



Students in the 2EZ programme operate a real business.

## Study, work with UCSI's Co-Op

**E**VERY fresh graduate is afraid of being unemployed. Malaysia is shifting from an economy based on manufacturing industry to service industry.

According to the Malaysia Economic Report, between 2006 and 2007, the manufacturing employment sector grew by three per cent while the business services sector employment grew by 2.6 per cent.

However, each sector's contribution to the country's gross domestic product showed a marked difference, with the manufacturing sector recording a growth of 3.1 per cent, and the services sector showing a nine per cent growth.

Evidently, the services sector, which needs less manpower compared with the manufacturing sector, yields higher revenues.

The significant contribution by the services sector also demonstrates that the people required in this sector are not only people who have the technical know-how, but more importantly, people who possess soft skills.

These skills include good communication and interpersonal skills, and a good command of the English language.

Evidently, students who spend most of their lives concentrating on their studies do

not possess soft skills.

UCSI University introduces an education programme whereby students gain work experience while studying.

The Co-Operative Education Training (Co-Op) module and the Enterprise and Entrepreneurship Zone (2EZ) programmes train students to be critical thinkers, grooming them to be the next generation of employers and employees.

The programme is a compulsory internship training programme whereby students are sent to work at organisations for two months for each year of their studies.

It is an experiential learning environment for students.

During their internship, students are exposed to real work experience where they are challenged to apply the learning done on campus.

Students can choose their employers through their Job-street account which has more than 700 employers.

The 2EZ programme was also implemented to ensure UCSI students' marketability in the job market and to cultivate their entrepreneurial skills.

They are trained to operate a real business are mentored by a Co-Op partner who provides the products for sale.

Students are given space or booths on campus from where

they operate.

They are also given training on how to execute the initial set-up and product marketing, sales and promotion strategies.

Through this programme, students are groomed to think creatively and to explore their talents in product promotion and brand advertising.

Two Co-Op employers have signed up for the 2EZ programme: Embun Elit, the company behind the Himalaya brand in Malaysia, and telecommunications company, Digi.

Both employers have booths on campus, managed by students who sell their products.

At UCSI, the management makes it a policy to weave enterprise, employability and entrepreneurial skills training into each of its strategies, goals and goals, which are then embedded into all curricula.

This strategy makes all UCSI graduates employable as they become the top choices of employees upon graduation.

Statistics show that almost 90 per cent of the Co-Op employers express interest in re-hiring the same students at their companies once they graduate.

For details, call 03-9101 8880 or visit [www.ucsi.edu.my](http://www.ucsi.edu.my)