

CTI CHRONICLES



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A 15-year old success story

In December of this year, the Charles Telfair Institute (CTI) will celebrate fifteen years of unparalleled success and reputation as a private academic institution. To mark this event, *Chronicles* takes a closer look at its phenomenal growth and the reasons behind it. Other issues of our newsletter will, during the course of this celebratory year, expand further on this growth.

THE CURRENT STATUS

Throughout Mauritius, CTI is admired for its :

Phenomenal growth

The figures speak for themselves. At the time of its launch in 2000, the DCDM Business School had inherited 232 ACCA and I.T. students from DCDM Knowledge Centre. By 2004 this number had grown to 1 252 and today, the Charles Telfair Institute boasts 1 616 students, a 597% increase!

Phenomenal output

Similarly, in 2001, DCDM Business School produced a first batch of 191 graduates. Last year, this stood at 6156 (cumulative figure) – an increase of 3123%.

Unique campus

CTI's new, modern, state-of-the-art campus with unique facilities in Moka, is designed to facilitate teaching and



learning. About Rs250m has been spent thus far - with more on its way.

Solid academic partners

Our Australian partners, Curtin University and TAFE, are leading brands. Through them, we are able to offer high quality and innovative curricula focused on business needs and employability

Solid shareholders

Our shareholders are committed business people having at heart the education and welfare of all Mauritians.

Pioneering role

CTI's ground-breaking achievements continue unabated. In addition to being the first to use the term 'Business School' on this island some 15 years

ago, last year it became the first private academic institution to have the right to offer its own certificates and diplomas.

Abundance of success stories

As the pages of Chronicles will testify, CTI's short history is peppered with success stories ranging from the construction of a unique campus to a series of local and international awards involving both its current students and alumni.

UNDERLYING REASONS

What explains this phenomenal success?

Clear vision

From Day One, back in 1998, our vision was unwavering: we would launch the finest private academic institution this country had witnessed to date. The intention was, and to this date remains, the provision of a high quality education.

Right time, right place

Both the timing and the place were appropriate. The internationalization of education worldwide, the birth of the knowledge hub concept

in Mauritius, our own vision: these three factors synchronized perfectly.

We were the first

We benefited from being the first big player on the scene – an example that was soon being copied by a bevy of admirers.

Appropriate academic partners

In hindsight, our choice of academic partners (Curtin and TAFE) has been a judicious one. Over the years, it is clear that they epitomize the right mix and balance which both Mauritius and CTI require at this stage of their development.

Support of the whole private sector

When in 2007, we opened our shareholding to include most of the Mauritian private sector players, their financial and psychological support was priceless – a phenomenon which continues to this date.

Above all

And above all, hard work, passion, quality and innovation have driven this success story.

Officially launched on 1 December 1999, the Charles Telfair Institute (then known as DCDM Business School) has grown to become this country's foremost private academic institution. The statistics are impressive: Four faculties, 1 596 students, 109 staff members, internationally recognized academic partners, committed shareholders, a modern campus – CTI has it all. And it keeps growing from year to year. We explore why in this issue.

In December 2013, one of the founding members, DCDM, removed itself from the shareholding, prompting the Food and Allied Group to expand its base and become today, CTI's majority shareholder. "It indicates our strong commitment to education and this country," summarized F&A Group Chairman, Michel de Speville, whose interview can be read on page 3.

In this issue too, we report on a 'first impressions survey' and on the growth of our Alumni body. Both items provide some fascinating insights on the impact that our campus and service culture have on newcomers to our Institute and explain why, long after their studies are completed, so many of our former students remain strongly identified with their alma mater.

The Editorial Committee



DCDM Business School
(1999-2010)



CTI Campus Construction
(Circa 2009)



Charles Telfair Institute
(Today)

“We need to foster greater professionalism in all walks of life and strengthen the social fabric of the country.”

Michel de Spéville
Group's Executive Chairman of the Food and Allied Group



Following the withdrawal of DCDM, the Food and Allied Group recently became CTI's majority shareholder. *Chronicles* met with the Group's Executive Chairman, Michel de Spéville, to solicit his reasons for such a move and his views of the future.

Q: It was recently announced that the Food and Allied Group is now CTI's majority shareholder. What prompted such a move?

Mauritius is often thought of as a beautiful island, with sterling clear waters of the Indian Ocean. However our island has much more to offer than just sea, sand and sun.

If today Mauritius is seen as a regional success story, it is not because of this scenic beauty but thanks to its population. Mauritians, all descendants of immigrants with cultures from four continents, have intermingled and created a rich and diverse microcosm.

At Food and Allied, we have always been convinced that the key to our country's development and success lies in its people. We have been associated with CTI since its inception and we have followed, with great interest, its progress over the years. The professional team led by Eric and Odylle

Charoux is exceptional and, when we were approached, we did not hesitate to get deeply involved into the project. Valorizing people and talents are indeed the deep roots of our management culture and philosophy, so our move is just logical.

“**First and foremost, we seek to preserve and consolidate the remarkable work that has already been accomplished at CTI.**

”

Furthermore, we strongly believe that Mauritius has all the ingredients to be a “knowledge hub” in the region and that CTI can be a major player in this direction.

Q: In what way would our students benefit from such a move?

The team of CTI has already succeeded in providing the students with exceptional amenities and a wide variety of options for their studies. We seek to build on these accomplishments and our contribution will be mainly geared toward further developing, with Management, the portfolio of offerings currently available.

This however needs to be conducted with special attention and care in order to ensure that all decisions and orientations are well understood and their objectives properly perceived.

Q: As the main shareholder what are your intentions for the future?

First and foremost, we seek to preserve and consolidate the remarkable work that has already been accomplished at CTI. Secondly, we intend to work in close consultation with manage-

ment to identify clearly the educational needs of the country in order to achieve the economic and social development goals of Mauritius.

CTI's strong desire is to participate in making Mauritius a knowledge hub in the region. Our priority is to contribute to the fostering of greater professionalism in all walks of life thus strengthening the social fabric of the country.

editorial team

Eric Charoux (Editor)
Soraya Sayed-Hassen,
Vikash Rowtho, Christel Ramloll,
Kanya Santokhee, Jeremy Charoux
Rooben Narrainsawmy (Page layout)

“Positioning Mauritius and CTI as an educational hub for the broader African region.”

Jeremy Charoux

Business Development Director at CTI

Appointed in January to oversee the Marketing department and ensure that our marketing efforts in Africa are met with success, Jeremy Charoux is a business development professional who hails from Africa and Australia.

Q: Give us a brief overview of your background to date.

I have spent much of my career developing and delivering growth plans within global organisations which include Coca-Cola, Unilever and Reckitt Benckiser. I am most passionate about unlocking future growth potential. I have been lucky enough to work in a number of countries and have experience in both developing and developed markets such as South Africa, Zimbabwe, Mozambique, Angola and Namibia, Australia and New Zealand. I have an MBA from Wits University, am married to Samantha, and have two children, Isabella and Daniel.

Q: What attracted you to the position of Business Development Director at CTI?

Every two years for the past 15 years, I have spent at least a month here in Mauritius on vacation. Each time I have been amazed at the growth and development of the island and also of CTI. It is an inspiring example of what can be achieved

through vision, passion and sheer hard work. Education, apart from being a key economic pillar, also has the ability to provide a meaningful contribution to improving the lives of individuals and also of the community at large. These were, and remain, the key attractions.

“
Both the country and CTI will need to constantly innovate and adapt if they are to continue to grow in the future.
”

Q: What do you foresee to be the position's main challenges?

As we all know, education in general is going through significant changes as a result of globalisation. Mauritius and CTI are not immune to these forces. Both the coun-

try and CTI will need to constantly innovate and adapt if they are to continue to grow in the future. This will need to be done whilst at the same time maintaining the quality of our current offerings.

Q: What is your vision?

At CTI, we are committed to the vision of positioning Mauritius as an education hub for the broader African region. This is surely the biggest challenge facing the Mauritian Education sector as well as CTI. The potential is enormous and the journey ahead filled with exciting challenges.



'Stepping into the Workplace' CTI's Internship Programme

What is it like out there? Will I make it once I graduate? Will I find a good job? How can I prepare for it? Such questions are legion in any student's mind as Graduation Day approaches. "It" is of course the world of work, the "real world" as some would say.

Over the last few years, the Mauritian labour market has experienced graduate unemployment with young graduates finding it increasingly difficult to secure employment in their respective areas of expertise. As part of our commitment to facilitate the transition from university to the world of work, CTI implements on an annual basis a large-scale Internship Programme which involves the Banking, Financial, IT, Telecommunications, Offshore, Leisure and Services sectors. Last year alone, approximately 120 final-year Curtin students experienced it during the period of December 2013 to February 2014 respectively.

How successful have these internships been? Have they contributed in any manner to helping our graduates find employment? These are some of the questions we asked those who took part, students and employers alike.

Students

✓ **Exposure:** "The internship at PwC provided me with exposure and insight into the professional world. I was treated as a real employee – not just as an intern! - and benefited in full from the support and encouragement from my supervisors"

Nafissah Chattun, final year BCom Accounting & Finance student

✓ **Inclusion:** "At the CEB, we were treated as employees and our induction included spending time working in various departments and going on site visits."

*Girish Pursun, Sweta Dobee and Julianna Utchanah
final year BCom Accounting & Finance students*

✓ **Experience on projects:** "My internship has helped me gain very valuable work experience and meet interesting people. I got to work on some cool projects during the last four months at ENL Corporate Services Limited,"

*Nawmee Padaruth, BA Mass Communication student whose
internship at ENL was extended from 2 to 4 months*

✓ **Networking:** "I have enjoyed networking with professionals and other interns, and believe that I have today a more in-depth understanding of the requirements of the job market,"

*Anthony Ah Soon Tin Yan, final-year BA Creative
Advertising & Graphic Design student who
has already received four job offers from Design companies.*

✓ **Entrepreneurial:** "We were fascinated by what it means to grow a business from scratch and were very fortunate to work for this entrepreneur. A start-up is tough but can be so rewarding!"

*Yohan Doonookdharee and Kevin Fa
Chuan Wang Lian Quang, BCom Accounting & Finance students*

✓ **Self-Development:** "You cannot choose your neighbours, you cannot choose your family and now I have learnt that we cannot choose our colleagues but we can all compromise and adapt"

*Shadil Golam Hossen, a
BCom Tourism & Hospitality
Management & Marketing student*

Employers

Informal feedback from employers indicates that they too have benefitted from having interns around. The two main comments that surfaced repeatedly were:

- ☛ *"It was an excellent opportunity to interact with young graduates and at the same time screen these young adults for future job opportunities in our organisations"*
- ☛ *"It gave us the opportunity to understand and evaluate the job expectations and values of young graduates"*

"CTI Internship programme is a structured learning experience organised to help students learn, grow, and contribute in a professional environment", commented Shubashni Ramrekha, Senior Lecturer in charge of CTI's *Stepping into the Workplace Programme*. "We hope that our students will continue to take this opportunity seriously. It often leads to a great reference letter at the least and sometimes potentially lead to an eventual job offer."

2013 Internship Key Facts

120 Students

35 Industry Internship Providers

24 CTI lecturers

15 Extended Internships

12 Job offers during placement



“We are as good as Curtin!”

Odylle Charoux

Director of Academic Affairs at CTI

The guarantee that our students (and their parents!) receive when enrolling at CTI is that the education they will receive here will be of truly international quality. To ensure that this happens year after year, CTI and its academic partner, Curtin University, make extensive use of the Moderation process as part of their Quality Assurance system. Chronicles met with our Director of Academic Affairs for more information on the use of this process and its implications.

Q: Odylle Charoux, moderation is very much in the news at the moment with the current controversies rocking the Mauritian tertiary sector. How would you define it?

A: As any educationalist will confirm, moderation is the process through which any university ensures that its assessment process is, and remains, above board. More specifically, it guarantees that

- ☑ Good practice in assessment is being applied consistently across the university and in all its programmes, wherever in the world they are being delivered
- ☑ Students' performance is being properly, fairly, and consistently, judged across all students' cohorts undertaking the same programme, and
- ☑ Standards expected of, and achieved by, students are appropriate, reliable and comparable to good practice at the University and internationally

Q: What takes place at CTI?

A: Only last month, we received from Curtin a comprehensive review of the moderation process for Year 2013. Essentially, the Review took into account 39 moderation reports concerning our Institution and highlighted both strengths and weaknesses.

Q: Let's start with the strengths.

A: Evidence of a positive and supportive relationship with Curtin and CTI tutors; frequent and consistent communication using emails, Blackboard, phone and Skype; clarity of information and explanation regarding the marking criteria prior to the start of the marking process.

Q: How does the marking take place?

A: Assignments and mid-semester assessments are set by Curtin but marked by us here at CTI. Final exams are both set and marked by Curtin

Q: And what do the moderators indicate?

A: Highly positive for 2013. To quote the report: "There were only a few minor issues raised with regards to marking being too high and insufficient feedback given to students after marking."

“

All this means that our staff is as good as their Curtin counterparts when it comes to delivery and assessment.

”

Q: Is it your conclusion that a Mauritian student at CTI is being assessed the same manner as his or her Curtin counterpart?

A: Absolutely. Here is another quote: "There was satisfaction expressed about most marking processes; and Curtin had great confidence in their (CTI) tutors and the procedures that they had put in place to ensure comparability and fairness of marking."

Q: Any weaknesses?

A: The 2013 Report highlighted a few minor issues – for example:

- ☛ It was felt that CTI staff has a rather heavy workload and this could impact negatively on their ability to manage their work effectively and conduct research
- ☛ Internet speed on the island still posed a problem for on-line resources and marking

Q: Did the Report make any recommendations?

A: Yes. It advocated

- ☑ More opportunities for Curtin and CTI staff for face-to-face development in terms of how to mark assignments and provide feedback to students
- ☑ Limits on the number of units and/or number of students that any one Lecturer can be responsible for, so that he or she is not overloaded
- ☑ 'Live' lecture interactive e-workshop with the CTI campus
- ☑ A reduction of the time needed to process plagiarism cases
- ☑ Increase lead time prior to the commencement of semester
- ☑ Continuous training of local tutors on how to use the rubrics and online marking system more effectively

Q: Any commendations?

A: Yes. Of the 48 units taught at CTI last semester, 18 CTI staff members were commended for their excellent work. Of the 18 local tutors commended, 6 were nominated in two or more units for their outstanding performance. All this means that our staff is as good as their Curtin counterparts when it comes to delivery and assessment.

Curtin University Vice-Chancellor's List

The Curtin VC's List was created in 1991 to recognise Curtin's top one percent undergraduate students who excel academically during each semester. Membership of the VC's List is lifelong, and it comes with a number of privileges only open to members.

Eight of our BCom Finance and Accounting students have excelled during the second semester of 2013 and have been granted membership. They are Aziza Timol, Aurelie Benedit, Kenny Wang Lian Guang, Oliver Lee Choong Tong, Oojala Burhoo, Ashraf Bhato, Keshav China-Appadu and Julien Li Hee Cheong.

Amongst the privileges received by the students are letters of congratulations from the Vice-Chancellor, their Academic Records annotated to show their achievement, a lapel badge as a mark of their achievement, their name recorded in the 'Honour Roll' on the VC's List website, and a series of invitations to various VC's List functions and networking opportunities.

Congratulations to those elected and we wish you all the best in your future studies!



Ashraf Bhato is one of the eight students who have excelled during the second semester of 2013 in BCom Finance and Accounting



*Deeksha Susty,
BCom Accounting and Finance
Student at CTI*

Deeksha Susty wins the LexisNexis Prize

Sponsored by, LexisNexis, this prize is awarded annually to the best Curtin Law student. The purpose of the Award is to inspire and motivate talented students to greater heights of excellence.

Recent Prize winner, Deeksha Susty, is enrolled for a BCom Accounting and Finance degree at CTI. "I was thrilled to learn that I had won the 'LexisNexis Prize' from Curtin Law School for Best Student across all Curtin campuses," commented Deeksha. "Dedication, hard work and of course, CTI's top-notch environment and devoted lecturers have all contributed to my achievement! And a special thanks to Mrs. Meenakshi Jamalooden, Lecturer for Company Law 266!"



CTI Alumni Association

Alumni Associations in academia are a worldwide phenomenon. Their advantages are well-known, ranging from offering the possibility to its members to reconnect and network with past classmates, to accessing privileged information, or benefitting from reduced fees on selected services. CTI's Alumni Association is still in its infancy. *Chronicles* met with our Marketing Manager to find out more.



Q: Kanya Santokhee, we remember the CTI Alumni association being launched in 2009 for Curtin students only. Not much since - why?

I agree: we have not been visible enough – perhaps because the Institute has grown too fast over the years. Think about it: In 2010, we had 584 graduates whereas last year it was 1197 – an increase of more than 100%!

Q: But?

But we have today redressed the bar – at least tried to do so! Our commitment to an Alumnus is more than ever present. And it is with renewed energy that in 2014, we

will be hard at work re-establishing contact with our former students and encouraging them to attend the special events we have planned for them.

Q: I sense a bigger aim behind your words?

Correct. We have no wish to simply produce graduates. We wish instead to produce graduates who have a sense of responsibility towards themselves and society. Through the Alumni Association, we will be able to provide role models for our current students and strengthen the links between academic learning and work experience. This is a win-win situation as our former students will be kept informed of new workshops and courses that are

on offer and our current students will have a network of mentors they can turn to for guidance.

Q: What exactly have you got planned for 2014?

A series of events such as a cocktail party, monthly film shows, invitations to attend various lectures and talks, participation during our Open Days and Career Fairs – the list goes on and on. Watch the press for further details.



New students' perceptions

What does one think when one approaches this impressive building situated in the very heart of Minissi, Moka? How does one feel when one sees the throngs of students walking, cycling and driving from the main road all the way to CTI main campus? Why did they choose CTI in the first place and what are their first impressions of this cute building sitting pretty on its seven acres of land? First impressions are important when one makes as critical a decision as selecting a future place of study. After all, as the adage goes, it is a fact that one never gets a second chance to make a first impression!

Between November 2013 and February 2014, our Marketing Department conducted a survey on first visitors' impressions. A total of 317 questionnaires were received and analyzed.

On the positive side, our visitors were impressed by:

- The luxury and space of the campus, its modern infrastructure, state-of-the-art facilities
- The attractive surroundings with the Moka range of mountains in the background
- The unique 'US Pentagon' shape of the building
- The pleasant temperate climate
- The quality of course guidance received from the counsellors

However, they

- Complained about the lack of parking
- Felt our brochures should be more colourful
- Felt that our website should contain more information
- Felt that three (instead of two) shuttle vans should be provided

"This annual survey is very useful," commented Kanya Santokhee, Marketing Manager. "The most interesting part is when you compare this year's results to those of previous ones. Some seven years, in a previous issue of Chronicles (then known as Propagator), we had identified not less than 13 negative issues, ranging from crowded classrooms (at Orbis Court) to lack of sporting facilities. It shows that we are progressing in our search for quality."



Broadening the students' experience

It is terribly important that we strive to broaden our student's experience beyond academic studies alone," insisted, **Karlo Jouan**, Head of Faculty of Accounting, Finance and Law. "Whether this be work, cultural or sporting, our goal must be to develop balanced graduates with the ability to integrate well into the workplace and broader community."

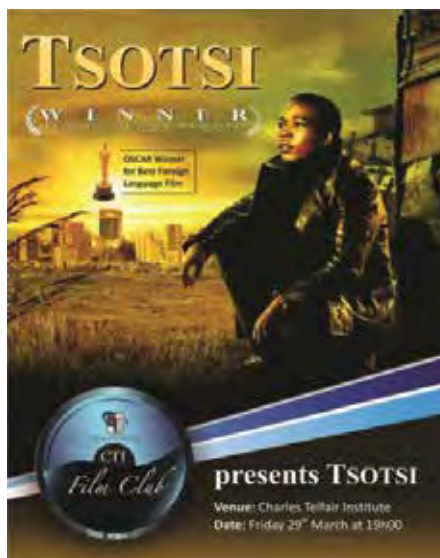
For the past 15 years, CTI has been hard at work ensuring that the education and exposure received by its students, address the Mind, Heart and Body of those under its care in a balanced fashion.

"Our students are provided with intellectual challenges in more ways than one," explains **Christel Ramloll**, Head of Management. "Not only do they receive the usual academic training any normal student would, but we also expose them to much real-life, practical work experience through our various internship programmes. For example, we have the Business Challenge Programme where students work on a real project over one semester. This is usually followed by the Stepping into the Workplace programme where we help students develop their career readiness and where those who successfully complete the programme are given internships in industry."

Vikash Rowtho, Head of IT, Design and Internet Studies, believes in placing more emphasis on the emotional side. "Our students are allocated mentors to help acclimatize them to the corporate world, its culture and values," he explains, "and we've found this to be of tremendous value in helping them overcome their apprehensions and fears."

Soraya Sayed Hassen, Head of Education, Communication & Language Studies, adopts a similar stance. To her, broadening student experience means getting to know other cultures and learning different languages. It is for these reasons that last year, her students became involved in the production of 'A Midsummer's Night Dream' play and launched a Cine Club on the campus. As a result, a drama club was formed on the campus. Soraya goes on: "But that's not all: in order to help students who require IT or English support, we have also hired PC Champs and English Champs where the students themselves provide support to their peers as and when required. This process has since evolved

and we have today a fully-fledged academic support center which provides assistance to those in need not only in IT and English, but in any other areas where assistance is required."



Bennon Soobiah, CTI's Sports and Events Manager, adopts an approach which favours the body. "In addition to numerous sporting events held throughout the year," mentioned Bennon, "our students also participated in the Queens Baton Relay event. This was a community event which saw approximately 40 CTI students take part in the official torch relay for the Commonwealth games. This created a definite awareness of our community and its needs."



Queen's Baton Relay



Ten of our athletes, along with members of CTI Events and Sports committee, took part in the Queen's Baton Relay held on 2 February. The relay, which was first introduced in 1958, symbolises the spirit of togetherness which prevails amongst all Commonwealth nations as they prepare for the Games which are hosted by a member nation every four years.

CTI students, Caroline Ramasawmy and Berny Joson, both high-level athletes, had the responsibility, and privilege, to relay the baton in the vicinity of Moka. The event also drew in the participation of various other organisations such as the local sports federations and local school, along with for-

mer athletes, some of them medal winners during previous editions of the Game.

The relay started at the State House in Réduit in the presence of the President of the Republic, Mr Rajkeswur Purryag, and passed through Moka and Helvetia.

All participants then headed to Bagatelle Shopping Mall for a gathering.



CTI à Madagascar

Le 'Salon des Etudes Internationales' organisé par Mada Jeune s'est tenu le 5 et 6 mars à l'Hôtel Carlton, Antananarivo. L'objectif de ce salon a été d'informer les jeunes malgaches sur les options qui s'offrent à eux une fois le Bac en poche. De nombreuses institutions tertiaires étaient présents, l'Institut Charles Telfair y compris.

Les thèmes principaux abordés pendant ce salon ont été les possibilités d'étude à l'étranger, les filières les plus demandées, le coût et l'éventualité de bourses d'études. 5,000 jeunes étaient présents au Salon et la présence de CTI n'est pas passée inaperçue. Beaucoup de ceux présents ont beaucoup apprécié le fait que l'Australie offre des possibilités d'emploi une fois les études terminées et que nos prix ici à Maurice sont des plus abordables.

« Nous avons rencontré beaucoup de jeunes qui sont vraiment intéressés à poursuivre leurs études tertiaires à CTI même si les cours sont dispensés en anglais » remarque Vikash Rowtho, notre représentant au Salon. « C'est sûr et certain que la réputation des universités australiennes s'étend bien au-delà du Down Under. »





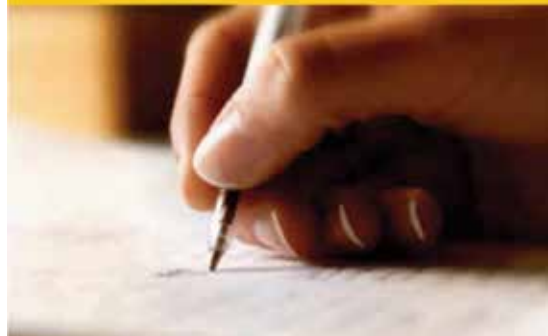
Did you notice?

Additional Lecture Rooms

It was inevitable. With CTI's student population rising year after year, we ran out of space and took the decision, in November of last year, to add an additional floor to one of the wings. "This has resulted in six extra classrooms which can now accommodate up to 250 students," explained Suren Sewlall, Maintenance Manager.



Letter's Corner



*The Editor
CTI Chronicles
Telfair, Moka*

Dear Sir

I'd like to bring to the attention of your readers that our Marketing students have again shown their creativity and aptitude during their Marketing 100 Assignment. The project involved the design, packaging and marketing plan of a bottle holder for a real Australian company MY BOTTO. They had to think about the different types of holders, their packaging, colours, the material to be used, and the costing and marketing plan.

Of the 15 groups who participated, three groups were selected for the outstanding quality of their work. They all received much-coveted 'Commendation Letters' directly from MY BOTTO and Curtin.

Regards

Shabanaz Baboo, Lecturer



CharlesTelfairInstitute

New Appointments



Jeremy Charoux
Business
Development
Director



**Geshwaree
Huzooree**
Lecturer



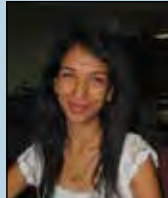
**Yudeeshen
Narayanan**
Lecturer



**Claire
Moran**
Lecturer



**Loga Devi Balla
Soupramannien**
Lecturer



**Senika
Dewnarain**
Lecturer



**Dr Babita
Thannoo**
Lecturer



**Anne Laure
Xavier**
Caregiver



**Niley
Calinghee**
Caregiver



**Havisha
Buroty**
Caregiver



**Sanjana
Davedoss**
Caregiver



**Virginia
Begue**
Caregiver

Wedding



Library Officer Roshni Babooram married
John-Ross Rose on 14 February 2014