I ♥ Earth
A mark of excellence
SAS Malaysia builds bridges
An experience worth travelling for
La Renaissance d’Arthur Feast of Camelot
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Two five-year-olds were asked to paint a picture of the Earth. 
One painted it black, the other green. 
"Why do you paint the Earth black?" asks a surprised kindergarten teacher. 
The first child looks into her eyes and grins: "My daddy told me that the Earth has coal and oil. If I strike oil someday, I will become one of the richest men on Earth!"

The answer given by the second child reflects what is on the mind of Sunway University students: "I want our Earth to be healthy, so that all of us living here would be able to enjoy both wealth and health for many generations to come."

This year, the Sunway University Student Council (SUSC) decided they would do something meaningful on 5 June 2011 to remember Earth.

Together with Elizabeth Lee, Executive Director of Sunway Education Group, the Council, led by its president, Chiah Mun Mun planted two saplings – one that will grow into a grand Flame of the Forest and a second one, a Neem tree. The tree planting ceremony kicked off the official launch of a one-month long Green campaign.

Initiated by the Sunway Education Group, the campaign was a concerted effort to create awareness and encourage lifestyle changes that support the preservation of our Earth, following the three R’s – Reduce, Reuse and Recycle.

Lamenting the current lifestyles of Malaysians, Chiah says: "Did you know that the city of Kuala Lumpur itself generates around 2000 to 3000 tonnes of garbage every day and all of this is incinerated? And every one of us contributes to that amount every single day?"

"Today, we are starting a revolution – a Green Revolution, to help bring life back to our environment!"

Joining the chorus, Elizabeth Lee assures students of Sunway’s own commitment towards the Green initiative. "The progress of climate change abatement must go hand in hand with the strong involvement of communities and organisations to spur lifestyle changes and create awareness of the consequences of our actions on our environment," she says.

Among the activities carried out throughout the month of June:
- Collection of recyclable items once a week. The proceeds from the sale of these items were channelled towards the Green Fund, which will be used by the Student Council to support future activities that benefit the environment.
- For a few days in June, seeds were sold to students to encourage them to plant a tree at home. It is a step towards a greener environment. Potted plants were also sold, and they were placed at the rooftop garden in the South building.
- A green bazaar, featuring eco-friendly merchandise such as Tupperware, handmade accessories and ecobaskets made by Salaam Wanita, an NGO involved in empowering women in eco-business.
- Screening of documentaries promoting Green initiatives in other parts of the world.
- No Plastic Bag Campaign. The ban on plastic was done full force effective September 1. Customers are encouraged to bring their own bags or purchase a biodegradable bag.
The Green Push

According to sources, electricity demand in Malaysia will double in the next 20 years (from 15GW to 30GW). This will increase the CO2 emission, as more fossil fuels are burnt to generate the electricity to cater to an increasing population. As Chiah rightly points out, with deteriorating weather conditions, more people would have to stay in and turn on the air-conditioners.

Besides jacking up its renewable energy mix to 2,080 MW by 2020 and 4,000 MW by 2030, the country would be a lot liveable, if more trees are planted. Scientists have discovered that trees are responsible for absorbing a fifth of man’s carbon emissions. With this in mind, Chiah is encouraging fellow students to plant more trees to save the environment. “This is just a small effort by students to help the country reduce CO2 emission by 40% from 2005 level by year 2020,” she says.

Chiah is hopeful that the month-long Green campaign on campus will make a big impact on both the students and their families. This is because a big chunk of 40% of solid waste composition is domestic in nature. “This is what every household generates. If each of us acts as an agent of change, our families will be taught the importance of saving the environment,” she reiterates. “If we do not act now, the situation can only get worse. As it is now, solid waste collection and disposal management in Kuala Lumpur has reached a critical stage.”

A Matter of Changing Lifestyles

Being Green simply means a change in lifestyle. The cumulative impact of everyone’s contribution to a greener environment is great.

“For example, we can start thinking of carpooling,” she says. “Every one-litre of gasoline accounts for the emission of 2.3 kg of CO2. This means, if your car consumes one litre of gasoline per 10 km, then a drive of 50 km between home in Jalan Ipoh and university in Bandar Sunway, you are adding 11.5 kg to your personal carbon footprint every day. In an academic year of, say 200 days, the cumulative effect is a total of 2.3 metric ton per year. Our objective here is to reduce our carbon footprint.”

The two trees planted at the entrance of the west wing garden will serve as reminders to students who ask, “What’s there for me by going green?”

Chiah quips: “It’s for the sake of our future generation. If we don’t act now, our environment would further deteriorate, unless we do something today!”

It is no longer “Can or Not?” – as the sketch by students during the launch tried to depict – but it is imperative that we take responsibility to protect the Earth and the environment from further deterioration.

GREEN TIPS

- Green computing initiatives include enabling the power management features of computers; disabling screensavers, because it consumes energy. Unlike the older IT, screensavers are no longer useful; turning down the brightness of the monitor by one or two notches can mean a big savings for the organisation; using energy savings bulbs; buying Energy Star certified products.
- Plant heavy yielding fruit trees like durian and jackfruit. These trees take up more CO2 from the atmosphere.
- Unplug and recycle your electronics. Turn off the TV instead of putting it on standby. All our electronic devices consume energy when we are not using them. When disposing your electronics, avoid throwing them into a landfill, which can contribute to chemical build-ups in the land. These chemicals, which include mercury and lead, can be harmful to the environment and human health.
- Keep houseplants. Aloe vera, for example, takes formaldehyde out of the air. Spider plants can remove carbon monoxide.
- Stop wasting water. An average shower takes about 200 litres of water. We also waste about 20 litres of water simply by running the water when we brush our teeth twice a day.
- Cut down on hot showers. Instead of taking your shower at night, why not try taking a cold shower during a hot day?
Passionate about art

One word aptly describes Professor Tajuddin Ismail – he is passionate about the arts. Describing it as an exciting field, Professor Tajuddin, 62, says art is creative and challenging, and sometimes takes another generation to appreciate it.

“There is no one straight forward answer to what art is!” he exclaims. “Above all, art must be cutting edge, avant garde and trendsetting.”

It must begin with a concept. “In art, ideas and thoughts are important,” he explains, citing the example of his favourite building– the Centre Georges Pompido, which is also known as the Pompidou Centre in English in the Beaubourg area of the 4th arrondissement of Paris.

“With all the structures exposed, it looks like an oil-rig,” he says. “It has a very industrial look to it. It is not surprising that, when it was first built, it was considered a monster. Now the complex is a piece of art.”

The Adjunct Professor with the Department of Art and Design at Sunway University says his training and background in Fine Art, Graphic Design and Interior Architecture has given him a different perspective about the arts.

“I have always believed in the multi-disciplinary approach to art,” he says. “For example, an architect can become an interior architect. Design is something that is interconnected. Artists must relate to one another, cross refer and merge their disciplines.”

There is no reason, therefore, why graphic designers and interior designers cannot work together, although they may view things differently. “While I agree that the interior designer looks at things from 3-dimensional perspective and the graphic designer works in a 2-dimensional setting, going into multi-disciplines should always be multi-sensorial. Design should also go beyond boundaries.”

His advice to aspiring artists is to find their own direction. “Artists have to say something,” he advises. “Use art to bring out your voice. Be passionate and honest to yourself 100%. Believe in yourself. Success is being able to do something without being distracted by fame, popularity and glamour.”

These days, Professor Tajuddin paints almost every day. His style is modern, abstract, expressionist.
Calvin Lee bags a Perdana Leadership Essay Award

Calvin Lee Eng Siong, a final year student pursuing his Bachelor of Science (Honours) in Business Management, Sunway University won the second prize for the third Essay Competition, “Nurturing the Minds of Future Leaders” jointly organized by Perdana Leadership Award and MPH group. The theme of the competition was “Malaysia in a Globalised World”.


The winners were arbitrated by Professor Emeritus Tan Sri Dr. Khoo Kay Kim, Tan Sri Hashim Makaruddin and Dato’ Hardev Kaur.

Calvin felt honoured to meet Yang Amat Berbahagia Tun Dr. Mahathir Mohamad, and his wife Yang Amat Berbahagia Tun Dr. Siti Hasmah Binti Haji Mohd Ali who were the Guests of Honour at the prize giving ceremony which was held at the Perdana Leadership Foundation. The former Prime Minister is the Foundation’s Honorary President.

When asked what inspired him to be take part in this essay writing competition, Calvin said: “Apart for the monetary rewards, I was excited to be given the opportunity to express my ideas and understanding about politics and development that could lead to the betterment of Malaysia.

“As a developing nation, we should have been able to achieve much more. Singapore as our neighbour, much smaller in size, had achieved far greater than we have. Even Japan had quickly recovered from the aftermath of World War II and we are still lagging behind. This also made me feel sad and frustrated as our country had abundant resources but lacked the capabilities to fully utilize them. I also wanted to put the knowledge gained from my education into more practical use rather than for writing assignments.”
Sunway ADTP students’ first mini production a huge success

The Sunway American Degree Transfer Programme (ADTP) students have one thing in common; when they put their heart and soul into performing, they deliver as a team.

The Introduction to Theatre students, an elective offered by the ADTP came up with a mini-production consisting of three plays from an array of genres and gave their audience a brilliant production recently.

The 200 spectators who witnessed the play saw three mini-productions including a classic by Harold Pinter called ‘The Room’, a re-enactment of ‘Fatal Beatings’ by Rowan Atkinson and an original called ‘Stairway to Heaven’ by David Chia, a Sunway ADTP student.

Malissa Maria Mahmud, lecturer and producer expressed how impressed she was with the students’ level of commitment in producing this mini-production. “They met almost every day and worked late nights to get everything right,” she said.

Choy Chuu Khai, a Psychology student in the ADTP, the director of “The Room” said the original script interested her in many ways as it addressed certain issues that take place in our daily lives such as the ambiguity of communication. “We could be saying so much yet mean so little,” she laughed.

David Chia, a second year student in ADTP majoring in Film Arts and Modern Philosophy said ‘Stairway to Heaven’ portrayed themes to help one believe in oneself, interconnectedness of humans and unexpectedness of life.

Noah Ezrin who directed the re-enactment of ‘Fatal Beatings’ got the crowd roaring with laughter in this 2 minutes play. Noah is a First Year ADTP Communication major student.
According to old customs, King Arthur longed to hear the adventures of his godly and chivalrous Knights of the Round Table, while sinking his teeth into a platter of delicious food and sumptuous desserts. Inspired by the legendary British monarch, the students from the School of Hospitality, Tourism and Leisure Management (SHTLM) of Sunway University recently put together a flamboyant dining experience that reflected the traditions, rituals and customs of the noble folks from the medieval times.

The performance, based on “La Renaissance d’Arthur, Feast of Camelot”, kick started with the grand arrival of ‘King Arthur and Queen Guinevere’. King Arthur and his brave soldiers then took the centre stage marking the start of the ‘La Renaissance d’Arthur’.

As it was customary for people in the medieval times to feast on meat such as beaver, hedgehog, peacock and black bird, the SHTLM students improvised on the theme by replacing the meat with what is considered more acceptable these days. The five course meal was replaced with meat such as fish, lamb, duck breast and squab respectively. They, however, persisted with the tradition of serving pear with honey sauce.

By the end of this unique dining experience, guests went home with an understanding of the traditions that were considered customary during the medieval times. They learnt why certain dishes were served and at the same time, experienced the management and culinary talents of the students currently pursuing their Bachelor of Science (Honours) International Hospitality Management programme.
Revival of Arthur

the Feast of Camelot

July 1st, 2011

Little Delicacies comte aop
A

other milestone has been achieved, when Sunway University signed a Memorandum of Understanding (MoU) with the Chartered Institute of Management Accountants (CIMA) recently, where CIMA has accorded exemptions to Sunway’s Bachelor of Science (Honours) in Accounting and Finance programme.

According to CIMA’s Chief Executive, Charles Tilley, CIMA is pleased that Sunway University’s Bachelor of Science (Honours) in Accounting and Finance programme has been accredited with the maximum 11 exemptions of the CIMA Professional Qualification in Management Accounting, showing its relevance to CIMA.

This means that graduates with this degree can enter directly to the strategic level of the CIMA Professional Qualification in Management Accounting. “This is indeed a fast track to being a CIMA member or a CIMA Chartered Management Accountant who is recognised worldwide by key employers for unique skills in finance and business,” Tilley said. “We prepare our members to be focused on the future - driving value, managing performance, understanding how organisations are best led and inspired, and helping to sustain vibrant business and government.”

Signing on behalf of Sunway University in her capacity as Executive Director of the Sunway Education Group, Elizabeth Lee said the exemptions will help Sunway leverage on CIMA’s global reach and experience.

“I believe we stand equal in our aspirations and together as partners, we will shape graduates with creativity, imagination, leadership and analytical skills who can make purposeful contributions in the industry.”

Witnessing the signing ceremony were Irene Teng, Regional Director of CIMA South East Asia and Australasia, and Associate Professor Dr Foo Yin Fah, Head of the Sunway University Business School.
Happenings

Pivotal orators in the making

“Speech is power: speech is to persuade, to convert, to compel!”

Although long gone, Ralph Waldo Emerson, an American essayist, lecturer, and poet, from the mid-19th century, still inspires people with his words.

This famous saying of his became the theme of a joint-event organised by Sunway University and the Oxford and Cambridge Society of Malaysia, which featured its ninth edition this year, where a total of 24 schools and 741 students from the Klang Valley and outstation, participated.

Targeting secondary school students, the annual competition, ‘An English Cornucopia 2011: Oxbridge English Language Event, a Public Speaking and Essay Writing Competition’ saw Amanda Sonia Nathan Vishnu from SMK (P) Methodist, Klang emerge as overall champion for the public speaking competition, while Mark Lester Johnson from SMK Damansara Utama took the First runner-up.

Not far behind was Naveen Daniel George from Sri Kuala Lumpur International School, who emerged second runner-up. The finalist for the public speaking competition each presented a speech entitled ‘Shadows’ and an impromptu speech titled, ‘Less is More’.

Meanwhile, the Essay Writing competition saw a winning entry titled, ‘All that you have is your soul’ written by Ian Tan Wei Chuen from SMK USI12 while, Sharannya Suresh from SMK Puteri, Seremban who wrote about ‘The law of making women dress moderately’ emerged First runner-up, followed by Nur Amalina binti Khairul Anuar from SMK (P) Methodist, Klang who won Second runner-up with her essay entry on whether ‘Parents should only have one child’.

The champions of both Public Speaking and the Essay Writing Competition walked away with full tuition bursaries up to RM21,700 and cash prizes, worth RM600 each, while the First runners-up walked away with RM10,000 tuition fee waiver and RM400 cash prize each. The two Second runners-up were each awarded RM8,000 tuition fee waiver and RM200 cash prize.

Elizabeth Lee, Executive Director of Sunway Education Group, said that English is the lingua franca of the world and the currency of communication that cuts across different countries and cultures. “In today’s world where Facebook, twitter, linked-in and short messaging services can supercede the art of face-to-face communication, the ability to captivate an audience is a powerful asset. Mere ideas alone are not enough,”

she reminded the students. “We need to master the language that is understood by all in order to persuade, influence or even entertain. I am indeed proud that the Oxbridge English Language Event can play a part in nurturing this.”

From left: Cassandra Chung Li Hooi, Emily Neoh Gaik Kin, Nur Amalina binti Khairul Anuar, President of the Oxford and Cambridge Society of Malaysia, Margaret Hall, Ian Tan Wei Chuen, Elizabeth Lee, Sharannya Suresh and Phoong Li Yan.

From left: Azriel Abisheg Paul a/l Chelliah; Jagan Narayanan a/l Subramanian, Amanda Sonia Nathan, Mark Lester Johnson, Naveen Daniel George and Shaun Lee Zhen Wei.
Sunway University recently welcomed Robbie Pickles, President of the Lancaster University Student Council (LUSU) recently.

Robbie’s visit was greatly motivated by his need to understand the cultural diversity and the people in Malaysia especially after having spent a great time with 6 Sunway students who visited Lancaster University in March.

Robbie, who spent four days in Malaysia (April 17-21), said it was an absolutely fantastic experience to fly out to Southeast Asia to visit Sunway University. “I have never left Europe before so I was very excited to travel half-way around the world,” he said.

Robbie had the opportunity to experience living in the Sun-U residence throughout his brief stint in Malaysia. “The hostel was absolutely fantastic!” he told blaze. “It provides some really good quality facilities, which the students must love, especially the outdoor swimming pool!”

Throughout his stay, Robbie was exposed to various activities that helped him with his exposure to the campus life at Sunway University, as well as the Malaysian culture. Since his visit was during the student council elections, Robbie presented a lunch talk to the future Sunway student leaders by guiding and giving them a sense of direction to ensure they do their best for the student community.

He also shared his personal experiences as a President of LUSU. Robbie also met with all the staff from the Student Services.

“The campus is absolutely incredible. It has such an imposing building and so much more was being built whilst I was there,” referring to the expansion plan currently taking place.

Robbie especially found the people absolutely lovely. The six Sunway University students, Kishenjeet Nelson Dhillon, Candy Lee Ker Ching, Vanessa Ong Shu Yu, Sonia Lim Suan Li, Aruna Puspalingam and Nicholas Goh Teik Lee, who visited Lancaster University in March this year, took Robbie on a cultural experience during his visit to Malaysia.

“I tried all sorts of local foods including the extremely prickly ‘Durian’ fruit. I also got to spend a day sightseeing in Kuala Lumpur together with Nicholas Goh,” he said. “I had a wonderful evening out in Kuala Lumpur with the Executive Director of Sunway Education Group, Ms Elizabeth Lee herself. She took us out for a cultural feast and then for drinks overlooking the Petronas Twin Towers,” added Robbie.
SAS Malaysia builds bridges

Leading Business Analytics provider, SAS Malaysia joins forces with Sunway University in an effort to promote awareness on real-life business analytics

SAS Malaysia, the local leading brand in Business Analytics, announced its collaboration with Sunway University and held its inaugural SAS® Analytics Day 2011.

Themed, “How Will Analytics Transform You?”, the event was a knowledge-sharing platform on practical, real-life ways to leverage the technologies and solutions of business analytics.

Some 200 participants across Financial Services Institution (FSI), Commercial and Government (Public Sector), and Academia, where business analytics was actively deployed to drive customer value, attended this inaugural SAS Analytics Day 2011.

According to Managing Director of SAS Malaysia, Andrew Tan, the event which was jointly organised with Sunway University, is a testimonial to the company’s tireless effort in bridging the academic and corporate sectors in Malaysia.

In his speech, Professor Robert Bignall, Vice-Chancellor of Sunway University, said that Sunway University is proud to be associated with SAS in organising SAS Analytics Day. “It will be the perfect platform to expose lecturers and students in Malaysia to real-world adoption and use of business analytics applications,” he said.

Professor Bignall added “The most effective learning methods for today’s students are derived from the sharing of knowledge and experiences in the real working world.”

In September 2010, SAS signed a Memorandum of Understanding with Sunway to include Business Intelligence and Data Mining in its Bachelor of Science (Honours) Information System degree curriculum. This first global collaboration led to a joint certificate for each student, who successfully completes the requirement for Data Mining and Business Intelligence. Sunway issues this certificate and SAS endorses it.
Student leaders

Sunway University recently held an inaugural student council election, which saw the most proactive students being elected into various positions in the council.

Being the highest student leadership body in Sunway University, the council is perhaps the most powerful platform for students.

“Leaders are made, not born,” says Chiah Mun Mun, who was voted in as president of the Sunway University Student Council 2011. “We have been elected by students. This is why we are encouraged to serve the student community well during our term of office and hopefully make a difference where it matters most.”
When Chan Jinn Yep graduated from Sunway University with a First Class Honours last year, the first thing on his mind was to get some work exposure.

The 25-year-old former Chancellors Scholar is currently based in Jotun’s headquarters in Norway and Dubai as an international trainee, seconded by his company’s regional marketing department in Shah Alam. After 18 months as a trainee, which will end this year, Jinn Yep will be part of the regional team based here.

He will be responsible for product development and marketing strategy for different markets in the South East Asia and China region. “I cannot wait to learn more about the different cultures and market situations in different countries in this region,” he writes from Norway. “There is so much to learn, but I have always loved to challenge myself to learn new things.”

This was the same reason he chose to do Sunway’s Bachelor of Science (Honours) Business Management. “I know that I am strong in figures and logic,” he says. “Instead of choosing something that is more accounting and finance related, I decided to challenge myself to go for the business management programme, which gave me a more holistic view of business.”

Q&A with Jinn Yep

Would you mind to share some experience of your stay in Norway? I notice that you went ice skiing. Where was this place?

When I arrived in Norway during winter in January, the temperature was -10°C to -20°C. There was thick snow everywhere. I went alpine skiing at a ski resort in Kongsberg. Norwegians are born with a pair of skis on their feet. I had totally lost control and fell countless times but Norwegian 3-year old kids can do it just so easily. The experience of skiing I had with my colleagues after work is something that I will remember for a lifetime.

How many hours do you work a day?

The official working hours is eight hours a day. However, the working culture is relaxed. By 4pm, the office is almost empty. Norwegians are very family oriented and they will always try to spend the evening with their family. It’s a healthy lifestyle and work-life balance over there. Although the cost of living in Norway is extremely high, the country ranks top of the list as one of the “best countries to live in”.

How do you spend your weekends?

Norway is a very beautiful country. I have done a few hikes to the mountains as well as a boat trip to see the famous Norwegian fjord in the west coast. I also travelled quite a fair bit around Europe. It was a great opportunity to learn about the European culture and history. I will never forget the taste of an original Italian pizza as well as the Bavarian sausages and beer.

What food do you enjoy there?

Salmon! “It’s so tasty even if you just pan-fry it plain. Hmmm...yummy!”
Champion all the way!

They always say, “All work and no play makes Jack a dull boy.” But, for American Degree Transfer Program (ADTP) student, Ziaul Alam Rony and his friends, they are serious in the cricket field.

The Sunway Cricket Team, headed by its president, Ziaul himself, emerged the unbeaten champion in the Selangor Sikh Union Club Aman Cricket 6’s 2011. “We have defeated Royal Selangor Club, Penang Sports Club and Kelawar Club in group stage,” said an exhilarated Ziaul. “We beat Mugwalla’s Cricket Club in the quarter final and Sukma Selangor Club in the semi-final. In the final match, we won against Silver State Cricket Club!”

This year, Sunway University won three major tournaments and became runner up for the 6-a-side tournament hosted by the Universiti Kebangsaan Malaysia (UKM).

The fact that most of the team members were from India, Sri Lanka, Pakistan and Malaysia, makes it all the more interesting. It shows that our international students have helped to raise the profile of Sunway in the sports arena. Currently the players are mostly from Bangladesh. Most consistent players are Sadaque Dipu, Tanno Aziz, Shadman Rahamatullah, Kazi Jubaer, Faisal Hasan, Mushfiq Nazib, Rajesh Rashid, Abdullah Mamun from Bangladesh; Christopher Dinesh and Hitesh Menon from Malaysia; Md. Raza (Srilanka), Usman Ali (Pakistan), Sohail Khan (Pakistan); Tarun Gupta and Vikash Vaswani (India).

The 23-year old, who is currently pursuing his second year in Aviation Flight Science, says his interest in cricket started when he was eleven. “Back in Bangladesh I used to play very often as it is the most popular game in Bangladesh,” he said. “I was part of my school team since I was 12 and when I was 14, I was declared as the captain and continued leading the school team until my A levels.”

He has represented his country in the Junior Under-15 National Cricket Team, and played in an away series in India. He later played in the Under-17 World Cricket League in Nepal, and later in the Under 19 World Cup squad, which was hosted in Sri Lanka. When, at the insistence of his parents, he had to further his education at Sunway in 2009, Ziaul’s passion for cricket did not stop him from setting up his team in Malaysia.

With some initial funding and help from Cricket Club advisor, Dinesh Ramdas and Max Lim (from the Student Services Department), he managed to set up a team and eventually convinced the management for further funding. “We practice three days a week, during the weekends,” he said, smilingly. “We have some wonderful players in the squad who are very committed and talented. It wasn’t easy forming this team but I am now satisfied with the results and I believe we have the right combination of players. That is why we are in a winning streak recently.”

Upcoming Event

Sunway Cricket team will be participating in the “International Asia-Pacific University Cricket Tournament 2011” in Kuala Lumpur and Klang (1-10 October). Eight teams will take part in this Day/Night tournament. Representing Malaysia are UKM, IUM, Sunway University; Sydney University and Curtin University from Australia; Delhi University from India; Colombo University from Sri Lanka and Chittagong University from Bangladesh.