

Weekly

DISTED

COLLEGE

Discourse

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DISTED's Sustainable Development Goal Agenda

With the Earth Day panel discussion just concluded, DISTED College also launched Dina and Teddy, the sustainability mascot of the College. DISTED College is on its journey towards supporting the United Nation's Sustainable Development Goal (SDG) in all its activities and initiatives.

Educating students in the College about SDG is essential because it helps them understand the global challenges we face today and how to tackle them sustainably. The SDGs are a universal call to action to end poverty, protect the planet and ensure that everyone enjoys peace and prosperity.

Educating students about SDGs will help them become aware of the critical issues facing the world today, such as climate change, poverty, inequality, and social injustice. By understanding these challenges, they can act to address them in their personal and professional lives. Students can also take action towards sustainable development. These actions include promoting sustainable practices in their College and daily lives, engaging in sustainable projects, and advocating for sustainable policies and practices in their communities.

Further, students who are educated on SDGs develop skills such as critical thinking,

problem-solving, and decision-making, which are essential for addressing complex global challenges. By understanding the SDGs, students can identify opportunities to create positive social and environmental impact in their communities and beyond. Comprehending the SDGs can lead to new career paths and opportunities to make a difference.

Overall, educating students on SDGs is essential for building a sustainable future for everyone. It is vital for students to understand their role in achieving the SDGs and to take action towards creating a more sustainable world. DISTED College will push the sustainability and green agenda in activities and programmes in and outside the classroom. DISTED aims to produce graduates responsible for our Planet Earth's sustainability.

Prof. Dr. Vikneswaran Nair
President

立达学院可持续发展目标议程

随着地球日座谈会的结束，立达学院也推出了Dina和Teddy，学院的可持续发展吉祥物。立达学院正在全面支持联合国可持续发展目标（SDG），并将其融入到所有活动同时积极推动这一目标。

在学院中教育学生可持续发展目标至关重要，因为这有助于他们了解我们当今面临的全球挑战以及如何可持续地应对这些挑战。可持续发展目标是一个全球性的呼吁，旨在结束贫困、保护地球并确保每个人都享有和平与繁荣。

教育学生可持续发展目标将有助于他们意识到当今世界所面临的重要问题，例如气候变化、贫困、不平等和社会不公等。通过了解这些挑战，他们可以在个人和职业生活中采取行动来应对这些挑战。学生还可以采取行动促进可持续发展，包括在他们的学院和日常生活中促进可持续实践，参与可持续项目，并在他们的社区中倡导可持续政策和实践。

此外，接受可持续发展目标教育的学生可以培养他们的批

This Week Highlights

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判性思维、解决问题和决策能力等技能。这些技能对于应对复杂的全球挑战至关重要。通过理解可持续发展目标，学生可以在其所在社区和其他地方识别出创造正面积极社会和环境影响的机会。理解可持续发展目标可以带来新的职业道路和机会，从而有所作为。

总结，教育学生关于可持续发展战略的知识对于为每个人建设可持续的未来至关重要。学生必须了解他们在实现可持续发展目标方面的作用，并采取行动创造一个更可持续的世界。立达学院将在课堂内外的活动和项目中推动可持续性和绿色议程。立达学院旨在培养负责任的毕业生，为我们地球的可持续性贡献力量。(Mandarin Translator, Tan Pei Shi, Lecturer, School of Business and Hospitality)

Prof. Dr. Vikneswaran Nair
院长

SUSTAINABLE DEVELOPMENT GOALS



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Enhancing Student Engagement in Post-COVID-19 Online Learning: Educators' Perspective

The COVID-19 pandemic has prompted educators globally to switch how classes are conducted and propelled educators to spear and embrace flexibility in teaching that did not exist previously. Malaysia is no exception. Consistently, the mass media covers news about students, but little is heard of educators. Research indicates that educators in Malaysia have needed help in creating high-quality content and involving students in virtual classrooms. Engagement levels among students in online learning environments



have also varied, with some students thriving while others grappling with motivation and lack of interaction. Technical glitches and pedagogical hurdles have further impeded effective online learning. Whilst students struggled to follow online classes, educators too, needed help to catch up with technology in a brief period.

DISTED has started implementing a blended learning and hybrid approach after the pandemic, which combines online and physical classes to tackle these challenges. Lecturers are encouraged to leverage the flexibility and creativity of online learning. As the success of online learning hinges on factors such as the quality of instruction, the effectiveness of online platforms, and support services for students, DISTED consistently provides professional development programs for its lecturers and upgrades its online learning infrastructure and policies to ensure a smooth and stable transition of learning. To enhance student engagement in online learning

environments, a focus on collaboration, high-quality instruction, and support services will be crucial to the success of online learning in the future education landscape.

In addition to that, DISTED is also committed to creating more opportunities for such students by introducing Micro-Credentials courses. These courses are tailored to equip students with the skillset, techniques, and knowledge demanded in the industry market. They are designed to be modular, stackable, and portable, with shorter-duration (micro) credit-bearing courses. By earning micro-credits through these courses, students can seamlessly transition into the mainstream degree or diploma programmes, creating more pathways to achieve their academic goals.

Nadia Jefri
Senior Lecturer, School of Pre-University Studies

Digital Marketing: How do we teach it in DISTED?

Every day, we are bombarded with ads on social media, see ads in games, and are further showered with ads on websites, but what is digital marketing all about?

"Digital marketing is the use of digital or social channels to promote a brand or reach consumers. This kind of marketing can be executed on the internet, social media, search engines, mobile devices and other channels." American Marketing Association

In Malaysia alone, it is reported in Statista (2023) that the expected expenditure for digital marketing will reach USD 970.50 million in 2030. Marketers today apply digital marketing concurrently with traditional marketing in their integrated marketing strategies. A digital marketing plan starts with the creation of a buyer persona. The buyer's persona portrays a

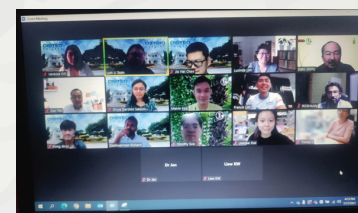
general customer the company wants to target. Knowledge of the buyer's persona will enable the marketer to create content that will appeal to them and to form marketing promotion strategies alongside the digital marketing strategy. After that, marketers must figure out the media, the content design, and how to create followers and mentions and incorporate features that will entice viewers to take action through the call-to-action button on social media. Call-to-action features include 'buy now for 50% off', 'book now!', 'contact us for information' and 'WhatsApp us today'.

When DISTED's marketing students work on their digital marketing subject, they will be attached to a real-life organisation. The students are required to visit the company to understand the nature of the business,

their pain points, and their expectations. At the end of the project, students will produce a digital marketing plan for the company and present it to the company for feedback and evaluation. Some of the companies that we worked previously with were Bayan Greentech and MBPP Maker Space. Real-life projects, rather than fictional companies, will give students the exposure they need when they graduate.



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



- ↑ Presentation to Bayan Greentech
- ← Digital Marketing Activities at Maker Space, Balik Pulau.

SACEi Results and Analysis Feedback for Southern Hemisphere Cycle 2022

The South Australian Certificate of Education International (SACEi) is an internationally recognised senior secondary school qualification administered by the South Australian Certificate of Education Board (SACE Board). It is designed for students who are studying in schools outside of Australia and who wish to pursue higher education or employment opportunities in Australia or internationally. SACEi is recognised by universities and employers around the world as evidence of academic achievement and readiness for further study or work.

The SACEi programme at DISTED College offers both the Southern Hemisphere and Northern Hemisphere cycles. The Southern Hemisphere cycle runs from January to December, like the academic

year in Malaysia, Australia, and other countries. This cycle is ideal for students who wish to complete their SACEi programme and apply for university admission the following year. The Northern Hemisphere cycle runs from Jun to the following year in May, which is designed for SACE international students only who wish to study in this cycle.

SACEi assessments are based on 70% continuous assessment, marked by lecturers at DISTED and moderated by SACE Board to ensure that marking within the subject is consistent across schools globally. The remaining 30% are based on assessment tasks such as examinations, and major investigation assignments, marked by SACE markers.

Based on the results and analysis from the Southern Hemisphere Cycle 2022, 100% of

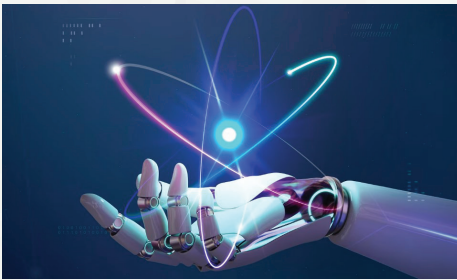
DISTED students who took SACE Southern Hemisphere 2022 obtained an Australian Tertiary Admission Rank (ATAR). The College is proud of all the achievements of all the students.

SACEi High Achievers (SH 2022)

Alden Cheah Li Hoe - ATAR 87.85
 Koo Jian Heng - ATAR 81.00
 Jeslyn The - ATAR 75.30
 Lim Kye Xin - ATAR 74.20
 Lim Jia Xin - ATAR 73.55
 Chang Yu Xiang - ATAR 72.80

Lee Lei Yong
 Programme Lead,
 School of Pre-University Studies

Computer Science, Software Engineering, and Information Technology (IT): Are they the same?



This is a common question among students and their parents during education counselling sessions. Computer Science, Software Engineering, and Information Technology (IT) are closely related fields but differ significantly.

Computer Science

Computer Science is a broader field that deals with the theory, design, and application of computing and computational systems. It involves the study of algorithms, programming languages, data structures, software design, and hardware design. Computer

Science focuses on understanding the fundamental principles of computing and developing novel technologies and tools to solve complex problems. It provides a solid foundation for careers in artificial intelligence, computer graphics, and computer security.

Software Engineering

Software Engineering, is a subset of Computer Science that deals explicitly with software systems' design, development, and maintenance. It involves the application of engineering principles to software development, such as project management, quality assurance, testing, and documentation. Software Engineering focuses on the practical aspects of software development and emphasises the importance of creating high-quality software that is reliable, efficient, and maintainable.

Information Technology

Information Technology or IT is a broader field that includes the management and

use of technology in a business or organisational context. It involves using hardware, software, and networking technologies to support business operations and solve problems. IT professionals may manage networks, develop and maintain software systems, or provide technical support to end users.

In summary, Computer Science is a broader field that covers the theoretical aspects of computing. Software Engineering is a more specialised field that focuses on the practical aspects of software development. Information Technology involves the management and use of technology in a business context.

DISTED College currently offers Diploma in Computer Science and Diploma in Business Information Technology to provide students with more comprehensive options in covering different areas of computing.

Khor Ee Keat
 Lecturer, School of Computing

Remarks from Incoming SRC President

I want to thank all students and staff members of DISTED College for believing in and voting for me. I am grateful for the opportunity and promise to do my best.

As the Student Representative Council (SRC) president, there are certain things I would like to improve. We need to have more events carried out in advocacy of school spirit. These focussed events will unite the students, spread positive attitudes and increase the bonding between students from various departments. The other pleasant side effect would be a livelier campus with positive vibes. In addition, students will step out of their comfort zone to try out

new things and mingle with students from other departments.

Nonetheless, this cannot be achieved by just a few people on the student council. I urge all of you - students and staff - to speak out and give your valuable ideas, suggestions, and opinions so that we can take action to improve the quality of campus life and progress hand in hand. I request the students not to hesitate to communicate their feelings to us if they have any issues. We are here to listen to them and make the necessary changes.

Leading by example is excellent as it embodies positive leadership and

service. I request all the students and staff members of DISTED to attend the events we host and represent the school well in the community through service and act respectfully at all times. Change begins.



RN Umayal
 Cambridge A-Levels

Unleashing the Potential of Students “A Student-Led Colloquium on Psychology”

The School of Psychology at DISTED College successfully organised a student-led colloquium on 13th April 2023. With an eclectic range of presentations covering diverse topics, it was an event that left everyone enthralled.

Students showcased their research on various topics, from the findings in counselling and industrial organisations to community service projects. The students' passion and dedication shone through, and it was clear that they had put tremendous hard work and effort into their projects. The colloquium featured poster presentations and exhibitions, where students showcased their findings on topics such as gender and sexual orientation issues and types of emotions. It was inspiring to see how students' research addresses various societal problems.

One of the event's highlights was the research presentation session, where students had the opportunity to

demonstrate their proficiency in research and oral presentation skills.

With 3-minute thesis presentations, students presented their research with flair, showcasing their knowledge and understanding of their topics. The Best Presenter Award was given to Nikki Sim Kai Xuan, who discussed her research on "The Relationship Between Work-Family Conflict and Job Stress, With the Type of Couple an Individual Is of as the Moderator". Her presentation was captivating and engaging, with a clear and concise message. The judges were impressed by her ability to present complex research in an accessible and relatable manner.

The event also featured recorded video presentations that provided unique perspectives on topics in psychology, including forensic psychology and social psychology issues. The students were captivated from start to finish, with each video drawing them in and holding their attention with engaging visuals, compelling storytelling, and thought-provoking insights.

Overall, the colloquium was a roaring success, highlighting the importance of psychological research and promoting students' soft skills. More events are on the horizon for the School of Psychology to mark its contribution to the community.



Khor Khai Ling
Head of School of Psychology

- ◀ (Far left) The Student-Led Colloquium participants.
- ◀ The Best Presenter Award to Nikki Sim Kai Xuan



↑ Career Talk Participants and Speakers.

Discovering Careers and Placement Fair 2023

Ten companies participated in DISTED's Career Fair on 13 April 2023, ranging from accounting firms, insurance agencies, private recruitment agencies, and government agencies. Participating companies include PERKESO, Vital Career Solution, Toastmasters, Yunity Insurance Agency, Grand Thornton Malaysia, BSS Resources Management, Infinity Team, Gradmalaysia, Agency Pekerjaan Fast Jobs, and Jabil Circuits.

The presence of the companies speaks volumes about their commitment to developing the next generation of professionals. Their valuable insights and guidance will be instrumental in helping DISTED students make informed career choices. Students had the opportunity to interact with industry experts, learn from their experiences, and explore the various career paths available to them.

The event's highlight was the career talk, where Toastmasters International had a team of enthusiastic people sharing the importance of communication with everyone at the hall. Two DISTED alumni, Calvin Chan and Tan Yuan Hong, a toastmaster member now in a community club, were part of the team as they shared with DISTED staff and students the importance of communication. Further, the Toastmasters International District 51 Club Growth Director, Ms Ching Lee Hwa summed up how everyone can improve their communication skills and the importance of continuous participation in their events. The feedback for those who had participated had been positive. Additional workshops will be organised at DISTED in collaboration with Toastmasters on 20 May 2023.

Greens Supply Chain Management: My Experience as an Intern

I have always been interested in how our food comes to our table. Hence, for my internship, I searched for a company that could give me the exposure to farm-to-table experience. Soon after, I secured a place to do my internship at Thua Heng Import Export Sdn Bhd. This Penang-based, international greens supply company has imported and exported raw food to the Malaysian market for the past 15 years. As one of Malaysia's biggest import and export companies for vegetables and fruit, the company has supplied fresh, high-quality food consistently delivered to restaurants, supermarkets, and traders in northern

parts of the country.

As a sales intern at Thua Heng, I work closely with my manager whilst basking myself daily with freshly imported vegetables and fragrant, colourful fruits in the warehouse. My tasks include carrying out market trends and competitive analysis and updating customers (existing and potential) on the latest products and services offered. I also scout for new customers. When a deal is sealed, I must ensure the orders are fulfilled accordingly. Sales management was part of my portfolio. I am awed by the effort the company goes through daily to ensure we get our daily share of greens.

Nonetheless, the internship could be smoother sailing. One of the challenges I faced was a need for order-taking skills, which I lacked. However, as our lecturers

in DISTED always tell us, "Learn from your mistakes and don't make the same mistake twice".

For the past three months, I have managed to hone my critical and analytical thinking skills, and this is done by assessing the circumstances, understanding the customer's issue, and finding solutions. I also learned the art of communicating clearly and the importance of good time management and task prioritisation. Good time management helps me finish jobs quickly and focus on what is essential. With the work experience I gained here and the lessons from my College days, I will be more job ready when I graduate.



Joey Tan
BSc (Hons) International Business Management