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## Creative Economy, the Future of Penang



Creative economy refers to the intersection of arts, culture, and business. The creative economy can contribute to economic growth and development by generating employment, increasing exports, and attracting investment. With its vibrant arts and cultural scene, Penang has the potential to develop a thriving creative economy, which can contribute to the

region's future growth and prosperity.

The growth of the creative economy can provide opportunities for Penang's youth to find meaningful and fulfilling employment in the region, as it can create jobs in various fields such as design, music, film, and advertising. A thriving creative economy can attract talented individuals to Penang, including artists, designers, and entrepreneurs, establishing Penang as a hub for creativity and innovation. It can also diversify the economy beyond traditional sectors such as manufacturing and tourism. The creative economy

can help preserve Penang's cultural heritage by promoting traditional arts and crafts. It can attract tourists interested in experiencing the region's arts, culture, and creative industries, generating additional revenue for the region.

Higher Education Institutions (HEIs) in Penang can play an essential role in supporting the development of the creative economy by offering education and training programmes in creative fields, conducting research and development, forming partnerships with businesses, establishing incubation and acceleration programmes to support start-ups and entrepreneurs, and engaging with the local community to promote the creative economy and foster a culture of creativity and innovation.

By fulfilling these roles, HEIs in Penang can help support the development of a vibrant and sustainable creative economy in the region, benefiting both residents and visitors. Investing in the arts, culture, and creative industries can help Penang develop a dynamic and innovative economy that contributes significantly to its future.

DISTED College offers the Micro-credential and Diploma in Creative Multimedia Production designed to equip students with skills and knowledge in multimedia production, focusing on creativity, innovation, and technology.

Prof. Dr. Vikneswaran Nair  
President

## 创意经济，槟城的未来

创意经济指的是艺术、文化和商业的交叉领域。创意经济能够通过创造就业机会、增加出口和吸引投资来促进经济增长和发展。凭借着其充满活力的艺术和文化氛围，槟城有潜力发展生机勃勃的创意经济，这可以为该地区的未来增长和繁荣做出贡献。

创意经济的发展可以为槟城的青年们带来机会，在该地区找到有意义又充实的工作，因为它可以在设计、音乐、电影和广告等多个领域创造就业机会。蓬勃发展的创意经济可以吸引有才华的人来槟城，包括艺术家、设计师和企业家，使槟城成为创造力和创新的中心。它还可以使经济多样化，超越制造业和旅游业等传统部门。创意经济可以通过推广传统艺术和手工艺来帮助保护槟城的文化遗产。它也可以吸引有兴趣体验该地区艺术、文化和创意领域的游客，为该地区制造额外的收入。

槟城的高等教育机构 (HEIs) 可以在支持创意经济发展方面发挥重要作用，通过提供创意领域的教育和培训计划、进行研究和开发、与企业建立合作关系、建立孵化和加速计划以支持初创企业和创业者，以及与当地社区合作，以推动创意经济的发展，培养创意和创新文化。

槟城的高等教育机构可以通过履行这些职责来支持该地区充满活力和可持续发展的创意经济的发展，从而使居民和游客都受益。投资艺术、文化和创意领域可以帮助槟城推动充满活力和创新的、为其未来做出重大贡献。

立达学院提供创意多媒体制作的微证书和文凭，旨在让学生掌握多媒体制作的技能和知识，注重于创造力、创新和科技。

Prof. Dr. Vikneswaran Nair  
院长

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



## SACE Northern Hemisphere Examination Results



One hundred fifty-one (151) northern hemisphere students from Malaysia and China completed their South Australian Certificate of Education International (SACE International or SACEi) qualification in 2023. Their examination results were released on 2 May 2023.

The Australian Tertiary Admission Rank (ATAR) is a rank given to secondary school students from 0 to 99.95. The ATAR shows how you performed in your studies compared to other students completing an Australian Year 12 programme. ATAR is a rank, not a score. It compares overall performance across the group rather than individual performance in specific subjects. Its purpose is to select students for tertiary courses. So, if you achieve an ATAR of 75.00, it shows that you performed as well as, or better than, 75% of the population.

Based on the report from SACE Board, overall:

- ♦ the top SACEi student received an ATAR of 97.85
- ♦ 85% of SACEi students achieved an ATAR of 60.00 or higher
- ♦ 40% of SACEi students achieved an ATAR of 80.00 or higher
- ♦ 19% of SACEi students achieved an ATAR of 90.00 or higher
- ♦ 7 subject Merits were awarded to 6 SACEi students.

Once again, DISTED College is successful in producing 100% completers. All students managed to achieve an ATAR of 50.00 and higher. Congratulations again to all the graduating students, especially Darren Lim Zhe Min, who obtained the highest ATAR score in DISTED College.

Ms. Geong Chooi Peng  
 Head, School of Pre-University Studies

## The Impact of High Demand and Low Supply on the Gaming Industry

The law of supply and demand applies to the economy and the business as a whole. It helps businesses to understand market trends and consumer behaviour, which enables them to make informed decisions about production and pricing strategies.

According to Sony Malaysia Facebook report in 2020, it was in high demand when the PlayStation 5 (PS5) was released in Malaysia on December 11, 2020. Many Malaysian game stores and Sony Malaysia are still taking pre-orders for the PS5 until late 2022. The PS5 pre-order was challenging to obtain because supplies were limited. Although many pre-order batches were available, consumers were expected to receive their purchase later. Sony noted that demand for the PS5 remains significantly higher than the company's ability to supply it as global chip scarcity remains a problem, as reported by Roshan Fernandez in National Public Radio in January 2023.

The supply situation is deteriorating because of the shortages. As such, some buyers opted to give in to scalpers and purchase the console at a far higher price than retail, while others chose alternative consoles such as the Xbox or Nintendo Switch.

Understanding supply and demand is essential for more than simply making sure your business is profitable. By analysing market trends and consumer behaviour, businesses can

adjust their production and marketing strategies to meet the demands of their target audience. Hence, it can result in better customer retention and increased revenue in the long run.

Economics is an important subject taught at the School of Business and Hospitality and also in the School of Pre-University Studies.

Tan Sue Lin  
 Lecturer, School of Business & Hospitality



Photo credit to Sony Malaysia



## Education Beyond the Classroom: The Benefits of Field Trips for Students

Education is a crucial aspect of an individual's growth and development, and it is not limited to the classroom alone. Learning can occur anywhere and anytime; many education systems recognise this. Field trips are one example of education beyond the classroom.

Field trips can be a valuable form of education beyond the classroom, allowing students to learn about the world around them in a more interactive and hands-on way. Field trips can be chosen from countless destinations. Historical buildings, museums, art galleries, and many other places offer unique experiences that can enrich students' learning in various fields. Field trips provide a platform for educators to teach students a wide range of topics in an unfamiliar environment, making the learning process more engaging and effective.

Art galleries and museums are fantastic destinations for students learning about art-related courses. These institutions offer a chance for students to learn about various artistic styles, movements, and artists. Physically viewing a work of art is a unique experience that allows students to see the actual colours, investigate artwork from multiple perspectives, and grasp the exact scale. This learning experience is impossible in the classroom and can significantly enhance a student's understanding and appreciation of art. Furthermore, field trips will enhance the

learning experience, expose students to new experiences, promote teamwork, and develop social skills.

To provide students with hands-on, real-time experiences in the field, DISTED encourages their lecturers to organise field trips to various destinations, which can offer unique opportunities for students to learn and grow, both as individuals and in their knowledge of multiple subjects.

Khairu Nisa Bt Wazir

Lecturer, School of Computing & Engineering



↑ Field trip of students from DISTED's Diploma in Creative Multimedia Production to Muzium & Galeri Tengku Fauziah.

## From a Student to Successful Entrepreneur: The Journey of a Chartered Accountant

DISTED College recently welcomed its alums, Mr Ng Kok Chuan and Ms Tan Siew Li, who completed their Bachelor of Accounting and Finance degree. Ng joined the Diploma in Accounting programme in 2013 and later pursued a degree in Accounting and Finance in 2015. He graduated in 2018 and worked as an external auditor before obtaining his Chartered Accountant recognition four years later. In October 2022, he fulfilled his dream of setting up his accounting firm.

As an accountant cum entrepreneur, Ng believes perseverance and a never-give-up attitude are critical for his success. He firmly believes that every problem has a solution, and perseverance and courage are essential qualities to overcome difficulties. Ng also stressed the importance of learning from failure, as it can be a valuable lesson for personal growth. He emphasised the need to proactively seek opportunities and maintain open communication with people to expand one's network and potential for success.

With Tan, Ng actively manages daily operations such as bookkeeping and tax services. Ng also actively participates in marketing to increase its clientele and work with customers to understand their needs. Ng aims to expand his accounting

firm by opening branches in different states in Malaysia and to continue developing his professional knowledge as a Chartered Accountant.

Ng and Tan extended their gratitude to all the lecturers at DISTED for providing them with the knowledge necessary to become an accountant. They believe that DISTED College is an excellent place to nurture professional accountants, starting with the Diploma in Accounting programme, which provides a solid foundation in financial reporting, auditing, taxation, management accounting and financial management.

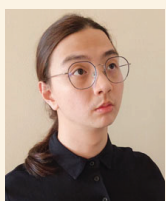
Tong Pei Sun

Senior Lecturer, School of Business and Hospitality



◀ From left to right: Puan Adznida (Accounting lecturer), (Alumni): Ms Tan Siew Li and Mr Ng Kok Chuan, Ms Tong Pei Sun (Accounting lecturer).

## My Journey to be a Data Analyst



I've changed my ambition several times throughout my life. However, I've never considered data analytics as a career path. But I'm glad that, somehow, I wound up here.

My first ambition was to be a medical doctor. So, I started my tertiary education by taking Cambridge A-Level at DISTED College.

Subsequently, I changed to Diploma in Business Studies and then studied for my Bachelor's in International Business Management. I figured I could probably work in the supply chain. But, my internship led me to database management. Post internship, I was offered a data analytics position at S&P Global. It is a fantastic organisation.

I love my job as a data analyst—mainly because it suited my personality better than I anticipated. And I was blessed to have been employed at the height of COVID, despite my

lack of experience and skills. I had no background in SQL, Python, or coding. It's okay. I could learn as I went along. Skills and knowledge can be taught. But personality traits, disposition, and motivation to improve oneself can't be taught.

I would encourage anyone interested to give data analytics a shot (or any career path, for that matter). Who knows? Maybe you're like me and have yet to discover the possibilities of a career you've never considered. And, you might end up liking it. As for me, I am a proud data analyst, a proud SPGI employee, and a proud DISTED Alumni from my A-Levels up until my Bachelor's degree.

Calvin Ooi

Bachelor of Arts (Hons) International Business Management

## Inter-Discovery at DISTED Penang

The Student Affairs department organised a six-day programme for 25 Thai students from Thaksin University (TSU), which concluded on April 26, 2023. The programme's main objective was to enhance students' English communication skills through various fun-filled activities. Two teachers accompanied the group.

Besides the language sessions, other activities included a photography workshop, managing scholarship interviews, public speaking, drama games, identifying their personality, and managing stress. Additionally, the students learned how to colour their bear brick keychain and create videos using TikTok.

Student Affairs collaborated with the School of Pre-University Studies, the School of Psychology, the School of Computing and Engineering, and the School of Business and Hospitality to conduct these activities. The latter taught the students about entrepreneurship, including the legal aspects and promoting products on a website platform.

The students also participated in a treasure hunt, promoting teamwork and coordination among team members. Following



↑ The Thai delegates with DISTED President and Head of Student Affairs.

the treasure hunt, the DISTRICT 51 Toastmasters International judges met with the students to evaluate their learning in the six-day program. The top five speakers were chosen among the 25 students. The session ended with refreshments provided by DISTED's Bakery Centre.

Jesscia Ang Gim Mei  
Head, Student Affairs

## Visit from St. Nicholas Home



↑ Visit from St. Nicholas

On April 26, 2023, Ms Lee Cheng Imm, TSS Senior HOD, and Ms Gomathi Supramaniam, Brailist, Braille Production Unit, from St. Nicholas Home Penang, visited the DISTED Library. The visit aimed to discuss and explore ways to upgrade the St. Nicholas Home Penang Library facilities and work processes to

improve the experience for visually impaired users.

DISTED Librarian, Ms Fairunizan Akbar Malik, shared the guidelines provided by the International Federation of Library Associations (IFLA) on services for visually impaired users. The guidelines emphasised the importance of making libraries accessible to all users, including those with visual

impairments, and offered a framework for providing tailored services to this demographic.

The Librarian then discussed the library's management system and the implementation of an RFID security system to improve efficiency and provide added security for library resources. Additionally, the Librarian highlighted the various resources and tools available for visually impaired users, including braille books, audiobooks, and digital materials.

During the visit, representatives from St. Nicholas Home suggested further enhancing the DISTED library based on their experience working with visually impaired individuals. The discussion centred on creating an inclusive environment allowing visually impaired users to access library resources easily. Overall, the visit was a productive exchange of ideas and information. Both parties left with a better understanding of improving library facilities and services for visually impaired users.

Fairunizan Akbar Malik  
Chief Librarian, DISTED Library

## DISTED Club and Society Week: Discovering Your Passion and Expanding Your Horizons

*"Get ready to discover your passion and join like-minded individuals during Club and Society Week! From sports to arts, technology to social justice, there is a club for everyone. Do not miss out on the chance to expand your horizons and make lasting connections with fellow members of the community."*



An old proverb says, "All work and no play makes Jack a dull boy". DISTED College place equal importance on both academic and extracurricular activities. Prof. Dr. Vikneswaran Nair, President of DISTED

highlighted the importance of balancing formal learning with informal and non-formal learning in many of his addresses to

the students.

DISTED is hosting a week of clubs and socials from 8 to 12 May 2023. Students can visit the clubs from Arts, Science, Badminton, Christian Fellowship, Futsal, Basketball, Psychology, Biz Squad, E-Sports, and Student Representative Council (SRC) at their respective booths in the cafeteria. They will be able to meet with club representatives who introduce their clubs and answer questions from the students. Students can use this week to learn about the clubs and decide which clubs they would like to join before signing up.

Students gain new skills, find a passionate hobby, meet new friends and expand their knowledge by participating in these clubs. These club activities provide them with a much-needed break from the academic routine. Students will benefit both in terms of personal growth and professional development.