

SUNWAY COLLEGE KUCHING

E-NEWSLETTER
Issue 09 | RISE December 2023



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NEWSLETTER HIGHLIGHTS

- **Foreword from The Acting CEO of Sunway College Kuching – Ms Tang Ing Sia** Page 3
- **Editor's note** Page 4
- **Highlights of the issues:**
 - Momentous Occasions Page 5 - 7
 - Marketing (School & Corporate) Page 8 - 14
 - Happenings – students' activities and events Page 15 - 25
 - Insightful articles Page 26 - 28
 - Fun activity – crossword puzzle Page 29



FORWARD FROM MS TANG ING SIA

ACTING CEO OF SUNWAY COLLEGE KUCHING

Dear Readers,

Welcome to Issue #09 of The RISE, Sunway College Kuching's e-newsletter. As the year comes to an end, we reflect on the remarkable achievements and progress made by the College.

At Sunway College Kuching, we remain committed to nurturing well-rounded individuals equipped with the skills, knowledge, and values necessary to succeed in the ever-changing global landscape. We embrace innovation and continuously review our curriculum, and teaching methodologies to stay at the forefront of the education sector.

As we look ahead to a new year, we will continue to prioritise the holistic development of our students. This includes providing them with a comprehensive education that emphasizes critical thinking, creativity, and innovation, as well as problem-solving skills. We also focus on fostering an inclusive and diverse community, where respect for one another's differences is paramount through our student activities and community services.

I would also like to express my profound appreciation to our students, staff and faculty, parents and stakeholders for your unwavering commitment and support throughout this extraordinary year.

To our graduating students, as you embark on the next chapter of your life, remember that your time at Sunway College Kuching has equipped you with the knowledge and skills to accomplish great things. I encourage you to embrace the opportunities that lie ahead and continue to make positive impact on society.

As we conclude another successful year, I am filled with optimism and excitement about what the future holds for Sunway College Kuching. Together, let us continue to elevate the standards of education and contribute to the better of our society.

With warmest wishes
TANG ING SIA
Acting CEO
Sunway College Kuching



EDITOR'S NOTE MS JENNY CHEW

***LECTURER OF
SUNWAY COLLEGE KUCHING***



Greetings, Readers!

As we delve into the #09 edition of The RISE, E-newsletter, I extend a warm welcome to each of you. Our community has flourished throughout the academic journey, and this newsletter serves as a testament to the exceptional stories, accomplishments, and endeavors that define us. This newsletter is a celebration of our collective journey, and I extend my gratitude to everyone who has contributed to its creation as your efforts have breathed life into these stories. Together, let us continue to illuminate the path of knowledge and community at our esteemed institution.

Happy reading!

Jenny Chew
Chief Editor

MOMENTOUS OCCASIONS



Cheers to 16 incredible years of EXCELLENCE!

Sunway College Kuching celebrates its 16th anniversary with immense pride and gratitude. As we commemorate this milestone, we extend our deepest appreciation to our dedicated team members through long service awards, recognizing their unwavering commitment and invaluable contributions. We are honored by the presence of Prof Teo Ee Sing, Executive Director of Sunway College, who has played a crucial role in our journey.

MOMENTOUS OCCASIONS



Sunway College Kuching inks MOU the with Association of Chartered Certified Accountants (ACCA) Malaysia on 1 September 2023

This collaboration will provide Diploma students an opportunity to obtain an extra certificate in addition to Sunway Diploma in Accounting - the ACCA Diploma in Accounting & Business. Diverse career options will be available to the students upon completion of their studies, ranging from immediate job opportunities to furthering their studies or advancing in ACCA qualifications. Ms. Jane Chiong, ACCA Maritime Southeast Asia Education Relationships Lead (EM & Brunei), was present at the ceremony.

MOMENTOUS OCCASIONS



Sunway College Kuching inks MOU with NAIM HOLDINGS BERHAD - 15 September 2023

The purpose of this Memorandum of Understanding (MOU) is to explore collaboration opportunities and synergies between NAIM and SCK. The focus will be on facilitating internships and full-time employment for SCK graduates at NAIM, creating awareness of NAIM as a preferred employer for SCK graduates, providing tailored training programs for NAIM staff, co-organizing forums, workshops, and conferences, and any other areas of cooperation as mutually agreed upon.

MARKETING

(SCHOOL & CORPORATE ACTIVITIES)



Team Building session with Sunway - 20 May 2023

On May 20, 2023, we had a team-building session with the students of SMK ST Joseph! This special session focused on fostering leadership and teamwork skills, specifically targeting the 80 class monitors from all classes. It was a great opportunity for them to enhance their abilities and contribute to a more cohesive and effective school community.

MARKETING

(SCHOOL & CORPORATE ACTIVITIES)



World Blood Donor Day - 24 June 2023

MRC Sarawak, in collaboration with Sarawak General Hospital, organized an event in conjunction with World Blood Donor Day and Malaysian Red Crescent (MRC) 75th Anniversary Celebration at The Spring Mall Kuching on June 24, 2023. The event, officiated by YB Prof. Dato Sri Dr Sim Kui Hian, aimed to recognize blood donors and featured various activities, including exhibitions, workshops, contests, and health screenings.

MARKETING

(SCHOOL & CORPORATE ACTIVITIES)



Orientation New Intake Students (2023)

The orientation for Diploma and Foundation in Arts students is a comprehensive program designed to welcome new students. It introduces them to the campus and program structure, offers information on support services, rules, and regulations. The orientation also includes socialization activities and ensures that students are equipped with the necessary resources for a successful academic journey.

MARKETING

(SCHOOL & CORPORATE ACTIVITIES)



SPM Workshop Bahasa Melayu - 30 September 2023

The orientation for Diploma and Foundation in Arts students is a comprehensive program designed to welcome new students. It introduces them to the campus and program structure, offers information on support services, rules, and regulations. The orientation also includes socialization activities and ensures that students are equipped with the necessary resources for a successful academic journey.

MARKETING

(SCHOOL & CORPORATE ACTIVITIES)



Sharing Session with Partner Universities – October 2023

The Partner Universities Talks Session is a helpful event for diploma students, where representatives from partner universities share information about the different academic programs and opportunities available after completing their diploma. Students get insights into the benefits and pathways for further education during this interactive session. Participating Universities are Curtin University Malaysia & University of Canterbury.

MARKETING

(SCHOOL & CORPORATE ACTIVITIES)



Bank Negara Visit - 1 November 2023

The hands-on experience at Bank Negara goes beyond classroom learning for diploma students, bridging theoretical concepts with real-world applications. This practical exposure enriches their comprehension of the financial landscape, monetary policy mechanisms, and the pivotal role that central banks play in maintaining economic stability. Moreover, interacting with professionals in the field provides students with invaluable insights, especially for those contemplating future careers in finance, economics, or related fields.

MARKETING

(SCHOOL & CORPORATE ACTIVITIES)



Crown Malaysia Visit - 2 November 2023

Diploma and ACCA-FIA students visit corporate offices, engaging with experienced accountants to learn about the latest technologies and methods in accounting. This hands-on experience is a crucial part of their academic journey, providing practical insights and reigniting their excitement for the field.

HAPPENINGS

(STUDENTS' ACTIVITIES & EVENTS)



HAPPENINGS

(STUDENTS' ACTIVITIES & EVENTS)



HAPPENINGS

(STUDENTS' ACTIVITIES & EVENTS)



Barbie and Ken Day - 21 July 2023

We had a Barbie and Ken-themed casual day on July 21, 2023, to bring some fun and creativity to the campus. Everyone has a chance to dress up as Barbie and Ken, or simply come and have a good time. This day helped students and staff bond, de-stress, and build a sense of togetherness in our college community.

HAPPENINGS

(STUDENTS' ACTIVITIES & EVENTS)



HAPPENINGS

(STUDENTS' ACTIVITIES & EVENTS)



HIKE 722 Sarawak Day - 22 July 2023

On July 22, 2023, the Student Ambassadors arranged a mountain hike at Serapi Mountain, choosing to spend Sarawak Day immersed in nature rather than at home. They are firm believers in the positive impact of outdoor activities on well-being, promoting stress reduction, increased vitality, enhanced health, and boosted self-esteem.

HAPPENINGS

(STUDENTS' ACTIVITIES & EVENTS)



HAPPENINGS

(STUDENTS' ACTIVITIES & EVENTS)



HAPPENINGS

(STUDENTS' ACTIVITIES & EVENTS)



Mid-Autumn Celebration 2023 - 27 September 2023

The Student Ambassadors successfully organized a memorable Mid-Autumn Festival at our college on September 27, 2023, drawing the lively participation of more than 20 students and staff. Festivities included engaging team-building games, trying our hand at crafting mooncakes, and a delightful stroll along the campus streets with colorful lanterns.

The primary objective of this event was to celebrate the Mid-Autumn Festival with our fellow students, nurturing a strong sense of togetherness. Additionally, we undertook a heartwarming mission to create mooncakes for the Salvation Army Kuching. Our combined efforts led to the production of 80 homemade mooncakes, spreading love and sweetness to the New Salvation Army Home at Samarahan Kuching. The day was filled with joy, unity, and the spirit of giving.

HAPPENINGS

(STUDENTS' ACTIVITIES & EVENTS)

Organisational Chart

JANURARY 2024 - JUNE 2024



PRESIDENT

ANGEL KONG
HUEY JIUN



VICE PRESIDENT

TIFFANY TAY
SHUH FEI



SECRETARY

TAN KIAN HAW



TREASURER

ERIC CHUNG
CHEE KHEN



HAPPENINGS

(STUDENTS' ACTIVITIES & EVENTS)



HAPPENINGS

(STUDENTS' ACTIVITIES & EVENTS)



Student Election 2024

The Student Ambassadors took the initiative to organize student elections for the selection of the new President of the Student Ambassador for 2024. This process, designed to mirror national elections in a simplified form, aimed to educate students about the fundamental concepts of elections. This initiative was especially important as many young people tend to be disinterested in politics and national affairs.

The process commenced with a call for nominations, resulting in the participation of five candidates. To ensure the seriousness of their candidacy, the current Student Ambassador team conducted interviews with each nominee. On October 17, a polling day was held, witnessing high student participation and enthusiasm in casting their votes.

Anticipation surrounded the results, officially announced on October 18. The newly elected Student Ambassador team for the future comprises Angel Kong (DIA) as President, Tiffany Tay (DIA) as Vice-President, Tan Kian Haw (DIBM) as Secretary, and Eric Chung (DIBM) as Treasurer.

This election experience served as an excellent introduction for students to the democratic process, preparing them for their roles in the Student Ambassador team.

COMMONLY CONFUSED WORDS 2

(FOR ENGLISH STUDENTS)

We meet again for another session on Commonly Confused Words! In the previous write-up, I touched on several baffling words that were used wrongly by many. The words were “*advice vs advise*”, and “*affect vs effect*”. This time we are going to look at two sets of commonly confused words.

- i) *Than vs Then*
- ii) *Its vs It's*

Apart from those two sets of commonly confused words, there are many more sets of words that might be challenging and overwhelming to those using or learning English. Again, do not be disheartened but be more vigilant and wary in using them in writing or in speaking.

THAN vs THEN

In the simplest sense of the word, *THAN* is used to compare two things or two situations. In grammar, *THAN* is a conjunction and also a preposition. So, normally it is used in sentences like below:

The **blue car** is bigger **than** the **red car**. / Rather **than speaking ill of the dead**, we should **pray for their soul**. / **Pop music** is more popular **than jazz** according to the survey.

Take note of the use of **THAN** above and how it is used in writing or speaking.

THEN however is an adverb.

According to Scribbr.Com, an adverb is a word that can modify or describe a verb, adjective, another adverb, or entire sentence. Adverbs can be used to show manner (how something happens), degree (to what extent), place (where), and time (when).

I'll talk to you **then**.

(Meaning: The word “talk” is modified to later)

We'll have dinner first **then** we'll go for the movies.

(Meaning: This shows degree, place, and time – Now dinner, later movies)

When writing, always ensure that the right word is used as *THAN* and *THEN* are two very contrasting words.

ITS vs IT'S

By right, these words are very common and shouldn't be a problem to many users. Yet, I have observed in many of my students' essays over the years, that these two words were not at all common to them. Most of the time, these two words are used rather carelessly or nonchalantly in writing.

“*ITS*” belongs to a group of words called DETERMINERS. Its function in grammar is to indicate a sense of belonging to a thing or a person or animal.

A dog has a special role in people's life. **Its role** is to protect and offer companionship to **its owner**.
(subject) (dog's role) (dog's owner)

COMMONLY CONFUSED WORDS 2

(FOR ENGLISH STUDENTS)

"IT'S" is known as a contraction or shortform. The apostrophe "s" merely means *is* or *was* depending on the context of the sentence used.

It's Monday today. (It is...) / **It's** a fine day yesterday. (It was)

Before using either *is* or *was*, go through the context of the sentence and the use of tenses to avoid any error.

As an educator for many years, I have concluded that nothing should surprise me when it involves errors in writing and speaking activities. Being a Malaysian myself, I have come to terms of the complexity of being in a multiracial community where every student that sits in your classroom comes from a range of diverse society where English is undeniably not our mother-tongue and from there most grammatical mistakes are made when one isn't too thorough or mindful of the correct use of English grammar. So, be on the alert when using the grammar tools in Writing and Speaking to ensure clarity and precision in English.

Written by Rebecca Raphael

(NB Scribbr.Com was used to give an accurate definition of ADVERB)

SHOULD COLLEGE STUDENTS READ?

(FOR ENGLISH STUDENTS)

Many might feel that the question above is ludicrous. Needless to say, college students should read. Right? For sure the answer is yes! But the bigger question is this, DO COLLEGE STUDENTS READ? For many years, I have been advocating reading in my class. I feel strongly about reading because it's a beneficial tool that so many students are not aware of or prefer to dismiss altogether.

'I don't have enough money to buy books'

'I don't have time to read'

'Reading is boring'

'Why should I read when I'm gonna do calculations all my life'

'I'd rather watch TV or sleep than read'

Those (comments) are just the tip of the iceberg!

Our Prime Minister Datuk Seri Anwar Ibrahim in May of this year urged all students to inculcate the habit of reading. He commented that the reading culture is fading amongst Malaysian students due to the excessive use of social media (NST, 2023). Indeed, reading is a fast-fading culture. Nobody reads like before. Most people would bury their heads in their phones and spend hours scrolling and watching video reels. College students are no different when it comes to prioritizing social media over reading. One significant impact of not reading at a college level is that you're without proper knowledge of things revolving around you. Many times, when writing activity is underway, students would claim that they could not write or answer the questions due to their lack of knowledge in the area. They would then resort to lifting or plagiarising the works of other people online and claim that it's their work.

When a person reads, he/she has the whole universe in the palm of their hand. He/she would be able to participate in most classroom discussions and share their opinions and viewpoints of things discussed. Activities like writing would not be as challenging as you have ideas and insights into the matter. What makes a person stand out amongst others is the way the person thinks and corresponds intelligently with others. And all these attributes and benefits can be derived from reading.

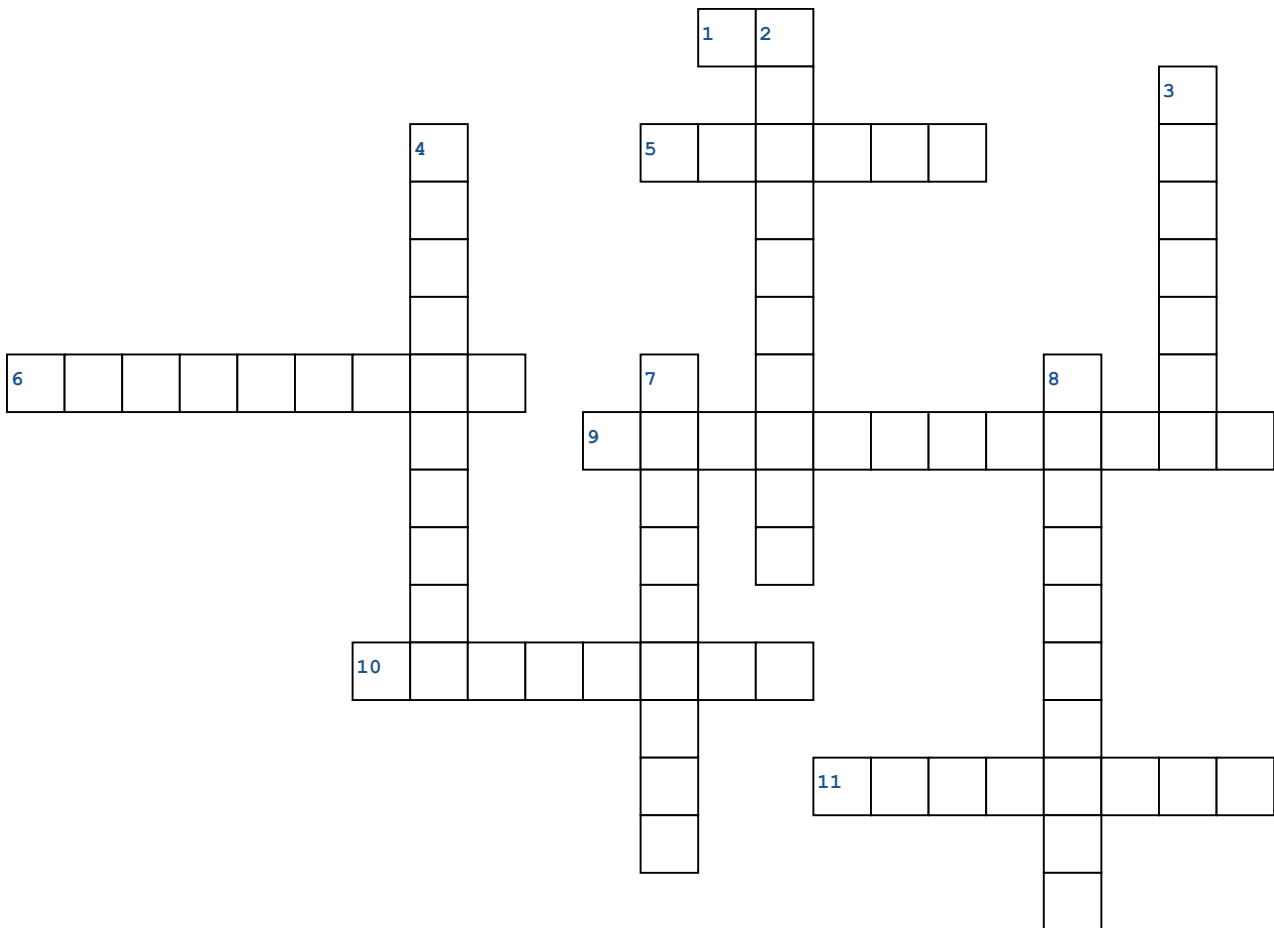
There's a famous quote that says, *"Reading is essential for those who seek to rise above the ordinary"*. Whatever subjects or courses you're taking, never underestimate the importance and the relevance of reading. The mind is empty without content just like a blank paper when one doesn't read. So, to answer the question "Should college students read?", the answer is *WITHOUT A DOUBT!*

Written by Rebecca Raphael

(NB PM's comments were cited from New Straits Time, May issue 2023)

FUN ACTIVITY CROSSWORD PUZZLE

(For Consumer Behaviour Students)



Across

1. According to Sigmund Freud, this is a place for all underlying primal and impulsive drives in a human being.
5. Russian psychologist associated with Classical Conditioning Theory.
6. This Attitude Model component reflects a person's emotions or feelings about a particular product.
9. This family life cycle stage consists of young married with no children.
10. Process of putting the message into words or images.
11. This form of advertising appeal uses logic, facts and data to convince consumers to buy products.

Down

2. Final stage in the consumer decision making process.
3. This family type consists of immediate family members.
4. This is the driving force within individuals caused by unfulfilled needs.
7. According to Karen Horney, these type of individuals move towards others in an attempt to be loved and appreciated.
8. First group to buy a new product.

Answers:

Across

1.ID 5.Pavlov 6. Affective
9.Honeymooners 10.Encoding 11.Rational

Down

2. Divestment 3. Nuclear 4.Motivation
7.Complaint 8. Innovators

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