

Weekly

DISTED

COLLEGE

Discourse

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Changing Skillset for Graduates of Tomorrow

There was an interesting writeup in The Star on 16 April 2023 entitled, "Reimagine campus culture for new gen." Based on input from the higher education leaders in Malaysia, it was agreed that universities (and colleges) could no longer afford to be content with being mere creators and purveyors of knowledge. It was further discussed that all institutions of higher learning "need to see themselves as providing an ecosystem and an overall experience that foster creativity and innovation, while at the same time ensuring that students can make that transition from school-leavers to highly accomplished professionals within a short time."

Vice Chancellors' Council for Private Universities Malaysia Chairman, and Provost and Chief Executive of Herriot-Watt University Malaysia, Prof Dr Mushtak Al-Atabi correctly said, "There needs to be a holistic educational model that fosters graduates who can preserve, build and enhance five types of capital: human capital, social capital, emotional capital, economic capital, and natural capital." Hence, five shifts are required to make this reality, namely in mindset, skill, curriculum, assessment, and culture.

At DISTED College, we recognise these fundamental shifts that must be addressed to prepare students for the future. Graduates of tomorrow will need to have a growth mindset where they are open to learning, adapt to change, and persevere through challenges. They will need to be comfortable with uncertainty and ambiguity and have the ability to learn from failures and setbacks.

Tomorrow's graduates will also

require new skills, such as digital literacy, critical thinking, creativity, communication, and collaboration. They will need to be able to navigate the digital world, work in teams, and solve complex problems that require interdisciplinary approaches.

The curriculum of tomorrow will need to be more flexible and responsive to the changing needs of society. It will need to integrate new and emerging technologies and social and environmental issues into the core curriculum. It must provide students with opportunities to learn and apply their knowledge in real-world settings.

How we assess learning will need to change to better align with the skills and knowledge students will need in the future. Assessment must be more authentic, focused on developing key competencies, and provide students with feedback that helps them improve their learning.

Finally, the education culture will need to shift to one that is more collaborative, innovative, and responsive to the needs of students. Hence, the education culture will require a shift from traditional teaching models towards more student-centred approaches, where students are encouraged to take ownership of their learning and work together to solve real-world problems.

DISTED College is working towards addressing the five shifts in mindset, skill, curriculum, assessment, and culture, aligned with our core values – integrity, inclusiveness, excellence, collaboration, caring and environment - to ensure students are prepared for the challenges and opportunities of the future.

Prof. Dr. Vikneswaran Nair
President

为未来毕业生的改变技能组合

2023年4月16日,《星报》刊登了一篇有趣的文章,题为《为新一代重新构想校园文化》。根据马来西亚高等教育领导者的意见,大家都认为,大学(和学院)不能再满足于仅仅是知识的创造者和传播者了。进一步的讨论后,大家都认为,所有高等学府需要把自己看成是一个生态系统以及促进创造力和创新的全面体验机构,同时确保学生能够在短时间内从离校生变成高素质专业人士。

马来西亚私立大学副校长理事会主席、马来西亚赫瑞瓦特大学教务长兼首席执行官 Mushtak Al-Atabi 教授正确地指

出:“需要一个全面的教育模式来培养培育毕业生以便他们能够保持、建设和提高五种资本:人力资本、社会资本、情绪资本、经济资本和自然资本。”因此,要实现这一个目标,需要五个转变,即是心态、技能、课程、评估和文化。

在立达学院,我们意识到必须解决这些基本转变,以为未来的学生做好准备。未来的毕业生需要具备成长思维,他们应该乐于学习,适应变化并克服挑战。他们需要适应不确定性和模棱两可的情况,具备从失败和挫折中学习的能力。

未来的毕业生还需要一套新的技能,比如数学素养、批判性思维、创造力、沟通和协作能力。他们需要能够驾驭数码世界,团队合作和解决需要跨学科方面的复杂问题。

未来的课程将需要更加灵活和能够响应社会变化的需求。它需要将新兴技术、社会和环境问题融入核心课程里。它必须为学生提供在现实环境中学习和应用知识的机会。

我们评估学习的方式需要改变,以更好地与学生未来所需

This Week Highlights

- Changing Skillset for Graduates of Tomorrow
- From Clutter to Cash "Starting Your First Online Store Programme"
- Can Business Degree Students Join The Hospitality And Tourism Industry?
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Holistic campus model (Source: HWUM Provost & Chief Executive, Prof. Mushtak Al-Atabi, The Star Graphics, 16 April 2023)

的技能和知识结合。评估必须更加真实可信、专注于培养关键能力,并提供学生反馈来帮助提升他们的学习水平。

最后,教育文化需要转变为更具协作性、创新性以及响应学生需求的文化。因此,教育文化需要从传统的教学模式转变为更加以学生为中心的教学法,鼓励学生掌控自己的学习并一起努力解决现实世界中的问题。

立达学院正在努力应对思维方式、技能、课程、评估和文化等五个方面的改革,以我们的核心价值观——诚信、包容、卓越、协作、关怀和环境——为基准,确保学生能够为未来的挑战和机遇做好准备。

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

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From Clutter to Cash “Starting Your First Online Store Programme”

"Mom, my pants are too short for me! I want to buy new ones!", "Mom, I need to get a new phone. Can I please have one?"

Do these phrases sound familiar? These are the common scenarios in our daily lives. While it is true that we sometimes need to buy new items, what do we do with the old ones? Do we simply throw them away?

All unwanted items can also be treasures. Clutter items can be transformed into cash by selling them to those who need them. Managing these clutter items was the objective of one of the recent Inter-Discovery Workshops held at DISTED College. This workshop guided students in basic marketing knowledge in setting up their online second-hand shop, where they could sell used books, toys, electronic gadgets, and clothes.

During the workshop, students learned to set up their second-hand shop website

using Wix. Wix offers a free blog and website for beginners to explore setting up an online company website. It also provides a complete solution that includes enterprise-grade infrastructure, business features, advanced Search Engine Optimisation (SEO) and marketing tools for those who intend to grow their online business through a subscription model.

Mastering digital marketing is crucial in the 21st century. This workshop provides an opportunity for students to gain exposure to setting up their businesses online by selling unwanted items without any initial capital. Simultaneously, students learn how to reduce waste by giving these items a second life and earning extra pocket money. It's a win-win situation!

As DISTED College is committed to supporting the United Nations' Sustainable Development Goals (SDGs) in all its activities and initiatives, this

workshop aligns with this mission by promoting sustainability and reducing waste by giving old items a new life. By encouraging students to participate in sustainable practices, the workshop not only benefited the environment but also empowered students to become responsible global citizens.

Tan Pei Shi

Lecturer, School of Business and Hospitality



Can Business Degree Students Join The Hospitality And Tourism Industry?



The answer is “Yes”! A student who studied any degree in business (for example, international business, marketing, accounting, finance, analytics, etc.) can still join the hospitality and tourism (H&T) industry without pursuing a specialised tourism or hospitality management programme by following these steps:

1. Students can start by researching the H&T industry and its various sectors, such as hotels, food, travel agencies, airlines, attractions, and events. By

researching, students will understand the opportunities available in the industry and the skills required for different roles.

2. Business graduates can identify transferable skills gained through their degrees, such as marketing, finance, accounting, management, and entrepreneurship. These skills can be applied to roles in the H&T industry.

3. Students can gain practical experience in the H&T industry by completing internships or entry-level positions in related businesses, such as hotels, food-based companies, event management organisations or travel agencies. Practical experience in the H&T industry will give them an understanding of the industry and an opportunity to apply their business skills.

4. Students can attend industry events, such as trade shows and conferences, to network with professionals in the H&T industry and gain insights into industry trends and opportunities.

5. Students can consider pursuing additional education, such as online courses or certifications and microcredentials in specific areas of the H&T industry that interest them. This further education can help them gain specialised knowledge and skills to advance their careers.

Overall, students who have studied for a degree in business can still join the H&T industry by leveraging their transferable skills and gaining practical experience in the industry. Combining a business degree with industry-specific knowledge and practical experience can give students a solid foundation to succeed in the H&T industry. At DISTED College, all our business Diplomas and Degrees provide the base knowledge to join the H&T industry

Prof. Dr. Vikneswaran Nair
President

Insights from Cambridge-A-Level High Performer

When I look back at my time at DISTED, I remember the relatively relaxed atmosphere, considering we were all preparing for an important examination. My fellow students were amiable and supportive, and we studied and hung out together. The small class sizes allowed for more individual attention from the lecturers, which was especially helpful for subjects like the English Language. The campus was a pleasant place to spend

time, and all these factors combined helped me develop a sustainable study habits throughout the year.

My advice for anyone in the A-Levels course is to put in moderate effort consistently. Attending classes and engaging every day can go a long way. Good luck!

Kang Yeongseo

Cambridge-A-Level
- High Performance
for English Language



Are You Lawful? Lessons From DISTED's Law Lecturer

Law plays distinct roles in the lives of everyone. Although the word 'law' has only one syllable and three letters, it is powerful! The law is not static. Just as relationships between people or between people and the State are not fixed permanently, so does law. The law changes in response to the dominant culture's current social and political values. Civilisations have developed humans, not only in emotions but also in technology. So, at every new turn, we require law to help society to move forward because without law, our society would be a chaotic, uncivilised mess, and anarchy would reign supreme. The role of law in society is that it creates a norm

of conduct. In our society, laws are made to protect the citizens from harm. It is set so that all citizens are given equal opportunity and protection from harm regardless of race, gender, religion, and social standing. All are equal under the eyes of the law, as articulated by A.V. Dicey. The rule of law plays a vital role in the business world. Students studying for their business degree must know how law impacts the legal settings of a business, from the formation of a company to the daily running operations of the business entity.

Here at DISTED College, law is one of the compulsory subjects in foundation and

diploma programmes. Students will develop critical thinking skills to perform legal analysis, reasoning and problem-solving competently by reading law. With the relevant legal knowledge acquired, students can make a difference in the wider society by advocating for and becoming the voice of the vulnerable.



Thanalethumi Pechumuthu
Lecturer, School of Business and Hospitality

Creative Multimedia Pathway to Industrial Job Scope

As technology advances, the demand for creative multimedia professionals continues to rise. A career in creative multimedia can be exciting, challenging, and rewarding. If you are a student interested in pursuing a career in this field, here is an overview of the job scope you can expect.

Creative multimedia encompasses various disciplines, namely graphic design, animation, video production, web design, and more. Students in this field will learn diverse skills, including technical proficiency in software tools such as Adobe Photoshop, Illustrator, After Effects, and Premiere Pro. Students will also learn design principles, colour theory, typography, and composition.

Student in creative multimedia, may be asked to create various types of multimedia content, such as logos, brochures, websites, animations, and videos. They must think creatively, brainstorm ideas, and communicate effectively with clients and team

members.

One of the advantages of pursuing a career in creative multimedia is the opportunity to work in various industries. Many large and small companies require multimedia content for their marketing and advertising efforts. The companies may include entertainment, advertising, publishing, and more industries.

Another potential career path for creative multimedia students is freelance work. As a freelancer, they work on a project-by-project basis for clients from all over the world. Hence, the career provides flexibility in their schedule and the opportunity to work on various projects and gain experience in different industries.

In conclusion, a career in creative multimedia offers a wide range of opportunities for students. This include creating engaging multimedia content for various industries and clients. The right skills and attitude are required. By

staying current with the latest trends and technologies, an individual can continue to grow and excel in this dynamic field.

DISTED offers the Diploma in Creative Multimedia Production, which helps students develop the necessary knowledge and skills and nurture their innovative thinking.

Zaki Zakaria
Lecturer, Creative Multimedia Production
School of Computing & Engineering



Is Marketing Equal to Sales? Let's Clarify the Issue

Many times, students need clarification on what marketing is all about. Equating marketing to sales needs to be more accurate. Marketing encompasses a wide range of value-creation activities within an organization.

Consider the scenario below:

You are an outstanding chef who can prepare mouth-watering delicacies. But how do you plan to make money from your skills?

The answer is to "use all your marketing knowledge."

The study of marketing involves creating new products, pricing them to attract your desired segment, and promoting them aggressively. Finally, you need to ensure that your delicious food reaches your customers.

Creating new products involves not only your delicacies, but also branding, packaging design, logo, tagline, and product image. You must then price your products appropriately based on your target market's affordability. Some companies price their products high to attract a niche market (like Rolex), while others aim for the mass market (like McDonald's).

Next, creativity comes into play. You need to promote your product to the market through advertising, which can be done through various methods depending on your budget and target audience. How do you plan to make your products available to your customers? The question of delivery, storefront or online, comes up.

What about sales? When you have stock and need to sell it aggressively, you use

sales tactics such as calling potential customers, tracking their orders, encouraging repeat orders, and getting feedback. Therefore, sales is only a small subset of marketing.

At DISTED College, students in the Foundation in Arts and Diploma in Business, Accounting, and Business Information Technology gain the added advantage of knowing marketing through their modules. In addition, students enrolled in the Microcredential in Principles of Marketing also benefit from this knowledge.



Dr Lum Li Sean
Head of Academic Affairs
Head of School of Business & Hospitality

Earth Day Panel Discussion

The Earth Day 2023 remote panel discussion was organised successfully on 20 April 2023. Earth Day is an annual event held on 22 April to demonstrate support for environmental protection. First held on 22 April 1970, it now includes a wide range of events coordinated globally by EarthDay.org (formerly Earth Day Network). Earth Day movement is supported by more than 1 billion people in more than 193 countries, including Malaysia.

This year, the International Earth Day Organisation adopted a similar theme as 2022. The theme for Earth Day 2023, "Invest In Our Planet", is a call to action for all of us – from individuals to governments to industry – to innovate and collaborate for a healthy and prosperous planet. We can identify countless examples of how the Earth naturally sustains life. Over time, we have learned how to harness the Earth's resources to maintain a growing population

and advance technological progress. Post-COVID, innovations are needed to ensure we sustainably have healthy food, readily available energy sources and clean water.

Four panellists addressed the 2023 theme, chaired by DISTED President, Prof Dr Vikneswaran Nair. The panellist included Mr Edwin Tan Beow Aik, Group CEO, Bonanza Venture Holdings (BVH), Ipoh; Mr J Philip Vincent, Group Director, GSH Precision Technology, Penang; Assoc. Prof. Dr Dewi Binti Amat Sapuan, Director of Teaching and Learning, Wawasan Open University (WOU), Penang; and Mr Tony Goh, Chairman, Malaysian Association of Hotels (MAH) Penang Chapter, and also the General Manager of The Wembley, Penang and Citel Express, Penang. The panellist eloquently addressed the green agenda issue in properties, manufacturing, higher education, hospitality, and tourism. The issue of gender inequality, as per the Sustainable Development Goals, was added to the discussion. The take-home

message for the day was, "ESG begins at home," as highlighted by Mr Vincent.



Earth Day creates awareness of our environment to better care for Mother Earth. After all, the earth is our home; we should take care of it and keep it in order. We all have this responsibility because there is no Planet B.

In conjunction with Earth Day, the Student Representative Council (SRC) organised an event where students and staff had the opportunity to learn about the environment while having fun. It was an activity to build your own terrarium.

A terrarium is a mini ecosystem that is easy to maintain and can be built without much difficulty. Previously, the student council members planned the programme by collecting the primary materials, such as sand, soil, pebbles, moss, clay, and paint, needed to make the terrarium. The

activity took place over two days, with students and staff stopping by the cafeteria in their free time to create their mini ecosystem to take home. Many staff and students worked together on both days to build their own terrarium. This event helped students and staff have fun while understanding the composition of an ecosystem. They were encouraged to decorate their terrarium, take a photo, and upload it to their social media page.

The best terrariums were selected through a vote and awarded prizes. First place went to Ms Tan Sue Lin, second place to Mrs Allen Tan Siew Gaik, and Zoe Lim Li-Shan won third place.

Kelvin Lim
Advisor, Student Representative Council



Transformation: Towards a Neuro-Inclusive World for All

April is an exceptional month – it's Autism Awareness Month! It's a time to celebrate and promote understanding, acceptance, and inclusion for individuals with autism. This year, the theme is "Transformation: Towards a Neuro-Inclusive World for All," highlighting how the transformation in the narrative around neurodiversity can continue to be furthered to improve the lives of people with autism and achieve Sustainable Development Goals.

Autism is a lifelong neurodevelopmental disorder that affects communication, social interaction, and behaviour. It is a spectrum disorder, which means that individuals with autism have varying degrees of symptoms and abilities. While some individuals with autism may struggle with communication and social interaction, others may have

exceptional music, math, or art skills.

We all experience and interact with the world uniquely, and there is no one "right" way. By embracing the concept of neurodiversity, we can recognise and appreciate the positive contributions made by autistic people to their families, communities, and societies.

This Autism Awareness Month, the DISTED School of Psychology is proud to collaborate with Early Autism Project (EAP) to raise awareness and promote acceptance of autism. Together, we can break down barriers and stigmas that often affect individuals with autism and create a more supportive and understanding community for everyone. We hope to continue our collaboration with EAP in the future and, together, make a positive impact on the lives of individuals with autism. Let's celebrate

differences and make the world a better place for everyone.

Loo Ee Lynn
Lecturer, School of Psychology



↑ From the left: Soo Hoo Pei Ying and Khor Khai Ling of DISTED with Neeshallini Kaleappan and Rachel Gomes from EAP.