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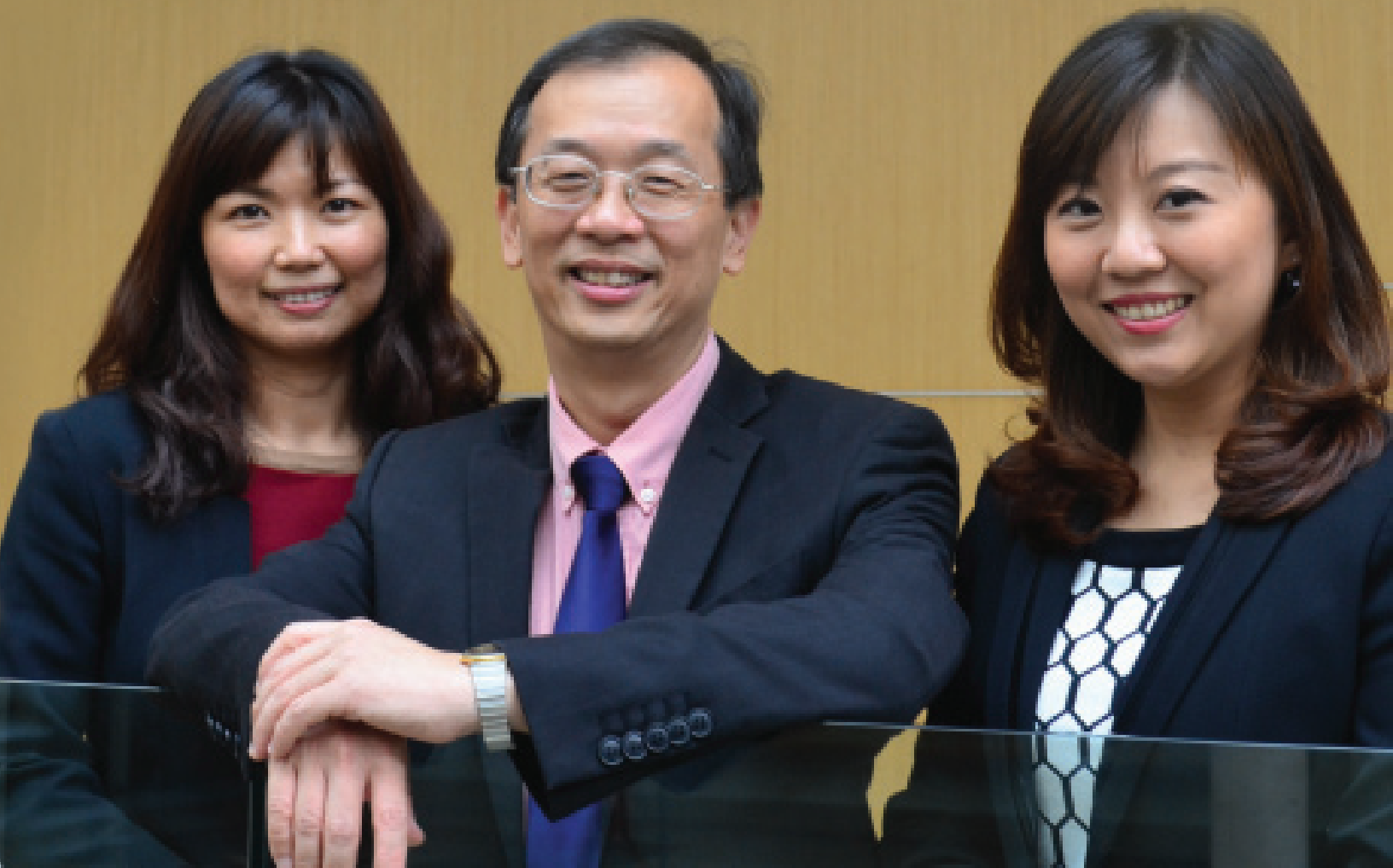
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The Next Big Wave in IT

Tsai is this year's Valedictorian

In Excess of RM 33 Million

Honoris Causa for Duo



Blaze is published quarterly. The name was selected as it signifies Sunway University's achievements in recent years. Sunway University is a "trailblazer" in education excellence pursued with flaming passion in the hearts of its employees and students.

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Founded by YBhg Tan Sri Dr Jeffrey Cheah, AO, Chairman of the Sunway Group, the Foundation continues the legacy of giving through providing quality education to all deserving Malaysians. More than RM720 million has been endowed into the Foundation. Since 1997, more than RM165 million in scholarships have benefited about 20,000 students. The Jeffrey Cheah Foundation operates through the Sunway Education Group. The Foundation is a first-of-its-kind in Malaysia and is based on the inspirational framework of the internationally renowned Harvard University.

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Romancing My Malaysia

“As we celebrate Malaysia Day, we should commit our spirit to the challenges of nation-building,” said Sammy Chong Poh Chin, Programme Executive from the Department of Art and Design, Sunway University.

Chong’s “Tiger Cup” which features the Malaysian Tiger and Hibiscus won the first prize in the Starbucks Cup Design Competition. The competition entitled “Romancing My Malaysia” was in collaboration with Kakiseni, organised in conjunction with Malaysia Day.

Sunway University student Shannon Chan Ziali, took home the second prize with “Comic Cup”. The semester four student of Diploma in Graphic and Multimedia Design said he designed it in comic form because he did not want it to be a static drawing.

“I wanted to tell a story,” he quipped. “I thought the most appropriate text to use were the lyrics of our national anthem, the *Negaraku*.”

Two other Sunwayians who took home the consolation prize were Yeoh Kean Thai and Eleanor Lim Hooi Ling. Yeoh, a part-time lecturer with the Faculty of Arts explained the rationale behind his “Hibiscus & Moon Cup” design, “My design embraces the growth of Malaysia, in the spirit of our national flag, the *Jalur Gemilang*. There is much to be thankful for the diverse and united flavours that all bond in harmony under one roof. The composition fosters a sense of belonging, paving the way forward for our Nation.”

Lim, a Diploma in Graphic and Multimedia Design student who designed her “The Tarik Cup” added “My Starbucks cup

design incorporates many of Malaysia’s wonders. The urban side is portrayed by the PETRONAS Twin Towers and the KL Tower. The hibiscus together with the rhinoceros hornbill are illustrated to represent our local flora and fauna while the *wau* depicts the ethnic part of the country. As Malaysia is also widely known for its diversity in culinary delights, I chose to illustrate the *teh tarik* as a cup pouring a mix of happiness and peace.”

The competition which drew more than 200 entries was open to artists, college students, professionals and those from the art community. Shortlisted entries were on display at Pavilion Kuala Lumpur for the KakiSeni International Arts Festival, which ran from Sept 12 to 16.

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Despite Business Analytics being a big thing these days in Malaysia, we are still at the early stages of adoption.

According to Sunway University lecturer, Angela Lee, who is also the Business Intelligence coordinator looking after data mining and business intelligence unit, people have heard about Business Analytics but they simply do not realise its impact and usefulness in their business and operations in the past.

Associate Professor Dr Lim Tong Ming, who heads the Centre for Innovations and Industry Linkage in Research and Enterprise Office, said the key area of emphasis at the Information Systems Department is analytics. "This entails analytics areas such as data mining, text mining, social media analytics, knowledge mining, and big data analytics on cloud," he said.

"We foresee that this is where the industry is heading to in the next few years, which helps to further enhance senior management's understanding of their market, product design, service quality, pricing and consumers' preferences," he elaborated.

Market Acceptance

The discipline is known to the market these days as 'analytics' or 'data science'. Techniques that are used to investigate these structured and unstructured data are called data mining techniques.

"Since these data mining techniques are used to explore trends and patterns in a pool of data, the business people are beginning to show greater interest in pursuing business analytics in the way they run their business," said Dr Chua Hui Na, a senior lecturer and coordinator for Sunway's Master of Science in Information Systems.

In times to come, Data Scientists or Data Analysts will be able to apply business analytics techniques to different business domains, where graduates can go to virtually any kind of company to use analytic techniques to extract business intelligence.

Social media analysts are trained to follow Twitter and Facebook to see if there is a pattern or market trend. "They are involved in monitoring, feeding information, analysing trends as well as comments posted in social networks," Dr Chua explained. "To stay ahead of the competition, companies and governments cannot ignore the huge data that is generated in social media."

According to Dr Chua, business analytics have been used widely in the past by antivirus software developers to detect the virus pattern attacking software and spam emails. "In the case of monitoring news using data mining techniques, the



Dr Chua

Dr Lim Tong Ming

Angela Lee

The Next Big Wave in IT

idea is to extract the unstructured text, where the outcome is further analysed,” she said.

New Programme

By June 2015, the university will be introducing a new degree known as the Bachelor of Science (Honours) Business Analytics, with the first cohort of students to enroll in the programme for the August 2015 intake. The degree will lead to a dual degree, a unique arrangement with Lancaster University, where Sunway graduates will receive a testamur from Lancaster University on top of the testamur from Sunway University.

“We hope to attract young people who are interested in business analytics. They will develop a business flavour and a liking for the analytics and information systems,” Dr Lim interjected, adding that the degree will emphasise on three areas, namely Business-related subjects, Business Analytics and Information Systems-related subjects.

SAS is currently the biggest player in the business analytics industry. “They are now partnering with us to provide a joint-certificate from SAS Institute in the United States of America, in the area of business intelligence and data mining,” Dr Lim said. “This arrangement has also enabled students who are enrolled in Knowledge Management and Business Analytics to undertake projects that are relevant to the industry.”

With the new degree, Sunway University will allow students to have a third choice, where they can choose to focus more on either one of three streams of IT. Currently, there is huge industry funding from companies which have appointed Sunway IT Shared Services and HILTI to solve a number of real world operational and business issues. “The future for Business Analytics graduates is therefore very bright,” Dr Lim opined.

Data Mining

On application of data mining or analytics, Lee said that one of her students is studying parenting styles in Malaysia applying text mining techniques on social blogs, while another student is analysing how Facebook posts affect their daily lives in terms of relationships with peers and parents.

Dr Lim also added that the university has also received a special grant from the Malaysian Communications and Multimedia Commission to do text mining on 1Malaysia, where opinions and emotions of Malaysians were being analysed.

Sunway University has collaborated with many industry partners working on analytics - Hilti, Asia IT, Sunway IT Shared Services, SAS Malaysia, SAP, MDEC and IBM in the last few years. These companies are also providing scholarships to the postgraduate students, several initiatives currently headed by Lee. Hilti, for example, is supporting two Master of Information Systems students who are supervised by Dr Lim and Lee, Nafisa Bello Issa and Yap Mun Keong, who are both Sunway alumni with Bachelor of Science (Hons) Information Systems.

Sunway IT Shared Services has also budgeted two scholarships, where one of the candidates, Eve Liu supervised by Lee is pursuing her Master of Information Systems, while working with Sunway to undertake the research topic on social enterprise knowledge management. SAS Malaysia has provided one student scholarship to its staff, Justin Lim who is supervised by Dr Lim to undertake research on the use of social media as a platform to share knowledge using analytics techniques.

Employers' Comments

Sunway alumni have received excellent comments from employers. Dr Christoph Baeck of Hilti Asia IT Sdn Bhd, for example, said he is impressed with their proven ability and eagerness to link their acquired skills in the IT field with business relevant topics. “This has convinced us to invest into this partnership and further strengthen our team by hiring top talents who are currently pursuing their Master of Science Information Systems (by research),” he said.

Cheah Kok Heong of Sunway-Hitachi Sdn Bhd said that his company is leveraging on the collaborative strength between academic and industry to achieve a mutual goal – creating values for its customers. The Group pledged RM200,000 in research grants to Sunway University, to fund two research projects, Social Enterprise Knowledge and Indoor GPS.

Andrew Tan of SAS Malaysia Sdn Bhd commended Sunway University for pioneering various initiatives that enabled its students to leverage from the skills and resources of industry partners such as SAS. “Some graduates have had the opportunity to work on an implementation project with a major telco where they were able to learn about project management, business processes and the telco industry,” he said.

Through the Sunway SAS Club, all Sunway students who would like to learn more about analytics can attend talks and field trips to gain exposure. “There are also skills techniques trips, where students can get exposure to the industry. The club is open to all Sunway students,” Dr Lim said.

As Dr Lim puts it aptly, “The next big wave in IT is in business analytics. We have to do whatever we can to expose our Sunway students, irrespective of their discipline of study, to the field of analytics.”

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Valedictorian Tsai Yao Cherng delivering his speech

Graduated with first class honours in BSc (Hons) in Computer Science, Tsai Yao Cherng emerged Sunway University valedictorian of 2014.

Tsai started out at Sunway with a Diploma in Information Technology, during which he won a scholastic award and then a continuing scholarship award for his degree in Computer Science. Tsai was among the 20 graduating students who were awarded the Tan Sri Dato Seri Dr Jeffrey Cheah Scholastic Award for

outstanding academic results, his second scholastic award from Sunway University.

“Education at Sunway University is not just about academic excellence,” he said. “Here, students are provided ample opportunities to build up social, leadership, creativity and critical thinking skills.”

At the ceremony which saw a total of 759 fresh graduates entering into the workforce, Tsai spoke to his fellow graduates. “Our journey ahead might

not be smooth sailing but Sunway has equipped us with enough experience to persevere,” he said.

Tsai was part of the Faculty of Science and Technology (FST) team which won the gold medal for the QR Code Car Park System at the International Invention, Innovation and Technology Exhibition (ITEX) 2014. He also played a key role as a Peer Counselling Volunteer and was active in raising awareness for animals through “A Voice for Animals Campaign”.



Tsai Yao Cherng receiving his degree from Chancellor Tan Sri Dato Seri Dr Jeffrey Cheah, AO



Sunway University Business School Graduates



Sunway University's graduation photo booth

Tsai is this year's Valedictorian

The graduation saw the conferment of diplomas and degrees to graduates of the Faculty of Arts, Faculty of Science and Technology, and the Sunway Business School. Present were Chancellor Y.Bhg Tan Sri Dato Seri Dr Jeffrey Cheah, AO, and Professor Mark Smith, Vice-Chancellor of Lancaster University.

In his commencement speech, Tan Sri Jeffrey Cheah encouraged young graduates, "As you leave this hall today to start the next chapter of your life, you take with

you the knowledge, professional skills and maturity to make a major contribution to your chosen field, your family, your community and, just as importantly, your country."

"Besides applying academic learning to real human needs, please make use of the knowledge you have gained into thinking beyond the norm. I do hope you will take time to reflect on the difference you can make in society, gain a greater understanding of your role

in the community, and the impact your contributions will have towards those in need of service," said Tan Sri Jeffrey Cheah.

Professor Smith conferred the Lancaster University scrolls to the graduating students from the Communication, Computing, Psychology, Business, Hospitality and Tourism disciplines for the honours degree programmes by Sunway University, validated by Lancaster University.

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The Diploma in Performing Arts March 2012 cohort

Tic-Tac-Toe

Final year projects are challenging yet integral capstone experience for students.

This is what four Diploma in Performing Arts graduates discovered, as they shared stories of their final year project “Tic-Tac-Toe”, a combination of collaborative screen and stage production.

In total, four short films and eight theatre pieces were produced over a period of seven months.

Not only did they take up multiple roles but one word summed up their experience – “enriching”.

Multiple Roles

Jacklyn Foo Jing Jing was the overall Production Manager of Tic-Tac-Toe, Scriptwriter and Producer of the short film “Out of Sight” as well as Collaborator for the theatre piece “Bayang”.

Vivian War was Production Manager of the short film “A Date with Destiny” and Projectionist for “Bayang”. Mohamad Fahad Iman bin Mohd Zaulhissham, Director of the short film “Out of Sight” and Sean Lee Jia Ern, solo actor of the theatre piece “Ladies Man” were part of the publicity team of Tic-Tac-Toe.

“Tic-Tac-Toe was a collaborative work and it was not an easy task,” said Jacklyn, currently an intern at a local studio producing documentaries for Astro’s History Channel. “Before rolling our cameras or calling action, we had to discuss and agree on the themes of the films and theatre pieces – experience, memories and journey of how we became who we are today.”

“Then we also needed to do proposals before script writing. Therefore the project is much more than acting and filming. It involves careful preparation and attention to details,” she added.

Extensive Work, Lots of Patience

Of the four short films, “A Date with Destination” was comparatively more complicated as filming was done at various locations - Melaka, Seremban, Port Klang, Pulau Ketam and Sunway.

The film tells the journey of a boy who touches people’s lives while on his way to meet his girlfriend. “We travelled to different places to get the aesthetic shots we wanted to achieve. It was a mammoth project but doing what we love and making the film come alive simply felt so surreal,” said Vivian, who has recently ended her internship of writing for an online magazine.

“Our film crew consisted of 27 members. Working with people with different work ethics, I have learnt to be patient. I am a person who works well at meeting tough deadlines, but not all members share the same values. Given that I was

the Production Manager, I had a great responsibility in ensuring my team completed their tasks in the given time. I became more patient as I needed to consistently remind my fellow team mates of their deadlines,” she laughed.

Great Time Together

“Bayang”, a shadow theatre act based on the Sarawak folklore, “How Si Majag Became a Stone” was one of the theatre pieces that involved huge manpower. The story is of Si Majag, a mother who went shrimping by a river but was cursed and turned into stone for insulting the spirit of living things.

The making of “Bayang” was where Mohd Fahad discovered his passion in theatre. “In this piece, we acted out on projected shadows. I found that I enjoy creating theatre pieces because theatre brings what’s on our mind to life. After all, the making of Bayang was easier for me because I worked with like-minded people,” enthused Mohd Fahad.

Looking back, after completing Tic-Tac-Toe, Sean, a Youtuber and an intern at

a local podcast said “It sounds cliché but I enjoyed the process. The process of dealing with people, encountering a problem and solving it, and finally seeing our work come to life. Along the way, I learnt to work in multidisciplinary groups and it is important to provide constructive opinions for the success of the team.”

Great Programme

The Diploma in Performing Arts has been an enriching programme for these students. Their experience is solid evidence in challenging the public stereotype of performing arts degree as an easy programme.

“Diploma in Performing Arts is as difficult as any other conventional degree, as this programme involves a high degree of hands-on and practical learning,” said Vivian. “Performing arts students need to have strong emotional intelligence (EQ) because we have to cope with high levels of stress. Rehearsing 20 times for just one scene, crying, screaming and portraying reality – these are the stress we need to manage.”

On the question whether a performing arts graduate can get a job, the answer was in the affirmative. “Yes!” they unanimously agreed.

Given that the performing arts industry in Malaysia is growing, Vivian added “If you’re willing to work hard, there will be jobs out there. The question is whether you’re willing to start from the bottom and move up from there.”

“My advice to prospective students is to be honest with yourself, so you know where your passion lies. This programme gives a wide range of in-depth learning. Apart from practical performance work, one can enhance academic skills through research in key areas of performance. That’s why it is a good testing ground for one to explore oneself and further identify and plan one’s career path,” concluded Sean.

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Scene from *Bayang* – the father told his children about their missing mother, Si Majag



Vivian and her team behind the scene of *A Date with Destiny*



Scene from *Face of Faith*, a physical theatre performance including dance and music



Sean in *Ladies Man* performed one of his pick-up lines. “Are you tired? Coz you’ve been running in my mind all day long”



Honoris Causa for Duo

Two distinguished individuals from Sunway Education Group (SEG) were recently honoured by different universities for their contribution towards tertiary education in the country.

Dr Elizabeth Lee Fuh Yen and Dr Lee Weng Keng have been around when the private tertiary education industry was still at its infancy. Today, they remain notable leaders of the industry, making significant contribution to develop and expand Malaysia's higher education.

Both Sunway University and Monash University campus in Malaysia owe their existence to their sheer hard work over two decades.

Elizabeth is the Senior Executive Director of SEG. She joined the education division of the Sunway Group in 1982 when Sunway College was only a college with a few hundred students. Today, SEG has expanded into 12 institutions with over 20,000 students.

Weng Keng is Chief Executive Officer of Education and Healthcare Division of the Sunway Group. He joined Sunway in 1994 as General Manager (Operations) and was appointed with the role in 1996 to spearhead the development of the education unit.

Both were conferred the Doctor of Laws, *honoris causa*. Elizabeth received hers from the Council and the Senate of University of Nottingham, United Kingdom, while Weng Keng received his from Monash University. The awards are timely as both names will be etched in stone as the key people who contributed immensely to the development of Sunway University and Monash campus in Malaysia.

Dr Elizabeth Lee's Contributions

In recognition of Elizabeth's immense contribution to SEG, Professor Christine Ennew, Pro-Vice-Chancellor of The University of Nottingham, and Provost and CEO of The University of Nottingham Malaysia Campus, said that, with the award, Dr Elizabeth Lee now joins the luminaries who have received the honour – the late Professor Steward Adams, OBE (creator of ibuprofen); H.E. Simon Featherstone, CMG (British High Commissioner to Malaysia); Dr Tim

Brabants, MBE (Olympic Gold Medalist); and the current governor of Bank Negara Malaysia, Tan Sri Dato' Sri Dr. Zeti Akhtar Aziz.

Elizabeth is a prominent member of Malaysia's education industry, having served on various committees, including the Ministry of Education's International Promotion Council.

She serves on the Board of Advisors of the National Higher Education Research Institute (IPPTN) and is a founding member of the Academic Advisory

Committee of Monash University Malaysia. On the corporate front, she is a member on the Board of Management of the Master Builders Association of Malaysia Education Fund and also the Board of Trustees of MERCY Malaysia. In March 2014, she was appointed as a member of the International Academic Advisory Council (IAAC) of

Jeffrey Cheah Institute on Southeast Asia.

"My foray into the education industry was deliberate. I love to teach and to learn. I love knowledge. I believed then and now even more so, in the influence and power of education, to make a real and positive difference in the lives of the people, the community and to our nations."

"I realised that one does not have to be a world leader to change the world, rather one can be the force to shape leaders of tomorrow from the very classrooms which are intended to nurture such leaders. For what we teach our youth today will be the legacy they take with them to the future." --- Dr Elizabeth Lee.



Prior to the conferment, Elizabeth received the Outstanding Asian Women Community Contribution Award from Malaysia Women's Career Building Association which was presented by the wife of Malaysian Prime Minister, Datin Paduka Seri Rosmah Mansor recognising her contributions.

She is also on the Board of Directors of the SEG. She has been invited as industry thought leader to speak at the Asia Business Conference at Harvard Business School, University of Oxford and the University of Edinburgh. She was recently involved with the Malaysian team for the Malaysia-Indonesia Dialogue on International Higher Education 2014 in Jogjakarta.

Dr Lee Weng Keng's Achievements

Monash University's Chancellor, Dr. Alan Finkel defined Weng Keng a 'business management expert', whose contribution to the Sunway Group was simply "outstanding".

"First, to succeed and build a career, continuous learning is essential – 'Ancora Imparo'. Second, career advancement is about progressing one step at a time; third, it is not essential to hop from company to company to develop a career; and fourth, never say never. Always keep an open mind and be proactive"
— Dr Lee Weng Keng

The honorary doctorate was a mark of honour upon

Weng Keng, being the highest award that the University can offer for his invaluable passion and contribution towards the development of Monash University Malaysia.

Weng Keng served as Executive Director of Monash University Malaysia for seven years since its establishment in 1998.

He was instrumental in its development and expansion, including building the new independent campus and the establishment of the Jeffrey Cheah School of Medicine and Health Sciences. He is also a Founding Board Member of Monash University Malaysia.

Weng Keng received his early education in Chinese schools and then went on to Universiti Malaya where he obtained a B Econ (Hons) in 1974. Fifteen years later, he earned an Executive MBA from Cranfield University, UK. He began his career as a school teacher before joining Texas Instruments (M) Sdn Bhd (TI) in 1977. He later became TI's first local Operations Manager and was appointed its first local Director in 1989.

He then joined Sunway in the education division. Under his leadership, the SEG has grown dramatically and achieved significant milestones in its path to becoming the country's international education hub. He serves as chairman of the Board of Directors of several of the institutions under SEG.

In 2005, Weng Keng was appointed to the Board of Directors of Sunway Medical Centre and became the Chief Executive Officer of Education and Healthcare. He is Co-chair of Jeffrey Cheah Foundation's Management Committee and Board member of Asian Strategy and Leadership Institute.

Moving Forward

The duo vowed to bring the SEG institutions to greater heights, in tandem with the Sunway Education Group's Founder and Chairman, Tan Sri Dr Jeffrey Cheah, AO, to strive towards his vision of "Enriching lives through education."

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Sunway's Bright Student

Time management and self-motivation skills are definitely Simon Eng Fwu Huey's strong points. These traits are essential in a fast-changing society, where emerging risks abound and there is always a need to look for more creative ways in tackling the risks.

Eng, who is currently in his second year of Bachelor of Science (Hons) Actuarial Studies at Sunway University cleared all five Preliminary Society of Actuaries (SOA) exams.

He passed all five exams in Probability, Financial Mathematics, Models for Financial Economics, Models for Life Contingencies and Construction and Evaluation of Actuarial Models. This is an outstanding achievement as these exams are usually attempted only after one has completed one's studies.

His dedication has paid off, he said, "I wish to finish as many exams as possible before graduating," he said. "This will help ease my burden while being employed. With each exam passed, I am a step closer to my dream to be an actuary in the traditional insurance business. This was what motivated me in the first place!"



Sunway University's in-house actuary Seow Fan Chong also conducts workshops on business awareness and computer software, which helps prepare Eng for his upcoming 12-week internship. He hopes that the internship will be an exposure for him to the future work environment and opportunity to put knowledge learnt into practice.

"I enjoy my undergraduate programme at Sunway," he quipped. "The lecturers here have a lot of experience, are approachable and supportive in helping me understand the course materials."

On the extra-curricular activities, Eng added, "I was privileged to be one of the committee members of a newly established Sunway University Actuarial Society. We have already arranged an academic trip to Bank Negara and organised a mathematics competition, despite being new club."

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His motivation to succeed does not stop here. Eng plans to work on the next qualifying requirement-Fundamentals of Actuarial Practice, a series of modules which encompasses a new online system introduced to expose actuarial students towards applying actuarial knowledge in real life situations. This requirement is essential for one wishing to attain the Associate of the Society of Actuaries (ASA) designation. Eng also plans to improve his computer and soft skills to further enhance his employability.

"Sunway University invites practicing actuaries to come to campus regularly to give talks about the actuarial profession," he said. "Attending these talks provided me a better perspective on the opportunities and challenges of becoming an actuary."



In Excess of RM 33 Million

The Jeffrey Cheah Foundation (JCF) has doubled its scholarships awarded this year to over RM33 million, beating last year's record of RM17.2 million.

Deputy Prime Minister and Minister of Education, Tan Sri Muhyiddin Yassin presented the scholarships to the recipients together with Tan Sri Dr Jeffrey Cheah, AO, Founding Trustee of the Jeffrey Cheah Foundation and Chancellor of Sunway University at the annual Jeffrey Cheah Foundation Scholarships and Awards Ceremony 2014.

Tan Sri Muhyiddin commended Tan Sri Jeffrey Cheah's visionary foresight and innovative solution to one of the most pressing needs for the country's socio-economic development, which has helped transform and enhance the education system.

"I look forward to seeing even more students benefit from the Foundation," said Muhyiddin, adding that the Foundation is a good example of how a business conglomerate like the Sunway Group can assist the Government in developing the country's human capital.

Tan Sri Muhyiddin was the guest-of-honour at the annual ceremony, which is held to recognise students' exceptional academic achievements, outstanding extra-curricular and sports accomplishments by providing deserving students opportunities for quality education.

With the latest awards, the JCF, one of the nation's largest educational social enterprise, to date has awarded an excess of RM165 million scholarships to about 20,000 students.

This year, more than 700 guests attended the ceremony including scholarship recipients, parents, teachers, corporate/education partners as well as academics and management of the Sunway Education Group.

A total of 447 scholarships out of 3,500 scholarships were presented. There were five recipients each for the Sunway University Postgraduate Degree Scholarship, Sunway University Masters Degree by Research Scholarship, Tan Sri Dr Jeffrey Cheah Scholastic Award and the Sunway Talent Scholarships for Music.

The Chancellor's Scholarship, Sunway Excellence Scholarship, Sunway-Adidas Sports & ECA Achiever's Awards had four recipients each; while the Jeffrey Cheah Foundation – Sunway Group Scholarship had three recipients. The Tan Sri Dr. Jeffrey Cheah Special Entrance Scholarship was awarded to one recipient, while the Sunway Talent Scholarship for Sports to thirty recipients.

97 students received the Tan Sri Dr Jeffrey Cheah Continuing Scholarship, while 189 students received the Tan Sri Dr. Jeffrey Cheah Entrance Scholarship. The Jeffrey Cheah Foundation Community scholarship was given out to 17 students, while the Sunway Education Group-Elena Cooke Education Fund was presented to two recipients. The Sin Chew Daily Education Fund had 14 recipients, the Sun-MAPCU Scholarship Scheme had 12 recipients and the Star Education Fund had 13 recipients.

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Being International



Lim Shui Chin, Director of International Office, Sunway Education Group, Kayoko Ochi, Prof Kazushi Hiramoto, Prof Kazuko Tanimoto, Dr Elizabeth Lee, Prof Graeme Wilkinson, Prof Stephen Hall, Prof Pua Eng Chong and Jeanette Lim, Deputy Head of CELS and Head of Intensive English Programme

Becoming international is one of the hallmarks of Sunway University.

MoU Signing with Kansai Gaidai College

Recently, the university's Centre for English Language Studies (CELS) inked a Memorandum of Understanding (MoU) with Kansai Gaidai College, Osaka Japan, which will allow Kansai Gaidai College to send about 30 students to Sunway every year to learn English.

According to Vice Chancellor, Professor Graeme Wilkinson, the university is very serious in developing relationships

internationally with high quality institutions which enables students and staff exchange. "In these days of a globalised world, it is important for people to work together internationally," he said.

The collaboration was inspired by a Sunway University alumna, Mika Murai who, after completing her studies in Malaysia, changed her initial doubt of effective English learning in Asia. "This is a country where almost everyone, including children, speaks good English and at least two to three additional languages," she said.

Kansai Gaidai College is one of the biggest private higher education institutions in Japan today with an annual intake of 1000 students. Through the partnership, Sunway University looks forward to rolling out exchange programmes with the established Kansai Gaidai College.

Visit by WMU

Associate Provost, Dr. Wolfgang Schloer and Juan Tavares, Director of International Admissions and Services from the Diether H. Haenicke Institute of Global Education at Western Michigan University (WMU) recently visited Sunway University.

Professor Wilkinson and Deputy Vice-Chancellor Professor Peter Heard, along with several staff members from the Centre for American Education (CAE), met with the visitors to discuss various forms of collaboration to continue and expand the close partnership that Western Michigan University and Sunway University have enjoyed since the 1980's.

The visitors also met with students from the American Degree Transfer Program (ADTP) to provide information about transferring from Sunway's ADTP to WMU for degree completion in the USA.

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Doreen John, Head of Partnerships and Student Engagement, Prof Peter Heard, Deputy Vice-Chancellor of Sunway University, Prof Graeme Wilkinson Vice-Chancellor of Sunway University, Dr. Schloer Wolfgang, Associate Provost of WMU, Juan Travers, Director of International Admissions and Services of WMU and Vikaneswari Shanmugan, Acting Head of Centre for American Education, Sunway University.

Jeffrey Cheah Distinguished Speakers Series

In fall 2014, four notable speakers for the Jeffrey Cheah Distinguished Speakers Series (JCDSS) were invited to speak at Sunway University.

YBhg Dato' Dr Ng Kah-Ming

In his JCDSS lecture "Suite Sensations: The Sum of Sparks and Spinets", Dato' Ng revealed facets of a career dedicated to engineering innovations in musical archaeology. The lecture also included a brief recital on the harpsichord by Dato' Ng, who is also best known internationally as the director of his multiple award-winning ensemble *Charivari Agréable*. He has toured the world, collaborated with over sixty choirs, and recorded 22 CDs.

A regular guest featured in the playlists of radio stations, Dato' Ng is also a scholar, who has contributed substantial entries to the New Grove Dictionary of Music & Musicians. He has also appeared as a performer-director in major concert venues in the UK, including Buckingham Palace and Windsor Castle.

Professor Tan Sri Dr Ghauth Jasmon

Entitled "Getting into the Top 100: What Will It Take To Get There First?",

Professor Jasmon laid out what it takes to produce a World Top 100 University. He delved into the differences in the nature of public and private institutions of higher learning in Malaysia, and argued that the future trajectory of Malaysian private universities in global ranking could be surprisingly good.

The Former Vice Chancellor of University of Malaya is known for his contribution in moving the QS World University Ranking of the university from 246 in 2007 to 156 in 2012; and his pioneer work to build and transform Multimedia University into a comprehensive institution from 1996 till 2012. He was recently appointed as Senior Fellow of Jeffrey Cheah Institute on Southeast Asia.

Associate Professor Dr Rema Hanna

Associate Professor Hanna talked about "Corruption in Food Subsidy Programs in Developing Countries. A Case Study in Indonesia". She and her team discovered that providing public information increased higher-order beliefs about programme eligibility which led to a 15 percent increase in subsidy received. "Increased transparency about the programme rules and eligibility," she

opined, "can substantially reduce leakage and improve aid programmes."

The Harvard scholar is an Associate Professor of Public Policy at the Harvard Kennedy School and a member of the Evidence for Policy Design research programme at the Center for International Development at Harvard.

Yang Arif Dato' Selventhiranathan Thiagarajah

Speaking about "Business Law: Its Relevance to Malaysia's Economic Development", Dato Thiagarajah was invited to speak for the JCDSS in conjunction with the launch of the *Law for Business*, an academic textbook written by Sunway University's lecturers from the Department of Law.

The retired Appeals Court judge was one of the members of the Royal Commission of Inquiry into the death of Teoh Beng Hock. He was also involved in making recommendations in respect of the standing orders and practices of the Malaysian Anti-Corruption Commission, arising from the death of Teoh Beng Hock.

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YBhg Dato' Dr Ng Kah-Ming

Professor Tan Sri Dr Ghauth Jasmon

Associate Professor Dr Rema Hanna

Yang Arif Dato' Selventhiranathan
Thiagarajah

Beyond Classroom Research



The management team of the Excelsior with CTHCM students and lecturers Daniel Chong Ka Leong (second from right) and Adeline Kok (right)

Field trip research, being an important part of the final year Bachelor of Science (Hons) in International Hospitality Management at Sunway University, has taken these students to experience Hong Kong.

According to Daniel Chong Ka Leong, one of the key lecturers driving the field trips organised by the Centre for Tourism, Hospitality and Culinary Management (CTHCM), the quality of students' research is high.

"The paper, 'Heritage and Hesitate? Sustainable Tourism in Hong Kong', for example, has been accepted for publication in Oakland's ApacCHRIE Conference 2015," he said. "This is a testimony how field trips have impacted on the students' research writing."

From the primary data collected through interviews with hotel managers at The Excelsior and Hotel Icon, and questionnaire surveys, students discovered findings beyond their literature review on their particular topics.

Working on their paper on heritage planning and preservation in Hong Kong, Riley Pham Xuan Quyet from Vietnam and fellow student, Wan Wei Lie said "Through literature review, we discovered that the decline in Hong Kong's heritage preservation is caused by intensive city development and construction of new buildings. However, through our primary research in Hong Kong, we were exposed to another main factor –



The field trip study group visited the Icon Hotel which is in association with The Hong Kong Polytechnic University School of Hotel and Tourism Management

citizens' power. It is due to its people strong influence in policy making and their desire for a modern city. For them, a 10-year old building is considered old and in need of reconstruction. This gave us a new way to assess heritage planning and preservation in Hong Kong. If the trip had not taken place, our insights would have been restricted with what we have read and we would have reached a different conclusion."

Prior to the trip, students were assigned a seven to eight weeks of pre-departure research and literature review for their chosen topics, which led to the formation of their various groups.

Upon arrival, the students followed their pre-set itinerary to collect primary research data for their 5000 word post-field trip report worth 40 percent weightage of the module.

Great Exposure

Such study trips have proven to be an essential part of a holistic education for students in the Bachelor of Science (Hons) International Hospitality Management to discover the leader within. This trip is the sixth since 2009. Previous study trips have been organised to Indonesia, Cambodia, Vietnam, Thailand and South Korea.

As Ching Pei Li put it, the trip was an opportunity to discover herself. "It has prepared us with the knowledge and skills for future employment," she said.

"The programme was unique as it has been carefully designed by lecturers for us to see clearly the real work in the real world or 'behind the scenes'," said Lee Si Min from South Korea who was initially uncertain about her future direction, but now she aspires to work in the Meeting Incentive Convention Exhibition (MICE) industry in Malaysia.

Students who came back from Hong Kong described the trip was unforgettable, which they would reminisce from time to time.

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The Kong way to a fulfilled career

When Benny Kong volunteered himself for two weeks to help out at Focus on the Family Malaysia (FOTFM), he was so fascinated with he decided to leave his career in the IT industry to join the organisation.

“That was sixteen years ago,” said Kong, who was scheduled to join Dell Asia Pacific. “I have never regretted working with FOTFM.”

The 39-year-old Sunway alumnus is currently the General Manager of FOTFM, whose mission is to strengthen families in Malaysia.

According to him, there are about 167,000 registered marriages (or 400 in a day) in Malaysia every year. However, the divorce rate is alarming at about 15%. It was only single digits not many years ago.

FOTFM sees the trajectory trend of divorces in the country as alarming. “We conduct over 500 counselling sessions a year, and more than half of the cases are marriage related,” he said. “Our mission is to help save marriages.”

Reaching the Y-Generation

According to Kong, it is important that parents learn to bond with their children, as they grow up. “We conduct father-and-son adventure camps as well as father-and-daughter banquets,” he explained. “We also run youth programmes in schools and colleges.”

No Apologies® is a character-based abstinence curriculum, which reaches

thousands of students yearly. At Sunway University, it is held regularly with the help of the Student Services Department.

“Our young people must learn to appreciate the sanctity of life at a young age,” Kong opined. “During the ‘No Apologies’ seminars, we walk them through the different stages of life, where we inculcate in them the positive values of staying away from pre-marital sex.”

Student Days

Recalling his student days, Kong said it was the best time to develop positive friendships. “Marriage is not something that you should rush into. It has to start with healthy friendships, where we go out as a group,” he opined.

Between 1992 and 1994, Kong was pursuing his American Degree Transfer Programme with Western Michigan University (WMU) at the then Sunway College.

With no particular lecturer to thank, Kong said he appreciates all of them. “Education is a great gift and privilege and should never be taken for granted. The responsibility is not only to accumulate knowledge, but to find ways we can give back to our community,” he said.

After spending two years at Sunway, he left for Michigan, to complete his business degree. “In retrospect, my time as a student at Sunway was the best years of my life,” he said. “The educational experience was very complete and we were encouraged to be involved in other activities besides our academic programme. Friendships formed during these times continue till today.”

During his two-year stint at WMU, he spent most of his time studying or volunteering himself to work in the library during the Summer Vacation. His only form of relaxation was playing badminton and table tennis occasionally, where he and his other fellow Malaysian students became the table tennis kingpins at the residential halls.

Hiking and camping with his friends was another of his favourites. “We hitchhiked our way across Alaska to see the US and the Canadian Rockies. It was fun,” he said. “Of course, for safety reasons, we would not advise the young people to do it now!”

Family Life

Kong met and married his wife, Lareina in 2004, who was a volunteer at FOTFM. “We knew each other from church and shared similar values as well as a love for the outdoors and an appreciation for music,” he said.

“On our 10th anniversary, God blessed us with a young and energetic boy, Jeremy, who is about to turn one year old now, and a dog, which we call, ‘Girlie’. She was a stray dog when we picked her from the streets.”

Apart from managing the operations at FOTFM, which sometimes takes him on outstation trips, most of his time now is spent with his family. “Working where I do reminds me of the responsibility and joy family brings. Being with Lareina and Jeremy is something I look forward every day,” he said.

“We see how fast Jeremy is growing and developing. It is cliché to say that life is short but it is. Each day is a gift and we try our best to live out our faith and show love to our neighbours and those around us.”

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Raymond Tang Yong King

Raymond Tang Yong King is currently teaching at a personal development center called WYNKIDS.

The Sunway University alumnus, who is proud to be identified with his alma mater, said: "Before enrolling at Sunway University, I never had the passion to teach. However, after studying four years pursuing my Bachelor of Science (Hons) Psychology, the lecturers helped me discover the interest in education."

With the help of his lecturers who encouraged him to explore his skills and abilities, Raymond also discovered his fondness for writing and

photography. "Currently, I have my own blog and Facebook page which features all my photos," he said. "Who says working life has to be dull?"

Thankful that his alma mater has shown him great things as well as helped him make great strides in his life, Raymond was quick to say: "I am really fortunate that I have a chance to be educated, besides also meeting great lecturers, who have helped me so much in discovering myself. Since



my first day, I have never regretted joining this university even when there were ups and downs."

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Timothy Chew Ta Chung

Timothy Chew Ta Chung was one of those few who had the opportunity to experience Sunway College in both its old campus in PJ State, and the current campus in Bandar Sunway.

Via the American Degree Transfer Program (ADTP), he earned his Bachelor of Science in Computer Science from Western Michigan University (WMU) in the end of fall in 1996. He has been back in Malaysia ever since, but confesses that he misses Kalamazoo.

Currently, he is involved in software development. During the early days, he managed to get involved in a variety of industries, from airports (he worked on the Baggage Handling System of KLIA), manufacturing, white/yellow pages

publishing to hotel management systems, medical and security services, enterprise and mobile apps.

"This is what's great about IT!" he quipped. "Computers and software is used in so many areas of business and life, you can use your skills in so many different places. If you got bored with one industry, or want to learn something new, there are many opportunities."

A number of years ago, Tim started up his own business offering consulting services and consumer apps. A part of that has evolved into focusing on consumer mobile apps and games. The company, Winprovis, participated in the recent Tokyo Game Show 2014 as an exhibitor.

Having been featured in a number of publications recently about a game Winprovis produced called 'Mathgician', they have been gaining some visibility and will be investing more resources into games development. "Video games made me study computer science in the first place," he said. "I have loved playing them since I was a small kid. They fascinated me, but I also wanted to know how they created these amazing things."

Tim attributed his breakthroughs in software development to the solid training that he had received at Sunway and WMU. His advice to students: "If anyone tells you that most of what you learn in school/college won't be useful, don't believe them."

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Getting Up Close and Personal

Sunway University's Faculty of Science and Technology (FST) welcomed its alumni back recently for an informal gathering, meant to encourage networking and the exchanging of ideas.

The working alumni were provided an opportunity to share insights of where they are in their careers and what they are doing. This opportunity indirectly serves as an avenue for them, the alumni,

to act as mentors to current students and to build relationships, creating a mutual benefit for all parties.

Professor Peter Heard, Deputy Vice-Chancellor of Research and Enterprise and Dean of the Faculty of Science and Technology said that universities are measured based on the quality of research. Ivy-league universities such as Harvard, Cambridge and Oxford are seen as top world class universities because of the quality and volume of research work conducted at these institutions.

"However, it will be with the careers that you will go on to develop and the achievements that you will have in the years to come that marks the success of Sunway University," he elaborated.

Aloysius Ang, a first class honours graduate in BSc (Hons) in Information Technology, is the co-founder of Munchketeers, a site dedicated to technology and food reviews. He is a full time mobile app developer at ApptivityLab, with the successful fashion app, Bluesky featured on the Australian (Apple) App Store. He is one of the developers of the Jarvis app and has also collaborated with iMoney, Malaysia's leading financial services comparison website for their android app. Early this year, he was part of the team who won a silver award for the invention of a smartphone-based auxiliary system at the Malaysia Technology Expo 2014.

Other FST alumni who shared during the session included Yap Mun Keong, Frederic Lorenzen, Adrian Samuel Limanto, Nafisa Bello Issa, Sharifah Mohd Ridzuan and Leslie Tiong Ching Ow.



The returning alumni with Dr Elizabeth Lee, Prof Graeme Wilkinson and Lee Siok Ping, Director of Student Services Department

Welcome Home!

Riley Pham Xuan Quyet (BSc (Hons) in International Hospitality Management), Nafisa Bello Issa (BSc (Hons) Information Systems), Gwendoline Cheah Ai Zhu (BSc (Hons) Business Management) and Clifton Baba Anak Nyepit (Diploma in Business Administration) were among the alumni who attended the Alumni Homecoming High Tea on the eve of the Sunway University Graduation Ceremony 2014.

Riley is currently the Assistant Chairman of a Vietnamese conglomerate, while Nafisa is a Junior IT Process Consultant of a Liechtenstein-based manufacturing company in Malaysia. Gwendoline is currently an Expatriate Transfer Advisor in the human resource department of an international oil and gas company

whilst Clifton is continuing his BSc (Hons) Business Management at Sunway University.

"I have gained both practical and theoretical exposures on hospitality management with my degree. For that I have much to thank my lecturers for giving us assignments that simulate real world business environment," Riley said.

Joining the high tea were Dr Elizabeth Lee, Senior Executive Director of Sunway Education Group and Sunway University and Professor Graeme Wilkinson, Vice Chancellor of Sunway University.

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CELEBRATES
50
YEARS OF
EXTRAORDINARY
ACHIEVEMENTS

We are a global top 1% university, renowned as a prestigious institution of academic excellence, in partnership with Sunway University - a leading private university in Malaysia.

Through our worldwide outreach partnerships, this successful collaboration with Sunway University has developed a world-class education experience, delivering quality UK education here in Malaysia.

- Highest placed UK university in Times Higher Education 100 under 50 ranking of world's best young universities 2014
- 10th in Guardian University Guide 2015

