

## Sunway Diploma Studies

# DIPLOMA IN BUSINESS ADMINISTRATION

## NEWSLETTER #1

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*Pathway to a Brighter Future*



**“A  
head-start  
to your  
career”**

## THE DIRECTOR'S MESSAGE



"A head-start to your career" is more than just a tagline for our Diploma in Business Administration programme. Getting a head start in order to succeed in career begins with a solid educational foundation. More importantly, obtaining qualification from a recognised institution could provide you with a distinct advantage above the others. The renowned Diploma in Business Administration programme at Sunway College Kuala Lumpur ensures that all graduates are equipped with the necessary knowledge, skills and competencies to enable them to venture to the next level of education or career. This programme is designed to expose students to a variety of subjects that cover the fundamental concepts, principles and practices of business management.

I would like to warmly welcome you to our first newsletter. This is our new venture touching on a few of the exciting events and moments we have had in past years. In this issue, you will see how lecturers have concentrated their collective efforts on preparing and providing a robust educational experience for students in the midst of COVID-19 pandemic. In addition, students were also given the opportunity to share their learning online experience during these challenging times. We hope you will enjoy reading about our recent activities as well as the plans for the future.

*Adawiah Norli Yusuf*

## MESSAGE FROM THE HEAD OF PROGRAMME

Welcome to the first edition of the Diploma in Business Administration newsletter.

The Diploma in Business Administration programme commenced in January 2018. It is designed to provide pathways for students enabling them to progress to undergraduate programmes, to seek employment or to become young entrepreneurs. These factors differentiate this programme from the rest.



In order to achieve these objectives, for the past two years, many learning activities were conducted. Some are featured in this newsletter. These activities were mainly designed with the objective to assist students as well as to enrich their learning experiences. It can primarily be divided into four main areas:

- i. New students' assimilation to the new learning environment
- ii. Students' assistance programmes
- iii. Practical activities
- iv. Creative learning assignments

In keeping up with the current learning restrictions imposed due to the COVID-19 pandemic, this edition also includes the online teaching methods used by academicians as well as the learning experiences of our students in the new normal. In conclusion, I would like to take this opportunity to thank everyone for your continuous support towards Sunway College Kuala Lumpur and I believe this newsletter will provide a better insight of the programme and its exciting learning experiences.

*Gobindran Raj Rajagopal*





## STUDENT ORIENTATION

The Diploma in Business Administration (DBA) Orientation Day, which is also known as the First Year Experience (FYE) event is the first step towards enriching the students' campus life as a college student. Before the freshmen officially begin the academic year, it is compulsory for them to attend the orientation day held from 10.00 am until 4.00 pm in Sunway University and Sunway College areas. This event has been running since March 2019 intake with a two-day orientation programme.

This orientation programme comprises of a series of briefings and interesting activities for the freshmen to mingle around. These activities include the Campus Tour by Ms. Nadia, Ice Breaking and Exploration by Ms. Fatimah Sakeenah, Blackboard and Microsoft OneNote briefing by Ms. Siti Mariam and Ms. Ruba as well as Assignment and Plagiarism briefing by Mr. Albert and Ms. Jesilin.

To ensure that new students can make the most of their time here at Sunway College, the DBA academicians coordinated by Ms. Nadia Adnan have been working collaboratively with the facilitators to line up comprehensive, informative and exciting slots to assist them in adapting the new campus lifestyle and environment.

*By: Siti Mariam Mukhtar*

## ENGLISH SUPPORT CLASS

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### What is an English Support Class?

“Why fear, when we are here?” The **English Support Class** is tailored for students who have below intermediate English language proficiency level and require further assistance in understanding the basics of the language. This was established in March 2019 by the Head of Programme, Mr. Gobindran. The aim is to ensure that students do not face any language barriers when they attend classes for other subject lessons as the entire syllabus is taught in English. These support classes were essential to ensure that students are able to attain the knowledge in depth without any difficulties. Besides, it motivates the students to improve their language indirectly as they have a need to learn the language. Hence, the English support class gives them the opportunity and motivation to improve the language while attending other subjects' lessons.

### The Students

English support classes started with only 10 students in March 2019 intake and today there are almost 27 active students. These students were handpicked by the language lecturers based on their writing and speaking proficiency in class.

Identification of students for support classes are done by the English lecturers. During classes, who face difficulty in understanding in terms of speaking and writing the language are given opportunities to practise the language skills. However, some are shy and embarrassed to approach the lecturers. Hence, based on the involvement of students in class activities, the lecturer will be able to identify students who need further guidance. Another way to identify students who need this support is through the placement test by the Centre of English Language Studies. Students with low test scores will be enrolled into the English support class.

## Our Activities

Basic grammar activities like grammar and vocabulary are conducted in these support classes. This enables students to do error analysis where they are able to capture grammatical or spelling errors that they see in real life around them and correct them, for example the menus in a restaurant.

As for their improvement of reading and writing skills, students are required to read or watch a trailer of a movie of their choice and write a review of the movie.

Lastly, to improve their speaking skills, students are given a topic and will have to debate or narrate what they do the whole day. Through these activities, students clearly have gained more confidence in communicating using the language.

## It is all about Determination

It is not easy to ensure all students achieve the same improvement at the same time but the inspiration and motivation given by lecturers will determine their progress as a majority of them have the determination to improve. It is not an easy task but the end result is very satisfying for the educator.

I hope to work hand in hand with my colleagues in helping and guiding the students who are weak in the language to improve. I believe that other lecturers could also play a main role in helping based on the activities conducted and exercises given in class. I would like to share a quote that I believe in by *Benjamin Franklin*, "Without continual growth and progress, such words as improvement, achievement and success have no meaning".

*By: Malathi Selvanathan*



## ENTREPRENEURSHIP DAY

"Wow!" was the students' reaction when the Young Entrepreneurs Day (YED) mission was announced to our July 2019 intake final semester students. They would graduate after completing their internship in the following semester. You could feel their excitement and anticipation of finishing their two-year DBA programme with a bang!

The YED is the brain child of our Head of Programme, Mr. Gobindran. It is aimed at meeting the industry requirements of fresh graduates who will join the work force upon graduation. The YED programme was conceived as part of the Semester 5 Integrated Group Assignment. Students were required to prepare a business plan based on a sustainability theme and execute it in a two-day event. Students were required to set up business booths at the Boulevard to market their merchandise as well as to organise many other fun activities.

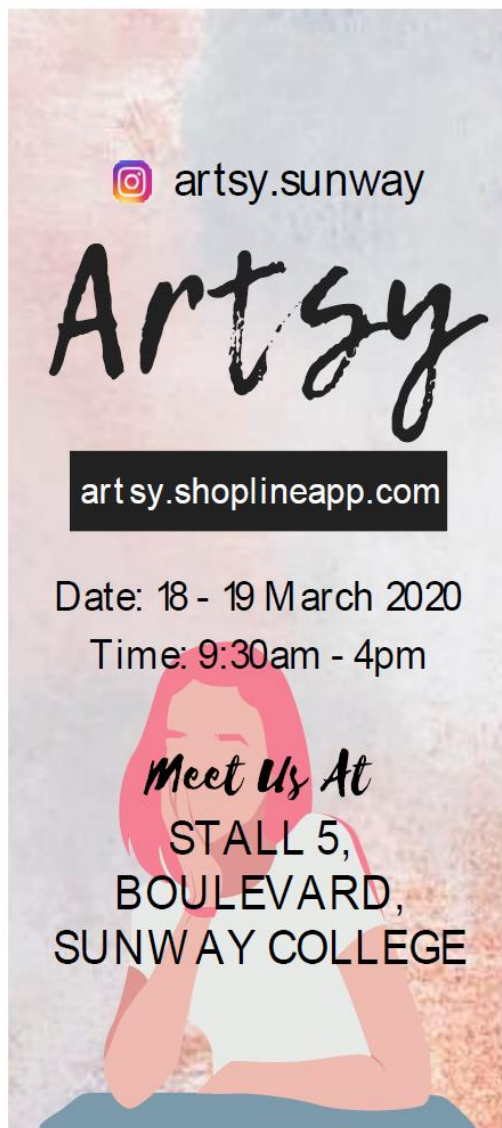
All aspects of the business plan including the actual sales performance and booth setup would be assessed and graded as a part of the integrated assignment. With the help of complementary training provided by Shoptline, an e-commerce and social media solutions provider, the enthusiastic students managed to set up their own group online businesses that were active and running even before the event. The fruits of their labour resulted in eight businesses.





However, uncertainty grew as the event date drew closer as this was due to the announcement that the Malaysian government was going to implement the Movement Control Order (MCO) to fight the COVID-19 pandemic. This date unfortunately coincidentally fell on the first day of the YED event. Needless to say, students were very disappointed as they had looked forward to this event. However, the YED organising committee brainstormed with the students, encouraging them to quickly come up with a contingency plan to minimise their losses due to this cancellation. With strong team effort, all eight businesses fell within the combined budgeted seed money that was allotted to them by the DBA department. CONGRATULATIONS to all students and lecturers who were involved in this event.

*By: Lim Soon Beng*



Popsockets



Aesthetic Stickers



Polaroid Photography Available from  
12 - 4pm



**“Mentor-mentee  
nurtures  
leadership and  
soft-intelligence  
among  
learners”**



## **MENTOR-MENTEE PROGRAMME**

Mentorship is a professional and training education pedagogy which has been used in the industry and education for many years. Junior learners gain from their dedicated senior mentors' experiences and wisdom. Mentors incidentally intensify their fundamentals by teaching others, which in turn contributes to a healthy learning environment.

Mentorship encourages building curiosity in the fundamental knowledge, which occurs far beyond classroom learning. In November 2019, DBA adopted this pedagogy and commenced with the first generation of mentorship in three fields: accounting, mathematics and statistics. This programme is known as the “Mentor-Mentee Programme” (MMP).

The MMP programme at DBA has been a success with positive feedbacks from both mentors and mentees. Apart from that, this programme also inculcates awareness of peer support among student learners, stimulates leadership potential and hone students' soft intelligence.

*By: Fatimah Sakeenah Anuar*

### **TIPS ON PUTTING TOGETHER A COLLEGE PORTFOLIO**

- Join the Orientation Program
- Equip yourself with relevant devices and Apps (laptop/tab, eLearn, Microsoft OneNote, Microsoft Teams, etc.) Be active in Clubs and DBA Events
- Convert your assignment to a compilation of your portfolio's finest content



## MENTOR-MENTEE PROGRAMME IN ACTION

Hi Sunwayians! It is always a joy to be involved in the MMP programme. This is an initiative of our Head of Programme, Mr. Gobindran and aims to provide support, guidance and opportunity for students in order to have a better understanding of every subject field.

The MMP mentors should possess the following characteristics:

- Commitment and enthusiastic
- Pass or enrolled in the particular subject
- Able to socialise and communicate well with peers

What do the MMP mentors gain from this programme?

- Certificate of Appreciation
- Teaching experience
- Better understanding and knowledge of the subject

By: Nadia Adnan

### **MMP Session:**

Every Fridays,  
12pm to 2pm

**SIGN UP** now to be  
a part of US!!

\*For selected  
MENTEEs,  
attendance is  
**COMPULSORY!!**





## FIELD TRIP

### 1. Top Glove Corporation Berhad

The Diploma in Business Administration programme organised a field trip to Top Glove Corporation Berhad on 11 & 18 September 2019. A total of 76 students accompanied by 8 lecturers visited Top Glove Tower and Factory 9 in Setia Alam, Shah Alam. Top Glove is the world's largest manufacturer of gloves with operations spanning across Malaysia, Thailand and China. Top Glove started its business with one factory, one glove production line and 100 employees in 1991. Today, they have emerged as the world's largest glove manufacturer, having 40 factories and 700 production lines.

During the visit, Top Glove presented about the company's background, as well as the manufacturing and production process flow. Besides, students and lecturers were brought for a plant tour to Factory 9, where Top Glove started its production line. Students had a chance to be exposed to the manufacturing process flow of fabricating a good quality rubber glove. This field trip provided every student with a real-world experience and knowledge of the manufacturing industry.





## 2. Yakult Malaysia

A total of 94 students and 4 lecturers from the Diploma in Business Administration have participated in the field trip to Yakult Malaysia on 11 September 2019. Yakult Malaysia is a wholly owned subsidiary of Yakult Honsha, Japan. In 2003, Yakult established its first factory in Seremban, Negeri Sembilan. It produces probiotic milk drink which is fermented with a bacterial strain for various health benefits. Now, they have opened branches in various states in Malaysia and have more than 260 employees.

During this trip, students were briefed about the factory and the production process prior to a tour around the impressive facility. Students were able to observe first-hand production processes on a large scale. They experienced how Yakult is made and learnt about the bacteria it contains. This demonstrated to be an exciting field trip and an opportunity for the students to learn and understand the food factory process and to get inspiration about their future careers.

*By: Premeeta Rani Ganesan*

# INTEGRATED GROUP ASSIGNMENT

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## **An Integrated Assignment Saves Time and Increases Learning**

Integrated assignments are coursework assessments conducted by Sunway Diploma Studies for its new and continuing students. Integrated assignments are group assignments designed to simultaneously assess students' knowledge of several subjects. That is, a team of students will jointly write a group assignment. The group assignment question will require students to show their understanding of their learning from several subjects.

## **Example of Integrated Assignment**

For example, semester one integrated assignment may include six subjects and require students to propose a business plan. Students will then use their knowledge from the subject MGT1213 Introduction to Business to write the background, purpose and staff allocation of their proposed business. They will then use their learning from the subject MM4012 Principles of Management to explain the operations management and control of their proposed business. In additions concepts from MM4013 Principles of Marketing will be used to describe the target customers of the proposed business and include the marketing strategies employed to engage them. Then, students will draw up a financial plan for the proposed business steered by lessons from AC4012 Introduction to Financial Accounting. Finally, the overall format and presentation of the integrated assignment report will be guided by ENG1313 Business English 1.

The integrated assignment is not as complex and difficult as described by seniors from the previous cohorts. They have completed their studies in January 2020 and have successfully completed at least five integrated assignments.

### **Wholesome Learning**

A major benefit of integrated assignments is wholesome learning, that is, students can understand the complex linkage between the different subjects taught in the same semester. This understanding cannot be learned by studying any individual subject independently on its own. The linkage between different subjects can only be appreciated through preparing an integrated assignment. In the integrated assignment example mentioned above, students will be able to understand how six subjects complement each other in the preparation of a business proposal.

### **Optimising Time and Effort**

Another important advantage of the integrated assignment is the optimisation of time and effort. In most Diploma in Business programmes, students will study six subjects each semester with each subject having one individual assignment and one group assignment as coursework assessment. This means that students will have to complete six individual assignments and six group assignments in each semester. However, in Sunway Diploma Studies, the students need to submit six individual assignments and only one integrated group assignment. Therefore, the integrated assignment benefits our students by optimising their time. In addition, students will be able to appreciate the intricate linkage between the subjects, as discussed earlier.

### **Experienced Lecturers**

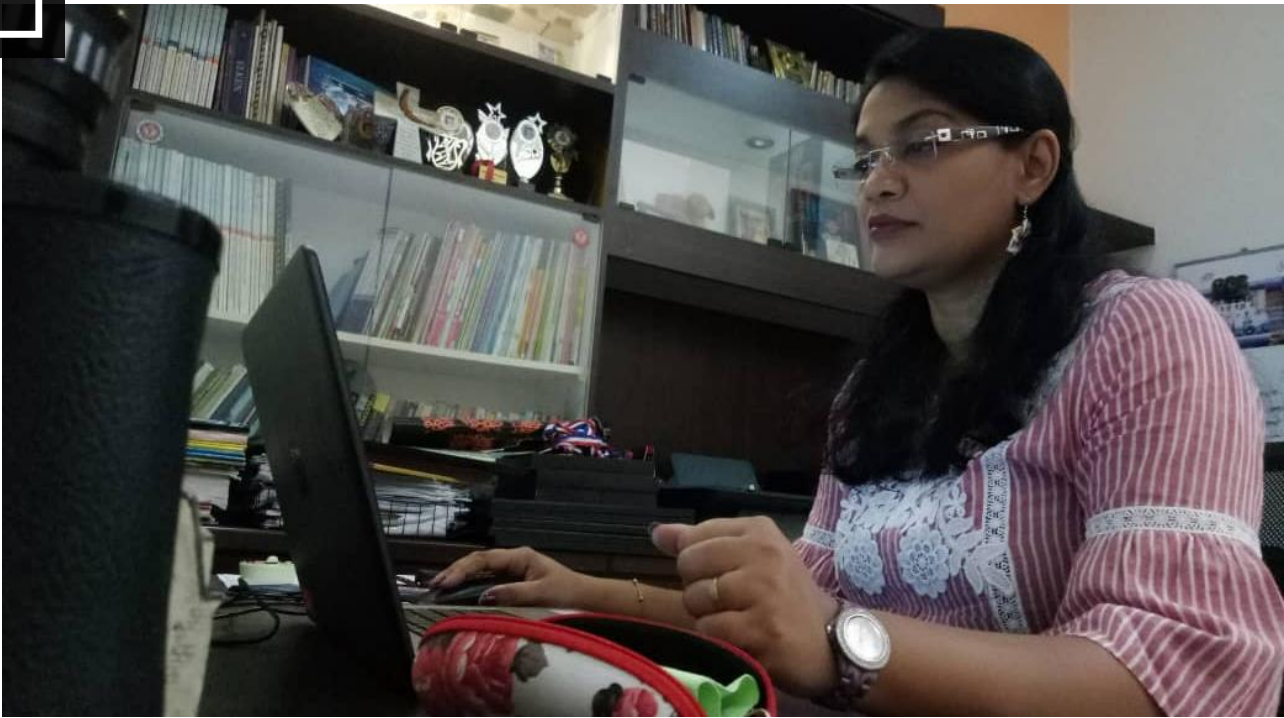
Integrated assignments are designed by a team of experienced lecturers who have taught one or more subjects in the diploma programme. Through teamwork, they design and mark the integrated assignments. Students are sometimes puzzled about which section of the integrated assignment is to be supervised and marked by which lecturer. The answer is simple, just look at the marking rubrics. The rubrics will easily show how the learning from different subjects fit into different sections in the integrated assignment.

### **Conclusion**

The integrated assignment saves students' time and effort as they gain a more wholesome learning experience. The assignment may look difficult and complex but lecturers will be able to guide students.

*By: Dr. Choy Tuck Yun*





## TEACHING DURING THE COVID-19 PANDEMIC

### Two sides of a coin – Heads or Tail

***Fear knocked at the door. Faith answered. And lo, no one was there...***

Fear was the greatest serving in the minds of most of the lecturers when the nation went into lockdown since 18 March 2020. We had never seen or experienced something as different and unique in many of our lives as educators. This was a change as to how we will view teaching and learning in just a glimpse.

Online teaching was the new norm that most of us had to adapt quickly to fit into the new teaching norm. The experience was good, bad and ugly (well you were hoping I said that). The experience ranged from exciting like candy in a child's hand to fear of the unknown. Since the lockdown the platform of our delivery was on eLearn and many had been using Microsoft Teams and so we had a mixture of delivery platforms which catered to the ability of the individual lecturers. Some were comfortable on certain platforms and while others thrived and explored new platforms. Like the saying "Rome was not built in a day" and so we worked on polishing our teaching and learning experiences every day. We embarked on new adventurous and treacherous journey in providing the best learning experience for our students. We enjoyed this new-found platform and everyday was a wall broken down. The circle of unending resources and support from both the ITS and the department's teaching and learning made this adventurous journey worth the while. In believing and having faith, fear was not an invited guest to our class. As we continue to grow and flourish in the unknown vast land, we now see the fruits of our labour.

*By: Diana Gail Maurice John*

## TEACHING DURING THE COVID-19 PANDEMIC

### A new experience

I am finding out that teaching from the comfort of our respective homes via e-learning during the Movement Control Order (MCO) period can be a unique experience. Most of the time, I use Microsoft Teams for my online classes and it is an excellent platform for interactive lectures and live online discussions with my students. Microsoft Teams also allows both the lecturer and students to record the teaching and learning sessions, which will be very useful for students to review the lectures at their own pace and for revision at a later time.

The challenge is in terms of getting the majority of the students to respond during the online classes. Sometimes the same students are the ones who responds. Therefore, to control this, I will conduct activities by using Quizizz, Kahoot and Padlet to make them be more responsive. However, I am happy that students who are normally quiet in class will ask questions online and this is good. With recorded videos, students can repeat, fast forward or even slow down the tutorials to suit them without interrupting others.

The unprecedented MCO has left lecturers with no choice but to bring the classes and paperwork online. Due to the short notice, it is very challenging for lecturers who are teaching online for the first time. We need to make an adjustment to our schedule and allocate time to do online classes. I am looking forward to incorporating the online teaching experience into my conventional classroom in the near future.



*By: Nurul Aini Khatijah Yusof*



## LEARNING DURING THE COVID-19 PANDEMIC

The rapidly growing COVID-19 outbreak has led to the closure of academic institutions and the disruption of on-campus classroom activities. With the Movement Control Order (MCO) being enforced since 18 March 2020, it is time for the educators and students to dive into the world of e-learning. There are many resources available online, ranging from free courses to project based activities for the students to explore more. It is true that studying online requires more self-motivation and time management, because you will spend a lot of time on your own without someone being physically close to keep you focused.

Being students, staying at home has saved us a lot compared to the past where we do not have to board the public transport to get to campus or not have to spend money on gas for your car. At the same time, we would not have to get up early to get dressed for class and the list of conveniences goes on. Studying online has given us more flexibility. We do not have to log in at a specific time for a live session, but we can study and interact with our instructors and fellow friends. Due to MCO, lecturers have the opportunity to fully focus on trying out different teaching tools and manage their teaching materials as well as the assessments to suit the new teaching approach. Forget about attending classes for hours, sitting in an uncomfortable chair and suffering back pain by the end of the day, students tend to not be bound to physical class sessions when they opt for online education. You can easily get access to the materials provided by lecturers via online platforms and study comfortably from home.



On the good side, it minimises the negative impact on the environment which emanates from transportation and manufacturing. The infrastructure and the materials required in the traditional education establishment such as the use of electricity has reduced during this critical period. Not only that, various academic institutions can save both time and money when they implement and expand their online learning platforms. Every student is required to participate in virtual study sessions to make them fun and interesting. We have our discussions via discussion board, chats and the Q&A sessions guided by our lecturers. Furthermore, we also completed our group assignment video presentation through Microsoft Teams for every subject. The expensive nature of Internet and the accessibility of technology have generated a surge in the demand for web-based teaching and learning.

To wrap up, I can conclude that online learning has brought a positive impact in the lives of students and working professionals. The quality of education has improved and it has become easier for students to refer to the content from time to time. In this era of digitalisation, the scope of online education has increased even more and will be beneficial for students, professionals and the institutions as well. Let us cherish this moment in maintaining a good mentality by learning everyday even if we are facing difficulties in life by staying positive always.



*By: Siew Yee  
(DBA Sem 5)*

## LEARNING DURING THE COVID-19 PANDEMIC

My name is Sattiyawathy Boobalan and I am pursuing my Diploma in Business Administration at Sunway College Kuala Lumpur. Due to COVID-19, our learning environment has changed. Currently, we are studying and communicating through online platforms such as Microsoft Teams, Zoom and eLearn. Overall, this is a new experience for all of us.

As a student, I am enjoying these new learning methods as online learning is flexible and adaptable. I can join online classes on time because I do not have to go to different floors for different classes. Moreover, I do not even have to rush to classes due to traffic jam. On the other hand, our beloved lecturers are still allocating consultation hours through online calls and utilising the last five minutes of classes for a Q&A session with students. Besides, we still have class discussions via online calls and the whole class is able to participate without any interruption. I can confidently say that online studying has not affected either my understanding of the subject or my exam results. The learning environment might have changed, but the learning method is still the same whether it is online or physical class.



*By: Sattiyawathy Boobalan  
(DBA Sem 5)*

## FUTURE ACTIVITIES

*By: Sitti Fatimah Jusoh*

1. **Young Entrepreneurship Day:** To cultivate the spirit of entrepreneurship among students and help them gain business acumen and insights of forming small businesses that are financially viable while being socially and environmentally responsible.
2. **DBA Orators Club:** To provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.
3. **Sustainable Community Service:** To develop real-world skills that will help them succeed in life and build up a caring community, promote positive values of self-fulfilment, utilise community resources and enhance the sense of social belongings.
4. **DBA Champions League:** To promote healthy lifestyle by providing various sports activities amongst DBA students, as well as developing and nurturing sport talents into competitive individuals with high sportsmanship.
5. **DBA Kickstart Club:** To bring up the entrepreneurial spirit amongst DBA's young generation and develop aspiring young entrepreneurs as it will act as a platform for applying and exercising academic skills.
6. **Annual Dinner:** A joyful evening to socialise and recall students' best memories made during their life in Sunway College as well as a perfect opportunity to reunite with the DBA alumni and current active students.

*Prepared by: Dr. Punitha Sinnappan*

*Proofread by: Malathi Selvanathan*

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