



Higher Education

A UNIVERSITY PROGRAMME involves at least three years of academic and financial commitment and graduates expect their new qualification to set them on the way to a fulfilling career. For this reason, educational institutions are forging ever-closer relations with industry to ensure their courses stay relevant to the needs of employers. Internships – short-term work placements during college study – are therefore fast becoming an integral component of many undergraduate programmes.

“Internships strengthen the knowledge, skills, experience and abilities of students and help to develop emotional, spiritual and social maturity,” explains Dr Rusli Ahmad, dean of the student development centre of Universiti Malaysia Sarawak. “Most importantly, internships integrate the knowledge gained in the classroom with real life practices,” he says, adding that feedback indicates that students enjoy these placements and find them extremely useful.

“Most employers think positively of internships because they show that the candidate already has experience in a working environment and that gives him an edge,” says Soo Ee



Sarn, advisor in the PRePARE career services unit at Sunway Education Group. "Internships certainly open up more career opportunities for students."

A successfully completed internship frequently leads to a job with that company when the student graduates. If this doesn't happen, a graduate should immediately look for companies which seek similar skills and send in his resume, say recruiters.

Internships are typically for a period of two to six months, explains a spokesperson for Universiti Sultan Zainal Abidin. It's an opportunity that may not come again, so it's important to get the most out of it.

Students are typically assessed by an academic supervisor, an industrial supervisor and via training reports, he adds.

During the internship placement, be proactive, prove to the organisation that you can contribute, don't be shy to ask for advice, and open yourself up for as much expert input as possible, says Rusli.

"An internship enables you to show you can take the initiative and seize opportunities," says Justin Yap Yee Aun, lecturer in the CAREERsense department at HELP University. "Maintain an attitude of learning and inquisitiveness and you'll absorb knowledge and information beyond your immediate scope of work and study."

If you receive a robust welcome from your employer at the outset of your internship, that's an advantage. Larger firms tend to have structured internships including an orientation programme at the start.

But it's more likely that you will have to ingratiate yourself to get on – managers often view interns as interruptions to their own work and a responsibility they would rather not have.

Establish rapport

"Building rapport with your supervisors is crucial," says Raj Kumar Paramanathan, director of executive placements with outsourcing, search and selection company CnetG Asia. "Offer them help. When they see your value, they will start taking interest, share information and coach you."

Students must be passionate about what

they're doing during the internship and willing to challenge the accepted norms of seasoned managers who say 'This is how we have always done it', says Dr Roland Xavier, acting dean of Universiti Tun Abdul

Razak's Bank Rakyat School of Business and Entrepreneurship. "With the right mindset, the student will come away confident and innovative."

An internship is also a crucial opportunity to network, says Soo. "Make friends with everyone and never burn bridges because you never know when you'll bump into the same people again."

When it comes to highlighting your internship on your resume, describe in detail the tasks you completed and particularly the skills you feel you mastered, says Raj Kumar. "This will show potential employers that you recognised the skills that you learned, and benefited strongly from the training."



Universiti Tun Abdul Razak

OVER THE YEARS, Universiti Tun Abdul Razak (UNIRAZAK) has demonstrated a keen ability to produce competitive graduates fit for the cut and thrust of the business world. Its undergraduate programme in entrepreneurship is further testament to this flair.



The programme takes advantage of a unique partnership with Babson College, the top ranked school for undergraduate entrepreneurship studies for 15 consecutive years in *US News & World Report's* annual ranking of American universities and colleges. Babson trains UNIRAZAK's academicians and the programme includes an optional three weeks of study at the Boston institution.

The course takes undergraduates on a three-year journey through classroom work and actual business settings, designed to shape creativity, practical skills and leadership potential. "Students gain exposure to all facets of business and entrepreneurship," says a university spokesperson, noting that classes cover a full range of disciplines including accounting and

finance, economics, management, marketing and sales, operations, business law and information systems. In the final semester, students can specialise in marketing, retailing, franchise or sales management.

"Upon graduation, students will command all the skills required to launch and sustain their own business or to get ahead in the corporate arena," he says, adding that graduates typically start up ventures such as financial or real estate agencies, take on franchise opportunities, or pursue corporate careers as managers, analysts or consultants.

"Becoming a success as an entrepreneur requires the right state of mind as well as academic prowess," says the spokesperson. "Our students acquire a well-balanced attitude embracing business savvy and ethical values as a way of life."

The programme has three intakes a year, in January, June, and August.

Fields of study

- Accounting • Business Administration
- Economics • Entrepreneurship
- Government & Public Policy • Insurance
- Islamic Banking & Finance • Islamic Financial Planning • Leadership • Taxation

For more information, contact:

Universiti Tun Abdul Razak
Capital Square, 8 Jalan Munshi Abdullah
50100 Kuala Lumpur
Tel.: 03-7627 7000 Fax: 03-7627 7060
Email: marketing@unirazak.edu.my
Facebook: [Unirazak@CapSquare](https://www.facebook.com/Unirazak@CapSquare)
Web: www.unirazak.edu.my

Boutique University

with a dedicated city campus



Yeoh Sze Jin
Intake: June 2011

Mutia Amalia, Indonesia
Intake: September 2011



Bachelor of Business Management (Hons) (ENTREPRENEURSHIP)

lead faculty trained by



Babson College is ranked No.1 undergraduate programme for entrepreneurship for the 15th consecutive time* (*U.S. News & World Report Magazine, 2012)

- Academicians are trained by Babson College
- Optional 3-week study trip to Babson College, Boston, Massachusetts
- Experiential learning in entrepreneurship
- Book incentive

Intake: January, June, September. Apply Now!
Scholarships available. Contact us for more information.



Visit us : UNIRAZAK,
Capsquare,
No. 8, Jalan Munshi Abdullah,
50100 Kuala Lumpur.

Tel : + 603 7627 7000 ext. 7053 (Lily) /
7054 (Azini) / 7056 (Sunny) /
7057 (Abigail)
HP : + 6012 589 5805
Fax : + 603 7627 7060
Email : marketing@unirazak.edu.my

Visit us:
UNIRAZAK@capsquare
www.unirazak.edu.my

Putra Brand Awards 2011:
The People's Choice in Education and Learning
Category - Winner
The Brand Authority SMI's Chapter Awards 2011 - 2012:
Best Brands in Education - Tertiary
Best Brands in Brand Management



Communications Degrees Lead To Career Flexibility

THE STUDY OF MASS communications is about the art of efficiently delivering information. It embraces all styles of communication including print, broadcasting, advertising and public relations and it examines the role played by digital media in the dissemination of information. Graduates of mass communications courses enter rewarding careers in a range of industries.

"Our students are trained to work in all media-related activities or organisations and they are headhunted before they even graduate," says Assoc. Prof. Dr Mus Chairil Samani, head of the department of communication with the Faculty of Social Sciences at Universiti Malaysia Sarawak, adding that demand for places on the university's communications studies programme has doubled this year.

Graduates are not restricted to media-related industries, either. They ease into the banking, agriculture, manufacturing, government, healthcare, tourism and hospitality sectors and social programmes. A communications specialist can work in such fields as human resources, advertising, publishing, corporate communications, research and development, sales and marketing, broadcasting and training.

"Most organisations require someone

to plan, develop and evaluate information and communication strategies to ensure the company's objectives are achieved," says Ajinder Kaur, head of the department of communication in the Faculty of Humanities and Social Sciences at HELP University. "Graduates can expect to be employed by virtually any organisation."

A degree in mass communications typically takes three years to complete. Faculty are typically a mix of academics and industry practitioners.

Course content

Students receive grounding in communication theory and applications enabling them to think innovatively about how to communicate,



persuade and convince, explains Thinavan Periyya, deputy dean of the Faculty of Creative Industries at Universiti Tunku Abdul Rahman (UTAR). Students can then focus on various

specialisations. "The specialisation defines the starting point for their careers."

UTAR's range of specialisations includes journalism, broadcasting, corporate communications, public relations, advertising and graphic design and multimedia.

"Students learn how to communicate to achieve different objectives," says Thinavan. In journalism, the aim is to provide accurate information in a timely and interesting perspective. In advertising, it has to be creative and persuasive and in public relations and corporate communications, the aim is to create mutual understanding between an organisation and those who

come into contact with it.

HELP offers specialisations in media studies, public relations and marketing communication. Media studies grooms students in journalistic writing and editing for print and for scriptwriting, documentary and short film production. The marketing communication curriculum incorporates business, marketing and management perspectives into advertising. Public relations trains students in professional writing techniques, crisis and issues management, media and stakeholder relations, campaign planning, and strategy and research.

Workplace internships are compulsory in most programmes and typically last two or three months.

"Mass communications is a huge field of study and all pathways have a different personality," explains Nalena Balachandran, head of the diploma programme in mass communication at INTi University. "Internships allow a student to find the one which suits him best."



Students are placed in companies that match their pathway specialisations, explains Yap Yoke-Lin, head of the department of mass communications in the Faculty of Social Sciences and Liberal Arts at UCSI University, highlighting the university's specialisations in marketing communication, journalism and film and television.

"Our uniqueness lies in combining theoretical content with the practical demands of industry in our teaching," says Yap, adding that UCSI is one of the few universities to offer internships during each of the three years of study.

Evolving discipline

As technology and media evolve, so does course content.

Thinavan notes heightened calls for multimedia communication including design software skills and predicts these skills will move to the forefront of all specialisations. "Graduates able to combine language with creative and digital abilities will be very much in demand."

"Social media will come to play an even greater role in mass communications programmes," says Yap. "With the advent of digital technology, all media disciplines will move toward combining portable and quick access to information and data," she says, adding that graduates will increasingly be required to be more flexible and able to work in multiple media formats.

Ajinder says the growing awareness of organisations of the need for effective communications on policy and performance will continue to drive demand for graduates of this discipline.

And as audiences become more sophisticated, mass communications practitioners will have to keep pace.

"It's all about communicating the right message," says Nalena. "Future communicators will need to have diverse knowledge of areas of business, economics, politics and humanities in order to find the best possible way to reach their audiences."

Allianze University College of Medical Sciences

AS GLOBAL DEMAND for healthcare professionals escalates, a degree from Allianze University College of Medical Sciences (AUCMS) enables its holders to embrace the vibrant career opportunities both in Malaysia and abroad.

"We are well positioned to meet Malaysian and international needs for medical doctors and allied health sciences professionals," says Prof. Dato' Dr Zainuddin Wazir, AUCMS' founder and president.

Established in 2002 and upgraded to university college status last year, AUCMS has more than 3000 students enrolled on 19 programmes. Its 400 staff members include both Malaysian and international lecturers.

AUCMS is the only institution in the world to offer five medical degree programmes, notes Zainuddin. As well as its own medical degree, AUCMS also offers twinning programmes with Universiti Kebangsaan Malaysia, Universitas Sumatera Utara in Indonesia and the universities of Cork and Galway in Ireland. The popular foundation course in medical studies prepares students for entry into medical colleges and virtually guarantees a place at AUCMS or one of its partner institutions.

"Graduates intending to practise in

Malaysia should study here to get exposure to local clinical settings, while students who split their training between Malaysia and a foreign institution enjoy the best of both worlds," advises Zainuddin.

Four new faculties in sports science, medical business and management, hospitality and medical tourism, and traditional and complementary medicine are set to expand the range of course offerings.

Aside from delivering educational excellence, AUCMS seeks to mould well-rounded, confident graduates through personal development camps, soft skills courses, cultural and sports programmes and community service projects.

AUCMS' facilities will soon benefit from two state-of-the-art hospitals, with the first set to open in 2013.



Zainuddin: Meeting global demand for healthcare professionals

Fields of study

Environmental Health • Food Sciences & Technology • Healthcare Management • Medical Laboratory Technology • Medical Sciences • Nursing • Occupational Safety & Health • Pharmacy • Physiotherapy • Sports Sciences & Fitness

For more information, contact:

Allianze University College
of Medical Sciences
Pusat Budi Penyayang
Lot 2462, Jalan Bertam 2
13200 Kepala Batas, Penang
Tel.: 04-578 0280 Toll-free: 1800-88-2015
Fax: 04-578 0288
Web: www.allianzeunicollege.edu.my

ROOTS OF WISDOM

" There is no underestimating the value of an inspiring education and the lifetime bonds that it brings. As we were shaped we too can be the guidance for the future generations in almost everything we do. It is a baton we should take on with relish "



Prof. Dato' Dr. Mohamad Abd Razak

MD, MS ORTHO. (UKM), Fellow of Spine Surgery (UK)
Vice Chancellor of ALLIANZE UNIVERSITY COLLEGE of Medical Sciences

Prof. Dato' Dr. Mohamad Abd Razak is an inaugural product of Universiti Kebangsaan Malaysia (UKM). He is a Spine Surgeon who received specialist training from United Kingdom. Prof. Mohamad also served as the Head of Orthopedics & Traumatology Department, Director of Universiti Kebangsaan Malaysia Hospital (HUKM), Deputy Vice Chancellor of UKM, President of Malaysian Orthopedic Association, Organising Chairman & President, Malaysia Spine Society and a member of National Professor Council of Malaysia

Prof. Dato' Dr. Zainuddin Wazir

DSPN, D.J.N.MD(UKM), Master of Surgery-AM
President of ALLIANZE UNIVERSITY COLLEGE of Medical Sciences

Prof. Dato' Dr. Zainuddin Wazir received his first Medical Degree from Universiti Kebangsaan Malaysia (UKM) in 1983. He then furthered his studies to Australia and visited various medical industries abroad in UK, USA, Europe and Middle East to broaden and incorporate medical experiences. He is a Senior Consultant Cardiothoracic Surgeon and was the Head of Cardiothoracic Department at Penang Hospital. He was also the previous Head of Cardiothoracic Surgery Services, Ministry of Health from 1994 to 1998. Since 2009 until present, Prof. Zainuddin is the President of Malaysian Association of Thoracic and Cardiovascular Surgery (MATCVS).

ALLIANZE UNIVERSITY COLLEGE of Medical Sciences
offers students a variety of medical education programs including
Medical Degree, Diploma in Allied Health Sciences, Diploma in
Nursing and Foundation in Medical Studies.



Universiti Sultan Zainal Abidin

A BELIEF THAT university graduates form a select group with the knowledge, maturity, and responsibility to lead humanity forward is central to the teaching doctrine at Universiti Sultan Zainal Abidin (UniSZA).

"We shape leaders with a global outlook who are capable, cultured and imbued with strong moral values," says a spokesperson. "Our graduates can also benefit national development by fostering unity among the different races in our country."

UniSZA offers a menu of 18 bachelor's degrees, 25 diplomas, and postgraduate degrees in over 50 fields of study. To enable its graduates to confidently enter the global employment arena, UniSZA initiates student exchanges, employs international faculty, appoints external examiners and involves multinational firms in reviews of course content. The university also runs a range of English language programmes and encourages the study of ASEAN languages.

UniSZA has two campuses, one in the heart of Kuala Terengganu and another in nearby Gong Badak. A new flagship campus in Besut will be completed this year.

As a young university, UniSZA boasts the latest in academic infrastructure to facilitate study. The library at Gong Badak holds almost 140,000 items and is being expanded. The



government plans to build a fully equipped teaching hospital at the university.

Sporting enthusiasts can enjoy hockey, tennis, sepaktakraw, archery and football as well as several indoor sports. There are more than 50 societies for students to participate in while developing skills in organisation and leadership.

Four residence halls can accommodate 4800 students. The mosque has capacity for 3500 worshippers and hosts a variety of activities organised by UniSZA's Islamic Centre.



Fields of study

- Agriculture & Biotechnology
- Business Management & Accountancy
- Food Technology
- Informatics
- Innovative Design & Technology
- Islamic Contemporary Studies
- Languages & Communication
- Law & International Relations
- Medicine & Health Science

For more information, contact:

Universiti Sultan Zainal Abidin
Imperial House
Lot 3921, Jalan Engku Sar, Batas Baru
20300 Kuala Terengganu, Terengganu
Tel.: 09-622 0021 Fax: 09-622 1176
Email: pro@unisza.edu.my
Web: www.unisza.edu.my

International Medical University

THE DISCIPLINE OF PHARMACY leads its followers into the fascinating realm of therapeutic substances. It explores their discovery, origin and nature, their development into medicines and their use in the prevention and treatment of disease.

Pharmacy is regarded as a highly-respected profession providing an important service to society. Holders of a pharmacy degree can direct their knowledge and skills towards front-line patient care as pharmacists supplying medicines, health information and advice on managing long-term illness.

Graduates can also choose to focus on pharmaceutical products, concentrating on research and development of formulations, production, quality assurance, regulatory affairs and marketing.

International Medical University (IMU) offers a four-year undergraduate pharmacy programme renowned for its innovative curriculum, learning philosophy and market-driven content. Faculty hail from a diversity of specialist backgrounds and the university boasts cutting-edge equipment and laboratories to aid study.

IMU opened its doors in 1992 as Malaysia's first private medical college and gained university status in 1999. It continues to consolidate its reputation as a research-driven institution committed to widening

access to healthcare education to meet the burgeoning needs of the Malaysian medical sector.

The pharmacy programme's study areas include body systems, health and disease, and drug treatment. Progressive teaching methods include the integration of simulations and supervised practice and students benefit from community, hospital, industrial and clinical pharmacy placements. In the fourth year, one semester is devoted entirely to research.

There are two intakes in June and September. Credit transfer options are offered through IMU's links with the University of Queensland in Australia and Otago University in New Zealand.



Fields of study

Biomedical Science • Chinese Medicine
 • Chiropractic • Dentistry • Medical
 Biotechnology • Medicine • Nursing
 • Nutrition & Dietetics • Pharmaceutical
 Chemistry • Pharmacy • Psychology

For more information, contact:

International Medical University
 126, Jalan Jalil Perkasa 19
 Bukit Jalil, 57000 Kuala Lumpur
 Tel.: 03-2731 7272 Fax: 03-8656 1018
 Email: enquiry@imu.edu.my
 Web: www.imu.edu.my



Learn Soft Skills During College Years

IN TODAY'S COMPETITIVE employment market, employers look for more than an excellent academic track record. They seek candidates with a diverse extracurricular background and strong personal or 'soft' skills – qualities which make a candidate stand that bit taller than the rest and make him a desirable presence in the office.

"The 21st century workplace has become so complex that merely getting the job done efficiently is not enough," says Justin Yap Yee Aun, lecturer in the CAREERsense department at HELP University. "Having interpersonal or leadership skills means the individual can get along with other colleagues and harness the creative potential that every member brings to the team."

Raj Kumar Paramanathan, director of executive placements with outsourcing, search and selection company CnetG Asia agrees that the ability to build and grow relationships and work in collaboration with peers tops the list of soft skills required by employers. "Individuals need to have empathy and be able to understand the strengths and capabilities of team members."

Opportunities to learn

Soo Ee Sarn, advisor in the PRePARE career services unit at Sunway Education Group,

says the best way to learn these skills is through participation in extracurricular activities at university, part-time work, internships and community projects.

Many institutions include soft skills as an integral part of their programme offerings.

"Soft skills are either embedded into the curriculum or offered as standalone skills," explains Dr Rusli Ahmad, dean of the student development centre of Universiti Malaysia Sarawak. "All our students must register for and pass their soft skills courses before they can graduate," he says, adding that students

are encouraged to sign up for at least one association or club.

"The irony is that soft skills are actually the hardest skills to impart," notes Dr Roland Xavier, acting dean of Universiti Tun Abdul



Razak's Bank Rakyat School of Business and Entrepreneurship. "We teach students several skills: to choose, analyse and judge information; to adapt, collaborate and lead; to think critically and show curiosity; and to develop initiative and a sense of entrepreneurship. But most importantly, we imbue in them a sense of urgency in their undertakings."

A spokesperson for Universiti Sultan Zainal Abidin says the university's dedicated training, leadership and spirituality unit conducts 23 soft skills programmes, often in concert with government ministries and industry. "The teaching of soft skills is an important contribution to developing quality graduates who are able to compete internationally," he says.

Universiti Malaysia Sarawak

IN JUST 20 YEARS, Universiti Malaysia Sarawak (UNIMAS) has stamped its mark as an institution with exemplary academic prowess and a vision to become a global player in the field of research.

Surrounded by biological, ethnic and geographical diversity, UNIMAS offers students a rich environment in which to immerse themselves in contemporary knowledge.

"Our courses cater to market demands and our students leave us able to meet the challenges of both the workplace of today and of tomorrow," observes a spokesperson.

"We encourage our students to embrace lifelong learning and improvement to keep in tandem with rapid social and technological development."

Sarawak's first public university has grown rapidly. From an initial intake of 118 students in two faculties, it now boasts almost 11,000 students spread across eight faculties. Facilities are cutting-edge to support the university's ambitious research projects. These focus on public health, medical biotechnology, information technology, tropical biodiversity, renewable energy, environmental conservation, industrial design, international economics and the sociopolitical implications of economic development.

Research successes include the



development of a candidate vaccine for dengue fever and a process to convert sago starch to lactic acid for the production of environment-friendly plastic.

"In line with today's call for graduates of all-round ability, we emphasise the acquisition of both theoretical and practical knowledge, the development of leadership, entrepreneurial skills as well as professional skills, and sensitivity to national and international values," adds the spokesperson.

The UNIMAS campus, just outside Kuching, is a unique blend of natural beauty and modern convenience and includes comfortable and safe accommodation, comprehensive sports and recreational facilities and an outpatient clinic.



Fields of study

- Applied & Creative Arts
- Cognitive Sciences
- Human Development
- Computer Science & IT
- Economics & Business
- Engineering
- Medicine & Health Sciences
- Resource Science & Technology
- Social Sciences

For more information, contact:

Universiti Malaysia Sarawak
 Jalan Datuk Mohd Musa
 94300 Kota Samarahan, Sarawak
 Tel.: 082-581 000 Fax: 082-665 088
 Web: www.unimas.my