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FOR IMMEDIATE RELEASE

Changing the Way We Learn at BERJAYA UCH through 'CourseNetworking'

'CourseNetworking, LLC (CN)' is an academic social networking site that offers online courses in a globally accessible learning environment. Patterned after networking sites like Facebook and Twitter, targeting youth ages 18-30, for whom this method of learning is second nature. The 'CourseNetworking, LLC (CN)' also offers integrated Learning Management System (LMS) and Massive Open Online Course (MOOC) which will enhance teaching and learning in BERJAYA University College of Hospitality (BERJAYA UCH). Through MOOC, instructors and learners alike may be located anywhere in the world, but are able to exchange ideas which are universal and shared among other learners with common interests.

BERJAYA UCH is the first University College to utilise CN and the only CN-Satellite Campus in Malaysia. As part of the resources, the University College utilises the Campus billboard, the CN Social site and the CN Global Classroom. The Campus Billboard serves as a point of connection amongst the University College's community to exchange information. The CN Social site is for students of the campus to connect with one another. While the CN Global Classroom pair learners based on their shared interest and subject areas. The initiative promotes multi-cultural learning experiences that students would not have otherwise, experienced in the typical classroom setting.

CN also offers both iPhone and Android mobile applications; and through these apps, students can source their networks on the go through a user-friendly interface. Students will have the opportunity to create their own learning communities through a tool called Conexus, which can be used to share learning materials or hold discussions.

"Maximising the use of CN at BERJAYA UCH is a more cost effective turnkey solution, global, social, and includes the next generation of LMS technology. As part of our strategic plan, BERJAYA UCH focuses on online, hybrid and MOOC courses which are important tools for both our students and lecturers to be able to connect with one another and to network with like-minded hospitality and tourism academics from around the world. CN is the only framework that offers both global academic networking and Learning Management System in one package," comments Mae Ho, COO of BERJAYA UCH.

Dr Chan Chang Tik, Director for Teaching and Learning at BERJAYA UCH adds that “the general public and students who sign up for courses on topics of interest including MOOC are rewarded through a system that awards Anar Seeds (pomegranate seeds) based on their knowledge contributions and engagement in CN. A percentage of a course final grade, for example, can be based on the total number of Anar Seeds received in a given course.”

CN was founded in July 2011 by Professor Ali Jafari, who is serving as the conceptual architect and CEO of the company. Dr. Jafari conceptualized and founded three other learning environments and companies, including Oncourse (now Sakai), ANGEL Learning and Epsilon Environment.

Photo and caption:



CourseNetworking at the ICT Lab

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About BERJAYA University College of Hospitality

BERJAYA University College of Hospitality (BERJAYA UCH) is arguably Malaysia’s premier University College in the fields of Hospitality, Culinary Arts, Tourism and Event Management, situated in the golden triangle of Kuala Lumpur. Located on the 11th and 14th floors of Berjaya Times Square, it is conceptually designed with a 5-star hotel ambiance equipped with the most comprehensive and advanced facilities that mirrors real world settings. BERJAYA UCH also offers courses in Business and Liberal Arts. For more information on BERJAYA UCH, please visit the official website at <http://www.berjaya.edu.my>

Consistent Identification of Trade Name

When using the trade name of the University College, please use **BERJAYA University College of Hospitality** to represent our mark. Kindly do not modify, add or delete any elements or words. In short form, we use **BERJAYA UCH** to emphasize that this is indeed a trade name and not merely another word in the text. It is important that your references to this particular mark on articles relating to the University College use this style for accuracy and consistency.

Affordable Higher Education for Everyone

BERJAYA University College of Hospitality is working to make higher education more accessible, affordable and attainable for everyone. The PTPTN education financing scheme is available for Malaysian students. Our affiliation with the Berjaya Corporation Group of Companies also allows us to host several bursary schemes and education scholarships available to both local and international students.

Media contact:

Dr Chan Chang Tik
Director – Teaching and Learning
Centre for Teaching and Learning
Tel: +603 2687 7091
Fax: +603 2687 7001
Email: ctchan@berjaya.edu.my

Ms Pilar Palma
Manager – Corporate Communication
Public Relations, Communications and Events
Tel: +603 2687 7078
Fax: +603 2687 7001
Email: pilar@berjaya.edu.my

Level 11 West Berjaya Times Square, No. 1 Jalan Imbi 55100 Kuala Lumpur, MALAYSIA
t • 603 2687 7000 f • 603 2687 7001 e • info@berjayaedu.my w • www.berjaya.edu.my

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