

How social media impacts the world

THE way social media is changing communication in modern society is nothing short of revolutionary.

Business leaders of the future will need to be comfortable with this communication tool and understand how it can impact every aspect of their business.

"It involves internal communications to reaching out to suppliers, shareholders, stakeholders and customers," said Australia's University of Wollongong (UOW) associate professor Gary Noble.

Prof Noble, who is also associate international dean in UOW's Faculty of Business, was speaking at INTI's "Meet the Expert" series.

The programme invites international guest speakers to share their knowledge and experience in the business world with INTI students in Kuala Lumpur.

Prof Noble has extensive experience in advertising and marketing prior to entering academia.

The series is one of the many INTI initiatives to provide education that empowers students – equipping them with knowledge and abilities to meet the challenges of the global workplace.

"Malaysia is ranked 17th in the world in terms of Facebook users. That gives you a glimpse of what the penetration of social media is within Malaysia.

"No company, big or small, can ignore the importance of social media and that is the main reason why understanding and working with them is so important," said Prof Noble, who widely publishes in leading marketing and management journals and author of several books on international marketing.

Based on the feedback that he received after his "Social Media and Advertising: Revolution or Fad?" presentation as well as



Prof Noble sharing his expertise in social media with INTI students in Kuala Lumpur.

questions raised during his talk, he believed that many of those in the audience were familiar with social media but were probably thinking "how can I make this work for my business?"

"This is good as they realise that in addition to the need to understand and make social media a mainstream function in an organisation, they have to implement an effective social media strategy to boost the chances of success," he said.

In the "Meet the Experts" series, the main objective is exposing students to the latest thoughts on issues and topics facing large and

small businesses worldwide.

The series complements the University of Wollongong-Sydney Business School's (UOW-SBS) MBA, which is offered at INTI's new Menara KH campus in Jalan Sultan Ismail, Kuala Lumpur.

It is designed to develop students' core competencies, from strategic analysis and decision-making to an appreciation of global business challenges, complemented by people, financial, marketing and system analysis skills.

It comprises 11 core units, one elective and six master classes, focusing on contemporary

No company, big or small, can ignore the importance of social media.

— PROF GARY NOBLE



Australian, Asian and global issues via topics on Leadership, Entrepreneurship, Business Risk, Adapting to Change, Corporate Social Responsibility and Sustainability.

Half the programme modules are taught by UOW-SBS' own MBA professors and lecturers from abroad.

The graduate faculty of the UOW-SBS is committed to excellence in teaching and research. It has built a strong research focus with diverse interests across business-related disciplines.

The programme is supported by a wealth of online tools and multimedia content. It even uses Blackboard's learning system, which enables students to access course material, lecture notes, assignments and tutorials online and to correspond one-to-one with instructors.

Among the most innovative online learning activities is simulation, whereby students are exposed to real-world situations.

It allows students to work with employers on real business issues and solutions to gain experience and readiness for global employability.

■ For more information, call 03-2052 2888 or log on to www.newinti.edu.my