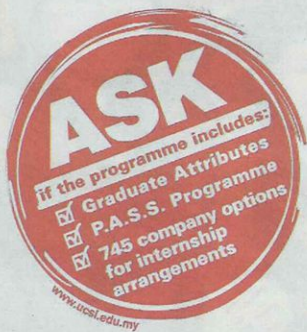


ASK and PASS at UCSI



The ASK Campaign helps increase awareness on the requirements of a good education programme.

ACCORDING to UCSI University Local Marketing head Lim Boon Wah, the varsity's ASK campaign is part of efforts to help the public make informed decisions when they select courses or programmes.

Lim explained that UCSI University has been producing "employable graduates" since 1986, who are also equipped with globally-recognised "graduate attributes".

One such programme, which teaches technical skills as well as soft skills is the Peer Assisted Study Session (PASS), spearheaded by UCSI University's Centre for Learning Excellence.

The PASS programme provides students an avenue to work together to better understand the subject, reinforce key concepts and develop effective study strategies.

PASS targets traditionally difficult academic subjects - those with a high failure rate, with frequent withdrawals or subjects perceived by students as "very difficult".

It provides regularly scheduled, out-of-class, peer-facilitated sessions open to all students who take the subject and attendance is voluntary.

Every semester, student leaders of the programme are trained by qualified PASS Supervisors before the sessions begin. Students who have gone through these sessions would develop critical-thinking and evaluation skills as well as problem-solving skills.

In addition, they would also develop an understanding of group dynamics, effective "probing" skills as well as presentation and communication skills.

PASS is a structured programme that is recognised internationally. It is adopted from the PASS University of Wollongong (Australia) model, which incidentally is the National Centre for PASS in Australia.

UCSI University's PASS programme has been proven to not only increase the number of passes in a subject, but also the quality of the passing grades.

For instance, one-third of the students who obtained A+ and one-third of those who passed Calculus and Analytical Geometry class were PASS students.

In Media Law and Ethics class, 50% of students who passed the subject were PASS students.

Recently, UCSI University's Centre for Learning Excellence, together with the

UCSI Blue Ocean Regional Centre (UCSI-BOSRC) collaborated to conduct a Blue Ocean Strategy (BOS) Workshop for PASS Leaders and Writing Mentors.

Twelve training modules have been developed, which will be delivered over the next 10 months.

The first module kicked off in January, conducted by UCSI-BOSRC marketing and operations director Peter Ting. It is designed to develop specific skills for PASS students who lead the study sessions.

The modules aim to motivate them to attain excellence and assume their position as a leader among peers by developing people skills, management skills and ways to become effective mentors.

All programmes, systems and even classroom lessons at the university aim to ensure every graduate is imbued with Graduate Attributes to reinforce their technical skills consisting of crucial skills such as interpersonal and soft skills, critical-thinking, entrepreneurial and management skills to make them well-rounded professionals.

The university has established the unique Co-Operative Industrial Placement programme (Co-Op), which aims at increasing the employability of graduates. It is a compulsory module comprising two months of work experience every year of their studies from Year One, to their final year.

Currently, the Co-Op programme has 745 industry partners across a wide range of industries, with plans to include more partners soon.

The PASS programme, Co-Op programme and Graduate Attributes are part of the UCSI University student experience.

These are just a few examples of the many Blue Ocean Strategy programmes the university has established following its embracement of the Blue Ocean Strategy (BOS).

All programmes implemented are driven by the BOS, which ultimately aim to launch all of its students into the working world as job-ready graduates who are world-class industry leaders.

• For details, visit the UCSI University open day sessions from Feb 26 -28 between 10am-5pm and talk to the counsellors. Or contact them at 03-9101 8880. Log on to: www.ucsi.edu.my/ onlineenquiry/ or www.ucsi.edu.my/