

## **"BUSINESS MANAGEMENT IS NOT MERELY ABOUT ROTE MEMORIZATION"**

AS A SIBU-IAN, KOLEJ LAILA TAIB (KLT) IS NOT NEW TO ME. FULL SCHOLARSHIP AS LONG AS WE FULFILL THE RESULT REQUIREMENT IS THE MAIN REASON THAT ATTRACTS ME TO JOIN KLT. I WOULD SAY I DID NOT CONSIDER OTHER INSTITUTIONS BESIDES KLT. AS I DID NOT PERFORM WELL IN MY SPM, I MIGHT JUST GIVE UP STUDYING IF I DID NOT JOIN KLT.



BUSINESS MANAGEMENT HAS A STUFFY IMAGE IN MY MIND OF WHICH IT LEARNS BY ROTE. HOWEVER, WHEN I CAME INTO CONTACT WITH IT, IT IS NOT MERELY ABOUT ROTE MEMORIZATION, THE COMPREHENSION AND APPLICATION OF THE STRATEGIES AND KNOWLEDGE ARE EQUALLY IMPORTANT. THROUGH DIPLOMA STUDY, I WAS EQUIPPED WITH NECESSARY BUSINESS SKILLS AND KNOWLEDGE. FOR INSTANCE, I OBTAINED MARKETING SKILLS. I LEARNED HOW TO DO RESEARCH ABOUT MARKETS AND TO CONVEY THE GREATEST VALUE OF THE PRODUCTS OR SERVICES TO THE CONSUMERS. AND I LEARNED HOW TO IMPLEMENT THE STRATEGIES TO MAKE THE BUSINESS SUCCESSFUL. PERSONALLY, DOING THE FINAL YEAR PROJECT (FYP) BENEFITED ME SO MUCH. OUR TASK WAS TO COME OUT WITH A BUSINESS PLAN FOR A BUSINESS, THEN TO ANALYZE AND EVALUATE ALL THE BUSINESS STRATEGIES. FROM THE EVALUATION, WE THEN PREDICTED WHETHER THE BUSINESS WOULD BE SUCCESSFUL IF IT IS SET UP IN SIBU.

THE EDUCATIONAL TRIP TO KUCHING IN OUR FINAL YEAR OF STUDY WAS THE MOST IMPRESSIVE EXPERIENCE AS WE WERE LEARNING BY TRAVELLING. WE OBSERVED DEPARTMENT STORES IN KUCHING AND GATHERED SOME USEFUL IDEAS TO BE INCORPORATED INTO OUR ASSIGNMENT. DEFINITELY, REAL-WORLD EXPERIENCES REINFORCE THE KNOWLEDGE THAT HAS BEEN TAUGHT IN CLASS.

GREAT LEARNING ENVIRONMENT, HELPFUL STAFF, AND MOST IMPORTANTLY THE EFFECTIVENESS OF LECTURERS IN TEACHING ARE THE REASONS FOR ME TO CHOOSE KLT WITH NO REGRETS. COLLEGE LIFE IS NO LONGER DULL AND BORING TO ME THE MOMENT WHEN I EXPERIENCED THE STUDY LIFE ON MY OWN. INSTEAD, I HAVE MET A LOT OF FRIENDS WHO ARE ALSO AMIABLE AND INTERESTING LECTURERS WHO WE CAN INTERACT WITH LIKE FRIENDS AFTER CLASS HOURS. BEING COOPERATIVE AND LEARNING TO WORK IN GROUPS DURING GROUP ASSIGNMENTS WERE HOW GROWTH OCCURRED NATURALLY.

EXPECTING MARKETING PRACTICES, PRESENTATIONS AND ALL TO BE COMMON IN BUSINESS MANAGEMENT, DO OVERCOME YOUR FEAR TO SPEAK IN FRONT OF PEOPLE IF YOU ARE PLANNING TO TAKE UP BUSINESS. DON'T WORRY IF YOU STILL FIND YOURSELF GETTING NERVOUS FOR THESE. I WAS NERVOUS DURING MY FIRST SEMESTER OF STUDY. BUT I GOT USED TO IT AFTERWARDS AND LECTURERS WOULD ALSO COMMENT AND TEACH US ON HOW TO DO A GOOD PRESENTATION. ON TOP OF THAT, COOPERATION AND TEAMWORK ARE CRUCIAL IN YOUR STUDY. YOU WILL BE GOING TO WORK WITH DIFFERENT PEOPLE TO COMPLETE THE GROUP ASSIGNMENTS. BE ATTENTIVE IN CLASS AND TAKE THE INITIATIVE TO CONSULT WITH LECTURERS. THESE WILL DEFINITELY BENEFIT YOU IN YOUR STUDY.

