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HIGHER EDUCATION

Quality and holistic education at TAR College

WITH an excellent track record that spans the last four decades, Tunku Abdul Rahman College (TAR College) continues to advance its reputation in holistic education and remains more committed than ever to offer the benefits of quality and affordable education to young Malaysians.

Winning the coveted BrandLaureate Award in Corporate Branding – Best Brands in Education – College category, reflects its commitment to high standards and excellence in education. Being the largest college in Malaysia, it boasts of a total enrolment of 25,000 students and has an enviable record of 140,000 graduates working in all parts of the world.

In keeping with the tradition of excellence and quality education, the School of Social Science and Humanities – which celebrated its 10th anniversary recently – plays an important role providing opportunities for students to further their studies in the media, creative arts, social sciences and hospitality management.

The school offers an array of programmes at the certificate, diploma and advanced diploma levels. Advanced diploma graduates have the option of the 14-week collaborative degree conversion programme at the Liverpool John Moores University (LJMU), or gain direct entry into master's degree programmes offered by selected UK universities.

Advocating a holistic and practical approach to learning, the School of Social Science and Humanities involves students in organising campaigns and interactive activities to expose and prepare them to the challenges of the real world.

Recently, students in the Advanced Diploma in Mass Communication (Public Relations and Media Studies) course, teamed up in organising the school's 10th anniversary promotion campaign with the theme, "Simply Versatile".

This campaign showcased their versatility in their own field while promoting the different courses of the school, with:

- talks by professionals from the journalism and advertising industry
- graffiti demonstration by graphic design artists
- health psychology demonstration
- "Green Screen" multimedia showcase
- fashion show, "Mr and Miss Tourism Search"
- the "Tastebud Testers" game

The presence of former *Malaysian Idol* champion Danell Lee, added the celebrity touch to the campaign.

The student-organisers even bor-



TAR College is committed to bringing the benefits of quality and affordable education to young Malaysians.

rowed a BL4S feature film camera valued at RM800,000 from the National Film Department as an iconic exhibit in the Film and Photograph exhibition.

School head Lee Hwee Chuan described the celebrations as, "... another step forward in advancing our commitment to produce well-rounded graduates who are employment-ready."

Another of the school's purpose-driven activities was to add an international dimension to the learning programme with study tours and visits. Recently, a group of 20 Advanced Diploma in Hospitality Management students led by lecturers, Vivienne Soong and Amanda Lee, visited Vietnam on a study tour to the five-star Hanoi Daewoo Hotel. They were also briefed about the hotel's operations by front office manager Alex Khoo.

Another noteworthy campaign was the SOS Earth awareness campaign, themed "Future Lies on Responsive Action" organised by first year students of the Advanced Diploma in Mass Communication (Public Relations). The students played the role of event managers and second year students of the Advanced Diploma in Mass Communication (Advertising) acted as the creative agency representatives. The campaign activities included the

Mangrove Tree Planting project at Teluk Gong where the whole community managed to plant 3,000 mangrove trees with the "Earth Rangers" from TAR College, planting at least a third of the trees. There were exhibition booths highlighting the importance of conservation and preservation programmes on this planet, such as the "Ocean booth" with amazing posters of aquatic life and its eco-system as well as the "Water Conservation" booth and many more.

Other meaningful events included games and activities like "The Paper Tower", "Garbage Enzyme", "Recycling" and even "Singing Praises about Saving the Earth!" There were also informative talks on climate changes, the making of garbage enzyme, mud balls and even entertainment with an "SOS Earth" dance.

The "Greenest Person on the Planet", Matthias Gelber, a guest at the launch, was impressed with the meticulous planning of the students.

"Practise green activities in your daily life, and in the organisations and communities that you are part of. Be an SOS Earth Change Agent – this event should be the start of a new green life for you – a much more meaningful life," he said.

Advanced Diploma in Mass Communication (Public Relations) year

one student Kerrie P'ng said, "Now, I am totally aware of my role in helping to preserve the environment. If all of us pool our resources together and take steps to 'green' our daily activities, we can surely make a difference. I have gained much by participating in this S.O.S. Earth event."

This campaign served as an important lesson for all students, making them more rounded and appreciative of their natural surroundings.

Education at TAR College extends beyond lecture halls and even involves study tours overseas, organising events on real issues that affect the world as well as engaging in creativity, fun and getting industry players to share ideas and experiences.

The May intake is now in progress and application forms are available at all TAR College campuses. Online application is also available at www.tarc.edu.my.

- For more information, contact TAR College campuses at:
- 03-41450100/23 (KL Main Campus)
 - 04-8995230 (Penang Branch Campus)
 - 05-4660388 (Perak Branch Campus)
 - 07-9270801 (Johor Branch Campus)
 - 09-2314185 (Pahang Branch Campus)
 - 088-718482 (Sabah Branch Campus)