

## Showcase of arts and cultures

THERE is no education without diversity – all over the world, music and dance transcend cultures.

Management and Science University (MSU) took members of the MSU Performing Arts and Culture Club (PACC) to Uzbekistan for a global learning experience in multicultural appreciation.

Accompanying them was MSU president Prof Tan Sri Datuk Wira Dr Mohd Shukri Ab Yajid, who paid a courtesy call on the Ambassador of Malaysia to Uzbekistan in Tashkent, His Excellency Hedy Assan.

The visit to Uzbekistan followed a prior one to MSU last July by Uzbek cultural performers who spent a week in Malaysia learning local customs and Bahasa Malaysia.

Other than the Embassy of Malaysia in Uzbekistan, the MSU group also visited the Ministry of Tourism and Cultural Heritage, the Ministry of Higher and Secondary Specialised Education as well as iconic landmarks in Tashkent, Bukhara and Samarkand.

PACC appeared in various local media four times for their cultural performances throughout the visit.

To date, MSU has collaborated with Uzbekistan in the fields of education and industry.

Among the areas of collaboration are in pharmaceutical and health care, halal certification, personnel training and poultry, as well as agriculture.

MSU has also collaborated with Navoi State Pedagogical Institute, Bukhara State University, Bukhara State Medical Institute and Samarkand State Institute of Foreign Languages.

MSU offers the MSU Global Mobility Programme (GMP), Global

Leadership Programme (GLP) and Global Internship Programme (GIP) in collaboration with over 150 partner universities across 40 countries.

Comprehensive global mobility initiatives at MSU enable semesters abroad and leadership development, equipping students with the international edge most employers seek.

The mobility programmes offered are GMP, where students can live and study abroad for one semester or two at any one of over 150 partner universities; GLP which enables students to discover new places, make international friends or engage with international communities; and GIP, which offers opportunities to work alongside global professionals via placements with industry partners.

With an increasingly globalised world, global mobility exposure is more important than ever. MSU graduates remain the popular choice among employers with the help of MSU's global mobility programmes.

MSU is a Quacquarelli Symonds (QS) and multi-global ranked institution focused on building holistic human capital.

Envisioning a better, more sustainable future for all, it champions equality by providing a level playing field across extensive efforts in transformation.

MSU currently ranks in the Top 100 among the world's top young universities, Top 150 among Asia's best universities, Top 30 among Southeast Asia's best universities, Top 301+ for Graduate Employability Ranking as well as Top 601+ for Times Higher Education University Impact.

MSU has also been awarded



PACC members with MSU president Prof Tan Sri Datuk Wira Dr Mohd Shukri Ab Yajid (standing, fifth from left) after performing at a media studio in Uzbekistan.

QS-rated 5-Stars on the metrics of Overall as well as Teaching, Graduate Employability, Academic Development, Internationalisation, Hospitality and Leisure Management, Online Learning, Social Responsibility and Inclusiveness.

MSU's mission for excellence is benchmarked by internationalisation, industry employability, entrepreneurship, community sustainability, research, lifelong learning, and flexible education with a graduate employability rate of 98.7% as ranked by the Malaysian Ministry of Higher Education.

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



The trip to Uzbekistan provided the PACC members with a global learning experience in multicultural appreciation.

## Putting together a study group

A STUDY group is a great way to revise, but putting one together can be tricky. Here's how to form one that will help you get the most out of communal learning.

### Think outside your comfort zone

Your friends will talk to you anyway. Get together a group of people you don't know so that you get new angles of perspective.

### Keep it small

Instead of "the more, the merrier", think "too many chefs spoil the broth". Three is fine, but a group of four is ideal as you can pair off.

Six should be the maximum; any more and you will have too many opinions and not enough time for everyone to have meaningful question time.



An effective study group requires careful planning and coordination.

### Outline a plan of action

You've got a study guide, so plan your meetings accordingly. Decide how long each meeting will be, how much you'll cover and who will be responsible for what.

Tip: pick a regular time and don't make exceptions. It's too difficult to accommodate the needs of half a dozen people.

### Pick a good place

Pick somewhere quiet to avoid external interruptions. An empty classroom or study room is ideal. A cafeteria is okay as long as you don't pick meal times when crowds

will make it hard to focus.

### Take turns to be a teacher

Explaining a topic to someone else is the best way to figure out what you know and don't know. Take turns to present topics. When it's your turn, share your notes.

### Plan for exam revision

Once you're used to each other, you'll find it helpful to go over major revision for exams too. So plan one session to predict what will come up in the exams, and one or two more sessions to revise the trickiest concepts.

## Surefire ways to improve your memory

GOT a mind like a sieve? Here are three ideas to help you plug those holes.

### Stop multi-tasking

It's been a popular idea that we can do several things at once, but studies show we can't. At least, we can't do anything particularly well unless our mind is focused on it.

For example, you might think you can wash a car automatically as you work out a good approach to your essay, but what happens is that your mind is occupied by the academic issue. So rule No.1 is to focus.

When you're listening to a lecture, switch off your phone. Don't try and read a book. Just open your ears and listen.

### Get some sleep

When you're tired, your brain doesn't work well. Get at least seven hours of sleep a night. If you

have insomnia, avoid soft drinks, coffee, green tea and teh tarik.

Exercise at the end of the day, have a warm shower and make sure you have a comfortable bed.

If you have noisy neighbours, foam ear plugs are cheap and easy to source.

### Write, don't type or save an image

When you read notes, you're working just a small part of your brain. When you write them down, you're using your body, which helps stimulate your mind and memory.

So instead of passive reading or copying cute-looking infographics online, start writing your own notes.

Honestly, you'll be amazed how effective a memory boost it is. If you can, read over your own notes while you work out to boost retention. Don't be afraid to talk out loud.

# A defining postgraduate journey

PURSUING a postgraduate credential in business requires one to take stock of their career and the trajectory they want it to take.

The upside is obvious. According to the Graduate Management Admission Council, an MBA, a DBA or a PhD serves as a springboard to leadership roles and an earnings boost.

*Financial Times* data shows that salaries can increase by over 100% three years after graduation, depending on one's industry, role and location.

The financial value of earning a postgraduate business credential is not lost on Lo Pei San, a PhD student at UCSI's Graduate Business School.

But instead of focusing solely on earnings potential, the 24-year-old digital marketer is quick to explain how her studies are essentially an "investment in herself".

"Thought leadership and rigorous research matter to me," muses Lo. "I'm pursuing a PhD at UCSI because I have an invaluable opportunity to learn from – and work alongside – renowned researchers who are at the forefront of their respective fields."

Lo is referring to academics like Prof Dr Garry Tan Wei Han and Senior Prof Dr Ooi Keng Boon, both of whom serve as her research supervisor and co-supervisor, respectively.

Prof Ooi and Prof Tan are both ranked in the world's top 2% of scientists by Stanford University. Both are also ranked in the world's top 10 for research productivity in

mobile commerce applications by Clarivate Analytics Web of Science.

"Working with the best motivates me to do better," says Lo. "My supervisors are very responsive and I've learnt so much when it comes to research and peer review."

"They've also expanded my network and I've been able to work with reputable researchers from leading universities in Britain."

At UCSI's Graduate Business School, nothing is left to chance. Be it a dynamic case discussion, a simulation or an intensive research endeavour, precocious students like Lo are challenged to think like never before.

Discussions are convivial but intense as every assumption is challenged. And the diversity of thought, talent and experience in the student body encourages the cross-fertilisation of ideas.

This super-charged intellectual environment has resulted in far-reaching impact. Publications in Scopus-indexed journals have shown a year-on-year rise of 100%. Research funding has also shown strong growth over the same period.

Lo is fast becoming a prolific researcher in her own right. She won the Emerald Review Writing Competition in 2021 and her research on livestream marketing has yielded insights that were published in three top-ranked business journals.

They are the *Journal of Retailing and Consumer Services* (Elsevier; ABDC - A), the *Journal of Computer Information Systems* (Taylor and



At UCSI's Graduate Business School, students like Lo Pei San push the frontiers of knowledge as they obtain career-defining credentials.

*Francis; ABDC - A*) and the *Journal of Business Research* (Elsevier; ABDC - A). The latter has an approval rate of 6.5%.

Her research focus is both timely and timeless. Livestream marketing is becoming increasingly popular and is estimated to be worth US\$423bil (RM1.9 trillion) in China alone this year.

The growth of livestreaming was

greatly accelerated over the last two years by the pandemic and an increasing number of Malaysians are falling prey to impulse buying during such streams.

"Livestream marketing rides on a 'see now, buy now' approach that induces consumer demand within a short time frame," Lo explains.

"My research shows that the majority of viewers don't watch

the entirety of an hour-long stream. In fact, most people devote their attention to streams for only 20 to 40 minutes.

"This necessitates swiftness and an influencer will seek to create a perceived need through the use of addictive hooks, enjoyable sessions, quasi-social relationships and cognitive triggers."

The triggers Lo alludes to are the perception of scarcity or the limited nature of a particular product, as well as the notion of added value from discounts.

These considerations make her body of work stand out. Cognitive evaluation has been largely neglected by existing literature on impulse buying and her insights have shed new light on a phenomenon that is reshaping the global marketing landscape.

Lo's success is proof of the pudding. And her accomplishments are a microcosm of the good work that takes place on a daily basis at UCSI's Graduate Business School.

Her experiences – and that of more than 1,100 peers in her cohort – have helped her develop an indispensable worldview that will serve her for the rest of her career.

And this more than justifies the investment in a postgraduate credential.

■ For more information on MBA, DBA or PhD programmes at UCSI, visit [ucsiuniversity.edu.my/about-us/ucsi-graduate-business-school](http://ucsiuniversity.edu.my/about-us/ucsi-graduate-business-school) or contact 03-9101 8882 or 011-3591 5021.



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Speed-reading can help refresh your memory if you're going over something you've studied before.

# Boost your speed-reading skill

WHEN you need to read a pile of papers very quickly, speed-reading can be a handy skill to have.

Speed-reading is where you skim over a text, picking up the essential points. Although it's not useful for learning, it can help refresh your memory if you're going over something you've studied before.

- Speed-reading is useful for:
- > Getting a bit of quick insight into a topic
  - > Seeing what sort of information is where
  - > Distinguishing between valuable resources and less valuable ones
  - > Eliminating duplicate sources

If you're not used to speed-reading, this is how you can build up this skill:

## Find a quiet spot

You need silence or white noise as distractions will hamper your focus.

## Know what you're looking for

If you want information on dominance in chickens, you can skip all the chapters that cover dominance in apes and humans.

## Sort into piles

Start by sorting into "keep" and "discard" piles then sort the "keep" into topics or order of importance.

## Don't reread

If you're learning, you tend to

move backwards and forwards in a text.

Speed-reading isn't about learning, so don't do this. Cut a three-sentence-shaped hole in a piece of paper. Drag it over the page – and don't go back.

## Spot patterns

You are sorting things out, so think of the big picture. Look for key ideas, bold print and repeated tag words.

## Keep calm

Speed-reading is a skill and a useful tool but it's just one of many you'll use in learning so if you don't immediately get it, relax and keep at it.




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- Dietetics with Nutrition  
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JUL | SEP

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APR
- Implant Dentistry (PG Dip)  
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SEP
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JUN

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FEB | SEP
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- Counselling (Master)  
KPT/JPT(R/7627/0046)09/2026 | MQA/PA12002  
SEP

# Redefining broadcasting



TAR UC's broadcasting programme provides students with hands-on experience and skills with a number of production-based subjects.

IN this day and age, with the rapid audience shift from television to digital, staying relevant in broadcast media is challenging but necessary for long-term viability.

"We should not look at broadcasting as being confined to just traditional media such as television or radio as most people might think. There are other platforms available now, but we have to understand who the 'consumers' are first before we can determine the content and which platform yields the most effective results," said Loh Me Ping, a lecturer and programme leader from Tunku Abdul Rahman University College's (TAR UC) Faculty of Communication and Creative Industries (FCCI), who specialises in broadcasting and film.

Enter Azrey Hendery, a Diploma in Broadcast Communication student, who found social media fame when a TikTok video of him conversing fluently in seven different languages went viral.

Initially set on becoming a cabin crew, Azrey's plans were derailed due to the Covid-19 pandemic. He then joined TAR UC's broadcasting programme as a way to explore other opportunities and express his creativity.

Azrey's social media breakthrough has opened up many more doors for him in the broadcasting field. He hopes to one day become a radio announcer and have his own podcast channel called Nihongocast.

TAR UC's comprehensive broadcasting programme provides students with hands-on experience and skills with a number of production-based subjects. Students will be exposed to not only the theoretical aspect but also the experiential learning, underscoring TAR UC's "Beyond Education" philosophy



Azrey Hendery enrolled in TAR UC's broadcasting programme to expand his horizons and express his creativity.

that promotes holistic development. "Besides an internship, which is compulsory at both the diploma and bachelor's degree levels, we engage industry partners for projects that are not part of the coursework assessment for students to gain additional experience," said Loh.

FCCI offers broadcasting programmes at the diploma and bachelor's degree levels.

■ For details on communication and creative industry programmes offered by FCCI, visit their webpage at [www.tarc.edu.my/fcci/](http://www.tarc.edu.my/fcci/). Applications for the October and November intakes are ongoing. Prospective students are encouraged to apply online at [www.tarc.edu.my](http://www.tarc.edu.my)

Attractive scholarships are available at TAR UC based on academic merit and sibling discount for qualified students.



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MSU and MSU Colleges President Prof Tan Sri Datuk Wira Dr Mohd Shukri Ab Yajid (centre) with the Merdeka Fiesta 2022 organisers and participants.

# A Merdeka event to remember

IN conjunction with this year's National Day celebration, MSU Learning Centre Kuala Lumpur recently conducted the Merdeka Fiesta 2022 programme.

Held at Plaza Atrium Sentral, Kuala Lumpur, the programme was officiated by the President of Management and Science University (MSU) and MSU Colleges, Prof Tan Sri Datuk Wira Dr Mohd Shukri Ab Yajid, with the university's senior management, staff and students, including industry partners, also in attendance.

It encompassed various activities including Zumba sessions, health talks and free health screenings by MSU Medical Centre, exhibitions and entrepreneurship booths as well as TikTok challenges and drawing competitions for students.

MSU alumni were also there to support the programme by opening booths and promoting their products, such as Halmey Kadir and Nur Aisyah Kamsani of Qalish Beauty Care, Afrina Adnan of Selendang.Co and Suhaidy Shuib of S'Maju Agro Venture.

Industry partners were also invited to join the exhibition booths, including Muzium Negara and SME Corporation Malaysia, while the National Blood Centre organised blood donation campaigns among the students, staff and visitors.

Organising this kind of programme enables students to gain new experiences and help them hone event-organising skills. They also get the opportunity to collaborate with industry experts, which will better prepare them for the workplace.

MSU Learning Centre Kuala Lumpur is a learning centre for MSU and MSU College that provides access to quality education and offers various programmes of studies.

Flexible learning modes are available – either full-time or part-time – as part of the commitment to encouraging and promoting the importance of lifelong education.

It is also one of MSU's APEL Centres for potential candidates to take the APEL Aptitude Test as the non-conventional pre-qualification for entry into higher studies.

MSU currently offers APEL A and APEL C at T-3 (certificate), T-4 (diploma), T-6 (bachelor's degree) and T-7 (master's degree) levels.

■ For further enquiries on programmes offered at MSU Learning Centre Kuala Lumpur, call 03-2718 4300 or WhatsApp <http://msulearningcentre.wasap.my/> or visit [www.msucollege.edu.my](http://www.msucollege.edu.my)

## How to get a good supervisor

IF you sign up for practical training or need to do an internship, finding someone to work with can be tricky.

Here are some questions you may want to ask before signing the pact.

### Why do you do this?

Motivation is important. It is entirely possible that your supervisor just loves to help others in the field.

If so, you might need to look to whether they do it for love of the business, to build their network or to push a particular point of view onto young minds (yes, they're human so their motivation may not be pure!).

However, it is also likely that the work they are doing is simply part of their key performance indicators, in which case your supervisor may have different goals from you.

Basically, once you know what's in it for them, you can decide how you work together to suit both parties – or not.

### How do you see your role as a supervisor?

The main aim here is to discover style and content. Is the person hands-on or distant? Someone who will nurture you day in and day out or someone who's there if you need emergency advice? Then you have to match your style to theirs.

You may want to work with someone just like you, or with someone very different so you get a new point of view. It helps at this point to search out a past intern or two just to get an insider heads-up on how your supervisor works.

### What do you expect from me?

Some supervisors don't have any expectations, some come with a complete schedule and most fall somewhere in the middle. Have a chat and then follow up with an email that summarises why you are supposed to do. The email can act as a reminder of what you're supposed to deliver.



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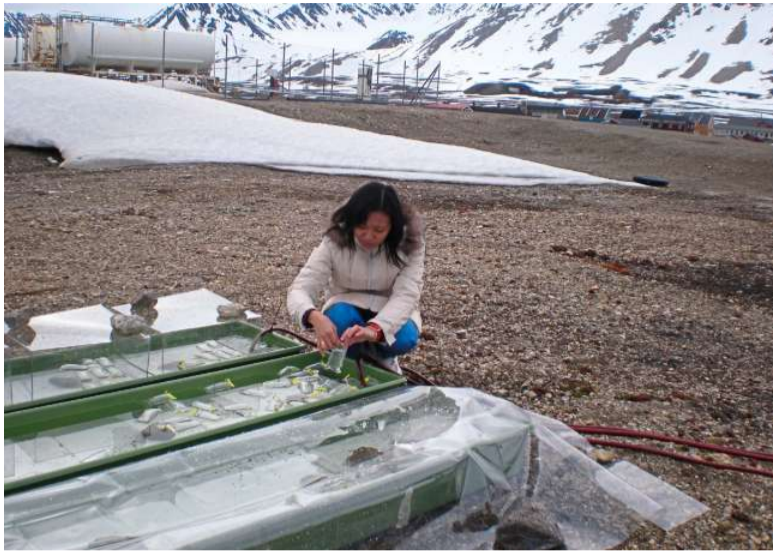
Valuable constituents from algae biomass promote scientific research and development in industries such as cosmeceuticals, nutraceuticals and pharmaceuticals.

Algae are also used as biofertilisers, biofuel production and for transforming solar energy into electricity. In terms of wastewater treatment, algae can accumulate toxicants such as heavy metals, pesticides and hydrocarbons, and hence can remove those toxic compounds from wastewater.

At the International Medical University (IMU), a research group is harnessing the biotechnological potential of microalgae for various applications. The late Prof Chu Wan Loy, a renowned phycologist, planted the seeds of inspiration and started algal research together with his proteges in 1999.

Two of his PhD students, Dr Wong Chiew Yen and Dr Kok Yih Yih, both from the faculty of the Medical Biotechnology Programme, have continued Prof Chu's legacy in algal biotechnology.

To date, algal research projects at IMU have received RM2.7mil in research funds awarded by interna-



Wong conducting a field experiment in the Arctic in July 2008.

tional and national bodies, namely the Ministry of Higher Education (Fundamental Research Grant Scheme – FRGS), the Ministry of Science, Technology and Innovation (Antarctic Flagship and eScience Fund) and Yayasan Penyelidikan Antartika Sultan Mizan.

The funded work involves studying the response of algal cells to climate change, including increased temperature and ultraviolet radiation, and environmental toxicants such as heavy metals, pesticides and micro/nanoplastics.

In addition, the potential use of algal cells in bioremediation of diesel hydrocarbons is being explored in collaboration with researchers from Eco-Rem Tech, University

Putra Malaysia.

The group has extended its algal research to Antarctica, collaborating with institutions such as the British Antarctic Survey, Universidad de Magallanes, Chile/ Centro de Investigacion y Monitoreo Ambiental Antártico, Shibaura Institute Technology, Japan, the University of the Western Cape and Northumbria University.

With a vast network of international collaborators for Antarctic research, the group has embarked on both Antarctic and Arctic expeditions to conduct field experiments.

The group's work has been published in over 70 scientific papers and book chapters in peer-reviewed

journals such as the *Journal of Applied Phycology*, *Polar Science*, *Frontiers in Microbiology*, *PLOS One*, *Plants*, *Agronomy* and *Chinese Journal of Oceanology and Limnology*.

More than 35 postgraduate students and 40 undergraduate students from the BSc (Hons) in Medical Biotechnology programme in IMU were trained and completed their research project in the field of algal biotechnology.

The curriculum of IMU's medical biotechnology degree is developed to meet international standards and is accepted by its renowned international partner university, University of Newcastle, Australia for credit transfer into relevant programmes. Students can also complete the entire degree at IMU.

Medical Biotechnology graduates also have the chance to gain direct entry into the Strathclyde MSc Industrial Biotechnology or MSc Forensic Science. They only need to spend one year in Strathclyde to complete their master's degree.

Commencement of this programme is in July and September. If you have pre-university qualifications and an interest in medical biotechnology, apply online now.

If you have just completed your SPM and do not have pre-university qualification, consider enrolling in the one-year IMU Foundation in Science, the direct route for entry into any of the university's degree programmes.

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

## Musical study techniques

IF you are a musical person, you can leverage your love for song while you study.

First, instead of going for printed materials, go for audio or video lectures. If you have an Apple phone or tablet, the place to start is the iTunesU app. It has thousands of audio lectures from top universities like Oxford and MIT. If you don't have one, try using YouTube.

Second, when there's something short you need to memorise, use a mnemonic. Let's say you study chemistry and need to remember that an electrode in which oxidation takes place is called an anode and that an electrode in which reduction takes place is called cathode. You can remember: "Red cat and an Ox" for "Reduction at cathode and anode for oxidation".

Third, play music when you're learning. This shouldn't be stuff that you want to listen to but something that energises you.

Nobody is sure how it works, but some studies suggest that even mild music in the background while you're watching a taped lecture can boost memory and learning.

Finally, sing your exam notes. You may feel odd doing this but if you can remember your body bones by singing, "Toe bone connected to the foot bone, the foot bone connected to the heel bone, the heel bone connected to the ankle bone", then singing about countries, capitals, formula and history dates doesn't sound so weird.

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