

Feature

Grooming knowledge workers



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Knowledge workers are currently the most sought after resource by ICT-related companies. The Multimedia Development Corporation (MDC) has been training and developing fresh graduates to fill the need and now, MSC-status companies too, can participate in the programme and fill their requirements for the elusive knowledge workers.

MDC, in its role as a facilitator of the MSC, has been entrusted with the responsibility to create a pool of knowledge workers to fulfil the needs of the MSC. In MDC, the Human Resource Department has been given the task to implement an MSC Internship Programme (MSCIP) for fresh graduates, as well as the MSC Student Attachment Programme (MSC SAP) for undergraduates. With the MSCIP and MSC SAP, the MDC is working with MSC-status companies and institutions of higher learning (local and abroad) to ensure the development and supply of quality knowledge workers.

In 2001, the MSCIP was largely focused towards meeting the needs of MDC while the MSC SAP was targeted at MSC-status companies. The year 2002



Participants in the MSC IP & SAP will get the chance to gain hands-on working experience in MDC departments and subsidiary companies as well as MSC-status companies.

will see the Human Resource Department expanding its scope to cover MSC-status companies through the MSCIP, MSC SAP as well as training & development programmes.

MSC Internship Programme (MSCIP)

The Internship Programme, brainchild of MDC's executive chairman, Tan Sri Dato' Dr Othman Yeop Abdullah, was initially aimed at providing hands-on working experience and training to exceptional graduates in MDC and its subsidiary companies.

Launched in August 1999, the programme now comes under the purview of *Rancangan Malaysia Ke Lapan* (RMK8) and has been expanded to cover attachments with MSC-status companies. Since its introduction, 99 interns comprising local and overseas trained Malaysian graduates have participated in the programme.

The programme's primary objective is to up-skill or augment the current development/skills of recent Malaysian graduates from local and international universities through attachments with an MSC-status company or MDC itself for a period of six months. The secondary objective is to ensure that MSC-status companies have a ready supply of knowledge workers who are experts in their fields. The programme also seeks to provide sufficient exposure for the graduates on the MSC vision and mission as well as the activities of the MSC-status companies. MDC conducts the recruitment drive, the matching and short-listing of candidates and liaising with the MSC-status companies on the company's specific requirements.

MSC Student Attachment Programme (MSC SAP)

The MSC Student Attachment Programme (MSC SAP) is one of the initiatives under the R&D Cluster Flagship. It is conducted in collaboration with the Ministry of Science, Technology and the Environment (MOSTE).

The programme, which was initiated in January 2000, aims to provide research & development experience and exposure to students pursuing ICT-related courses at an institute of higher learning through an attachment with MSC-status companies for industrial training.

In the year 2001, 51 students successfully completed their attachments at 18 MSC-status companies. The participating universities from which the students came from were Universiti Malaya (UM), Universiti Kebangsaan Malaysia (UKM), Universiti Sains Malaysia (USM), Universiti Teknologi MARA (UiTM), Universiti Teknologi Malaysia (UTM), Universiti Utara Malaysia (UUM) and Multimedia University (MMU).

To create better awareness of the MSC and the MSC SAP, a portal is being developed to accelerate and improve the efficiency of this programme online. Targeted for launch in June 2002, this portal will help to facilitate the enrolment and placement process with interested parties i.e. students, universities, and MSC-status companies.

Services offered

For both the MSC IP and MSC SAP, MDC's services include pre-internship interviews, briefings, presentations and liaison with universities (local & international) and other administrative functions (i.e. assessment of interns, processing of applications, testimonials, etc). MDC's exceptional relationship with local and international universities ensures that there will always be a ready pool of qualified candidates for companies to choose from.

Potential interns are subject to an interview session in which the interviewing panel shall consist of managers from diverse technical and non-technical background in MDC. The interns are assessed, not only on the technical skills but also on soft skills and attitude. A profile of the candidate's interest and preferred style of behaviour is another indicator from which companies can select their interns.

MSC-status companies participating in the MSC IP would be required to provide MDC with specific information relating to their request such as the background of candidates, dates/period required and personal traits deemed desirable. Preferably, these requirements should be directly related to the companies' manpower needs.

Feature



For the year 2002, MDC will be providing interns with an allowance of RM1,800 per month, which will be paid directly to the interns. MSC-status companies will be required to pay an administration fee of RM1,000 per intern, as well as contribute RM15 per intern towards group insurance coverage and a minimum of medical coverage (RM300 for the 6 months duration).

Sponsored Training Programmes

Interns participating in the MSC IP will be provided with a minimum of 10 training days in the course of the Internship Programme. Training shall focus on the following areas:

- Leadership, problem solving and teambuilding.
- Business and report writing.
- Presentation skills.
- English language enhancement.

Students participating in the MSC SAP will be provided with two types of training, which are Business & Report Writing and Presentation Skills.

MDC will organise the sessions as well as evaluate the courses and content providers to ensure quality delivery of training programmes. In addition, interns will also be exposed to other areas such as entrepreneurial skills by being invited to talks by industry 'icons' and other successful entrepreneurs.

Participating MSC-status companies also stand to benefit from various other MDC activities and programmes which include a bi-annual dialogue between MOSTE, participating companies and students as well as the R&D Business Forum.

All these training and development programmes are funded under the RMK8 and further affirm the MDC's

commitment towards knowledge and talent development.

Training and Development Programme

Beginning June 2001, MDC has organised, as an introductory phase, training and development programmes for MSC-status companies through the introduction of the following programmes:

- Technology Innovations, Management and Strategies.
- International Marketing.
- Competing Globally.

The first two programmes were conducted in collaboration with Australia's top graduate programme provider, the National Graduate School of Management of the Australian National University (ANU) while Competing Globally was conducted by a world-renowned speaker, Dr Farid Elashmawi.

Participants who apply for credit points are able to obtain a certificate upon completion of four (4) modules, a diploma after six (6) modules and ultimately a Master in Management of Technology or MBA after sixteen (16) modules. Apart from that, the participants would get a Certificate of Attendance if they apply to audit the course. The programmes are fully conducted by visiting academic staff of the ANU.

MDC welcomes interested MSC-status companies, Government agencies and other interested parties to participate in our future programmes.

Overall, MSC IP and SAP are a definite and visible effort by the Government to develop knowledge workers. MSC-status companies will gain, through the facilitation by MDC, the recruitment of quality knowledge workers and are encouraged to tap this resource. For students, this is an excellent opportunity to enter the job market in a field, which holds exciting possibilities for your future. Be a part of the K-Economy that is will be the new engine of growth for Malaysia. ●

For further information on the MSC IP, MSC SAP and training programmes by MDC, please visit the following websites respectively:

<http://www.mdc.com.my/training/internship.html>

<http://www.mdc.com.my/training/msc-sap/intro.html>

<http://www.mdc.com.my/training/>