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Expanding Academic Horizons: DISTED College Launches New Diploma and Degree Programmes

DISTED College, in a decade-long partnership with HELP University, announces an expansion of its academic programmes. This collaboration has flourished since 2009, particularly with the successful Bachelor of Psychology (Hons) programme. The new additions for the 2024 academic year, approved by the Malaysian Qualifications Agency (MQA) and the Ministry of Higher Education (MOHE) recently, include the Bachelor of Business (Hons) in Marketing and Bachelor of Business (Hons) in Accounting in collaboration with HELP University, and DISTED's homegrown Diploma in Mass Communication.

The Bachelor of Business (Hons) in Marketing focuses on aligning with current industry trends, emphasising practical skills, real-world projects, and internships. Faculty members bring significant industry experience, offering valuable insights and mentorship to students. The Bachelor of Business (Hons) in Accounting provides a comprehensive curriculum covering accounting principles, financial analytics, and regulatory frameworks. It offers career flexibility and may include preparation for or accreditation by professional accounting bodies. The Diploma in Mass Communication aims for a multi-disciplinary approach, blending journalism, public relations, and new media and focusing on technological integration and industry exposure.

These programmes are designed to provide theoretical knowledge with a strong emphasis on practical application. The collaboration between DISTED College and HELP University seeks to offer industry-relevant education, merging the strengths and expertise of both institutions. This partnership is a commitment to community enrichment and setting new standards in Malaysian higher education. DISTED College and HELP University continue their dedication to nurturing talents and shaping the future of higher education.

Prof. Dr. Vikneswaran Nair
President 院长

拓展学术视野：立达学院推出新的文凭和学位课程

立达学院与精英大学 (HELP University) 建立了长达十年的合作关系，宣布扩大其学术课程。自2009年以来，双方的合作一直在蓬勃发展，尤其是在心理学 (荣誉) 学士学位课程方面。2024学年新增课程已获马来西亚学术资格鉴定机构 (MQA) 和高等教育部 (MOHE) 的批准，其中包括与精英大学合作开设的营销 (荣誉) 商学士和会计学 (荣誉) 商学士课程，以及立达学院自家的大众传播文凭。

营销 (荣誉) 商学士课程注重与当前行业趋势保持一致，强调实践技能、实际项目和实习。教职人员拥有丰富的行业经验，为学生提供了宝贵的见解和指导。会计商业 (荣誉) 学士学位的课程提供全面的课程，涵盖会计原理、财务分析和监管框架。该课程提供职业发展灵活性，并包括为专业会计机构的准备或认证。大众传播学文凭旨在采用多学科方法，融合新闻学、公共关系和新媒体，并侧重于技术整合和行业接触。

这些课程旨在提供理论知识，同时强调实际应用。立达学院和精英大学之间的合作在于提供符合行业需求的教育，融合两个机构的优势和专业知识。这种伙伴关系致力于丰富马来西亚高等教育的社区和制定新标准。立达学院和精英大学继续致力于培养人才和塑造高等教育的未来。

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



Unlocking Marketing Excellence

Why

Study Bachelor of Business (Marketing) in Collaboration with HELP University at DISTED College, Penang



Choosing to pursue a Bachelor of Business (Marketing) in collaboration with HELP University at DISTED College in Penang offers a promising path for students passionate about the world of marketing. This programme provides a solid foundation in marketing knowledge and skills, benefiting from HELP University's reputable academic excellence. Experienced faculty members offer valuable insights and mentorship, preparing students for success in the marketing industry.

Marketing is a swiftly evolving field, embracing digital and data-driven elements. This programme's curriculum stays up-to-date with the latest industry trends, ensuring students remain competitive. Penang's international environment exposes students to diverse consumer behaviours and preferences, providing a global perspective on marketing—an invaluable asset in today's marketing landscape.

Networking is essential in marketing, and collaborative programmes expand students' professional networks. This increases opportunities for internships, job placements, and industry connections. Penang's burgeoning business and tech sectors offer real-world applications of marketing knowledge through potential internships with local and international companies.

Studying abroad and pursuing a marketing degree allows students to cultivate their personal brand, gaining independence, cultural awareness, and adaptability—qualities highly sought-after in marketing professionals. The marketing field's dynamic nature ensures continuous demand for skilled professionals, making a Bachelor's degree a wise investment.

Thus, choosing to study marketing in collaboration with HELP University at DISTED College in Penang opens doors to a world of marketing excellence. Students gain international exposure, access valuable networking opportunities, and prepare for a successful and fulfilling career in the dynamic marketing industry. This programme equips students with the knowledge and skills needed to excel in this evolving field, setting them on a path to marketing success.

Mastering Accounting

with

DISTED's Comprehensive Diploma and Degree Programme

DISTED's Diploma in Accounting progresses you seamlessly to the Bachelor of Business (Accounting) in collaboration with HELP University. The programme uniquely combines in-depth theoretical knowledge with practical expertise, forming an ideal foundation for aspiring accountants. The programme's standout feature is the exemption from three critical ACCA papers for a Diploma and nine papers for a Bachelor's Degree, propelling students towards a professional accounting career.

Led by experienced lecturers with advanced qualifications, the curriculum encompasses critical aspects of accounting and business. Students learn to manage full account sets, and master computerised accounting software, skills crucial in the modern accounting sector. The programme's connection with prominent firms like WeConnect, PWC, Grant Thornton, and DELL enriches the learning experience, offering invaluable work placement opportunities and exposure to real-world challenges.

Small class sizes emphasise practice and personalised feedback, enhancing the learning process. This approach prepares students for diverse careers, including junior accounting, auditing, financial analysis, and more. The comprehensive curriculum covers essential topics like financial accounting, business law, marketing, human resource management, cost accounting, and taxation. Additional courses in computing, finance, economics, and languages round out the educational experience, ensuring graduates are well-equipped for the dynamic demands of the accounting field.

DISTED's programme is more than just an academic journey; it's a gateway to a thriving career in accounting, blending academic rigour with practical application and professional development. With this diploma, students step confidently into the accounting world, ready to tackle challenges and seize opportunities.



Creative Pathway: Exploring Career Paths and Salaries in Malaysia's Media Industry

The contemporary landscape of creative and communication careers is marked by diversity and continuous evolution, a trend amplified by the advent of social media platforms like TikTok, Facebook, Twitter, and Instagram. These platforms have revolutionised how businesses promote their products and services, creating a dynamic and evolving media environment. This scenario presents DISTED students with many opportunities to explore various career paths. The field encompasses a range of exciting professions, including advertising, promotion, branding, audio/visual production, broadcasting, corporate communication, and public relations.

There is a significant upsurge in Malaysia's marketing industry, especially in demand for skills related to digital

expertise, creativity, and strategic advisory roles. This trend underscores the industry's recognition of these skills as essential for maintaining competitiveness in the ever-changing media landscape.

When considering a career in media, an essential consideration for many is the salary. The average salaries and salary ranges for various creative professions in Malaysia offer invaluable insights. This information is particularly beneficial for DISTED students aiming to pursue careers in the creative media and communication field, providing them with a clearer understanding of the potential financial rewards associated with different roles. This knowledge is vital for those aspiring to engage in fulfilling and financially rewarding careers within this vibrant industry.

Creative Profession	Average Salary	Salary Range
Advertising Managers	RM125,563/annum	RM88,468-RM157,005/annum
Art Directors	Varies	RM3,270-RM10,400/month
Content Writers	RM62,846/annum	RM45,888-RM77,682/annum
Public Relations Specialists	RM6,630/month	RM2,940-RM11,000/month
Graphic Designers	Varies	RM1,870-RM6,480/month
Photographers	RM72,316/annum	RM53,173 (entry level) – RM89,092 (senior lever) /annum

Note: This table offers a clear and concise overview of average salaries and salary ranges for various creative professions in Malaysia, serving as a valuable resource for those interested in pursuing careers in this dynamic field. Source: www.afterschool.my

DISTED College is excited to announce the launch of its new Diploma in Mass Communication, starting with the January 2024 intake. For more information and to discuss this opportunity further, we invite you to meet our counsellors. We will be available at The Star Education Fair, taking place at the Setia SPICE Convention Centre, or you can visit us at our campus

on the 9th and 10th of December 2023. This is a fantastic chance to learn more about the programme and how it can shape your future in the dynamic field of mass communication.

Nadia Binti Jefri
Senior Lecturer, School of Pre-University Studies

SPM Bahasa Melayu Mastery Workshop at DISTED College

DISTED College recently hosted a SPM Bahasa Melayu preparation workshop on December 2nd, attended by approximately 60 students. The event drew participation from as far as Gurun, Kedah. DISTED took great pride in introducing our Heritage Campus to these students, providing an enriching campus tour and a brief institutional overview. The students were notably impressed by the outstanding facilities at Crosby Hall, expressing particular enthusiasm for the e-sports lab and the green room.

The workshop featured an illuminating session conducted by our esteemed guest speaker, Mr. Foong, which spanned three hours. Mr. Foong generously shared invaluable tips and tricks to excel in the SPM Bahasa Melayu paper. He meticulously dissected the various sections of the BM paper, offering guidance on

sequencing and effective writing techniques for scoring higher marks.

The workshop concluded with a captivating photography session, leaving the students thrilled and appreciative of the opportunity to learn from an experienced SPM examiner. We are optimistic that the knowledge acquired during this workshop will significantly aid the students as they prepare for their SPM examinations. To those in the science stream, we extend our best wishes for your upcoming Ujian Amali!

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





Idea Pesta 2023: Fostering Innovation and Entrepreneurship in Penang's Academic Landscape

On the 27th of November 2023, Digit School, Wawasan Open University, played host to Idea Pesta—an event orchestrated by Digital Penang to champion and nurture tech entrepreneurship within institutes of higher learning. This year saw enthusiastic participation from teams at Wawasan Open University (WOU) and DISTED, reflecting the growing interest in marrying academic knowledge with real-world problem-solving.

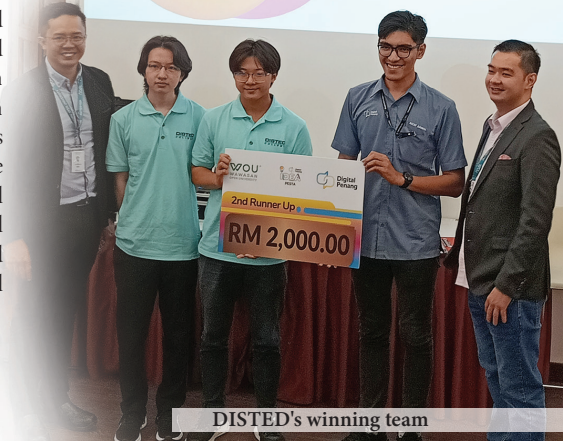
The programme's overarching objective was clear: to instigate an innovation-driven culture and propel students towards applying their acquired knowledge to tangible, real-world solutions. Positioned as a crucial pipeline for the development of quality startups, Idea Pesta 2023 set the stage for the future technological landscape of the State of Penang.

In the spirit of healthy competition, monetary incentives added an extra layer of excitement. The first prize, a substantial PM5000, was a tantalizing

reward, with the first runner-up and second runner-up securing RM3000 and RM2000, respectively.

DISTED team, comprising Lim Siau Chong from the Diploma in Computer Science and Tan Khai Hin from the Foundation in Science, clinched the 2nd runner-up position, earning them the coveted RM2000 prize. With a total of 8 teams from Wawasan Open University and 2 Teams from DISTED, Idea Pesta 2023 not only fueled the flames of innovation but also channeled the collective energy of young minds towards addressing critical issues such as climate change, environmental sustainability, education inequality, and access—aligning academia with the societal challenges of Penang.

Seethai Subramaniam
 Head, School of Computing & Engineering



Transformative Journey at DISTED College

Zwe Pyae Son

Alumnus of
 Diploma in Business Studies
 and Bachelor of Arts (Hons)
 International Business
 Management

International Student from Myanmar

“The four years I spent at DISTED College were transformative. Engaging in both diploma and degree programs, I grew academically and personally. Overcoming various challenges, especially during the Covid-19 pandemic, was made possible by the college's extraordinary support. Being stuck in Myanmar, I couldn't have continued my studies without their assistance.

I owe immense gratitude to the staff at DISTED College for creating an enriching learning environment. Thanks to the Head of School of Business and Hospitality, Dr. Lum Li Sean, whose guidance was pivotal in my academic journey. Additionally, as an international student, I deeply appreciate Mr. Kelvin Lim from the International Student Office for managing my affairs, allowing me to enjoy my studies in Penang.

From day one, my focus at the college was not solely on grades but on gaining knowledge and experiences to forge a successful career in business. DISTED College played a crucial role in setting me on this path. »

