

UMS Link Holdings plans to conduct Master in Comm programme



Rizal (3rd left) receives a souvenir from Inon.

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KOTA KINABALU: UMS Link Holdings Sdn. Bhd, a wholly owned subsidiary of Universiti Malaysia Sabah (UMS) plans to conduct a Master in Communication programme through course work to meet the demand from students in Malaysia, Indonesia and Brunei Darussalam. UMS Link's Manager for Education and Training, Rizal

Malik said the master programme and other existing courses will be conducted by UMS Link's learning centres in Kuala Lumpur, Johor Bahru and Kuching.

"We intend to offer the programme and courses to students in Brunei Darussalam and East Kalimantan, Indonesia.

"We are expanding our programme offerings to increase our revenue so that 60 per cent of corporate earnings can be ploughed back to UMS," he said.

Rizal said this at a ceremony to hand over five units of computers to the UMS School of Social Sciences for the use of its students enrolled in the communication programme.

The computers were received by the Dean of School of Social Sciences, Prof. Madya Hj Inon Sharuddin Abdul Rahman.

Also present were UMS Link's Senior Manager Corporate Services, Legal and Governance, Yusak Yumboris; Head of Com-



Inon (centre) receives the computers from Rizal.

munication Programme, UMS School of Social Sciences, Dr Haryati Abdul Karim and Prof Datuk Dr Hamdan Adnan.

Earlier, Inon said the School of Social Sciences had recently set up a radio conty and a television studio for use in the communications studies.

"The studio will be used to process results of fieldwork recordings, video commercials and presentations, as well as ethno musicological materials.

"The processed audio-visual materials can be sent to audio-visual production centres in and outside the state for the purpose of dissemination and promotion," he said.

"So far only the UMS School of Social Sciences has the conty and studio facilities for its communication programme," Inon said.

For a start, 20 students have been identified to work as presenters at the studio which begins its broadcast from 8am to 6pm every day from Monday to Friday.