

Learning about acupuncture

ACUPUNCTURE is the first complementary and alternative medicine approved by the World Health Organisation and is commonly used in pain management. The study of acupuncture is not only about learning the use of thin fine needles but includes the underlying theory which guides its use, the diagnosis methods of Chinese medicine, moxibustion (a form of heat therapy by burning mugwort leaves), and cupping (an ancient therapy using animal horn/cup to treat illnesses).

The International Medical University (IMU)'s Centre for Complementary and Alternative Medicine started offering a two-and-a-half-year Master of Sciences in Acupuncture (MSA) programme in September 2018, with the first cohort graduating next month.

The MSA programme at IMU provides training in acupuncture for both allopathic and Chinese medicine. It provides a comprehensive understanding of the classical and theoretical foundations of the field of acupuncture from an integrative and holistic perspective.

A student from this programme, Liu Chian Yong, says, "Learning traditional Chinese medicine is an eye-opener. The knowledge gained is beyond what I have expected. Integration of acupuncture to conventional treatment will benefit patients the most."

The programme is designed in



The Master of Sciences in Acupuncture programme at IMU is the first and only acupuncture programme fully taught in English in Malaysia.

collaboration with Shanghai University of Traditional Chinese Medicine and accredited by the Malaysian Qualifications Agency. In addition, it is the first and only acupuncture programme fully taught in English in Malaysia. Students have access to IMU's library and online resources, use of contemporary digital technologies and

flexible learning options.

Another student of this programme, Goh Chin Loen, says, "It is such a memorable course. I am proud to be among the first cohort of MSc in Acupuncture students from IMU, providing me with the ability to perform acupuncture as a pain treatment for the benefit of patients."

The programme is designed for part-time working professionals with the respective flexible options. It includes 12 + 2 (selective) modules across seven semesters with a total of 42 credit hours to be delivered over a period of two and a half years. The duration of each module is approximately 18 weeks including 18 weeks (divided into two semesters which is equivalent to nine weeks per semester) of compulsory on-site activities in IMU Chinese medicine clinic. The fifth cohort of the programme is starting in September this year.

IMU offers postgraduate programmes including Master in Science programmes in Public Health, Analytical and Pharmaceutical Chemistry, Molecular Medicine, Acupuncture and Pharmacy Practice; Master of Counselling; postgraduate diplomas in Diabetes Management and Education, Implant Dentistry, Endodontics and Prosthodontics; postgraduate programmes in Health Professions Education, Health Informatics and Analytics and Business Administration in Healthcare Management as well as MSc and PhD in Medical and Health Sciences.

■ For more information about this or other postgraduate programmes, call 03-2731 7272, email postgraduate@imu.edu.my or visit www.imu.edu.my.



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VC COLUMN

IN a very positive way, April and May have certainly felt very different from the months before. As Covid-19 restrictions eased further still, we found ourselves lucky enough to begin to get out and about, enjoying pursuits that have been out of our reach for two years. Travelling has become more possible, exercise classes are now once again routine and gatherings of all kinds bring people together once more. It was such a pleasure to see people coming together over the Hari Raya holidays, as families and friends reunited after so long.

For me, a real pleasure and highlight have been the opportunity to get out and see some incredible theatre and to be truly immersed in the atmosphere of live performance art. By a stroke of luck, I had the opportunity to attend three performances. It is like a saying we have in the UK: you wait ages for a bus, and then three come along at once.

First up was a trip to the Petaling Jaya Performing Arts Centre to see the comedic cautionary tale *Fortune Kooky* from KuLT Productions.

The show must go on

I laughed out loud throughout, loved the performances and could not stop my foot from tapping along to the catchy tunes.

Next, at the other end of the spectrum was the haunting *Coyotes* from Theatresauce at Kuala Lumpur Performing Arts Centre. I was transfixed throughout as each incredible actor took their characters into their own narratives of competing truth. I could barely breathe at the intensity of it and looked around to see my fellow audience goers in states of awe.

Finally, I had the privilege of attending an incredible and original adaptation of George Orwell's *1984* set in present times. *Covid-19_84* was put together by the University of Nottingham's UniPerArts – our performing arts platform. If you have read Orwell's classic, you will be familiar with

the themes and can probably draw a relationship between those and the challenges of living through a pandemic.

This was an astonishingly good play, not least because the students were such convincing actors and the writing brought Orwell right up to date. More than this though, the play featured an interesting hybrid of online and offline performances, delivered simultaneously with our campus in Ningbo, China. Performers there joined us online, on big screens, as the actors here in Malaysia played their parts on stage (and vice versa).

I can honestly say I have never experienced anything like it. The online/offline themes resonated throughout the story both as a focus for criticism but also as the enabler of the play to happen. In this way, *Covid-19_84* shows us what is possible for the creative arts when

technology is used in this way: genuine international collaborative arts that hold audiences in awe.

This is such an important time for the arts who have been far from immune to the impact of Covid-19. The sector was hit by a massive loss in revenue, prolonged closures and the inevitable uncertainty of when restrictions would ease. Many of my friends in the arts depend on the income from live productions, and when this ceases, so does the money which they rely on to live.

Despite these serious challenges, and like similar stories of resilience, the sector stood strong during the pandemic. Communities came together to donate to keep important venues afloat. Staff who are used to running venues became expert fundraisers. Writers used the time to craft original and incredible stories like the three examples I highlighted above.

It is therefore important that we do all we can to bring the energy back to the sector that it so depends on. Whether you watch performances online

By ASSOC PROF DR JASON PANDYA-WOOD



or in the company of others at a venue, you will be doing your bit to support such a vital part of our social fabric. The arts help us make sense of the world. The arts pose important questions and invite us to search for our own interpretations. The arts shine lights on parts of society that may be too dark to see in other ways.

For these reasons and many more, the University of Nottingham Malaysia will continue to be a significant base for nurturing talent in the arts. And I will continue to be attending as many of these spellbinding performances as I can.

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

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Career paths for arts and design postgraduates

AN arts and design postgraduate degree would have covered the essential design concepts, but as a graduate, you get to choose how and where you will use that knowledge.

Many undergraduates choose this degree because they have a certain career in mind; however, for those who are unsure or have altered their goals in the middle, there are several choices available once you finish.

● **Art director**

Online newspapers, print magazines, and websites all require someone to coordinate their creative teams to pull together advertising projects, layouts, and other aspects. You will use tools to ensure that every element fits together properly. You will almost certainly collaborate with

marketing and communications specialists. If you enjoy mixing media for a more commercial objective, art direction may be for you.

● **Multimedia designer**

Multimedia designers create content for a range of platforms, including films and websites. They employ their graphic design and animation skills to produce visually appealing designs. To select the most relevant features for their projects, multimedia designers frequently liaise with a marketing or public relations team.

● **Concept artist**

Concept artists create art for creative assets such as characters and environments.

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Window of opportunity

A JACK-of-all-trades can be a master of everything. Management and Science University (MSU)'s alumna Dr Dehiwalage Anne Sharmini Perera is one. She is the founder and director of Medical Tourism Lanka Pvt Ltd; head of Faculty of Business Studies at Sri Lanka Technological Campus; lead of the Office of Mentoring and Coaching at Sri Lanka Technological Campus; and a certified coach and mentor by the International Authority for Professional Coaching and Mentors.

Amongst all these pivotal responsibilities, one that Dr Sharmini focuses on more intricately is her tourism business, Medical Tourism Lanka, which focuses on medical tourism. Since the civil war in Sri Lanka ended in 2009, tourism in all sectors in Sri Lanka saw a positive upsurge.

Wanting to contribute to the budding tourism industry in her homeland, she came to MSU to strengthen her knowledge. Dr Sharmini did PhD in Business Management with a much-narrowed research specifically on tourism management. She brought home not just her qualification but a life-changing pedagogy on tourism management, which she applied in her business.

"My business focuses on bringing patients from Seychelles and Maldives for their western and ayurvedic treatments in Sri Lanka. We facilitate from the point of them leaving their homes, coming to Sri Lanka for their medical treatment, observing their progress and providing advice or consultancy," she says.

"The Sigiriya rock fortress is identified as the iconic tourism attraction in Sri Lanka and my research was a case study regarding this historical icon which is a Unesco heritage site. From there, my research areas were in tourism development, human resource management and organisational behaviour," she explains.

Dr Sharmini's take on the versatility and adaptability of tourism in Sri Lanka is quite visible. This goes to show how her expertise, passion and love for her job have broadened the trajectory of her career.

"Travellers are always seeking quality medical assistance at an affordable price. Treatments are economical. We have the expertise in Sri Lanka. However, it is important to identify the opportunity."

Covid-19 has taught us that it is all about wellness and medical tourism has been identified as one of the most important concepts of that spectrum.

"It was a little tough on us during the

pandemic as the business focuses on mobilising patients from international outbounds. During the pandemic, we had restrictions in bringing the patients. But the time of quietude helped us to look at how we can redesign the business with specialist assistance.

"We assisted the specialists to consult with patients virtually via video conferencing. Later, once the borders were re-opened, we brought the patients down to Sri Lanka again but with strict SOPs in place," she says.

Dr Sharmini says picking the university of her choice for her doctoral study was effortless. "I searched for a higher institution that could support me to gain a broader knowledge of tourism and hospitality. That was when I gathered information regarding MSU, Malaysia.

"What attracted me the most to this university was the support extended by the professors and the culture that was instilled to encourage the candidates and their students to keep up to date with knowledge and develop the right skills and attitudes that are expected by the community. Apart from that, MSU is QS-ranked and a globally well-recognised university," she says.

Her future endeavour is less of self-profit and more of social entrepreneurship. "I am more focused on management coaching, mainly helping young girls and women to develop themselves and make a huge impact on the economy and industry.

"I think confidence is key to success. Thanks to my parents for raising me to be confident, it has now helped me face any challenge confidently. Self-confidence is my top tool for success," she says. Among the accolades and awards Dr Sharmini has received so far are:

- Woman Leaders Award by the World Women Leaders Congress in 2019
- Award for Top Achiever – Credit Management in 2005 at Dialog Axiata
- Rewarded by Telekom Malaysia for Excellent Performance & Contribution towards the Credit Management Division in 2007 at Dialog Axiata
- Certificate of "Warnana" for Excellent Management Skills at Dialog Axiata
- Certificate of "Warnana" for Decision Making for conducting training and facilitating training for billing operations at Dialog Axiata

MSU houses the Faculty of Health and Life Sciences, the Faculty of Business Management and Professional Studies, the

Faculty of Information Sciences and Engineering, the International Medical School, the School of Pharmacy, the School of Education and Social Sciences, the School of Hospitality and Creative Arts, the School of Graduate Studies, the Graduate School of Management, and the Centre for Fundamental Studies.

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, where it aims at transforming lives and enriching the future.

■ For more information on postgraduate programmes at MSU, call 03-5521 6868, email gs@msu.edu.my or visit www.msu.edu.my.



Dr Dehiwalage Anne Sharmini Perera.



New and exciting opportunities

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Drawings and paintings are used to produce both 2D and 3D designs. Concept designers create elements for a variety of formats such as print advertisements, video games and web marketing campaigns.

• User Experience (UX)

UX designers build and improve the usability of websites, software, mobile applications, and video games. They research how people feel about a certain product or system and create goods that meet the demands of the users. UX designers also examine the individual components of each system to assess its worth, usability, and accessibility.

• Lecturer

Arts and design professors create college and university curricula, educate students how to use tools and methods, and develop lesson plans that encourage growth and professional interest. Lecturers normally require doctoral degrees to be hired, while individuals with a mix of experience and a graduate degree may qualify for tutoring roles.

Arts and design creatives provide aesthetically pleasing and practical enhancements to current goods, processes and systems that serve to make the world a better place. Pursuing a postgraduate degree in arts and design is an excellent way to put yourself on the fast road to a meaningful, and often profitable new career.



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Programmes

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Acupuncture (MSc) Sep

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Analytical and Pharmaceutical Chemistry (MSc) ★ Mar / Sep

KPT/JPT(R2-CDL/442/7/0001)01/2027 MQA/FA1191
KPT/JPT(N-DL/442/7/0022)02/2026 MQA/FA1191

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

KPT/JPT(N/345/7/1082)9/2023 MQA/PSA11354
KPT/JPT(N/345/7/1090)12/2023 MQA/SWA11355
KPT/JPT(N/345/7/1085)10/2023 MQA/SWA11353

Counselling (Master) Sep

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

Diabetes Management and Education (PG Dip) Mar / Jul

KPT/JPT(N/726/7/0030)02/2023 MQA/SWA9086

Endodontics (PG Dip) Apr

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

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

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

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

KPT/JPT(R/145/7/0066)09/2025 MQA/SWA05162
KPT/JPT(R/145/7/0064)09/2025 MQA/PA5163
KPT/JPT(R/145/7/0070)09/2025 MQA/SWA5164
KPT/JPT(N-DL/145/7/0120)02/2026 MQA/SWA05162

Implant Dentistry (PG Dip) Intake in 2022

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

Molecular Medicine (MSc) ★ Mar / Sep

KPT/JPT(R/254/7/0078)07/2027 MQA/FA1299
KPT/JPT(N-DL/545/7/0110)09/2025 MQA/SWA11357

Pharmacy Practice (Master) Mar / Sep

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

Prosthodontics (PG Dip) Jun

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

Public Health (MSc) ★ Mar / Sep

KPT/JPT(R/2720/7/0077)09/2025 A10261
KPT/JPT(N-DL/720/7/0118)09/2023 MQA/SWA11356

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

KPT/JPT(R/2720/7/0049)06/2026 A10618
KPT/JPT(R/2721/8/0043)01/2027 A3767



AS someone who grew up surrounded by friends from broken families as well as families dealing with members who had committed suicide, Justin Tan Zhi Yu, 26, found his calling in psychology, seeking a profession that can help people on a day-to-day basis.

Upon completing his Foundation in Science and Bachelor of Psychology, Tan took on various internship roles in multiple industries.

"I have been tutoring for about nine years since my Foundation studies. Upon graduating with my Bachelor of Psychology, I taught psychology to A-level and International General Certificate of Secondary Education students. I also attached myself with established Mathematics and English educational centres," says Tan who is now a Master of Clinical Psychology student at University of Cyberjaya (UoC).

Prior to beginning his postgraduate studies, Tan completed a six-month internship with a speech therapist's private practice and a one-year internship with a psychiatrist who specialises in child and adolescent therapy. He also has experience as a research assistant, assisting in publishing a paper on helping students with autism to learn better at schools.

"While charting out my career, I knew the value of hands-on experience in the field. I also knew that I needed a master's to achieve my dream of becoming a licensed clinical psychologist. Speaking with different specialists allowed me to gain perspectives which led me to my current path."

"Lecturers at UoC contribute very much to my interest in

Tackling real-world issues



Yee is pursuing the Doctor of Pharmacy programme.

psychology. Dr Anasuya Jegathevi Jegathesan, dean of the Faculty of Psychology and Social Sciences puts a lot of thought into her classes with interactive mock therapy sessions. She truly goes the extra mile to teach students," he adds.

UoC recognises the demand among graduates who want a postgraduate degree, which led Yee Kar Ming to pursue his studies in Doctor of Pharmacy at the university.

Yee, who is the head of Formulation and R&D Technologies Department at Duopharma Innovation Sdn Bhd and Duopharma Biotechnology Berhad, was intrigued with the programme when he was roped



Tan with audience participation presentations held for a multinational corporation.

into a technical discussion with the university.

"Aside from being able to boost one's career forward, I believe continual learning is very important. The research programme at UoC allows me to learn systematically and drives my creativity and innovation," he says.

At UoC, postgraduate students have the opportunity to participate in real-world inspired projects with renowned industry partners.

They are encouraged to innovate through research, development and commercialisation, attend conferences, and engage and collaborate with scholars from other universities and institutions.

Having recently achieved the Top 600 in the Times Higher Education Impact Rankings 2022 (THE), UoC is also dedicated to expanding the body of knowledge in specific fields, most recently with their upcoming programme, Masters of Physiotherapy. The university is dedicated to increasing professionals in fields they are passionate about, particularly in the field of health sciences.

If you're shopping around for the right postgraduate programme to enrol in, here are top programmes across six fields of study at UoC:

● **Medicine:** UoC recognises that research and academia remain a pivotal force in today's fast-moving and challenging society. To aid research and academia in medicine, the university holds 35 state-of-the-art labs including Medical Sciences Labs, Chemistry Labs and an Anatomy Gallery. The postgraduate programmes in the medicine field include Master of Medical Science, PhD in Medical Science, Master of Science in Public Health (Global Health), Master in Science, and Doctor of Philosophy.

● **Pharmacy:** UoC prides itself on being the first private institution in Malaysia to offer the Masters in Clinical Pharmacy programme and the only higher education provider in Malaysia offering the Doctor of Pharmacy programme. The university also offers Master of Pharmaceutical

Sciences and Doctor of Philosophy (PhD) Pharmaceutical Sciences.

● **Business:** The institute offers Master of Business Administration and Doctor of Philosophy (Management) that groom executives for a future leadership role with industry-specific insights and knowledge.

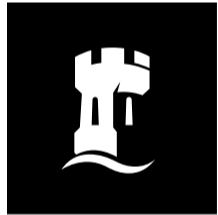
● **Occupational Safety and Health:** UoC's Safety and Health programmes are accredited by the Institution of Occupational Safety and Health, UK and recognised by the Malaysian Department of Occupational Safety and Health. The university offers Master of Science in Occupational Safety and Health Management, a programme that is suited for students

interested to develop their career in becoming Occupational Safety and Health Experts, or Safety and Health Managers/Directors.

● **Psychology:** The Master of Clinical Psychology programme at UoC focuses on examining human behaviour and personality. Students will be equipped with the skills to conduct clinical interviews, assess clinical theoretical interventions as well as behavioural science-based research.

This year's June intake is now open for applications.

■ For more information on UoC's programmes and scholarships, message its education counsellors via WhatsApp at 011-1112 3344, email studywithus@cyberjaya.edu.my or visit web.cyberjaya.edu.my.



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