

# UCSI's got the IT factor

**A**ROUND the world, technology is transforming the way we live, think and work.

With the development of computers and the Internet, tasks that previously took days, weeks or months to complete can now be done within minutes.

As we continue to advance, even desktop computers are becoming outdated as mobile devices such as smartphones, laptops and iPads give consumers instant and efficient communication.

These developments, known as mobile computing, are the information technology (IT) industry's most rapidly changing, in-demand fields of growth. As the world becomes increasingly digitalised, IT skills will become even more in demand. And it will be those with the most technical knowledge that will lead the profession.

This will hold true in Malaysia, especially, with the nation's push toward developing a knowledge-based economy.

At UCSI University's Faculty of Management and Information Technology, students can get to the forefront of the field with a Bachelor of Science in Mobile Computing.

The three-year programme covers recent advances in wireless communication, application, development and middleware support for mobile applications, as well as mobile technologies and standards.

It also covers the study of mobile devices such as Personal Digital Assistants (PDAs) and smart phones, as well as larger business and IT courses such as computer technology, programming, communication, networking and management.

What sets the programme apart, however, is its focus on developing industry-ready graduates with professional, industrial experience.

As part of UCSI University's blended-learning philosophy to educate stu-



Partners in excellence: UCSI University vice-chancellor Dr Robert Bong (left) and Ricoh Malaysia managing director Lim Eng Weng, sealing a Memorandum of Agreement.

dents using a variety of teaching methods, each student will undergo at least a two-month practical internship for each year of study under its Co-operative Education Programme.

The programme gives students the opportunity to gain real-life, hands-on experience from among the 900 industrial partners, including IT companies such as Hewlett-Packard and IBM.

Thus, students leave the university having notched six to eight months of practical work experience and an extensive network of career contacts, giving them a competitive edge in the job market.

Also part of its blended-learning phi-

losophy, research and development is another integral area of the Mobile Computing programme. Funded by the Centre of Excellence for Research, Value Innovation and Entrepreneurship, the university's research branch, students are actively involved in mobile application development.

In fact, the university recently signed an agreement with Ricoh Malaysia to develop a new, state-of-the-art research lab specifically for IT students.

The laboratory will include cutting-edge devices and solutions such as smart phones, iPads, Macintosh com-

puters and Ricoh's latest multifunctional printing products to encourage research and development in IT.

As one of its first research projects, UCSI University is planning to develop smartphone batch printing solutions that will enable users to print documents efficiently from their phones.

The project aims to develop a prototype of batch printing application for Android smartphones that supports document and PDF files, and is just the first of many projects to come.

The School of Information Technology also plans to hire and train more IT students and research assistants to continue promoting its culture of research and development.

Finally, UCSI University's industrial advisory board ensures that all programmes are industry-relevant, ensuring students are trained in the necessary skills to succeed in their respective fields.

Advisors from companies such as Computech, Oracle and Ricoh Malaysia work closely with the faculty to review its IT programmes to ensure compliance with the requirements of real-world demands.

With its focus on both academic expertise and industry-relevant training, graduates of UCSI University's Bachelor of Science in Mobile Computing programme find work easily after graduation, with careers in software application and development, mobile and internet integration and development, banking, E-commerce, telecommunications and logistics.

■ For details, visit UCSI University and talk to its course counsellors from 10am to 5pm daily, including Saturdays and Sundays until April 24. UCSI University counsellors can also be contacted at 03-9101 8880 or visit [www.ucsi.edu.my/onlineenquiry/](http://www.ucsi.edu.my/onlineenquiry/). Otherwise, log on to [www.ucsi.edu.my](http://www.ucsi.edu.my).