

05/07/2000

Binary catering to nation's needs

Habhajan Singh

BINARY College has been striving consistently to provide education that is relevant to the needs of the country, especially in the fields of business and Information Technology (IT), its two areas of specialisation.

Its president and chief executive officer, Joseph Adaikalam says the college has been emphasising on programmes that will enable its graduates to be absorbed into the current market.

"Our education programmes are in tandem with the needs of the nation as recently advised by the Prime Minister Datuk Seri Dr Mahathir Mohamad," he says.

During the official opening of Universiti Tenaga Nasional, last week, Dr Mahathir said students must take into consideration the needs of the nation and acquire skills towards this end when selecting university courses.

Otherwise, Dr Mahathir said, there would be a mismatch between the courses selected and vacancies available, and this would cause graduates to be unemployed.

In its pursuit of excellence in education, Adaikalam says Binary has been able to achieve much world acclaim, including bagging 36 first world awards in its business programmes.

With such a track record, Binary is staking its place as the college to go for a business education.

As a specialist college for business and Information Technology education, Binary offers a wide range of business programmes and is committed to producing top notch business graduates.

"Gone are the days where mastering economics, accounting, strategic management and the like is enough.

"Today, its vital for business graduates to have a grasp of globalisation and technology at work. Graduates who miss this are going to lose out," he says.

To help Malaysian students acquire cutting edge technologies without the need to go to overseas, Binary has invested millions of ringgit in new hardware and software imported from the United States.

Student standing is further bolstered by professional certification as the college has also formed strategic partnerships with IBM, Oracle, Sun Microsystems, Lotus and Microsystem - among the world's largest IT firms.

"Our business graduates have a competitive edge. They get a solid academic foundation from a prestigious university, full industry exposure and can become certified professionals."

Binary promises students that its programmes place great emphasis on industry relevance.

This is achieved by requiring students to go into the industry for their assignments and projects every semester to allow them to capture a solid understanding of the real business world applications.

Binary also brings in industry experts to coach students in a subject called Industry Lectures which provides students with insight into seven different business sectors, including banking, manufacturing, telecommunications and tourism.

Students gain an insight into the importance of globalisation via a compulsory Global Issues module where they research and present a documented project on Asian, American or European current business issues.

Binary offers 3+0 and 2+1 or diploma programmes in Business

Administration, Marketing, HRM, Banking or Accounting. Those interested can call the college at 03-5706592/93/94.

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