

SEGi's newest partner in immersive education

SEGi Group of Colleges (SEGi) recently joined forces with MAMEE-Double Decker (M) Sdn Bhd (MAMEE) as part of their Immersive Learning Experience initiative. This is another collaboration that promises to give SEGi students a thorough understanding of industry as it is experienced in the workplace, which is a great supplement to SEGi's already comprehensive programmes within the classroom.

The SEGi Immersive Learning Experience allows students to learn from and work with some of the most successful names in industry. Throughout the duration of their studies, the students will be working on engaging assignments based on challenging, real-life situations. These projects are co-designed, co-supervised and co-evaluated by academicians and the leaders in these partner companies. This alliance also creates opportunities for building networks and organising various exciting activities so that both parties will be able to help each other derive the best possible benefits.

This SEGi-MAMEE partnership will give students from SEGi's School of Hospitality and Tourism the wonderful opportunity to watch, learn and work with Mamee's Executive Chef, Mr Faizul Hazly. Chef Faizul earned the great honour of serving as the Head Chef for the first Halal Kitchen Operations in the 2018 Pyeongchang Winter Olympics, where he served athletes from almost a hundred countries.

The traditional model of institution-industry partnership is no longer good enough for students to learn adequately and proactively, because it necessitated deploying them into physical placements and internships. This meant that their exposure to the workplace of their chosen industry was limited to only one or two semesters.

Technology, as well as the way people think, learn, work and live, are constantly evolving, causing a rift between the ability of graduates to perform on par with the ever-increasing demands of industry. In July 2021, the **Malaysian Department of Statistics** revealed that Malaysian unemployed graduates rose 22.5% last year to 202,400 from 165,200 in 2019. SEGi has acknowledged this and has accordingly attended to this need by creating this immersive method of learning.

SEGi Group of Colleges CEO Ms Stella Lau shared her thoughts. "We are very proud of this collaboration. After 44 years being in the higher education industry, SEGi has always been at the forefront of innovative learning experience, and we're really excited that the national brand MAMEE is on board."

Ms Stella and MAMEE Group Assistant Director of Food Service of Mamee-Double Decker, Miss Jennifer Chee represented their respective organisations in the signing of the Memorandum of Understanding (MoU), witnessed by SEGi Group of Colleges Student and Corporate Services Senior Manager Mr Edward Low and MAMEE Marketing Manager Mr Darren Lee Yee Thing.

SEGi continues to seek meaningful collaborations with major successful industry players in order to bring the best of work insights from industry into its classrooms. Some of the other big names that SEGi has recently collaborated with are Malaysia Airlines, SONY, realme, TTRacing and Samsung.

<https://www.malaysiakini.com/announcement/601610>