



CHARLES TELFAIR  
I N S T I T U T E

“ If you do things well, do them better. Be daring, be different, be just.”

A.Roddick



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# CTI Chronicles

## From Strength to Strength

**T**he Charles Telfair Institute is growing from strength to strength. Not satisfied with being this country's top private academic institution with a solid reputation as academic pioneers, it has embarked, in recent years, on an aggressive drive designed to position it as a tertiary institution offering outstanding and irreproachable quality. The Institute's efforts are paying off – as the following facts and figures indicate.



### Record intake

As is generally known, CTI holds two intakes per annum in February and July respectively. With the move to its new campus coupled with an aggressive recruitment drive, student numbers have shot up. “We have to date (March 2012) a total of 1 438 students, or 132 (10%) more than what we had in 2011,” indicates Natasha Sujeebun, our Registrar – Academic. “This is highly significant when you consider that the average growth rate in GDP over the last few years has been around 4%.”

Another interesting statistic, according to Natasha, is the fact that we enrolled 201 *new* Curtin students this year – compared to the average of 150 recruited since 2009. “The growth in students is not surprising,” commented Odylle Charoux, Director of Academic Affairs, “and is in line with overseas trends. More and more school leavers realize that an internationally-

*Contd on pg 2*

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recognized university degree has today become their first step towards a secure job and a fulfilling career."

CTI has three faculties which offer a wide range of courses ranging from Business, Leadership Skills Development, to Tourism. Which faculty attracts the most students? According to our Registrar, the Faculty of Management tops the list. With its 35 staff members, 20 courses on offer, and its solid reputation as the propagator of the latest thinking in business and management, the faculty attracted 239 students in February 2012, with Management and Marketing as its two most popular courses.

#### More Graduates

Since its inception in 1999, CTI (previously known as DCDM Business School) has graduated a total of 4 865 students. "This output is not surprising," commented Eric Charoux, Executive Director of the Institute. "It is yet another indication that CTI is eager to help Government fulfill its ambition to make of Mauritius a knowledge hub."



#### New Courses on Offer

A classical indication of growth in any business lies in its ability to offer new courses regularly based on demand.

CTI's track record at the Undergraduate level is exemplary. Through its three main academic partners, Curtin University, Challenger and Central TAFE, and ACCA, it offers on a steady basis, a wide range of certificates, diplomas, and degrees which meet and exceed the expectations of its local student population. "By drawing on the expertise of our own Board and our extensive range of contacts in industry," explains

#### editorial committee

Eric Charoux (Editor)  
Raj Lutchmeah, Odylle Charoux,  
Vikash Rowtho, Neetysha Sawoky  
Rooben Narrainsawmy (Page Layout)

Raj Lutchmeah, CTI's Strategic Director, "we are in a position to assess and meet the needs of our customers and tally them with those of the ever-changing international scene." He cites as example, the fact that CTI's recently launched a:

- Certificate in Interior Decoration
- Diploma in Management and Leadership
- Degree in Business Law

as well as a panoply of industry-relevant workshops and seminars such as Effective Business Communication, Stress Management, and Leading Projects.

#### New Accounting Services Centre

An event which warrants specific mention is the launch this year, of this country's first Accounting Services Centre, a dynamic and innovative concept designed to help new students assimilate and master the often dreary number crunching involved in accounting teaching. (See p.3)

#### Increase in Research

Another indication of growth is CTI's slow but definite progress on the research front. On p.5 we report on the progress of two of our newly-registered PhD candidates. Both are staff members currently employed in a full-time capacity.

#### Increase in Staff Training

As it expands its course offerings and personnel (CTI now employs 80 full-timers and 30 part-timers), the need to ensure that academic and non-academic staff are adequately trained becomes more pronounced than ever. "Since January of this year, a massive training effort is underway which incorporates the implementation of our Zero-defect policy, one designed to ensure that quality prevails in whatever we undertake," explains Eric Charoux. "All staff are intimately concerned with this company-wide drive which is directly supported by

## editorial

The theme chosen for this first issue of 2012, *From Strength to Strength*, is an apt choice, we believe. As

Mauritius reaches stalling speed in its economic development and growth flounders in the face of the worldwide economic downturn, CTI grows from strength to strength – a paradox that leaves many puzzled and groping for an explanation. The explanation is not of the category that is readily and easily identified. It lies into a *combination* of factors such as our pioneering spirit, our vision and founding values, the indomitable dedication of our staff, the strength of our academic partners and shareholders, and above all, our almost fanatical belief in offering quality and more quality – 'zero-defect' as it is known with affection at the Institute.

In this issue too, we highlight a number of high-profile innovations such as our new ACCA center and Diploma in Management and Leadership before reporting on our annual canteen survey results.

#### The Editorial Team

our Performance Management system. This is an on-going strategy which requires a tremendous amount of commitment and energy."

#### Growing Infrastructure and Advancing Technology

As an academic institution goes from strength to strength, its infrastructure including its technology, has to follow suit. It has been a year since CTI moved into its modern, state-of-the-art, Rs235m campus in Moka. Since then, many additional facilities have seen the light, ranging from Wi-fi access to cable television to interactive whiteboards and a crèche for our staffs and students infants.

Animated by its pioneering spirit, CTI is positioning itself to become this country's first private university, an ambition it hopes to achieve in the not too distant future. It is clear that its development to date has grown from strength to strength, a strength which augurs well in these days of economic morass.

## The CTI Accounting Services Centre

Over the years, CTI has come to the realization that school leavers enrolled on the ACCA programme do not receive as much exposure to the practical element of their studies as they should. They engage into too much rote learning and experience difficulties in forming the link between theory and practice. A fresh approach was needed and with the assistance of the Director of Academic Affairs, the Faculty of Accounting and Financial Services innovated by setting up this country's first Accounting Services Centre.

"This centre has been created to assist students giving them practical, real-life application of the theory whilst they study," explained Professor Van Heerden, Head of Faculty. "The centre is set up as an office-like environment and is fully equipped with modern office furniture, laptops and a reference library. Students studying Financial Reporting, Auditing and Financial Management subjects are invited to voluntarily attend the centre to be given various hands-on, topic-related projects to complete. The students work on these projects under the supervision of our own qualified accountants."

*Chronicles* understands that whenever students encounter difficulties, experienced staff step in and through a combination of coaching and mentoring, offer both advice and assistance. Once it is completed, the academic staff assesses the work and gives feedback.

How often do students have to attend the Centre? "For two days

a week," replies Professor Van Heerden. "This time is logged towards their three years' practical experience record required by ACCA as part of their qualification completion."

The faculty hopes that support and involvement from the students will grow as they realise the benefits the Centre offers, both in the practical arena and for exam preparedness.



Our New Accounting Services Centre

## New Diploma in Management and Leadership

Following the Certificate in Management Development, CTI launched this year the Diploma in Management and Leadership programme. This programme is designed to give learners a broad exposure to the fundamental nature and processes of management and human behavior within organizations, covering topics highly relevant to to-day's managers.

*Chronicles* understands that the core modules for the Diploma are as follows:

- Management, Leadership and You - Some Fundamentals
- Change Management
- Managing in a Technological Environment
- Managing in a Legal Context
- Effective Business Operations
- Cost and Management Accounting
- Communication in the Workplace
- Business Ethics and Corporate Social Responsibility - A Must for To-day's Managers
- The Future International Manager
- Business Research Methods

The programme of study is particularly suitable for managers/supervisors wishing to build on their experience to apply new insights back in the workplace and to progress in their career. To the employers, it seeks to develop promising managers with leadership talent within their organizations.

The Diploma will provide a pathway to our Honours Bachelor Degree in Business Leadership which is currently being developed. Development of our own award programmes falls within the overall strategy of CTI to become this country's first private university.





## We Participate in Career Fairs

The first four months of 2012 have witnessed a succession of career fairs as both organisations and companies scrambled to publicize their various products and offerings. CTI's Marketing Department replied present to the invitations received.

### Career Expo held in Cyclonic Weather Conditions

The 20<sup>th</sup> edition of the Mauritius International University and Career Expo organised by the Rotary Club of Grand Bay was held at Mer Rouge Free Port Exhibition Centre from 10 to 12 February 2012.

This highly awaited event was held while Mauritius was under the cyclonic weather conditions of tropical cyclone Giovanna. This neither deterred the participation of foreign and local tertiary institutions nor the number of visitors coming to the fair. Around 85 exhibitors were present, including Charles Telfair Institute as well as universities and institutions from United States, United Kingdom, France, Malaysia, China, India, Australia and Reunion Island.



Being a regular exhibitor at this targeted event, CTI had its booth professionally set up. Lecturers from our faculties were present to give information on our portfolio of courses, counsel students in their study path, and inform them of our various facilities.

### ACCA Career Fair



As widely reported in the local press, the Mauritius branch of ACCA, together with those employers and tuition providers who are members of this organisation, hosted their first career fair from 26 to 28 of January 2012 in Ebene. The fair focused on employment and study opportunities in the finance and accounting discipline and received good media exposure through radio, television and press coverage. The estimated attendance was over one thousand students per day.

Being its oldest member to date, CTI (previously DCDM Business School) is a member of ACCA. As such, staff from the faculty of Accounting and Finance attended to prospective students by offering guidance and counselling as and when needed.

### Austrade Education Showcase

On 22 March 2012, Charles Telfair Institute participated in the Australian Education Showcase which was organized by the Australian Government within the context of an Australian Festival in Mauritius.

"The purpose of our presence at the event," outlined Shahnawaz Saleemohamed, Marketing Consultant, "was to create awareness on the option available for students to obtain an Australian qualification without having to travel to Australia for it." In her opening speech, Australia's High Commissioner, HE Sandra Vecting, positioned Charles Telfair Institute as a key regional institution that provides Curtin undergraduate and postgraduate degrees to students in Mauritius. The Director of Academic Affairs, Mrs. Odylle Charoux, was also invited to give an exposé on the courses offered at CTI and went on to emphasize the fact that quality and innovation are the two key founding principles upon which CTI rests.



Two former students of Charles Telfair Institute, now alumni of Curtin University, were next to share their personal experiences whilst studying for their degree at CTI.



### Barclays Education Fair 2012

Barclays Bank Plc Mauritius has invited Charles Telfair Institute to participate in their "2012 Barclays Education Fair" organized for their staff and family members at the Barclays Head Office at Ebene Cybercity.

Commenting on the event, our Marketing Consultant, Shahnawaz Saleemohamed, said: "We had a very good response from Barclays staff. Most of them were from the head office at Ebene but there were also those from various Barclays branches who came to the Education Fair." He further added that our courses on the Leadership Centre triggered the interest of the employees.

## On-Going Effort at Research

As part of its on-going drive to improve and sustain research, CTI, in collaboration with Curtin University, does its utmost to ensure that its academic staff registers for and completes their post-graduate qualifications. *Chronicles* met two such staff, now in the throes of completing their PhDs: Shafiiq Gopee and Sarita Hardin-Ramanan .

### Shafiiq: Digital Inequality - The Internet in Mauritius

"It's not one particular event but a series of minor incidents in life that triggered my research interests," explained Shafiiq. "The one incident involving my young cousin was a deciding factor though. He asked me once what the encyclopedia on our shelves was all about. Befuddled by his ignorance, I questioned him on how and where he gets his information or learns about the new things and was quite surprised when he answered unashamedly – "Ein Terre Nette!"



Shafiiq Gopee

Shafiiq went on: "We live in the age of technology and the Internet has or is becoming central to many of us. But this age is full of inequalities: Access remains poor and the Internet is underused. Academics and others have pondered on this issue and have coined the term "Digital Inequality." Digital Inequality research looks deeper into the difference in access to, and the use people make out of the Internet. My own research will investigate the differences in the way Mauritian Internet users access and use technology and perhaps more importantly, will map out the causes of such inequality."

I expect that it will also become a valuable tool for policy makers and institutions alike, in making a smooth transition to an Information Society in which every individual can benefit from this change."

**Title of the proposed thesis:**  
Digital Inequality – The Internet in Mauritius.

**Name of Supervisor:**  
Assoc. Prof. Michele Willson

**Envisaged completion date:**  
June 2014

### Sarita: IT Governance and Green IT Model

"Getting the Information System (IS) that meets the exact requirements of a business is often a tricky, if not impossible task," explains Sarita. "In addition, managing a business in an eco-friendly manner is also a matter of concern, as key business stakeholders turn into fervent sustainability advocates. What I want to do in my research is to combine both these business issues into one with

the aim of producing a model that would guide those business leaders wishing to adopt an IS strategy that would best suit their business and promote environmental sustainability. In short, I'd like to produce an IS strategy aligned with stakeholder requirements."

**Title of the proposed thesis:**  
IT Governance and Green IT Model to Support Large Mauritian Organisations

**Name of Supervisor:**  
Dr. Vanessa Chang

**Envisaged completion date:**  
June 2016



Sarita Hardin-Ramanan





## A Hive of Activity

The months of January, February and March are always busy months at CTI. The February intake, Orientation Week, Start of classes – everything happens within this period. Here's a photographic tour.





## One Year - Five MDPs

**O**ne year and five Management Development Programmes indeed. A record for our small but burgeoning institution and an indication that our corporate products are well appreciated on the market place.

Year 2011 – 2012 witnessed an unusual event. Even though our Certificate in Management Development, previously known as the Leadership Challenge Programme (LCP) has been running since 2005, for the first time we were asked to run *five* such programmes in one year, four of which were customized to suit the needs of our clients.

These four customized programmes are:

- Blanche, Birger's *Leading Through Innovation*
- Winner's *Reaching New Heights Programme*
- Mauritius Commercial Bank's Certificate in Management Development Programme (One and Two)

Marketing Manager, Neetysha Sawoky, commented: "The sudden attraction towards this year-long certificate is an interesting phenomenon. It is an indication that employers are becoming increasingly aware of the value of leadership training as they struggle in our fast-changing environment."



Blanche, Birger's *Leading Through Innovation*



Winner's *Reaching New Heights Programme*



Mauritius Commercial Bank's Certificate in Management Development Programme - Batch 1 & batch 2



## What students think of our canteen

**A**s part of our zero-defect policy, CTI runs on an annual basis, a student satisfaction survey designed to tap what our students think of the services provided by our independently-run canteen.

The 2012 survey was organised by two of our Management lecturers, Jeyna Ladsawut and Kevin Dahari. They used a 7-point rating scale to measure the following dimensions: satisfaction with range of food and beverages available, value for money, cleanliness of the canteen, operating hours, availability of healthy food, the ambiance at the canteen and general service. A total of 249 anonymous questionnaires were sent out to both students and staff and the results analyzed.

The results are as follows:

- **Satisfaction with range of food/beverages.**  
Opinions were equally divided. 50% of the participants were satisfied with the food provided on the menu, whereas the remainder felt that a larger range of meal options should be provided. The majority, 64%, was satisfied with the beverages on offer
- **Value for money.**  
A critical question such surveys must always address is whether respondents felt that the canteen provides value for money. The results indicate that students would like more quality and better prices. 58% of the participants felt that prices for items on the menu should be reviewed and this should go hand in hand with an improvement in quality
- **Cleanliness.**  
53% agreed that the canteen's cleanliness is at a high standard, whereas only 27% disagreed
- **Operating hours.**  
64% were satisfied with the canteen's operating times whereas only 20% felt they should be improved
- **Availability of health food.**  
Only 34% of the respondents felt that the current meals are healthy, whereas 46% asked for more health-conscious foods such as salads and pastas, emphasizing that they prefer grilled to fried food
- **Canteen's ambiance.**  
51% of respondents felt satisfied with the ambiance in the canteen whereas 38% felt it could be further improved
- **General service.**  
47% expressed general satisfaction at the service provided by the canteen staff, whereas 38% felt it should be further improved

Both students and staff made a number of helpful suggestions as to how standards could be further enhanced and these were duly noted and shared with the canteen contractors.





# Foundation Programme at CTI

**C**TI runs a Foundation programme which is ideally suited for those students who need support before undertaking a degree at university level. Run over a single semester of full-time study which starts in either February or July, this bridging programme is designed to provide an intensive, fast-track route to a place at university whilst developing the confidence, background knowledge, and study skills one requires at tertiary level.

## Curriculum and methodology

The CTI Foundation programme consists of core academic modules and a choice of different subject routes, each carefully designed to focus on the academic areas most useful to one's future study intentions. These routes lead directly to a range of specific degree courses in related disciplines, for example:

- Design
- Humanities
- Commerce

The course offers university-style teaching through lectures and tutorials which ensures that students feel prepared for their degree. Class sizes are kept small so that each student receives a high degree of personalised attention and support. Much of the teaching is done through interactive whiteboards which accommodate different learning styles. *Tactile* learners can benefit from touching and marking the board, *audio* learners can have class discussions, and *visual* learners watch the whole process unfold on the board (see photo).



Whiteboard teaching in action

## Additional benefits

Settling into a new life at tertiary education level can be difficult for some students. For this reason, the Foundation programme incorporates an excellent academic counselling service which provides students with much needed advice and study tips. Students can sign up for this optional service at the beginning or during their studies at CTI.

Additional support is provided to those who experience difficulties with English as a language of instruction. The first months concentrate thus on developing general English competency with regard to both written and verbal communication by introducing students to the terminology and concepts of their course specialization. This continues in the final months but focuses on more advanced study skills such as how to write an essay, how to read for gist, how to listen to lectures and take notes, how to give presentations and indulge into critical thinking.

## A 100% guaranteed university place

Finally, successful completion of the Foundation guarantees entry into a wide range of degree courses on any Curtin university campus.



Some of our 2012 Foundation Students

## Meet Our Students

"The best thing I can mention about CTI is the environment. It is very friendly, especially the staff, who are always ready to help you whenever you need them."



Kannam Johann



Mokshada Ramburrun

"The Foundation Programme is a fantastic course. I enjoy studying here. All the staff and tutors are very, very friendly. The course gives me a good preparation for university."



Lisa de Robillard

"I enjoy the commercial Foundation course at CTI as it allows me to improve my English and management skills. I am now more ready to start my bachelor degree."



YU LI  
(From China)

"The lecturers, students, and the whole CTI workforce are really kind and friendly. This helped to make me feel at ease and lessened my feeling of homesickness. I feel very happy and thankful for the wonderful experience of studying at CTI."

# CTI Gets Fit

**W**ith the move into our new campus now completed and access to our sport facilities now a long awaited reality, CTI carried out an advertising campaign and a series of meetings with coaches and students designed to publicize the event and enrol students.

To find out more, Chronicles interviewed Priscilla Pydiah, the staff member responsible for overseeing this project.

## Q: What do you offer and when?

To start with we'll focus on the three most popular activities: Football, Basketball and Volleyball. Anyone interested is welcomed to join these clubs.

## Q: Tell us about each club

The Football Club is by far our most popular club. Members work hard twice a week to improve their football skills under the eye of their experienced coach, **Bennon Soobiah**, Sports Educator at St Esprit Collège and FIBA International Referee. Training sessions are held on Tuesdays and Thursdays from 15.30-17.30 on the football pitch. The club takes part in friendly matches against other institutions. A mini Street Football tournament for all CTI students is currently being planned by Oliyen (Cert III TAFE Business Student) and his friends.



The Basketball Club meets every Monday and Friday from 15.45-17.30 on the basketball field for some fun and exercises. **Clarel Soucient** is our coach. He has represented Mauritius at various levels and is currently a PE teacher at St Marie. He believes that his players are motivated and committed and reckons that the Girls team is as good as the Boys team.



Our Volleyball Club is currently looking for more members. The team meets on Tuesday morning from 08.00-10.00 and Thursday afternoon from 15.30- 17.30. Our coach, **Guito Lepoigneur** who is well known in the sport field has a FIVB level 2 coaching qualification. He has played for the Racing Club de Maurice and has coached the National team. He is currently coaching Azur Sports Club/BBRH which is in the final of the Republic Cup this week. Guito is keen to develop the skills of CTI students and is looking forward to meeting you on the volleyball pitch.





# Curtin Student Distinguishes Herself

Each semester the Curtin's Vice-Chancellor's office recognizes those undergraduate students who excel academically. Membership is granted at the completion of each semester and is composed of students of all disciplines, of all years of study, from all Curtin's campuses. Those who have been awarded a place on the VC's List for the first time are presented with a certificate and a lapel badge to mark their achievement. Membership of the VC's List is for life and a student may be recognized for the list more than once, provided he or she continues to achieve high academic results.

During semester 1 2011, one of CTI's students, **Marie Virginie Laura Sibilant**, was made a member of this prestigious list. She achieved excellent results by obtaining 86 % in Economics 100, 81% in Business Law 100, 96% in Finance (Quantitative Techniques) 203, and 77% in Accounting (Financial) 250.



Marie Virginie Laura Sibilant, with Prof. Ian van Heerden, Dr. Karlo Jouan and Mrs. Meenakshi Jamalooddeen

## Letter's Corner



The Editor  
CTI Chronicles  
Telfair, Moka

Dear Sir

My colleagues and I are being inconvenienced by students smoking in the canteen. They are ignoring the no-smoking policy which is advertised everywhere. Could someone please look into this matter urgently.

L P Lebrasseur

— ■ ■ ■ —

The law states that no one is allowed to smoke anywhere on the campus. At the end of April we had yet another impromptu visit from the police and three students were fined.

The Editor

## New Babies



Head of Humanities Faculty, **Vikash Rowtho**, and wife Roshni, celebrated on 3 October 2011 the birth of their son, Kevin.



IT System Administrator and Maintenance Manager, **Suren Sewlall**, and wife Amrita, celebrated on 7 September 2011 the birth of their daughter, Sonakshi.



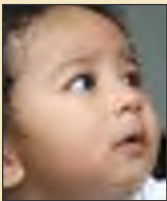
Bookshop Assistant, **Stephanie Kallee**, and husband Ravi, celebrated on 22 September 2011 the birth of their son, Dawson.



Advertising and Design lecturer, **Zaid Timol**, and wife Amina, celebrated on 22 January 2012 the birth of their son Hamzah.



Graphic Design lecturer, **Jean Francois Col**, and wife Geraldine celebrated on 5 October 2011 the birth of their son Jeremy



## Wedding



On 7 January, Head of Accounting & Finance Faculty, **Prof Ian Van Heerden** tied the knot with Joanna. The ceremony took place at Amanzintoty, South Africa.

## New Faces



Neetysha Sawoky  
Marketing Manager



Melissa Bathfield  
Assistant Manager  
Child Care



Sarah Latchemoona  
Caregiver  
Child Care



Gabriella Mannick  
Assistant Caregiver  
Child Care