



(From left) Francis, FAS Student Development and Industrial Training deputy dean Gan Pei Lee, Fung, FAS dean Dr Cheah Phaik Kin, FAS Academic Development and Undergraduate Programmes deputy dean Bazlin Darina Ahmad Tajudin, Sum and DSSC Perak Campus head Lok Bee Lan.

Importance of soft skills in the workplace

SOFT skills get little respect, but will make or break your career," was how prominent Communication and Leadership coach Peggy Klaus described the importance of soft skills.

This terse statement resonates well with Universiti Tunku Abdul Rahman's (UTAR) pragmatic approach to education.

The university has successfully introduced the UTAR Soft Skills Development Certificate (USSDC) programme that recognises students' achievements and efforts to improve themselves in numerous areas via a gamut of inspiring activities.

The success of UTAR's education approach is also evident through its track record of 97% of graduates being employed within six months after graduation.

Realising how effective soft skills

are to a student's academic, intellectual and professional growth, UTAR Division of Soft Skills Competency (DSSC) Perak teamed up with the Faculty of Arts and Social Science (FAS) to organise a forum titled "Employers' dialogue session with undergraduates on employers' expectation of soft skills" recently.

The forum invited three seasoned speakers – Flying Fox Airways project manager Litsa Francis, Event Plus event head Shas Fung and Popular Book Co (M) Sdn Bhd operation department retail executive Samuel Sum.

The discussion included soft skills demanded by employers today, the working attitude and behaviour employers are looking for, how soft skills of an employee affect the performance of a company and the economy of a country and the advice

of employers to potential employees with regards to acquiring soft skills.

UTAR is inviting school-leavers to its Open Day on Aug 9 and 10 from 9.30am to 5.30pm at UTAR Sungai Long Campus in Bandar Sungai Long and Sept 13 and 14 from 9.30am to 5.30pm at UTAR Petaling Jaya in Section 13/4.

In conjunction with its October intake, UTAR is also having extended counselling hours from July 12 till Oct 26 at the Petaling Jaya and Perak Campuses, Monday to Sunday (excluding public holidays), from 9am to 5pm.

■ For details, call 03-7958 2628 (PJ campus), 05-468 8888 (Perak campus) or 016-223 3559, e-mail enquiry@utar.edu.my or visit www.utar.edu.my