

Press Release

FOR IMMEDIATE RELEASE

BERJAYA UCH RANKED “TOP TWO” IN NATIONWIDE SURVEY BY STUDENTS FOR HOSPITALITY AND TOURISM

BERJAYA University College of Hospitality (BERJAYA UCH) has every reason to be smiling as it was a double celebration for the university recently. Not only did Berjaya UCH celebrated its first “birthday” early this year, but they were also accredited as the runner-up for the *Hospitality and Tourism* modules in the doctorjob’s Students’ Choice Awards, an annual survey conducted by GTI Media.

Comprising more than 100 private institutions of higher education across the country, the results are based on the Malaysian Student Survey 2009, which was conducted via online and paper surveys between January and August last year by GTI and *trendence*, Europe’s leading consultancy on employer branding and recruitment research. Close to 9,000 respondents aged between 16 and 19 took part in the survey.

The Malaysian Student survey examined the considerations that students make when



Mr Daniel Choo, accepting the runner-up award on behalf of BERJAYA UCH in the Doctorjob’s Students’ Choice Awards annual survey for the Hospitality and Tourism modules. Seen here with him are **Ms Nickie Yew**, GM of GTI Media Sdn Bhd (R) and **Mr Gerald Fernandez**, Business Development Manager of CPA Australia.

selecting a course of study and an institution of higher education, and investigated their areas of interest for future studies and career pursuits. According to the survey, 86.6% of Malaysian students intend to pursue university studies after completing secondary school. The two main motivating factors in pursuing tertiary

education are future job success and to gain a more comprehensive education. Students considered an institution’s academic

reputation and affordable fees to be the most important factors when choosing an institution.

“We are certainly very glad to have been ranked as one of the top two preferred institutions of higher learning that students look for when it comes to preparing themselves for a career in the hospitality and tourism industry. It’s a true validation of our position as Malaysia’s premier University College specialising in Culinary Arts, Hospitality, Tourism and Services Management,” said Ms. Mae Ho, Chief Operating Officer of BERJAYA UCH during the awards ceremony.

Set up with the aim to produce future leaders of the hospitality, tourism and services industries, BERJAYA UCH harnesses the diverse resources of the Berjaya Corporation Group of Companies to provide students with a global outlook and practical, industry experience. Students work and learn with individuals who are the driving forces behind renowned organisations.

The key to BERJAYA UCH’s success lies with its BERJAYA Immersion Methodology, where students learn and apply their knowledge and skills in real-life situations as well as integrated classroom-community spaces. “Our teaching-learning approach called the BERJAYA Immersion methodology, based on the ‘Learning by Doing’ principle, allows students to be trained to think critically, communicate effectively, work productively and manage professionally right from the day they start with us. Thanks to this survey’s results, we are further emboldened that this is truly the best way to train future luminaries in the fields of hospitality and tourism!” said Ho.

For further information, please contact us at **03-2687 7000, from 9am – 6pm** on weekdays or log on to our website at www.berjaya.edu.my or email info@berjaya.edu.my.

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About BERJAYA University College of Hospitality

Berjaya University College of Hospitality, Malaysia’s premier University College officially opened its doors to its inaugural intake of students in **January 2009**. Duly licensed by the Malaysian Ministry of Higher Education, the University College offers programmes related to hospitality, tourism, and services management from foundation to postgraduate levels through the School of Culinary Arts, School of Hospitality Management, School of Tourism, Arts and Culture Management and School of Services Management. The **cosmopolitan city campus**, situated in the golden triangle on the 11th and 14th floors of Berjaya Times Square, is conceptually designed with a 5-star hotel ambience, equipped with the most comprehensive and advanced facilities that mirrors the real world. For more information on BERJAYA UCH, please visit www.berjaya.edu.my.