ABOUT MALAYSIAN TECHNICAL COOPERATION PROGRAMME (MTCP)

The Malaysian Technical Cooperation Programme (MTCP) initiated at the first Commonwealth Heads of Government Regional Meeting (CHOGRM) for Asia Pacific Region in Sydney in February 1978. It was officially launched on 7 September 1980 at the 2nd CHOGRM in the New Delhi to signify Malaysia's commitment to South-South Cooperation, in particular Technical Cooperation among Developing Countries (TCDC). In line with spirit of South-South Cooperation, Malaysia through the MTCP shares its development experiences and expertise with other developing countries. The MTCP was first formulated based on the quality of its human resources.

Annually, MTCP collaborates with its leading Training Institutions to conduct more than 50 capacity building programmes in various key areas of development. Since its inceptions in 1980, more than 33,000 participants from 144 countries have benefited from the various programmes offered under MTCP. More information is available at MTCP website: www.mtcp.kln.gov.my

OBJECTIVES OF MTCP
- To share development experience with other countries;
- To strengthen bilateral relations between Malaysia and other developing countries;
- To promote South-South Cooperation (SSC);
- To promote technical cooperation among developing countries (TCDC).

TYPE OF ASSISTANCE
- Short-term specialized courses
- Long-term courses (Scholarships)
- Technical Assistance
- Dispatch of experts

CONTACT DETAILS
For further enquiries, applicants may contact the following MMU Secretariat:

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CLOSING DATE: 31 MAY 2019

ABOUT MULTIMEDIA UNIVERSITY

In 1996, the Government of Malaysia was looking for methods to liberalise higher education in the nation, and to involve the private education sector in the development of this critical sector of human capital building. In October 1996, the then Telekom Malaysia was given the distinction by the Ministry of Education to set up the first private University in Malaysia. TM accepted the invitation and Universiti Telekom was established in Melaka. A year later, with the planning of the MSC underway, the government was once again looking for a suitable candidate to construct a university in the heart of the MSC. In March 1997, TM was again honoured when it was given the task to set up this university, to be known as Multimedia University. Considering that the telecommunications industry was becoming closely linked with developments in ICT, expansion into an education field directly related to ICT is a natural strategic decision. Then, on 25th January 2016, MMU launched its third campus in Edu-City, Iskandar Puteri, Johor which exclusively delivers MMU Cinematic Arts Programme. MMU aspires to become a top 100 University in Asia with Global Recognition through Quality Student and Staff Engaged in Innovative Academic Programmes and Research driven by Academic and Commercial Revenue streams.

ABOUT FACULTY OF APPLIED COMMUNICATION (FAC)

The acronym of "FAC" uniquely represents the strength of communication being a salient academic attraction, aptly translated into a faculty for applied communication, a discipline that finds its most advantageous position in a media-driven world where social networking, media creation, computer-mediated communication and digital economy rise to prominence. FAC extends the learning opportunities on campus by incorporating professional internship and practical exposure to give student transformational experiences and confidence to join the workplace. Our programme is unique as multimedia related subjects and an array of electives, including foreign languages are integrated into one programme. Our graduates will be multimedia savvy communication strategists who are proficient in a minimum of three languages. FAC student and staff are dedicated to build and change the communication landscape.
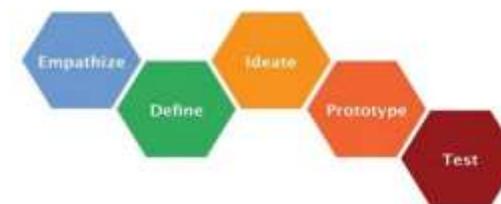
Design Thinking and Business Model Canvas for Digital Business (DTBM)

20th July – 2nd August 2019

MULTIMEDIA UNIVERSITY

design thinking

business model canvas

ABOUT THE COURSE

Design Thinking changes people and organisations. It equips leaders to think radically and empathically, and to decisively act in the era of disruptive economy. This programme is designed to unleash the innovative spark inherent in any individual; especially entrepreneurs and team leaders based on design thinking fundamentals. This programme is designed to spur individuals to think radically, and set the pace for swift response in solving day-to-day and long term challenges in their teams and workplaces. Design thinking is now acclaimed to be at the heart of competitiveness and survival of corporations and entrepreneurs alike (Harvard Business School, 2015). This programme is unique as it combines both the winning toolsets/methodologies of the Stanford Design Thinking stages and Business Model Canvassing techniques. The combination of these two novel methodologies of innovation allows rapid innovation which is well thought through and ready for execution.

PROGRAMME OBJECTIVES

At the end of this course, the participants will be able to:-

- Construct an empathic view of the organisation, and its overall strategy towards its target market, and apply design thinking solutions across different functional teams: sales, marketing, customer service, stakeholder management and product design and development.
- Create customer-centric products and processes with emphasis on better appreciation of who our customers are, what are their specific needs and requirements, and how best to serve them.
- Become a Design Thinking catalyst of innovation in own organisations, and engineer design changes at their teams, especially in tech-based industries where disruption to business models are rampant.
- Link Design thinking to Business Model Canvas and complete the 9 blocks of the BMC, which would bring ideas to actionable prototype.

COURSE CONTENT

The course content will include design thinking essentials, empathy stage in design thinking, conducting empathy interview and discovering pain points, define in design thinking and point of view formulation, ideation techniques in design thinking, choice criteria and idea selection to address pain points, prototyping in design thinking, testing prototypes and improving innovation, storytelling techniques in design thinking, business model canvas 9 building blocks, bridging design thinking to BMC, value proposition to customer journey mapping and presenting proposals with confidence in the board room.

TRAINING METHODOLOGY

This is a highly interactive and active training program. Participants will be trained to freely put forth and exchange ideas without self-censorship, sharing knowledge and experience with fellow participants and facilitators. Participants will work on several community design challenges as well as tech-disruptive challenges and digital business projects throughout the course. They will work in teams and present their prototype to relevant stakeholders. There will be several field trips and interviews with community and stakeholders. Participants are expected to be active and mobile. It will be tiring, but fun.

Monitoring and Evaluation Method

- Work on pre-determined design challenges and propose innovative solutions based on user pain points.
- Assessment is based on the accuracy, clarity, and overall viability of their design solution to address the design challenge.
- A specific design challenge relevant to participant real workplace will be assigned at their home country upon completion of this program. Each participant is expected to form a team at their respective home country, carry out the design challenge and communicate the results to the trainers two weeks upon the completion of this training.

TARGETED PARTICIPANTS

A candidate is eligible for admission only if he/she meets the following requirements:

- Must not be more than 45 years of age.
- Executive position from middle to senior level (tech-based industry is highly encouraged).
- Educators and researchers.

- This course will be conducted in English. Therefore, participants must possess an appropriate level of proficiency in English, written as well as spoken.
- Comply with other general requirements of Malaysian Technical Cooperation Programme (MTCP).

SPECIFIC CONDITIONS

APPLICATION GUIDELINES

Applications should be made using the prescribed MTCP forms available at:
https://mtcpcoms.kln.gov.my/mtcpcoms/online/list_course

MTCP application forms can also be obtained at nearest Malaysian Embassies in recipient countries. All application forms must be duly completed and endorsed by the Ministry of Foreign Affairs or National Focal/Aid Coordinator Agency in the respective countries (the relevant ministry or agency responsible for the overall coordination of international technical assistance) and should be submitted ONLY through the diplomatic channel via Embassy of Malaysia in the respective countries. Incomplete and/or unendorsed forms will not be processed.

Submitted application forms must be accompanied by the applicant's:
- ♣ Copy of Passport
- ♣ Passport sized coloured photo (3.5cm x 5cm)
- ♣ Medical Report

Air-Fare

A return air ticket from the capital city of the recipient country to Kuala Lumpur on excursion economy class is provided for participants.

NOTIFICATION

Only successful applicants will be notified of their acceptance to the course by Multimedia University (MMU).

GENERAL CONDITION OF PARTICIPATION

Visa and Vaccination
Training Institutions will apply for Visa with Reference (VWR) and upon approval, a copy will be forwarded to the participants who will subsequently need to collect their respective VDR from the nearest Malaysian mission. Participant must bear all expenses on medical check-up, vaccinations(whenever applicable) and all visa-related fees, airport-tax/airport user's charge, transit insurance, excess luggage, travel tax, transit fees, domestic passenger terminal fees, phone charges, private purchase, etc.

Manners
Participants shall conduct themselves at all times in a manner compatible with their responsibilities as MTCP participants and abide by the laws, rules and regulations of the land and institutions.

Dress Code
During lectures, male participants are required to dress in long-sleeved shirts with ties, long pants and lounge suits and female participants should be appropriately dressed in office attire. For formal occasions-lounge suit or national costume are required.

Accommodation and Subsistence Allowance
Accommodation and daily subsistence allowance are as follows:
- Participants will be accommodated either in hostel belonging to the training institutions or nearby hotel on Twin Sharing Basis.
- Participants will be given daily allowance of RM85.
- However, if meals are provided by the organizer, some portion of the allowance shall be deducted. The amount received varies depending on the training institute.

Tuition Fees
All tuition fees will be borne by the Malaysian Government under the MTCP.

Medical and Dental Treatment
Participants should be certified medically and physically fit to participate in this programme. In case of emergencies and need of medical treatment, medical expenses at a government hospital will be borne by the Government of Malaysia. Dental treatment is restricted to only extraction and filling. Medical expenses at private clinics shall be borne by the participants.

Terms and condition covered by the MTCP for international participants:
- Participants shall follow the programme approved for them. Request for change of the programme will not be entertained. Participant should fully participate in all activities related to the programme.
- Participants are NOT allowed in any political and/or commercial activities in any capacity whatsoever. Participants shall not to take up paid employment during the tenure of course duration or serve as the staff of their Diplomatic Missions in Malaysia.
- Participants are NOT allowed to bring along their spouse or families for the duration of the course. Participants will be required to return to their own countries upon completion of the course or at the end of the tenure whichever is earlier.
- The participation may be terminated at any time due to unsatisfactory conduct, breach of the conditions of the course, failure to make satisfactory progress or as necessary by Malaysian training institution with the approval of the MTCP Secretariat.
- Participants who are found to be medically unfit during the course of the programme will be required to return to their country.