ABOUT

'Knack' is a throwback to the iconic pop art movement, utilising the element of a 'vending machine' as a metaphorical symbol.

The term 'knack' defines itself as a special skill or talent. Raffles College plays the character of the vendor, which provides good and dispenses the knowledge in order for its students to improve their ability in their course.

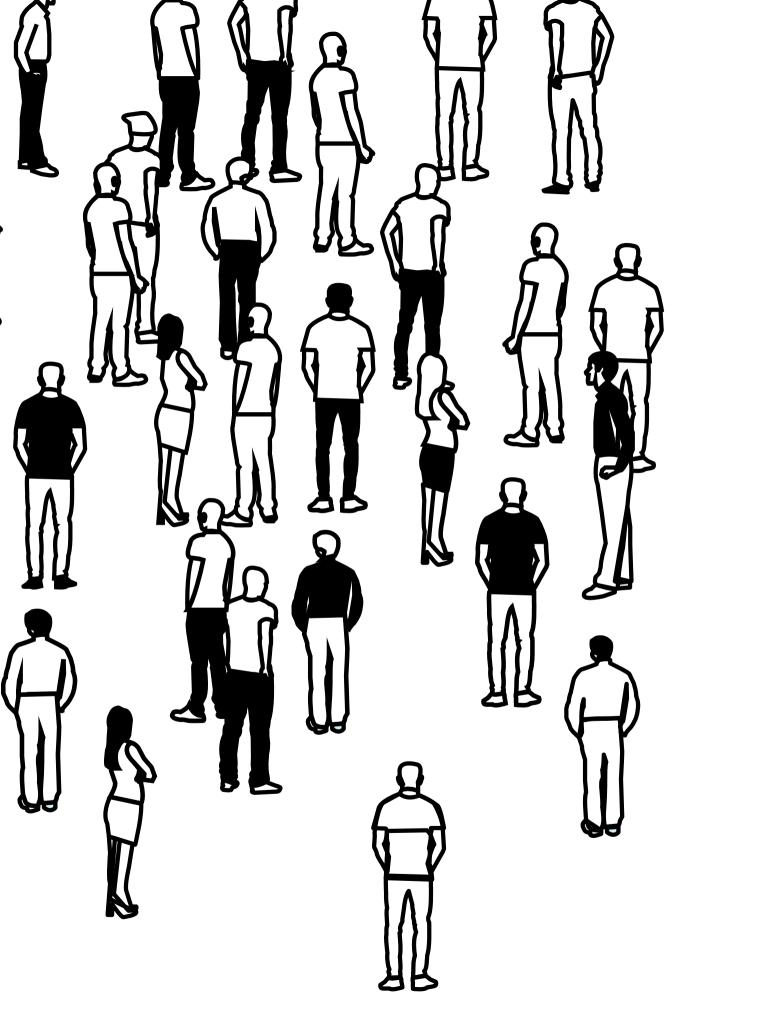
K N A C K

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When I started designing in school, I discovered that I had a knack for it. I fell completely in love with architecture, and I remain in love with it.

César Pelli

An Argentine American architect who has designed some of the world's tallest buildings and other major urban landmarks. Some of his most notable contributions include the Petronas Towers in Kuala Lumpur and the World Financial Center in New York City.

Knack /nak/

noun

an acquired or natural skill at performing a task. "she got the **knack of** it in the end" synonyms: gift, talent, flair, genius, instinct, faculty, ability, capability, capacity, aptitude, aptness, bent, forte, facility;

A study by The World Economic Forum's "Future of Jobs" predicted that 5 million jobs will be lost before 2020 as artificial intelligence, robotics, nanotechnology and other socio-economic factors replace the need for human workers.

Making sure that our graduates continue to be relevant is the key focus of Raffles College of Higher Education.

As a leader in personalised learning through its industry relevant programmes, Raffles is monitoring the trends and developing strategies and methods to adapt to these changes through investments in curriculum and pedagogy to ensure that our students are well prepared for the future.

Raffles graduates with their distinct qualities will set them apart from their peers - as assets to employers and as individuals who are ready to compete in the global market.



College Director

FASHION DESIGN

The aim of Fashion Design program at Raffles College of Higher Education Kuala Lumpur is to develop candidate fashion designers, who have various competence to work independently as entrepreneurial fashion designers.

The main goals of this education are:

- 1. Apply necessary knowledge on advanced conceptual thinking skills to solve various fashion design problem in modern way
- 2. Use a series of techniques and design methods to create, present and argue innovative ideas for contemporary fashio designs
- 3. Allow students to indicate the knowledge of design history and theory in assorted disciplines to conduct design research and critism.

Career Opportunities:

Fashion Design program provides you with the essential knowledge and dexterities for a design career in the fashion industry, including:

- 1. Creative thinking
- 2. Problem solving through design
- 3. Fashion designer
- 4. Fashion entrepreneur
- 5. Pattern making expert
- 6. Stylist
- 7. Image consultant





Iran sahar.fattahhhosseini@gmail.com

SAHAR FATTAH HOSSEINI

DIVINITY

Anahita, the forgotten goddess Goddess of water, fertility, protection, war, healing and wisdom, Whose name was once known and worshipped. She is matched in divine power, the Persian Goddess Anahita.







BACHELOR OF DESIGN





OOI WAN PING

Malaysia i-am-piing@hotmail.com

VICTORIOUS

Winning over losing is an achievement, building foundation for a victorious life.







AMELIA KURNIA SARI

Indonesia ameliakurniasari97@yahoo.com



Characterized by a heightened interest in nature, emphasis on the individual's expression of emotion and imagination.

It is just sound like Lord Byron's "
She walks in beauty, like the night of cloudless and starry skies, and all that's the best of dark and bright.
Meet in her aspect and her eyes.
Thus mellowed to that tender light which heaven to gaudy day necklace"







AZLINA BINTI ABDUL AZIZ

Malaysia azlinaaziz6@gmail.com



If only walls could talk.

Beyond the decaying walls of abandonment, stripped by dust, surrounded by a sense of nostalgia, traces of occupants throughout the decade lies within the wear and tear.

Beyond this, forgotten beauty is unearthed throughout the ruins.

When shall the day of opulence revive once again?







NESRINE BINTI MOHAMED ADNAN SAHNOUN

Malaysia nessie.sahnoun@gmail.com



We can be anything we want to be but we can't be anyone else but ourselves.

Don't lie to yourself but rather look for yourself in the many faces that you have and find out which is truly yours.

"Wanting to be someone else is a waste of the person you are" - Kurt Cobain







GOH SZE YING

Malaysia cloeverxsze@gmail.com

ABSTRACTION

Abounds with artistic architecture, benches and walls covered in broken tiles.

Broken pieces that expresses art, broken pieces that transform into new architectural movement.







DESY HAMDAN

Indonesia desy_tan96@hotmail.com



Darkness settles in with silence, Nocturnal souls wander, Till sunrise ascends.







TEOH XING SHAN

Malaysia txingshan@gmail.com



Unusuality of colours may usher amusement, Black may potray hatred and white may be forgiveness, red representing love and heartache in blue.

If you embrace a multiplicity of colours there can be many feelings and thoughts all into one setting enacting perfection.







THALIA TAMARA SUN

Indonesia hellothaliasun@gmail.com

THE FALLEN

How can i save a fallen angel in the dark, she already fell so far.

But her broken wings are tragically beautiful.

Maybe it's true, we all are broken things and lost soul.







CHAI LIN KWEE

Malaysia linkwee0101@hotmail.com



Wire strings stick through my soul, my actions are controlled a long time ago.

All i am now is a puppet, Go left, go right, forward and back. Do this, Not that.

Losing my self and my soul where I try to scream and shout but there's no way out.

I'll cut off the strings, this is my body, not yours!







CHOO KIEN WEI

Malaysia yoruichickw@gmail.com



The alluring and elegant Sakura, a solid symbol of happiness, appreciation, strength and beauty, Showing both love and power of a woman,

Sacrifices were made in the battlefield.

They show no mercy, they show no fear, they show you power.

Women are forces to be reckoned with.







ANDREW LOW

Malaysia ndrewwww@gmail.com



"Dare to be different. The world is full of ordinary."

Wanna be happy? Break the rules.







CHUAH SHI QIN

Malaysia chuahshiqin@gmail.com

THE UNEXPECTED

From Communication to Connection, From Word to Story, From Point to Picture, From Abstract to Concrete, Focus on the Blind spot instead of Vantage point, 'The Unexpected' exist as a whole with both complete and fragmented one.





FASHION MARKETING & MANAGEMENT

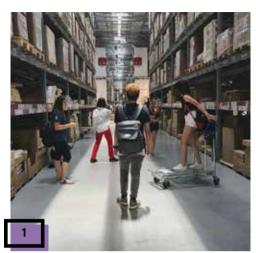
"I'm never going to the Moon or Mars. I may not even be alive when someone else does. A lot of our training is like this: we learn how to do things that contribute in a very small way to a much larger mission but do absolutely nothing for our own career prospects. We spend our days studying and simulating experiences we may never actually have. It's all pretend, really, but we are learning. And that, I think, is the point: learning."

-Chris Hadfield

1.WE EXPLORE! WE TRAVEL! WE CHALLENGE OURSELVES!
2.WE CREATE FASHION LABELS! @THEBLACKHASH
3.WE CREATE SUSTAINABLE BRANDS! @SL.V.TN
4.WE RESEARCH! STUDY AND STRUGGLE! :)
5.WE HAVE STORIES TO TELL! @CONFETTIOFFICIALMY

6.WE BECOME PART OF INTERNATIONAL PROJECTS! WE CARE! @FASH_REV #WHOMADEMYCLOTHES

Find us here >>> www.instagram.com/rafflesfmw

















SHARIFAH NURFIDAH

Malaysia fydah.othman@gmail.com











BRAND PROFILE

Dual is a Malaysian based fashion brand founded by Sharifah Nurfidah in 2016. Dual is committed to bring sustainable and ethical practices into the fashion industry and culture in Malaysia. The company leads a real sense of modesty towards style and self-expression. We stand behind social and environment conscious movement providing desirable and good quality clothing.

MISSION

To make Dual the go-to-modern (sustainable / ethical) brand for modest wear target.

VISION

To be the leading modest wear brand in Asia and beyond.



LIM KHE YING

Malaysia kheying@hotmail.com









BRAND PROFILE

XoXo a lingerie label founded by Lim Khe Ying in 2017 emphasizes on quality materials withaffordable prices!

The concept of the lingerie is to make every young female to enjoy the moment with cosy, stylish and comfortable lingerie. XoXo also breaks the rules - "non-underwear" underwear while offering a new era of body positivity. Women eliminate the traditional bras, creating 100% self-comfort! Anytime. Anywhere.

Any occasion.

MISSION

To offer quality, unique & effortless style pieces that can be worn by young females.

VISION

To become a leading lifestyle lingerie brand in Asia.





SAMANTHA C JUNGKIM, LIM MEE SIM, CHARLIE GAN, YAP LIP FUI, CHEW WEN XIN

samanthajungkim@gmail.com cohaileylim12@gmail.com chaineeee@gmail.com herbeyap@gmail.com chewwenxin@gmail.com





AFFAIR



BRAND PROFILE

"Affair" is a fashion brand that concentrates on youth market which focuses on e-commerce platform with occasional mini pop up store. It is named as Affair because we want young ladies to have love affair with themselves as we believe that self-love is essential to manifest anything in life. It focuses on high-street fashions from Seoul, New York and Los Angeles, and makes it available for Malaysian ladies & in future South East Asia. Established in 2017 by five young fashion entrepreneurs who dream to convey their lifestyles. Affair is a modern design which embodies confidences, effortless-chic, cool-glamour, and femininity with a measured a dose of fashion-edge. Our brand represents different identities of ladies that bring out the best confidence and attitude in them.

MISSION

To inspire and connect with our clients to unleash their potentials every day. We use the power of fashion and fun to allow young ladies in expressing their individuality and fit in—while standing out. Our customers are the reason and inspiration for everything we do.

VISION

Our vision is to be globally competitive and become the first choice fashion retail brand for young, fashion conscious customers. A space not just for selling and buying products, but for encountering fashion, design, and culture.





EDMOND TEOH, TANG HOI YEE, LOW SZE LING, LAM CON NIE, DURKESHINEE

natsume100@hotmail.com tanghoiyee902@gmail.com ling4495@gmail.com lamconniiee@hotmail.com keshinikeshu10@gmail.com











BRAND PROFILE

'Boostlab' is a lifestyle brand founded in 2017 and based in Malaysia. Each and every one from our team are filled with different perspective, ideas and creativity. Boostlab carries sport streetwear for women. Our slogan 'Studio to street' is to convey that we provide the outfits that can be worn in studio and on the streets for leisure activities as well.

We are confident that we will provide the most interesting merchandise to our lovely customers. Boost lab collections are easy to style with lots of fun, unique and most importantly it looks stylish.

MISSION

Our mission is to provide fashionable sport outfits to meet our customers' demand. The purpose is to encourage people to have great fitness lifestyle in a stylish manner.

VISION

Our vision is to continue growing to be the top one-stop athleisure shopping experience for every women. To build and maintain strong relationships with our customer through trust, loyalty and quality. We aim to expand our brand throughout Southeast Asia in the future.

VISUAL COMMUNICATION

SCO°LERS THE STUDENT CREATIVE SHOW AWARD 2016

Raffles College of Higher Education (Kuala Lumpur) emerged as "The Creative School of the Year 2016. The SCO°LERS Awards is Malaysia's first and only creative awards for students. This project endeavour to bridge the gap creative students often face when transitioning from the classroom to the workforce with the aim to create a platform for them to showcase and sharpen their skills in the real world and receive real world feedback. Student submissions are judged by agency folks and industry practitioners - with creative heavyweights like Alvin Teoh from Naga DDB, Sa'ad Hussein from TBWA\KL and VJ Anand from BBDO Malaysia etc.

IPRINT KONICA MINOLTA STUDENT DESIGN AWARD 2017

Our students submitted 7 entries into 6A (Print Design Category) and 3 entries into 6B (Innovative Packaging Category. From the total of 10 entries, we won 2 gold and 5 merits. The judges background are 2 iconic and famous Creative Directors, Allen Tan and Reggie Lee together with Bobby Chang.

6A Print Design Category

Winner
Shin Yi Fong
Project: Shinobatics

Merit Seah Jing Li Project: Box Me

Fazuliana Binti Ahmad Project: A Designer's

Manifesto
Shin Yi Fong

Project: PETA-Lipstick

Lee Ning Xin
Project: How2Zoe

6 B

Innovative Packaging Category

Winner
Lee Ning Xin

Project: Corona Extra

Merit

Nina Suraya Project: Blithe-Cold Brew Coffee

Idea of the year

Indonesian Culture Game - Juru Parkir

Best Digital Award

Gold

Yosua Priskwila

Project: Indonesian Cultural Game - Juru Parkir

Kervin Kaswira

Project: Harrods Honey Label Design

Shin Yi Fong

Project: Shinobatics

Silver

Yosua, Seah Jing Li, Lee Huey Sin

Proejct: Shit Happens

Best Print Award

Silver Bronze
Shin Yi Fong Shin Yi Fong

Project: Shinobatics Project: PETA-Lipstick

Best Typography Award

<u>Silver</u> <u>Finalist</u> Shin Yi Fong Tay Jia Yun

Project: Shinobatics Project: One Certificates, Two Uses

Self-Promotion Award

Bronze
Lee Ning Xin
Project: How2Zoe

Best Publication Award

<u>Bronze</u>

Fazuliana Binti Ahmad

Porject: An Engineered Mess- A Designer's Manifesto

Best Corporate Identity Award

<u>Finalist</u> Seah Jing Li Project: Box Me

Lee Huey Sin

Proejct: Social Cafe

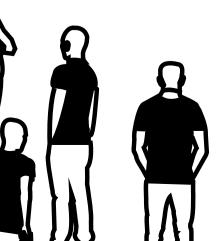
Fazuliana Binti Ahmad Project: Liquid Lunch













LIANA AZWA

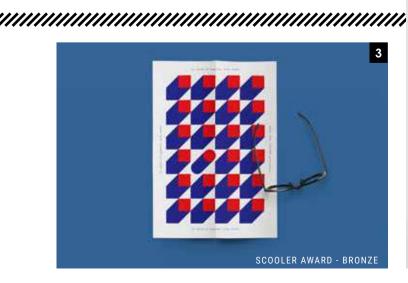
Malaysia I.iana@yahoo.com behance.net/LianaAzwa

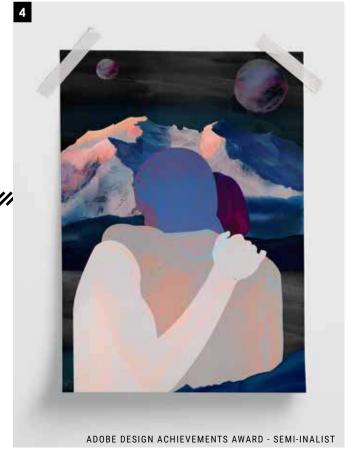
WORKS

1. Identity System // 2. Typography // 3. Poster // 4. Digital Ilustration









VISUAL COMMUNICATION

LEE NING XIN



Malaysia behance.net/how2zoe how2zoe@gmail.com

WORKS

1. Designer Manifesto // 2. How2Zoe-Self Branding // 3. Typography Alphabet // 4. Corona Extra











BOON SYUEN KEE

Malaysia boon_syuen@hotmail.com behance.net/syuen

WORKS

1. Branding

2. Typography Booklet

3. Magazine Design

4. Image Processing









LEE SHEIR

bunnyxueyin@gmail.com www.behance.net/bunnyxueyin

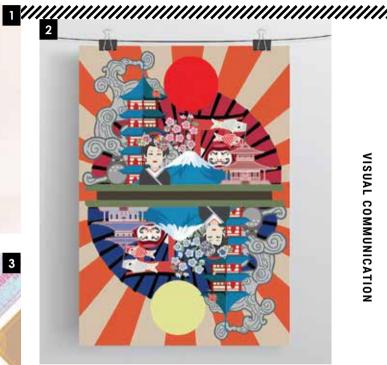
WORKS

Malaysia

2. Poster Design 4. Image Processing 1. Packaging Design 3. Illustration









JEWELLERY DESIGN

WHAT IS JEWELLERY DESIGN?

Exactly as it says, first and foremost it is simply designing jewellery. But as in everything in life, if it's as simple as it sounds, its usually rather dull.

Your jewellery design is exclusively you. Every jewellery designer is uniquely different. Some like to design literally, taking the natural organic beauty of a cherry blossom and transforming it into a wearable piece of art. They might make the piece entirely by hand, painstakingly creating each minute detail directly in the metal, using the techniques traditional to our craft. Others, prefer to be inspired by fashion, to create and design in the fast-paced environment of current trends, to design

for mass production and manage the production rather than personally make the piece. And then there are those who wish to push technology to the maximum in the quest for the perfect designs, those who like to work with 3D printers, laser welders, and the latest CAD technology.

There is no one perfect jewellery designer, only many different, and unique individuals, working together and encouraging each other to create a diverse, beautiful, accessorised world. Here at Raffles, we support and encourage all areas of jewellery design, and celebrate the uniqueness of every student through our diverse curriculum.

Collaborating with De Gem for student's final projects has resulted in design focused, unique jewellery collections all round. Pictured are Kimberley Cheng Phuy Yee and Yew Chu Hsin after receiving awards from De Gem. After leaving the jewellery design programme, Kimberley went straight on to work as a designer for one of the De Gem group companies.



















NGU WEI HIENG

Malaysia imaohw3@gmail.com

RINGS OF LOVE

Love is many things; the fall, the rise, the tears, the smiles, the fights, the make-ups and the sex. Marriage is an altar where love and faith of two separate beings is brought to reality, with the exchange of vows, rings and blessings. We can' choose how to fall in love, but we can choose to stay in love.

Marriage is an adventure for couples; to survive, to explore, and to make the best out of everything. Your special one will be your support, your motivation and sometimes your challenge. I believe every marriage is worthy of personalised rings; and in the name of Love, I find joy in creating these unique rings with romantic stories.













TAI JIA YI



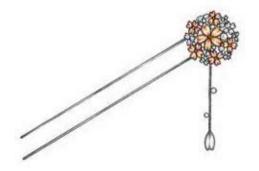




Flowers make every girl feel happy and sweet. The flower also brings out the meaning of fairy tales, elegance of femininity. My jewellery is to remind girls everywhere that they can live happily ever after.

Every woman deserves to live the life of princess. They don't need their Prince Charming to get luxury life, but they can do it by themselves. The future belongs to those who believe in the beauty of their own dreams.



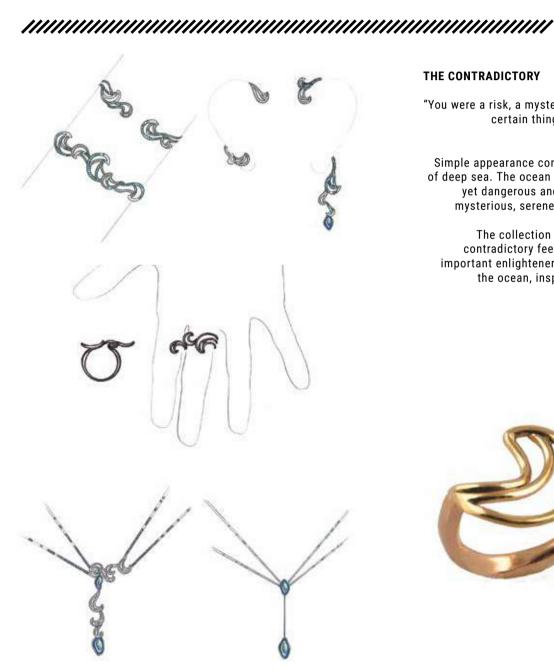




NG YEE WERN



Malaysia gweng_0318@hotmail.com



THE CONTRADICTORY

"You were a risk, a mystery, and the most certain thing I'd ever known. -Bean Taplin

Simple appearance contained the heart of deep sea. The ocean can ne pacifying yet dangerous and profound; wild, mysterious, serene simultaneously.

The collection is to express my contradictory feelings towards an important enlightener who, along with the ocean, inspired this theme.





ESTHER NG

Malaysia esthernje@hotmail.com





The series I'm working on is called "Growth". The reason behind this is because I feel I am always developing not only as a Jewellery designer in the making, but also as an artist. I'm consistently seeking exploration of newer depths in developing skills, ideas, experiences and maturity in thought, but at the same time, never abandoning my old self.

I'm developing into something that is not 'new', but into something 'more'.



NUR Sabrina



Malaysia sabrina_faizalchew@hotmail.com







Affected by global warming, more than 70% of coral reefs around the world have experienced coral bleaching. This is a collection inspired by coral reefs with the intent to spread awareness with the hope that we can make a change before it's too late.







LOIS HII





THE RHYTHM IN ME

Life messes up my mind sometimes, music can calm it. Music plays an important role in life. I believe some take music for granted, I want to appreciate it as my final project.

I choose the sound wave as the symbolization of music. I found similarity in pattern of the sound wave and the heart rhythm graph, i relates it to connection within music and the changes of emotions.

The form of sound wave also resemble my favourite shape which it the sharpest and the strongest among geometric that also represent music help people stay strong.



CHEN WEE



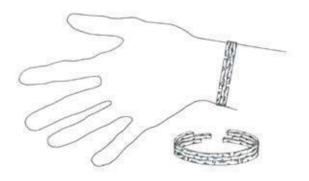
Malaysia adelinewee29@yahoo.com

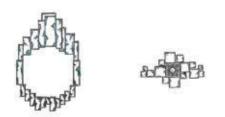




UNI-Star

In the darkness, colour and recover your world. Shiny star forever be there. Look up and see, it will bounce for you continuously...







INTERIOR DESIGN

In 2005, we delivered our first batch of Interior Design graduates along the graduation theme of BLOOM and how apt it is that after 14 years and on this 38th graduation, we still have the KNACK of producing ID students ready and relevant for this ID industry and we are pleased to share with you some of our students accomplishments.

AWARDS AND ACHIEVEMENTS

SPADE AWARD by IDC Singapore 2016

<u>Silver</u> Lee JinA

Project: Hotel Design

Teng Woon Kuang Project: Hotel Design

<u>Finalist</u>

Poon Mei Lam

Project: Residential Design

Mall Furniture design for Lot 10 Earth Day 2017 campaign

Winning pieces
Wan Pooi Yan

Project: Patch by Batch, 9 minus 1, a

Walk in the Park

Florence Voo

Project: Turn Off, Switch On

Yansen Gunardy
Project: Adaptation

Poon Mei Lam Project: Reborn

DARK TOWER Sculpture Design competition 2017

Finalist

Kelly Wee Kae Laey

STUDENTS' INTERNATIONAL STUDY TOURS

Tokyo, Singapore, Bangkok, and coming soon to Korea; these international study tours are organised to broaden our students' horizon and widen their creative perspective globally.

ALUMNI - SUCCESS STORIES

White Spade Sdn Bhd

www.white-spade.com
Petaling Jaya Selangor

Established in 2012, Justin & JC as young design practitioners believe in crafting spaces by means of programmatic approach providing solutions with discerning taste. They both value spaces that are emotive and experiential.

SoHan

www.Sohandesign.net Jakarta Indonesia

Established in January 2017, Hans Kristian joined venture with Kim So Yan; a Korean industrial/product designer. SoHan strive to offer better perspectives to good designs and create awareness to "new" British Korean fusion design. Graduated from Raffles KL, SoHan is also in collaboration with Raffles Jakarta; offering ID students internship opportunities.

Vincent Tay & Puk Mih Ka

Penampang Kota Kinabalu Sabah

Formerly known as VT Design Enterprise, SPACES started with two fresh Raffles KL graduates with a common love for interior design.

Driven by the vision to create eminent value to space design, SPACES also specialize in metal fabrication, Collaborations with future young local talents and fellow designers in the industry allow SPACES to create sustainable platform for them to showcase their interests in design.













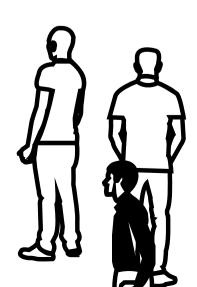














FLORENCE V00

Malaysia florence.voominying@gmail.com

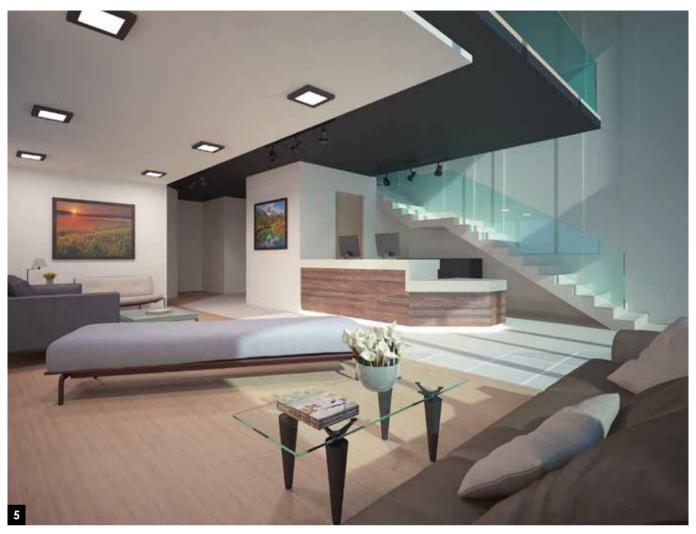
- 1. Furniture Design (Lot 10 Crackin' Bench) // 2. Sustainable Design Raffles College Block B
- 3. Outdoor Cinema Plan // 4. Commercial Design Book Store //
- 5. Hospitality Design Eye Specialist Clinic // 6. Public Space Outdoor Cinema











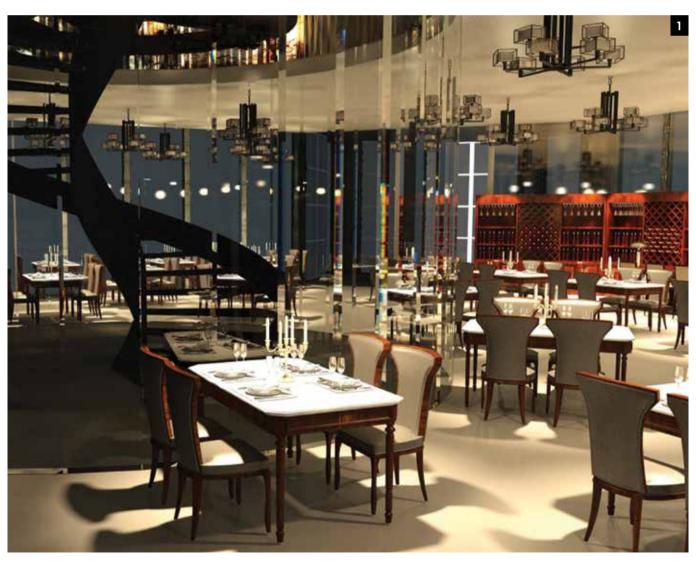




WAN **POOI YAN**

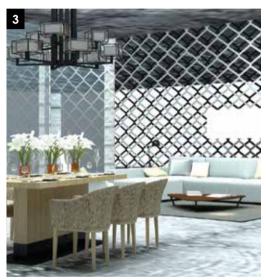
Malaysia pooiyanid@gmail.com

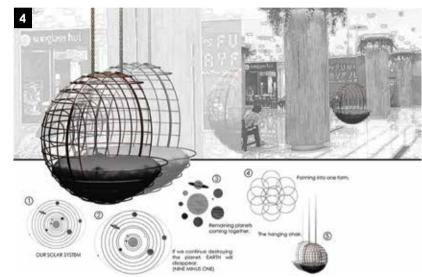
- 1. Design Subculture Tattoo Restaurant // 2. Sustainable Café Design
- 5. Public Space Floating Gazebo Park
- 3. Exhibition Design Furniture Showroom // 4. Furniture Design (Lot 10 9minus1) //



BACHELOR OF DESIGN











YANSEN GUNARDY

Indonesia yansengunardy@gmail.com

Works

- 1. Design Subculture (Drink.Stay.Pub Lounge) // 2. Commercial Design (Dental Lounge)
- 3. Public Space (Integrated Library) // 4. Furnitrue Design (Lot 10 Adaptation) // 5. Sustainable Design (Raffles Block B Building Facade) // 6. Exhibition Design (Dinosaur Exhibit)

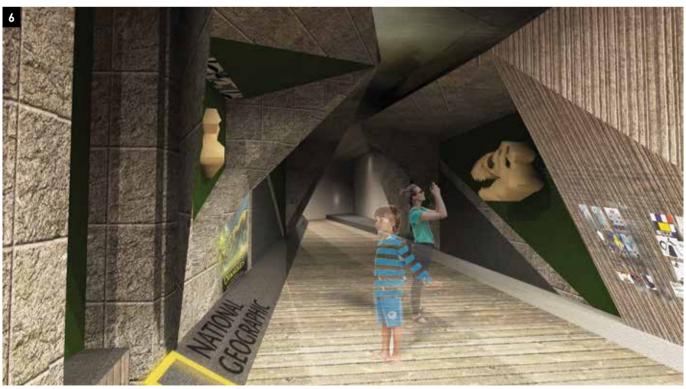














HARTONO WIJAYA

Indonesia harrywijaya_97@yahoo.com

WORKS

- Silk Armchair, Furniture Design & Application
 Apple Tree, Lighting Fixture Design Mockup

INTERIOR DESIGN

- 2. Artist Impression of Office Block
 - 4. Environmental Lighting for Office Design









INTERIOR DESIGN

WILSON SOETANTO



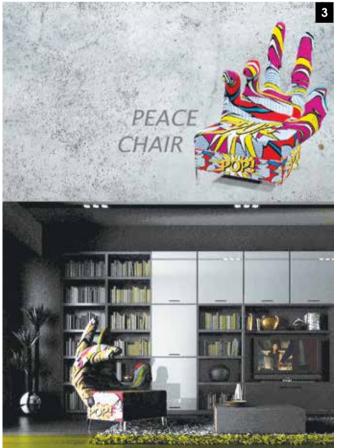
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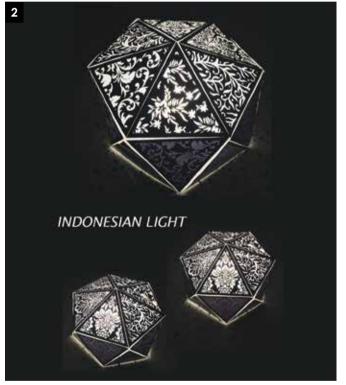
Indonesia

wilsonsoetanto2809@gmail.com

- 3Ds Max Render for Living Room Design // 2. Indonesian Light, Lighting Fixture Design Mockup
 Peace Chair, Furniture Design & Application // 4. 3Ds Max Render for Bedroom Design











POON MEI LAM

Malaysia ml0227@hotmail.com

- 3D CAD Artist Impression for A Detached House // 2. S Cape House (Finalist for SPADE Singapore 2016) //
 Environmental Lighting for Office Design // 4. Re-Born (Finalist for Sustainable Furniture Design Lot 10 Earth Hour Campaign)







INTERIOR DESIGN

SHARON CHAN

Malaysia / Brunei sharonchan711@gmail.com

- Environmental Lighting for Office Design // 2. 3Ds Max Render for Study Room Design /
 Unbalanced Table, Furniture Design & Application // 4. 3Ds Max Render for Retail Design













KELLY WEE

Malaysia / Brunei kleewee14@gmail.com

- 3Ds Max Render for Furniture Design // 2. 3Ds Max Render for Retail Design //
 3Ds Max Render for Cafe Design // 4. Tower Mockup Design (Finalist for Dark Tower Movie Build Your Own Tower Competition)









INTERIOR DESIGN

LYANA **JAFRY**

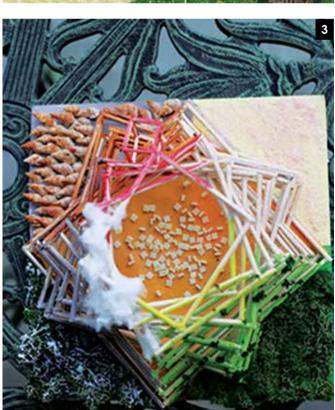


Malaysia lyana.jafry27@gmail.com

WORKS

- 3D CAD Artist Impression for A Detached House // 2. Glide Perspective Presentation for Residential Space //
 Abstract 3D Art, Interior Design Principles & Theory // 4. 3Ds Max Render for Retail Design











LIANG **CHI TIH**

Malaysia qitih991103@gmail.com

WORKS

- 3Ds Max Render for Bedroom Design // 2. 3Ds Max Render for Cafe Design //
 3Ds Max Render for Retail Design // 4. 3Ds Max Render for Living Room Design





INTERIOR DESIGN





MOOK KYWEN



Malaysia mook.kywen@hotmail.com

WORKS

- 1. 3Ds Max Render for Bedroom Design // 2. Presentation Board for Retail Design
- 3. Artist Impression of Office Block
- // 4. Presentation Drawing for Residential Space











TYLER NG

Malaysia tylerng95@gmail.com

WORKS

- Abstract 3D Art, Interior Design Principles & Theory // 2. 3Ds Max Render for Bedroom Design
 3Ds Max Render for Retail Design // 4. 3Ds Max Render for Retail Design









INTERIOR DESIGN

SANDRA TAN samdratanchengeng5782@gmail.com



WORKS

Malaysia

- 1. 3Ds Max Render for Retail Design
- 3. 3Ds Max Render for Office Design
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PLIED PSYCHOLOGY

Psychology is the study of human mind and behavior. Psychology seeks to understand and explain thought, emotion and behavior. Psychology program at Raffles College of Higher Education gives students a general introduction to applied psychology and equip them with theoretical and practical skills. The practical skills include learning techniques for improving memory, reducing stress and maximizing learning. Diploma in psychology is designed to give students a general introduction to psychology and provide them with skills that they can use in real life. Students will also gain practical skills through various psychological projects and fieldtrips.

Like any other field of study, psychology has some major subfields. Educational Psychology deals with skills and social development within educational environment. Criminal Psychology is a field of psychology deals with the study of the thoughts and reactions of criminals. It analyzes the factors that lead to crime. Industrial or Organizational Psychology analyzes and improves the potential of human beings

at their workplaces. Sports Psychology is subfield of psychology that analyzes the people's behavior in sports. It studies the factors that affect an individual's performance in sports or any physical activity. Neuropsychology is a branch of psychology tries to understand how the brain influences behavioral responses in human beings. Child Psychology primarily analyzes the development of children. It studies the different stages of social, personal and emotional development in children, as they become adults. Counseling Psychology is a branch of psychology deals with the art of counseling people about their roles in personal or professional life.

It has been a very honor to be a psychology lecturer at Raffles College of Higher Education and witness the growth and development of psychology students. Graduation is the time to share memory and excitement with students as well as the celebration of their future study and work. This is because an open, challenging and globally competitive society needs informed and skillful people.







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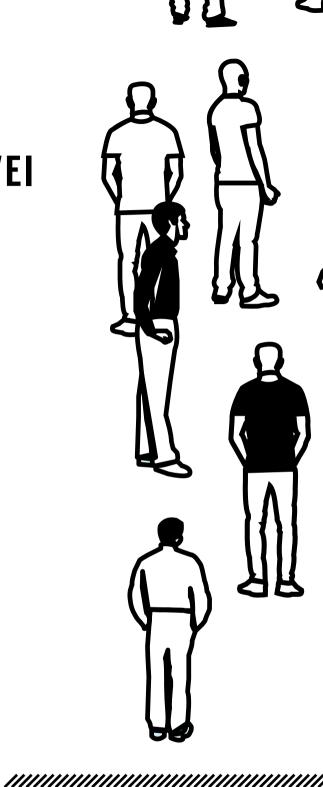
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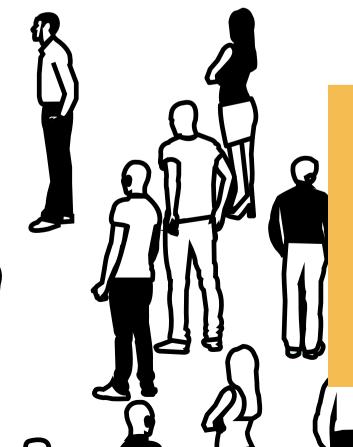
USINESS MARKETING

Business Studies is the ticket to the various opportunities in the corporate world. The tremendous growth in the Malaysian economy encourages employers to hunt for efficient business graduates. An Occupational Analysis conducted by the Department of Skill Development under the Ministry of Human Resource Malaysia found that business graduates were involved in 165 different job titles which covered 25 job areas within 11 main subsectors.

At Raffles College of Higher Education our business programme provides opportunities for students to develop and demonstrate business working knowledge, creativity and innovation in business to prepare them to be job-ready to meet the demands of new challenges in the global economy as individuals who are ready to compete in the global market.



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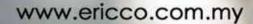


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