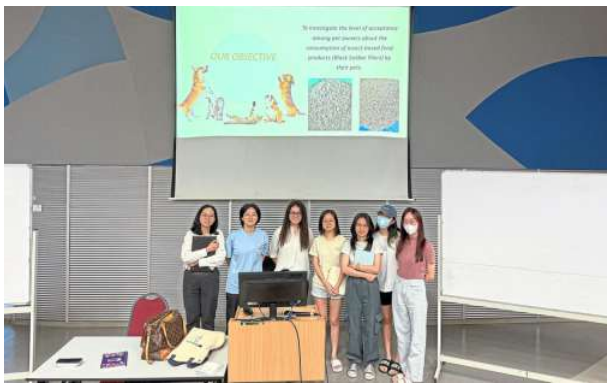
Overcoming barriers to new foods

FOOD resources are a global concern, especially in an age when the world's population is increasing while natural resources are decreasing. One segment of natural resources that has yet to be fully explored as a viable and sustainable option is the consumption of insects.

"Considering that insects are a staple in the diets of other South-East Asian countries like Thailand, Laos and Cambodia, the big question is: why not in countries like Malaysia?" said Tunku Abdul Rahman University of Management and Technology (TAR UMT) Assoc Prof Phuah Kit Teng.

"The only theory I could come up with is that eating insects is not a common consumer behaviour, and it is understandable that there are many psychological barriers to the idea of eating insects."

Building on this theory, Phuah embarked on an interesting research topic that explores how perceptions can be reshaped to overcome the "yuck factor" associated with eating insects.



Phuah (third from left) sharing her research findings during one of her lecture sesions.

While entomophagy is accepted in many parts of the world, Malaysia's cultural aversion presents a unique marketing challenge – one that Phuah is determined to address through innovative consumer engagement strategies.

"As a marketing academic, I've always been fascinated by how consumer perceptions can be shaped and how cultural barriers can be overcome.

"Insect-based foods present a unique case study in branding, consumer psychology and strategies to influence purchasing behaviour. This research aligns perfectly with my teaching and allows me to bring real-world insights into the classroom.

"Moreover, insects are a highly sustainable food source, requiring minimal resources compared to traditional livestock. They also produce a significantly smaller carbon footprint and are packed with nutrients.

"These qualities are highly favourable and especially crucial as sustainable food resources are always a priority in any nation."

Phuah organised interactive bug-tasting sessions, offering participants the opportunity to sample a variety of insect-based products from roasted crickets and oven-baked black soldier flies to grasshoppers in flavours like kimchi.

The sessions were designed to challenge preconceived notions in a safe and interactive environment. She conducted these sessions with Gen Z participants – a demographic known for its eco-consciousness, openness to new experiences and preference for health-focused lifestyles.

Feedback from these sessions has been invaluable as participants shared their thoughts on taste preferences, texture and willingness to purchase, providing critical insights for developing market-ready products.

Beyond taste tests, these sessions also served as an educational platform highlighting the environmental and health benefits of insect consumption.

"Interesting data aside, the findings from my research are very useful in my teaching. As marketing is largely about consumer behaviour, research data like this will be useful, especially in areas such as targeting the right audience, improving decision-making in business, measuring success, optimising campaigns, predicting trends, and allocating resources," Phuah concluded.

■ For those interested in exploring the dynamic world of marketing, as well as other programmes in accounting, finance, and business, join TAR UMT at its Open Day on June 14-15, from 10am to 5pm. Various financial aid options and merit scholarships are available for qualified candidates. For more information, visit *www.tarc.edu.my* or call 011-1054 8256 or 011-1059 7109.

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Management and Science University (MSU) is a globally recognised institution, ranked by both Quacquarelli Symonds (QS) and Times Higher Education (THE). Committed to developing well-rounded human capital, MSU envisions a more sustainable and inclusive future. Through transformative learning experiences, the university promotes equality and strives to create a level playing field for all, enriching lives and shaping tomorrow's leaders.

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Nurturing future-ready biotech grads

IMU University Medical Biotechnology students participated in the 2024 Student Forum with Industry to gain real-world insights and explore career pathways in biotechnology.

AS a natural extension of IMU University's strategic "Linking-U with Industry" forum during its 25th anniversary celebrations, the Medical Biotechnology (MB) programme became one of the key programmes to implement the School of Health Sciences (SOHS) Graduate Employability Initiative in 2018.

The Graduate Preparedness Advisory Committee (GPAC) was formed to engage directly with industry, focusing on keeping the MB curriculum relevant.

This was achieved by engaging talent acquisition personnel as well as line managers from related industries, who shared relevant local and global knowledge and skill requirements necessary to secure graduate employment.

When the Office of Industry Partnerships & Engagement (IPE) was established in 2023, the university moved to centralise partnership engagements at the school level by implementing Industry Advisory Board (IAB) for all programmes.

The MB programme made a seamless transition from GPAC to IAB, expanding both the number of industries and the breadth of industrial engagements.

The IAB plays a crucial role in ensuring that the MB curriculum remains aligned with current and future industry needs. This is particularly important as prospective students and parents often express concerns about job opportunities in the biotechnology field.

By engaging with the industry through the IAB, the programme ensures that its graduates are not only well equipped with scientific knowledge but also possess the practical skills and industrial exposure needed for a successful career.

The IAB also features an annual industry forum, which serves as a platform for dialogue between students and professionals on pressing topics in biotechnology.

In line with global trends, recent forums have focused on the theme "Sustainable Practices in Biotech," reflecting the growing importance of environmental responsibility and ethical innovation in the sector.

These sessions offer students the opportunity to hear directly from industry professionals about how sustainability is being integrated into real-world biotech applications – from cellular agriculture and diagnostics to regenerative medicine and functional foods.

The MB programme partners with leading biotechnology companies as part of its IAB, consisting to date of: Cell AgriTech Sdn Bhd, Eppendorf Asia Pacific Sdn Bhd, NuDawn Bio Resources, CryoCord Sdn Bhd, Synapse Sdn Bhd, Greencom Nanotech Sdn Bhd, Solution Biologics Sdn Bhd, Xepa Sol Pattison Sdn Bhd, Biomed Global Sdn Bhd, Oncode Scientific Sdn Bhd, Malaysian Genomics Research Center (MGRC), ChemoParm Group and IDS Medical Systems (M) Sdn Bhd.

These companies represent diverse sectors of the biotechnology industry, and their contributions are instrumental in keeping the programme forward-thinking and industry-relevant.

Beyond the IAB, the MB programme maintains ongoing engagement with the biotech sector through various initiatives. These include industrial on-site visits, which provide students with direct exposure to laboratory operations, R&D and manufacturing environments.

The programme also collaborates with companies to offer Graduate Trainee Programmes (GTPs) that support the transition of graduates into the workforce with structured mentoring and training.

Professionals from the biotech industry are often invited to share their expertise at MB-organised events, including MB Day and career workshops.

The programme also supports internships and industry attachments, providing students with opportunities to gain hands-on experience and apply their knowledge in real-world settings.

Additionally, there is a growing focus on joint events, innovation showcases, and entrepreneurship platforms, which encourage students to explore creative solutions and contribute to the future of biotechnology.

Through these concerted efforts, the MB programme continues to demonstrate its commitment to producing well-rounded, industry-ready graduates.

With the IAB serving as a core pillar of collaboration and feedback, and with strong ties to key biotechnology companies, the programme remains adaptive, forward-looking, and responsive to both industry developments and the aspirations of its students.

At the IMU University, students have the option to complete the entire Medical Biotechnology programme locally or transfer credits to the University of Newcastle, Australia.

Eligible graduates of this degree will also have the opportunity to pursue postgraduate studies in Industrial Biotechnology and Forensic Science at the University of Strathclyde.

Additionally, students who opt to complete the entire degree in Malaysia also have the opportunity to go overseas for elective placement.

The commencement for the medical biotechnology programme is in July and September. Make an online application today.

■ For more information, visit *www.imu.edu.my* or email start@imu.edu.my or call IMU University at 03-2731 7272.

A LEGACY OF INSPIRED LEARNING

FOR many parents, choosing a school goes far beyond academics. It's about finding a place where children feel safe, supported and valued – a place where their potential is recognised and nurtured.

For over 20 years, Sri KDU has been that place for thousands of families, offering more than just quality education.

With campuses in Kota Damansara and Subang Jaya, Sri KDU Schools has shaped generations of confident, capable learners who thrive academically and personally – guided by a mission to empower a diverse and inclusive community of safe, happy and successful learners who aspire to positively impact others.

The modern campus of Sri KDU International School Klang reflects its commitment to innovation, excellence and holistic education.

'Our teaching team is united by a shared passion for nurturing the whole child,' said Thomas.

A new chapter begins — Sri KDU International School Klang's first on-campus boarding residence opens its doors in 2026.

Purposeful education

At its core, Sri KDU believes that education should empower students not only to succeed, but to lead.

This philosophy is deeply embedded in its mission – to build future leaders who are confident, caring and ready for the world.

Students are encouraged to excel beyond the classroom, developing the character, skills and awareness needed to make a positive impact in their communities and beyond.

That mission now extends to Klang with the opening of Sri KDU International School Klang – a purpose-built, premium international school that combines proven expertise with a forward-thinking vision for today's learners.

Designed to serve both local families and a growing international community, the school brings with it a legacy of excellence and a commitment to holistic, values-driven education.

Proven excellence

The Sri KDU name is synonymous with consistency, credibility and quality. Since opening its first campus in 2003, the group has maintained a strong track record of student success – both academically and personally.

Graduates have gone on to study at top universities, take on leadership roles around the world and contribute meaningfully to their communities – reflecting the school's well-rounded approach to education.

Sri KDU International School Klang continues this legacy by delivering the Cambridge International curriculum within a nurturing environment that understands what Klang families value: academic rigour combined with personal attention.

Learning hub

The Klang campus is purpose-built to inspire learning, leadership and innovation. It features state-of-the-art facilities that promote active living and digital savviness – including a swimming pool, football field, basketball court and a dedicated indoor drone flying area.

These are more than just amenities – they are platforms for students to develop teamwork, discipline and future-ready skills.

Inside, students have access to specialised learning spaces: science laboratories, robotics and design thinking labs, a culinary studio, music and art rooms, as well as a dance and drama room for performance-based learning.

Each space is designed to expand the learning experience beyond traditional boundaries, inspiring curiosity and creativity.

Holistic growth

Co-curricular programmes form a vibrant part of student life.

From basketball to coding and drama to student-led clubs, students are encouraged to explore their interests in sports, technology, the arts and leadership development – and to discover new passions.

This approach helps build confidence, creativity and character – preparing learners for both academic and personal success.

Global perspectives

A defining strength of Sri KDU International School Klang lies in its faculty.

Made up of local and international educators, the team brings diverse teaching styles and global experiences to the classroom.

This mix fosters a dynamic learning environment where students gain a deeper understanding of different cultures and perspectives.

"Our teaching team is united by a shared passion for nurturing the whole child," said Sri KDU International School Klang campus principal Rhys Thomas.

"We bring together international expertise and local understanding to create a learning environment where each student feels seen, supported and challenged to be their best."

Future skills

Sri KDU International School Klang places strong emphasis on preparing students for a rapidly changing world through its Tech Pioneers Programme.

This unique initiative introduces students – starting from age nine – to skills such as coding, robotics, artificial intelligence, data literacy and design thinking.

These disciplines are integrated within the academic framework rather than treated as add-ons.

The school's Maker Space, Digital Learning Lab and innovation studios provide hands-on experiences where students learn by doing – encouraging problem-solving and critical thinking.

"We are not just preparing students for exams, but for life," Thomas emphasised.

"Many of the careers they will enter don't even exist yet – our job is to prepare them for that future and that's what the programme is all about."

Boarding facility

A major milestone is set for 2026 with the opening of Klang's first on-campus international school boarding facility.

The four-storey residence will accommodate up to 114 students in a safe, structured and caring environment.

Designed for both local and international students, the boarding experience will offer a balance of academic support, routine, life skills and a strong sense of community.

Cultural balance

Language plays a key role in shaping global citizens.

While the school emphasises English proficiency through its English Language Learning Academy, it also nurtures cultural identity through a dedicated Chinese Language Academy.

This dual-language approach ensures students are fluent in the world's most widely used language while remaining rooted in their heritage.

Meaningful foundations

As Klang continues to develop as a connected, family-focused city, the school offers local and expatriate families a trusted institution that delivers global standards with a personal touch.

It's a place where students are valued as individuals, supported in their growth and empowered to thrive in their neighbourhood.

Learning is thoughtfully designed to cultivate character, resilience and leadership.

Here, students are equipped with the confidence and skills to build a future rooted in purpose and strength.

■ Enrolment for the 2025/26 academic year is now open. Visit *https://srikdu.edu.my/klang/* or call 03-3082 6888 / 012-245 4001 to book a personalised campus tour.

Essentials for studying

YOU have your books, assignments and deadlines—but what else do you need to ace your exam? Read on to find out.

Comfortable study area

Start with a spacious, clutter-free desk. What matters most is that it's at a comfortable height and offers plenty of room for all your essentials.

Good lighting

Good lighting is essential so that you're not squinting your way to a pounding headache. Natural sunlight is ideal; it's bright, energising and lifts your mood.

Proper support

It is also important to have a good chair and table that support your body properly. Your feet should be flat on the floor, and your arms and wrists should rest in a relaxed position. Sitting in an awkward posture can limit your breathing and lead to discomfort.

Class of 2025 graduates shine

'MSU is truly a great option for international students,' said Angela Jocelyn.

'My time at MSU was memorable and rewarding, marked by academic achievements and creative exploration,' said Al Kendi Tarneem.

'My journey at MSU has been a truly transformative experience, both eye-opening and deeply enriching,' said Mauyakufa.

THE Management and Science University (MSU) celebrated the Class of 2025 at its 35th convocation ceremony from May 17 to 18.

Held at the Chancellor Hall in Shah Alam, the event saw 1,987 graduates from 126 programmes receive their scrolls – including 47 doctorates, 64 master's, 887 bachelor's and 976 diplomas – marking a milestone of achievement and new beginnings.

As part of this occasion, MSU had the opportunity to speak with several international graduates whose journeys have not only shaped their personal growth but also enriched the university's multicultural spirit.

From overcoming language barriers to excelling in academic and creative pursuits, these students shared powerful reflections on their time at MSU and what it meant to grow, thrive and dream far from home.

"Studying abroad can be quite challenging, especially when you're far from your family and need to learn how to be more independent. However, this experience has significantly impacted my personal growth, teaching me resilience and adaptability in a new environment," said Angela Jocelyn Nixie Wibowo, a graduate of Bachelor in Fashion Design with Marketing (Honours) from Indonesia.

"I chose MSU because of its excellent facilities and the quality of its academic staff. The lecturers are not only knowledgeable but also incredibly supportive, guiding me throughout my learning journey. As a fashion design student, I've found that the demands of the course such as managing time effectively and being constantly creative have helped shape my discipline and character."

"My journey at MSU deeply shaped both my personal and professional growth. Studying Beauty and Hair Management taught me more than technical skills – it helped me become more confident and independent," said Al Kendi Tarneem Zaid Khaled Barabaa, recipient of the Academic Award at the 35th convocation ceremony. The Yemeni graduate earned her Bachelor in Beauty and Hair Management (Hons).

She shared: "One of my biggest challenges was overcoming language barriers. In the beginning, communication was difficult, but with support from my lecturers and continuous practice, I gradually became more comfortable, especially in professional settings.

"This experience taught me resilience, open-mindedness and the value of stepping outside my comfort zone," she added.

She highlighted: "My time at MSU was both memorable and rewarding, marked by academic achievements and creative exploration. I participated in several makeup competitions, proudly winning first place in one of them.

"I also gained hands-on experience through fashion shows and freelance makeup work, all while maintaining strong academic performance. Being consistently on the Dean's List and receiving the President's Award and the Academic Award reflected my dedication and passion for the field.

"The defining moment of my MSU journey was receiving the Academic Award during graduation. That moment symbolised how far I had come – from a shy student struggling to express myself, to a confident graduate recognised for both my talent and perseverance. It wasn't just a personal achievement – it represented the support I received, the growth I underwent and the resilience I built throughout my time at MSU."

As for Mitchel Mauyakufa, an alumnus from Zimbabwe of the Bachelor of Law and Commerce (Hons) programme, she is also a recipient of the Affin Bank Bhd Industry Award.

"My journey at MSU has been a truly transformative experience, both eye-opening and deeply enriching. Moving so far away from my family and everything I was familiar with, I had to quickly adapt to living independently. I learned how to navigate challenges on my own, building resilience and emotional strength along the way.

"Experiencing cultural shock firsthand was a major turning point. Although Malaysia is a beautifully multicultural country, many customs and norms were vastly different from what I knew back home. I had to learn to accept, appreciate and celebrate these differences. This journey taught me the value of cultural humility and opened my mind to a world beyond my own experiences."

Mauyakufa added: "MSU itself offered a wide range of opportunities and experiences that helped me grow, not just academically but personally.

"Through various campus activities, I discovered my strengths and interests, allowing me to better align my future goals.

"One particularly profound experience was living through a flood – something I had never encountered in Zimbabwe. It was overwhelming, yet it revealed my inner strength and showed me how."

MSU is a global multi-ranked institution focused on building holistic human capital. Envisioning a better, more sustainable future for all, MSU champions equality by providing a level playing field across extensive efforts in transforming lives and enriching the future through compelling learning experiences.

MSU is currently listed among the top universities in the world by QS, including being ranked 580th in the QS World University Rankings 2025. It is also placed in the QS Top 100 for the world's best young universities, ranked 129th among Asia's best universities, 28th in South-East Asia, and in the Top 301+ for the QS Graduate Employability Ranking.

In its inaugural appearance in the Times Higher Education (THE) World University Rankings 2025, MSU earned a prestigious placement in the 801–1,000 band, marking its entry into the ranks of the top 1,000 universities worldwide.

Demonstrating its growing influence in the region, MSU was also ranked in the 401–500 band in the THE Asia University Rankings 2025, placing it among the top 19 universities in South-East Asia and the top 16 in Malaysia. These accomplishments reflect the varsity's continuous drive toward regional leadership and academic distinction.

■ To learn more, visit *https://www.msu.edu.my/*

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UTAR provides a broad spectrum of scholarships and financial aid to deserving students, opening pathways to quality education and brighter opportunities ahead.

Empowering dreams through education

TO thrive in a competitive world, education remains a key to better opportunities and innovative solutions to graduates' challenges.

At Universiti Tunku Abdul Rahman (UTAR), education is not just about producing graduates – it is a launchpad for talent, placing equal emphasis on academic excellence and the holistic development of students.

Beyond academic excellence, industry-relevant programmes and holistic initiatives, UTAR is committed to ensuring that financial limitations don't stand in the way of talent and potential.

The university offers a wide range of scholarships, financial aid, and loan schemes to support students from all backgrounds – whether they're high achievers, community contributors, or passionate learners in need of a helping hand.

These scholarships and financial aid options are available for all students from the Foundation, Undergraduate and Postgraduate programmes, ranging from internal and external scholarships to internal and external loan schemes.

As of February 2025, UTAR has awarded over RM217mil in internal scholarships and RM27mil in external scholarships to over 22,000 students.

High achievers looking to broaden their horizons at UTAR's vibrant campuses can start their journey with the UTAR Scholarship for Top Achievers, which offers up to a 100% tuition fee waiver for Foundation and Undergraduate programmes.

While academic excellence matters, talent shines in many forms – on the sports field, on stage, or through community service.

Recognising this, UTAR offers the Sports and Talent Scholarship for students who have excelled beyond the classroom.

Promoting education is a shared commitment, and UTAR upholds this vision by partnering with various organisations and foundations to make quality education more affordable and accessible for students who meet the criteria set by the awarding bodies.

Some of these scholarships include the Hong Leong Foundation Scholarship, Huawei Technologies (M) Sdn Bhd Scholarship, OCBC Bank Scholarship, Yayasan KLK Scholarships, IOI Scholarship, the The Malaysian Social Entrepreneurs Foundation (MSEF) "SIYUAN" Scholarship, and the OSK Foundation Scholarship.

Beyond scholarships, UTAR also offers a wide array of financial aid options, including internal and external loan schemes.

As of February 2025, over RM1.36bil in external loans and RM19mil in internal student loans have been granted to more than 87,000 students.

Through close collaboration with its partners, UTAR offers internal loans with flexible repayment terms and zero interest.

UTAR also serves as a nexus, providing students with access to loan schemes provided by external bodies such as the National Higher Education Fund Corporation (PTPTN) and Koperasi Jayadiri (M) Berhad (KOJADI).

> "As a university by the people, for the people, we uphold the vision of making tertiary education affordable and accessible to all, regardless of background."
>
> Prof Dr Choong Chee Keong

UTAR Vice-President (Student Development and Alumni Relations) Prof Dr Choong Chee Keong said, "As a university by the people, for the people, we uphold the vision of making tertiary education affordable and accessible to all, regardless of background.

"We know that choosing the right scholarship or financial aid can be time-consuming and overwhelming for students and their families.

"For this, we have set up the Department of Scholarships and Financial Aid (DSFA), providing personalised guidance and resources to help them navigate their options with ease, ensuring no student is left behind in the pilgrimage towards their academic aspirations."

He added, "UTAR remains committed to nurturing holistic talents through diverse and affordable academic initiatives, with graduates consistently achieving an employability rate of 95-97% within six to nine months of graduation.

"As the saying goes, 'Even in hardship, education must never be neglected.' Our shared conviction in education as a force for upliftment and progress drives not only UTAR, but also the broader Malaysian education sector to create inclusive pathways for all learners.

"This commitment forms a core part of UTAR's mission and vision, as we believe in our learners' aspirations for a brighter future, where they will one day give back to society, extending the same empathy and opportunity to future generations."

UTAR offers over 140 programmes from Foundation Studies to bachelor's, master's and PhD degrees in Accounting, Business, Finance and Economics, Actuarial Science, Mathematics and Process Management, Agriculture and Food Science, Arts, Social Sciences and Education, Chinese Studies, Creative Industries, Digital Animation, Multimedia and Design, Engineering and Built Environment, Information and Communication Technology, Life and Physical Sciences, and Medicine and Health Sciences.

■ For more information, go to *www.utar.edu.my* or call 05-468 8888 (Kampar Campus) or 03-9086 0288 (Sungai Long Campus). Visit the UTAR campuses or call for enquiries on weekdays from 9am to 5pm (closed on public holidays).

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Bachelor of Communication with Health (Honours) (NEW)
KPT/JPT(N/0323/6/0056)07/2029
MQA/PSA17573
FEB . APR . JUL . SEP

Bachelor of Science (Hons) in Psychology
KPT/JPT(R3/311/6/0013)09/2027
MQA/A8177
FEB . APR . JUL . SEP

School of Veterinary Medicine

Bachelor of Science in Bioveterinary Science (Honours) (NEW)
KPT/JPT(N/0841/6/0001)07/2029
MQA/PSA17574
OCT

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DU006W

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2022 SETARA COMPETITIVE

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Pathway to management

MANAGEMENT is a process of organising, planning, decision-making, leading, motivating and controlling the human resources, financial, physical and information resources of an organisation to reach its goals efficiently and effectively.

Good management is also fundamental in building great teamwork and the key to a successful organisation.

With the aim of preparing those interested for a career in management and administration, the Diploma in Management at Management and Science University (MSU) College offers a broad business management education and equips students with the right soft-skills component.

The programme is specifically designed to provide students with all the tools required for management positions as well as exposure to basic components of organisational management, including communication, leadership, marketing, finance and many more. It also prepares students with the latest knowledge and skills, equipping them with high moral values and integrity while carrying out their duties and responsibilities.

A strong foundation in all related areas will provide students with a clear understanding of the fields they may want to explore at the bachelor's level.

The entry requirement to this two-and-a-half-year programme is a minimum of three credits in the SPM or its equivalent.

Upon completion of the diploma, students can choose to start their career or proceed to a second-year bachelor's degree in the same field, or other related programmes at MSU through the Faculty of Business Management and Professional Studies, with the option of credit transfer.

In line with MSU College's aspiration to produce balanced, holistic and well-rounded graduates, a comprehensive entrepreneurial ecosystem and industry-embedded programmes are also deeply rooted as initiatives to further enhance soft skills, ensuring graduates are competent in the job market.

Apart from this, there are also other programmes available under the School of Hospitality, Education and Business Studies, such as Early Childhood Education, Accounting and English Language Teaching (ELT).

MSU College is also the MSU APEL Centre for potential candidates to take the APEL Aptitude Test as a non-conventional pre-qualification for entry into higher studies, in which 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) levels.

■ For more information on the programmes offered, call 03-5521 6787, email enquiry@msucollege.my or visit *www.msucollege.edu.my*

MSU College's Diploma in Management programme offers a comprehensive business education and equips students with essential soft skills.

Foundation students at NUMed learn a myriad of skills, including practical lab techniques, to ease their transition into their degree programmes.

A promising future in health sciences

TO build a strong future, a solid foundation is essential – especially for students preparing to enter the demanding world of medicine and biomedical sciences.

Newcastle University Medicine Malaysia's (NUMed) Foundation in Biological and Biomedical Sciences is strategically designed to do just that, offering a comprehensive and supportive start for aspiring healthcare professionals.

One of the programme's key strengths is the direct pathway into NUMed's acclaimed Bachelor of Medicine, Bachelor of Surgery (MBBS) and BSc Biomedical Sciences programmes in Malaysia or the UK as well as a range of other programmes offered by the UK campus.

"The curriculum offers a mix of science and non-science modules, equipping students with vital practical lab skills, academic English, and soft skills like critical thinking and communication.

"Students are also introduced to basic clinical skills, such as cardiopulmonary resuscitation (CPR) and the use of electrocardiogram (ECG) machines, laying the groundwork for future clinical training," shared NUMed Foundation Programme lecturer Ainul Farhana Abdul Razak.

Beyond academics, the programme encourages a well-rounded student life with access to pastoral care, extracurricular activities, and intervarsity events.

This holistic approach equips students with the confidence they need to transition smoothly into their degree studies.

NUMed is an international branch campus of Newcastle University, UK.

Find out about its Foundation in Biological and Biomedical Sciences, and degree offerings at *http://www.newcastle.edu.my*.

■ For further details, email admissions@newcastle.edu.my, call +607-555 3800, or WhatsApp +6011-1231 5411 or +6012-784 9456.

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From first words to global voices

COMMUNICATION is one of the most powerful tools of human connection. At the University of Cyberjaya (UoC), this journey begins with a child's first words and continues into global platforms where ideas influence change.

Through the Faculty of Psychology and Social Sciences, UoC offers three strategic programmes – Early Childhood Education, Teaching English as a Second Language (TESL), and Mass Communications – designed to develop skilled communicators across education and media sectors.

"In a world of technology and AI, what differentiates skill and success is the ability to communicate, influence and persuade. Style and presentation are just as important as content – that is the power of communication. The UoC programme blends theory and practice, ensuring students build both competence and confidence," said Faculty of Psychology and Social Sciences dean Assoc Prof Dr Anasuya Jegathevi Jegathesan.

Building the foundation

UoC's Early Childhood Education (ECE) diploma and degree programmes are designed to shape capable and compassionate educators. The curriculum focuses on holistic child development – nurturing physical, emotional, and cognitive growth – while emphasising safe, engaging, and developmentally appropriate environments for learning.

Students receive real-world training through internships and classroom simulations, developing vital skills such as leadership, problem-solving, and effective teaching methods.

"My lecturers showed me that teaching children is deeply fulfilling. The ECE programme also prepared me for leadership, as it sharpens my communication and decision-making skills, as well as patience," shared Emily Leong Xin Xuan, a Diploma in Early Childhood Education student.

Building bridges through language

UoC's Bachelor of Education (Honours) in TESL equips aspiring educators to teach English with clarity, confidence, and cultural sensitivity. Covering linguistics, curriculum design, assessment, and classroom management, the programme blends theory with practical teaching experiences to prepare graduates for local and global education roles.

TESL graduates are not limited to classroom teaching – they're also equipped for careers in education management, content development, and translation.

"TESL helped me sharpen my English, express ideas more clearly, and gain confidence. It's opened doors to career paths beyond teaching, from content creation to education management," said TESL student Celine Khoo Ying Yen.

UoC's Mass Communications programmes prepare students to excel within today's fast-paced media landscape.

Voices that influence

UoC's Mass Communications programmes – offered at both diploma and degree levels – prepare students for careers in media, public relations, broadcasting, and digital content. Taught by industry professionals, the curriculum combines practical training with strategic communication theory.

Students benefit from state-of-the-art multimedia labs and broadcast studios, gaining hands-on experience that prepares them for the demands of a fast-paced, content-driven world. From ethical journalism to digital storytelling, the programme cultivates media-savvy professionals who can lead in a dynamic global landscape.

A unified journey in communication

Collectively, UoC's Social Sciences programmes form a cohesive educational journey – from nurturing first words and early learning experiences in ECE, to building language bridges in TESL, and ultimately amplifying voices through Mass Communications.

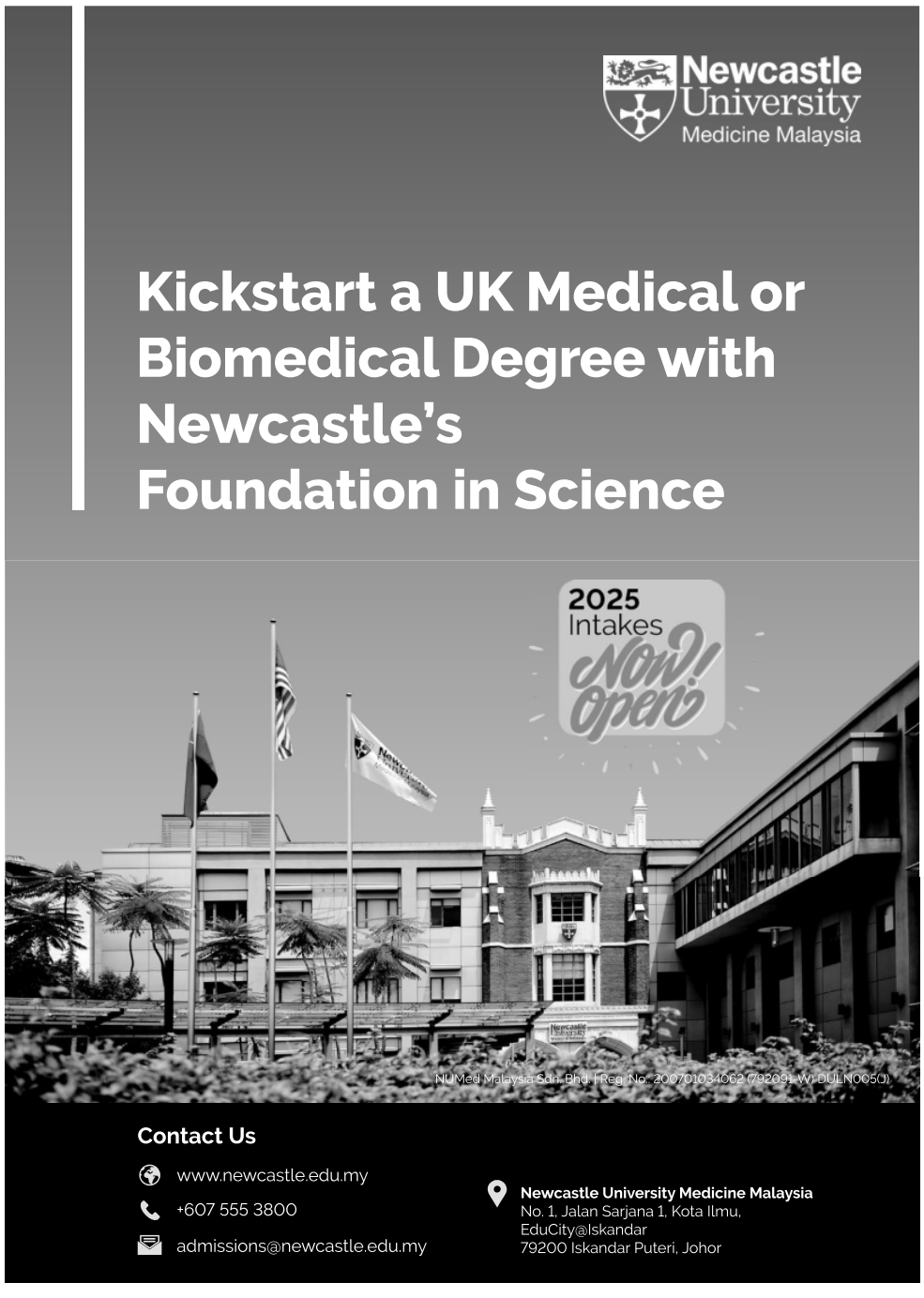
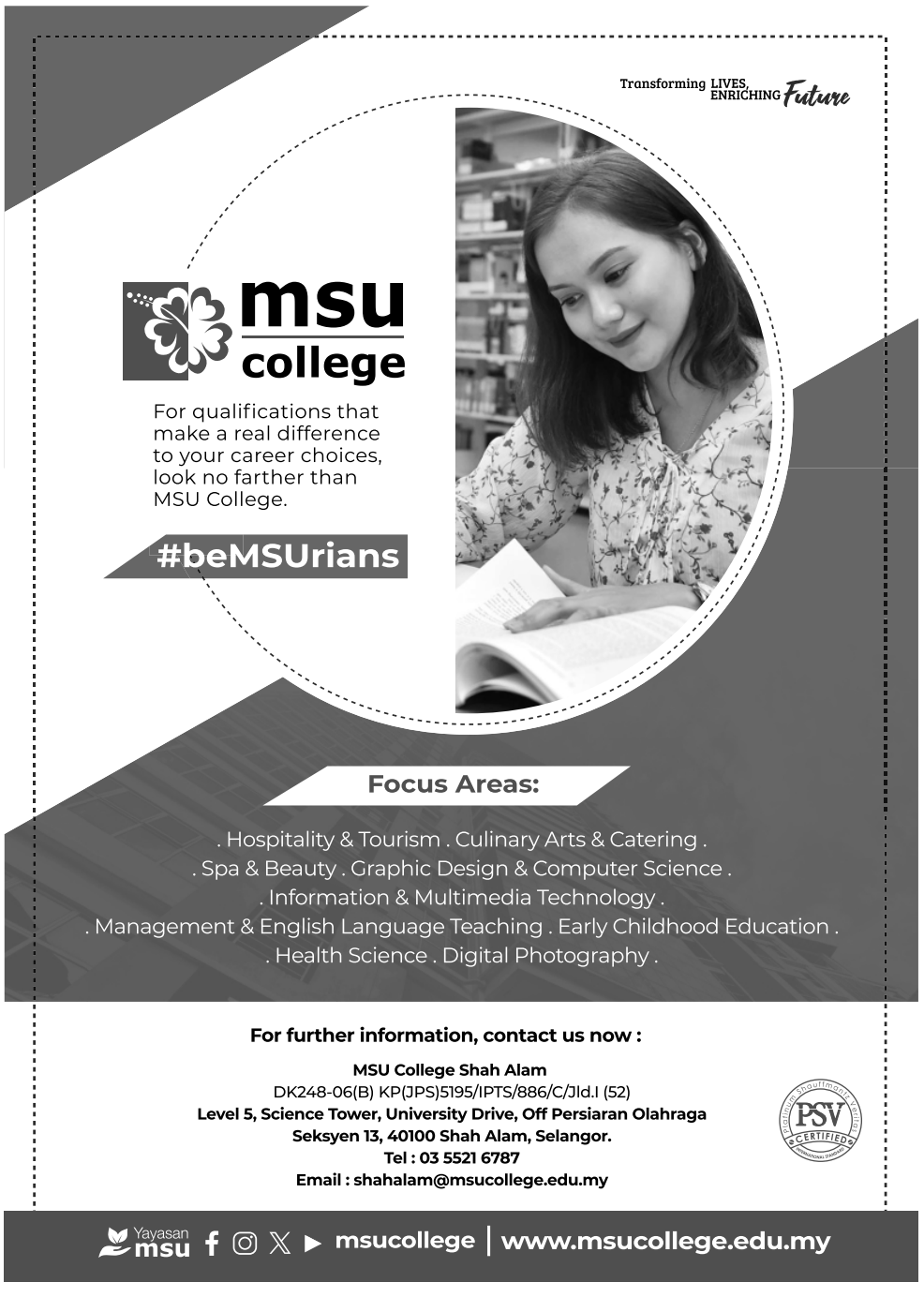
This interconnected pathway exemplifies how effective communication, taught with passion and precision, empowers individuals to make meaningful contributions across local and global communities.

The University of Cyberjaya remains dedicated to developing communicators who inspire change, facilitate understanding, and transform the world through their voices.

UoC achieved a 95% Graduate Employment Rate and 95% Graduate Marketability in the 2024 Ministry of Higher Education Graduate Tracer Study.

These numbers reflect the University's strong focus on academic quality, industry partnerships, and career readiness. This recognition drives UoC to keep delivering real-world outcomes for its students.

Embark on this journey with UoC – from first words to global voices – and become a leader who shapes tomorrow.

Discover your voice. Change the world.

■ Visit *https://cyberjaya.edu.my* to learn more or speak with their education counsellors today.