

STUDENTS AND ALUMNI

Newsletter



CONTENT

Vision, Mission & Value	01	Student Achievements	17	Student Professional Development	37
Message from SUBSSC President	02	Online Learning Experience	20	Virtual Graduation	43
Orientations Day	03	Stay Active at Home	22	SUBSSC 2020/2021	44
Academic Relations - PALP	04	Student's Business	24	What SUBSSC Has Taught Us	46
Course Representative - SBL	05	SUBS Virtual Mentorship Programme	26	SUBSSC 2021/2022	47
Events	07	Annual Event	27	Credits to the Newsletter Team	49
Marketing	12	Maybank Student Ambassador	31		
Sponsorship	15	Alumni Testimonials	32		
Design & Editorial	16				

SUNWAY UNIVERSITY BUSINESS SCHOOL

OUR VISION

To be a premier applied business school in the ASEAN region



OUR MISSION

To develop highly employable and socially responsible business professionals

CORE VALUES



- Educational Excellence & Scholarship
- Continuous Development
- Social Responsibility
- Integrity

PRAISES FROM THE SUBS STUDENT CONCILIUM PRESIDENT (2020/2021)



AFREEN RAJ DHARANI

The year 2020 took us by surprise due to the COVID-19 pandemic. This meant that we went online, and it had challenged us psychologically and physically to improvise and to innovate ideas to keep students engaged with us and to look after their welfare. Without a doubt, the entire team of the SUBS Student Concilium (SUBSSC) for the term 2020/2021 had mustered their courage to throttle their desired goals. We launched the new merchandise, the SUBS Hoodie, conducted online webinars with accredited and reputable speakers, held multiple online activities, and so much more. Despite many hurdles, we have engaged a venue for our annual event, and it has been executed gracefully.

In my opinion, being a leader isn't about you, but also the people you are working with and how they can progress. I strongly believe every individual in this team has learned, faced obstacles, and resolved them. I would like to take this opportunity to thank them as I am truly grateful and honored to have worked side by side with such outstanding and talented individuals. Thank you very much for being on this team.

Last but not least, I would like to thank our Advisor, Professor Steve Williams, and our Liaison Officer, Mr. Arumugam Muthusamy for their utmost support, guidance, and love towards all of us. I wish the best of luck to the upcoming batch and cannot wait to see what they all have in store for all the students.

*"BEING A LEADER
ISN'T ABOUT YOU,
BUT ALSO THE
PEOPLE YOU ARE
WORKING WITH AND
HOW THEY CAN
PROGRESS"*

ORIENTATION DAY



12 August 2020



August 2020 Orientation was the first orientation handled by the newly elected SUBSSC committee. Despite it being held during the pandemic period, they were still able to welcome the new intake students personally and physically.

What actually hyped up the orientation was the Ribena giveaway, which was all thanks to the sponsor! They were pleased and delighted that they were able to engage with the students more through the giveaway, on top of the mini-games session that was planned by the committee.

Moreover, they have gotten a splendid response on their merchandise sale - SUBSSC T-shirt and collar pin.

The support that they received from the students was highly appreciated. Last of all, SUBSSC is looking forward to welcoming more students on board to be part of the SUBS family!

ACADEMIC RELATIONS - PEER ASSISTED LEARNING PROGRAM (PALP)

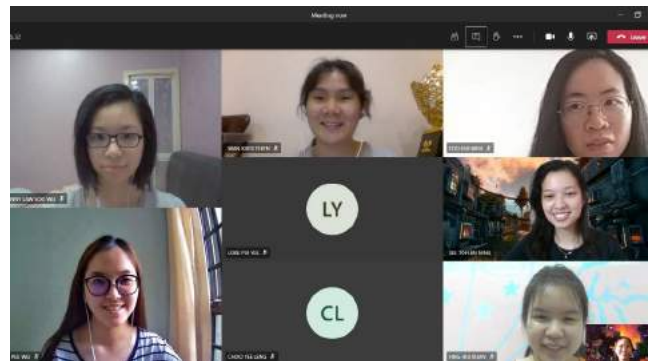


Academic Relations Team (From left): Chew Wan Er, Tan Hui Yi, Rachel Liew Ern Yu (HOD), Gavin Lee Jin Xiang, Lee Xin Wei, Low Xin Huey

Academic Relations team, have been serving as a bridge between students, lecturers, and the Academic Enhancement Division (AED). Our explicit goal is to help students in achieving their academic goals and obtaining good results. Peer Assisted Learning Program (PALP) is the initiative taken by AED in assisting students to cope with difficult subjects, ensuring they are on the right track.

The program is guided by high-achieving and qualified peer leaders. Not only juniors are able to benefit from the past experiences shared by seniors, it is also a great opportunity for seniors to cultivate interpersonal skills and develop leadership capabilities.

Ever since the Movement Control Order (MCO) was implemented, all the PALP sessions are conducted online. Moreover, the mentors and mentees recruitment and the promotion of PALP were handled differently. Despite all the challenges, there are a total of 686 mentees that join PALP during the August 2020 intake and 751 mentees during April 2021 intake.



PALP mentors together with the mentees during PALP online class

COURSE REPRESENTATIVE SUBS BUDDY LINE (SBL)

SUBS Buddy Line is a membership-based community managed by the Course Representative Department of SUBS Student Concilium. The primary vision is to create a better experience for Concilium members and students within SUBS Buddy Line. This is done by attending to students' queries, if any, in order to improve students' overall university experience. Also, by allowing students to interact with each other through academic as well as non-academic activities.

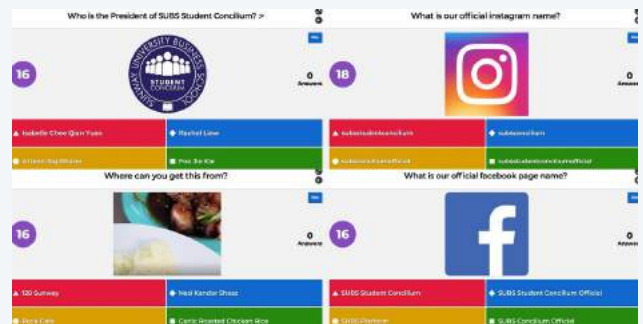
BUDDY NIGHT



17 SEPTEMBER 2020

This year's first event, Buddy Night, was undoubtedly different from that of previous years. This activity aimed to welcome new members and introduce them to the SUBS Buddy Line, to create and strengthen the bond between seniors and juniors of SUBS students, and to freshen up members' study environment in regards to their online learning experience.

The virtual Buddy Night started with a fun "This or That" game to get acquainted with newly registered members. This was followed by a Kahoot quiz about SUBS Concilium, the highly famous eateries, and students' favourite spots within and beyond Sunway University's campus. The memories and flashbacks exuded by this particular quiz elevated the level of enthusiasm among members. Finally, Buddy Night ended with a fun drawing activity on Gartic.io, whereby members had to guess each other's digitally-drawn pictures.



FINANCIAL LITERACY TALK



15 OCTOBER 2020

The Financial Literacy talk was SUBS Buddy Line second event organized by SUBS Alumni Relations & Student Professional Development Unit, and SUBS Student Concilium, supported by Coreplus Advisory Sdn Bhd.

This talk was conducted in order to impart financial knowledge to SBL members. Ms. Michelle Lee and Mr Goh Chee Keong, Licensed Financial Planners from Coreplus Advisory Sdn. Bhd., educated the students on financial planning at different stages including investment, education, estate, and retirement plan. The talk ended with an engaging Q&A session.



MS. MICHELLE LEE, RFP

Licensed Financial Planner
Coreplus Advisory Sdn.Bhd.



**MR. GOH CHEE KEONG,
CFP**

Licensed Financial Planner
Coreplus Advisory Sdn.Bhd.

BUDDY NIGHT 2.0



22 OCTOBER 2020



Buddy Night 2.0 was organised as a stress buster for SBL members. The main objectives of this activity were to allow students to take a break from their hectic schedule, and strengthen their bond with other members by playing "Among Us together". Similar to our first Buddy Night, a "This or That" game was played to kickstart the virtual activity. This was followed by 2 versions of Among Us. Namely, the Normal setting, and the Hide and Seek setting. Ultimately, Buddy Night 2.0 was successful in terms of achieving the objectives set.

EVENTS

QUIZVID-19 WINNERS



24 – 30 August 2020

In the midst of the COVID-19 pandemic, students are pursuing online learning without being physically on campus.

Therefore, SUBSSC came up with initiatives to connect students to the school and create more activities that involved the participation of students.

Quizvid-19 is a mini general knowledge quiz for students to test their understanding related to business subjects. Through this event, students were able to gain more general knowledge about the business world and keep up with the latest news. Participants came from different backgrounds and several schools. The competition was conducted through an online quiz platform that engaged Sunway students from all around Malaysia. As we follow through with the strict movement control orders, we could only reach out to our students through social media and using online platform.

The event was then concluded with three winners that scored the highest among all participants. They were provided with a power bank and several goodies! We hope that the participants were able to learn something new and would boost interest in the fields of business.



Tousif Lakhani (right)



Tan Yi An (left)

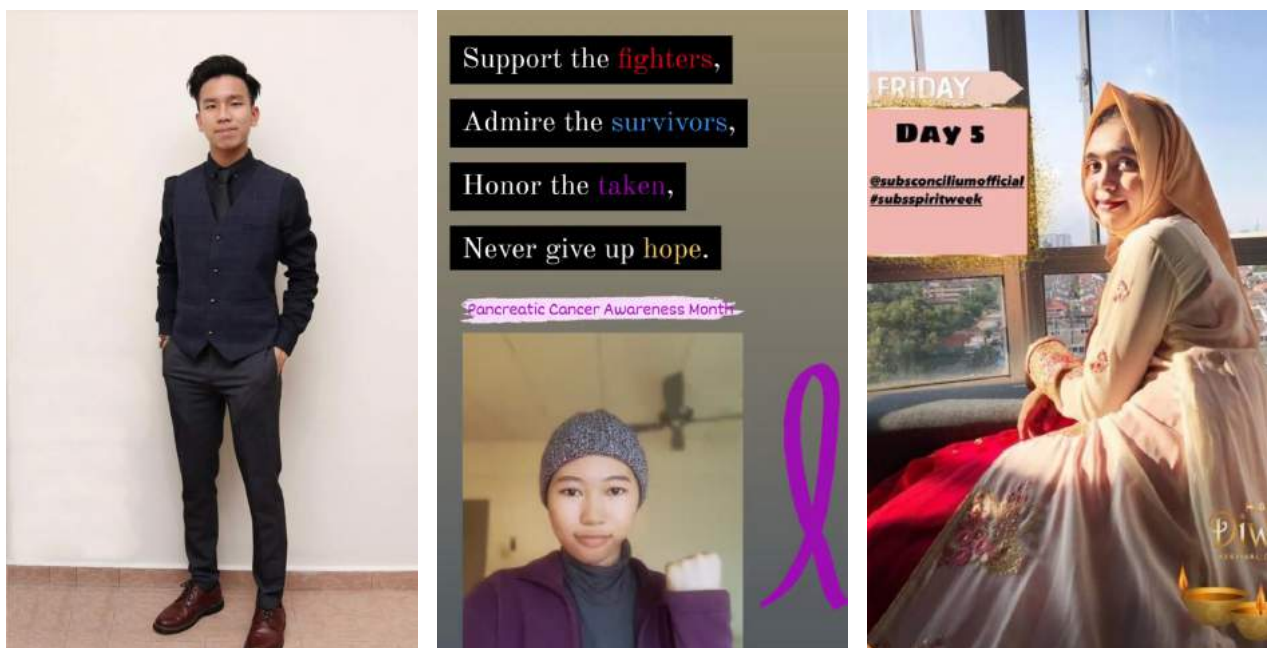


Thaneysah Aishane Gobal (right)

SPIRIT WEEK



9 - 13 November 2020



Spirit Week winners. From left: Zack Tan, Chen Jie Yin and Fathima Sumaiya Mohamed Ilyas

“SUBS Spirit Week” is an event whereby students dress up according to the different themes each day such as “Pancreatic Awareness Month”, “Social Distance Twin Day” and “Deepavali Day”, then sharing their outfits on social media to stand a chance to win prizes. Educational facts and interactive games related to the themes were also posted on SUBSSC social media accounts for student engagement.

The purpose of this event was to develop high enthusiasm among students while allowing them to stay connected and involved with the SUBS community especially during the COVID-19 pandemic. By having this event, students did not only have fun expressing their creativity through their postings but also acquired new knowledge.

HOME'PRENEUR e-Commerce Talk

 20 November 2020

SPEAKERS:



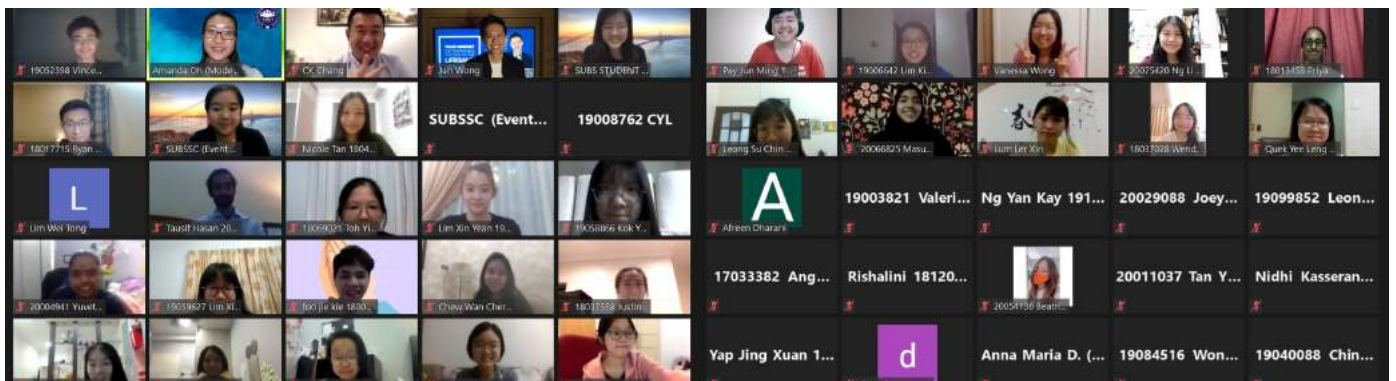
MR. CK CHANG
Founder & CEO of OXWHITE



MR. JAN WONG
Founder & Online Strategist of
OpenMinds Resources

“Home’preneur” is an e-commerce talk aimed to increase students’ exposure towards the e-commerce sector as well as to provide support to students who run online businesses or are keen on starting one. The talk was led by two well-respected entrepreneurs in the e-commerce field: Mr. CK Chang, the founder, and CEO of OXWHITE, and Mr. Jan Wong, the founder and online Strategist of OpenMinds Resources. The event started off with a sharing session, followed by a forum session, and ended with a Q&A session. Through this event, students were inspired by the journey of both speakers and gained insights on starting as well as sustaining a business.

All these were made possible by the members of the Concilium and the SUBS community. Hence, a sincere gratitude for the continuous support and do join SUBSSC in future events.



Home'preneur e-Commerce Talk

RISE WITHIN VIRTUAL TALK EVENT

 5 April 2021

"RISE WITHIN" is a virtual sharing session that aims to enable students to develop their true self-potential in order to take significant steps in their life confidently. SUBS Student Concilium is proud to conduct the event with the collaboration of KPMG Sunway Ambassadors. We acknowledge that in this competitive era, it is crucial for students to acquire knowledge and skills that are not taught in the books.

We believe that personality also plays an important role when we step out to the working place. Hence, personal development was decided as the theme of this event, focusing on topics such as confidence, motivation, and time management.

We are delighted to have Mr. Mukhriz Taufik, the Consultant from the Talent Engagement from KPMG Malaysia to be the speaker for this event. It was a participative session where student was able to ask questions and speak out their thoughts with everyone else. The session was conducted through Microsoft Teams and Slido as a portal to engage with the students. It was a fruitful full-stop for everyone that joined through gaining much knowledge and workforce skills.

SPEAKERS:




MUKHRIZ TAUFIK

Consultant and Talent Engagement
of KPMG Malaysia



Rise Within Virtual Talk

DONATION DRIVE - CHARITY FOR CHANGE

 10 April – 19 May 2021

“Charity for Change” aims to give a helping hand to orphanages that are in need of help especially during this COVID-19 pandemic. In this event, we hope that all the resources gathered in both monetary and in-kind terms would be able to make a difference for these children. Hence, through this donation drive, we wish to raise the awareness of being charitable to end poverty, in line with the Sustainable Development Goal 1: No poverty as well as to encourage the public to contribute their part to society.

In addition, we are fortunate to have Sunway Student Volunteers as our collaborators in this event to make this event a success. Throughout almost 2 weeks of booth collection, we have successfully attained an overwhelming number of resources that are then donated to the selected orphanages. We hope that our small actions would bring a big impact for those in need.



Donation drive booth



Donation from student

All the donations collected was given to :



SAI PANDIAN ORPHANAGE CHILDREN HOME

2, Jalan Setia Indah U13/11D, Setia Alam,
40170 Shah Alam, Selangor
Contact : 016-2581630 (Mr.Sai)



PERSATUAN KEBAJIKAN KANAK-KANAK SELANGOR

No.181, Persiaran Sg Keramat, Taman
Klang Utama, 42100 Klang
Contact : 018-2335449 (Ms.Rinna)

MARKETING SOCIAL MEDIA

SUBS Concilium's Facebook account (SUBS Platform) currently has 4,389 likes while our Instagram account has 814 followers as per June 2021. We have successfully achieved our long-term goal to get at least 500 followers in around 2 months. Furthermore, we have successfully rebranded our SUBS Concilium Instagram (IG) page to @subsconciliumofficial. This Instagram account will officially be passed down from one batch to another without changing the username in order to prevent any confusion in the future.



7 Days Challenge Instagram stories



Promoting Students' Business on SUBS Instagram stories

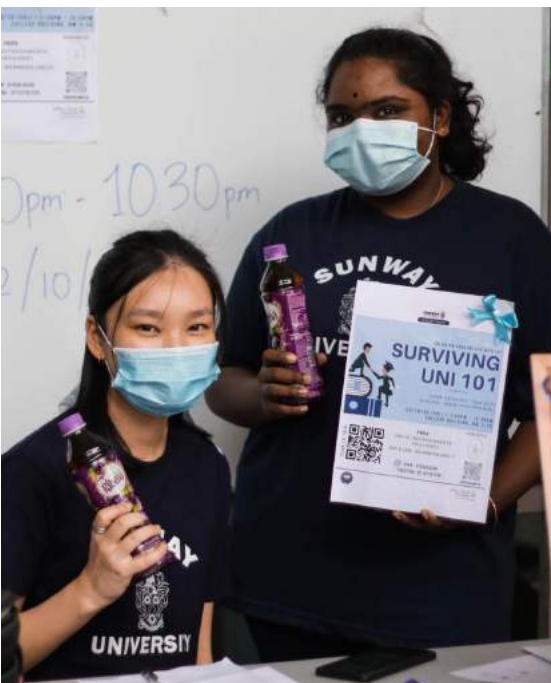


Our objective is to be more interactive to increase our engagement and credibility with the students on both Instagram and Facebook. This was done by replying to students' messages promptly and making small activities such as Instagram Q&A, polls, IG story templates, as well as mini-events. Our first mini-event, "7 Days Challenge", was held during the lockdown to encourage participating students to become more productive. In February, we promoted students' businesses on our social media pages to help them boost their businesses. With our social media, we also aim to provide a platform that is productive, informative, educative, and beneficial for the students

RIBENA CAMPAIGN



New students - August 2020 semester intake



From left: Nicole Tan Sue Fern and Yuvettha Muniyandi

One of the first campaigns in the Marketing Department for SUBS Student Concilium 2020/2021 was the Ribena Campaign. This campaign lasted for about 2 months and its main purpose was to attract new followers on our social media pages, both on Instagram and Facebook. The Ribena was used as a tool to catch the attention of students, which made it an effective marketing tactic to draw students in and introduce them to our social media platforms.

During the August intake orientation in 2020, all the new students were given Ribena once they followed our social media handles. In addition to that, booths were also set up in August and September 2020 to distribute the Ribena and increase the follower count on our social media pages. The students were able to get free Ribena whenever they followed our Instagram page and liked our Facebook page. Within the span of less than 2 months, this campaign had managed to increase our followers on Instagram by more than 400.

Evidently, this campaign was extremely successful!

PHOTOBOOK CAMPAIGN

As our January orientation 2021 was held completely online due to the pandemic, SUBS Student Concilium collaborated with a few sponsors, and one of them was Photobook. With Photobook's generosity in providing us an RM39 e-voucher, it has enabled and attracted both our existing SUBS followers and the new intake students to obtain a FREE photo book, after following our social media platforms.

The involvement of Photobook's e-voucher was to further excite and increase the engagement with the new intake students as they might get bored during an online orientation. After a month of giving out free photo books, we managed to gain followers and increase the quality of orientation for the new students. This campaign has definitely brought positive outcomes as our followers were very thankful for the photo books. Not only that, the January 2021 intake students felt very welcomed by SUBS Student Concilium.



Senior Sharing Session: INTERN TALK



April 2021

As students progress with their studies, there will come a time where students will all venture off into intern life. The senior sharing session was conducted to juniors to gain some internship insights as well as hear some past experiences from their seniors who went for internships.

	<p>JOYCE CHIN JING XUAN BSc (Hons) Marketing SHOPEE Marketing Special Projects Intern</p>		<p>LEONG WEI SHAN BSc (Hons) Accounting and Finance KPMG Audit Intern</p>
	<p>NUR SHAIRA BSc (Hons) International Business DHL Global Forwarding Human Resource Intern</p>		<p>RACHEL LIEW CIAN WEI BSc (Hons) Financial Analysis Dynamic Prestige Consultancy SDN BHD, Rinani Group Finance Intern</p>

The four seniors selected shared their internship experience in January 2021 semester, and they have been interning in different companies with different fields of work.

SPONSORSHIP

SUBS Hoodie

The sponsorship department's role consists of acquiring any monetary and in-kind sponsorships, as well as attaining long-term collaborations to decrease the burden of cost on SUBSSC. 2020 was an eventful year for the department as we managed to find many sponsors who graciously provided their products for the winners of our Spirit Week event.

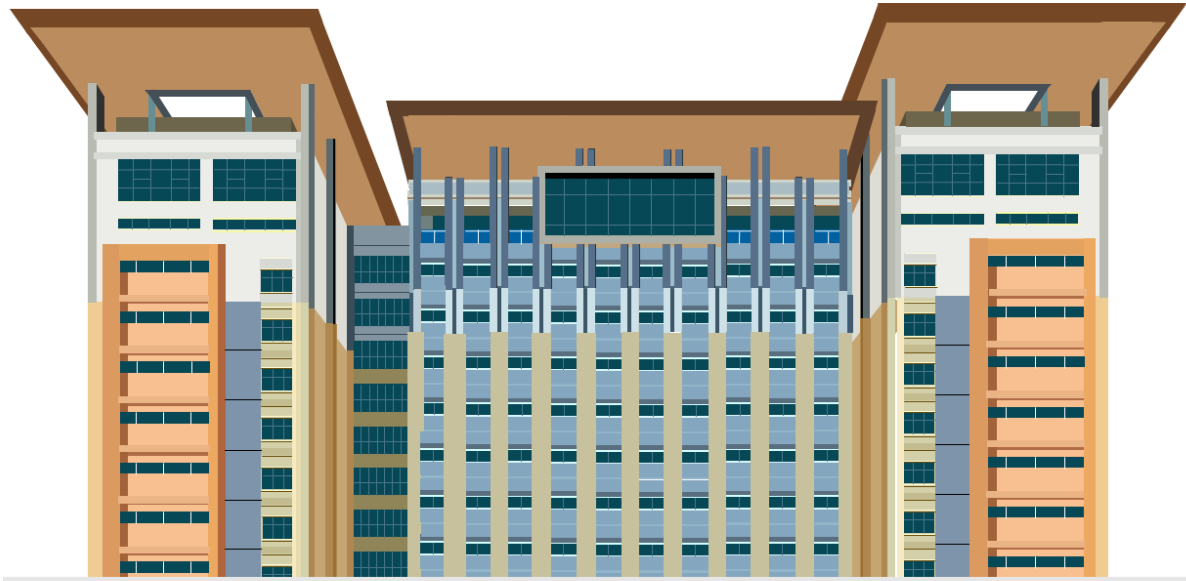
This year (2021), the sponsorship department launched SUBS hoodies for students from the Sunway University Business School. Our department members worked hard to find and collaborate with numerous sponsors virtually to procure special vouchers from various businesses to include with every hoodie purchase. Everyone in our department is very happy to be able to accomplish this objective which we set for ourselves in 2020, despite these unprecedented times.

Furthermore, we appreciate the support and commitment from our fellow Concilium members from other departments who worked alongside us to make this launch successful. We hope students from the Sunway University Business School liked the hoodie and that we succeeded in providing a piece of apparel that helps students represent the Sunway University Business School with pride.



DESIGN AND EDITORIAL

Designs are like an impression. It is truly important as it reveals the true strengths and capabilities of the organisation. It is not all about the software, but more about thinking. With thinking, we will be able to deliver a good quality design with a variety of design software including PowerPoint. Like the Sunway University building designed for orientation shown below was created with PowerPoint.



Originality is always a crucial rule when it comes to designing. It is one of the hardest to maintain, but the results will bring the organization to the next level. It does not always have to come from one's imaginations, nor does it have to be the only one existing in the world. Sometimes, ideas will come as inspirations from anywhere, such as combining ideas from different sources and modifying it to make it more attractive.

As a member of the Design and Editorial Department, another challenging yet important part was to maintain the design while making it informative and simplistic. This is because it is our responsibility to let the viewers understand the information that we try to promote with just a glance.

STUDENT ACHIEVEMENTS

HSBC/HKU ASIA PACIFIC BUSINESS CASE COMPETITION 2020



From left: Bernice Chia Shi Le, Silas Roberts, Mr. David, Nikolas Adiprasetya, Lim Boon Toong

Four Sunway University Business School (SUBS) students emerged as the third runner-up in the HSBC/HKU Asia Pacific Business Case Competition 2020. The HSBC/HKU Asia Pacific Business Case Competition 2020 aims to enhance the traditional strengths of teaching by moving the business case from classroom into a global competition format. It provides the participating students with the business skills and global perspectives to make valuable contributions to the global economy.

Due to the Covid-19 pandemic, the regional competition was conducted online. The teams were assessed on their ability in analysing key issues, evaluating feasible alternatives to the implementation and plan of actions as well as the ability in fielding the questions from the judges and their presentation skills. This was a major international testing ground for the Sunway University students representing Malaysia for the regional competition competing with other universities from 14 Asia Pacific countries including the University of Hong Kong, Peking University, Tohoku University, and the University of Hawaii at Manoa.

Congratulations to the team!

CHARTERED FINANCIAL ANALYST (CFA) UNIVERSITY ETHICS CHALLENGE 2020

CFA Team A



TAN JIWEI

BSc (Hons) Financial
Analysis



LAU HUI FONG

BSc (Hons) Financial
Analysis



CHONG HYU HONG

BSc (Hons) Financial
Analysis

A group of three BSc (Hons) Financial Analysis students led by Tan Jiwei, Lau Hui Fong, and Chong Hyu Hong, represented Sunway University as Team A to participate in the University Ethics Challenge 2020 (Local Level) on 26th September 2020 and the University Ethics Challenge APAC Regional Grand Final 2020 on the 3rd October 2020. The challenge aimed to provide insights to real-world ethical dilemmas through a case study. The three candidates were extremely honored to be recognised as the Top 2 National Champions of CFA Society Malaysia with USD200 worth of UdeMy cash prize.

Candidates were required to get familiarised with the CFA Institute Code of Ethics and Standards of Professional Conduct, consisting of 7 codes and 22 standards. A case study was conducted and presentations were given live to a judging panel. A pitch presentation training is provided by the society for the local winning team to better prepare for the regional final. 11 teams from 7 universities participated in the local challenge, while 6 teams from Pakistan, Singapore, and Malaysia participated in the regional final.

CHARTERED FINANCIAL ANALYST (CFA) INSTITUTE RESEARCH CHALLENGE 2020

Sunway University Team A (second runner-up)



THYE MAY TING
BSc (Hons)
Financial Analysis



TAN JIWEI
BSc (Hons)
Financial Analysis



CHIA WAI FONG
BSc (Hons)
Financial Analysis



DYCE LIM KE ER
BSc (Hons)
Financial Analysis



TAN JING XUAN
BSc (Hons)
Financial Analysis

CFA Institute Research Challenge is an exclusive annual global competition held by the CFA Society, aiming to examine participants in research, analyst report writing, and presentation skills. Students gain exposure to the real-world experience of being a research analyst, getting substantial mentoring from industry professionals. This year's challenge was held fully online. All teams were required to conduct an in-depth investment analysis on V.S. Industry Berhad and write up a report to support buy, hold or sell recommendations. Both Sunway University representatives (Team A and Team B) won the first stage of the competition, which is the report writing, and were shortlisted as part of the 5 teams (out of 28) into the local finals.

Sunway University Team B (first runner-up)



**NIKOLAS
ADIPRASETYA**
BSc (Hons) Accounting
and Finance



**GABRIEL NG
ZHU LIANG**
BSc (Hons) Actuarial
Studies



**NICHOLAS CHEONG
YEOW HOE**
BSc (Hons) Actuarial
Studies



**MATTHEW GOH
SEK FOONG**
BSc (Hons) Actuarial
Studies

All 5 local finalist teams (Sunway University Team A and B, Sunway College, Tunku Abdul Rahman University College, and the University of Malaya) attended the V.S. Industry corporate briefing to get insights on the latest financial performance of the company. The local finals were held on 5th February 2021 through Zoom.

Participants were required to present the investment summary and pitch their investment recommendations to the panelist. Sunway University has marked a great achievement as both teams are recognized as the 1st runner up (Team B) and 2nd runner up (Team A).



STUDENTS ONLINE LEARNING EXPERIENCE

TOUSIF LAKHANI

| BSc (Hons) in International Business

We were all caught off-guard by the pandemic which affected multiple things, and one of them being the education system. I never imagined in my wildest dreams that I would be attending a whole year university from the confinements of my room! But here I am, doing exactly that.

In the beginning, it was quite challenging because every day would be spent staring at a screen, whether it was to attend classes or complete assignments which can be headache-inducing. Additionally, there were plenty of distractions without the discipline of a classroom environment.

The way I solved these issues was by using the “Pomodoro Technique” in which I divide my workload into 25-minute intervals. It is a really effective method to study and complete tasks but obviously cannot be used during classes. Secondly, to avoid distractions, I keep my study area clean and play some classic instrumental music which motivates me to study. These small adjustments go a long way.



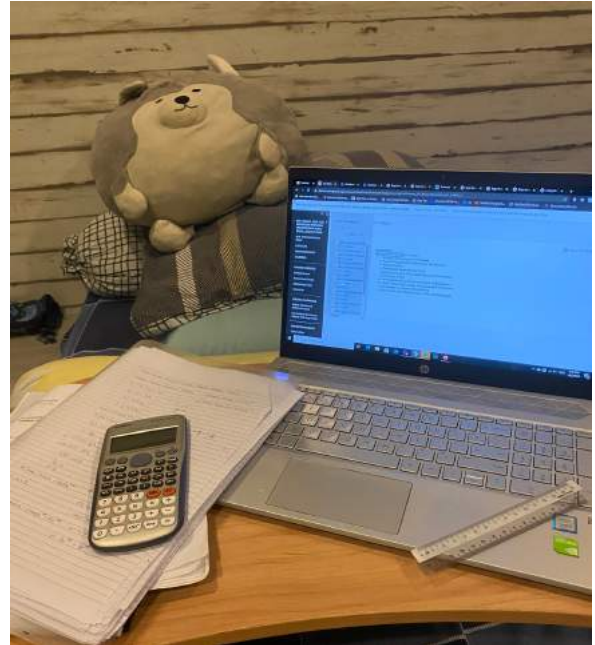
Online learning has taught me many things, but one thing that this situation really taught me was how to compromise. With MCO, most of the students are in their hometowns. So, whenever we have group assignments meetings, it can be late night in Malaysia or early morning in their hometown. But we need to understand the situation and set meetings that are convenient for both parties. These are some of the things which I learned and experienced during the online learning period and I hope everyone learned something new as well. Hope everyone stays safe and maintains social distancing!

AMANDA NG

| BSc (Hons) in Accounting and Finance

Throughout the course of my online learning experience, I have learned that self-discipline and time management are predominant to excel academically. Since classes are taken online, I would sometimes misuse the freedom of not being under supervision by scrolling through social media or watching Tik Tok videos even when classes were on-going. The lack of self-control resulted in me having a difficult time catching up.

After acknowledging that online learning may be the new norm, I have learned to embrace this new method of learning and make full use of it. Although online learning can be exhausting, it still has its fair share of advantages. For example, it is now so much easier to ask the lecturer questions online rather than in a hall with 300 other students. This may be helpful to students who are shy as they can now type their questions without having to speak out!



Furthermore, the procrastination among group members in completing assignments has also resulted in last-minute work that put us in many episodes of all-nighters which was both mentally and physically draining. Hence, in order to not repeat the same mistakes, I now pay full attention in lecture class and also avoid delaying any workload.

One way to stay focused is to not have your online class in bed. It is rather hard to resist the comfort of our beds and soon enough we would find ourselves dozing off. Hence, we should be sitting on a desk or in an upright position to ensure that we are physically prepared for class. Lastly is to not have your mobile phones within reach as our attention might be diverted to our phones instead of our online lectures.



FATHIMA SUMAIYA MOHAMED ILYAS

| BSc (Hons) in Accounting and Finance

Everyone feels like the pandemic is a pause, but the truth is time is still ticking and life is continuing. The thought of time slipping away, and regret is what motivates me to keep hustling in my education and daily life. I always keep a To-Do list as my goal for each day which increases my productivity and motivates me for another day. Covid-19 has taught me to appreciate my family and friends more, whether it is checking up on them or a simple greeting. It has also taught me to adapt to change much faster which is key in life, as life is ever-changing.

Cooking has become my expertise and something that keeps me active. Cooking is not just for feeding myself but rather a form of creativity. I adopted a kitten in October 2020, it has been one of the best decisions ever. This is because it gives me a sense of responsibility and allows me to use my leisure time away from devices. It is right now but we all get through this together.



AMIRUL HAQEEM

| BSc (Hons) in Business Analytics



Honestly, staying motivated at all times during MCO can be daunting, especially when our minds are constantly anxious. So, what motivates me to stay active at home is simply spending quality time with my family such as learning new recipes, baking, and even binge-watching good Netflix shows together. Not getting to spend time with my friends can be emotionally-taxing too. Scheduling virtual hangouts and video calls are something that I always look forward to so that my social life never goes down the drain, phew!



With flexible timing, I get to do lots of daily home-workouts, jogging, and dancing to stay actively fit and productive at home. A quick workout is always better than no workout. Taking care of my physical and mental health has assisted me to better manage myself, with a little drive to self-improve too!



During MCO, I have picked up and explored new hobbies and skills. Learning new languages like Korean and a little bit of Mandarin added up my to-do list to upgrade my communication skills besides understanding certain cultures. Also, I did jump into the bandwagon of Tik Tok just to kill off boredom at home.

Looking back, COVID-19 has taught me tonnes of things, but above all, is to be grateful and to view things positively in life. MCO has provided me the time I needed to improve my shortcomings, and to love myself even more. I live by this quote, "Active living means giving the body, mind, and soul the respect and care it deserves". Stay active everyone!



LIFE UNDER LOCKDOWN HAS CREATED OPPORTUNITIES

SOHEILA NADINE BINTI MOHAMED SOBRI

| BSc (Hons) in Accounting and Finance

As a full-time student, trying to stay afloat from switching my learning environment virtually, I knew I had to find something, a hidden passion of mine that I can find joy in discovering throughout the MCO period. With all the time I had at home, I explored many different hobbies to take on, but baking really stood out to me. Once I knew I had the passion for baking, something in me wanted to push it further and start a small business, to share with the world exactly what I am passionate about. Ultimately, the drive to find new experiences and new knowledge motivated me to start a small business.

Starting a small business really tested my knowledge as a student. I had to make major decisions in a financial aspect. With all the Accounting and Economic knowledge I had on hand, I am glad I was able to push through and make the right decisions. I have also realised how important effort is when executing tasks. As a baker, I have to spend long hours in the kitchen to meet all the orders, but with all the effort that I have put in, it is truly a rewarding experience when my customers enjoy what I bake.

All in all, starting a small business, especially during this pandemic has taught me a handful of knowledge, some experiences that can never be bought with money or learnt from a textbook. I am immensely grateful for the opportunity that life has given me, to grant me a spark that keeps me going, even through these hard and challenging times. If anyone reading this is interested to learn more about what I do, do not hesitate to visit my Instagram page, About The Brownie (@aboutthebrownie).



LOUIS ONG

| BA (Hons) in Entrepreneurship

At the age of 14, I started customising sneakers merely out of my personal interest. Thankfully, after all my efforts and time spent over the last few years to upskill myself, orders and compliments began to pour in when I shared images of my artworks on social media. It has since become a business of my very own, built upon my passion and innovation. As my business is mainly online oriented, it grew exponentially during the MCO as everything turned online overnight.

However, the more orders I received, the more challenges I faced in ensuring timely delivery of my customised sneakers. Due to MCO, I have to reorganise my business operations and marketing strategies, at the same time to ensure I have the sufficient supply of raw materials. I have to coordinate and liaise well with my shoe and paint suppliers in order to keep customer deliveries on time. Besides that, one of the major accomplishments during the MCO was my collaboration with a local streetwear company. We have launched a new customised sneaker collection for Chinese New Year 2021 and we engaged social media influencers to promote our shoes. Thus, we were able to clinch more orders, reach out to a broader customer base, and increase publicity for our business.



Throughout this MCO, I have learned that the only constant is CHANGE. I have to be creative to adapt to the new normal, maintaining high quality of my product and meeting delivery deadlines as they are the main ingredients for my success. I hope that we will be able to go through this pandemic and emerge stronger! I truly appreciate the support from all my clients, and may my customised sneakers continue to serve the appetite of the larger community of shoe lovers!



SUBS VIRTUAL MENTORSHIP PROGRAMME

Sunway University Business School (SUBS) is committed to becoming one of the ideal centres for business students in the field of employment to develop their careers. The Virtual Mentoring Programme is designed to help accomplish this purpose by offering mentoring programmes that enable students to connect with alumni, Industry Advisory Board members, Sunway Education Group members, and/or industry employers to encourage and improve student interactions related to potential job prospects.

Mentoring involves taking a constructive role and offering practical guidance, information sharing, and networking with others who need guidance. It is expected that a mentoring relationship offers reciprocal opportunities for all participants to observe, communicate and learn from one another. Relationships between the mentor-mentee can promote personal growth, academic performance, job advancement and also the meaning of life for students.

PROGRAMME OVERVIEW

By linking inspired business students with world-class business professionals through the virtual mentoring programme, which comprises the following facets, Sunway University Business School will create a global open network:

- Mentors and mentees will be matched through an online platform.
- Build a network with professional and experienced mentors from the corporate, public, and social sectors around the world.
- Establish a good relationship between students and mentors based on their respective interests and backgrounds.
- To ensure the coaching process is productive and successful, SUBS will always establish a comfortable relationship between the mentor and mentee.
- Ensure that both parties must be open-minded, respectful, and maintain the purpose of this program. Ideally, the relationships will be mutually beneficial for mentors and mentees.



Interested Mentor and Mentee do not hesitate to contact the Programme Coordinator:

Mr. Arumugam Muthusamy
arumugamm@sunway.edu.my



ANNUAL EVENT

STAR'T PITCHING

EVENT OVERVIEW

Star't Pitching Sunway Business Competition is an intervarsity scaled business pitching competition organised by Sunway Business School Student Concilium in collaboration with CPA Australia. Students from a total of 12 universities within Malaysia have participated in the competition. This competition is held for a duration of 1.5 months from 8th May 2021 to 19th June 2021. In which, a total of 5 workshops and mentorship guidance have been provided to our participants to incorporate industrial business startup knowledge and first-hand exposure to industrial experts. To end the event, the top 6 teams (18 students) competed in a Grand Pitching Finale to pitch their innovative business start-up idea to a panel of judges and live audiences.

EVENT OBJECTIVE

The mandate of this competition is to cultivate young talents and stimulate interest in entrepreneurship to spark creativity in business ideation. SUBSSC hopes to increase students' exposure to the business world by communicating their potential business ideas to experienced business leaders and mentors. Furthermore, SUBSSC aims to enhance Sunway University Business School's exposure towards the general public by conducting events that are prominent to the rapidly growing area of entrepreneurship. SUBSSC has always been dedicated to providing opportunities for the Sunway community and growing the reputation of Sunway University.

VIRTUAL WORKSHOPS

A total of 2 live workshops and 3 recorded workshops have been presented to the participants to further develop their understanding in areas of design thinking, financial projection, distribution channels, promotional strategies and presentation skills.

IDEATION WORKSHOP



MS. MONSY SIEW
Executive Director - People,
Performance & Culture
KPMG Malaysia

PROMOTIONAL STRATEGY WORKSHOP



DR. IZIAN IDRIS
Associate Professor
Sunway University Business School

FINANCIAL PROJECTION WORKSHOP



MR. JOSEPH RAVINDRAN, CPA (AUST.)
Lead, Entity Reduction Project,
Global Asset Services
BHP Billiton

PRESENTATION SKILLS WORKSHOP



MS. MALLORY LOONE
Co-founder
Work Inspires

DISTRIBUTION CHANNEL WORKSHOP



MR. ADRIAN HIA
Investment Director
Kairous Capital

Participants were provided the chance of a virtual round-table discussion with their dedicated mentor among their team. A total of 10 mentors from various professional industries have contributed their time and effort to guide and mentor our participants along their pitching journey.

MENTORSHIP SESSION



MR. BIKESH LAKHMICHAND
Chief Executive Officer
1337 Ventures Sdn Bhd



MS. MYDIANA MADZLAN
Manager
Malaysian Global Innovation & Creativity
Centre



MR. FARES ZAHIR
Chief Executive Officer
Xeraya Capital



MR. JOSEPH RAVINDRAN, CPA (AUST.)
Lead, Entity Reduction Project, Global
Asset Services
BHP Billiton



MS. MONSY SIEW
Executive Director - People, Performance &
Culture
KPMG Malaysia



MR. JAN WONG
Founder
OpenMinds Resources



MR. PETER TAM
Head of Partnerships
Rackspace Technology



MR. SOO SZE YANG
Director
Creador



MR. ADRIAN HIA
Investment Director
Kairous Capital



DR. FOO YIN FAH, FCPA (AUST.)
Associate Head
Heriot-Watt University Malaysia

A judge is expected to draw on their expertise to fairly and reasonably assess the team's effort in the various components of the competition. Only 6 selected teams, handpicked by a panel of judges will proceed to the final based on criteria such as creativity, innovation, and practicability.

SCREENING SESSION JUDGES



DR. SHEHNAZ TEHSEEN
Senior Lecturer
Programme Chair - BSc (Hons) in International
Business
Sunway University Business School



MS. ENG RUO NI
Associate (Programmes)
1337 Ventures Sdn Bhd



MS. SITI AISYAH ABD HAMID
Manager
Ernst & Young Advisory Services Sdn Bhd



DR. CALVIN CHEONG WING HOH
Senior Lecturer
Sunway University Business School



MS. LIEW SIN YEE ASA (AUST.)
Strategy and Portfolio Analyst
Loob Holding Sdn Bhd (Tealive)

GRAND FINALE JUDGES



MS. KAREN LAU
Head of iLabs Foundry
Sunway Innovation Labs (iLabs)



MR. JIMMY LAI, FCPA (AUST.)
President - Malaysia Divisional Council,
CPA Australia



**MR. SURIN SEGAR, FCPA
(AUST.)**
Deputy President - Malaysia
Divisional Council, CPA Australia



MS. ELAIN LOCKMAN
Partnerships, Deal Flows, Deal
Screening, & Risk Management
Ata Plus



MR. RAJEN DORAIRAJ
Senior Manager
Malaysian Global Innovation & Creativity
Centre



**GRAND PITCHING
FINALE**



The Grand Pitching Finale competition was held successfully despite the movement restrictions during the COVID-19 pandemic. On 19th June 2021, the Grand Pitching Finale was streamed virtually on Facebook Live, reaching out to a total of 2,700 live audiences from the general public. We have achieved a peak view of 1,300 live audiences that tuned in simultaneously to watch the grand finale. The top 6 teams were given the opportunity to pitch their business ideas to the panel of judges and the live audiences.

WINNER: TEAM WEENERS



ALICIA WEE ZI EN
Taylor's University



CHAN YUNG JACK
Taylor's University



JONATHAN JEREMIAH E.J
Taylor's University



1ST RUNNER UP: TEAM OKAY



GOH ZHONGJI
Universiti Putra Malaysia



HOH JIA DA
Universiti Teknologi Malaysia



OSCAR LING FANG JACK
Universiti Putra Malaysia



2ND RUNNER UP: TEAM SAMDAY



NOR FITRI BT BURHAN
Universiti Tun Abdul Razak



FARISSA AMANDA BT ADZHAR
Universiti Tun Abdul Razak



NASYARINA BT NAZRIZAL
Universiti Tun Abdul Razak



MAYBANK

STUDENT AMBASSADOR PROGRAMME 2021

#MBASSADOR

Congratulations to Edward De Lee and Mohamed Salman Faiz for being selected as #Mbassador 2021! The Maybank Student Ambassador Programme is a year-long student development and mentorship programme designed for undergraduate students. 644 applications were received for this programme of which, 136 students from 37 different local and international universities were shortlisted through a rigorous process.



Edward De Lee
BSc (Hons) Business
Management



Mohamed Salman Faiz
BSc (Hons) Marketing



The Global Maybank Apprentice Programme (GMAP) has been pivotal in contributing to my personal and professional development. This year, I have been empowered to lead the Maybank Student Ambassador Programme (#Mbassador) that holds the same values, and am proud to bring this opportunity back to Sunway students as an alumna to join me on this journey of self-improvement and growth.



Khaw Wyn Nie
Alumna – BSc (Hons) Accounting &
Finance
Global Maybank Apprentice

We would like to thank our alumna, Khaw Wyn Nie, Global Maybank Apprentice who has supported our SUBS students to follow this journey for their self-improvement and growth.

ALUMNI

TESTIMONIALS

DR RODNEY TOH SEONG YUEN

| Doctor of Philosophy (Business)

Nelson Mandela wisely said, “Education is the most powerful weapon which you can use to change the world. The power of education extends beyond the development of skills we need for economic success...” This has a special significance for me and that odd encounter with a book through a car’s back windscreen was the beginning of my lifelong journey with books. For the next two decades, my passion was to buy books to read and I would eventually graduate with an A-Level certificate, an ICSA certificate, a postgraduate certificate in Christian thought, and an MBA certificate all the while holding down a full-time job. Finally, I obtained my PhD in Business from Sunway University on a scholarship from the Jeffrey Cheah Foundation.



Intellectual pursuit is my calling. Teaching is my career. This is where I find my validation to be, where I find fulfillment, and this is how I impact my world. Thank you Sunway University for this opportunity.

CHONG E WAY

| Master of Business Administrative (MBA)



The Sunway University Business School has a wide range of postgraduate programmes catering to working professionals who wish to upgrade their knowledge and skills to the next level. One of the reasons why I chose the MBA programme from SUBS was because of the flexible schedules for classroom and self-study time which meant I could balance studies, work, and personal life without compromising any of them during the 2 years.

The faculty members have a good mix of experienced researchers, industrial leaders and good facilitators that cater to all levels of learners. The diversity of faculty members is the strength of SUBS which incorporates cross-cultural learning into the syllabus.

FARIS FIDA MUHAMMAD

| BSc (Hons) Accounting and Finance



Sunway University Business School provides the student with a comprehensive list of features and facilities that caters to student learning needs. Such an ideal environment makes learning enjoyable and such an environment also encourages to get involved in clubs and societies, helps in making new friends, and volunteers at a University event. I was a part of the SUBS Student Concilium. It has been a magnificent experience being a part of the student body. Not only did I became much more assertive and social, but I also made many amazing friends. It helped me a lot in boosting up my confidence level. The institution has a unique academic and social environment. The campus feels like my home.

I feel extremely fortunate to study at such a glorious and reputable education institution and thankful to Sunway University for providing me unforgettable memories.

VIVIAN KWAN WAI CHUNG

| BSc (Hons) Business Studies

Sunway University Business School degree has definitely prepared me with interview skills and interpersonal skills. Throughout 3 years of my degree life, SUBS has constantly organised workshops for students to further develop ourselves as the employment market is very competitive. Thus, SUBS is one of the reasons why I succeeded in joining Coca-Cola as a fresh start to my career. I like seeing how FMCG Company market their product and how they incorporate the strategy to success while staying competitive in the market. It is interesting to analyse the strategy used by different companies. Thus, I found myself enrolling into Bachelor (Hons) Business Studies and now working in Coca-Cola.



DERIDIAN NURHALIM SUTIONO

| BSc (Hons) Business Management

Sunway University Business School (SUBS) undoubtedly fostered my curiosity for pursuing a career in digital marketing. Having selected Business Management as my primary course was a good mix of Thought + Research model that helped me to view business as holistic. During my studies, the course allowed me to tap into various subjects of business dynamics and practical application. Subjects like Marketing, Managing Change, Operations Management, and Human Resource Management were amongst the most valuable lessons I can relate to in the daily course of business in the current role. Today, I am working in a Content Marketing team for the Singapore market at the leading aggregator e-commerce platform in Southeast Asia called iPrice Group.

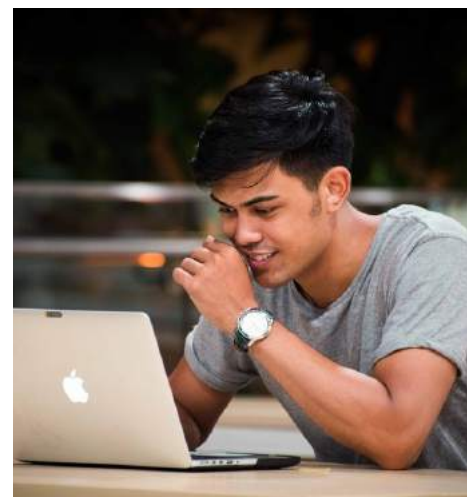


SILAS ROBERTS

| BSc (Hons) Financial Economics

Sunway University Business School had given me the opportunity to learn beyond the textbooks and syllabus through academic and business challenges whereby we get to be mentored by lecturers as well as mentors from the industry. In this day and age where the world is becoming more data-driven, I believe I have gained advantages by the analytical nature of the BFE program.

The program had taught me to challenge business decisions by its financial implications and opportunity cost while at the same time learn to take calculative risks. Thus, I hope for students to always be curious - always ask "why" or "why not", take every experience as a learning opportunity, and always remember to have fun!



JASON FUNG JIA HAO

| BA (Hons) Entrepreneurship



The support from lecturers, friends, clubs, and societies really can push one even like me who was shy to begin with to really grow to where I am now today!

Specifically, my course BA (Hons) Entrepreneurship, I would say really helped me as the assignments are no longer just paperwork or research. It was more hands-on, interviewing people, meeting companies, building ideas and really being an entrepreneur on our own! That drove my knowledge, skills and experience to the next level! With the various scenarios put during my Degree period and from assignments to business challenges, it helped me to adapt in situations that require rapid change which really helped me in my organization now where we are a Startup and change, innovation and pivoting really are terms that we should be familiar with and that I with SUBS degree experiences really helped!

EVELYN TAY EE LING

| BSc (Hons) Financial Analysis

The subjects provided in my course, I believe, is comprehensive and progressive, which contributes effectively to the advancement of my knowledge and skills in the field of finance and investment. Other than offering the subjects that are highly pursued in the real-life industry, the degree has also provided the opportunities for the students to be well-rounded as a professional working adult, for example the area of business ethics and communication skills, which I strongly believe that it is one of the most important skills to equip ourselves with, in terms of personal and professional development.



SRIKANTH A/L MURUGASVARAN

| BSc (Hons) International Business

Having done Degree in International Business has sharpened up my skills and fed me with valuable insights in order to increase the quality of my service in my business. I managed to learn many significant techniques that will help me grow my business further more effectively and systematically. My one advice to my fellow juniors would be, make these few years of your life count. Study smart and take part in activities even if it's all online now. Connect with as many people as you can. Someday when you turn to look back, it shall only be filled with amazing friendships and memories cherished forever.



TANG HONG KIT

| BSc (Hons) Global Supply Chain Management



So why did I pick Global Supply Chain Management? Simple, supply low, demand high. Overall, I'm proud that I picked the right degree programme. Being a supply chain graduate, you got the option to be a specialized logistician, or you can also choose to work as a demand & supply planner, purchaser, warehouse operator, operation executive, or even human resource and marketing executive! It's like you can choose any job you're interested in within

the supply chain because you get to have 'big-picture thinking' skills by taking the BGSCM degree programme, and of course, you have a bigger competitive advantage when we talk about getting promoted to the higher level (manager) because you possess the big picture thinking mindset!

STUDENT PROFESSIONAL DEVELOPMENT WORKSHOP

Since the pandemic took hold in Malaysia in March 2020, every university has faced challenges in a significant crisis - how to continue the involvement of the alumni in different landscapes as all previous events were held physically around the Sunway University campus. In fact, it is not a barrier to alumni engagement opportunities with students and staff at Sunway University Business School to provide valuable and exceptional events. To find the best method to strengthen alumni relationships, another way is indeed possible to ensure active alumni involvement, which is through virtual events.

SUBS Alumni Relations and Student Professional Development Unit have offered a variety of virtual events for business school students and alumni community, such as Resume Writing, Interview Skills, Job Search, Employment Networking Skills, Leadership, Financial Literacy, and Financial Management Programme. In collaboration with the Student Life and Centre for English Language Studies, we organized alumni events to build professional networks between students, alumni, and staff. Events held across the country have provided the best opportunity to share their career and life successes with their classmates and current students.

Alumni event in a virtual environment can serve as a valuable networking opportunity during these difficult times to build good relationships and help each other. By hosting virtual events for alumni, Sunway University Business School has brought together students and alumni from around the world. Besides, by strengthening the credibility of alumni, Sunway University Business School also helps alumni share new jobs through virtual events between their communities.

This virtual format also offers benefits to all parties and will not stop doing so as it will be an additional engagement network for future events. Finally, we would like to thank all our Sunway University Business School alumni for taking the time to participate in the virtual events to guide our current students for personal and professional success.

We would like to express our sincere thanks and appreciation for all the support that has been provided by alumni, and professionals or experts from the business industry. You are a role model for our business school students.

Alumni and professionals who want to collaborate and channel your expertise through career development programmes, do not hesitate to contact :

Mr. Arumugam Muthusamy
arumugamm@sunway.edu.my

CAREER DEVELOPMENT WORKSHOP



26 August 2020

The workshop is for SUBS students who have enrolled for the Communication Skills subject (ENG2024/ENG2013) only. The purpose of the workshop is to introduce the essential personal and professional skills that are necessary to compete for internship and full-time jobs.



SABEEHA MOHAMED RAFIKI IBRAHIM SADI

Alumna - BSc (Hons) Accounting and Finance
Senior Associate
PricewaterhouseCoopers (PwC), United Arab Emirates.
ACCA Members.

MOHAMMAD AMMAR

Alumnus - BSc (Hons) Business Management
Co-Founder & Managing Partner AI, Data, Software, Cloud &
Cyber Cognitive, United Arab Emirates.



EMPLOYMENT NETWORKING SKILLS



24 September 2020

Explore industry standards in networking to improve communication in person and online.



KHAIRIL AZRUL AZIZAN (ALUMNUS)

Talent Sourcing Strategic Kinetik

VIRTUAL LEADERSHIP TRAINING



7 October 2020

SUBS Alumni Exclusively open to SUBS Student Concilium Committee 2020/2021. The objective is to increase involvement in leadership roles including communication, negotiation, teamwork, and reflection.



INSPECTOR SHAHIRA NAJIA JAMIL

Alumna - BSc (Hons) Business Management
International Exhibition and VIP Visit, Protocol Division,
Royal Malaysia Police

INTRODUCTION TO GENERAL ELECTRIC'S FINANCIAL MANAGEMENT PROGRAM (FMP)



26 October 2020

To understand the Financial Management Program and career paths for FMP graduates.



ALEXANDREA NG ZI YING

Alumna - BSc (Hons) Accounting & Finance
GE Gas Power
Financial Management Program

JERRY TAN JIN YUEN

Alumnus - BSc (Hons) Financial Analysis
GE Gas Power
Financial Management Program



CAREER INSIGHTS: Find Your Passion and Pursue Your Bright Career

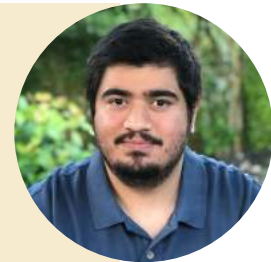


24 February 2021

Strengths and career paths to students before preparing for employment.

MATTHIEU DUCASSE

Alumnus - BSc (Hons) Business Management
Polly Esther Ltd.



BELLA DEA AJANI

Alumna - BSc (Hons) Business Management
Queue Monitor, SEA Market (Gaming Account)
TDCX Malaysia



POSITION YOURSELF FOR THE FUTURE



2 March 2021

To develop students' personalities and build professional skills to make a positive impact in the prospective workplace.

KWONG HUI

Alumna - BSc (Hons) Accounting & Finance
Coach & Founder
Fullove



DERIDIAN NURHALIM

Alumnus - BSc (Hons) Business Management
Content Marketing Executive
iPrice Group Singapore.



EMPLOYABILITY WORKSHOP: How to strengthen your employability during COVID-19?



17 April 2021

A career development workshop designed for SUBS students who have enrolled for the Communication Skills subject.



CINDY CHUA AI PING

Alumna - Master of Business Administration
Vice President of Sales, Greater Asia Region,
Australia & New Zealand
Felix Schoeller Group
Topic: Job Search & Resume Writing



SAMANTHA LIM ZI XUAN

Alumna - BSc (Hons) Accounting & Finance
E-Commerce Manager
Nestle' Malaysia
Topic: Interview Skills

CAREER AS AN INTERNAL AUDIT: Graduates' Next (Best) Move



24 May 2021

An Internal Audit function must be established by Listed Companies as it is a requirement by Bursa Malaysia. It helps in identifying, assessing, and managing the risks for companies. It also improves the efficiency of company operations and provides assurance on adequate controls to business leaders.



CHRISTINA LOW

Principal Consultant & Director
Centegy Executive Search & Recruitment
Topic: Job Market Insights for Internal Audit,
excellent resume and tips for scoring in an interview



RIZAL KHALID

Chief Audit Executive
Astro Malaysia
Topic: All you need to know about the World of
Internal Audit



EDWARD CHIEN

Director of Strategic Planning & Business
Support
Swagelok Malaysia
Topic: IA Truth be Told (My Journey)

CFA PROGRAMME - ACCELERATE YOUR SUCCESS

 27 May 2021

The workshop gives a brief introduction to CFA Institute and CFA Society Malaysia. It also provides an overview of the CFA Program and its value to the students' future finance careers as well as free resources and opportunities for students.



CHONG JIN YOONG, CFA

Director
CFA Society Malaysia



FLORENCE WONG

Director, University Relations
CFA Institute, Asia Pacific

STRATEGIES FOR WINNING JOBS IN A NEW NORMAL

 17 June 2021

During a job search, these are the questions a graduate should ask oneself to get a competitive edge, "How do I win at job hunting in a highly competitive job market?" and "How can I negotiate the best salary?". When asking these questions, one should get an insight of the mind of the hiring manager. Adding on, getting an edge in resume writing and interview preparation would also be a plus point. Having an inside track on successful job search and gaining on job analysis and job market research would significantly grow the chances of finding a job.



ADRIAN FLUDE

Co-Founder of Omnergy Consulting
Career Transition Specialist, mentor,
Career Coach and Trainer



TERESA ONG

Co-Founder of Omnergy Consulting
Career Transition Specialist, Coach, Clinical
Hypnotherapist and Trainer

SUNWAY UNIVERSITY VIRTUAL GRADUATION



Congratulations to the graduating class of July 2020 and February 2021!

Sunway University Business School is proud of your efforts and achievements. While we are not celebrating traditionally, we congratulate your achievements. We are proud of your hard work, achievements, and patience during this tough period, the Covid-19 pandemic.

Your hard work and commitment to obtain your degree has paid off, and you are ready to take that next chapter in life. You are entering a great time to be employed and to build a mark for yourself in the global marketplace!

Please connect with our SUBS Alumni Relations and Student Professional Development Unit, Mr. Arumugam Muthusamy (arumugamm@sunway.edy.my), and stay connected through involvement and participation in the Sunway University Business School events.

To continue networking, you are welcome to join the LinkedIn Alumni Group.

FOR UNDERGRADUATE

<https://www.linkedin.com/groups/10435250/>

FOR POSTGRADUATE

<https://www.linkedin.com/groups/10437285/>

SUNWAY UNIVERSITY BUSINESS SCHOOL STUDENT CONCILIUM 2020/2021



Academic Relations Department



Hard work is bitter, but its fruit is sweet!

The members are to deal with any academic related issues from students, aiming to provide an outlet for discussion about studies. PALP, a learning programme among students is also set up by this department, hoping to help students with their grades.







Course Representative Department



Hoping to enrich your campus experience to the fullest!

By dealing with problems or interests raised by students, this department acts as a bridge connecting students to relevant parties working in Sunway University. They are also in charge of managing SUBS Buddy Line, a great programme for students to come out of their comfort zones.





Events Department

 Ryan Tan Sing Sze HOD	 Nicole Tan Sue Fern Vice HOD
 Janet Ong Khai Nee Executive Member	 Leong Su Chin Executive Member
 Ethan Marcus Ng Executive Member	 Wong Ee Shuanne Executive Member

Extraordinary, exceptional, epic events that make the impossible possible!

This group of people are in charge of organising and planning all SUBS related activities and events. From innovation to creativity, they cover it all, wishing to maximise students' university experience.





Marketing Department

 Leong Wei Shan HOD	 Amanda Oh Hui Yee Vice HOD
 Kuek Sze Liz Executive Member	 Ji Sun Park Executive Member

To make our mark in marketing with ideas that soar!

With the increasing use of media, the marketing department is responsible to make full use of their social media platform by relaying important announcements and information. Being prompt in replying queries from students with a friendly attitude is what they do best.



Sponsorship Department

 Chin Jing Xuan HOD	 Srinedhini Selveswaran Vice HOD
 Chong Jia Xin Executive Member	 Quek Yee Leng Elaine Executive Member

For any prosperous sponsor, the answer will be by the dollar!

These are the people that seek out sponsors to fund our events, ensuring good relationships are maintained with the sponsors. Sponsorship proposals, hosting sponsors and digitinaries, the responsibility of these tasks lie with them.

Design and Editorial Department

 Sharro Yeap Jing Wei HOD	
 Jeffrey Chua Wei Chuen Vice HOD	 Soong Ming San Executive Member

"Creativity is intelligence having fun"
-Albert Einstein

Filled with imagination for conceptualisation, they handle and produce all the creative needs for SUBS. Professional editing and production for promotional materials will be held to the utmost standard in the Design and Editorial department's hands.

GAVIN LEE JIN XIANG (EXCO)

| BSc (Hons) in Accounting and Finance

As a Vice President, I was in charge of overlooking the whole Concilium and making sure everything goes right as the Concilium is the bridge between students and lecturers. Besides that, I needed to give useful advice to members when they faced any difficulties. For every decision I need to make, I will need to think critically from a different perspective as a wrong decision might affect the Concilium negatively.



Nowadays, having good grades is not enough. You need to have soft skills to make yourself different from others. Soft skills are important as companies start to recognize them as an important criteria for future employees. Soft skills will definitely benefit you in the future. I am able to gain different soft skills, such as communication skills and leadership skills in SUBS Student Concilium.

Last but not least, I am glad that I have a team of responsible members. I am unable to lead the Concilium well without them. Enjoy and trust the process. Joining SUBS Student Concilium was one of my best experiences in my university life.

WHAT SUBS CONCILIAM HAS TAUGHT US

LEONG WEI SHAN (HOD)

| BSc (Hons) in Accounting and Finance

SUBS Student Concilium has taught me good time management and planning skills as I needed to manage my time between studies and also my tasks as Head of the Marketing Department. With that, many sacrifices were required in order to excel in both my studies and my performance as head of department.



The experience of hosting virtual events and planning marketing strategies on social media has allowed me to improve my marketing and advertising skills. Especially during the pandemic, many events were held online. Thus, my communication skills between team members were also enhanced.

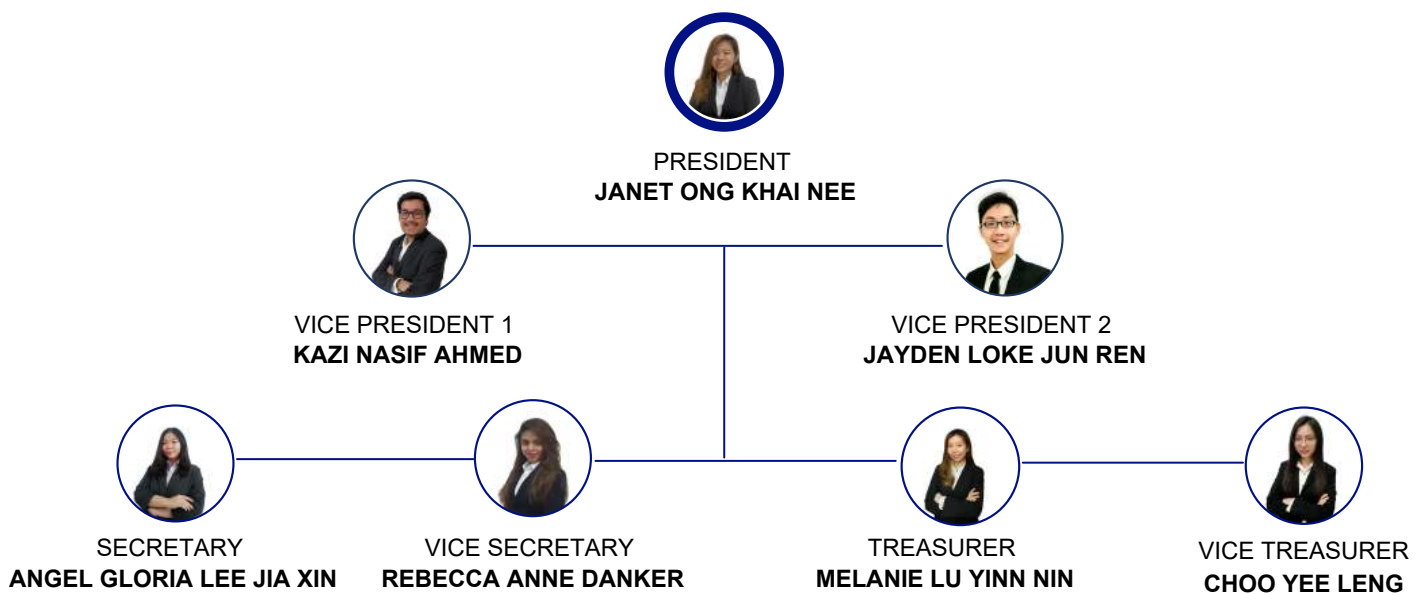
I have learned how to be a more organised person when it comes to organising and planning my schedule, especially during busy periods such as exams and finals. Being able to organise my time and schedule is one important skill I have learned from joining SUBS Student Concilium that would be helpful for me in the future.

SUNWAY UNIVERSITY BUSINESS SCHOOL STUDENT CONCILIAM 2021/2022

As one year has passed, the SUBS Student Concilium Term 2020/2021 has ended. With the current batch handing over to the new batch, we warmly welcome and congratulate the newly recruited SUBS Student Concilium EXCOs Term 2021/2022!

Being part of this family also means having the opportunity to contribute back to the university and SUBS students. While taking up these positions comes with great responsibility, we wish you all the best for the upcoming year of new opportunities and challenges.

"Congratulations to each member of the EXCO Team for being selected to be part of this elite team!"



Academic Relations Department



JEREMY JOHN
HOD



LOO YEEN CHENNG
VICE HOD



KANG JING CI
EXECUTIVE MEMBER



MELISSA CHONG XHIN
EXECUTIVE MEMBER



YOGESWARY TAN PUTARAN
EXECUTIVE MEMBER

Student Relations Department



**ETHAN MARCUS
NG CHEONG ZHI**
HOD



TEOH JULIE
VICE HOD



TAN YEE JING
EXECUTIVE MEMBER



LEONG WAI SUN
EXECUTIVE MEMBER



LUM LER XIN
EXECUTIVE MEMBER

Design and Editorial Department



NUR ZAHEERA BINTI ZAHARI
HOD



TIFFANY TAN ZHI ERN
VICE HOD



TAN KAI SIN
EXECUTIVE MEMBER



CHOO YUN MIN
EXECUTIVE MEMBER

Marketing Department



VANESSA CHONG KAI EN
HOD



CHAN QIAN YING
VICE HOD



SHELISTA PAK CHENG OI
EXECUTIVE MEMBER



WONG XIN YEE
EXECUTIVE MEMBER

Sponsorship Department



YAP JING XUAN
HOD



GABRIEL GAN KAI XUAN
VICE HOD



MELISSA TAN SZE YU
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HOD



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VICE HOD



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Alumni Relations & Student
Professional Development



FOO JIE KIE

Vice Secretary
SUBS Student Concilium
2020/2021

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JI SUN PARK

Executive of Marketing
SUBS Student Concilium
2020/2021



**AMANDA OH
HUI YEE**

Vice Head of Marketing
SUBS Student Concilium
2020/2021



KUEK SZE LIZ

Executive of Marketing
SUBS Student Concilium
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SOONG MING SAN

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