

Highlights

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The Vital Role of a Marketing Degree in Today's Digital World



In today's rapidly evolving business landscape, a degree in marketing remains highly relevant and critical. The COVID-19 pandemic accelerated the shift towards digital marketing, making skills in social media, e-commerce, and data analytics essential. Understanding online consumer behaviour, digital marketing strategies, and data-driven decision-making are now pivotal for business success.

The Bachelor of Marketing (Honours) in collaboration with HELP University, that DISTED College will launch, equips students with a comprehensive education in these areas. The curriculum covers fundamental marketing principles, consumer behaviour, digital marketing, brand management, and

global marketing strategies. This broad spectrum ensures graduates are well-prepared for various roles, including marketing manager, digital marketing specialist, and brand manager.

Penang's vibrant economy, with its numerous internship and networking opportunities, provides an ideal setting for a successful marketing career in diverse industries. The Bachelor of Marketing (Honours) program at DISTED College takes full advantage of this, focusing on practical experience through internships and industry projects. This emphasis on real-world application not only enhances employability but also provides a clear path to professional success.

This programme is designed to meet the demands of the post-COVID-19 business landscape, where digital marketing has become the norm. Graduates are trained to be adaptable and innovative and equipped with the skills and knowledge to navigate the complexities of today's marketing landscape. With strong industry connections, experienced faculty, and modern facilities, the programme ensures students are not just prepared for the job market but also capable of leading in the dynamic marketing field.

Come check out the programme at DISTED College and start your journey towards a successful marketing career!

市场营销学位在当今数字世界中的重要作用

在当今快速发展的商业环境中，市场营销学位仍然具有高度的相关性和重要性。COVID-19疫情加速了数字营销的转变，使得社交媒体、电子商务和数据分析技能变得必不可少。了解网络消费者行为、数字营销战略和数据驱动的决策现在已成为企业成功的关键。

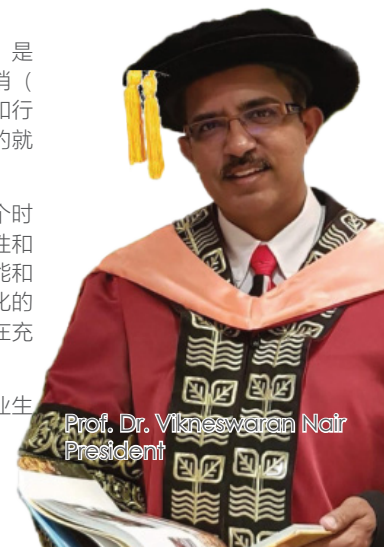
立达学院与精英大学 (HELP University) 合作推出的市场营销 (荣誉) 学士学位，将为学生提供这些领域的全面教育。课程涵盖了基本的营销原理、消费者行为、数字营销、品牌管理和全球营销策略。这一广泛的课程内容确保毕业生能够为各种角色做好充分准备，包括市场经理、数字营销专家和品牌经理。

槟城拥有蓬勃发展的经济，提供大量实习和人脉网络机会，是开启多元化行业营销事业的理想之地。立达学院的市场营销 (荣誉) 学士学位课程充分利用了这一点，专注于通过实习和行业项目提供实践经验。对实际应用的重视不仅增强了学生的就业能力，还为学生提供了一条通往职业成功的明确道路。

该课程专为满足后疫情时代商业环境的需求而设计，在这个时代，数字营销已成为常态。毕业生将接受培训，培养适应性和创新能力，并掌握在当今复杂的营销环境中驾驭局势的技能和知识。凭借强大的行业联系、经验丰富的师资队伍和现代化的设施，该课程确保学生不仅能为就业市场做好准备，还能在充满活力的营销领域中担任领导角色。

欢迎来立达学院了解这个课程，开启你成功的市场营销职业生涯吧！

(Mandarin Translator, Ms. Tan Pei Shi, Lecturer, School of Business and Hospitality)



Prof. Dr. Vikneswaran Nair
President

Developing Skills and Culture: DISTED College Valorant Competition Highlights

On 14th June 2024, DISTED College E-sports club conducted the 2nd season of Valorant competition at Alienware Lab @ Crosby Hall DISTED College, Penang from 12.00 pm to 5.00 pm. 3 teams consisted of 5 members (Total 15 players) had participated in the Valorant competition.

The objective of the Valorant competition is to provide students the opportunity to learn teamwork and cooperation through E-Sports and to promote and develop a competitive E-Sport culture in DISTED College. It also aims to develop higher emotional intelligence (EQ) and leadership potential in students, especially in stressful in-game scenarios. Students will learn to motivate their teammates and make strategic decisions under pressure.



The Champions of the Valorant competition: Ehrenn Goh, Terrence Neoh, Ivan Ooi Jun Yuan, Nicholas Tan June Way, and Lee Xian Yao, together with the E-Sports Club Advisor Mr Yee.



The 1st Runner up of the Valorant competition: Oh Wee Chern, Lim Zhe Hong, Tan Kenjoe, Damian Chan Yi Hong, and Ethan Lim Ting You, together with the E-Sports Club Advisor Mr Yee.



The 2nd-runner up of the Valorant competition: Naavin Tinakaran, Gabriel Ong Yu Ze (represented by Lim Qing An), Amber Ch'ng Xue Hui (Represented by Jessebel Loh Jo Yin), Alexendrea Leh Jia Zhen, and Mhaaveena Rameswaran, together with the E-Sports Club Advisor Mr Yee.



The MVP of the whole competition was Ehrenn Goh, who carried his team by winning 1 team MVP and 2 match MVP.



Ehrenn Goh, Nicholas Tan June Way and Lee Xian Yao got their born-to-game pins for back-to-back wins from 2023 to 2024. The three of them won 1st place in 2023 with a match series of 2:0. In 2024, they won all the match series with 4:0 points, which means they had 6 consecutive rounds wins in total from the 1st season to 2nd season of DISTED Valorant competition. They showed great potential as an E-Sports player, by possessing positive mental fortitude, strong leadership and great teamwork synergy on top of their academic.



The 2nd season of Valorant competition organised by DISTED College E-Sports Club was overall successful and carried out smoothly. The winners were delighted as they received their prizes and were looking forward to the next season of Valorant competition in Disted College.



Adventures Exploring

Mobile App Development with MIT App Inventor



On June 10, 2024, the School of Computing and Engineering at DISTED College hosted App-tastic Adventures as part of DISTED Discovery Day, focusing on mobile app development using MIT App Inventor. The event began with an introduction to mobile apps' significance, coding basics, and a demonstration of MIT App Inventor, known for its user-friendly block-based programming interface. This platform simplifies coding, enabling beginners to create sophisticated applications through drag-and-drop functionalities.

Students were grouped to develop mobile apps themed around exploring DISTED College, such as interactive tour guides and photo gallery apps. Each group brainstormed and prototyped their app's interface before diving into development, emphasising strong design principles. Collaboration during development fostered creativity and problem-solving skills as students prototyped, tested, and debugged their apps, refining them for usability.

The event culminated in a presentation session where groups showcased their apps, ranging from virtual campus tours to interactive galleries. Each presentation highlighted the app's functionality and development journey, demonstrating deep comprehension of the material. Judges faced a tough decision in awarding prizes due to the high innovation and teamwork displayed. While prizes were awarded to top teams, the valid reward lay in the experiential learning and skill development for all participants.

App-tastic Adventures successfully promoted practical, hands-on learning and nurtured creativity, collaboration, and critical thinking among students. The event underscored the value of experiential education in inspiring students to explore mobile app development and discover their potential in the field.

Kaushalya A/P Tinakaran
Lecturer, School of Computing & Engineering

The Science and Vital Role of Breathing

Respiration, a gas exchange process with the environment, is crucial in keeping us alive. But are we even aware of it? When we breathe in, oxygen-rich air enters our lungs, supplying our cells with oxygen. And in return, our cells produce carbon dioxide that we exhale as a waste product back into the environment. This gas exchange not only fuels our body, but it also helps maintain our body's pH balance by regulating the carbon dioxide levels. Every breath that we take supports our metabolic functions and overall survival, ensuring our body gets the oxygen it needs while removing carbon dioxide.

Lau Li Ting
Student of Foundation in Science



Generally, an adult usually breathes up to 20 times per minute. Breathing is the process of taking air in and out of your lungs, or simply, respiration. Although we cannot see the release of carbon dioxide during breathing, we can demonstrate its production in the laboratory. A simple experiment can be conducted to show that carbon dioxide is released during breathing. For this experiment, we simply exhale into the lime water. If carbon dioxide is present, the lime water will turn cloudy. This cloudiness occurs as the white precipitate of calcium carbonate is formed from the interaction of carbon dioxide, from our breath, with the lime water.

Ooi Zeay Karl
Student of Foundation in Science

Why Cambridge A-Level (CAL) is the Ideal Pathway for Academic and Career Success

1. A-Levels is recognised globally

With A-levels, universities and employers recognise this prestigious qualification on a global scale. This international recognition means that students who further pursue their Pre-U studies have the flexibility to go above and beyond. Universities around the globe, namely UK, Australia and New Zealand, understand and accept the rigorous academic standards set by the system.

2. Depth and Breadth of Knowledge

Unlike other Pre-U programmes, A-Level allow students to specialise in areas of their personal interest. A-Level enable students to focus intensely on specific subjects which fosters them for a better understanding of their topics in university. This level of specialisation can be particularly beneficial for students who have clear career aspirations or academic interests, providing a firm and stable foundation for their professional pursuits soon.

3. Strong Preparation for University Life

Many universities recognise the A-Level qualifications because it aligns closely with the demands of higher education. Skills developed during A-Level include critical thinking, time management and effective communication. These soft skills are highly valuable to university life. Students find it easier to transition into university life from secondary education level when they take the A-Level programme.

4. Flexibility and Choice

A-Levels offer a wide range of subjects, giving students the flexibility to tailor their education to their interests and career goals. Whether a student is passionate about sciences, humanities, arts, or a combination of fields, there are A-Level

subjects available to suit their aspirations. This flexibility allows students to create a personalised academic pathway that aligns with their strengths and future



5. Pathway to Professional Qualifications

For students aiming for professional qualifications, such as medicine, engineering, law, or finance, A-Level often serve as a crucial steppingstone. Many professional courses and degrees require specific A-Level subjects for entry. By choosing the right A-Level subjects, students can ensure they meet the prerequisites for their desired professional programs, streamlining their path to achieving their career goals.

In conclusion, choosing A-Level can be a transformative decision for students, offering many benefits that extend beyond the classroom. Global recognition, depth of knowledge, strong university preparation, flexibility, and enhanced career opportunities make A-Level a compelling choice for students with high aspirations. By opting for A-Level, students position themselves for academic success and a promising future in their chosen fields.

Call to Action

Are you ready to take the next step in your academic journey? Explore the wide range of A-Level subjects available and start planning your pathway to success today. For more information on A-Level and how to choose the right subjects, visit our website <https://www.disted.edu.my/> or contact our academic advisors 04-229 6579.

Kaithlyn Khoo

Student of the Cambridge A-Level

MNC Internship

WELCOME TO B. BRAUN



A Journey of Learning and Growth at B. Braun Medical Industries

Thaniasri, a Bachelor of Accounting and Finance student at DISTED College, recently completed a successful internship at B. Braun Medical Industries. Initially challenged by diverse tasks in the Regional Finance Department, Thaniasri's adaptability and dedication impressed supervisors. Transitioning to the Accounts Payable (AP) department marked a turning point, where she mastered the SAP system and excelled in processing invoices with meticulous detail. Supportive colleagues and thorough onboarding further bolstered her skills and confidence.

Thaniasri actively contributed to month-end closings, emphasising the importance of accuracy and deadlines in AP roles. This internship not only enhanced her technical abilities but also emphasised the value of time management and efficiency. Overall, Thaniasri's experience at B. Braun was transformative, providing technical expertise in AP, confidence in handling high transaction volumes, and insights into effective teamwork and communication. This internship lays a solid foundation for her future career in Accounting and Finance.

At DISTED College, our programmes prioritise technical skills, practical experience, and a growth mindset. Thaniasri's success underscores the effectiveness of our approach in preparing students for professional challenges.

Tong Pei Sun

Senior Lecturer, School of Business and Hospitality