

## Learning that goes beyond education

AT Tunku Abdul Rahman University College (TAR UC), learning is not academic per se but the university provides opportunities for students to learn outside of their classroom and textbooks so that they can tap into their fullest potential, which is in line with TAR UC's philosophy in learning "Beyond Education."

This is clearly demonstrated by the Faculty of Accountancy, Finance and Business where students actively participate in specially curated industry programmes and societies to broaden their knowledge beyond academic curriculum.

The TAR UC - BDO Student Ambassador Programme serves as a strategic platform for students to connect and interact with industry professionals at BDO Malaysia, a leading professional services firm providing audit and assurance, advisory, tax services and business services and outsourcing to businesses.



A screenshot from one of the online programmes with BDO Malaysia.

The student ambassador programme was established in 2017 to encourage TAR UC students in organising important events and activities to enrich students' learning experience on campus.

"Students are also able to network with industry leaders and many have shared that their interactions with professionals who have helped them decide on their future career paths," says Cheng Pei Ni, president of TAR UC - BDO Student Ambassador

Programme 2019/2020, who is currently pursuing her Bachelor of Commerce (Hons) in TAR UC.

"As for me and my other course mates who are part of the TAR UC - BDO Student Ambassador team, we have gained so much experience and exposure in working with the BDO Malaysia team. Apart from providing the necessary financial resources and empowerment to organise the many events and activities, the team at BDO Malaysia are also actively involved

in mentoring and coaching us" says Cheng.

Established since 2015, TAR UC ACCA Society, is an academic-related student society which aims to add value to the learning and development process of TAR UC accounting students for a successful career in the accounting profession through the engagement with accounting professionals and the Association of Chartered Certified Accountants (ACCA).

"Annually, the society organises various activities and workshops with industry leaders, especially the Big 4 and ACCA Malaysia. And in 2020, we organised several relevant online workshops on CV Writing, Career Advice, Personal Branding and Leadership as well as Public Speaking in addition to accounting and business-related webinars.

"The learning experience from organising these virtual activities has truly enriched my skills in managing time, people and tasks.

I am also gaining more confidence in interacting with industry professionals after the many pitching sessions I conducted with them to participate in the planned activities of the society," says Low Kuan Chen, chief executive director of TAR UC ACCA Society, who is currently pursuing her Bachelor of Commerce (Hons) at TAR UC.

■ For more information on TAR UC accounting, finance and business programmes, call 011-1054 8256, email [fafb@tarc.edu.my](mailto:fafb@tarc.edu.my) or visit TAR UC's Virtual Open Day (10am to 5pm) from now until June 30 at <http://virtualopenday.tarc.edu.my>.

Prospective students are encouraged to apply at [www.tarc.edu.my](http://www.tarc.edu.my). Applicants who submit their application online by June 20 will receive a waiver of RM60 processing fee. Attractive scholarships are also available at TAR UC based on academic merit and sibling discount for qualified students.

## 35 YEARS EXCELLING IN BUSINESS EDUCATION

- A RM25 million Business Analytics and Technology Innovation Centre (BATIC) for training in live stock-trading
- BATIC also houses one of the largest Bloomberg Finance Labs among private universities in Malaysia
- Collaboration with top venture and technology groups to develop the HELP Technology Hub
- Our business students can get certified in Bloomberg Market Concepts (BMC) using the Bloomberg terminals. Such training will accelerate our students to succeed in the financial and business world.



"The Diploma in Business programme provided me with a strong foundation for my Bachelor of Business (Accounting) degree. The academic faculty in the diploma and bachelor's degree programmes are senior industry professionals and academics with active consultancy. I have benefitted from their experience and expertise. This exposure has prepared me well for my current job."

**Chai Ming Tak**  
Tax Associate II, Ernst & Young  
Bachelor of Business (First Class Hons) Accounting (2018)  
Diploma in Business (2016)  
Hong Leong Foundation ROAR Scholarship Holder (2014-2018)

SPM, O-LEVEL, UEC STUDENTS

### BE AN ACHIEVER THROUGH THE HELP DIPLOMA IN BUSINESS



**Dr Kelvin Tan**

A HELP Diploma in Business Success Story in the University of Queensland (UQ), one of the world's top 50 universities.

HELP Dip Business (Distinction), BCom (UQ) First Class Hons, PhD (UQ)  
Assoc Professor of Finance, UQ Business School

Recipient of numerous awards from UQ for teaching and research excellence

Latest award from UQ for Excellence in Higher Degree (PhD) Research Supervision.

"The HELP Diploma in Business programme covers the whole spectrum of business: Accounting, Finance, Economics, Management, Marketing, Law, Quantitative Methods, Ethics and Human Resource Management. The wide coverage of the Diploma curriculum has built a strong foundation for my Bachelor's degree in Accounting."

**Kueh Wan May**  
KPMG Associate in Accounting and Advisory Outsourcing Service (current)  
Table Tennis Malaysia National Player (2015)  
Bachelor of Business (Accounting) (Hons), HELP University (2018)  
Diploma In Business, HELP University (2015)  
Chung Hua Middle School, Kuching (2008)



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# Value of a diploma in business

THE Faculty of Business, Economics and Accounting of HELP University is the leading provider of business and related programmes.

Its reputation and success rests on a combination of a well-planned curriculum delivered by an efficacious pedagogy and professional and industry connections.

It offers honours degree programmes in Accounting, Finance, Economics, Business Analytics, Entrepreneurship, Management, Human Resource Management, International Business, Marketing, Hospitality Management, Tourism Management and Business Psychology, and the Diploma in Business.

The faculty has produced many alumni of quality who occupy important positions in industry.

Underlying the success stories is the HELP Diploma in Business (Dip Bus) programme.

The two-year programme

prepares students for admission into the second year of business-related degree programmes at HELP and internationally-recognised universities. It is widely accepted by Australian, British and New Zealand universities as being equivalent to their first-year course of studies.

Admission to the Dip Bus requires just three credits in the SPM/O-Level/UEC. Holders of the diploma who do not proceed to a degree programme immediately are well prepared for the job market as they will have acquired the knowledge and practical skills in business. Backed by working experience, students are subsequently better equipped to complete and even excel in their degree studies.

Dip Bus students at HELP have acquired an identity as high achievers on account of the rigour and pedagogy of the programme.

An example is Dr Kelvin Tan. After completing the HELP

Diploma in Business with Distinction, Kelvin entered the University of Queensland (UQ) and completed his BCom with First Class Honours, eventually obtaining a PhD in Finance.

After a distinguished academic career at UQ, he is now an Associate Professor of Finance at the UQ Business School where he won numerous awards for excellence in teaching and research. His most recent award from UQ was for Excellence in Higher Degree (PhD) Research Supervision.

Another success story is Lim Shin Jin who scored a near-perfect CGPA of 3.98 in her Dip Bus and was awarded a Malaysia Global Leaders Scholarship by the University of Queensland to complete a two-year BCom programme (majoring in Accounting and Finance).

The Malaysia Global Leaders Scholarship offered by UQ is

aimed at high achieving students from Malaysia to further their studies in UQ, where they will simultaneously develop their employability and leadership skills and upon graduation join a global network of outstanding Global Leaders scholarship alumni, and build upon their professional networks at home and abroad.

Lim admits that her choice of the Dip Bus is HELP's credit transfer arrangement with UQ, which would mean a big saving in fees as it allowed her to enter directly into Year 2 of studies at UQ. Thus her winning the Malaysia Global Leaders Scholarship is a most fortuitous result of her decision to join the HELP Dip Bus.

The University of Queensland is one of Australia's top eight universities. It offers HELP Bachelor of Business students a world exclusive 2+1 or 1+2 credit transfer arrangement in recognition of the high quality of teaching at HELP University. This makes both the HELP Diploma in Business and Bachelor of Business (BBus) highly attractive programmes.

Other factors that make the Dip Bus and BBus highly attractive propositions are that BBus students (including joining Dip Bus students) are eligible for a sponsored study trip to a UK or Australian university to enhance their study experience.

They also get hands-on experience of live stock-trading at the Bloomberg Finance Lab in HELP's RM25mil facility, the Business Analytics and Technology Innovation Centre (BATIC).

All students are also eligible to attend a free Certificate in Data and Business Analytics course as well as obtain certification in Bloomberg Market Concepts via the Bloomberg terminals on campus.

These courses and the data analytics modules embedded in the syllabus are part of the faculty's curriculum to prepare business leaders for IR 4.0.

The faculty's graduates have a reputation as highly employable, smart and performance-oriented professionals. For professional recognition, they receive maximum exemptions for

**"The Malaysia Global Leaders Scholarship offered by UQ is aimed at high achieving students from Malaysia to further their studies in UQ, where they will simultaneously develop their employability."**

professional exams and membership of the ACCA, CPA Australia, ICAEW, CFA and MIA.

The HELP Faculty of Business, Economics and Accounting has a high reputation in the public sector, industry and the professions as well.

It is the only business school from public and private sector institutions of higher learning to be awarded the Premier Digital Tech Institution (PDTI) status by the Malaysian Digital Economy Corporation (MDEC).

PDTIs are institutions with a proven track record of producing high-quality graduates for digital tech-based high-value jobs via cutting-edge research and education policies, strong industry linkages, and career development and placement services.

The faculty's performance also enabled HELP University to be accorded a five-star rating for Business and Management Studies from QS (Quacquarelli Symonds), one of the most widely respected university ratings in the world.

■ For more information on programmes, call 03-2716 2000 or email [marketing@help.edu.my](mailto:marketing@help.edu.my)



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- Logistics & Supply Chain Management
- Marketing
- Retail Management

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An illustrious Dip Bus graduate, Dr Kelvin Tan is currently associate professor of finance at the University of Queensland.

THE University of Derby (UOD) 3+0 programme offered by the Department of Management Studies (DOMS) at the HELP Academy is a value proposition that many students aiming for an internationally recognised business degree from the UK find hard to resist.

The programmes offered are the BA (Hons) Accounting and Finance, BA (Hons) Business Management and the BA (Hons) Business Management (International Business).

These are supplemented by three diploma programmes and a certificate programme that provide a pathway for school-leavers to enter the degree programmes. These are the Diploma in Accounting, Diploma in Business Management and Diploma in Marketing, and the Certificate in Business Management.

UOD is a modern and innovative public university with a 170-year history. It grew from the Derby College of Art and Technology and is ranked among the top 30 UK universities by the *Guardian University Guide 2020*.

Its other impressive credentials include being ranked among the top 10 UK universities for Business, Management and Marketing honours degree courses, and among the top 10 for Accounting and Finance honours courses (*Guardian University Guide 2020*).

Students selecting the relevant module pathway will be given maximum exemptions by the ACCA to qualify for professional membership to accelerate their careers.

Graduates of this programme have gone on to excel in local practice, multinational accounting firms, merchant banks and other major financial institutions and businesses.

The BA (Hons) Business Management involves combining elements from diverse subjects (e.g. Management Principles, Managing Financial Resources, Business Economics, Understanding People in Organisations) and applying them in scenarios like setting up a business, identifying a target market, mounting an advertising campaign, and preparing business plans and cash flows.

This kind of experience and practical application of knowledge make this a unique course to prepare graduates for a successful management career.

The BA (Hons) Business Management (International Business) focuses on the way businesses work across the world and provides a solid foundation for those intent on a career in a multinational or an international business.

Graduates will be highly employable in sectors like international trade, transport and logistics corporations, financial institutions involved with trade and investment, firms engaged with business process outsourcing, government agencies involved in international trade and international business consultancy.

For admission into these three attractive degrees, the entry requirements are three credits in any subject for SPM (or equivalent) and B6 for UEC; except for the Diploma in Accounting, which must

# Value-for-money 3+0 UK degree programme from Derby

include Maths.

Admission to the Certificate in Business Management only requires one credit in any subject in SPM (or equivalent) or B6 for UEC. This gives a significant advantage, as students can subsequently proceed to any of the above diploma courses and complete a UOD degree in four and a half years.

The UOD Business Management and International Business degrees are accredited by the Chartered Management Institute (CMI, UK) which is dedicated to nurturing management and leadership skills in professionals. Students registered in these two programmes at DOMS receive an added bonus: they are given Affiliate Membership of CMI during their studies, and on completion they receive a Diploma in Management and Leadership from the CMI.

The Diploma in Management and Leadership (a CMI Level 5 qualification) is a comprehensive course designed to provide candidates all the skills and knowledge required of a senior manager; it normally takes 18 months to complete.

One big attraction of the UOD degrees at DOMS is the 10-day trip to the UOD campus in the UK provided by HELP as an essential part of the programme.

Students literally become part of the student body, participating in academic activities like lectures and seminars led by the UOD academic faculty; they meet and network with Derby students and faculty members, and visit the university's industry partners like Rolls Royce. They also receive a warm welcome from the Mayor of Derby city.

At leisure time, they visit London and other cities to shop and to appreciate the rich cultural heritage of England.

The more enterprising and adventurous students organise side trips to parts of the UK and to European cities both before and after the study trip. This is an irresistible value proposition as their airfare is covered by the trip.

Students testify to the value of the UOD programme with great enthusiasm.

Raja Nur Syazwina (BA Hons Business Management with First Class Honours) says "One highlight is the mandatory industrial training which greatly enhanced my learning capabilities and analytical skills that ultimately led to my First Class Honours result".

Raja Nur Syazwina's credentials helped her secure a job as an investment analyst at Amara Investment Management.

Kelly Yap Pye Venn (BA Hons Accounting and Finance) admits, "I like calculations and numbers, thus my interest in accounting and finance. It also opened doors to the corporate world. The free trip to the Derby

campus in the UK was important for me; it was not just a vacation but also an exposure to the university, particularly the culture and the environment. This programme and the international study trip gave me many memorable experiences; it also reminds me there are many challenges out there for me to overcome, using the knowledge I have gained."

■ For more information on programmes, call 03-2716 2000 or email [marketing@help.edu.my](mailto:marketing@help.edu.my)

Raja Nur Syazwina (BA Business Management with First Class Hons).



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SOCIAL entrepreneurship is on the rise, but not enough discussion has been raised around social entrepreneurs' wellbeing.

Social entrepreneurs are driven by a tenacity that goes beyond driving revenue and profit. The business serves a broader purpose: to address social or environmental issues that plague specific communities or societies, making it an appealing career choice for aspiring change agents.

Thus, they often work with vulnerable and marginalised individuals and communities, including refugees and victims of domestic violence.

It's a herculean task – social entrepreneurs witness extreme hardship and feel negative

# Toolkit to improve social entrepreneurs' well-being

emotions as a result. Their efforts to galvanise change is a long-term endeavour that cannot be achieved overnight.

The gruelling work means social entrepreneurs are ripe for burnout if they fail to care for their well-being. It also risks jeopardising the sustainability of their socially conscious business models.

This prompted researchers to put together a well-being toolkit for social entrepreneurs in partnership with them.

The Doing Good, Staying Well toolkit is a collaborative effort between Dr Au Wee Chan, Monash University Malaysia

Dr Au Wee Chan.

Department of Management lecturer, University of Sheffield entrepreneurship lecturer Dr Andreana M Drencheva, Social Innovation Movement, and Impact Hub Phnom Penh.

It aims to support the development of change makers' attitudes, skills, and practices towards well-being, which can ultimately lead founders to create and sustain social ventures that catalyse positive social change.

The toolkit was developed after more than 40 in-depth interviews with social entrepreneurs.

Work-life boundaries can be non-existent for social entrepreneurs. Many activities occur outside of the typical 9am-to-5pm weekday schedule.

"Many social entrepreneurs highlighted in our interviews that if they quit halfway, the harm to their beneficiaries would be greater than if they had done nothing to begin with," says Dr Au. "They continue to push themselves, and it can take a serious toll on their mental health."

"We developed the Doing Good, Staying Well toolkit to address this issue based on the experiences of

social entrepreneurs who participated in our research. We used the toolkit for a six-week cohort-based well-being programme for social entrepreneurs at the end of last year," Dr Au says.

At the core of the toolkit are the needs, experiences, lessons learnt, and practices shared; curated and developed by social entrepreneurs engaged in the social entrepreneurship journey.

These insights were supplemented by additional empirical evidence and academic frameworks to make the toolkit more robust and account for the diversity of experiences and needs.

The toolkit has three main sections: Committing to Social Entrepreneurship, Setting up the Foundation, and Navigating the Journey. The tools in each section aim to address specific needs that social entrepreneurs have at different stages of their journeys.

The final section is a bonus with quick ideas for improving the well-being of social entrepreneurs' teams.

The toolkit recognises that aspects of well-being intersect

differently with the social entrepreneurship journey at different stages and the identities of social entrepreneurs.

Researchers note that each person is different, and each tool adds different benefits. As social entrepreneurs progress through the toolkit, they will be able to identify better which tools are more relevant and applicable to them and pay more attention.

The toolkit is unique, and the researchers have received much positive feedback and interest from the social entrepreneurship community in the Philippines and Vietnam. Malaysian and Cambodian social entrepreneurs have found the toolkit to be helpful. Researchers plan to create another version and explore how well it works for individuals across different contexts.

The research received funding from the Arts and Humanities Research Council (AHRC) and the Global Challenges Research Fund (GCRF) for the international project entitled "Changing The Story: Building Inclusive Civil Societies with, and for, Young People" led by the University of Leeds.

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**Emeline Khoo**  
Foundation in Arts  
LLB with First Class Hons  
University of the West of England, Bristol  
Recipient of the Lord Templeman Scholarship



“I'm very grateful to HELP for structuring the Foundation programme in a way which focuses on students' mental development to cope with the rigours of study at top UK universities”.

**Rachel Lai**  
Foundation in Arts  
MPhil, PhD (Education) Cambridge University  
Recipient of the Tunku Abdul Rahman Fund Scholarship

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