

SUNWAY FOUNDATION IN ARTS



The Jeffrey Cheah Foundation

The Jeffrey Cheah Foundation (JCF) awards scholarships to outstanding students who plan to earn an undergraduate degree from an accredited institution of higher learning. Besides helping to address the financial needs of marginalised and disadvantaged students and help them gain access to quality higher education, scholarship recipients are also guided through the process of higher learning, to be molded into dynamic leaders and innovators.

Launched in 2010, the Jeffrey Cheah Foundation is Malaysia's largest education-focused social enterprise. Through the unique not-for-profit structure of the Foundation, operating surpluses are ploughed back into the institutions or disbursed as scholarships, research grants, and expansion of faculty and facilities to ensure sustainable and quality education

In 2018 alone, the JCF has disbursed RM72 million worth of scholarships to more than 3,000 students, and to-date, the Foundation has awarded a total of RM538 million to thousands of deserving students.

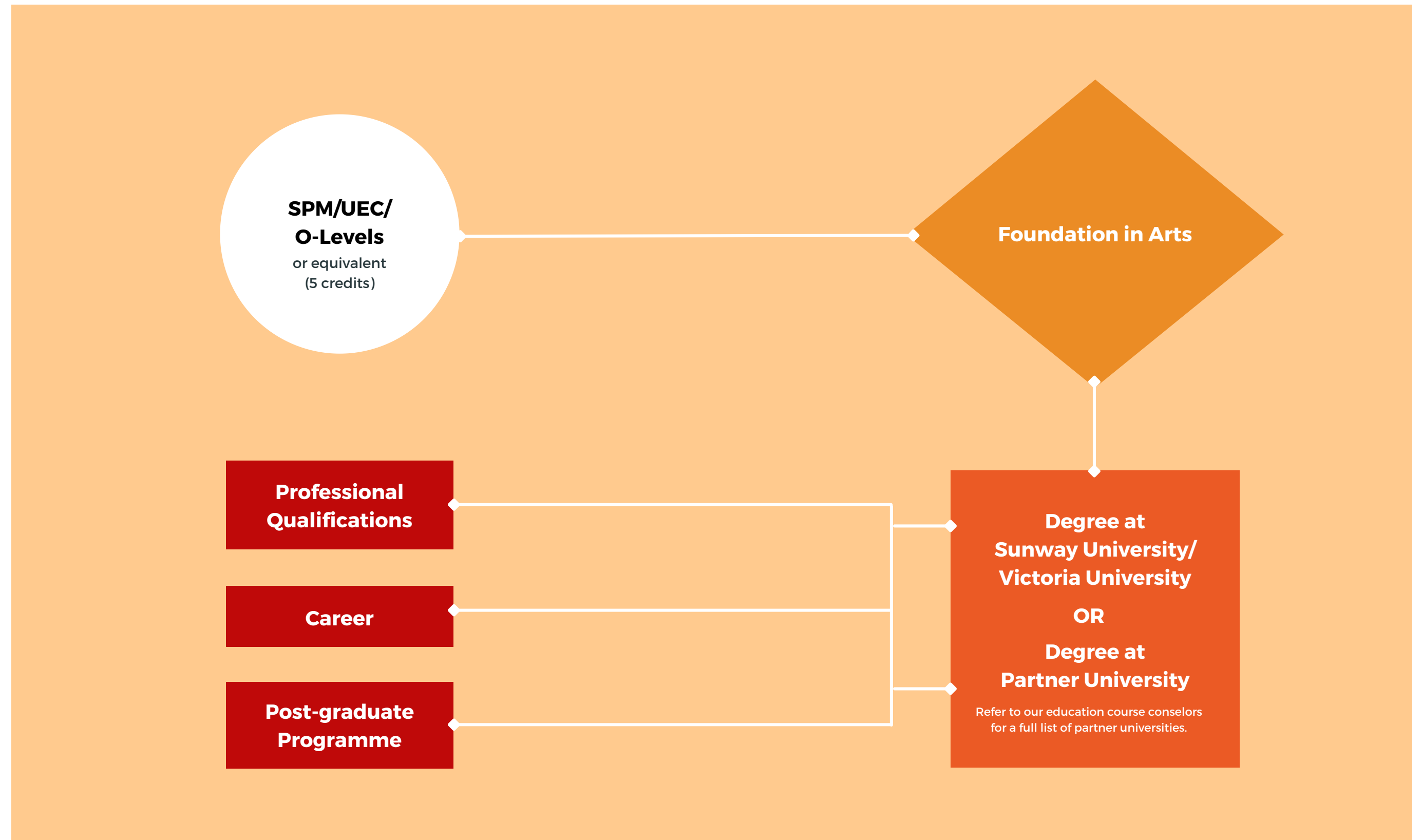
For more information on our scholarships and how to apply, contact info@swck.edu.my.

Owned and governed by the **Jeffrey Cheah Foundation**
Nurturing the Seeds of Wisdom

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PATHWAY CHART



FOUNDATION IN ARTS

N/010/3/0554 (12/26) PA14962

An academic bridge for students to transition effectively into tertiary level studies.

PROGRAMME STRUCTURE

- 3 semesters of 14-week duration
- 6 Core, 3 compulsory units (enrichment units), & 4 Specialisation units

Entry Requirements

Passed SPM, O-Level or equivalent with minimum five (5) credits

Duration

1 year

Intakes

January, April/May, August/September

Programme Objectives

- Developing Learning Strategies
- Developing Technical & Soft Skills
- Setting Personal & Academic Goals
- Finding Individual Talents
- Becoming Confident Learners and Leaders
- Honing Communication Skills
- Involvement in the Community
- Engaging in Extra-Curricular Activities

Assessment and Examination

- 50% coursework (quizzes, projects, topic reviews, investigations, assignments, and presentations)
- 50% examination

Sunway Foundation Programme practises the blended learning approach which combines face-to-face instruction and self-directed learning via an e-learning platform and the internet. Teaching and learning happens through a dual-mode approach. With this approach, students are advised to bring their own electronic devices i.e. laptop or tablet.

PROGRAMME OUTLINE

Sunway Foundation Programmes run over 3 semesters.

Semester 1

- Contemporary Business Mathematics
- Language and Communication
- Critical Thinking Skills
- Introduction to Business

Semester 2

- Mathematical & Analysis
- Communication: Audience & Context
- Culture: Arts & Expressions
- Introduction to Finance
- Introduction to Mass Communication

Semester 3

- Statistical Techniques
- Language & Knowledge
- Introduction to Psychology
- Introduction to Public Relations



PROGRAMME PATHWAYS

Pick a career path that is suitable for you.



- BSc (Hons) in International Business
- BSc (Hons) Global Supply Chain Management
- BA (Hons) Entrepreneurship
- BSc (Hons) Business Management
- BA (Hons) in Communication
- BA (Hons) in Advertising and Branding
- BSc (Hons) Business Studies
- BSc (Hons) Marketing
- BSc (Hons) Psychology
- BA (Hons) in International Hospitality Management
- BSc (Hons) in Conventions and Events Management
- BSc (Hons) in Culinary Management



Victoria University Bachelor of Business:

- Accounting
- Banking & Finance
- Financial Risk Management
- International Trade
- Marketing
- Management & Innovation
- Supply Chain & Logistics Management

20 PARTNER UNIVERSITIES

*Refer to our education course counselors for a full list of partner universities.

CAMPUS FACILITIES



Front Reception



Classroom



Computer Lab





STUDENT ACTIVITIES



Sports & Activities



Academic Competitions



Camping Trips



Sports Competitions



Leadership Bootcamps



CAMPUS FACILITIES

ON-CAMPUS ACCOMMODATION



SUNWAY
MONASH
RESIDENCE



SUN-U
RESIDENCE



SUN-U
APARTMENT

World-class Sports Facilities



On-campus Eateries & Cafés



State-of-the-art IT Facilities



SunGym



UNIT SYNOPSIS

Contemporary Business Mathematics (PMTH001)

The unit equips students with knowledge of mathematical concepts and skills for mathematical operations so that they are able to apply appropriate techniques to common problems. The topics in this subject include basic arithmetic, fractions, decimals and percentages, rates, ratio, proportion, simple interest, compound interest as well as growth and decay. Techniques to solving algebra, linear and simultaneous equations, and plotting of graphs with optimization will be covered. These topics will provide students with a sound basis for later work in mathematics, statistics or related subject areas.

Language and Communication (PLNG001)

This unit focuses on strengthening the basic language skills to enable students to construct well-structured expressions in written and oral communication. Reading with critical awareness and extracting important viewpoints from a range of literary and expository texts will also be part of their learning process. With Self-Development, Technology, and Humanity as classroom themes, the learning and communication process prompts learners to develop personal opinions and effectively hone their argumentative writing and speaking skills.

Critical Thinking Skills (PLNG013)

Critical Thinking studies a process that is indispensable to all educated persons – the process by which we develop and support our beliefs and evaluate the strength of arguments made by others in real-life situations. It includes practice in inductive and deductive reasoning, presentation of arguments in oral and written form, and analysis of the use of language to influence thought. The course also applies the reasoning process to other fields such as business, science, law, social science, ethics, and the arts

Introduction to Finance (PIB(F)001)

This unit introduces the importance of managing financial information within the business. It emphasises on sources of finance available for the business as well as basic financial plans that would be applied in the business environment. This unit also aims to analyse the financial information and its results for investment decision making.

Introduction to Mass Communication (PCOMM001)

This unit is designed to introduce students to the world and industry of mass communication. It covers the sub-areas of mass communication from print media, to electronics; multimedia and social networks even highlighting potential fundamental career paths and the future of being in the mass communication and real-world industry. The unit is intended for students who wish to explore the vast and growing world of mass communication and at the same time being creative and well versed in today's technology and knowledge of mass communication.

Statistical Techniques (PMTH003)

This unit will teach students skills to make inferences and predictions using suitable statistical techniques. Students will learn to draw conclusions from measures of central tendency and dispersion data. This unit also includes bivariate statistics whereby students will learn how to determine the correlation coefficient of a pair of variables and to perform predictions based on the line of best fit. This unit also includes the understanding and application of Binomial, Poisson and Normal distributions.

Introduction to Public Relations (PCOMM003)

Provides an opportunity to understand and gain an overview of Public Relations with an emphasis on the background of the profession. It traces the process, the practice of public relations within different environment and industry. The course serves an introduction to the strands of public relation theories and practices. The unit aims to provide a firm foundation for students who wish to advance in the degree level in the communication discipline.

Introduction to Business (PIB(M)002)

This unit gives students the opportunity to understand an overview of management as well as marketing. This unit emphasises how vital business is and how it impacts every aspect of our lives. This subject focuses on the development of different skills within the business cycle of establishment, day-to-day running, and continuing viability. Expose students to a wide range of business activities, management strategies, marketing strategies.

Mathematical & Analysis (PMTH002)

This unit will teach students to present figures collected into appropriate tables and graphs. The topics in this unit also include data analysis to determine measures of location, central tendency drawing of boxplots, and skewness. This unit will provide a working knowledge of the use of sets, lists and grids, two-way tables, and tree diagram techniques to solve problems in probability. These topics will provide students with a sound basis for later work in mathematics and subjects in related disciplines.

Communication: Audience & Context (PLNG002)

In this unit, learners are equipped with strong oral persuasive skills to communicate with confidence their views and opinions. To analyse diverse opinions and validity of claims, to convey information and stance on contemporary issues are central to this course. Learners will be required to read and analyse texts and visual materials focusing on the 17 United Nations Sustainable Goals in order to challenge their personal perspectives on global issues. Scaffolding from the previous unit PLNG001, students not only learn to form and support personal stance but also to write and present convincingly for targeted audience.

Culture: Arts & Expressions (PCIE011)

This unit explores the various forms of art and its functions in expressing different values, beliefs, awareness, lifestyle, history and the identity of people from all around the world. This subject will engage the students with a wide spectrum of art forms that have captured and shaped how we are as individuals and as a community. Students will participate in activities that embolden critical and creative thinking so as to reflect on their roles in the community; to understand and promote positive changes in the community through the work of art.

Introduction to Psychology (PPSY001)

This course is designed to provide you with an overview of key issues and current knowledge within the field of psychology. Throughout the course, we will grapple with the empirical and theoretically diverse nature of psychology while we attempt to understand the complexities of human behaviour. Our topics will include: the history and evolution of psychology, research methods within psychology, the biological basis of behaviour, development, learning, memory, motivation, psychological disorders and their treatment, as well as the fundamentals of social psychology

Language & Knowledge (PLNG003)

This unit is a culmination of the previous two units where learners develop the ability to use language to arrive at concrete justifications and express independent views. Central to the learning process is learner's competency in substantiating claims, drawing on their readings of literary, expository and academic journals besides mastering the skills of referencing. Focusing on building an appropriate style of writing for academic purposes, learners will be skilfully guided to produce a research paper by conducting small-scale individual research. This unit offers students a glimpse into the world of academia, equipping them with basic research skills, ethics and values.



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