



Jafari (first row, centre) with the management and academic staff of Berjaya UCH.  
At his left is Ho.

## Course networking at Berjaya UCH

**COURSENETWORKING**, LLC (CN) is an academic social networking site that offers online courses in a globally accessible learning environment. Patterned after networking sites like Facebook and Twitter, it targets young people between 18 and 30, for whom this method of learning is second nature.

The networking site also offers Massive Open Online Course (MOOC) which serves

to enhance teaching and learning in Berjaya University College of Hospitality (Berjaya UCH).

Through MOOC, instructors and learners alike may be located anywhere in the world, but are able to exchange ideas which are universal.

Berjaya UCH is the first university

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# Global link for students

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college to utilise CN and is, in fact, the only CN-Satellite Campus in Malaysia. As part of the resources, the university college utilises the Campus billboard, the CN Social Site and the CN Global Classroom.

The Campus Billboard serves as a point of connection amongst the university college's community to exchange information. The CN Social Site is for students to connect with one another, while through the CN Global Classroom, learners are paired based on their shared interest and subject areas.

CN also offers both iPhone and Android mobile applications; through these apps, students can source their networks on the go through a user-friendly interface.

"Maximising the use of CN at Berjaya UCH is a more cost-effective turnkey solution and includes the next generation of LMS technology. As part of our strategic plan, Berjaya UCH focuses on online, hybrid and MOOC courses which are important tools for both our students and lecturers to be able to connect with one another, and to network with like-minded hospitality and tourism academics from around the world.

"CN is the only framework that offers both global academic networking and Learning Management System in one package," says Berjaya UCH chief operating officer Mae Ho.

Dr Chan Chang Tik, director for Teaching and Learning at Berjaya UCH, for his part, says, "The general public and students who sign up for courses on topics of interest including MOOC, are rewarded through a system that awards Anar Seeds (pomegranate seeds) based on their knowledge contributions and engagement in CN. A percentage of a course final grade, for example, can be based on the total number of Anar Seeds received in a given course."

CN was founded in July 2011 by Prof Ali Jafari, who serves as conceptual architect and CEO of the company.

"The more the students use CN, the more they will enjoy learning. Instead of going to social networking sites, go to CN, find something which is related to your course or the subject you're reading, make a post, read other people's post, comment on it, reflect on it. That becomes as entertaining as social networking," says Jafari.