

E-Newsletter

ISSUE 08 | RISE June 2023

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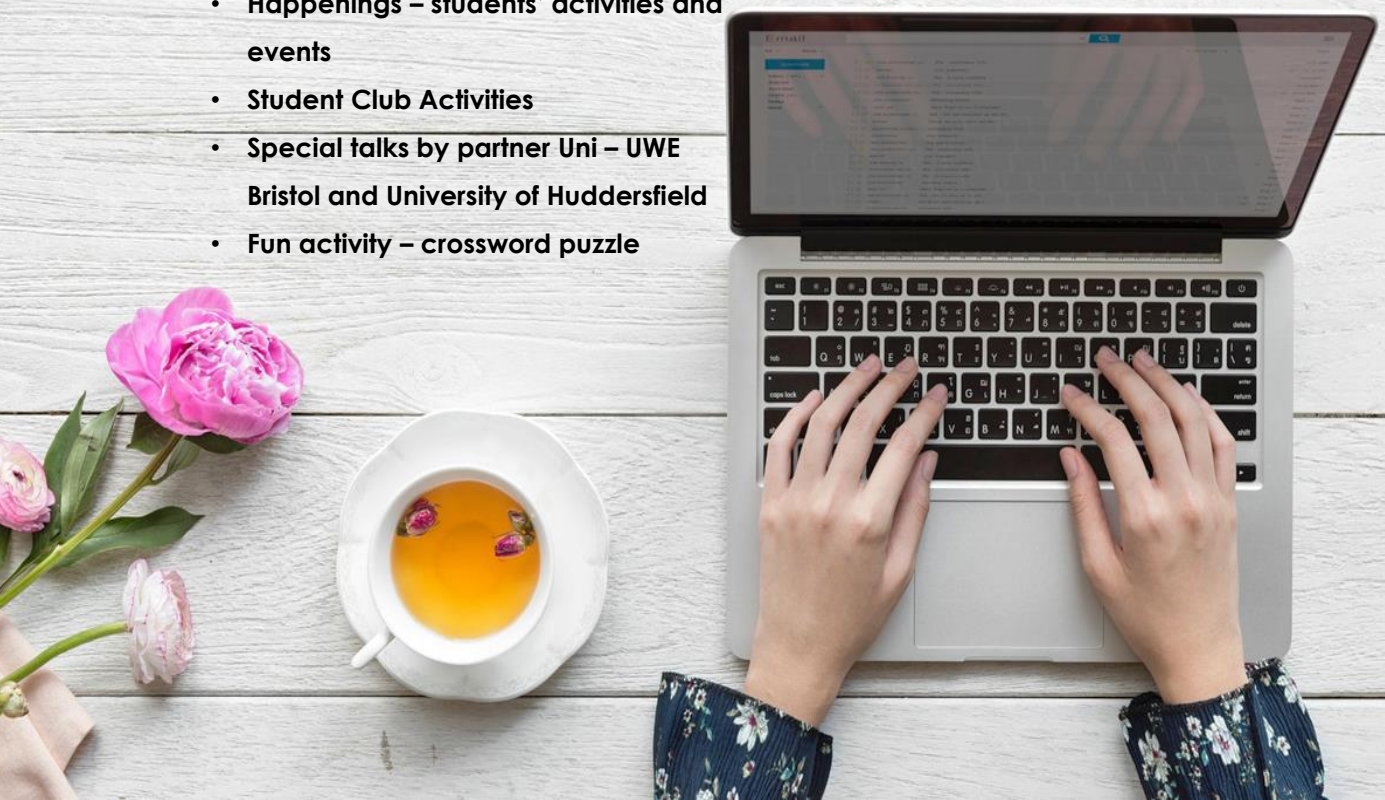
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Professor Hew Gill, Professor Lim Weng Marc

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Highlights of this Issue:

- Insightful articles
- Marketing (School & Corporate)
- Happenings – students' activities and events
- Student Club Activities
- Special talks by partner Uni – UWE Bristol and University of Huddersfield
- Fun activity – crossword puzzle



**Foreword from
Mr. Joseph Lim**

**Director,
Sunway College Kuching:**



Once again, it is my pleasure to welcome you to the RISE, a half-yearly e-newsletter from Sunway College Kuching featuring the latest happenings and achievements of our institution.

We are proud that our students continue to strive for excellence in their studies during these unprecedented times. Marching into the second half of 2023, the world feels endearing and lively while we slowly adapt to the golden post-pandemic days. In the last 5 months of 2023, our highlights include the signing of MoU with Curtin University Malaysia, collaborating and working with schools, Chemsains HRD Sdn Bhd and Majlis Bandaraya Kuching Selatan (MBKS) to promote United Nations Sustainable Goals (SDGs).

Other stories featured within this issue include experiences from students on their Sunway community and engagement activities namely educational visit to Astro Radio Sarawak and TVS Sarawak. Despite being busy with their college work, our students also jointly organized a charity drive for Sarawak Children Cancer Society in January 2023. Our students also attended talks from our partner Universities namely: **What it is like to study in the UK (by University of the West of England, UWE Bristol) and How HR Recruits People (by University of Huddersfield, UK).**

This issue of the RISE will give you an insight into the many meaningful events and collaborations happening on and off-campus, as well as the achievements of our students. As we step into the second half of 2023, remember to pat yourself on the back because you have been so far. We are excited and look forward to sharing more interesting updates with you in our next issue. Till then, we wish everyone good health, success and Selamat Hari Raya Aidilfitri & Gawai Dayak 2023.

Editor's Note

Ms Jenny Chew (Lecturer)



Welcome to the RISE 2023 – June e-newsletter! RISE, a half-yearly e-newsletter is scheduled to be published somewhere in January and June. Big thanks to the team for the effort and contributions to get the newsletter issues completed within the time given! RISE includes insightful articles and fun activities from our lecturers and fellow colleagues from Sunway University, student activities and exciting events at Sunway College Kuching. Happy Reading!

Momentous Occasion



Pre-CNY reunion feast before Lunar New Year 2023

Momentous Occasion



Sunway College Kuching – Curtin Malaysia
MOU Signing Ceremony (January 2023)

The purpose of the MOU is to establish a seamless pathway for Sunway College Kuching graduates to enter relevant undergraduate courses in Curtin Malaysia, by providing financial support options, offering professional financial courses, and promoting knowledge sharing and collaboration between the institutions.

Momentous Occasion

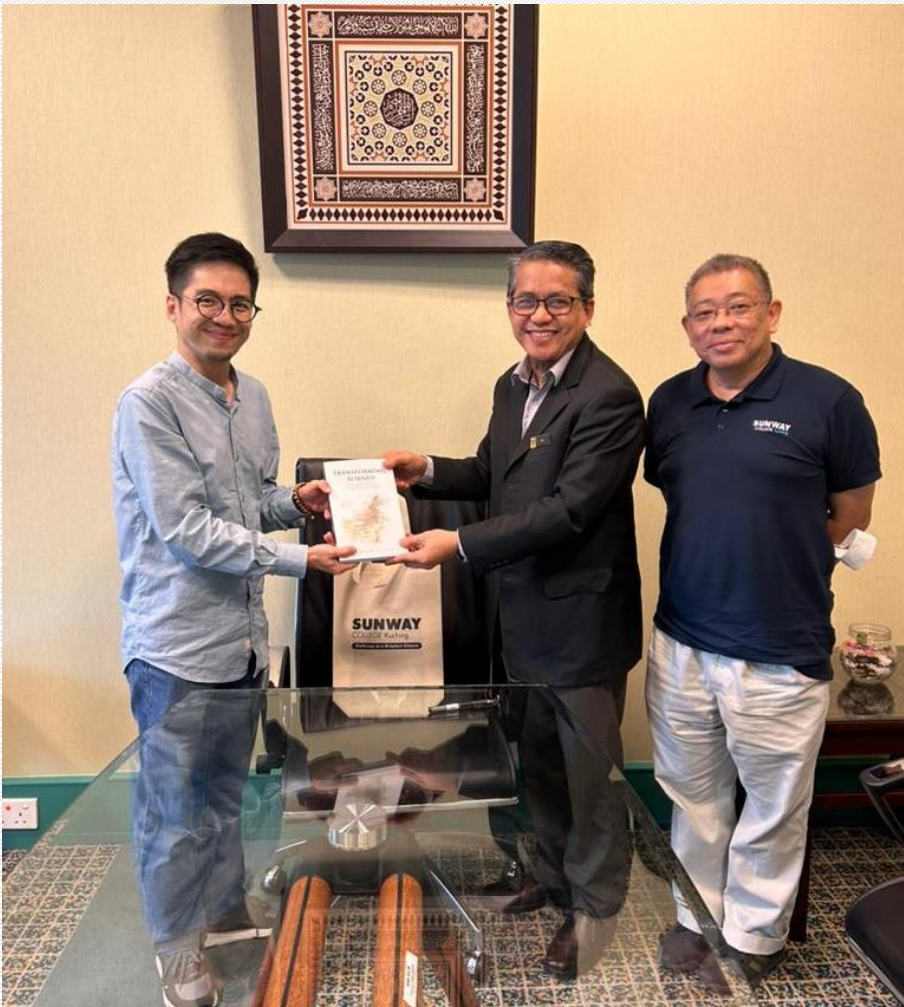


Certificate of Appreciation from Ms Fong Kar Mun
of UWE Bristol

Momentous Occasion



From the left: Mr Joseph Lim (Director), Ms Tang Ing Sia (Senior Manager), Dr Goh Chun Sheng (Research Fellow, Sunway University)



A courtesy visit to Tuan Haji Japri Bujang Masli, CEO of Sarawak State Library Pustaka Negeri Sarawak - Dr Goh presented his book entitled Transforming Borneo: From Land Exploitation to Sustainable Development

Commonly Confused Words

As a student, have you been in a situation when you're unsure about which word or words to use in writing? This is indeed a conundrum for a lot of second language English learners and quite a handful of native English speakers themselves. So don't be dampened by the fact that you're baffled at times as you're definitely not alone!

There are several words that may look the same and sound the same but may fall into different parts of speech. For example, **advice** or **advise**. So what's the difference between these two? At its most basic, **"advice"** is a noun and **"advise"** is a verb.

When **"advice"** is used in a sentence, it should be *"I have many **advices** to give you"*. Note that **"advices"** here is used as a plural object noun. Moreover, when it comes to **"advise"**, this word is an action verb. Most of the time, a verb is usually used after a subject noun. For example, *"My mom **advises** me to take my dog to work"*. The word **"advises"** here is a singular verb.

Another pair of words that may cause mayhem would be **"affect"** and **"effect"**. Most students would normally confuse the two when attempting to use these words. So, how to use these two words in sentences? To begin with, **"affect"** is a verb and the latter; **"effect"** is a noun.

For example, *"The weather **affects** my daily mood"*. The word **"affects"** serves as a simple present tense verb. Most of the time, a verb must be in the order of **Subject + Verb + Object** or in other words, following the rules and guidelines of **Subject-Verb Agreement**.

In the meantime, **"effect"** is used as a noun. For example, *"The **effect** of the tornado **has caused a power outage in the area**"*. Here, **"effect"** is used as a subject noun since it is used at the beginning of the sentence. If it is used after a verb, then it is known as an object noun.

The words above are just a handful amongst a few others. In our next write-up, I will highlight a few more commonly confused words normally used in writing and speaking.

By Rebecca Raphael
English Lecturer,
Sunway College Kuching

Understanding One of Our Partner Universities **BIRMINGHAM CITY UNIVERSITY**



Birmingham City University welcomes over 24,000 students from some 80 countries to study with us. We are situated in Birmingham, in the UK's second-largest city with a population of around one million people. It is the youngest city in Europe, with under-25s accounting for 40 per cent of its population. Birmingham is the most visited English city outside London for European visitors and was named by travel publisher Rough Guides as one of the Top 10 Cities to visit in 2015. If you're on a budget, Birmingham has been ranked as the ninth most cost-effective city for students in the UK.

Birmingham City University successfully combines innovative teaching and learning, innovative student support and effective partnerships with some of the country's leading employers. Our commitment to developing graduates with the skills and experience employers need means that 97 per cent of our students are in employment or further study within six months of graduating (Destination of Leavers from HE survey 2016/17) – which places us in the top ten multi-disciplinary institutions in the UK.

The University is mid-way through a £260 million investment programme, renovations include four industry-standard TV studios with the latest Sony equipment, 'green screen' MILO studio, a 500-seat concert hall, simulated operating theatre and hospital wards, a fully-equipped birthing room, a fully-functional radiography suite, a 3D imaging diagnostic suite, and an 80-station fitness suite.



In line with our transforming campus, we have also transformed our curriculum with almost 350 contemporary, flexible courses at undergraduate and postgraduate level, with practice-based learning and international opportunities built into every stage. Courses include Art, the Built Environment, Business, Computing, Design, Education, Engineering, Health, Law, Life Sciences, Media and Social Sciences.

We have professional accreditation from organisations including the Association of Chartered Certified Accountants (ACCA), British Psychological Society (BPS), Royal Institution of Chartered Surveyors (RICS) and the Health and Care Professions Council. We are the biggest provider of creative courses in England outside London and our New Technology Institute (Gamer Camp) is a member of the Sony Academic Alliance, PlayStation First. We are one of only five universities in Europe to be developing on PlayStation 4.

Our 1,700-strong team of teaching staff come from industry, ensuring you benefit directly from their knowledge, insight and contacts. We work with companies like Microsoft, Cisco, Jaguar Land Rover, Sky UK and the City of Birmingham Symphony Orchestra. All students have the chance to gain industry and professional practice experience through work placements, Erasmus years abroad and sandwich courses. Want to work while you study? Our student employment agency 'OpportUNITY' helps students find paid part-time work with the University.



At the heart of it all is our student support system. Our new, integrated student enquiry service, Ask, brings together our student support within a single enquiry service covering a wide range of topics. Help is provided face to face, on the telephone and online.

In addition to Ask, there is the Centre for Academic Success which provides all students with access to a range of academic support services to help develop their study skills, including report writing, revision and exam techniques, stress and time management, English language and numeracy.

In summary, Birmingham City University is a large, diverse and increasingly popular place to study. We put students at the heart of everything we do, giving them the best opportunities for future success. We have an enviable reputation for providing quality, student-focused education in a professional and friendly environment.

Unleash Your Potential: The Power of Upgrading from Diploma to Bachelor's Degree



In today's competitive job market, continuous personal and professional growth is essential. Transitioning from a diploma to a bachelor's degree offers a transformative journey that unlocks numerous opportunities, propelling individuals towards a fulfilling and successful future.

Broadening Horizons

Advancing from a diploma to a bachelor's degree opens doors to a wider range of disciplines and specialized subjects. It allows you to delve deeper into your chosen field, gaining specialized knowledge and expertise that sets you apart. By exploring diverse subjects, you sharpen critical thinking skills, nurture intellectual curiosity, and foster interdisciplinary collaboration—essential qualities in our interconnected world.

Supercharging Careers

Employers seek candidates with a comprehensive understanding of their field, exceptional problem-solving skills, and adaptability. A bachelor's degree equips you with these essential abilities, significantly boosting your career prospects. Studies consistently show that individuals with bachelor's degrees earn higher salaries and have better opportunities for job advancement.

Shinier Credentials

Picture yourself as an employer reviewing job applications—one from a diploma holder and another from a bachelor's degree holder. Who stands out? Clearly, the applicant with a bachelor's degree. Now, imagine another scenario where applications include local bachelor's degrees, international bachelor's degrees, and both local and international bachelor's degrees. Which stands out? Undoubtedly, the application with both local and international credentials. The credentials you hold signal to employers your commitment to your future and your ability to maximize your investment.

Seize the Opportunity

Join the Youngest Professor in the Malaysia Book of Records (a.k.a. yours truly) at Sunway Business School, where we offer an exceptional opportunity for our graduates to earn not one, but two bachelor's degrees—one from Sunway University and another from Lancaster University. By investing your talent, time, and treasure in your studies, you can enhance your credentials and gain a significant competitive edge in the job market. Unleash your potential and set yourself up for success. Take the next step toward a brighter future by upgrading today!

By Professor Lim Weng Marc
Dean of Sunway Business School, Sunway University

Why Should You Invest In Tertiary Education Now ?



We are living in a time of great uncertainty. The World economy looks to be entering recession, we are all still coping with the effects of the ongoing pandemic, and major geo-political tensions may lead to even bigger disruptions. All this means that people are naturally concerned about the future and that money is scarce. In difficult economic times people worry about how to protect their money through investing in assets that will keep or maybe even go up in value. So, the big question is should you invest in stocks and shares, government bonds, savings accounts, gold, property, or some other asset ? However, whether you are rich or poor, the best answer is always that you should invest in the most important asset you have – yourself ! Any other asset goes up and down in value, but if you have the skills and knowledge that are in demand then you will always be valuable and you will always stay ahead of the market no matter how uncertain the world may become. This means you should always invest in your own education because people with knowledge and skills are always better placed to succeed in the good or bad times, so now is the best time to upgrade yourself by using tertiary education to get ahead of the competition.

The simple financial case for getting more education is very compelling. Less than a third of people in Malaysia have any tertiary education and this means you have a great opportunity. A global study by Times Higher Education shows that people with tertiary education earn approximately 50% more money during their lives than people who leave school and go straight into the workforce. That 50% extra earnings through life is the global average, but in developing countries like Malaysia the difference can sometimes be more than 100%. This means that getting yourself some tertiary education could double the amount of money you make in your life compared to your school friends.

Even when the good times return, we all know that things will be different. We are living in a time of rapid technological change which means that many traditional jobs will disappear. The old businesses will be replaced by new industries and job opportunities, and these job roles will require multiple and transferrable skills. Tertiary education is the only way to ensure that you have the correct skills that you will need for success, so investing in yourself to get those skills now is the best thing you can do. Indeed, the skills you learn through tertiary education may become even more valuable. Across the World there are big demographic changes happening, the so-called baby-boomers, the generation born immediately after the Second World War, is retiring and after COVID-19 many people over 50 have quit full-time work. There are fewer young people to do many of the low skilled jobs so technology will fill the gap and wages for those types of job will go down. On the other hand, young people with the right skills will be in even higher demand and that means they will be even more valuable and much better paid, so wages for highly educated people will go up.

If you want to get that better paid job then you need to have better skills than the next person, and that means having a good tertiary education. It also means that the old model of completing your education in your early 20s is over, because to stay ahead of the competition means keeping your skills up-to-date through life-long learning. So, to be successful through life will mean being educated through life and you will need to keep returning to tertiary education to upgrade your skills and stay ahead of the competition. Of course, the best time to have started your tertiary education was yesterday, last month or last year, but if you haven't already started your education journey then the best time is now. Make today the day you decide to invest in yourself and then discover which tertiary education opportunity is the best for you. Invest in yourself and your education now and in the years to come you know you will certainly be guaranteed a great return on your investment.

Prof Hew Gill

Associate Provost, Sunway University

FACTS ABOUT PROF HEW GILL

A successful entrepreneur and business builder who has inspired diverse teams and held senior posts across academic, public sector and commercial organizations in the UK and ASEAN. An effective mentor, manager and communicator with the capacity to deliver on time and in budget, work cross-culturally at all levels, and engage effectively with colleagues, clients and stakeholders. Deeply passionate about excellence in education and committed to extending high quality educational opportunities as widely as possible.



School & Corporate Activities



Program Ulang Kaji SPM 2022

- 12-13 December 2022 – Bahasa Melayu
- 16-17 December 2022 – Mathematic
- 19-20 December 2022 – Chemistry

SPM Workshop- 14 January 2023



CNY Mandarin Oranges Sponsorship for SM Lodge

Sharing Session by Prof Hew

- 9th February – SMK ST Teresa (Form 4 students)
- 10th February – ST Joseph Private School & SM Lodge (Year 11 students)



Math Quiz

22nd October 2022

Champion - SMK Green Road
1st Runner Up - SMK DPHA Gapor
2nd Runner Up - SM Lodge

School & Corporate Activities



Future Thinking Program 14-15 March 2023



SDG Talk By Dr. Goh Chun Sheng (Research Fellow) from Sunway University
31 March 2023 – SMK Kuching High & CHMS No.1



Sunway Leadership Workshop - 12 May 2023

Happenings

Student Activities (Dec 2022 - April 2023)

Sunway T-shirts Design Contest



Left to right: Abbie, Avery



Date: 14th November 2022 (Submission close on 15th December 2022)

Result was announced in January 2023

Objective:

Encourage student to explore their creativity through design competition.

The winner will receive a Free T-shirt with their design on it and RM300 cash.

Winners: Abbie Wee Shi Ni (DiA) & Avery Poh Jia Quan (DiBM)

Happenings

Student Activities (Dec 2022 - April 2023)

Angpao Design Competition



Left to right: Karen, Alvin and Elaine Lau (on behalf of Kelly)



Competition Theme: 兔年行大运 Best luck in the Year of The Rabbit!

Date: 14th January 2023 (Open Day)

Organiser: Sunway Student Ambassador

Objective:

To improve the understanding of traditional Chinese culture and to discover talents among students.

Top 3 Winners: Alvin Tan Jia Chun (DiA), Karen Ho Li Xuan (DiA),
Kelly Ng Yi Jie (DiA)

Happenings
Student Activities (Dec 2022 - April 2023)
Fund Donation to Sarawak Children Cancer Society



Date: 20th January 2023
Organiser: Sunway Student Ambassador
Objective: Aim to provide financial assistance to underprivileged cancer patients

Students put donation boxes at highly visible places (the main office and classrooms).



Avery and Eugene visited the premise of SCCS to hand over the collection. Course Counselor Ms Ivy Ting was present as well.

Happenings
Student Activities
Industrial/Educational Visit to Astro Radio

2 February 2023



Happenings
Student Activities
Industrial/Educational Visit to Astro Radio
2 February 2023



Happenings
Student Activities
Industrial/Educational Visit to Astro Radio
2 February 2023



Happenings
Student Activities
Industrial/Educational Visit to Astro Radio
2 February 2023



Student Club Activities

Badminton Club



Badminton Club:

President: Louis Chan Hong Poh (DiBM)

Once a week, every Sunday (2 hours).



Group photo on 12th February 2023



Group photo on 26th March 2023

Student Club Activities

Badminton Club



Group photo on 9th April 2023



Student Club Activities

Basketball Club



Basketball Club:

Once a month, play basketball every third Sunday of the month.

President: Avery Poh Jia Quan (DiBM)



Group Photo: 16th April 2023

Student Club Activities

Board game Club



Board game Club:

President: Elaine Lau Zhi Ning (DiBM)

Weekly board game sessions - every Friday during semester



Elaine introduced new board game during break time.

Student Club Activities

Billiard Club



Billiard Club:

Play billiard twice a month, on weekends at Chia Ling Billiard Centre

President: Eugene Leong U Zii (DiA)



Student Club Activities

Billiard Club



Special talks



A LOOK AT STUDYING ABROAD:

WHAT IS IT LIKE TO STUDY IN THE UK?



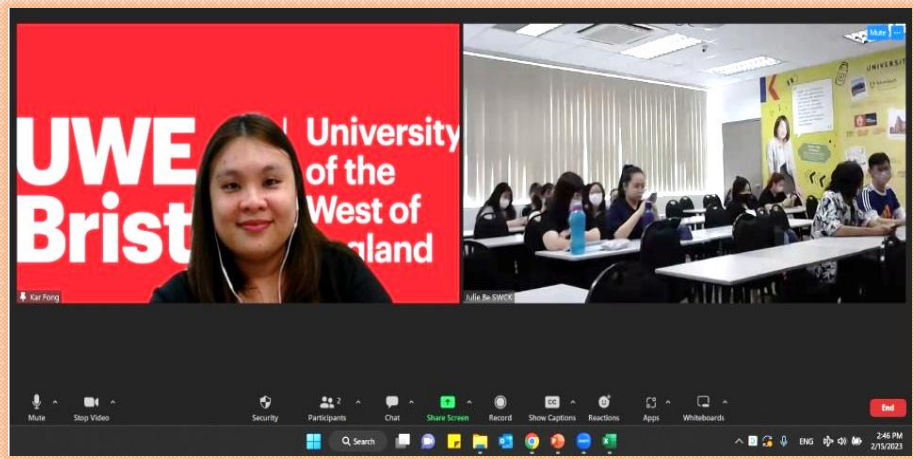


By Ms. Fong Kar Mun

15 February / 2:00PM - 3:00PM

via ZOOM

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Jeffrey Cheah Foundation
Nurturing the Seeds of Wisdom



15 February 2023

by Ms. Fong Kar Mun from UWE Bristol

(What is it like to study in the UK?)

virtual talk on ZOOM

Special talks



University of
HUDDERSFIELD

Inspiring global professionals

UNIVERSITY OF HUDDERSFIELD TALK:

HOW HR RECRUITS PEOPLE





By Dr. Frances Louise McGregor

24 February / 11:00AM - 12:00PM

at SUNWAY COLLEGE KUCHING

Owned and governed by the
Jeffrey Cheah
Foundation

Harvesting the seeds of wisdom

24 February 2023

by Dr. Frances Louise McGregor from University of Huddersfield

(How HR recruits People)

Venue: Sunway College Kuching

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Special talks



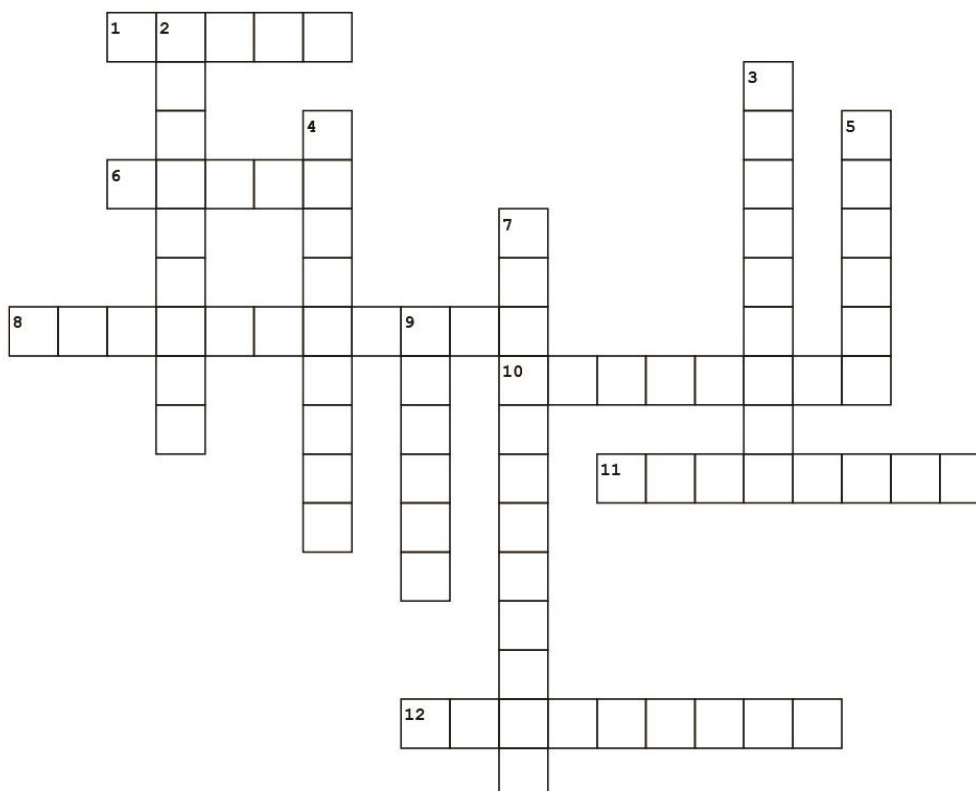
24 February 2023

by Dr. Frances Louise McGregor from University of Huddersfield
(How HR recruits People)

Venue: Sunway College Kuching

Fun Activity- Crossword Puzzle

For Marketing Students



Across

1. The difference between benefit and cost
6. Represents a cost to the customer
8. Key element of the marketing communications mix
10. Product has achieved acceptance by most potential buyers at this PLC stage
11. Last group to adopt a new product
12. Enables two way communication with the customer

Down

2. First stage in the adoption process
3. Its purpose is to preserve, protect, inform and transport
4. Intermediaries who sell primarily to end users
5. Best suited for gathering descriptive information
7. Dividing customers with similar needs into groups
9. A major demographic segmentation variable

By David Hii
Business Lecturer,
Sunway College Kuching

Answers:

Across

1. Value 6. Price 8. Advertising
10. Maturity 11. Laggards 12. Promotion

Down

2. Awareness 3. Packaging 4. Retailers
5. Survey 7. Segmentation 9. Income

Connect With Us



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