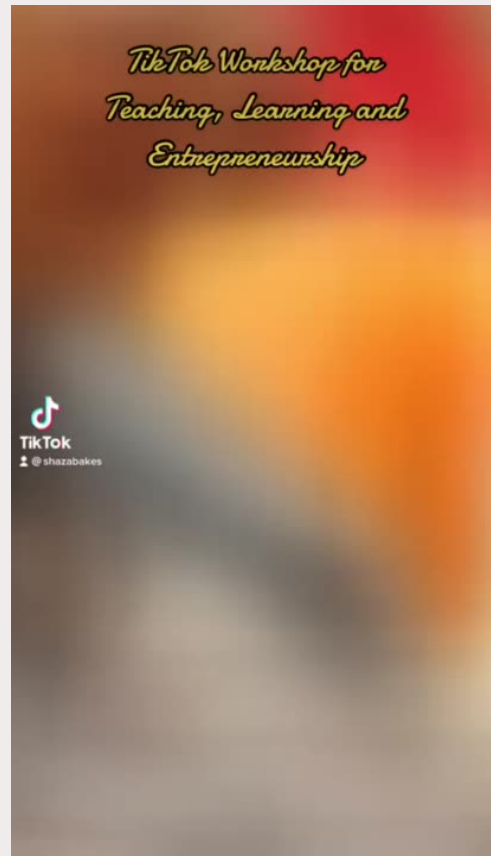


TIKTOK

Workshop for Teaching, Learning and Entrepreneurship

On 15th March 2023, CPD team of the Faculty of Pharmacy, UiTM organised a TikTok workshop for teaching, learning and entrepreneurship. The workshop was held at DK4, FF4 Block, UiTM Puncak Alam campus and was prospected by Dr Norkasih Ibrahim, the Deputy Dean of Industry, Community and Alumni Network (ICAN), Faculty of Pharmacy, UiTM. The program aimed to provide knowledge and training on the application of TikTok in teaching, learning and as a tool for entrepreneurship among the Medical, Dental, Pharmaceutical and other health science experts.



As one of the most popular social media platforms among young people, TikTok can be used as a learning tool to deliver educational content in a fun and engaging manner. The creative, short, bite-sized TikTok videos will be helpful to attract young learners attention in addition to the traditional lecture or textbook. Besides, with more than 1 billion users globally, the app is an excellent e-commerce service for startups and entrepreneurs to share their content, sell, or promote their products through short videos and live streaming.

The guests of honor of the program were Prof Dr. Muhammad Hussain Ismail, Director of Industry Network Centre (INC), UiTM, Dr. Ahmad Shah Pakeer, Head of Industry Network Centre (INC), UiTM, Professor Madya Dr Rosmadi Ghazali, Deputy Rector of Industry, Community, Alumni and Entrepreneurship Linkages , UiTM Selangor, Dato' Prof Dr. Abu Bakar Abdul Majeed, Dean, Faculty of Pharmacy, UiTM and Deputy Deans, Faculty of Pharmacy, UiTM. The invited guests representing Tik Tok (Malaysia) were Ms. Suzila Ernawaty, the TikTok Community Manager, Ms. Safiah Mustafa, the TikTok Shop Creator Education Manager and Datin Sumitra Ramachandran, the Tik Tok content creator.

The program started with an introduction to TikTok and TikTok Shop. This was followed by a sharing session on creating contents in Tik Tok. This program was attended by more than 150 members of the UiTM staff who benefited from content creation through TikTok videos for teaching and learning. Ultimately, it is hoped that the knowledge-transfer and experience sharing session through this workshop have encouraged participants to leverage on the video-sharing platform's features and popularity.

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PRESCRIPTION

Latest news and updates from the Faculty of Pharmacy



Faculty of Pharmacy UiTM

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REACH US

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