IC CITIZEN™

Universiti Putra Malaysia Utilizes IC CITIZEN; the World First Certification in Digital Etiquette for Its Starting & Finishing School Program

Quick Fact

Program	: IC CITIZEN Certification
Partner	: Certiport Inc
Market Sector	: Ministry of Higher Education, Malaysia
Sub-Sector	: Undergraduate Universities

The Beginning

Universiti Putra Malaysia (UPM), one of Malaysia's leading public universities has introduced its 'Starting School & Finishing School Program' as part of its efforts to produce capable graduates that meet the industry needs and demands. Through this program, students are trained to improve their English language, resume writing and teamwork spirit. But most importantly, the program aims to instil and inculcate good value and elements before they graduated.

The program, which was introduced in year 2007, requires students to undergo 14-hour training during weekend under the supervision and guidance from the designated lecturers. To date, the program has benefited up to 5000 students.

Moving forward, as part of the University's on going focus on improving its 'Starting School & Finishing School Program', Co Curriculum Centre, Students Affairs and Alumni Department, UPM has agreed to utilise IC CITIZEN; the World First Certification Exam in Digital Etiquette to verify and confirm students understanding of ground rules for acceptable use in the digital world today.

IC CITIZEN Certification is designed and developed by Prestariang Systems Sdn Bhd, a Malaysia-based certification solutions company in collaboration with Certiport Inc, to promote appropriate use of technology, in response to the growing need to raise a generation of responsible and safe digital citizens. This unique yet universal certification program aims to impart Acceptable Usage Policy (AUP) that lays down rules of acceptable 'netiquette' or behavior that must be applied when operating digital devices and accessing the Internet within a society.

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Input from Successful Beta Testing

Earlier in March 2010, about 42 students from UPM's both undergraduates and postgraduates had participated in the Beta Testing of the IC Citizen Certification exam. The students were from various disciplines including Computer Science, Mechanical & Manufacturing Engineering, Computer & Communication, Science and Electronic Engineering as well as Youth Studies Human Resource and Development.

During the Beta Testing, students were exposed to a day training on the eight critical elements of IC Citizen Certification Exam namely e-Access, e-Literate, e-Rule, e-Safety, e-Interaction and Collaboration, e-Enterprise, e-Care and e-Accountability. Various samples of real case studies and scenarios were used to highlight the importance and consequence of each element.

The students' feedbacks and responses helped Prestariang to strategies and plan the right training methodology for the implementation rollout.

Implementation Rollout

The certification exam will be implemented under the 'Starting School Program' which focuses on the newly-enrolled students that are currently undergoing induction courses in the university.

The execution of IC Citizen will be based on three different business models:-
- IC CITIZEN on its own;
- IC CITIZEN integrated in the 'Starting School & Finishing School Program' Curriculum;
- IC CITIZEN project-based.

The planning:

1. To conduct a minimum of five days Training of Trainers (ToT) to all lecturers that involve in the 'Starting School & Finishing School Program'. Under the ToT, lecturers will be trained on the concept of IC CITIZEN as well as best practices and guidance on how to deliver the training to their students. A Facilitator Handbook will be given to them as a reference guide, together with some training materials.

2. The trained lecturers will then conduct two days training to the students. Students are encouraged to work in group of three. At the end of the training, students will sit for the 60-minute exam and answer 45 questions on digital etiquette.

3. In addition to taking the IC CITIZEN Certification exam, students in UPM are required to demonstrate their understanding via a project based approached. Students will be asked to produce an assignment as proof of their understanding on each element of IC CITIZEN. They need to incorporate one of the elements learned and produced it various format such as posters, songs, photos, video clips, and other creative ways. They will be given a week to work on the assignment.

4. Upon successful submission of the assignment via Prestariang's Training & Learning Management System and passing the IC CITIZEN Certification exam, students will finally receive their certification as a validation of their understanding on how to use technology appropriately.

Some 5000 students will be selected to partake in this first batch and the program is expected to commence in middle of October 2010.

Learn More

For more details, contact us at *iccitizen@prestariang.com.my*

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