impacting the way modern business now operates – the business models of today may no longer be relevant tomorrow.

Consequently, companies that fail to move and respond quickly to these challenges run the risk of falling behind the competition and eventually going out of business.

Today's business talent must have an agile mindset that will allow them to quickly adapt in the face of a volatile business landscape.

## Henley Business School

Established in 1945, Henley Business School at the University of Reading in the UK has a long-established reputation as one of the UK's premier business schools. Henley is ranked in the Top 10 of UK Business Schools according to the Financial Times European Business School Rankings 2020.

According to Prof Peter Miskell, Henley Business School's head of Undergraduate Studies, the degrees offered by the school are designed to prepare graduates for the future.

"The business world is rapidly evolving. The challenges facing firms and technologies at their disposal are changing at breathtaking speed. At Henley Business School, our mission is to help you make sense of this complex business environment, and to prepare you for professional careers in job roles that may not yet exist."

"The knowledge, skills and connections you acquire at Henley should help ensure that you not only find your feet, but that you make your mark."

"We are one of fewer than 100 business schools in the world to hold triple accredited status from the AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS (European Foundation for Management Development Quality Improvement System) for the quality of our teaching and faculty."

Students in Malaysia have the opportunity to study with Henley Business School at the University of Reading's international branch campus located in EduCity, Iskandar Johor. The modern, state-of-the-art campus provides students with excellent facilities that include IT-enabled classrooms,



The University of Reading Malaysia's state-of-the-art campus in EduCity Iskandar provides students with excellent facilities.

PC labs, social areas and a spacious Learning Resource Centre with breakout rooms.

In Malaysia, Henley Business School offers four undergraduate degree programmes:

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

The programme and modules are the same as those on the UK campus, delivered with the same academic and quality standards.

## Career head start

The programmes are specifically designed to prepare students for their future careers, leveraging on Henley's world-leading leading research and close relationship with industry.

For the Accounting and Finance programme, Henley in Malaysia has partnered with the Institute of Chartered Accountants in England and Wales (ICAEW) to provide students with a fast track to chartered accountancy known as the Henley-

ICAEW Programme (HIP).

For the Finance and Business Management programme, the campus is an affiliated university with the Chartered Financial Analyst (CFA) Institute and the programme curriculum is aligned with CFA requirements, making it easier for those keen to sit for the CFA exam.

Henley's Real Estate programme is ranked UK No.2 for "Land and Property Management" and No.1 for "Graduate Career Prospects in Land and Property Management", according to the Complete University Guide 2021.

The programme in Malaysia is recognised in Malaysia by the Board of Valuers, Appraisers, Estate Agents and Property Managers and the Royal Institute of Surveyors Malaysia, in the UK by the Royal Institute of Chartered Surveyors and in Singapore by the Singapore Institute of Surveyors and Valuers.

The Business and Management programme is specifically designed to nurture entrepreneurial leaders, and was developed with the help of experts from the renowned Henley Centre for Entrepreneurship in the UK, recognised by the

AACSB accreditation agency in 2017 as among the top 20 centres for entrepreneurship in the world.

## Grooming future leaders

Students can be assured that they will gain an excellent learning experience – 75% of Henley's academics in Malaysia are PhD-qualified and many have further industry and professional certifications.

Henley's approach to teaching and learning ensures that students not only acquire the technical knowledge they need, but also the ability to think critically, solve problems and work collaboratively as part of a team. Soft skills are considered just as important as "hard" academic skills.

In short, students develop skills that will enable them to adapt to different situations in a constantly changing world. Students are also encouraged to undertake industry placements to acquire work experience that will enhance their employability upon graduation.

For the Accounting and Finance programme, a nine-month work

placement is a mandatory component of the programme.

Students can also take advantage of the flexible options, which allow them to spend part of their studies at the Henley UK campus. It is generally recommended that students spend Year 2 of their studies on the UK campus.

Some of the benefits of spending time on the Henley UK campus include the opportunities to embrace a new culture and environment, meet new friends and expand one's network.

■ For details, visit [www.reading.edu.my/henley](http://www.reading.edu.my/henley) or follow on Facebook (<https://www.facebook.com/universityofreadingmalaysia>) or Instagram (<https://www.instagram.com/uniofreadingmalaysia/>)

For a one-to-one virtual consultation or to arrange a campus visit, call or WhatsApp Joyce (016-721 5400) or Kristinah (016-206 4012).

Alternatively, you may email [my.enquiry@reading.edu.my](mailto:my.enquiry@reading.edu.my) or visit the University of Reading Malaysia at Persiaran Graduan, Kota Ilmu, EduCity, Iskandar Puteri, Johor, Malaysia.



# Expressive artwork wins big

TUNKU Abdul Rahman University College (TAR UC) Bachelor of Design (Hons) in Graphic Design student Eng Jay Yee's final-year project became the highlight of her TAR UC experience after it was conferred the Bronze Award (Public Service Announcement category) in the China-Asean University Students' Charity Design and Creativity Competition 2020.

The competition, which announced its list of winners in June this year, saw thousands of submissions from across the globe, making Eng's work one of the very few impactful creative works to have caught the attention of the judges.

Eng's expressive artwork, titled *It's Not Fine!*, highlights the plight of victims of domestic violence in Malaysia, which has been on the rise since the Covid-19 pandemic has forced many to stay in their homes.

"I was inspired by a video interview by the Women's Aid Organisation with survivors of domestic violence in Malaysia, and wanted my artwork to help these victims approach the community for assistance.

"I also wanted my work to sympathise with the victims and let them know they are not alone in this, as well as create awareness in our society regarding the seriousness of domestic violence in Malaysia," explained Eng.

"When my supervisor Ooi Siew Fong told me about the achievement, I couldn't express how much it meant to me.

"On top of it being my final-year project, the win is proof of the effort, research and work I have put in. This feeling is the best reward for me!" Eng exclaimed.

Ooi, a lecturer from the Faculty of Communication and Creative Industries, did not walk away empty-handed as she was honoured with the Outstanding Instructor Award for guiding Eng to success in the competition.

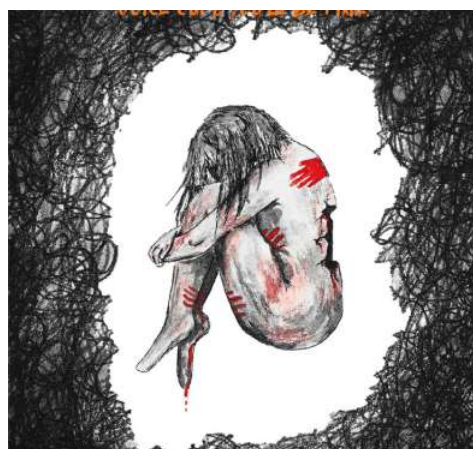


Eng credits TAR UC's solid academic foundation and undivided support from her lecturer for her success in the China-Asean University Students' Charity Design and Creativity Competition 2020.

"I was surprised to be listed for the Outstanding Instructor Award because I feel that the credit should be given to Eng.

"Despite the time constraints due to her internship commitments and having to design her final-year project to suit the competition regulations, she managed all that and even won an award. I'm happy and proud of her achievement," said Ooi.

On her lecturer's contribution, Eng added: "Ooi played an important role in my creative process. She guided me and gave me a lot of



Eng's artwork 'It's Not Fine!' highlights the plight of victims of domestic violence in Malaysia.

awesome advice that really played to my art style and strengths, and helped me break my limits.

"I also believe that the solid academic foundation I obtained in TAR UC has helped to prepare me for such competitive challenges, as I am able to apply the knowledge well and adapt myself smoothly at every turn," she added.

TAR UC currently offers design programmes at the diploma and bachelor's degree levels. Applications for its November 2021 intake are now open. Prospective students are encouraged to register online at [www.tarc.edu.my](http://www.tarc.edu.my).

In addition, attractive scholarships are available at TAR UC based on academic merit, as well as sibling discounts for qualified students.

■ For details, visit [www.tarc.edu.my/fcci](http://www.tarc.edu.my/fcci) or call 011-1067 8256.

## Consider your long-term career path

WHEN choosing a basic degree, you have a career path in mind. When you do this, are you looking at starting salaries and the first few jobs you take, or are you thinking about what you think you'll want when you're 30, 40 and 50 years old?

Some people have a driving passion that's lifelong. For example, a person who adores the law will be diving in and out of the theories of justice and courts all their lives and they will be happy.

But suppose that you just work to earn a living. In that case, what do you want to happen to your career if you plan to have kids? Start up your own business? Or do you want to retire early?

When you chose a basic degree, it's useful to look way beyond the first few years of your life wishes.

The question to ask is not just "what makes me happy now" but "what do I think will make me happy when I'm older?"

Then ask, "will this degree allow me to do this? If it doesn't, how difficult would it be for me to retrain?"

In the past it was common for people to have a single career path but nowadays, many people have two or even three changes of course.

As such, many universities offer degrees that have some wriggle room.

Look at the types of specialised units you can take. There may be an entrepreneur unit in case you want to go it alone or language unit in case you want to travel.

Make a list of what you want and ask the lecturers, graduates and experienced industry leaders what they think. It also helps to read job ads.

Explore and use what you find to make the decisions that suit you best.

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# Road to global success

FROM July 5 until Aug 15, the WorldSkills Asia Friendly Skills Games 2021 was held and hosted by Russia, Malaysia and Finland. WorldSkills is a movement that aims to change the lives of young people across the globe by honing their skills and confidence, empowering communities and fuelling economies.

Ameer Aiman Misron, who is currently in his eighth semester of the Bachelor of Engineering Technology in Industrial Design with Honours programme at the Universiti Kuala Lumpur Malaysia Italy Design Institute (UniKL MIDI), was invited to participate in WorldSkills Asia at the peak of his Final Year Project 2 presentations and while hunting for internship programmes for his next semester.

Since Ameer had to juggle many things at the same time, time management and selective priorities were important to prevent stress.

Nonetheless, Ameer was glad to have the opportunity to enter the competition even though he was left behind during the training sessions, especially amid the Covid-19 pandemic where everything was being done online.

But that didn't stop him from doing his best during the competition.

With special help from his supervisor and industrial design lecturer Ts Dr Norhisham Seyajah, who was also appointed as an expert for WorldSkills Asia in the Industrial Design Technology Skill category, UniKL MIDI which supported him in terms of technical issues and also provided moral support, his family, friends and other lecturers, Ameer was motivated to do his best in the competition.

Ameer represented Malaysia in the Industrial Design Technology Skill category, which was held from July 21 until 25. All in



Ameer did UniKL MIDI proud with his achievement in the WorldSkills Asia Friendly Skills Games 2021.

all, there were seven competitors from five countries.

Ameer successfully passed and completed all the tasks given within the time frame given.

According to him, the competition gave him a glimpse into what it is like to be an industrial designer in the real world, where tasks need to be completed quickly and within a given time frame.

Ameer, who earned 720 points, was awarded the silver medal during the award

***“Without industrial designers, the world would just be filled with boxes and squares.”***

Ameer Aiman Misron

ceremony result announcement.

“I would like to thank Dr Norhisham for guiding, training and giving me the opportunity and trust to enter this competition, UniKL MIDI for supporting me, as well as my family, friends and other lecturers who boosted my spirit and encouraged me to do my best for Malaysia and UniKL,” said Ameer.

He also thanked Mara for supporting him for six years, from his diploma at GMi until almost the end of his degree programme at UniKL MIDI.

He hoped the industrial design programme course would retain its syllabus, with design and engineering always complementing each other at UniKL.

He also hoped for the best for the future of industrial design skills all around the world, especially in Malaysia.

“Without industrial designers, the world would just be filled with boxes and squares,” Ameer added.

■ For more details about UniKL MIDI, contact 011-5932 5005 / 011-5937 5005 or email admission.midi@unikl.edu.my

## Fun ways to improve your English

WANT to improve your English without hitting the books? Check out these tips.

### Read the newspaper every day

The advantage of reading a paper is that the language is economical and to the point, which is useful for essay writing. Also, they tend to use common expressions which help you sound like a native. If you read the sections that deal with your studies (finance if you do economics, health if you're studying medicine, living if you're into architecture or art), you'll catch up on what's new too.

### Pick up a book that's a bit too advanced for you

Books deal with subjects in more detail than newspapers and are usually aimed at a specific market rather than a national one, so authors often use a larger vocabulary and more complex sentence structure.

By looking up unfamiliar words, you'll expand your vocabulary. By becoming used to reading longer, more complex sentences, you'll advance your grasp of the language.

Tip: if you have an e-reader, load up an English dictionary and double-tap the word to find it quickly.

### Watch an English sitcom

Situation comedies tend to use colloquial English and a lot of the humour comes from wordplay. Both will help boost your understanding of contemporary English. Also, it will help you pick up various accents, which will be important for getting along in your future career.

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Going digital goes a long way in keeping yourself up to date with urgent tasks.

## Keeping up with deadlines

IT'S the start of a brand new semester and you've got oodles of time stretching ahead of you ... you're on top of things, and exams are a shadowy memory belonging to last term. Then suddenly, it's 24 hours till your first essay has to be turned in and you haven't even cracked the textbook.

Here's how you can plan like a pro and keep everything in order.

First, forget pen and paper. For good time management, you need a calendar like the one that comes with your tablet or smartphone. If you don't have a device that's got a nice large screen, set up a Google account and use its free calendar.

Why do you need to go digital? It's because you can drag and drop items, have yourself pinged with urgent tasks and make automatic to-do lists.

Second, put in the deadlines for the entire semester. Make these all-day events so that they're easy to spot. Put in an alert that tells you a few days before that these deadlines are creeping up on you.

Deconstruct what needs to be done for each deadline. You may also want to do your reading a week or two before, and then devote three days to nothing else but the assignment.

Alternatively, you may go for the “salami”

approach where you do it piece by piece. For example, you may want to divide a paper into research, writing the introduction, writing the literature review, writing your argument, writing your conclusion, organising your references and printing.

However you approach it, put each task into your calendar, blocking the right amount of time.

Now, take a moment to breathe because it will be looking like chaos. It's okay, you can do it. The trick is to know how to push yourself to stick to the schedule. Decide if you want to go day by day or if you need timely reminders.

If you need reminders, you have to set them carefully so that you're not jolted out of a class by a notice that says you have to do something the next day. This is something you have to learn as you go along.

Tip: give yourself study reminders 10 minutes before you're supposed to sit down. That gives you time to stop whatever you're up to and get down to the books.

Finally, get into the habit of reading during downtimes like when you're using any public transport, in a queue or having a coffee by yourself. You'll be amazed at how much you can read in just 15 minutes, three times a week.



# Understanding how your brain works

YOU are in the middle of your college education, well on the way to being a working adult, yet you find yourself on a roller-coaster when it comes to planning, motivation and even managing your temper.

Guess what? It's not your fault. It's the way your brain is working. Or rather, how it's not. In the past, we used to think that people matured at the age of 18. But, thanks to MRIs and other tools, we now know that the human brain doesn't fully develop until we're about 24 – and sometimes, even later.

If you're a student, this is important to acknowledge because the pre-

frontal cortex – the bit that lies behind your forehead – is involved in impulse control, complex planning, attention and decision-making. Impulse control is important as it means young adults aren't as good at self-discipline as older adults.

In terms of decision-making, this part is where your organised thinking, risk assessment and logical thinking come into play. You might have trouble arranging facts, taking risk into consideration and making decisions based on fact rather than emotion.

In some ways, this has advantages: young adults can make great entre-

preneurs as they take chances older adults shy away from. But you might also make some bad decisions.

Scientists suggest training your brain by staying physically healthy. This means eating and sleeping properly and staying off drugs. You can also challenge yourself in cognitive terms with a rich learning environment.

For good mental health, keep in mind that while you may be legally an adult, you can't expect to have a mature brain in a young body. So, if you make some errors of judgment that seem silly with hindsight, forgive yourself.



Scientists suggest training your brain by staying physically healthy.

# Alumna awarded Best Accounting Student prize

MANAGEMENT and Science University (MSU) alumna Nisrin Nabihah Abdullah Sabri has been awarded the MIA Best Accounting Student 2020 prize by the Malaysian Institute of Accountants (MIA).

A former student of MSU's Faculty of Business Management and Professional Studies (FBMP), Nisrin began her academic journey at MSU in July 2016 by enrolling in the Foundation in Business programme, from which she graduated in February 2017.

She made the Dean's List twice throughout her Foundation years and graduated with a 4.00 GPA and 3.85 CGPA.

"Receiving the Dean's List award was not just my own effort," she says. "My peers and lecturers played a part too. They were all very supportive in guiding me throughout my studies."

"I also wanted to bring honour to my parents as a way to repay them for all they have done for me. They are my biggest reason for doing well in university."

Nisrin went on to make the Dean's List four more times before graduating from MSU's Bachelor in Accountancy (Hons) at MSU in July this year.



MSU alumna Nisrin has been awarded the MIA Best Accounting Student 2020 prize by the Malaysian Institute of Accountants.

of Chartered Accountants in England and Wales. A plaque is to follow as soon as Covid-19 restrictions are lifted.

## Dedication to excellence

MSU, through the FBMP, complements the need for highly skilled and expert human capital in the financial services sector. The faculty currently offers bachelor's degree and diploma programmes in Accountancy, Accounting and Finance, Economic and Finance Investment Management, Finance, Islamic Banking, Takaful and Islamic Finance.

In the recent QS WUR (Quacquarelli Symonds World University Rankings) by Subject 2021, MSU emerged as Malaysia's No.1 for subject in the Art and Design category, in the World Top 151-200 list. The QS WUR by Subject 2021 also places MSU at World Top 51-100 and Top 2 among Malaysia's institutions of higher education offering Hospitality and Leisure Management programmes.

## High-quality education

A well-known name in higher education, the university promotes excellence and offers quality education with a culture of industry and entrepreneurship-embedded ecosystems, research, innovation and technology within a high-performance culture.

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 as Malaysia's No.1 for graduate employability.

Blending technical vocational education and training with traditional academic curricula, MSU enhances competencies with industry internships, community and creative entrepreneurship, as well as global exposure, empowering MSU graduates with the well-roundedness sought by employers.

## Skills enhancement programmes

Various skills enhancement programmes aimed at improving students' competitiveness are also offered. The Graduate Employability Skills (GEmS) and Personal Enrichment Competencies (PEC) programme serves to improve the students' soft skills.

All in all, as an applied, enterprise, holistic and international university, MSU offers foundation, undergraduate, postgraduate and flexible programmes through an entry system that facilitates admission of students from all walks of life, aimed at "Transforming Lives and Enriching the Future".

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






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## Active student

During her time at MSU, she was active both on and off campus. Nisrin was a member of MSU's Young Accountants Club and Kelab Penyayang – the latter was her outlet for channelling her love of volunteering and giving back to society.

On her nomination for and consequent win of the MIA Best Accounting Student award, Nisrin credits her learning experiences at MSU.

## Enriching learning experience

She says, "The biggest contributor could be the six-month Global Mobility Programme (GMP) to Turkey at Bilkent University, as well as the one-week Global Leadership Programme (GLP) to Perth, where I had the opportunity of meeting CPA Australia representatives."

"The various exposures that I gained from GMP and GLP – cultural, academic, professional – were significant in their impact on my growth as an accountancy student now and an accountancy professional in the future."

The MIA Best Accounting Student 2020 award comes with RM500 in cash and a sponsorship to pursue professional papers by the Institute

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Students with other experiences and qualifications can also apply through the **Accreditation of Prior Experiential Learning (APEL)**. Part-time undergraduate and postgraduate programmes are available for working adults.



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# Tap into digital economy

THE world's economy is now digitally driven and has been getting much attention. In Malaysia, key areas such as digital adoption, digital entrepreneurship, digital innovation and digital talent development are navigating today's global digital economy needs.

In the process of making Malaysia a digital economic capital, a pool of human capital with the right skills and training is needed.

In view of this matter, Universiti Tunku Abdul Rahman (UTAR) is intensifying its efforts to develop such human capital by launching a new degree programme called the Bachelor of Information Systems (Honours) Digital Economy Technology, which will begin in the October trimester.

Parked under UTAR's Faculty of Information and Communication Technology (FICT), the programme was developed in response to the increasing role of technology and digital resources in business, administration and other fields of work.

UTAR FICT dean assoc Prof Dr Liew Soung Yue said: "UTAR's Bachelor of Information Systems (Honours) Digital Economy Technology is a three-year programme that aims to equip students with digital competencies such as basic programming or data analysis and visualisation skills, which are essential to thrive in today's job market; and transferable skills, applicable in various professional and social contexts such as the ability to find and select information, critical thinking, teamwork and communication."

"Upon completing the programme, students will acquire a comprehensive range of analytical, problem-solving, professional skills and knowledge in application programming, cybersecurity, database development and applications, e-commerce, enterprise systems, business systems, web development, financial technology, etc."

FICT Deputy Dean for Student Development and Industrial Training Dr Choo Peng



UTAR's FICT staff collaborating with industry partners to educate IT talents in March 2020.

Yin said: "University-industry collaboration is essential in this day and age to keep abreast of the latest developments and trends."

"As a Premier Digital Tech University, this new programme is an initiative by UTAR to work with FICT's industry partners to develop industry-relevant syllabus and materials for our digital technology students."

"It includes an industrial attachment for the students, as well as attachment and mutual visits by staff members for research or curriculum development in the companies."

"This serves as a platform for students and staff to explore their strengths in areas such as the Internet of Things, data science, cybersecurity and artificial intelligence. Students will also be able to hone their innovation, leadership, communication, collaboration and entrepreneurial skills."

Other benefits of the UTAR Bachelor of Information Systems (Honours) Digital Economy Technology programme include:

- > An integrated curriculum covering industrial and digital technology across socio-economic activities

- > An interdisciplinary programme of study combining economics, management

and information technology, health care, financial, property, communication, etc

- > Creates a catalyst mindset for the next phase of the economy, as many industries are already embracing digital economy

- > Exposure to digital economy ecosystems in the East (e.g. Regional Comprehensive Economic Partnership economies, especially China) and the West (the US and Europe)

- > Integration of the innovation process of products and services via digital economy activities

UTAR offers undergraduate and postgraduate programmes in areas including 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.

■ For more details, visit [www.utar.edu.my](http://www.utar.edu.my) or call 05-468 8888 (Kampar campus) or 03-9086 0288 (Sungai Long campus).

## Improving your study methods

WHEN you're studying, should you lock yourself in your room and stay there poring over your textbook until you've mastered your subject? Today, there are some researchers who think that this may not be the most efficient way to go about learning.

Studies suggest that memory is boosted by change, so making careful changes while learning may help you become more efficient.

A simple change of location can help give the impression of a rest break. For example, if you have statistics and history homework, you might do your statistics at your desk and then move to the library to do your history. The change of location is stimulating, giving you a little boost for that second session.

Similarly, sticking to one subject can be vital for mastering something complex but if you can split your work up into smaller learning objectives, juggling them about gives your mind a little respite – a break that acts as an energy boost.

For this, you need to know your personal study style. Some people study best in 40-minute blocks while others are better with 90 minutes. Figure out what suits you and set your alarm so you stick to your schedule.

If you can, switch to a related topic at the end of the time to get the added advantage of a general overview of your subject. If you have physics and history homework, see if you can study Newton's theories and then follow up with looking at events around 1700.

If you're into complex subjects, you may want to devote a day to a particular subject. For example, Monday is for Literature while Tuesday is devoted to Chemistry.

For this to be most efficient, relate it to your energy pattern over the week. That way, you won't be struggling with something complex on your worst day.



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