WisDen EduPark
sdn. bhd.
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Education & Training Specialists

WisDen...connects
the best choices in education, worldwide

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Organisation Profile

Introduction
WisDen EduPark is established to provide in-depth educational counselling services, a wide range of educational and training opportunities for students, young adults as well as for continuing education. WisDen sees itself as a provider of such services in collaboration with established and recognised educational institutions and universities, both locally and abroad.

Our Company
WisDen EduPark is incorporated in Malaysia as a private limited company with its prime objective of becoming a leading education and training specialist with a global network of partners.

Our Location
The office is centrally located in the city of Petaling Jaya, nestled between the many businesses and residential addresses near Kuala Lumpur (10 mins driving distance) at:
1208, Level 12, Amcorp Tower, 18 Persiaran Barat, 46050 Petaling Jaya, Selangor, MALAYSIA

Our Activities
WisDen is focused on providing student recruitment services, support services and business development opportunities to overseas and local education providers and universities as listed below.

WisDen EduPark specialises in:

Representative Office for Foreign Universities
Among the services we provide are student recruitment services, new business development opportunities, regular updating on local educational laws and policies, participating in promotion activities as well as coordinating alumni activities.

Student Recruitment & Information Centre
Student recruitment for overseas universities is another core service that we provide. Here, we focus on providing comprehensive information about the various institutions that we represent, disseminating information on the education systems of the countries in which these institutions are based, processing student applications, visa application services, pre-departure seminars and briefing, airline travel and documentation as well as any other necessary assistance to students who will be embarking on studying overseas.

Corporate Training
WisDen conducts corporate training programmes focusing on soft skills, quality assurance, occupational health, safety standards & technical skills for manufacturing and service industries. We also engage in English Language programmes for the public and private sectors.

Distance Education*
WisDen is also seeking partnerships to bring undergraduate and postgraduate distance education programmes into Malaysia. At the same time, with the Malaysian government’s emphasis on training and re-training, we also seek skills-based programmes for Continuing Adult Education.

*yet to be finalized
Our Partner Institutions: UNIVERSITIES, COLLEGES & SCHOOL

“UNIVERSITIES”

(1) **University of Abertay Dundee**, (UAD) a public university conducting undergraduate, postgraduate and doctoral research (degree, master and PhD) programmes for Accounting, Business Studies, Computer Science, Information Technology, Environmental Science, Forensic Science, Mechatronics, Civil Engineering, Biotechnology, Sport & Health Studies, and others with its main campus located in Dundee, Scotland, U.K.

(2) **Birmingham City University** (BCU) is one of UK's largest universities, with more than 25,000 students and over 300 courses offered, and delivered in modern facilities at 8 sites across the city.

(3) **Northumbria University, UK** has over 500 undergraduate and taught postgraduate courses to choose from. Many students choose Northumbria because of its reputation as one of Britain's best modern universities;

(4) **Middlesex University, UK** offers 230 undergraduate and 80 postgraduate degree courses. It is now widely regarded as an excellent international provider of higher education with an outstanding academic credential and highly employable and successful graduates;

(5) **University of Sunderland, UK** - a dynamic, modern university with high standards of teaching and research and a growing reputation as the University Enterprise, employment and opportunity.

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(6) **University of Southern Queensland**, (USQ) is a well recognised higher education institution in Australian offering more 130 quality academic programs that are recognised worldwide by other education institutions, employers and internationally accredited professional bodies;

(7) **Central Queensland University**, (CQU) is one of Australia’s top-rated universities with the largest number of international students (almost 50%) studying in Australia, with campuses in Sydney, Melbourne, Brisbane, The Gold Coast, Rockhampton and other regional campuses throughout Queensland;

(8) **Tallinn University, Estonia** is a public institution of higher education and is the third largest university in Estonia, consisting of 18 institutes and 4 colleges. One of the main aims of the university is large-scale internationalisation – with its 8 academic degree programmes and a number of shorter programmes and courses offered in the English language.

(9) **Girne American University** (GAU), Cyprus was founded in 1985 and is one of the first universities in Cyprus to receive recognition from YOK (Turkish Higher Education Council) followed by recognition from YODAK (Higher Education Council of Turkish Republic of Northern Cyprus). The university now includes degree offerings in Business, Banking and Finance, Marketing, International Relations, Political Science and Public Administration, Law, Engineering, Architecture, Communications and Education.

(10) **Politecnico Di Milano**, is ranked as one of the most outstanding European universities in Engineering, Architecture and Industrial Design, and in many disciplines is regarded as a leading research institution with its main campus in Milan, Italy;
(11) **Saxion University of Applied Sciences**, Netherlands is one of the largest universities of applied sciences in the Netherlands. Saxion has a student population of 20,000 and offers a broad range of bachelor and master programmes in English.

(12) **University of North Alabama**, (UNA) is an accredited U.S. university conducting undergraduate and postgraduate programmes in Arts & Sciences, Business, Nursing, Education and other Pre-Professional courses in Medicine, Law, Engineering, Pharmacy, Dentistry and others with its main campus located in Florence, Alabama, U.S.A.;

(13) **Arkansas State University**, (ASU) is an accredited U.S. university conducting undergraduate and postgraduate programmes in Engineering, Behavioural Science, Business, Graphic Design and Digital Media, Journalism, Music, Psychology, Social Science, Theatre, Accounting, Biology, Nursing, Kinesiology and others with its main campus located in Jonesboro, Arkansas, U.S.A.;

(14) **University of the Fraser Valley**, (UFV) is an accredited Canadian university conducting mostly undergraduate programmes in Business Administration, Computer Information Systems, Kinesiology, Nursing, Social Work and others with its main campus located in Fraser Valley in British Columbia, Canada

(15) **University of Winnipeg**, is an accredited Canadian university conducting mostly undergraduate programmes in Business and Administration, Communications, Applied Computer Science, Biochemistry, Economics, Education, Psychology, Theatre and Drama, International Developmental studies and others with its main campus located in Winnipeg, Manitoba, Canada;

(16) **Vinayaka Mission’s University**, Salem, has one of the oldest Dental Colleges in India, established in 1986. The College established a full fledged 500 bedded hospital and is provided with best laboratory facilities like latest machineries, instruments etc., to equip themselves in any of the best Dental Industries on par with international standards. It is a member of the Association of Commonwealth Universities and is recognized by the Dental Council of Malaysia.
IN COLLABORATION WITH EPIL CONSULTANTS, NEW ZEALAND

(17) **Massey University** is an integrated university operating across three major campuses at Auckland, Palmerston North and Wellington in New Zealand's North Island. Massey is characterised by the applied nature of many of its teaching and research programmes and by its special expertise in the fields of Sciences, Design, Social Sciences, Education and Business. It is one of New Zealand's largest universities with more than 36,000 students studying across the University's campuses, including welcoming about 4,000 International Students from more than 100 countries each year.

(18) **AUT University** AUT is a contemporary university, with a distinctive approach to teaching and learning, focused on providing student-centred, innovative and responsive learning experiences. It is the third largest University in New Zealand and the fastest growing. AUT has three vibrant and well-positioned campuses – Auckland (City) Manukau (South Auckland) and North Shore (across the Auckland Harbour Bridge). Over 4,000 international students from more than 85 countries study at AUT.

(19) **Lincoln University** is New Zealand’s specialist land-based university. It enjoys an enviable reputation nationally and internationally as a leading teaching and research facility. Lincoln offers more than 500 different course options and many of their programmes involve real industry experience, putting students one step ahead for life outside university.

(20) **The University of Canterbury** is located in Christchurch, the largest city in New Zealand's South Island. Canterbury offers undergraduate and postgraduate courses in some 50 disciplines, from accountancy to zoology. It has a number of specialist research centres and operates five major field stations at Kaikoura, Mt John (University Observatory), Cass, Westport and Harihari.
“UNIVERSITY COLLEGE (S), COLLEGE (S) & INSTITUTION (S)”

(1) Istituto Marangoni, is Europe's leading fashion school with campuses in three of the world's great fashion capitals, Milan, London and Paris, with its main campus located in Milan, Italy;

(2) Istituto Superiore Di Design, Napoli is the first School in the South of Italy offering various Degrees in interior design, industrial design, graphics and fashion design and promoting research and initiatives in this field.

(3) Newcastle College has nearly over 30,000 students and in July 2008, received a Grade One OFSTED Inspection, the best of any college in the north east. Offers University awarded Foundation Degrees and Honours Degrees and has the widest range of school leaver courses. It achieved outstanding QAA results (Quality Assurance Agency) giving students the highest quality of teaching, particularly in performing arts, beauty, sport, hospitality, tourism, art and design.

(4) International Institute of Information Technology (I2IT) Pune, India, known as "I Square IT (I2IT)" was established in the year 2000 with a vision to create an academic and research institution in the field of Information Technology and Management, relevant to the current international needs. It offers top quality Master programmes in IT and Business, in collaboration with several universities in US and Europe.

(5) Linguaviva Educational Group, is a gateway for many international students to further their studies in design, fashion, architecture, engineering and other professional courses in Italy with its main campus located in Florence, Italy;

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(6) The Universal College of Learning or UCOL is an award winning, government-funded institute of technology and polytechnic with three campuses in Palmerston North, Masterton and Wanganui. It adopts a practical, down-to-earth, creative and adventurous approach to teaching and learning. UCOL offers a broad range of programmes, including foundation and certificate programmes, diplomas, degrees and some post-graduate options.

(7) Quantum Aviation was established in 1994, and has become a leader in aviation flight training in New Zealand. Quantum Aviation is located 160km north of Auckland at Whangarei Airport in Northland. Quantum Aviation provides a high standard of aviation training, and is a Civil Aviation Authority (CAA) of New Zealand certified air transport operator. Quantum offers training for Commercial Pilot Licence s(CPL) and Private Pilot licenses (PPL), New Zealand Qualifications Authority (NZQA) approved Professional Pilot Training (PPT), Aviation Engineering courses and services such as charter flights, scenic flights and aerial photography services.

(8) Help University College, Malaysia, a private institute of higher learning conducting pre-university and university (diploma and degree) programmes for Accounting, Business Studies, Engineering, Psychology, Mass Communication, Information Technology and Hospitality Management with its main campus located in Kuala Lumpur, Malaysia;

(9) University College Sedaya International, Malaysia, a private institute of higher learning conducting pre-university and university (diploma and degree) programmes for Medicine, Pharmacy, Engineering, Nursing, Accounting, Business Studies, Information Technology and Computer Studies with its main campus located in Kuala Lumpur, Malaysia;

(10) LimKokWing University, Malaysia, a private institute of higher learning conducting pre-university and university (diploma and degree) programmes for Communications, Multimedia & Broadcasting, Art & Design, Creative Multimedia, Architecture & The Built Environment, Accounting, Business Studies, Information Technology and Computer Studies with its main campus located in Cyberjaya, Selangor, Malaysia;
(11) **Nilai International University College**, Malaysia, is a private institute of higher learning conducting pre-university and university (diploma and degree) programmes for Accounting, Business Studies, Engineering, Information Technology and Hospitality Management with its main campus located in Nilai, Negeri Sembilan, Malaysia;

(12) **SEGi University College**, Malaysia, is a group of private institutes of higher learning conducting pre-university and university (diploma and degree) programmes for arts and design, Commerce, E-Commerce, Engineering, Information Technology and MBA with 6 campuses across Malaysia and its main campus located in UEP Subang Jaya, Selangor, Malaysia;

(13) **Penang International Dental College (PIDC)** offers the Bachelor of Dental Surgery program, twinned with Vinayaka Mission’s Research Foundation – Deemed University in India.

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**Our Directors**

*WisDen EduPark* is the brainchild of our two directors:

**Mr. Gracious Aloysius Fernandez** and **Ms. Gursharan Kaur (Sharon)**

brief profile of:

**MR GRACIOUS ALOYSIUS FERNANDEZ**  *MBA, B.Com*

Mr. Gracious holds an MBA from the University of Abertay Dundee Scotland, U.K. and a Bachelor’s degree in Commerce from the University of Kerala, India.

He has been in the workforce for over 24 years and pioneered his career as a marketing professional for a petroleum company and few other multinationals before moving on to project management with a large conglomerate. There he mastered his skills on project management techniques and took responsibility for the coordination and timely management of some luxurious property developments. Upon completing his postgraduate degree, he ventured into the education and training industry. Since 1998, he has been actively involved in the education field, first as a lecturer, moving on to senior management of a leading private education institution and then on to setting-up and managing an education consultancy.

As the **Director of Academic Affairs** of a private education institution in Malaysia, he was very much involved in academic developments and implementation of the various courses and programmes at the institution. He was also involved in the policy decisions between the Partner Universities and the Institution.

Today, with his experiences and knowledge of the education industry, *WisDen EduPark* strides forward in its commitment for quality and excellence in the field of education and training in Malaysia.
brief profile of:

Ms GURSHARAN KAUR (SHARON) MBA, Post Grad Dip (TESL), BA (Communications)

Ms Sharon holds an MBA (with distinction) from the University of Abertay Dundee Scotland, a Bachelor’s degree in Arts (Mass Communications) from Universiti Kebangsaan Malaysia as well as a Post-Graduate Diploma in Teaching of English as a Second Language (TESL) from University Malaya.

For well over 24 years, she has been exposed to the various intricacies of modern businesses - from top-level boardroom decision-making to shop floor management work with varied industrial backgrounds (education, manufacturing and service sectors). Her forte is and always will be towards people. Her responsibilities as a human resource practitioner, sales and marketing personnel, public relations practitioner and as a lecturer and trainer have enhanced and elevated her skills and learning experiences on the various facets of human resource management and development.

Her last position as a Centre Manager of an educational institution brought forth all her managerial and organizational capabilities, as she was responsible for setting up the Malaysian operations of a dynamic and fast-paced international Group of educationists.

Ms Sharon’s vast experiences and dynamic personality are invaluable assets in spearheading WisDen EduPark’s mission of excellence in the education and training industry.