USING money to make money is a popular colloquialism in the investment circle. However, though many are familiar with the term, there are just as many or more who have lost billions through investments.

The Bernie Madoff Ponzi scheme is a notorious example of investment gone wrong – thousands of clients have lost an estimated US$50bil (RM150bil) in investment.

In another part of the world, according to a study by Standard Chartered and Scorpio Partnership in 2012, affluent Malaysians are generally "ambitious and aggressive in growing their wealth" through investment and use of credit.

This positive financial outlook is generally well-supported within Malaysia. The financial sector is targeted to raise the country's Gross National Income (GNI) by a staggering RM121.5bil by 2020.

It is clear from the RM121.5bil target that the investment and finance sector is a juggernaut in terms of monetary potential.

Yet, from the Bernie Madoff incident, it is just as clear that it is more important than ever for financial consultants to ensure that the investment scheme they invest your money in, isn't well, a scam.

High risk and high returns

To differentiate a sound financial scheme from a sinister one, professional knowledge is crucial.

Having conducted in-depth analysis of the current needs of the financial market, having spoken to numerous leaders of the industry and studied the degree offerings in the market, UCSI University sees a lack of degrees with a combination of both finance and investment.

"We can expect a large flow of money from the RM121.5bil expected from the financial sector by 2020, but we do not have enough professionals with the knowledge and expertise to manage these funds," explains UCSI's Faculty of Business and Information Science dean Dr Toh Kian Kok.

"The time is now, to train a new generation of financial professionals to bring the industry to greater heights."

UCSI recently launched the BSc (Hons) Finance and Investment degree. This programme aims to produce graduates equipped with relevant and holistic knowledge of finance and investment.

As a university that is renowned for designing programmes which meet industry needs while maintaining high academic standards, UCSI has ensured that its BSc (Hons) Finance and Investment degree prepares students to meet the requirements of the various aspects of investment.

"We expose our students to everything related to investment. We also offer them insight into personal financial management," said Department of Accounting and Finance head Lim Fang Ching (pic).

The Faculty of Business and Information Science also regularly invites the Securities Industries Development Corporation (SIDC) to the campus to conduct training sessions.

Additionally, the university's Co-Op programme, which helps students gain internship placement in respected financial institutions for the compulsory two months of each academic year, is another way in which students can gain practical experience.

Incidentally, the finance and investment profession is in demand both in Malaysia and globally. With a foresight that has made it one of the respected leaders in the field of private tertiary education, UCSI sees the career potential the financial sector has for the new generation.

Thus, in addition to the BSc (Hons) Finance and Investment, it has designed a range of programmes which combine finance with traditional in-demand degree offerings.

It is the only private university in Malaysia to offer the BSc (Hons) Actuarial Science and Finance and the BBA (Hons) Islamic Banking and Finance, in addition to the BA (Hons) Accounting and Finance.

To find out more, visit the Faculty of Business and Information Science from Monday to Saturday (9am to 5pm). Alternatively, call 03-9101 8882, e-mail to www.ucsiuniversity.edu.my/onlineenquiry or visit http://www.ucsiuniversity.edu.my/jobis/