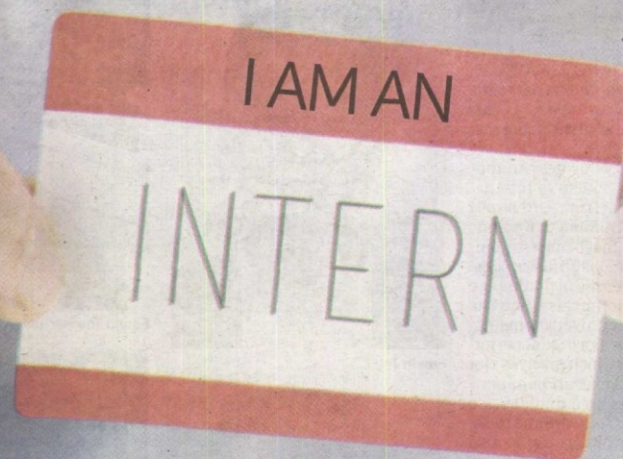


# LEARNING CURVE



## PAID TO LEARN

→ PAGES 2&3

# In hard times, an online portal comes to the rescue

**HELP WITH INTERNSHIPS:** Struggling students get access to financial solution and more

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**I**LIYANA NAZIRAH ROZAINI, 23, is a student who works part-time during semester breaks as this helps her to cope with the rising cost of living.

The Bachelor of Business Administration (Hons) student in International Business, from Universiti Teknologi MARA Melaka Kampus Bandaraya, said that being an intern helped her earn money to cover some of her daily expenses including the occasional pricier meals when she goes out with her university mates.

Ilyana interns as a digital performance marketer which involves a lot of planning and execution of marketing strategies on a digital scale using all types of software and tools.

She said the internship is also part of her graduating requirement.

"I have to go through four months of industrial training before I can graduate," she said, adding that she was then already familiar with EasyUni.com as a platform for students to explore their educational interests.

"I had been offered positions with other companies like Petronas, but I felt that it would be better to gain experience from a smaller company where the training is more personal and hands-on.

"As a student of International Business, my experience as a digital performance marketer would be very useful for future jobs and a valuable entry for my resume."

EasyUni Sdn Bhd chief executive

officer Edwin Tay is mindful of the fact that more and more students are reportedly struggling to finish their degree due to financial difficulty, while loans and scholarships become harder to obtain.

In view of this situation, EasyUni has launched a Paid Internship Programme to extend help to students undertaking higher education locally who want to earn extra cash along with working experience.

Tay said that students will get a chance to work in various industries including food and beverage, advertising, retail, e-commerce and information technology, among others, as interns or part-timers.

"Students can contribute stories, write articles, create design layouts and even do data entry or translations at their convenience," he said.

Some of the partner companies include Fork D World Bistro and Shopee Malaysia.

Jo-Ann Tan, founder of Fork D World Bistro, said her company is looking forward to hosting culinary arts majors and aspiring chefs to get a taste of action in her kitchen.

Shopee, a mobile marketplace that focuses on providing platforms for budding entrepreneurs, also aims to help create a young entrepreneurship community by educating young talents on how to develop and create their own start-ups.

Ian Ho, managing director of

Shopee Malaysia, said students can use Shopee as an online avenue to sell their products while getting the chance to network with experts, buyers and influencers.

Other partner companies include online footwear store Christy Ng Shoes, telecommunications company Action Retails Management and International Data Corporation (IDC), the premier global provider of market intelligence, advisory

services and events for information technology, telecommunications and consumer technology markets.

"By providing opportunities to students, we are enabling them to help themselves, at the same time imparting valuable knowledge and skills," said IDC country manager (Malaysia) Vijay Sundararaman.

In addition, EasyUni and its partners will be hosting a series of talks on topics related to youth

empowerment, entrepreneurship and money management.

"EasyUni was launched with a mission to help students, and this initiative is just another one of many," said Tay.

"Besides offering them a chance to work in our organisation, we are also providing opportunities for students to learn skills like how to manage their finances and help themselves, while they are still in school."

The talks will feature experts and

leaders from various fields, hoping to inspire students by making them recognise their gifts, skills and talents which they can use to support themselves and take care of their expenses.

Said James Tan, CEO of Mantra: "We are glad that EasyUni has chosen us to partner with them in this noble cause. We will be glad to extend our expertise to help these students."

In addition to the talks, Mantra will also offer internships to media and mass communication students in the areas of copywriting and design, social media, account servicing and events management.

Other students who have felt themselves empowered by their internship experience through EasyUni include Nur Mawaddah Md Said, Hu Shuang Shuang and Chin Qi-Wynn.

Nur Mawaddah, 21, is a computer graphic design diploma student at Kolej Poly-Tech MARA from Batu Pahat, Johor.

"I have learned so much more than what I gained back in college," she said.

"I learned to maximise the benefits of using the Adobe Illustrator.

"I was supervised by a senior graphic designer who helped me in using graphic designing software such as the AI."

She added that being an intern at EasyUni also taught her about discipline and focus.

"I tend to be more driven now when I do the tasks assigned to me and it has taught me to manage my work well, especially when we are under pressure with deadlines," she said.

"On a different note, I am more disciplined in managing my daily life and more independent as well as I have to travel to work using public transportation."

Hu Shuang Shuang, 24, from Guang Xi, China, is studying mass communications in UCSI University.

"Leaving China for university abroad has been an overwhelming experience for me because it's difficult to be away from my parents and friends," she said.

"It can be lonely sometimes, but joining this internship programme has helped to soften that blow.

"Interestingly, my fluency in Mandarin helped me land the job.

"Besides getting to develop industry-specific skills and building confidence, it's been very fulfilling and invigorating too as I can share my

culture and traditions from home with my colleagues."

Chin Qi-Wynn, 22, who is undertaking his Bachelor of Social Science (Hons) in Psychology from Tunku Abdul Rahman University College, said some might think that working while studying would be disruptive to one's studies.

"However, I personally feel that having such experience is invaluable," he said.

"As a psychology student, I have read and studied the works of Kolb, Piaget and Dewey and their concept of experiential learning, that learning happens through reflection and doing, and I agree with it," he said.

"Although university is a great place for absorbing new knowledge and expressing oneself, the workplace is where I get the opportunities to make use of my knowledge and skills.

"I'm glad I decided to work during my free time because it has pushed me to constantly set and reach goals, and also make some friends along the way."

EasyUni.com is an online portal that is providing prospective undergraduates the latest and most comprehensive offerings from a wide range of institutions worldwide.

Malaysia's first online higher education platform was co-founded by Tay in 2008 and today has become the region's leading site in this area.

"We scour through the clutter to give visitors accurate and updated content," said Tay.

"We make sure to give as much information on universities and courses as possible, while being independent and impartial."

The effort has resulted in a win-win outcome for both students and the institutions, enabling both parties to determine the right fit through the listings of more than 70,000 courses and programmes from 2,000 colleges and universities worldwide.

Since 2011, more than four million school leavers and working adults worldwide have used the portal in their application to institutions of higher education of their choice.

Visitors to the site can decide where they wish to further their studies and after clicking on the country button, choose the course and institution.

Those who are undecided can click on the "course recommender" button to fill in details of their study preferences, interests and personality.

Well-trained and certified counsellors are also on standby to provide specific guidance to students with specific queries.

Another feature on the portal is the forum (<https://www.easyuni.com/unifrens-welcome/>) that helps students from around the world connect with each other.

Here, they can read comments about courses and universities, and even engage directly with other students for more information.

Easyuni.my is owned and managed by MSC-status company EasyUni Sdn Bhd.



**"By providing opportunities to students, we are enabling them to help themselves, at the same time imparting valuable knowledge and skills."**

**Vijay Sundararaman,**  
IDC country manager (Malaysia)



Edwin Tay



Jo-Ann Tan



EasyUni booth at the Facon Education Fair.



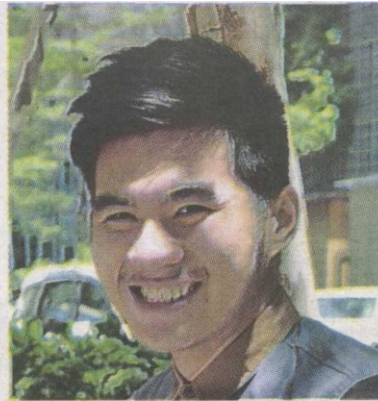


**Edwin Tay** (second from right) overseeing operations at EasyUni.

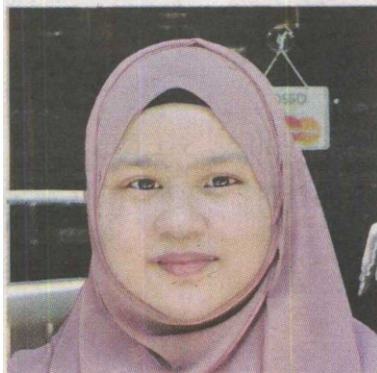




**Hu Shuang Shuang**



**Chin Qi-Wynn**



**Nur Mawaddah Md Said**



**Ilyana Nazirah Rozaini**