

# STUDENTS AND ALUMNI

## Newsletter



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# 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

# MESSAGE FROM THE NEW DEAN OF SUNWAY UNIVERSITY BUSINESS SCHOOL

## PROFESSOR DR LIM WENG MARC

| Dean, Sunway University Business School

Dear Sunway University Business School  
Respected Students and Distinguished Alumni,

Welcome to the Third Issue of the Sunway University Business School Newsletter! My name is Marc and I am delighted to be given the rare and valuable opportunity to serve Sunway University Business School as Dean starting September 2022.

As I am penning my inaugural message for the School's newsletter, I reckon it would be appropriate and timely for me to share with you a little bit about myself, so that you get to know your new Dean a little more.

I was born in Penang (island, not mainland) but grew up in USJ, or UEP Subang Jaya (also known as a place that is "Usually So Jam") for most of my life, which is right next to Sunway City—the vibrant home of Sunway University otherwise known as #themosthappeningcampus.

I completed a Bachelor of Business and Commerce with First Class Honours and a PhD in Business and Economics from Monash University, as well as a Certificate in School Management and Leadership from Harvard University and a Graduate Certificate in Learning and Teaching (Higher Education) with a CGPA of 4.0 from Swinburne University. On paper, I may look like a nerd with such academic credentials, but I would like to believe that I am far from that (and perhaps a quick look at @limwengmarc on social media might be a good idea before arriving at a "nerdy" judgement).



*Corporate Talk: Exploring Shell's Supply Chain*

I was previously Dean and Head of School at an Australian university's international branch campus in Malaysia, where I contributed to the University's Initial Accreditation for the Association to Advance Collegiate Schools of Business (AACSB) within three years of joining the university.



*Prof. Marc awarding the Leadership Training Certificate to Chin Jiang Man, Vice President of Student Concilium 2022/2023*

Besides my role at Sunway University, I also serve as Editor in Chief of Global Business and Organizational Excellence as well as Associate Editor for the Journal of Business Research, where I actively publish novel and rigorous research insights on trending business issues in the global marketplace. I am also the Founding Curator of the Global Shapers Community (GSC) Kuching Hub, and a Discussion Leader for conferences and meetings on international agenda at the United Nations Educational, Scientific and Cultural Organization (UNESCO) and World Economic Forum (WEF).

I am looking forward to leveraging my unique expertise and experience as a new-age multi-potentialite and working together with you on exciting ideas and value-adding initiatives to elevate Sunway University Business School and #mySunwayfamily to greater heights.

The School will be organising various events (both fun and professional), and I hope to meet you in person and co-create the future of Sunway University Business School with you and #mySunwayfamily.

I would also like to take this opportunity to thank my predecessor, Professor Dr Steve Williams, for the wonderful job that he has done for the School during his Deanship.

To many more great memories and stories, together!



*Sunway University Business School Student Concilium Leadership Training 2022*

# INTERVIEW WITH AN ACCIDENTAL ACCOUNTANT (AND COMMITTED ACADEMIC)

## ASSOCIATE PROFESSOR TAN SENG LEE

| Associate Professor & Associate Dean (Employability & Engagement),  
Sunway University Business School

Describe your career journey before becoming a lecturer and your fondest memories.

The prelude to my journey began one late afternoon in November 1979 when I attended an interview for the position of articled clerk in hopes of securing a temporary job before going to university to study science. I vividly remember the interviewer asking if I knew my debits and credits, which immediately made my mind go blank! Thankfully, he did not await my reply and told me I could start work the following day. That night, I searched the Webster Dictionary to unravel the mystery of debit and credit and bravely went to work. Unbeknownst to myself then, I had joined a Big Four firm and was thrust into the fascinating, albeit sometimes dark, world of accounting, auditing and tax.



I spent 7 years at the firm, initially learning the ropes as a clerk, and subsequently leading the audit of companies in the banking, manufacturing, plantation, entertainment, and oil and gas industries. Not only did the stint in auditing imbue skills and technical knowledge but also embedded scepticism, discipline and diligence. In an effort to broaden my skillset, I accepted an offer to join a leading banking group as Finance Manager before being promoted to Deputy General Manager. Then, after thirteen years, I left the banking group to join the national automotive group which was then struggling in the aftermath of the Asian Financial Crises. As the CFO, I was responsible for reporting, treasury management, funding and developing strategies for long-term financial sustainability. I remember my second month at work when I had to address a gathering of five thousand union workers to inform them about the dire condition of the company's finances and what needed to be done together to help it recover. Innovative tools such as VAVE, Kanban, ROCE and self-auditing became the order of the day as the company subsequently made a strong recovery and recorded its highest profits and cash flow a few years later. Following a change in shareholders, I left to join the country's largest water infrastructure and services company as Executive Director of finance. Four years later on my fiftieth birthday, I decided to retire from the corporate sector and join the vocation that had always been my second calling – academia.

Describe your current role in the Business School.

I am currently an Associate Professor and Associate Dean for Employability and Engagement. My responsibility is to ensure that our graduates achieve the highest level of employability and engage with all our stakeholders to improve the student learning experience. For the past 12 years, I have been teaching undergraduate and postgraduate programs as well as facilitating training for corporate clients. I had previously served 3 terms as head of the Department of Accounting. I work with strategic partners to design and develop postgraduate modules related to accounting and finance and I am the program leader for the Master of Accounting. I have been a co-opted member of the Malaysian Institute of Certified Public Accountant's Education and Training Committee for the past 3 years helping to shape the future of accounting education.

What inspired you to take up teaching?

Teaching, sharing and facilitating have always been my passion. My first full time job at eighteen was a teacher in a private school. I taught maths to sixteen years old students who had failed their Lower Certificate of Education Exam in Form 3. It was a requirement then to pass the Exam in order to continue their education. I was humbled by the faith that these students had placed in me and the memorable experience left a lasting impression. During my auditing days with the Big Four firm, I volunteered at every opportunity to teach new aspiring auditors. A few years ago, I met a senior partner in another Big Four firm and he recalled how he attended my audit training session during his early days! It is moments like this that makes it all worthwhile and it was destined that I will end my career as an academic.



*Prof. Tan at the Sunway University Business School Student Concilium Leadership Training 2022*

What are the challenges that you faced as a lecturer and how did you overcome them?

The biggest challenge that I faced as a second-career academic was the fact that teaching is a very individual profession. I do not have a secretary to manage my teaching schedule, make appointments for consultations, prepare PowerPoint slides and answer calls from irate parents when they discover their children had been missing lectures. I do not have support staff to assist with the development of teaching materials, assessment, marking and grading. However, I was fortunate to have developed sufficient computing skills as I was very hands-on throughout my career. I was also fortunate to have the necessary mindset to quickly adapt to the new environment. I was offered a teaching position at the university two weeks before the start of the semester. It was a quick introduction to teaching pedagogy and then immediately I had to develop teaching materials as the Accounting and Finance program had been recently introduced. I was not pleased with the learning outcomes and assessment and decided to commit to some changes. It was a very stressful 2 weeks which has now turned into twelve satisfying years.

What advice would you give to rising young accounting professionals?

When I first practised accounting, I had to manually write up the sales and purchases journals, cash books and general ledgers that weighed a ton. I had to use a calculator to cast the different columns, draw charts freehand and type out financial statements using a manual typewriter. Today, technology has transformed the profession and will continue to rapidly spearhead changes. Young accounting professionals must embrace these changes and realign their competencies to stay ahead. Skills in data analytics, data interrogation, innovative thinking, networking, negotiation and continuous development are a given in the new digital world.

What advice would you give someone going into teaching for the first time?

New academics need to embrace the technological revolution in the teaching profession to remain relevant. Knowledge and information is now readily available anytime anywhere on the internet making the opportunities for learning limitless. At the same time, there is a deluge of tools and new applications to facilitate teaching and learning. Academics need to continuously learn and be prepared to explore and experiment with new ideas and tools to facilitate teaching and learning to the new generation.



# EVERYTHING THAT HAS A BEGINNING HAS AN END

**JAYDEN LOKE JUN REN**

| President, Student Concilium 2021/2022

| Student Advisor, Student Concilium 2022/2023



As we enter the COVID-19 recovery phase, events and activities have started to shift from online to physical. As a result, we had to adapt and come up with new ideas in order to maintain students' interest. Despite so, Sunway University Business School Student Concilium has been successful in accomplishing many of its intended objectives. For instance, we organised a number of online bonding events and workshops including Break The Ice and Intern Talk, and also physical events like the SUBSSC Bazaar, Movie Night, and Million Invendify. Each committee member has made innumerable sacrifices and contributions, and they have all worked hard to improve the student body.

This quote reflects my final weeks as the president of Sunway University Business School Student Concilium. This opportunity was my greatest honour which I am truly proud of. All the ups and downs I have gone through remain fresh in my mind and deeply rooted in my heart as these challenges have moulded me into who I am today.

Over my term, I understood the importance of teamwork and how it is the fuel that motivates people to achieve the best results. Being the president was not as easy as I thought it would be. From the day of my commencement, I have felt immense pressure on my shoulders. However, I am grateful to have a team that contributed the most to the Concilium. In my opinion, I believe that every single member of this team has gained knowledge, encountered challenges, and overcome them. We know that there is no "I" in "teamwork" and no L-A-Z-Y in "commitment". Hats off to all of you and I hope that the upcoming board can outperform us.

With that being said, I would like to take this opportunity to thank every single committee member who served along with me for the 2021/2022 term. I would like to also thank our Advisor, Professor Steve Williams, and Liaison Officer, Mr. Arumugam Muthusamy for their utmost support, and guidance. 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.



*Jayden at the Sunway University Business School  
August 2022 Orientation*



# SUNWAY UNIVERSITY BUSINESS SCHOOL STUDENT CONCILIUM



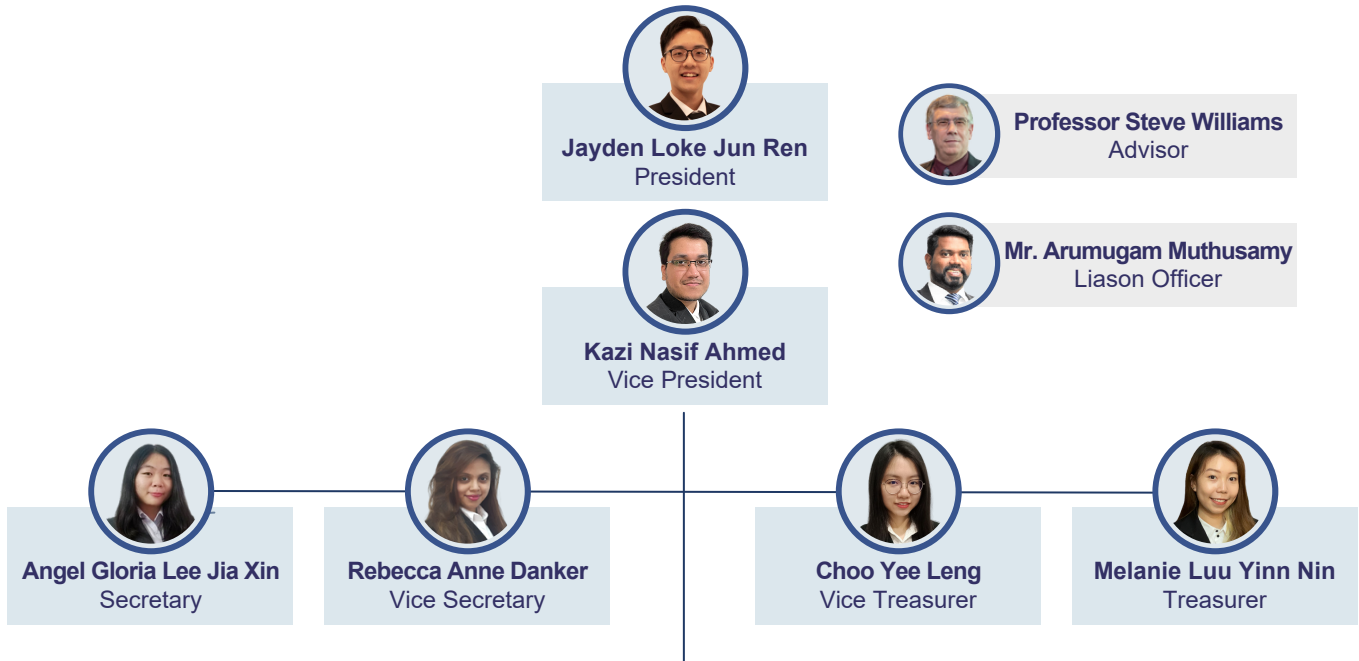
Sunway University Business School Student Concilium seeks to nurture and maintain the Sunway University Business School's stance as Sunway University's most impressive faculty. Its purpose is to serve as the bridge linking students, administration and lecturers. The Sunway University Business School Student Concilium hopes to promote unity among the students and staff of the Sunway University Business School community by fostering a helpful nature within all. In addition, this student body aspires to build an educational environment of high excellence, as well as protect the interests and welfare of the students.

SUBS STUDENT  
**Concilium**



Subsequently promotes unity with one school, one voice, one concilium

# SUNWAY UNIVERSITY BUSINESS SCHOOL STUDENT CONCILIUM 2021/2022



## ACADEMIC RELATIONS DEPARTMENT

**Jeremy John**  
Head of Department

**Loo Yeen Chenng**  
Vice HOD

**Kang Jing Ci**  
Executive Member

**Melissa Ching Xhin**  
Executive Member

**Yogeswary Tan Putaran**  
Executive Member

*"A successful team is a group of many hands and one mind" - Bill Bethel.*

This department works together to achieve a common goal: to run the Peer Assisted Learning Programme (PALP) programme effectively so that our peers can improve their academic performance. Furthermore, we detect and alleviate academic challenges that students face. We also serve as the students' voice when it comes to raising academic difficulties and offering a forum to discuss them.

## DESIGN & EDITORIAL DEPARTMENT

**Nur Zaheera Binti Zahari**  
Head of Department

**Tiffany Tan Zhi Ern**  
Vice HOD

**Choo Yun Min**  
Executive Member

**Tan Kai Sin**  
Executive Member

*The grass is greener where you water it.*

From conception to implementation, this department is in charge of all of the Student Concilium's creative needs. This includes all materials used to promote the organisation's events and activities. They thrive in generating exceptional creative work across all platforms through big ideas and fresh execution that reflects the Student Concilium's quality of work. When it comes to art and design, they are your go-to people.



**Pak Kai Xian**  
Head of Department



**Amy Marsha Souris**  
Executive Member



**Ng Joanna**  
Executive Member



**James Alvir Rhine**  
Executive Member



**Tan Yi Fang**  
Executive Member

*Exclusive events. Priceless moments.*

As their name suggests, this department is heavily involved in holding events for the Student Concilium. This department aims to create and hold profound, meaningful events that can inspire students' creativity and humanity and establish solidarity among everyone while promoting zero discrimination of race, gender, age, disability, and religion.

## MARKETING DEPARTMENT



**Vanessa Chong Kai En**  
Head of Department



**Chan Qian Ying**  
Vice HOD



**Shelista Pak Cheng Oi**  
Executive Member



**Wong Xin Yee**  
Executive Member

*Connecting our Student Concilium family together through social media.*

Serving as the face of the Student Concilium, this department monitors the social media platforms and promotes all events and activities. They are responsible for building the organisation's reputation and managing communications. Not only do they aim to enhance the Student Concilium's visibility, but they also strive to increase engagement with external parties.

## SPONSORSHIP DEPARTMENT



**Yap Jing Xuan**  
Head of Department



**Gabriel Gan Kai Xuan**  
Vice HOD



**Melissa Tan Sze Yu**  
Executive Member

*Mentors give you perspectives.  
Sponsors give you opportunities.*

This department's objective is to acquire monetary and in-kind sponsorships, as well as long-term collaborations to decrease the burden of cost on the Student Concilium. In addition, we also work together with other departments in the Student Concilium to help raise funds through other channels. For example, merchandise sales.

## STUDENT RELATIONS DEPARTMENT



**Ethan Marcus Ng Cheong Zhi**  
Head of Department



**Teoh Julie**  
Vice HOD



**Leong Wai Sun**  
Executive Member



**Lum Ler Xin**  
Executive Member



**Tan Yee Jing**  
Executive Member

*If it scares you, you can choose to either go for it or regret it later on.*

These people are responsible for organising exclusive networking as well as academic-orientated events for Sunway University Business School Buddy Line (SBL), a membership-based community that aims to provide students with memorable university experiences. Simultaneously, they organise bonding events for the Student Concilium members.

# WHAT STUDENT CONCILIUM HAS TAUGHT ME

## LEONG WAI SUN

| Executive Member of Student Relations Department,  
Student Concilium 2021/2022



My journey at Sunway University Business School Student Concilium was a fruitful and memorable one. Why do I say so? Being a part of one of the most prestigious student leadership bodies at Sunway University, I have learned a lot along the way. The knowledge, skills and experience that I have acquired are leadership, teamwork, time management, communication, problem-solving, and organising skills which have groomed me to become a better person.

Although the first half of the term was uncertain (due to the COVID-19 outbreak), all the events, meetings, and bonding sessions were successfully held online. Nevertheless, we managed to meet physically in the second half of the term. It was nice to meet everyone and mingle with innovative people; learning from each other was the plus point of joining the Sunway University Business School Student Concilium! For example, I have gained knowledge and skills in terms of brainstorming, organising, planning, executing, and improvising events.

Last but not least, as one of the executives under the Student Relations Department, I would like to thank my team and the Sunway University Business School Student Concilium for the continuous support they have provided me and shaped who I am today.



*The Student Relations Department Team  
at Movie Night*

*Movie Night*

## ANGEL GLORIA LEE JIA XIN

| Secretary & Marketing Department Advisor,  
Student Concilium 2021/2022

The Sunway University Business School Student Concilium being the link between students and management gives the Marketing Department a crucial role in representing the management.

As the Marketing Department Advisor, I have seen how important it is for us to double-check, and sometimes triple-check the information that we post whether it is a Facebook post, Instagram post, or even an Instagram story. Here, we witness the importance of teamwork whereby we help each other cross-check before posting anything. Nonetheless, we still made some mistakes but got them rectified as soon as we notice them. I learned that it is not about being perfect, but learning from our mistakes that counts.



The experience in the Sunway University Business School Student Concilium marketing Department exposed me to many new ideas, including the success of collaborations in attracting followers, engaging with followers through exciting stories, and many more. The Sunway University Business School Student Concilium is definitely a place for us to grow and develop ourselves for the better of the future.



*The Marketing Department Team*



*Angel with team members at Movie Night*

## EVENTS DEPARTMENT

| Student Concilium 2021/2022



One of the key learnings from being in the Events Department is the effectiveness of teamwork, even when the members are from different parts of the world. This separation, however, did not prevent us from organising enjoyable events for Sunway students.

Working with a diverse group of people of different nationalities and backgrounds has given us the opportunity to leverage these differences to communicate our different leadership styles and experiences. This led to better brainstorming sessions within the team and better execution of events, as well as giving us the opportunity to implement knowledge in our fields of study.

Furthermore, we adopted a clan culture within the department, where everyone worked collaboratively to achieve one common goal and was able to freely voice our ideas and opinions. This helped us step outside of our comfort zones and express ourselves more.

Nevertheless, being in the Events Department was a great learning experience, where we were able to develop our planning and organising skills through conducting multiple events, from virtual to physical. The events that we planned have allowed us to grow our connections both with internal members, as well as build professional relationships with external people.

Frankly, there will be many hardships and thorny paths, but that is what makes the journey fun and exciting. One can only grow out of their comfort zone after experiencing hardships. Even so, your team members will be by your side to support you in what could probably be your first event as an Event Director. To conclude, the Events Department will ultimately be a university experience that will change your life, just like it did for us.

# ACADEMIC RELATIONS DEPARTMENT

## | Student Concilium 2021/2022

The Sunway University Business School Student Concilium has given us the chance to commit to a highly dedicated team, meet awesome peers, and strive for the best. We were able to practice our leadership and communication skills, which are beneficial for our character development in the long run.

What we have learned from the Academic Relations Department of Sunway University Business School Student Concilium is to adapt to new environments whenever possible to accomplish our goals. Due to COVID-19, our team were not able to meet in person, so it was quite difficult to communicate effectively. Therefore, we had to do most of our collaborative work virtually via Microsoft Teams, WhatsApp, etc, to execute our duties accordingly. It was a new and exciting experience for us.



Moreover, the events and programmes we have successfully organised from scratch together proved that teamwork does make the dream work. Despite the blood, sweat, and tears in between, it was an enjoyable experience and a welcomed getaway from academic stress.

In a nutshell, it was inspiring to work with a bunch of amazing people. Thank you for the opportunities and memories, Sunway University Business School Student Concilium!

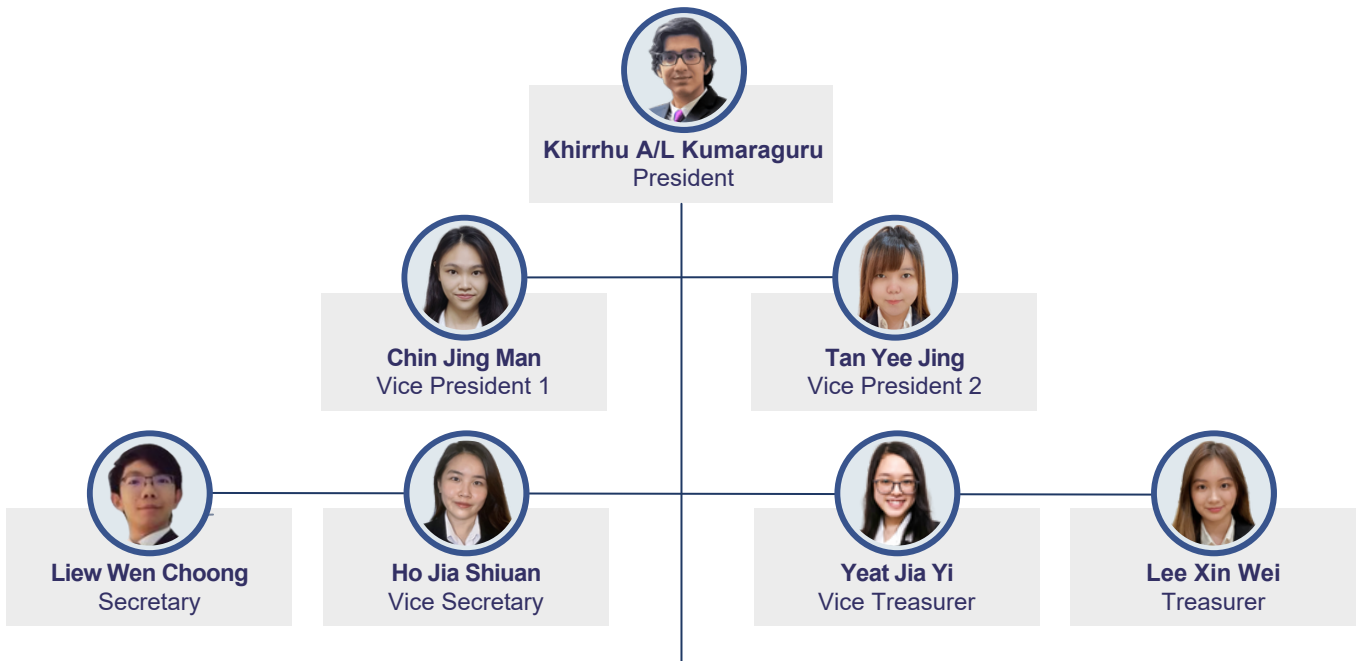


## SUNWAY UNIVERSITY BUSINESS SCHOOL STUDENT CONCILIUM 2022/2023

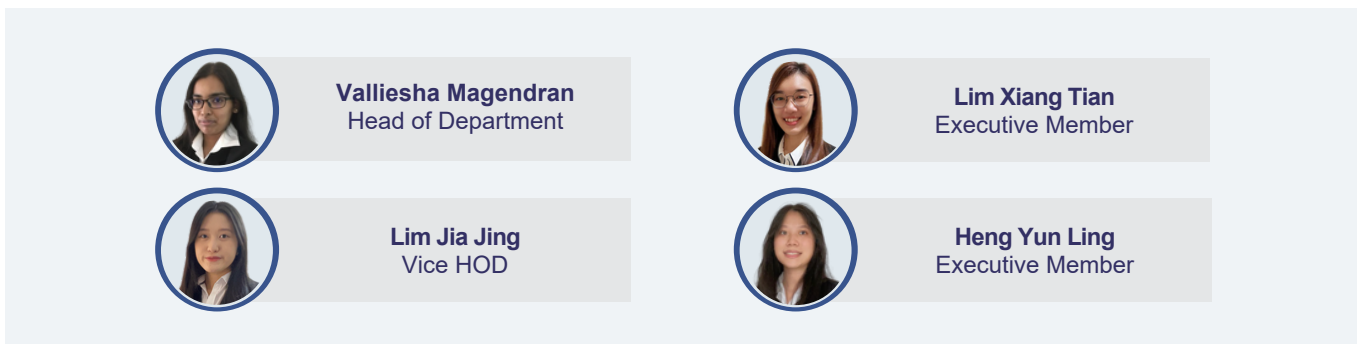
As the Sunway University Business School Student Concilium of 2021/2022 ends its one-year term, the torch is passed to the new cohort. With that, we cordially welcome and congratulate the newly recruited Sunway University Business School Student Concilium EXCOs term 2022/2023!

Being a member of this family gives you the opportunity to contribute to the university and its students. Although assuming these positions come with great responsibility, we trust that you all will bring pride to the Sunway University Business School Student Concilium. We wish you the best for the upcoming year of new opportunities and challenges.

*"Congratulations to each member of Sunway University Business School Student Concilium term of 2022/2023!"*

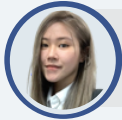


### ACADEMIC RELATIONS DEPARTMENT





## DESIGN & EDITORIAL DEPARTMENT



**Michelle Andrea  
Mugas Ho**  
Head of Department



**Mindy Wong Siaw Shih**  
Executive Member



**Chong Vivien**  
Vice HOD

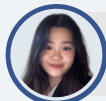


**Yaw Jing Zhe**  
Executive Member

## EVENTS DEPARTMENT



**Lim Hui Xin**  
Head of Department



**Tan Wei Qi**  
Executive Member



**Liyu Lok Xuan**  
Executive Member



**Alicia Liew**  
Vice HOD



**Lim Wei Qi**  
Executive Member



**Praveena**  
Executive Member

## MARKETING DEPARTMENT



**Khor Win Nie**  
Head of Department



**Tham Chee You**  
Executive Member



**Tasnia Parvin**  
Vice HOD



**Carlson Seow Wen Yuan**  
Executive Member

## SPONSORSHIP DEPARTMENT



**Yaqoob Salman Muzammil**  
Head of Department



**Ashwath Athreya Vasan**  
Executive Member



**Shua Zhong Zhe**  
Vice HOD



**Jordan Ang Khai Zher**  
Executive Member

## STUDENT RELATIONS DEPARTMENT



**Wong Shar-Mynn**  
Head of Department



**Lim Hui Li**  
Executive Member



**Aishath Yasmeen Moosa**  
Vice HOD



**Kenneth Haw Mun Ban**  
Executive Member



**Ng Wen Keen**  
Executive Member

# EMPLOYABILITY



LinkedIn for Professionals	101	18	Alumni Sharing Event	28
Social Consult Cycle 7 Info Day		19	Student Professional Development Workshop 2.0	29
Student Professional Development Workshop		20	Intern Talk 2.0	30
The Future of Logistics Forum		21	Industry Experts Sharing Session on Supply Chain: Schlumberg	31
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Career Talk by Kinetik Hiring		23	Let's Chain It Together: Industrial Visit to Pos Malaysia	33
Position Yourself For Success in Your Career		24	<b>Students Internship Experience</b>	<b>34</b>
Supply Chain Sparks in Maritime Industry		25		
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Dissection of the Modern Workplace - Leadership & Management		27		

# LINKEDIN FOR PROFESSIONALS 101

| 23 February 2021

LinkedIn for Professionals 101 was a virtual sharing session intended to help users learn how to use LinkedIn to secure their dream job. It was organised by the Alumni Relations and Student Professional Development Departments in collaboration with the Sunway University Business School Student Concilium's Student Relations Department. We were delighted to have Mr. Macks Ong, ACCA, Sunway alumnus 2016, as our webinar speaker. Mr. Ong showed us how to optimise our LinkedIn profiles to secure our dream jobs, collaboration opportunities, network, and improve our professional reputation.

*"Very informative session!  
Learnt a lot from Macks."*

- feedback from an attendee



**Macks Ong**

ACCA Member

HRDC Career & Branding Coach  
(Alumnus, Class of 2016)

**SUNWAY UNIVERSITY**  
A CLASS ABOVE

REGISTER NOW

*Webinar*  
**LinkedIn FOR PROFESSIONALS 101**

How to search for your dream job, stay connected to an industry, & enhance your professional reputation.

**23 FEBRUARY 2022, WEDNESDAY**  
Start at 6.00 PM (MYT)

**MODERATOR**  
**ARUMUGAM MUTHUSAMY**  
Alumni Relations & Student Professional Development, Sunway University Business School

**SPEAKER**  
**MACKS ONG**  
ACCA, Sunway Alumnus 2016, HRDC Career & Branding Coach, Wealth Management Advisor, Ex-Big 4 & Fortune 500 Consultant

Stay Connected

ORGANIZED BY

LEAP CONNECTION, SUNWAY UNIVERSITY BUSINESS SCHOOL, and Jeffrey Cheah Foundation

Follow @macksong

Through the webinar, we learned that LinkedIn is a professional networking platform where students can network, exchange experiences, and promote their resumes in order to gain employment. A lack of updating your LinkedIn profile results in reduced visibility. Therefore, LinkedIn holds immense value and it is especially beneficial for university students.

Mr. Ong expertly captured the attention of the audience through his presentation, and we received a lot of encouraging feedback concerning his interactive style. A majority of the participants hope we will organise similar webinars in the future.

# SOCIAL CONSULT CYCLE 7 INFO DAY

| 14 August 2021



The SOCIAL Consult Program and SOCIAL Info Day is an eight-week strategy engagement program for participants to solve pressing issues for social impact organisations.

It was a beneficial platform organised by the Malaysian Social Project for participants to meet diverse leaders, produce meaningful work and create an impact for the greater good.



**Tay Zhen Rui**  
Associate of Business Development,  
The Malaysian Social Project  
BA (Hons) Entrepreneurship  
(Alumna, Class of 2016)



**Chiah Zhi Shen**  
Student Consultant,  
Project WWF  
Cycle 6



**Maisarah**  
Student Consultant,  
Project the IO Foundation  
Cycle 6



**Kate Ng**  
Programme Associate,  
The Malaysian Social Project



**Goh Jing Xiang**  
Student Consultant,  
Project MaGIC  
Cycle 6

# STUDENT PROFESSIONAL DEVELOPMENT WORKSHOP

| 4 September 2021



**Loo Huey Then**

General Manager,  
Marketing & Business Innovation,  
Sunway Malls  
Masters of Business Administration (Alumna, Class of 2016)

**Steven Chang**

Management Consultant,  
Deloitte Consulting SEA  
BSc (Hons) Accounting & Finance (Alumnus, Class of 2013)



The Student Professional Development Workshop was organised to provide Sunway University Business School students with insights and pointers on preparing resumes and interview sessions.

The workshop was really beneficial especially for students preparing for their internship job search as they received valuable advice and guidance from the Sunway alumni: Loo Huey Then, General Manager, Marketing and Business Innovation at Sunway Malls, and Steven Chang, Management Consultant at Deloitte Consulting SEA.

**SUNWAY UNIVERSITY**  
A CLASS ABOVE

## STUDENT PROFESSIONAL DEVELOPMENT WORKSHOP

Nervous about your job interview?  
Hear from our SUBS alumni Hoey Then & Steven on their hiring experiences and tips to ace your interview!

4 September 2021 | 10:00am | 

**Loo Huey Then**  
General Manager, Marketing & Business Innovation  
Sunway Malls  
MBA Alumna, 2016

**Steven Chang**  
Management Consultant Deloitte Consulting SEA  
BAF Alumnus, 2013

**Arumugam Muthusamy**  
Alumni Relations & Student Professional Development  
Sunway University Business School

Scan here to register  
<https://bit.ly/SPDW082021>

**SUNWAY Alumni** **SUNWAY UNIVERSITY** **BUSINESS** **SUNWAY UNIVERSITY** **ENGLISH LANGUAGE STUDIES**

Created and governed by the  
**Jeffrey Cheah Foundation**  
Working for the good of Malacca

# THE FUTURE OF LOGISTICS FORUM

| 10 September 2021

On 10th September, Sunway University Global Supply Chain (SUGSC) collaborated with Sunway Business Investment Society to organise the Future of Logistics Forum. The invited 5 speakers shared their knowledge and experiences; the future of logistics development; the technological advancement in the logistics industry. This event successfully attracted 436 participants to join in. In short, students enjoyed the forum talk as it widens their horizons in the Supply Chain and Logistics Perspectives.



**Goh Hean Chun**  
Managing Director,  
Maersk Malaysia Sdn. Bhd.



**Prof. Datin Sri  
Dr. Suhaiza Hanim**  
Dato Mohamad Zailani  
Professor of Supply Chain,  
Universiti Malaya



**Soh Jue Wern**  
IT Cohort Lead SCM IT,  
Hilti Asia IT Services (HAITS)



**CDR Ang Chin Hur (R)**  
Head for the Centre for  
Maritime Economics &  
Industries,  
Maritime Institute of Malaysia  
(MIMA)



**Nik Ariff Bin Nik Ab Majid**  
Senior Executive of Billing &  
Inventory Transport & Warehouse  
Management Operations,  
POS Logistics

# SUPPLY CHAIN CASE STUDY CHALLENGE 2021

| 18 September 2021



**SUNWAY UNIVERSITY** **SUNWAY COLLEGE**  
A CLASS ABOVE | Planning for a Brighter Future

SUNWAY UNIVERSITY Global Supply Chain

**SUPPLY CHAIN CASE STUDY CHALLENGE 2021**

Expeditors

Each team of 4 Sunway University or College students will solve a supply chain case study with assistance from two Expeditors mentors. Individual signups are welcomed.

**Prizes**  
**Champion:** Fast track to Expeditors Management Trainee (MT) Program & internship free pass to Expeditors  
**Finalists:** Exclusive Merchandises

**Registration**  
14th June - 17th July

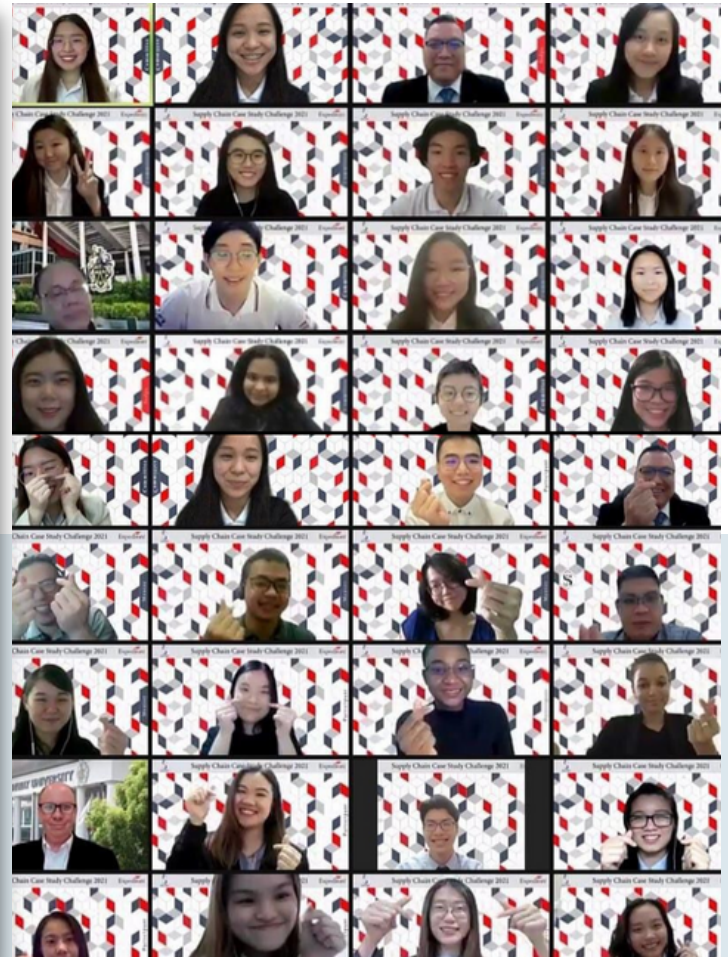
**Case Release**  
26th July, 9:00am

**Case Submission**  
30th August, 11:59pm

**Live Presentation**  
18th September, 2:30pm - 6:30pm

For more information:  
 @sunway\_sugsc  
 Sunway University Global Supply Chain

Organised by SUGSC, Friends of Life, Quality Education, In collaboration with Expeditors, Jeffrey Cheah Foundation (Nurturing the Seeds of Wisdom)



Expeditors is a service-based logistics company that optimises and customises supply chain solutions for its clients through integrated technology systems that are extremely effective and flexible. Sunway University Global Supply Chain (SUGSC) collaborated with Expeditors' professionals for several months (14 June – 18 September 2021) to organise this Supply Chain Case Study Challenge. Due to the COVID-19 pandemic, the case study challenge was held online live presentation.

SUGSC provided a platform and opportunity; allowing Sunway University students to utilise their knowledge, especially about supply chain to solve logistics problems in the real business world. In this case, study challenge, mentors from Expeditors also briefed and coached to develop the case study business analytical skills among Sunway University students.

Expeditors offered three-month internship opportunities to the champions team: Chen Wah Kian (Jason), Foy Yong Long (Alexis), Soh Choon Keat (Richard), and Yap Xin Tian from Bachelor's Degree of Global Supply Chain Management stood out from the crowd to be crowned champions. This is a successful case study competition in which participants gain knowledge and skills throughout.

# CAREER TALK BY KINETIK HIRING

| 23 September 2021

**SUNWAY UNIVERSITY**  
A CLASS ABOVE

**Jeffrey Cheah Foundation**  
Nurturing the Seeds of Wisdom

## Career Talk by Kinetik Hiring

First steps - building your career in The Digital Landscape

Thursday  
23rd September 2021  
6:00pm - 7:30pm

**Come and hear from the team at Kinetik!**

- Gaining perspective on your career
- Understanding the Digital job landscape
- Preparing for and acing interviews

**Organizers**  
SUNWAY UNIVERSITY BUSINESS SCHOOL KINETIK

Arumugam Muthusamy  
Moderator  
Manager, Alumni Relations & Student Professional Development, SUBS

**Featured Speakers**

Sam Baxendale  
Co-founder

Nazmina Khan  
Sr. Consultant

Zulfadhli  
Consultant

Scan this QR and join us!

Kinetik introduces a fresh approach to the existing challenge of rapid digital teams and departments up-scaling across the ASEAN region. The prime objectives of Kinetik Hiring are to gain perspective on one's career, understand the digital job landscape, and be prepared for an interview.

We were delighted to have the co-founders, Mr. Sam Baxendale, senior consultant, Ms. Nazmina Khan, and consultant, Mr. Zulfadhli Zulkifli, share their digital hiring expertise in a completely sustainable on-site capacity, which led to a more cohesive approach to resolving hiring challenges.

Through the provision of dedicated on-site resources, Sunway University students and Sunway University Business School Buddy Line (SBL) members were able to gain insights into the digital aspect of hiring as well as the conventional approaches to hiring through improved process visibility and candidate experience.



**Sam Baxendale**  
Co-founder,  
Kinetik



**Nazmina Khan**  
Senior Consultant,  
Kinetik



**Zulfadhli Zulkifli**  
Consultant,  
Kinetik

*"I have always been interested in learning more about the digital landscape. The timing for this event was perfect for me!"*

- feedback from an attendee



# POSITION YOURSELF FOR SUCCESS IN YOUR CAREER

| 30 September 2021

**SUNWAY UNIVERSITY**  
A CLASS ABOVE

## Position Yourself for Success in Your Career

Is a Career in Marketing for You?  
Hear from your seniors on their experiences in the Marketing field.

30 September 2021 | 6:00 pm | **zoom**

**Ng Swee Lynn**  
Assistant E-Shop Manager  
L'Oréal Malaysia  
BBS Alumna, 2018

**Arumugam Muthusamy**  
Alumni Relations & Student  
Professional Development  
Sunway University Business School

Scan here to register  
<https://bit.ly/3llbzBy>

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**Jeffrey Cheah Foundation**

In Position Yourself to Succeed in your Career, Sunway University Business School was proud to feature alumna, Ms. Ng Swee Lynn, Assistant E-Shop Manager at L'Oréal Malaysia.

Students were able to gain perspectives on what to pursue after completing their education as the two impressive speakers shared their knowledge and experience in manoeuvring the world of marketing.

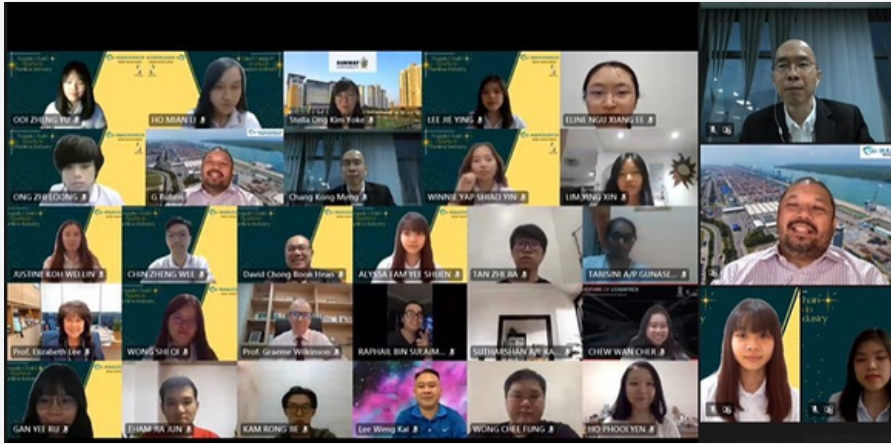


**Ng Swee Lynn**

Assistant E-Shop Manager,  
L'Oréal Malaysia  
BSc (Hons) Business Studies (Alumna, Class of 2018)

# SUPPLY CHAIN SPARKS IN MARITIME INDUSTRY

| 7 October 2021



Westports serves as the main gateway for container and conventional cargo at Peninsular Malaysia hinterland with an 80% market share of container business in Port Klang. Westports' success as one of the leading mega transshipment hubs in Southeast Asia for the main shipping lines. On 7 October 2021, Sunway University Global Supply Chain (SUGSC) were able to connect with the Group Managing Director of Westports, Datuk Ruben Emir Gnanalingam and the Head of Investor Relations, Mr. Chang Kong Meng to share more insights on the operations of Westports during our event 'Supply Chain Sparks in Maritime Industry'. The objective of this talk is to enable SUGSC members to relate their theoretical knowledge to practical aspects of the studied program. It was an informative session as much new knowledge was gained through the sharing session from the industry experts.



**Datuk Ruben Emir Gnanalingam**  
Group Managing Director,  
Westports



**Chang Kong Meng**  
Head of Investor Relations,  
Westports

# CAREER DEVELOPMENT WORKSHOP

| 13 October 2021



**PRISB**  
Pusat Riset Ilmu Sosial dan Budaya  
Research Centre for Social and Cultural Studies  
UNIVERSITAS SYIAH KUALA

**SUNWAY UNIVERSITY**  
A CLASS ABOVE

**ISLAM**  
UNIVERSITAS  
INDONESIA

Seminar Series #5  
Wednesday  
13th October  
10.00 – 11.30 WIB

## Career Development Workshop

**Topic: RESUME WRITING & INTERVIEW SKILLS FOR YOUR DREAM JOB**

**Speaker**  
**Mr. Arumugam Muthusamy**  
Manager, Alumni Relations & Student Professional Development  
Sunway University Business School, Malaysia

Mr. Arumugam has 20 years of working experience in the education industry in various departments. He is currently responsible for Alumni Relations and Student Professional Development for Sunway University Business School and simultaneously pursuing his PhD in Business specializing in Entrepreneurship. He is a recognised DAAD Alumni (German Academic Exchange Service Alumni Service of Malaysia) and also has experience in leading and developing students and graduates from various majors in progressing their careers.

**Moderator**  
**Annisa Putri Jiany**  
Staff at International Program of Communication, Universitas Islam Indonesia

In English  
Free E-Certificate

**Zoom**  
Meeting ID: 947 3168 1751  
Password: 409439  
<https://bit.ly/ZoomSS-5>

**Registration Link:**  
<https://bit.ly/RegSS-5>

<https://prsb.unsyiah.ac.id>  
[prsb@unsyiah.ac.id](mailto:prsb@unsyiah.ac.id)  
Prisb Usk  
prisbusk

In collaboration with Research Centre for Social and Cultural Studies, Universitas Syiah Kuala (Banda Aceh) and Universitas Islam Indonesia (Yogyakarta), Sunway University Business School (Malaysia) organised an Online Career Development Seminar titled “Resume Writing & Interview Skills for Your Dream Job”.

Mr. Arumugam Muthusamy was the speaker at this event with Universitas Islam Indonesia's International Program of Communication staff Annisa Putri Jiany as the moderator. Mr. Arumugam spoke to students and graduates on how to build effective resumes and provide valuable tips on how to get job interviews while dealing with the challenges of the COVID-19 pandemic.



**Arumugam Muthusamy**  
Manager of  
Alumni Relations & Student  
Professional Development,  
Sunway University Business School

# DISSECTION OF THE MODERN WORKPLACE - LEADERSHIP & MANAGEMENT

| 21 & 22 December 2021



“Dissection of the Modern Workplace - Leadership & Management” was a virtual workshop that provided students with a platform to gain more exposure to their existing leadership and management skills. We were honoured to have had two respectable speakers at this event: Mr. Dave Spence and Ms. Jade Lee.

Mr. Spence, a leadership speaker, hosted his interactive form of session from London, United Kingdom. In the session, Mr. Spence shared his own opinions and thoughts on some interesting questions. The session went extremely well, and it was insightful and informative for the audience.

The management session held the following day was hosted by Ms. Lee, CEO and co-founder of The Artisans Heaven. She began her session by explaining the basic skill sets a millennial manager should have and followed with four important managerial skills a manager can utilise in the corporate world. The session was very encouraging and enlightening for the audience. The workshop was highly educational, and the audience loved how different activities and exercises were incorporated.



**Dave Spence**

The Summit Seeking  
Sherpa,  
The Live  
More Collective



**Jade Lee**

CEO & Co-Founder,  
The Artisans Haven

*"I learned that everyone has the potential to be a leader, effective management style depends on which style best suited the person."*

- feedback from an attendee

# ALUMNI SHARING EVENT

| 11 March 2022



On 11th March 2022, the organising committees from Sunway University Global Supply Chain were delighted to invite Sunway Alumni (Ms. Winnie Yap, Ms. Bernice Chia, Ms. Wong Shi Qi, Ms. Ooi Zheng Yu, and Mr. Chin Zheng Wee) to have a personal sharing session. The purpose of this event was to allow Sunway University students and club members to understand more about the elective subjects, specifically Digital Economy, Green Supply Chain Management, Freight Transportation, International Human Resource Management, and Maritime Logistics so they will know how to choose the right subject that is aligned with their future career pathway. Besides, they also shared their internship experience at various organisations (Maersk, Shopee, Schlumberger, Shoptline and Port Klang Free Zone) with valuable tips on resume writing and interview preparation. Students had the opportunity to interact with the alumni and raise their concerns. Overall, students gain much insightful knowledge on elective subjects and the industry.



**Winnie Yap**  
Business Analyst Intern,  
Maersk



**Ooi Zheng Yu**  
Logistician,  
Shoptline



**Wong Shi Qi**  
Accounts Payable Intern,  
Schlumberger



**Bernice Chia**  
SAP Operations Intern,  
Shopee



**Chin Zheng Wee**  
Warehouse &  
Development Intern,  
Port Klang Free Zone

# STUDENT PROFESSIONAL DEVELOPMENT WORKSHOP 2.0

| 16 April 2022



**Ho Tsu Sin**

Ecommerce Manager,  
The Estée Lauder Companies Inc  
BSc (Hons) Business Management (Alumna, Class of 2016)



**Julian Lee Zu Yao**

Manager,  
CRM Growth AirAsia  
BSc (Hons) Business Studies (Alumnus, Class of 2016)

**SUNWAY UNIVERSITY**  
A CLASS ABOVE

## STUDENT PROFESSIONAL DEVELOPMENT WORKSHOP

Nervous about your job interview?  
Hear from our SUBS alumni Tsu Sin and Julian  
on their hiring experiences and tips to ace  
your interview!

16 April 2022 | 10:00 am |

**Ho Tsu Sin**  
Ecommerce Manager  
The Estée Lauder Companies Inc.  
BBM Alumna, 2016

**Julian Lee Zu Yao**  
Manager, CRM Growth  
AirAsia  
BBS Alumnus, 2016

**Moderator**  
Arumugam Muthusamy  
Manager, Alumni Relations &  
Student Professional Development  
Sunway University Business School

Scan here to register  
<https://bit.ly/SPDApril2022>

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Nurturing the Seeds of Ability

**SUNWAY Alumni** **SUNWAY UNIVERSITY** **BUSINESS SCHOOL** **SUNWAY UNIVERSITY** **ENGLISH LANGUAGE STUDIES**

A second Student Professional Development Workshop was organised in April 2022 to provide Sunway University Business School students with insights and pointers on preparing resumes and interviews. This Workshop is specifically for students who have enrolled for the Communications Skill subject (ENG2024/ENG2013) - April 2022 semester.

Through the workshop, Sunway University Business School students had the opportunity to gain insights into their seniors' job scopes and commitments. Besides, students preparing for their internship job search were able to receive valuable advice and guidance from the Sunway alumni.

# INTERN TALK 2.0

| 21 April 2022

Intern Talk 2.0 was an Instagram Live session which provided a platform for students who have completed their internships to share their experiences and what to anticipate from them. Due to the success of our first internship-sharing event, a sequel was conducted!

The event objective was to provide juniors with the opportunity to learn from seniors who had completed their internships. Interviewed by Jie Kie Foo, four interns, Amanda Oh, Abigail Teoh, Jynn Kok and Nidhi Kasseran, who interned at different companies and industries, recounted their experiences. They also gave personal advice to students who will be doing internships in the future.

Thanks to our aspiring seniors, the juniors were able to gain internship insights into working in a variety of fields such as audit, human resources, advisory, and strategic projects.



**Jackie Foo**  
BSc (Hons) in Accounting & Finance



**Amanda Oh**  
Audit Intern,  
PwC

**Abigail Teoh**  
Advisory Intern,  
KPMG

**Jynn Kok**  
Human Resource  
Intern,  
Shopee

**Nidhi Kasseran**  
Strategic Projects  
Intern,  
Leaderonomics

# INDUSTRY EXPERTS SHARING SESSION ON SUPPLY CHAIN: SCHLUMBERGER

| 29 April 2022



After the COVID-19 post-pandemic, Sunway University Global Supply Chain (SUGSC) is very honoured to hold the first physical corporate talk engagement with Schlumberger, the world's leading energy industry. Schlumberger is a technology company that works with clients to provide energy access. They offer cutting-edge digital solutions that help the global energy business achieve greater efficiency and sustainability. The invited speakers were Mr.. Edwin Ooi Teik Chi (Director of Schlumberger Kuala Lumpur Supply Chain Center), Ms. Wendy Chong (KL Hubs Recruiting Manager), and Sunway alumna, Ms. Thilagawathy Sarkunan (Compliance Lead). This event aimed to allow Global Supply Chain students to gain a deeper understanding of the supply chain cycle in the Oil and Gas Industry. Schlumberger also offered internship and full-time employment opportunities.



**Thilagawathy Sarkunan**  
SSC Compliance Lead,  
Schlumberger  
(Alumna, Class of 2014)



**Edwin Ooi Teik Chi**  
Director,  
Kuala Lumpur Supply  
Services Center  
Schlumberger



**Wendy Chong**  
KL Hubs Recruiting  
Manager,  
Schlumberger



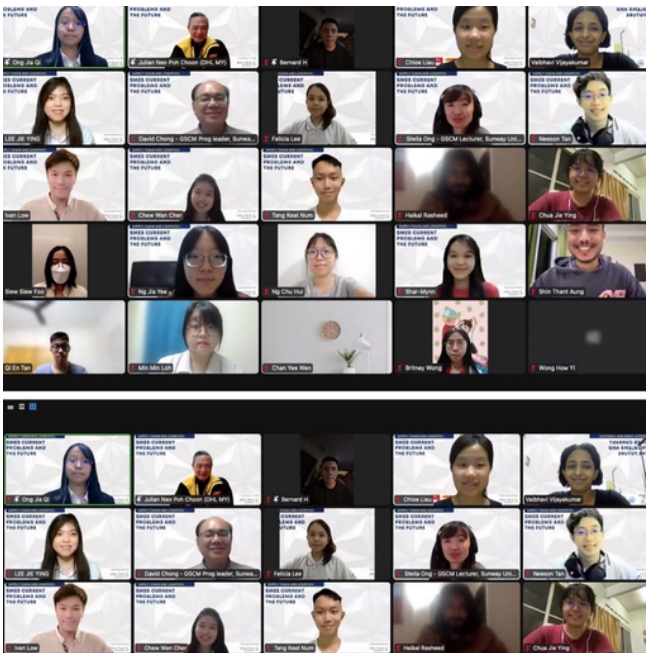


# SUPPLY CHAIN & LOGISTICS: SMES CURRENT PROBLEMS & THE FUTURE

| 17 June 2022

On 17 June 2022, Sunway University Global Supply Chain (SUGSC) collaborated with Sunway University Marketing Society (SUMS) to organise a sharing session related to the supply chain industry that focuses on SMEs, to find out the importance of having businesses digitise especially during the pandemic.

It was an honour to invite Mr. Julian Neo, the Managing Director of DHL Express Malaysia and Mr. Bernard Hor, the CEO of Hatio Group. Both speakers have provided a great explanation of how the digital in SMEs works and how it benefits the Supply Chain market. Besides, the participants actively participated in the Q&A session by posting many pertinent questions for the speakers such as the most important consumer concerns that a logistics company tries to address; the main elements needed to be adopted for the local SMEs and many more. The speakers were able to share different perspectives as they faced many challenges and accomplished a variety of impressive accomplishments.



**Bernard Hor**  
CEO,  
Hatio Group



**Julian Neo**  
Managing Director,  
DHL Express Malaysia  
& Brunei

# LET'S CHAIN IT TOGETHER: INDUSTRIAL VISIT TO POS MALAYSIA

| 23 June 2022

During the 1800s, Pos Malaysia Berhad established itself in Penang, Malacca, and Singapore before beginning to offer postal services in other parts of Malaysia. Then, over the years, Pos Malaysia has broadened its range of services, including offering services like parcel delivery and air cargo.



On June 23, 2022, a total of 44 Sunway University Business School students and three lecturers (Mr. David Chong, Ms. Stella Ong, and Dr. Guna Seelan Rethinam) visited the Integrated Parcel Centre (IPC) in Pos Malaysia's sorting facility, which is located in the heart of Shah Alam, for an insightful industrial visit. Through this event, Sunway students were able to gain an understanding of POS Malaysia's working environment, operations, and logistics procedures.

In addition, the students had the opportunity to gain knowledge by engaging with the management teams and the company's top-level executives while widening their exposure to the logistics industry. The event was well received by the students in general since it gave them a firsthand look at a fully functional warehouse management system (WMS) and RFID automated barcode readers.

# STUDENT INTERNSHIP EXPERIENCE

## MELANIE FERNANDEZ (Malaysia)

| BSc (Hons) in Accounting and Finance

Opportunity, encouragement, and growth are a few of the abundance of privileges I have been privy to as a Sunway University undergraduate. Receiving the Chancellor's Scholarship from Sunway University and Lancaster University triggered a domino effect of experiences that have moulded my character.

Among them were serving as the Assistant Division Director for Toastmasters International, speaking at The Malaysian Youth Finance Seminar multiple times, writing for Financial Literacy for Youths as a journalist, mentoring for Financial Management as a Peer-Assisted Learning Program mentor, being a Sunway Cultural Exchange Ambassador, serving as a public speaking coach, and emceeing for numerous events. These undertakings in turn paved a conduit by which I was offered an Audit and Assurance internship at KPMG.



*Melanie at the KPMG Office*



Theory is a pivotal aspect of any endeavour, yet the sanguine assessment of understanding lies in the ability to perform. Audit and assurance is a high-pressure and vastly demanding industry, with a myriad of skills required to work effectively. Under such circumstances, I found myself leveraging on the abilities I have honed through my interactions at university, as well as in my extracurricular involvements. It is often discussed how little we can do in anticipation of what lies before us in the future. However, I propose this assumption be challenged.

If my internship experience has taught me anything, it was that Sunway University truly is a class above in more manners than one can possibly comprehend. Through the provision of calibre education, scholarships, and prerogative, I have been fortunate to experience an internship at KPMG. It is for this, and countless other reasons, why I am grateful beyond measure to Sunway University. It is a true privilege to have attended this remarkable institution.

## KAZI NASIF AHMED (Bangladesh)

| BSc (Hons) in Accounting and Finance

| Vice President, Student Concilium 2021/2022



My internship experience with KVALITO Consulting Group was fantastic. It was very valuable to me. I gained a lot of new skills, experienced new things, had the opportunity to meet new people and was part of a diverse team working from different parts of the world. This internship also helped me to identify my strengths and weaknesses, which I can work on to improve myself in the future. It will not only help me in my future job search but also in my day-to-day life.

## NIDHI KASSERAN (Mauritius)

| BSc (Hons) in International Business

My internship at Leaderonomics as a Strategic Projects Intern has been an extraordinary experience with an enriching learning curve. Words fall short to describe my experience in this wonderful organisation that envisions to grow people into leaders, build communities of love, and transform the nation. As an international student in Malaysia, stepping into the world of work seemed daunting at first, but the work culture and people of Leaderonomics altered this prenotation of mine. I experienced unwavering team spirit with my fellow intern friends and got to expand my connections with resourceful individuals. It was truly an all-rounded experience.



## AMY MARSHA SOURIS (Seychelles)

| BSc (Hons) in International Business

| Executive Member of Events Department, Student Concilium 2021/2022

Working as a business development intern at GoGet allowed me to experience the employment world firsthand. Every week, I would get assigned more challenging tasks that pushed me toward achieving my full potential. Additionally, I was able to attain in-depth practical knowledge by working in multiple departments within the organisation. Overall, I enjoyed my internship at GoGet as I was able to gain more knowledge, skills, and experiences.



## NERYL VALVET FANCHETTE (Seychelles)

| BSc (Hons) in Entrepreneurship



Interning at DPI Media as a content creator was an incredible experience. I had to stay on top of my game by keeping up with the latest trends, news, and developments to produce credible content for the company website and social media platforms. On top of that, I had the opportunity to learn about the success stories of some of Malaysia's top entrepreneurs and property developers. My internship at DPI Media provided me with the knowledge and necessary skills to survive in the business world.

## PARK JI SUN (Indonesia)

| BSc (Hons) in Accounting and Finance



I am immensely grateful for the opportunity bestowed upon me to intern at Ernst & Young (EY), one of the world's leading professional accounting firms. It has been an insightful and valuable journey as I was assigned a variety of tasks in the auditing field, where I was able to put my existing set of skills to the test. Throughout the duration of this internship, I have taken a step further in perfecting my problem-solving as well as analytical, and communication skills. Overall, it has been a memorable and wonderful experience that I would not trade for the world.

## VINA PARAMITHA (Indonesia)

BSc (Hons) in International Business

The three months I spent as a Social Media Manager Intern at UMAI has been nothing short of fun. I was given the opportunity to rekindle my passion for creativity by collaborating with various departments to develop and execute a strategy for the company's branding activities on social media. Working alongside a team of motivated and talented individuals inspired me to learn, grow, and reach greater heights in my career. I am incredibly grateful to be given the chance to experience such an insightful and unforgettable internship experience!



# ENGAGEMENT



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# SUNWAY UNIVERSITY BUSINESS SCHOOL ORIENTATION

| August 2021 Semester



In light of the pandemic, the August 2021 orientation was conducted online. First-year students were briefed on matters related to the Sunway University Business School Administration Office and introduced to the Sunway University Business School Student Concilium team via Ms Teams. The Head of Departments led the introductions, while executive members, Leong Wai Sun from the Student Relations Department and Melissa Chong Xhin from Academic Relations Department served as emcees.

**Jayden Loke**

President,  
Student Concilium  
2021/2022





# SUNWAY UNIVERSITY BUSINESS SCHOOL ORIENTATION

| January / March 2022 Semester

Fortunately, the January 2022 orientation was able to be held in hybrid mode, which allowed students the option of attending physically or in person. Tan Yee Jing, Executive Member of the Student Relations Department, and Ng Joanna, Executive Member of the Events Department, emceed the orientation. In addition, each department's representatives shared the duties of their respective departments. Moreover, Pak Kai Xian, the Head of the Events Department, held a Kahoot quiz to engage the students, and the top 3 winners received prizes from Sunway University Business School Student Concilium.



**Ng Joanna**

Member of Events,  
Student Concilium  
2021/2022

**Tan Yee Jing**

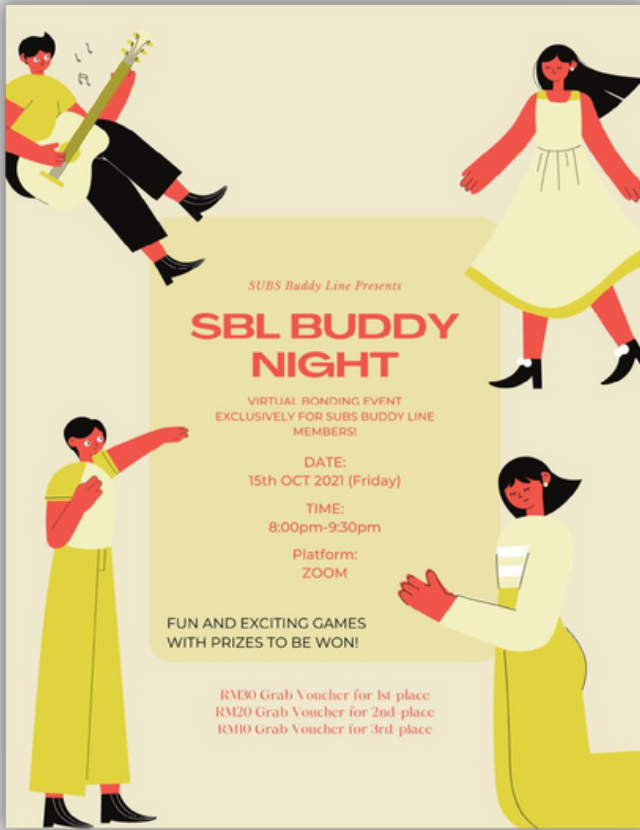
Member of Student Relations,  
Student Concilium  
2021/2022



Finally, the March 2022 orientation followed the same structure as the previous orientation but it saw more attendees who attended physically. In exchange for liking the Sunway University Business School Student Concilium's Facebook page and following its official Instagram account, those who attended physically were given Milo packet beverages. The session was interactive and enjoyed by all students.

# BUDDY NIGHT

| 15 October 2021



The Sunway University Business School Student Concilium's Student Relations Department kicked off the term with the annual Buddy Night event. Buddy Night was organised to welcome new Sunway University Business School Buddy Line (SBL) members and to provide a platform for them to meet new people and develop friendships. It also enables junior and senior members of Sunway University Business School to connect and share tips and tricks for surviving university life.

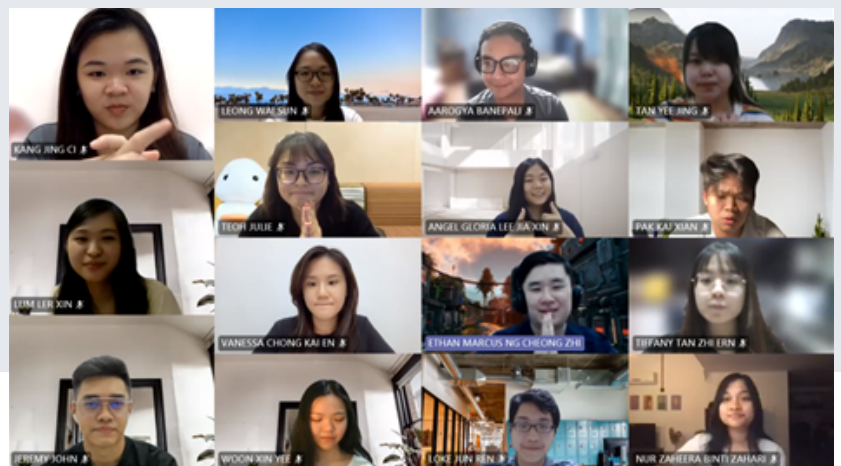
Buddy Night started with an ice-breaking session, which allowed the members to let loose and get to know one another better. The "Virtual Scavenger Hunt" game came next, which required participants to solve riddles to progress. This game was suitable as it allowed members to collaborate in smaller groups and encouraged greater participation. The night concluded with a Quizizz game session which consisted of brainteasers to allow the members to relax.



# BREAK THE ICE

| 19 October 2021

The Sunway University Business School Student Concilium had its very first internal bonding session, "Break the Ice," with the purpose of strengthening the bond with other committee members from different departments. At this event, there was an ice-breaking session followed by a mini-game of "2 Truths and 1 Lie." Not to mention, a Quizizz game session towards the end of our event which was the highlight. In this session, the committee members had to identify a close-up picture of the committee member, and the winner was awarded a Starbucks drink. Congratulations to the Sunway University Business School Student Concilium's Head of Marketing, Vanessa Chong! Although it was hard to bond, especially in a virtual setting, it was a memorable event whereby everyone had fun and made new friends.



# COVID-19 VACCINATION AWARENESS POST GIVEAWAY

| 25 October - 7 November 2021



Throughout this event, participants were made aware of the importance of protecting themselves against the COVID-19 virus as well as the advantages of vaccinations. In addition, the winners were able to enjoy their gifts as one of the participants mentioned that the organic skin care product set could eliminate dead cells from the skin's surface while promoting adequate circulation.

Hence, the event wrapped up successfully as all the members of the Sunway University Business School Student Concilium collaborated and performed admirably.

The COVID-19 Vaccination Post Giveaway was the first virtual event held by the Events Department of the Sunway University Business School Student Concilium. Its main objective was to raise public awareness about the National COVID-19 Immunisation Programme. Three lucky winners were chosen via a random name picker wheel, and each received two mystery gifts, which included one organic skin care product and one mini cheesecake.

In this event, the participants put in their best effort. Some of the participants had taken their vaccination pictures at vaccination centres; some had edited their entire vaccination process into videos; others had taken photos with the nurses to demonstrate their willingness to accept the vaccination.



**Second Dose**  
04-07-2021

# ASIAN BUSINESS SCHOOL STUDENT ENGAGEMENT

| 30 October 2021

**ASIAN BUSINESS SCHOOL STUDENT ENGAGEMENT**

Date: 30 October 2021 (Saturday)  
Time: 2:00 PM to 4:00 PM (UTC + 8)  
Platform: Ms Teams

Expose students to business related activities and develop their social networks

Organised by:

**SUNWAY UNIVERSITY BUSINESS SCHOOL**

In collaboration with

**KPMG**, **USK**, **PIM**

## Malaysia

Sunway University Business School Student Concilium

 Ms. Janet Ong Khai Nee President	 Mr. Kazi Nasif Ahmed Vice President 1	 Mr. Jayden Luke Jun Ben Vice President 2
 Ms. Angel Gloria Lee Xia Xin Secretary	 Ms. Rebecca Anne Danker Vice Secretary	 Ms. Melanie Lu Yinn Nin Treasurer
 Ms. Choo Yee Leng Vice Treasurer	 Mr. Jeremy John Academic Relations HOD	 Ms. Loo Yeen Cheong Academic Relations Vice HOD
 Ms. Kang Jing Qi Academic Relations Executive Member	 Ms. Melissa Chong Xhin Academic Relations Executive Member	 Ms. Yogenwary Tan Putaran Academic Relations Executive Member
 Mr. Ethan Marcus Ng Cheong Zhi Student Relations HOD	 Ms. Teoh Julie Student Relations Vice HOD	 Ms. Tan Yee Jing Student Relations Executive Member
 Ms. Leong Wai Sun Student Relations Executive Member	 Ms. Lam Lei Xin Student Relations Executive Member	 Ms. Nur Zahera Binti Zahari Design & Editorial HOD
 Ms. Tiffany Tam Zhi Ern Design & Editorial Vice HOD	 Ms. Tan Kai Sin Design & Editorial Executive Member	 Ms. Choo Yim Min Design & Editorial Executive Member
 Ms. Vanessa Chong Kai En Marketing HOD	 Ms. Chan Qian Ying Marketing Vice HOD	 Ms. Shailiza Pak Cheng Qi Marketing Executive Member
 Ms. Woon Xin Yee Marketing Executive Member	 Ms. Yap Jing Xuan Sponsorship HOD	 Mr. Gabriel Gan Kai Xuan Sponsorship Vice HOD

## Malaysia

KPMG

 Ms. Melissa Tan See Yu Sponsorship Executive Member	 Mr. Pak Kai Xian Events HOD	 Mr. Aarogya Banapali Events Vice HOD
 Ms. Tan Yi Fang Events Executive Member	 Ms. Ng Joanna Events Executive Member	 Mr. James Alvir Shih Events Executive Member
 Ms. Amy Marshia Soult Events Executive Member	 Professor Steve Williams Professor & Dean Business School	
 Dr Paul Linus Andrews Associate Dean (Engagement & Internationalization) Head - Centre for Commercial Law & Justice		

## Thailand

International College of Panyapiwat Institute of Management

 Mr. Anil Nair Lead Consultant Talent Engagement	 Mr. Melbourne Lim Yung Han Associate, Technology Risk & Cybersecurity Advisory	 Ms. Nur Syamimi Najwa Associate, Audit
 Mr. Jitadaporn Tumon International Modern Trade Management (IMTM)	 Mr. Praphaew Thirang International Modern Trade Management (IMTM)	 Ms. Sreerach Rich International Modern Trade Management (IMTM)
 Ms. Myat Thandar Htet International Modern Trade Management (IMTM)	 Mr. Maitiying International Modern Trade Management (IMTM)	 Ms. Chiam Sookheste International Modern Trade Management (IMTM)
 Ms. Pakkha Bath International Modern Trade Management (IMTM)	 Mr. Mananyang International Modern Trade Management (IMTM)	 Ms. Chen Kaewak Manyeth International Modern Trade Management (IMTM)

The Asian Business School Student Engagement was an international-level event in which university students from Sunway University, International College of Panyapiwat Institute of Management (Thailand), Syiah Kuala University (Indonesia), and De La Salle University Manila (Philippines) introduced their institutions and student bodies. This event was organised to strengthen relationships between the universities and provide the students with a better understanding of the cultures of their neighbouring countries.

KPMG Malaysia was also invited to share information about its firm, advisory services, and audit services. It was led by Mr. Anil Nair, the Lead Consultant and Talent Engagement of KPMG Malaysia, Mr. Melbourne Lim Yung Han, an Associate from the Technology Risk & Cybersecurity Advisory Department, and Ms. Nur Syamimi Najwa, an Associate from the Audit Department.

**Indonesia**  
Faculty of Economics & Business Syiah  
Kuala University, Banda Aceh

- Ms. Nou Chornal, International Modern Trade Management (ITM)
- Ms. Puth Chivareony, International Modern Trade Management (ITM)
- Mr. Nop Chanessa, International Modern Trade Management (ITM)
- Ms. Romi Sokkanika, International Modern Trade Management (ITM)
- Ms. Thon Thalyneth, International Modern Trade Management (ITM)
- Mr. Heng Yarong, International Modern Trade Management (ITM)
- Mr. Chhun Rathvisal, International Modern Trade Management (ITM)
- Ms. Pirunduk Siripornwattan, International Modern Trade Management (ITM)
- Mr. Anawat Sriyuktasuth, International Modern Trade Management (ITM)
- Mr. Aung Khaet Pading Tun Oo, International Modern Trade Management (ITM)
- Ms. Eaten Myat Nee Khin, International Modern Trade Management (ITM)
- Ms. Hsu Pyae Pyae Woon, International Modern Trade Management (ITM)
- Ms. Aye Myat Thwe, International Modern Trade Management (ITM)
- Ms. Eaindroy Hsu Pyae, International Modern Trade Management (ITM)
- Mr. Senam Drakpa, International Modern Trade Management (ITM)
- Ms. Solinda Mak, International Modern Trade Management (ITM)
- Mr. Binat Thiravan, Homeroom Advisor & Full-Time Lecturer
- Ms. Fanny Dini Amelia Putri, Accounting, Head of External Affairs of UKM INKUBATOR
- Ms. Syarifah Nurmyra Lobs, Accounting, Treasurer of UKM INKUBATOR
- Ms. Fira Farafina, Accounting, Member of Research & Development of Student Council (BEM Faculty)
- Mr. Arief Ramadhan, Accounting, Head of Student Council of Faculty (BEM Faculty)
- Ms. Cindy Alifdzaul, Management, Member of Research & Development of Student Council (BEM Faculty)
- Ms. Firka Nurul Huda, Management, Head of Student Development of Management Student Council (HMM FEB USK)

**Philippines**  
DLSU RVR College of Business

- Ms. Aghnia Fadila Syifa, Secretary of Research & Development Accounting Student (HIMAKA FEB USK)
- Ms. Syaima Atika Rifda, Secretary of Research of Accounting Student (HIMAKA FEB USK)
- Ms. Izzatul Muna, Treasurer of Accounting Student (HIMAKA FEB USK)
- Mr. Rizki Wallantora, Accounting, Member of Student Welfare of Accounting Student (HIMAKA FEB USK)
- Dr. Faisal, Dean, Associate Professor, Faculty of Economics & Business

- Mr. Marjun Segimundo, Tugano III, MBA
- Ms. Sales, Alyssa Gula Sabas, Master of Science in Accountancy
- Mr. Fitz Gerald Balba, MBA, Specialization in Finance
- Ms. Jessica Jaye S. Ranieses, DBA
- Mr. Moses C. Manalang, DBA
- Mr. James Robert Aguilas, MBA
- Dr. Emilina Sarreal, Dean, Full Professor & Full-time Faculty, Member of the Decision Sciences & Innovation Dept.
- Dr. Liberty S. Patiu, Associate Dean, Research & Graduate Studies, Faculty of Department of Financial Management
- Tereynz Paul Mendoza, Lecturer, Department of Accountancy, ACTFMKT Coordinator
- Mr. Kenneth Michael A. De Castro, Lecturer, Department of Accountancy
- Mr. John Michael Angelo Z. Lopo, Lecturer, Department of Accountancy

The topics covered included the speakers' experience in KPMG, role, challenges encountered and ways to overcome them, issues faced when transitioning from a physical setting to a virtual setting, the current focus of business with technology, as well as recommendations for students to join the Advisory Department or Audit Department.

In general, the event had great feedback from the participants. Participants found the event insightful and interesting as they were able to get a glimpse into real-life working experiences in the advisory and audit fields as shared by the speakers from KPMG Malaysia.

**GERMAN ACADEMIC EXCHANGE SERVICE (DAAD) ALUMNI REPRESENTATIVE**



**Arumugam Muthusamy**  
Manager  
Alumni Relations &  
Student Professional Development  
Sunway University Business School  
Malaysia



**Heru Fahlevi**  
Associate Professor  
Department of Accounting  
Faculty of Economics & Business  
Syiah Kuala University  
Indonesia



**P. Netramai**  
CP Scholarship Program  
Thailand



**Professor Kathleen Aviso**  
Dean  
Chemical Engineering Department  
Gokongwei College of Engineering  
De La Salle University  
Philippines

# T-SHIRT COMPETITION

| 13 February - 5 March 2022

The highlight of the event was when the winners were announced with their winning designs on Instagram. This event showed us to never be complacent with the things we have, and it is important to keep improving ourselves. As a result, we should never be so quick to accept mediocrity and continue to strive for greatness.

Although some of the participants did not manage to win any prizes, we were told that they enjoyed the entire process of designing the t-shirts. Through their slogan, we were able to understand what it means to be a student at Sunway University. It was most certainly satisfying to see students trying their best to sharpen their designing skills.

The T-Shirt Design Contest was held by the Sunway University Business School Student Concilium to nurture creative designing skills among students. It lasted for seven weeks from the promotion period to the winners' announcement and prizes up to RM1,000 along with free t-shirts were up for grabs.



*T-shirt design by 1st place winner, Tan Li Sheng*

# BUDDY NIGHT 2.0

| 14 April 2022



The Sunway University Business School Student Concilium's Student Relations Department kicked off the term with our annual event, Buddy Night. Buddy Night was organised to welcome new Sunway University Business School Buddy Line (SBL) members and to provide a platform for them to meet people from other Sunway University Business School programs and develop friendships. Not only that, but Buddy Night also enables junior and senior students to connect and share tips and tricks for surviving university life.

Buddy Night started with an ice-breaking session, which allowed the members to break the tension and get to know one another better. The "Virtual Scavenger Hunt" game came next, which required participants to solve riddles and show us the solution to move on to the next question. This game was suitable as it allowed members to collaborate in smaller groups and encouraged greater participation from members.

The night concluded with a Quizzz game session which consisted of trick questions and brainteasers to allow the members to loosen up and relax.



*"Although it was a virtual event, it was very engaging!"*

- feedback from Buddy Line member



# SUBSSC BAZAAR

| 30 - 31 May 2022

SUBSSC Bazaar was organised to provide Sunway's clubs and societies with a platform to raise funds. It is also to donate 10% of the profits towards the Myanmar Refugee Community Learning Centre (MRCLC), a refugee school in Kuala Lumpur. It featured the sale of food, beverages, clothing, and accessories.

Planning this event, however, was not a simple task as the Sunway University Business School Student Concilium's Events Department had to manage a sizeable throng of individuals while making critical decisions. The event faced the challenge of enlisting more clubs and societies to be involved as vendors due to scheduling issues.



*Sunway University Business School Student Concilium*



**Amy Marsha Souris**

Executive Member of Events Department,  
Student Concilium 2021/2022

# SUBSSC BAZAAR

| 30 - 31 May 2022

However, with the help of the Sunway University Business School Student Concilium committee members, careful planning and effective marketing techniques, appropriate solutions were put in place to mitigate the effects of these challenges.

With the inputs from both internal parties and external collaborators including Sunway University Anime Club (SUAC), Sunway Model United Club (SUNMUN), Sunway University East Malaysian Alumni Club (EMA), and Sunway International Student Ambassador (SISA), the event was a success.

The SUBSSC Bazaar demonstrated how crucial it is to have an alternative plan of action for any difficulties that may arise. This event experience also illustrated the value of trust while working in a team, as teamwork makes the dream work.



Sunway Anime Club  
(SUAC)



Sunway International Student Ambassadors  
(SISA)



Sunway Model United Nations  
(SUNMUN)



Sunway East Malaysian Alumni Club  
(EMA)

# MOVIE NIGHT

| 2 June 2022

Movie Night was the first physical bonding event organised by the Student Relations Department of the Sunway University Business School Student Concilium with the intent of strengthening the bonds among committee members. As previous bonding events were virtual, some of the committee members struggled to express themselves. Hence, this event was a fantastic opportunity to get to know each other from different departments.

At this event, there was an ice-breaking session where the committee members would have to work together in groups to play a treasure hunt. Each group was given a quest to obtain 3 treasures from 3 different game stations. Each station on the other hand has unique tasks such as “Guess The Song” and “TikTok Dance”.



Then, there was a reflection session where everyone was asked to close their eyes and think about the following sentence: “What is something you would say to them knowing that you would not see them again?” The answer was then written on a card and distributed randomly to the members.



Overall, it was a pleasant experience to see the committee members being able to take a break from their studies, build friendships and create memories before the term ends.

# MYANMAR REFUGEE COMMUNITY LEARNING CENTRE CHARITY WORK

| 1 July 2022



On the 1st of July 2022, Sunway University Business School Student Concilium's Events Department had the privilege of visiting the Myanmar Refugee Community Learning Centre (MRCLC), Kuala Lumpur. The MRCLC is an educational establishment dedicated to refugee children.



The funds that were gathered during the SUBSSC Bazaar were allocated to purchase materials that were highly in need, such as sanitary products, first-aid kits, as well as exercise books. The team was delighted to find that the children will very excited about the donations given. In addition, the team also spent the afternoon engaging in educational and fun activities with the children such as playing Pictionary and charades, performing Korean Popular (K-Pop) music fitness dances, and sharing a meal with the children.

To conclude, this experience was eye-opening as it highlighted the importance of giving back to society.



# PEER ASSISTED LEARNING PROGRAM (PALP)

**SUNWAY UNIVERSITY**  
A CLASS ABOVE

GET GUIDANCE AND TIPS FROM SENIOR

## PALP

PEER ASSISTED LEARNING PROGRAMME

**Subjects Offered**

- ACC 1014 Principles of Financial Accounting
- ECN 1014 Introductory Economics
- ACC 1024 Accounting for Decision Making
- FIN 1014 Principles of Business Finance
- FIN 2014 Financial Management
- ACC 2014 Financial Accounting
- ACC 1054 Cost Accounting
- ACC 2034 Principles of Auditing

CLASSES WILL COMMENCE ON WEEK 4 OF THE SEMESTER

012-274 5255 (JEREMY)  
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palp.art@outlook.com

SIGN UP VIA  
FACEBOOK/INSTAGRAM/E-LEARN  
LINK OPENS : 30/08/2021  
DEADLINE : 03/09/2021

Jeffrey Cheah Foundation  
Nurturing the Next of Mankind

The Peer Assisted Learning Program (PALP) was initiated by the Academic Enhancement Division (AED) and the Sunway University Business School Student Concilium's Academic Relations Department. This program is designed for students who might find certain university-level courses challenging. Its objective is to ensure that students are able to broaden their knowledge, improve their academic performance, and, ultimately, help them achieve their goals.

PALP classes are conducted by qualified peer leaders who have excelled in their respective subjects and have undergone training to prepare themselves to independently lead a class. These peer leaders will schedule weekly 1.5-hour sessions where they will deliver various methods to help mentees better comprehend subjects and tackle exam questions effectively.

Due to the small class sizes, these sessions provide personal guidance to the mentees as it allows students to ask specific questions and have them addressed directly. While the goal is to help mentees, we trust that mentors themselves are also able to benefit from this program by honing their leadership capabilities as well as their communication skills.

Both the August 2021 and April 2022 semesters of PALP were done online. However, this did not hinder students from signing up for classes, as we received overwhelming responses, with over 1000 mentees registered for both of the semesters.

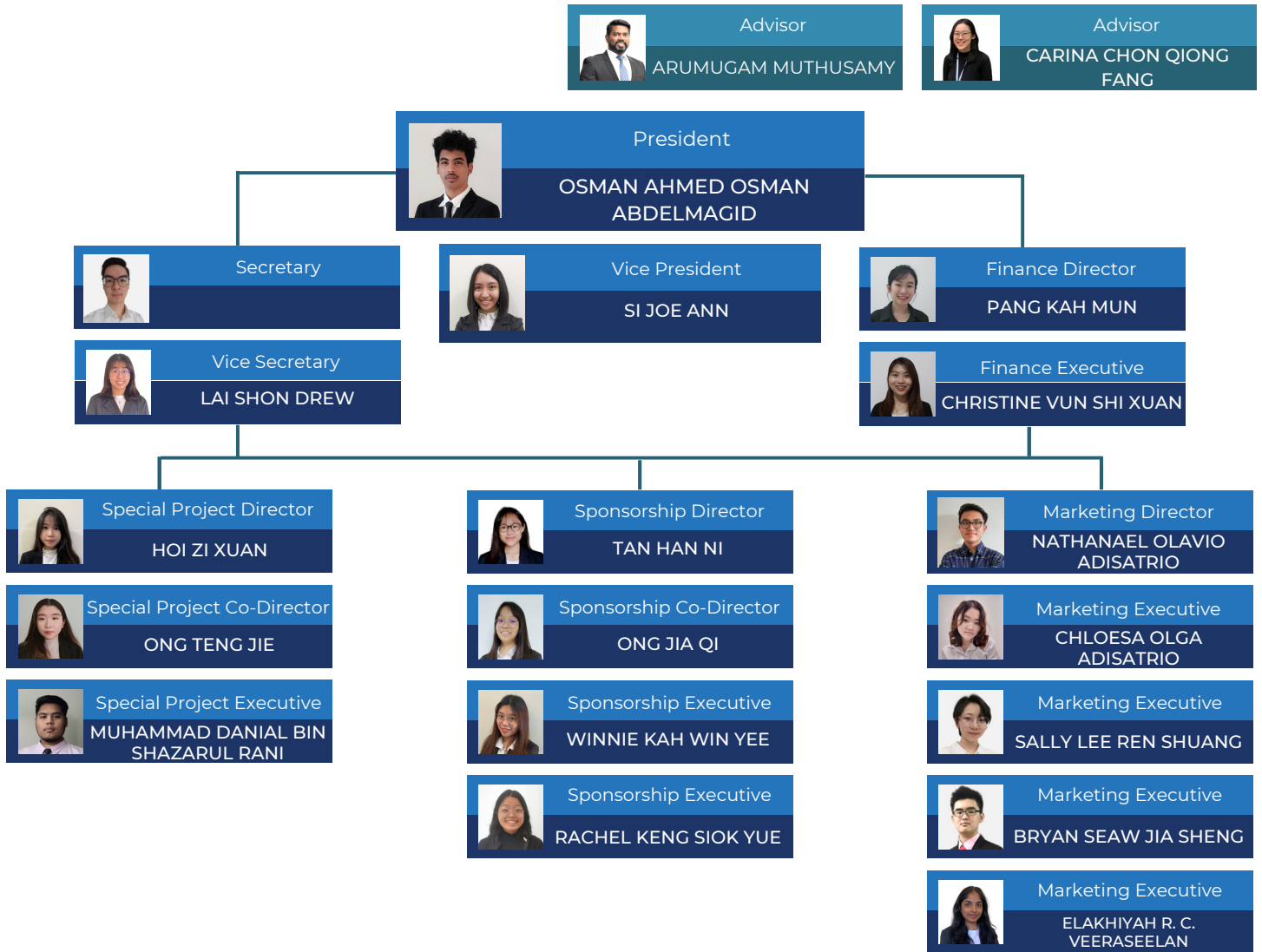
*"It is nice to know that I can refer to a senior!"*

- feedback from PALP mentee



PALP peer leader and mentees during an online session

# SUNWAY UNIVERSITY BUSINESS SCHOOL STUDENTS HELPING HANDS 2021/2023



The Sunway University Business School Students Helping Hands is an initiative by Sunway University Business School.

'By Students, For Students' is Sunway University Business School Students Helping Hands' motto; highlighting the students' social responsibility to contribute back to the student community.

# MICROSOFT OFFICE LEVEL UP WORKSHOP

| 22 & 28 April 2022



**Kelvin Ng**  
Microsoft Certified  
Trainer

Microsoft Office Level Up Workshop was the first event handled by the newly elected Sunway University Business School Students Helping Hands committee in 2022. The event was comprised of two sessions, Excel and PowerPoint, and was conducted virtually to abide by the COVID-19 SOP. Despite so, the event was a very interactive and engaging session.

What made the event interesting and interactive was the topics and fun exchanges between the attendees. This was all thanks to our speaker, Mr. Kelvin Ng, who shared fruitful experiences with the participants and made everyone feel comfortable to comment and ask questions.

Furthermore, we received splendid feedback from the students, especially regarding the awarded participation certificates that were given after the workshop. Overall, the workshop was a success and allowed the Sunway University Business School Students Helping Hands to raise funds which will go towards helping our fellow students at Sunway University College.

*"Great workshop. Mr. Kelvin gave us very useful tips about Excel and Powerpoint!"*

- feedback from an attendee

# BROWNIES SALE EVENT

| 5 - 8 July 2022



The Brownies Sale was aimed to raise awareness of the importance of giving back to society amongst the Sunway community while raising funds to assist Sunway students who are experiencing financial difficulties. The event was met with tremendous success as most of the inventory was sold out by end of the first day. A big thank you to The Sugarlogy, the gracious sponsors of the delicious brownies. The Sunway University Business School Students Helping Hands committee hope that this small action will bring a big impact on those in need.

Arumugam Muthusamy

Advisor,  
Helping Hands

Osman Ahmed  
Osman Abdelmagid

President,  
Helping Hands  
2021/2023



Ong Teng Jie

Special Project Co-  
Director,  
Helping Hands  
2021/2023

Hoi Zi Xuan

Special Project Director,  
Helping Hands  
2021/2023



# HOW SUNWAY UNIVERSITY BUSINESS SCHOOL STUDENTS HELPING HANDS HAS SUPPORTED US

## VINO SHINNI SAMANTHAN

| BSc (Hons) in Business Management

The COVID-19 pandemic has affected many families throughout the globe; mine included. However, despite the ups and downs, I have never given up on my studies. As the quote says 'Consistency is the key to success, nothing happens overnight.' This is a rule that I strive to live by. So, after the Helping Hands initiative announced the meal allowance through e-Learn, I quickly applied. I also went through an interview with the panel before getting this allowance. Fortunately, I was qualified to receive a monthly meal allowance of RM300 to cover my daily meals. This allowed me to put all my focus on my education and less on financial responsibilities. Thus, I want to thank Sunway University Business School for this opportunity.



## CALVIN WONG KAH WAI

| BSc (Hons) in Accounting & Finance



My family has been struggling financially during the lockdown. Therefore, when I saw an announcement about a meal allowance aid on E-Learn, I immediately applied. Not long after, I was approached by Mr. Arumugam, and soon I had an interview scheduled with the panel. The interview process was professional, and the interviewer was very understanding of my situation. I am grateful that I was one of the selected applicants. Up to now, I have received an allowance of RM300 per month and I do my best to spend the money well because it helps pay for my monthly groceries and daily needs. This lessens the burden on my family. I am grateful to have such a supportive university and truly blessed to be a Sunway University student.

## ALUMNI TESTIMONIALS

### DR THANIGAIVEL R KRISHNAN

| Doctor of Philosophy (Business) (Class of 2019)



As a well-established education provider, renowned for its reputable academic excellence and continuously striving for excellence, Sunway University is the first choice for a world-class educational experience. I joined the Sunway University Business School in September 2013 to undertake my doctoral degree in business management, where I was provided with a conducive environment for conducting my research successfully.

My research was mainly focused on human resource management practices and organisational behaviour in the context of telecommunications and internet service-oriented organisations in Malaysia. I am particularly impressed with the excellent supervision and guidance of my supervisors, who have put great effort into supervising my research work and offered their valuable expertise at the times when I needed it the most. The lessons learned during my years at Sunway were not only valuable for my PhD thesis but have also helped to build my personal and professional character.

I would like to thank Sunway University Business School and its staff for a wonderfully engaging and challenging six years of doctoral study. The quality and excellence of the school has led to me recommending the postgraduate degree programs to my friends and juniors who wish to pursue postgraduate studies at this world-class university.



## WENDY LEE YEAN YEAN CHARTERED FCIPD

| Masters of Human Resource Management (Class of 2022)

In retrospect, the knowledge and skills I acquired from Sunway University have been life-changing personally, academically, and professionally. Although the lectures, assignments, exams, and thesis were challenging, I appreciated its overall framework, catalysed by numerous engaging classroom discussions. This provided students opportunities to learn from and collaborate with talented individuals from various industries and backgrounds.

I also consider myself extremely fortunate because my husband (Chin Chee Ken) and I were both enrolled in the program at the same time. Our relationship grew tremendously due to us studying together and having more in common. Additionally, the course has filled a knowledge gap in my professional background as, since graduation, I have expanded my role in Toyota Assembly Services Sdn Bhd in HR Development and Kaizen.



*Wendy Lee and her husband, Chin Chee Ken graduating together*

Since enrolling, I have received numerous prestigious academic and professional awards, including the Tan Sri Dato' Seri Dr Jeffrey Cheah Scholastic Awards, Excellent Model of Toyota Global Kaizen Secretariat, and Chartered Fellow of the Chartered Institute of Personnel and Development. All of my successes are mainly attributable to the tremendous support and guidance provided by lecturers at Sunway University, and I am incredibly grateful to be a member of the Sunway family.

To all students, seize every opportunity necessary to achieve your goals. Nobody knows where life will take us, but I do know that Sunway University prepares students for successful careers.

**JOEY TAN PEI YEE**

| BSc (Hons) Business Studies (Class of 2021)

| Treasurer, Student Concilium 2020/2021



During my university days, I truly enjoyed every single moment spent at Sunway University. Getting to hang out with my friends, attend physical classes, and organise physical events are my fondest memories. Sadly, due to the pandemic, I was forced to attend almost half of my degree remotely. This made me even more thankful to actually have experienced life on campus.

As a student, I always strive to be disciplined, manage my time well, and work hard to achieve my goals. University life is not all about grades, but it is also about establishing friendships as well as leadership skills.

During my second year, I took a leap of faith to run in the election for Sunway University Business School Student Concilium as a treasurer. It was an amazing journey and was the turning point in my university life. We shed tears and sweat to organise multiple events under the Sunway University Business School Student Concilium to benefit Sunway students. One of the highlights during my time in the or is definitely the unforgettable 2D1N leadership camp with my fellow committees, our advisors - Professor Steve William and Mr. Arumugam Muthusamy!

I would like to take this opportunity to encourage every Sunwayians to explore and try out new things during your university time so that you can discover your true interests and plan your own career path.



## MARIE AUGUSTINE LAFONTAINE

| Masters of Marketing (Class of 2021)

I have truly enjoyed every aspect of my studies in the Master of Marketing programme at Sunway University. This program is so enriching and well-crafted in helping students with the right enthusiasm to become better marketing professionals. It has given me the knowledge I need to succeed in the marketing division of any company while also fostering my creativity and improving my critical thinking, strategic planning, and execution skills. My character and knowledge of marketing have been shaped by the knowledgeable and experienced lecturers and industry professionals I have had the opportunity to learn from during this program.

Thanks to the different programmes and activities offered by the Sunway University Business School and the campus in general, I have received the opportunity to be active in various clubs and societies. However, the best activity that I have engaged in is the Peer Assisted Learning Programme (PALP), through which I have helped my juniors in their studies for the Accounting for Decision Making module. It was an amazing and fruitful 2-year experience whereby I progressed from a junior peer leader to a senior one. It is among the activities that I find most enjoyable and I was able to meet and befriend around 40 students from various countries, like Malaysia, Vietnam, Japan, Thailand, Indonesia, France, and the Maldives.

My advice to juniors would be to seize the opportunities that come your way and always strive to find love and passion in whatever you do, be it in your careers, education, or personal lives. This will drive your motivation and perseverance, which will consequently help you succeed. You should also know that there are no easy paths, easy subjects, or easy jobs. However, some paths are worth the hard work, and you will never know until you take them.



**HANS LEE JIA MING**

| BSc (Hons) Business Management (Class of 2021)

| President, Student Concilium 2020/2021



I had the honour to serve as President and, subsequently, the Student Advisor of Sunway University Business School Student Concilium in my second and final years, respectively. My team and I worked hand-in-hand with our Advisor and Liaison Officers, Prof. Steve and Mr. Arumugam, to realise our term's aspiration in making the organisation a significant "force" for our Sunway University Business School students. We worked hard and stepped up to be the voice of Sunway University Business School students, pulling more strings to ensure that they know that they can turn to us should they need any form of assistance.

All of these, coupled with a revamp of a more professional appearance of the organisation, fuelled us to quickly establish ourselves as the go-to student body for not only Sunway University Business School but also the majority of Sunway students and external organisations alike. I truly take pride in my tenure here as our achievements are still leaving an impact until the present day.

Prior to completing my final exams, I secured my first job with Hays Malaysia and subsequently served as a Graduate Trainee in their International Sourcing Centre. It was an eye-opening experience as I hired clients across different countries for various disciplines. However, having known about management trainee programmes in which there are opportunities for young talents to rotate across different departments within an organisation, I set my aim towards it - eventually leading me to be part of Astro's Young Talent Programme.

Reminiscing about my varsity days, I must admit that academics was slightly difficult to catch up with, coming from a pure science background in my high school days. Being an extrovert for as long as I can remember, my parents suggested to me, "Why don't you try studying business?" after my STPM. I then applied to The Star Education Fund to study Business Management at Sunway University, and the rest was history. To top it off, my student experience at Sunway made it one of the choices in my life that I will never regret!



## CHEW CHEE KUAN

| BSc (Hons) in International Business (Class of 2020)

| Secretary, Student Concilium 2019/2020



I have to admit that I was not a skilled presenter when I first joined Sunway University until I served as a sub-committee and, subsequently, Secretary of Sunway University Business School Student Concilium. Sunway University Business School Student Concilium has given me the opportunity to improve my soft skills by meeting capable leaders to achieve a common goal together.

In Sunway University Business School Student Concilium, the Leadership Camp was beneficial as every activity involves problem-solving, teamwork and communication. Apart from that, as a secretarial member, I enhanced my writing abilities, which prompted me to perform certain copywriting jobs in my career.

I am currently employed by Public Banks as a Sales and Marketing Executive. It was an adventurous experience as this role required me to achieve multiple assigned targets. In addition, this career has greatly built up my capacity for empathy and comprehension. In my spare time, I also read several business-related books and self-help videos to polish my imperfections. Personally, I believe that effective communication, problem-solving, and strong understanding skills are crucial for career development. Sunway University has taught me things that I will always be grateful for as I learned that:

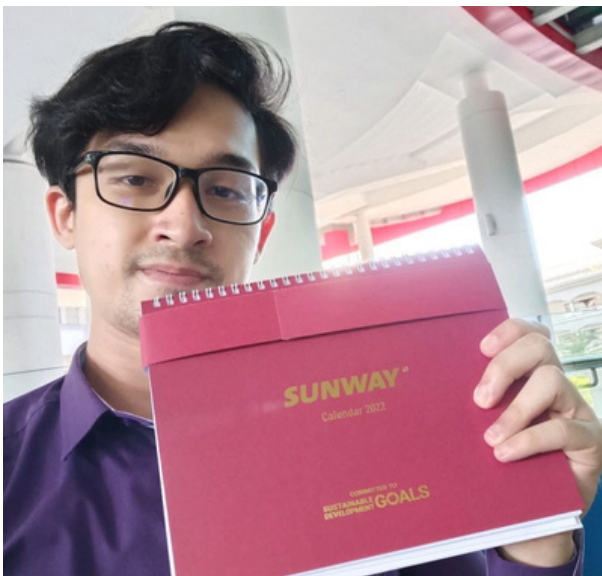
*“Embracing your strengths could be better than fixing your weaknesses.”*

## MUHAMMAD IMRAN BIN MUHAMMAD HAMZAH

| BA (Hons) Entrepreneurship (Class of 2021)  
| Vice Head of Design & Editorial, Student Concilium 2020/2021



My life as a student at Sunway University Business School was filled with wonders and difficulties. Some of the fondest memories I have are of how I would spend my entire evenings talking to my friends about life. Overall, my journey at Sunway University has prepared me for the fact that life is not always going to be pretty, but how my life will turn out will depend on what I do with it. It taught me that I cannot expect things to be handed to me, but that I should go out and work hard to earn them.



After I graduated, I was offered a job as a cultural exchange coordinator at Sunway Student LIFE. This role allowed me to travel and interact with students/teachers from other countries around the world, learning about diverse cultures and ways of life. I saw this as a golden opportunity that I could not miss. Although I was thankful to have been accepted, I was immediately thrown into the working world, straight into a project without any briefing. Trying to adjust to this new working life was difficult, particularly when working with students, but a newfound meaning for my efforts made it all worthwhile.

If I had some advice to give to the Sunwayians, it would be the same lesson that Sunway has taught me. Nobody is ever successful by accident, and your life, whether it be boring, interesting, or meaningless, is all a result of your own decisions. As people, we have the freedom to shape our future and if we stand still waiting for the magic to happen, we will wait forever. Those that succeed are those that work for it.



## VIVIEN LEE YII YUNE

| BSc (Hons) in Accounting & Finance (Class of 2020)

| Head of Events, Student Concilium 2018/2019

*"You are stronger than you think."*

– that's my favourite quote to describe my student and career life. Being an individual who actively seeks personal growth, I actively look for opportunities for self-development. During my time at Sunway University, I served as the Head of the Events Department in Sunway University Business School Student Concilium and acted as an Event Director to lead a team of 70 people for a charity marathon event, Run for Care 2019.

With the team's efforts, we proudly gathered 800 participants for this event and donated RM23,700 to the beneficiary. With continuous help from Professor Steve Williams and Mr. Arumugam Muthusamy, I overcame all obstacles and was pushed by the hardships to make this event a success.



Along with my peers, I also took part in the 2019 Deloitte Tax Challenge. The value of having the capacity to think creatively while collaborating with others and solving problems was the highlight for me in this challenge. All these skills and capabilities allowed me to secure a job with Deloitte Malaysia in the audit and assurance service line after graduation.

As of today, I am given the opportunity to work with different stakeholders and to make an impact on the community by providing reasonable assurance on the financial statements of a company. With my above experiences, I personally believe that continuous development, enhanced professionalism, wide exposure, and meaningful connections are important elements for our generation to build on. Accepting and learning from our mistakes is how we grow along the learning curve.

## DIONG HAO WEN

| Masters of Marketing (Class of 2021)



As an alumnus, I can attest to the fact that Sunway University has an excellent team of lecturers who are well-versed in their field and are patient with students when delivering lectures. It was the virtue and wisdom of these lecturers that ignited my passion to further pursue the FinTech industry as my designated research area, with Dr Evelyn Toh as my supervisor.

Dr Evelyn has always encouraged me to have a strong emphasis on Small Business Technology in my research. This led me to write about payment-related topics such as RFID payments, toll gantries, and E-Wallets, which consequently resulted in my final thesis being published in a chapter of a book. So, to Dr. Evelyn, I say thank you.

I have had a love-hate relationship with Sunway University. On the one hand, it is always difficult to find parking on campus during peak hours, but on the other hand, it has always provided students with plenty of food options, entertainment, and state-of-the-art facilities, so I am going to call it even.

One of the most memorable activities I ever participated in while attending Sunway University was an assignment from the Marketing Planning and Execution course in my final degree year. We had the opportunity to present our findings in front of invited judges from related industries. Throughout this assignment, we gained experience working with companies and had the chance to broaden our perspectives on countless possibilities.

In addition, because Sunway University makes internships a requirement for students to graduate, it gives the students an opportunity to get hands-on knowledge in the practical world. As for my internship experience, I am proud to say that I have contributed to helping Grab Super App paint Malaysia green with all the marketing collateral you see in stores because I was among Grab Malaysia's first batch of interns.

In conclusion, as a result of all the working experiences and the knowledge gathered from my time at Sunway University, my business acumen has improved greatly. An advice from me:

*"If you are still on the fence about choosing your courses, try Marketing and you will have fun while you learn!"*

# ONLINE LEARNING EXPERIENCE

## KHIRRHU A/L KUMARAGURU

| BSc (Hons) in Accounting & Finance

| President, Student Concilium 2022/2023

The year 2022, still being within the COVID-19 era, saw us students going for hybrid classes, which affect us mentally and physically. We were challenged with online and face-to-face classes, as well as trying to fit in with others. However, I do agree that it is making university life much more interesting.

When it comes to online classes, which I have been attending for the past two years since my foundation, there are a few positive aspects that I can state. Firstly, time management is much more flexible. We do not have to travel to campus or search for classrooms. We only need to open our laptops and attend classes online. Hence, we will have much more time on our hands than we had anticipated.

Secondly, it is easier to communicate with students and lecturers when in online settings. Some might disagree with my statement, but let us look at the bigger picture. If you were to be in classes physically, you might not go around and approach people in an attempt to make friends. However, in online classes, everyone can see the chat space or hear you when you speak through the microphone. Therefore, it is much more convenient to make connections. It also enables you to get closer to your lecturers, making you feel much more comfortable asking questions.



With that, it is much easier now to begin physical classes when you already made connections with other students and your lecturer. Nevertheless, there are obviously pros and cons to my experiences with online classes. It just depends on how you manage the situation and move forward. To conclude, I would like to share a quote which can be used to great benefit:

*“The struggle you are in today is developing the strength you need for tomorrow.”*

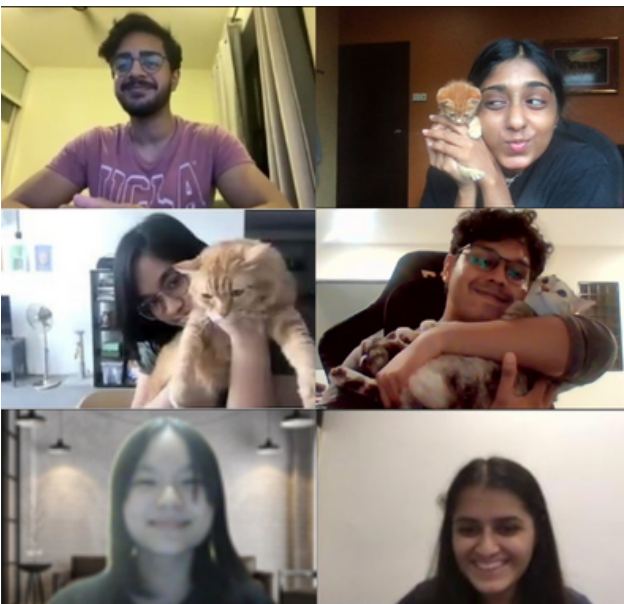
*Do not let what you cannot do interfere with what you can do.”*

**MARTHA TAN SYN YI**

| BSc (Hons) Business Management



Online learning became the new normal that I had to learn to adapt to ever since the start of the pandemic. Initially, I felt confused and was even more disappointed that my university life was stolen from me, and I had to face the harsh reality that this pandemic has brought upon me.



*Martha on a Zoom call with her friends*

Despite my initial disappointment, I would say that my online learning experience has been mostly positive so far. I would preface by saying that online learning has given me more flexibility. As a result of it, I no longer have to spend a considerable amount of time commuting back and forth between campus and my house. Hence, this has freed up time for me to do assignments without a perturbing sense of hurrying or rushing. Online learning has therefore given me time to relax and enjoy my hobbies, which in my case was extremely helpful as I was still working through burnout from my college years.

However, I have also experienced the negative aspects of online learning. I would often find myself feeling very lost, confused, and alone as I did not have many friends in the first few semesters. Most of the “friendships” I had were superficial ones where we would work together for a short period of time and then proceed to never speak to each other again. I found it really challenging to establish a good group of friends, but thankfully, I have finally found my people, and I am especially looking forward to joining physical classes with them.

All in all, even though online learning has its fair share of ups and downs, I would say that I had a great time throughout my online learning journey. Now that hybrid learning is possible, I make it a point to go back to campus on some days, and this has now become the perfect balance for me.

## REFAAT AL-SAEI

| BSc (Hons) in Business Management

In my experience, the good far outweighs the bad when it comes to online sessions. I am a Sunway University student in my second year of Business Management, and despite studying online for around 2 years, I have had a fantastic online learning experience.

Online sessions save time, which is essential to me. What worked for me was the 40-minute in-class time and the 40-minute asynchronous time to work on our assignments. Plus, I liked that I did not have to get up at 6 in the morning every day. Teachers, I believe, had been very helpful and understanding of what we were going through and how difficult it can be.

Moreover, the studies were much better organised than I had expected. Compared to physical classes, I found it more relaxing because everything is organised through online platforms like Elearn, IZone, and Microsoft Teams.

However, I missed interacting with people and forming long-lasting friendships, both of which are extremely important for all of us. In addition, it was difficult to force yourself to take a break at home. This pandemic has most certainly transformed education. The majority of what we thought was impossible has now been proven to be possible.

To conclude, I would like to say that I enjoy distance learning, but there are times when I wish everything would return to normal.



# ENTREPRENEURSHIP



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# MY ENTREPRENEURIAL JOURNEY

| 13 November 2021

My Entrepreneurial Journey was an Instagram Live interview session which was a collaboration between the Sunway University Business School Student Concilium and Sunway International Business Society. The purpose of the event was to inspire students with insights into the business world and to equip them with experienced and knowledgeable advice. We were delighted to have Mr. Chin Ren Yi, the co-founder of myBurgerLab, as the guest of My Entrepreneurial Journey.

**SUNWAY UNIVERSITY**  
A CLASS ABOVE

## MY ENTREPRENEURIAL JOURNEY

AN INSTAGRAM LIVE INTERVIEW SESSION

**CHIN REN YI**  
CO-FOUNDER OF MYBURGERLAB

Ren Yi, a mechanical engineering graduate from Nottingham University, set out on his Burger Journey after being inspired by the greats in the U.S. such as In-N-Out Burgers. With his friends, Teoh Wee Kiat and Cheah Chang Ming joining him in this journey, myBurgerLab was born.

Fast forward to 2021 - myBurgerLab is in 7 locations across Selangor and Kuala Lumpur, with its budding sibling, myPizzalab slowly growing as well with 2 labs so far.

ORGANISED BY:

SUNWAY UNIVERSITY BUSINESS SCHOOL STUDENT CONCILIUM & SUNWAY INTERNATIONAL BUSINESS SOCIETY

SATURDAY, NOVEMBER 13TH  
AT 8PM - 8:40PM

SEND IN YOUR QUESTIONS FOR REN YI BY SCANNING THE QR CODE!

Jeffrey Cheah Foundation  
Nurturing the Seeds of Success

Vanessa Chong

Head of Marketing,  
Student Concilium  
2021/2022



Louis Ong

Vice President 2,  
Sunway  
International  
Business Society

The Instagram Live, which began with an interview and ended with a Q&A session, was a successful, light-hearted interview session where students were inspired by Mr. Chin's great advice and recommendations. He surprised the audience by announcing a special collaboration with the cryptocurrency industry! He also gave us a sneak peek of a new buttermilk chicken burger myBurgerLab was experimenting with at the time. Not only that, the audience gained insight into sustaining a business, managing cash flows, and remaining viable during a crisis, especially the COVID-19 pandemic.

Chin Ren Yi

Co-founder,  
myBurgerLab

## ENTREPRENEURSHIP

| 18 November 2021

**SUNWAY UNIVERSITY**  
A CLASS ABOVE

## ALUMNI ENTREPRENEURSHIP

Hear from our SUBS Alumni  
to master in the Entrepreneur industry

**JIM LEE**  
CEO, Propeller Education  
BBM Alumnus, 2020

**CHIN JIE EN**  
Director, HAPPY 2U  
BBM Alumna, 2017

**ARUMUGAM MUTHUSAMY**  
Moderator

18 Nov 2021 | Thursday | 6:00pm-7:30pm

FREE Registration:

**SUNWAY UNIVERSITY** **BUSINESS SCHOOL** **SUNWAY Alumni** **Jeffrey Cheah Foundation**  
Helping the best of others

Alumni Entrepreneurship was organised by the Sunway University Business School Alumni Relations & Student Professional Development Unit, as well as the Sunway University Business School Student Relations Department. The event was conducted virtually to provide students with an insight into the entrepreneurship industry and to show them some entrepreneurship techniques to master.

*"The speakers are well-versed in their field and provided insight into entrepreneurship."*

- feedback from an attendee

In the corporate world, it is important for students to have additional knowledge from their programs and preparations before they step into the workplace. During the event, our speakers, who were also our alumni, shared their experiences and journeys in developing their businesses. Both speakers shared tips on how to face different challenges at various stages during the Q&A session. The event then ended with a short quiz session with prizes rewarded.

Throughout the event, students have the opportunity to voice out any burning questions regarding entrepreneurship to the speakers. Based on participant feedback, the majority of students mentioned that they loved the insightful sharing session, learning about the challenges and experiences of the young entrepreneurs who started their own businesses, and they were keen to join more events like this. Overall, in terms of exposure, experience, and learning curve, the Alumni Entrepreneurship was a success.



**Jim Lee**  
CEO,  
Propeller Education  
BSc (Hons) Business  
Management  
(Alumnus, Class of 2020)



**Chin Jie En**  
Director,  
HAPPY 2U  
BSc (Hons) Business  
Management  
(Alumna, Class of 2017)



# ROUTE TO FINANCIAL FREEDOM

| 10 February 2022

**SUNWAY UNIVERSITY**  
A CLASS ABOVE

**Route to Financial Freedom**  
Debunking the myth of the Insurance Industry  
10 FEB 2022 | 6.00PM |

Register Here

**SPEAKER**  
**NG SHENG YUAN**  
BAF, Alumnus 2014  
AIA Elite Life Planner  
MDRT Prime Institute Member  
RACC W Creation

**MODERATOR**  
**ARUMUGAM MUTHUSAMY**  
Alumni Relations & Student Professional Development,  
Sunway University Business School

Organized by **SUNWAY UNIVERSITY**

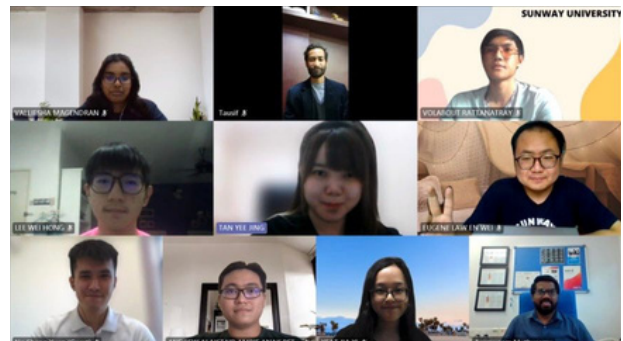
Created and governed by the **Jeffrey Cheah Foundation**  
Inspiring the world of education

"Route to Financial Freedom" was a financial talk for Sunway University Business School students aimed to debunk the myth of the insurance industry. To this very day, most university students face financial difficulties because of their desire to spend lavishly. It demonstrates how financially unprepared young adults are. Hence, it is essential for students to understand the importance of money management as well as budgeting.

Mr. Ng Sheng Yuan, the speaker for this event, made it his mission to impart his knowledge of the myths and realities of starting a career in the finance industry. It was an excellent opportunity for students to learn more about the path to financial independence, which begins with an understanding of the industry's efforts. Last but not least, this event has impacted the students' outlook on the finance industry, and students have expressed their desire to learn more about the insurance sector in order to avoid falling into the insurance trap in the future.



**Ng Sheng Yuan**  
AIA Elite Life Planner  
BSc (Hons) in Accounting & Finance  
(Alumnus, Class of 2014)



# MILLION INVENDIFY: SUNWAY BUSINESS PITCHING COMPETITION

| 21 May - 25 June 2022



Million Invendify Sunway Business Pitching Competition 2022 was an intervarsity-scaled business pitching competition organised by Sunway University Business School Student Concilium which was participated by six Malaysian universities. In collaboration with Certified Practising Accountant (CPA) Australia, participants received workshops and mentorship guidance from industry experts. At the end of the event, the top six teams then competed in the Grand Finale, where they pitched their innovative business start-up concepts to a panel of judges while being spectated by an audience.

The mandate of this competition was to create young talents and stimulate their interest in entrepreneurship. Sunway University Business School Student Concilium hoped to increase students' exposure to the business world by communicating their potential business ideas to industry experts. Furthermore, it was also aimed to enhance Sunway University Business School's exposure to the general public by conducting events that are prominent in the rapidly growing area of entrepreneurship.



*Million Invendify Champions, Project Riptide, presenting their pitch*

The top six teams were assigned to a mentor each as an advisor to guide them for the Grand Finale. The finalist teams were able to conduct and schedule sessions with their assigned mentors to request feedback and opinions on their overall team dynamic and their presentation for the Grand Finale. Each mentor was backed by their priceless and valuable experiences. They were able to guide and prepare the teams for the battle on the stage during the Grand Finale.

The Grand Finale of the event was held successfully in JC 1, Sunway University, on 25th June 2022, with almost 200 audiences attending the event. The teams were able to pitch their product/services in front of 5 reputable judges coming from various backgrounds (2 Sunway Lecturers and 3 External Judges). The Grand Finale was attended by the public ranging from students, lecturers, sponsors, judges, industrial experts, friends and family.

## MENTORS



**Dr. Siti Munerah**  
Lecturer,  
Department of Marketing  
Strategy & Innovation  
Sunway University  
Business School



**Dr. Elizabeth Andrews**  
Lecturer,  
Department of  
Management  
Sunway University  
Business School



**Mr. Calvin Chun Kwong Pong**  
Certified Practising  
Accountant,  
CPA Australia



**Ms. Mallory Loone**  
Co-founder &  
Lead Trainer,  
Work Inspires  
Resources Pvt. Ltd.



**Ms. Ang Hwui Tee**  
Independent Non-  
Executive Director,  
Supercomnet  
Technologies Bhd.



**Ms. Liew Sin Yee**  
Strategy & Portfolio  
Analyst,  
Loob Holding Sdn. Bhd.

## SCREENING JUDGES



**Dr. Evelyn Toh**  
Lecturer,  
Department of Marketing  
Strategy & Innovation,  
Sunway University  
Business School



**Ms. Goh Seok Mei**  
Executive Director,  
United Cities ASEAN  
Women Entrepreneur  
Network



**Mr. Jan Wong**  
CEO & Founder,  
OpenMinds



**Ms. Prisheeni Prakas**  
Business Development  
Manager,  
CPA Australia



**Mr. Denis Oakley**  
Head of Business Model  
Innovation,  
Denis Oakley & Co

## GRAND FINALE JUDGES



**Mr. Yip Kit Weng**  
Non-Executive Director,  
Esente Capital Bhd.



**Ms. Koh Ree Nie**  
Audit Partner,  
KPMG Malaysia /  
Chairperson of  
Women in Business,  
CPA Australia



**Dr. Hossein Nezakati Alizadeh**  
Associate Professor,  
Department of Marketing  
Strategy & Innovation,  
Sunway University  
Business School



**Dr. Sham Abdulrazak**  
Senior Lecturer,  
Department of Marketing  
Strategy & Innovation,  
Sunway University  
Business School



**Mr. Javendra Kumar**  
Founder,  
J Global Academy

*CHAMPIONS: PROJECT RIPTIDE*



**Lester Lam**

Certified in Finance,  
Accounting & Business  
Sunway TES



**Goh Kay Ming**

Certified in Finance,  
Accounting & Business  
Sunway TES



**Haikal Husain**

Certified in Finance,  
Accounting & Business  
Sunway TES

*1ST RUNNER-UP: POSITIVE VIBES*



**Liew Berg Horg**

BA (Hons)  
Entrepreneurship,  
Sunway University



**Chen Xili**

BSc (Hons) in  
Accounting & Finance,  
Sunway University



**Liang Kah Jun**

BSc (Hons) Information  
Technology,  
Universiti Utara  
Malaysia

*2ND RUNNER-UP: TRIALBLAZER TRIO*



**Lim Jie Yi**

BSc (Hons) in  
Accounting & Finance,  
Sunway University



**Lee Wei Kit**

BSc (Hons) in  
Accounting & Finance,  
Sunway University



**Evelyn Cheah**

BSc (Hons) in  
Accounting & Finance,  
Sunway University

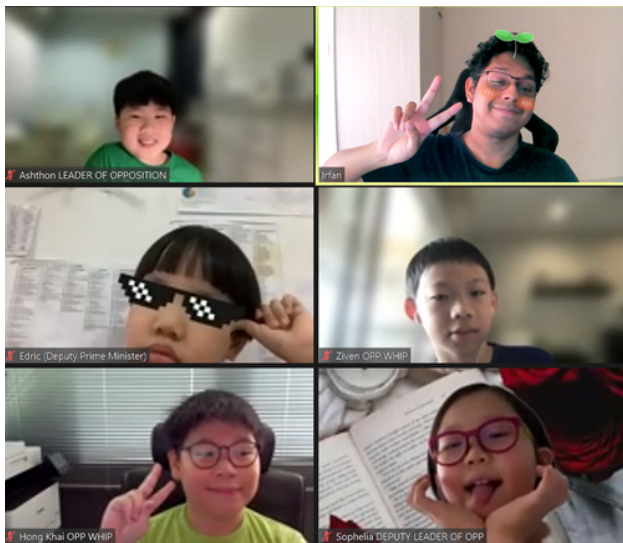
# LIFE UNDER LOCKDOWN HAS CREATED OPPORTUNITIES

## AHMAD IRFAN JAWAHAR ALI

| BSc (Hons) Business Management

There have been many surprises in my still early journey through life but never in my time in school did I think I would be running a company part-time. I was not particularly entrepreneurial; I enjoyed work and success as much as the next person. It, therefore, came as a surprise when I decided to pursue a business venture with two of my best friends in establishing Podium Academy, an enrichment and soft skills training academy for young children. This was 5 years ago and now, as an undergraduate student, I am happy to say the business is still going strong.

If you ask me to make a list of things that could happen to my generation, a global pandemic would not have made it, yet it did. It allowed me to see past the nature of my industry, as it never occurred to anyone before that young children could learn and, more importantly, enjoy online lessons.



*Ahmad Irfan with his Podium Academy students*



The positive response we received was unexpected. It took a lot of late nights, but we ended up becoming one of the country's most successful online programmes. Over 200 of our students are learning well, and it is an absolute joy to see them improve their speaking and presentation skills. With just online lessons, our students have gone to become national debate and public speaking finalists, environmental activists, and entrepreneurs. Additionally, the older ones even run their own NGO, having raised nearly RM30,000 for refugees in Malaysia in just over a month.

Pandemics and other natural disasters, I sincerely hope, will become as common as Malaysian snowfall. They are terrible, to say the least. However, I am genuinely grateful that we were able to push through and experience the silver lining in all of this.



The pandemic was really an unexpected turn that I did not see coming. It felt like my life was put on hold with the number of cases rising, and lockdowns happening. As most physical activities were restricted, being active was a struggle. As a result, I could not dance, which was upsetting.

As an active Bharatanatyam dancer, I was unable to attend my weekly face-to-face classes at Dakshra Fine Arts or perform on stage. I was already preparing for my Salangai Pooja, a special ceremony that signifies the completion of the first stage of learning the dance by receiving ankle bells. The pandemic, however, had other ideas.



## BREENDA PILLAI

| BSc (Hons) Business Management

Luckily, my very talented teacher, Guru Shrimathi Mohanapriya, did not give up on our weekly classes and conducted them via Zoom. Despite occasional technical difficulties, the classes were great. I've had to rearrange the furniture in my house to practise, switch rooms, and even practise on my porch since my stomping would reverberate throughout the whole house!

In addition, thanks to social media and online platforms, connecting with other dancers across the globe became easier, and I also got to be a part of the Virtual Natyanjali Malaysia 2021, a collaborative dance event on Zoom, which set a World Guinness Record!

After almost two years, I got to perform all of the songs I learned online on stage with my dance mates, and finally earned my ankle bells! Learning half of the songs online was never something I intended to do in my life, yet I was successful.



*Breenda with Guru Shrimathi Mohanapriya and fellow dancers of Dakshra Fine Arts*

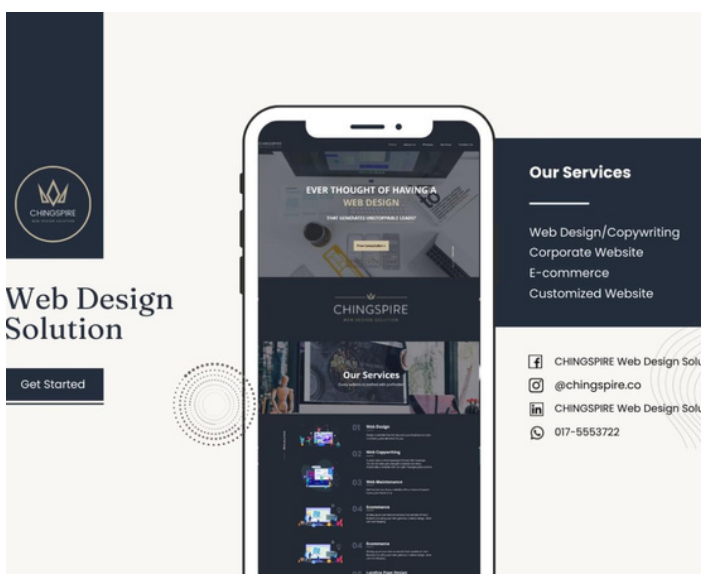
## KEVIN LIEW JIAN WEI

| BSc (Hons) in Accounting and Finance

Have you ever questioned yourself: How can I live my life differently? How can I build a side hustle during my free time? What high-income skills can I learn to provide more value to society? These questions led me to realise my interest in web design.

So I started designing personal websites for myself. However, after months of designing, I started to doubt myself. As this skill has nothing to do with my major, I asked myself, "Am I wasting my time? Is this really what I am meant to do?"

A few weeks later, a poster caught my attention about hiring a freelance web designer to design the company website, and although I had doubts about my ability to handle such a huge project, I decided to simply try my luck. When I had my first meeting with the client, I felt nervous. Not because I was not prepared, but because I did not know what to expect. In spite of this, those two hours ended up being the most wonderful experience of my life. It was my first time pitching to a client but it went surprisingly well.



*Chingspire*



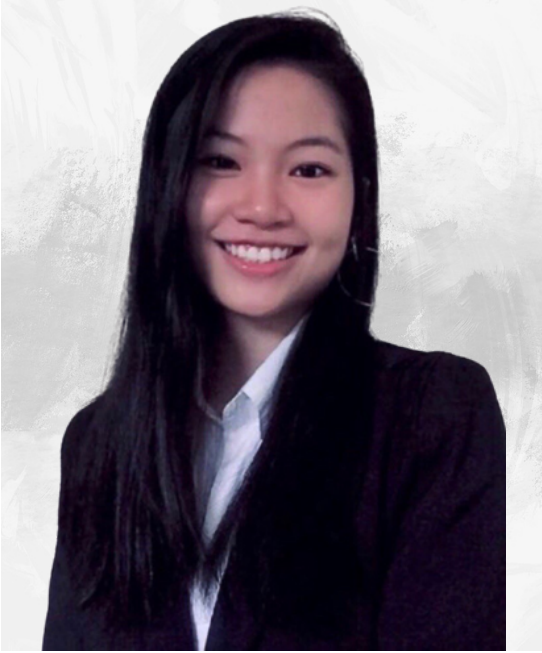
Since then, I have built up a strong team and helped various clients through my Web Design Solution business, Chingspire. I am grateful for the opportunities and challenges that I have faced throughout the journey, as these have led me to who I am today.

The truth is that there is no guarantee of success without trial and error. I don't know what is in store for me in the future, but all I know is that if I don't take this opportunity, I may not have another. That's how I started my business journey as a student during the lockdown.

The message I wanted to share is that if you have an idea that has been on your mind but are unsure whether you should try it or not, I say why not give yourself a chance? Never limit yourself, or you will never know your utmost potential.

**FOO HUEY CHING**

| BSc (Hons) in International Business



You only have one university life so how do you make the most of it? Hi, I am Huey Ching, and I started my business, Chingspire, to help entrepreneurs build their websites. In 2021, I received the Outstanding Leadership Award, the Commitment to Service Award, and 1st Place in the Toastmasters International Speech Contest. Here are some of my tips for how to stand out as a student that you might wish you had known sooner.



First, make the most of your university life. Make time to join clubs and societies, competitions, events, and even activities outside the university! But do not just join for the sake of joining; have a purpose. Personally, I joined to acquire new skillsets, grow my mindset, connect with like-minded people, and build vital relationships. You paid so much to attend university, so make use of the facilities and resources. University life is not just about studying. It is about the experiences, the memories, the friends you make, and the person you become! It was also when I started building my business!

Second, start building your personal brand now! Social media is so powerful when you do it right. Throughout my journey of building a personal brand, I was fortunate enough to get invited on podcasts and collaborate with different brands. It also helped me connect with different mentors! Thus, do not underestimate the power of social media; it can help you in ways you never imagined! Document your journey, share your passion, and show your work.

Third, stop worrying about what others think about you. Live your life because the truth is everyone only cares about themselves anyways. Life is so much easier if you let this realisation sink in. What matters most is how you see yourself. When you are firm in that belief, the world will start to respond according to how you see yourself.

We always think that we have enough time but in fact, we do not. Once we graduate, we would not have much time to experiment and discover. We will come to regret the opportunities that we passed up. Therefore, with the time and energy now, just do it! If you really want it, find ways to make it work.



# ACHIEVEMENTS



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## JING XUAN YAP

| BSc (Hons) in Accounting & Finance

| Head of Sponsorship, Student Concilium 2021/2022



*CONGRATULATIONS  
JING XUAN YAP, SILVER MEDALIST  
IN THE 20TH ASEAN UNIVERSITY  
GAMES FOR FENCING!*

Kudos to Sunway University Business School Student Concilium 2021/2022's Head of Sponsorship Department, Jing Xuan Yap for your achievement at the 2022 ASEAN University Games in Ubon Ratchathani, Thailand. Additionally, Jing Xuan is now striving toward qualifying for the Paris 2024 Olympics! We at Sunway University are incredibly proud of you and wish you nothing but great success, Jing Xuan!

## CATHERINE LAI HUI YI

| Doctor of Philosophy  
(Business)



**CONGRATULATIONS**  
**CATHERINE LAI FOR BEING ONE OF**  
**THE TOP 15 FINALISTS FOR MISS**  
**UNIVERSE MALAYSIA 2022!**

On March 29th, 2022, Catherine Lai was revealed as one of the top 15 finalists for Miss Universe Malaysia 2022, which is amongst the country's most prestigious beauty pageants. A phenomenal accomplishment by a phenomenal person. All the best to you, Catherine, and know that Sunway University is behind you 100 per cent!

## SENIOR INSPECTOR SHAHIRA NAJIA

| Master of Business Administration  
(Alumna, Class of 2021)



### *CONGRATULATIONS SENIOR INSPECTOR SHAHIRA NAJIA ON BEING AWARDED 'THE KESATRIA PASUKAN POLIS'!*

Let's applaud our alumna Inspector Shahira Najia who was awarded the Kesatria Pasukan Polis by Kebawah Duli Yang Maha Mulia (KDYMM) Seri Paduka Baginda Yang di-Pertuan Agong Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah Ibni Almarhum Sultan Haji Ahmad Shah Al-Musta'in Billah at a very special ceremony at Istana Negara on 2 December 2021! We thank you for your service to our beloved country, Malaysia.

## FARIS FIDA MOHAMMAD

| BSc (Hons) in Accounting & Finance  
(Alumnus, Class of 2019)



### *CONGRATULATIONS FARIS FIDA MOHAMMAD ON RECEIVING ECOVIS' SUPER SUPPORTER AWARD 2021!*

We are proud to announce that one of our prestigious alumni, Faris Fida Mohammad, has been recognised for his efforts at ECOVIS Saudi Arabia (ECOVIS AL SABTI) by being named Super Supporter for the year 2021. Congratulations Faris and good luck with all your future endeavours.



# CREDITS TO THE NEWSLETTER TEAM

## ADVISORS



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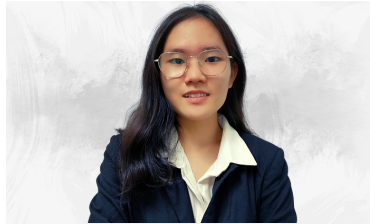
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2021/2022



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BSc (Hons) in Accounting  
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2021/2022



**MELISSA  
CHONG XHIN  
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Executive of Academic Relations  
Student Concilium  
2021/2022

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Head of Academic Relations  
Student Concilium  
2021/2022



**PAK  
KAI XIAN**

Head of Events  
Student Concilium  
2021/2022







**YAP  
JING XUAN**

Head of Sponsorship  
Student Concilium  
2021/2022




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-  sunwayubs

**SUNWAY UNIVERSITY BUSINESS  
SCHOOL STUDENT CONCILIUM**

-  @subsstudentsconcilium
-  @subsstudentconciliumofficial
-  subs student concilium






**ALUMNI RELATIONS & STUDENT  
PROFESSIONAL DEVELOPMENT**

-  SUBS Alumni (Undergraduate)
-  SUBS Alumni (Postgraduate)
-  SUBS Alumni (Student Concilium)



**SUNWAY UNIVERSITY BUSINESS  
SCHOOL STUDENTS HELPING HANDS**

-  @subsstudentshelpinghands
-  @subsstudentshelpinghands
-  subsstudentshelpinghands