



annual

2014

review

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Vice-Chancellor's Introduction



It gives me very great pleasure to introduce the Annual Review of Sunway University for 2014. In this document you will find much evidence of a dynamic, fast growing, and vibrant institution. In fact, it would be a significant understatement for me to say that this has been a very good year for Sunway University.

It has actually been a truly outstanding year, with many substantial achievements, not the least of which was a dramatic growth in total student enrolments of 22%. For the first time the total student body surpassed a head count of 4,000. The first year enrolment grew by 39% compared to the previous year, with the annual growth in the Business School, our largest faculty, being a staggering 56%.

This substantial annual growth has been achieved in the face of increasing competition and relatively low, if any, growth within many of our direct competitors. Sunway University is clearly doing something very right and appealing to the market.

Yet again, we received an excellent outcome in the biennial SETARA quality review undertaken by the Malaysian Qualifications Agency gaining 5 stars (“excellent”) in SETARA’ 13, demonstrating the consistently high quality of our academic provision, governance and academic processes. New international relationships were forged with World class universities, including Oxford, Cambridge and Trinity College Dublin, enabling our academics to work with the very best. It is by interacting with eminent academics globally that we shall take big steps forward in our ultimate goal of creating a new World class university for Malaysia, helping to build a knowledge-based economy for our nation and region.

Professor Graeme Wilkinson

Vice-Chancellor

Highlights of the Year

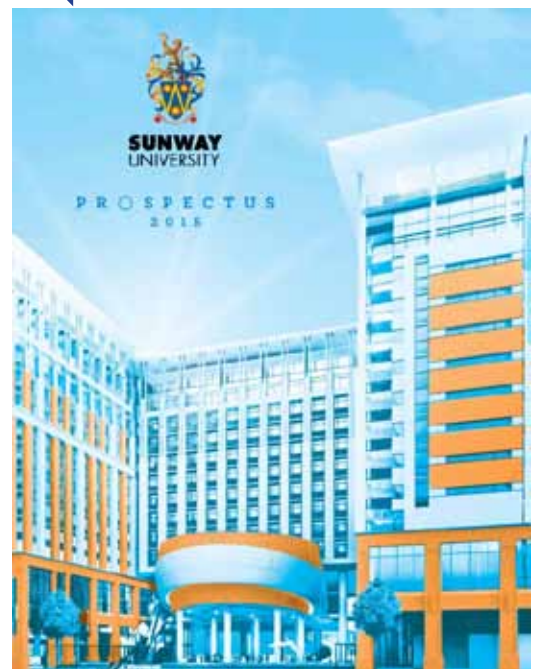
In many respects 2014 was an exceptionally good year for Sunway University. During the year the University grew substantially in size and standing and began to consolidate and expand its links and collaborations with World class international institutions. The total number of enrolled students passed the level of 4,000 for the first time. This is a level at which an institution can consider itself to have reached a critical mass of students. In addition, the University received further external validation of its overall quality and customer appeal. For the fourth time in a row, the University won the coveted Readers Digest Trusted Brand Gold Award. On top of that, for the third time in a row, the University achieved a result of 5-stars (“excellent”) in the SETARA’ 13 quality assessment exercise conducted by the Malaysian Qualifications Agency (MQA).

March saw the inauguration of the Jeffrey Cheah Institute on Southeast Asia (JCI), a brand new think tank dedicated to bringing the best minds to bear on issues concerning the development of the ASEAN nations. JCI has brought many benefits to Sunway University, in particular attracting top academics from around the globe to come to Sunway. Some of those academics accepted invitations to take up research professorships within the University, such as Professor Dwight Perkins from Harvard University.

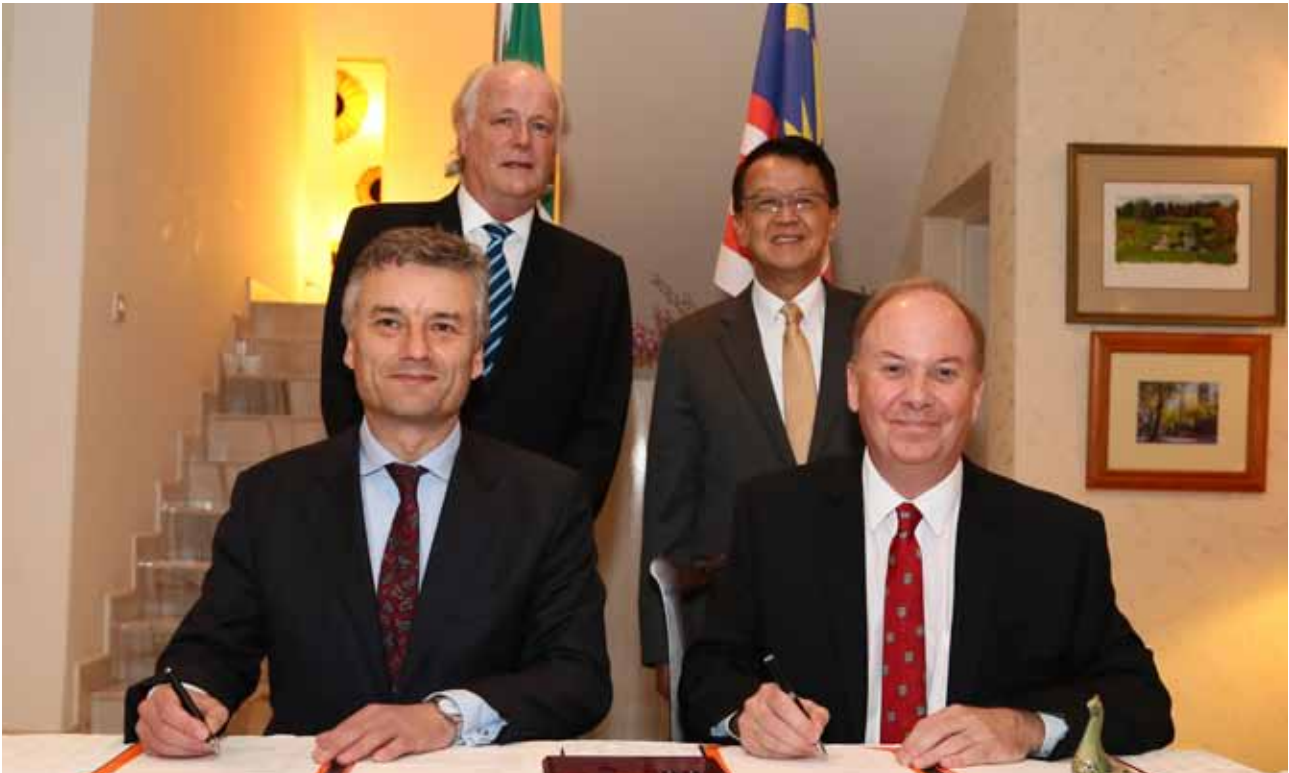
Also in March, the Business School launched the prestigious new MBA programme which is offered in partnership with Lancaster University Management School (LUMS). Under a validation partnership, students on the programme receive both a Sunway University MBA and a Lancaster University MBA. The latter is particularly prized because LUMS carries the triple accreditation from AMBA, EQUIS and AACSB – the top global accrediting bodies for MBA programmes and business schools.

Starting in May 2014, for the first time, the University launched a series of Professorial Lectures. These lectures are offered bimonthly and are aimed at the general public as well as at members of the University community. The objective is to enable the University’s most senior academics to present their latest research ideas and thinking to the wider community. The first lecture in the series was presented by the Vice-Chancellor on the subject of “Monitoring the Earth from Space – The Science of Satellite Remote Sensing”.

In June, the University launched for the first time its “Prospectus”, the first definitive catalogue of all its educational offerings in one comprehensive book. This has proven extremely popular with applicants.



The University's new Prospectus



The signing of the Memorandum of Understanding with Trinity College Dublin. From left to right: Professor Patrick Prendergast (Provost of Trinity College Dublin), His Excellency Mr Declan Kelly (The Ambassador of the Republic of Ireland to Malaysia), Tan Sri Dato' Seri Dr Jeffrey Cheah ^{AO} (Chancellor of Sunway University), and Professor Graeme Wilkinson (Vice-Chancellor of Sunway University).

In July, the University signed a Memorandum of Understanding with Trinity College Dublin to foster academic collaborations. Initial steps were taken on a collaboration in the areas of music and nursing, the former also in collaboration with the Royal Irish Academy of Music. In addition to the universities of Harvard, Cambridge, Oxford and Lancaster, Trinity College Dublin became the fifth institution in the global top 1% of universities to begin co-operation with Sunway University.

In October, the University graduated its largest cohort of new graduates ever, in the presence of the Vice-Chancellor of Lancaster University, UK. Also, in October the University organised a workshop on the potential of MOOCs (Massive Open Online Courses) as a means of enhancing teaching and learning. The workshop was led by Professor Abd Karim Alias, Director of the Centre for the Development of Academic Excellence at Universiti Sains Malaysia. This workshop represented the start of what is expected to be a long and fruitful engagement with MOOCs in student learning.

In November, the University's Chancellor, Tan Sri Dato' Seri Dr Jeffrey Cheah AO, made a philanthropic gift to Gonville and Caius College, Cambridge University, UK, to establish two professorial fellows in his name. Two eminent individuals in the biomedical sciences, namely Professor John Todd FRS and Professor Kay-Tee Khaw, were appointed to the professorial fellowships and will be making annual visits to Sunway to help develop our burgeoning research in biomedical sciences.



The inauguration of the Tan Sri Jeffrey Cheah Professorial Fellows, at Gonville and Caius College, Cambridge. From left to right: Professor John Todd FRS (Tan Sri Jeffrey Cheah Professorial Fellow), Tan Sri Dato' Seri Dr Jeffrey Cheah AO (Chancellor of Sunway University), Professor Kay-Tee Khaw (Tan Sri Jeffrey Cheah Professorial Fellow), Professor Jarlath Ronayne AM (Tan Sri Jeffrey Cheah Distinguished Professor, Sunway University).

In December, the Chancellor of the University, Tan Sri Dato' Seri Dr Jeffrey Cheah AO, signed a Joint Statement of Intent with the University of Oxford with the aim of establishing a long and productive academic partnership.

There were a number of senior staff changes in 2014. Professor Poh Chit Laa stood down as Dean of the Faculty of Science and Technology at the end of February to concentrate on her internationally leading anti-viral research. Professor Peter Heard, Deputy Vice-Chancellor for Research and Enterprise, took over the deanship as an additional responsibility. Professor Poh was promoted to the title of "Distinguished Professor" in recognition of her outstanding achievements in research. With the departure of Professor Colyn Gardner, Professor Pua Eng Chong, Deputy Vice-Chancellor (Academic), took over the deanship of the Sunway University Business School as an additional responsibility.

Associate Professor Dr Lee Ei Lee stood down as Acting Dean of the Faculty of Arts to become Associate Dean and Professor Sion Hughes took over the deanship. Professor Hughes has a wealth of experience in managing art schools in the UK and is himself a graduate from the UK's premier art school, the Royal College of Art. Following the appointments of the two Deputy Vice-Chancellors to the additional Dean's roles, Professor Glenda Crosling, formerly

Senior Academic Adviser, took on an additional responsibility as the Dean of Quality, the newly established role, to give senior, high level and quality oversight independent of the faculties.

As a result of the substantial benefaction to Harvard University in 2013 by the University's Chancellor, Tan Sri Dato' Seri Dr Jeffrey Cheah AO, the first round of travel grants were awarded to enable scholars from Harvard to visit Sunway University and vice versa leading to some very fruitful collaborative exchanges. Professor Poh Chit Laa, our leading virologist, visited Harvard in September and built extremely good links with Professor David Knipe who is the Director of the Postgraduate Virology Programme in Harvard Medical School and Professor Igor Koralnik who is the Chief of the Neuro Immunology programme at Harvard. As a result of the visit, there will be a two way exchange of academic staff, post-doctoral researchers and PhD students.

The record of highlights of 2014 would not be complete without mention of the University's New Building. Construction of the New University Building finished by the end of the year with the fit-out running into early 2015. The new building will provide approximately 800,000 square feet of new space and provides the opportunity for the University to establish itself as one of the premier institutions in terms of learning and research facilities.

University Governance

Membership of the Board of Directors in 2014

Tan Sri Dato' Seri Dr Jeffrey Cheah Fook Ling, AO
Tan Sri Dato' Dr R.V. Navaratnam
Tan Sri Datuk Seri Razman M. Hashim
Dato' Dr Chew Chee Kin
Dato' Dr Goh Cheng Teik
Dr Lee Weng Keng
Professor Graeme Wilkinson
Professor Jarlath Ronayne
Puan Sri Datin Seri Dr Susan Cheah Seok Cheng
Dr Elizabeth Lee
Tan Sri Dato' Dr Lin See Yan
Sarena Cheah Yean Tih (Alternate Director to Tan Sri Dato' Seri Dr Jeffrey Cheah Fook Ling, AO)

Membership of the Academic Senate in 2014

Chair - Vice-Chancellor Professor Graeme Wilkinson
Deputy Vice-Chancellor (Academic) & Dean, Professor Pua Eng Chong
Sunway University Business School
Deputy Vice-Chancellor (Research and Enterprise) Professor Peter Heard
& Dean, Faculty of Science and Technology
Secretary - Group Registrar Dr Khatijah Khalid
Tan Sri Jeffrey Cheah Distinguished Professor Professor Jarlath Ronayne
Distinguished Professor Professor Poh Chit Laa
Director, University Services Lim Tiew Ming
Dean of Quality Professor Glenda Crosling
Head, Academic Policy and Quality Assurance Siti Fariza Mohd Dahlan
Chief Librarian Wong Sook Jean

Sunway University Business School

Associate Dean, Director, Sunway Institute for Associate Professor Dr Foo Yin Fah
Social Entrepreneurship & Head, Department
of Accounting, Banking and Finance
Associate Dean & Head, Department of Marketing Professor Brian Imrie
Head, Department of Financial Mathematics Associate Professor Dr Ho Chee Kit
and Statistics
Head, Department of Law Paul Linus Andrews
Head, Department of Economics and Management Associate Professor Dr Wong Koi Nyen
Head, Centre for Tourism, Hospitality and Anisha Chai Mee Fong
Culinary Management

Faculty of Science and Technology

Head, Department of Psychology Professor Nigel Marsh
Head, Department of Information Systems and Dr Lau Sian Lun
Department of Computer Science & Networked Systems
Acting Head, Department of Biological Sciences Professor Nigel Marsh
Head, Centre for Innovation and Industry Linkages Associate Professor Dr Lim Tong Ming

Faculty of Arts

Dean	Professor Sion Hughes
Associate Dean and Head, Department of Communication and Liberal Arts	Associate Professor Dr Lee Ei Leen
Head, Department of Performance and Media	Leow Puay Tin
Head, Department of Art and Design	Augustine Wong Chung Howe
Head, Centre for English Language Studies	Professor Stephan Hall

Centre for American Education

Acting Head	Vikaneswari Shanmugam
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Appointed by the Board

Senior Executive Director, Sunway Education Group	Dr Elizabeth Lee
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Elected Members:

Academic Staff Representative	Elaine Yong
Academic Staff Representative	Vijaya Sooria
Postgraduate Student Representative	Mansoor Ebrahim
Undergraduate Student Representative	Teoh Han Ee

External and Invited Members

Pro Vice-Chancellor International, Lancaster University	Professor Steve Bradley
Director – Partnership Development (Representative for Pro Vice-Chancellor International, Lancaster University)	Dr Thomas Thornborrow

University Management Committee in 2014

Chair - Vice-Chancellor	Professor Graeme Wilkinson
Alternate Chair - Senior Executive Director, Sunway Education Group	Dr Elizabeth Lee
Chief Financial Officer	Ng Kok Cheng
Group Registrar	Dr Khatijah Khalid
Deputy Vice-Chancellor (Academic) & Dean, Sunway University Business School	Professor Pua Eng Chong
Deputy Vice-Chancellor (Research and Enterprise) & Dean, Faculty of Science and Technology	Professor Peter Heard
Dean, Faculty of Arts	Professor Sion Hughes
Director, Human Resources & Facilities	Betty Lai
Director, Operations	Tan Kheng Loon
Director, Marketing	Wong Lei Lei
Director, International Office	Lim Shui Chin
Director, IT Services	Tony Lee
Director, Students Services	Lee Siok Ping
Director, Strategy & Corporate Development (Monash University)	Lucas Tong
Director, Public Relations	Jerrine Koay
Director, University Services	Lim Tiew Ming
Head, Planning & Corporate Development	Preeti Nair

The Student Council

The Sunway University Student Council is the official channel of communication between the student community and the University and promotes the interests and welfare of students.

In 2014, the Student Council was very much involved in Student Welfare Committee meetings and Library Committee meetings, both chaired by the Vice-Chancellor. In addition, they also had meetings with Facilities Services and IT Services to raise students' concerns, as well as to provide thoughts and inputs regarding the University's services.

Soon after the Student Council Election in April, the council members organised a "Freshies Night" for new students, along with a Rave Party, which was the first of its kind organised at the University.

In May, a trip to Broga Hill was organised which was hugely successful. Following that in the same month, they created "The Board of Truth", where students provided feedback on their University experience by writing and pasting notes on a designated board.

Council members then discussed the issues and suggested possible solutions.

In July, with the support of the Vice-Chancellor, 2 Student Council EXCO leaders visited Lancaster University to meet with the Lancaster University Students' Union (LUSU). They shared ideas and good practices with the aim of emulating some of LUSU's successes.

Aside from these activities, the Student Council was also involved in organising the "Packathon Community Project" with Kechara Soup Kitchen where students helped pack boxes of food and delivered it to poor communities. They also organised events around the FIFA World Cup Festival, had their own "Ice Bucket Challenge" and their annual Cultural Night. In addition, the Student Council also organised a PC Fair that brought IT vendors of repute to Sunway University.

All in all, 2014 proved to be an eventful year for the student community.

Members of the 2014 Student Council

President	Teoh Han Ee
Vice-President	Regina Lee Jin Nah
General Secretary	Jonathan Yeoh Guan Aik
Treasurer	Ng Chian Pin
Extra-Curricular Affairs Director	Ong Shang Kheng
Academic Affairs Director	Ang Shuo Yan
Community Service Director	Kularetnam Vijayakumar
Student Welfare Director	Kasra Ettefagh (replaced Adrian Chia Yao Yit)
International Student Director	Thinesh Naidu
Advertising & Promotions Director	Boo Kean Siong



From left to right: Ong Shang Kheng, Kularetnam Vijayakumar, Thinesh Naidu, Ng Chian Pin, Teoh Han Ee, Regina Lee Jin Nah, Jonathan Yeoh Guan Aik, Boo Kean Siong, Adrian Chia (replaced by Kasra Ettefagh), Ang Shuo Yan.

Senior Appointments

Professor

Professor Sion Llwyd Hughes, Dean - Faculty of Arts
commenced on 3 March 2014

Associate Professors

Associate Professor Dr Heng Boon Chin, Alexis, Department of Biological Sciences
Faculty of Science and Technology, commenced on 15 January 2014

Associate Professor Dr Shyamala Ratnayeke, Department of Biological Sciences
Faculty of Science and Technology, commenced on 11 August 2014

Associate Professor Dr Lim Lee Wei, Department of Biological Sciences
Faculty of Science and Technology, commenced on 1 December 2014

Headship

Doreen M John, Head of Partnerships and Student Engagement
Centre for American Education, commenced on 2 September 2014

Academic Developments

The University Strategic Plan (2012-2019) continued to steer academic development initiatives of the University in 2014. The University Teaching and Learning Plan that was introduced in 2014 translates the University strategy into educational directions, which are currently being implemented. A significant achievement during the year was the improved rating scores achieved in the national rating exercise for Higher Education Institutions in Malaysia (SETARA'13). Sunway University retained its Tier 5 (Excellent) rating in the 2013 exercise. This is the highest rating awarded to any Higher Education Institution in Malaysia, once again confirming the quality of the institution. A total of 53 universities and university colleges participated in the review exercise.

To support the University in its delivery of elite education and graduate employability, programme monitoring and review exercises were conducted across the University. Several 'task force' groups were also established to explore ways that the educational experience and students' academic achievement can be enhanced. Topics included the University's assessment and examination practices, 'blended' learning approaches, the learning support available for students, and graduate employability.

A mechanism adopted by the University to gauge students' satisfaction with their academic programme as well as their experience with university services and facilities is the use of student surveys. In 2014, a new version of the student evaluation of their subjects and teaching was implemented in pilot form, as well as the university-wide Student Experience Survey. The results of such surveys inform the Faculties and the University of areas of satisfaction and areas for improvement and enhancement. This year has also seen a more focused effort to enhance the student learning experience.

The University continues to provide educational development programmes and resources for academic staff to enhance the quality of educational programmes, in the light of latest theoretical, best practice and innovative approaches. Through these activities, the culture of continuous quality improvement is constantly promoted in academic and administrative departments.

Programme Monitoring and Review

In 2014, both Annual Teaching Reviews (ATR) and Periodic Quality Reviews (PQR) were carried out to monitor the quality and standards of Sunway University programmes. As part of the ATR, 13 academic departments undertook a reflective self-review of all their programmes. Based on these reviews, areas of best practices across the University were identified as well as some areas for further enhancement of academic standards.

Besides the ATR, the following programmes from the Department of Art and Design, the Centre for Tourism, Hospitality and Culinary Management and the Centre for American Education were reviewed in the PQR exercise:

- Bachelor of Science (Honours) in International Hospitality Management
- American Degree Transfer Programme (Science and Engineering)
- Diploma in Fine Arts
- Diploma in Graphic and Multimedia Design
- Diploma in Interior Design

The PQR panel including members external to the University and the faculty of the programme under review, concluded that the University can have full confidence in the integrity and quality of the academic programmes offered by the department and centres that were reviewed. The panel also concluded that the department and centres met the requirements of the Malaysian Qualifications Agency (MQA) programme standards as well as the Code of Practice for Programme Accreditation (COPPA).

Enhancement of Student Learning

Several task force groups comprising representatives from faculties and relevant administrative areas of the University were established in 2014 with a view to enhancing the quality of the University's education and, ultimately, leading to increased graduate employability. The Grade Distribution Task Force reviewed the grade achievements of students in their subjects and investigated ways in which the University can support its students to enhance their academic achievements and ultimately, their overall performance for the award. The outcomes include the reinforcement of the roles of Assessment Boards, review of assessment load across subjects and programmes, establishment of assessment guidelines, and improvement in the implementation of Outcome Based Education (OBE).

The Assessment and Examination Task Force reviewed the University's assessment and examination practices in line with best practices in assessment delivery. It also considered the sufficiency of support provided to students in their preparation for examinations and introduced assessment guidelines for adoption by faculties.

The existing employability support provided by the University was examined by the Graduate Employability Task Force, along with feedback obtained from students via focus group meetings. While students generally agreed that their internship and the support provided by the Faculty and the Student Services Department was a positive experience, the Task Force recommended the strengthening of this experience through several initiatives, which include intensifying employers' engagement in the curriculum, a strategic development of soft-skills, creation of academic/professional support networks through social media, and the establishment of a framework for the development of Professional Development Portfolios for undergraduate students at the University.

Student Experience Survey

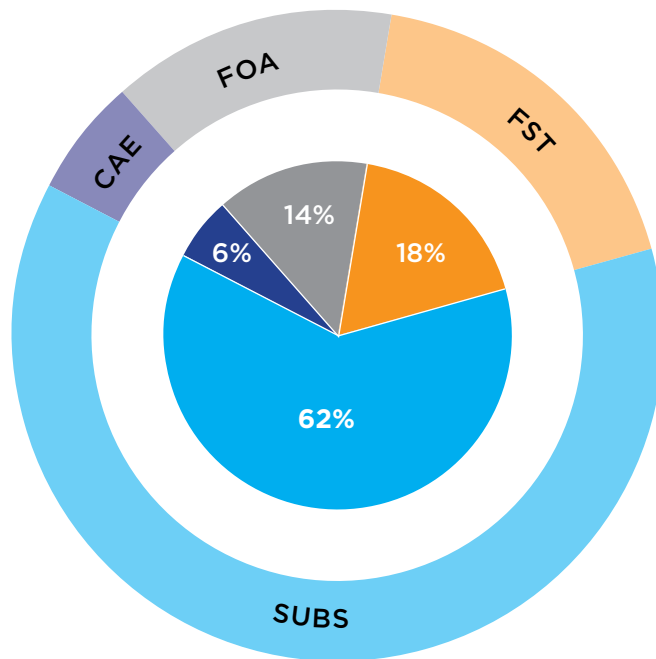
In line with the University's aim to create an outstanding student experience, student feedback is obtained via the surveys of the student evaluation of subjects and teaching and the Student Experience Survey (SES). The former surveys are administered for all subjects every semester that they operate. The results of such surveys provide feedback to the University for its plan to establish one of the highest quality student experiences in Malaysia, so that Sunway University is recognised not only for its academic quality but also for its outstanding support services and facilities.

The SES 2013 (Conducted from October to December 2013) gauges satisfaction in the areas of curriculum, evaluation system, teaching staff, skills acquisition, facilities provision and career guidance services. A total of 2054 students (64%) responded to the survey. The findings showed that students were very satisfied with their overall programme learning experience at the University. There was a 36% increase in the number of students who indicated they were satisfied with the programme, compared to the previous survey conducted in 2011. Areas for improvement were identified from student feedback comments and channelled to the respective academic and administrative departments for further action.

Teaching and Learning Development Programmes

The postgraduate Certificate in Academic Practice (CAP) offered by Lancaster University (LU) continued in 2014 and was taken by 31 academic staff of Sunway University (11 of which were new enrolments in 2014). Staff from LU visited Sunway University for 2 periods in 2014 to provide face to face teaching, and relevant academic staff from Sunway University were trained to provide support for the staff undertaking CAP in the periods between the visits of LU staff. In addition to CAP, the Educational Development Programme saw 23 staff visit LU for a 5-day training programme early in 2014. In response to emerging interest among university staff in blended learning, (the incorporation of electronic educational delivery approaches with face to face teaching) an expert from Australia in blended learning approaches held seminars and led the development of electronic teaching and learning resources through a group of interested participants from across the University faculties. A forum and roundtable was conducted on the use of Massive Open Online Courseware (MOOCs) and e-learning resources at the University. Attended by 26 staff including university academic leaders, the outcome was a set of guidelines for the University as it goes forward with the development of blended learning approaches.

Faculty Highlights



Student Numbers - Percentage by Faculty in 2014

FACULTY OF ARTS



The Faculty of Arts (FOA) comprises three academic departments – Department of Art and Design; Department of Performance and Media; Department of Communication and Liberal Arts – and the Centre for English Language Studies with a total of 51 academic staff and 13 administrative staff. The Faculty’s mission is to provide a dynamic creative climate which provides stimulating thought provoking challenges for students led by teams of research active academics who are at the leading edge of their subject. Facilities are first class and integrated enabling a resource and inter-disciplinary approach which is international in its outlook.

Curriculum content is developed in close association with Lancaster University (LU) and reflects the very latest trends and approaches within the creative and cultural industries. The Faculty prepares its graduates to be the influence formers of the mid-20th Century, as producers, performers, writers, artists and designers.

In 2014, Augustine Wong was appointed as Head of the Department of Art and Design. Augustine has a wealth of experience both as an academic and as a practitioner.

FOA has a dynamic and complimentary team of expert staff from different academic and industrial background and they contribute to an extensive range of research areas given the Faculty’s wide portfolio of expertise. The Faculty strongly believes that good practice in teaching principally means a strategy that is innovation driven, inter-disciplinary and research led, delivered through a reflective, problem solving and practice based approach.

FACULTY OF SCIENCE AND TECHNOLOGY



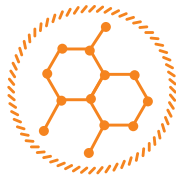
The Faculty of Science and Technology (FST) has developed a reputation for offering innovative programmes and producing industry-ready students. The Faculty comprises five academic departments - Department of Biological Sciences, Department of Computer Science & Networked Systems, Department of Information Systems, Department of Nursing as well as the Department of Psychology with a total of 54 academic staff and 13 administrative staff. 57% academic staff hold doctoral degrees. The Faculty grew by 10% in 2014, as a result of strong student recruitment - new enrolments were up over 16% on the previous year.

The Faculty launched two programmes in 2014, namely the MSc in Life Sciences and the Diploma in Nursing. Currently, proposals for the new degree programmes, namely BSc (Hons) Information Systems (Business Analytics), BSc (Hons) Information Systems (Smart Technology) with Entrepreneurship and BSc (Hons) Information Technology (Computer Networking and Security) are under review by the Malaysian Qualifications Agency (MQA) and Ministry of Education (MOE).

A poster presentation given by final-year Computing students was held on 7 October. Posters were displayed for review by other students and by external experts, including industrial practitioners and academics. The posters presented a summary of ideas generated by the students, and showed various aspects of a smart city concept, addressing some of the problems faced in today's increasingly urban world.



Thirteen Computing students went on a study trip to Hung Kuang University, Taiwan from 12-21 October. The aim of the trip was to enrich the students' learning experience, through the development of crucial skills such as self-discipline, time management, teamwork and leadership. Students attended classes and were given the opportunity to join in research projects, supervised by the Hung Kuang lecturers.



The IET International Conference on Frontiers of Communications, Networks and Applications (ICFCNA) is a conference jointly organised by researchers and practitioners from both academia and industry to promote scientific research in communications, networks and applications. Sunway University was proud to co-organise the conference in 2014, which was held at Sunway Resort Hotel from 3-5 November. The conference line-up included lectures and over 30 technical paper presentations in the areas of communications, networks and applications.



The Counselling Unit of the Student Services Department, Sunway University, in collaboration with the Peer Counselling Volunteers and the Sunway University Psychology Club, jointly hosted the Peer Counselling Conference 2014 on 8 and 9 May. The conference theme was "A Heart of Compassion, A World of Difference", reflecting the mission and objectives of the conference. The 2-day conference comprised keynote address and workshops on each day, each delivered by respected professionals in their field, as well as a forum and an open discussion session.

BioMalaysia & Bioeconomy Asia Pacific 2014 is an annual biotechnology conference & exhibition event. The 2014 event, which took place on 21 November at the Kuala Lumpur Convention Centre (KLCC), was attended by over 50 Sunway students, from our BSc (Hons) Biology with Psychology & BSc (Hons) in Medical Biotechnology programmes, together with their lecturers. Those attending the event gained insights on the latest biomedical research, undertaken both within Malaysia and internationally,

and to meet with subject experts from the industry, helping them to see how the knowledge and skills they learn during their degree programme are applied in the workplace.

The Faculty's Industry Advisory Board (IAB) Meetings were held on 27 June and 21 November, to get advice and guidance from industry partners. The advice received from industry partners helps the Faculty to develop the right programmes, with graduates that have the right skills needed for employment. The Faculty will develop an action plan in 2015 for future programme development, which incorporates other feedback from the IAB.

An "Up Close and Personal session" with FST Alumni was organised on 9 October. The event was attended by 80 Sunwayians who had the opportunity to meet up and interact with the guest alumni. The guest alumni shared and exchanged experiences, ideas and insights on all aspects of career and education, and included presentations and Q&A sessions.



Sunway University Business School (SUBS) is the largest of the 3 faculties at Sunway University. The School consists of 5 discipline-oriented academic departments (Accounting, Banking and Finance; Economics and Management; Financial Mathematics and Statistics; Law; and Marketing) as well as the Centre for Tourism, Hospitality and Culinary Management, and the Sunway Institute for Social Entrepreneurship.

In 2014, the Business School accounted for 62% of the University's total student population and is growing in popularity. New student intake grew by 56% compared to the previous year.

The School experienced excellent growth in 2014 with a 56% rise in the new student intake and 35% rise in the overall student population.

In an effort to expand the portfolio of the Business School programmes, 9 new programmes were developed in 2014. Three of the new programmes BSc (Hons) Marketing, BSc (Hons) Financial Analysis and BSc (Hons) Financial Economics are scheduled to be launched in 2015. The MBA, validated by LU, was launched in April 2014. Additionally, 11 business law-related modules were developed for interdisciplinary programmes within the broader university.

In fulfilling the Business School's ambitions to create greater diversity in the Faculty, 8 articulation agreements were signed with colleges and universities, creating pathways for diploma graduates to join current suite of degree programmes with a Year 1 exemption. A Memorandum of Understanding was also signed between Sunway University and the University of Kent in the UK for a 1+2 transfer option for students in the the BSc (Hons) in Actuarial Studies programme.

In order to enhance student learning, 6 teaching staff implemented blended learning into their Accounting, Business, Finance, Law and Marketing curriculum in 2014. This initiative focused on enhancing interaction, while acknowledging the different learning styles of students. Further initiatives undertaken to support students in learning and adapting to the University environment include the Mentor-Mentee initiative, and the launch of a Peer Assisted Learning scheme.

To expose students to a variety of business thought leaders, the Business School arranged a series of non-classroom activities in the academic year. These include talks by practitioners and professors, visits to universities and organisations both in Malaysia and overseas. The overseas opportunities include business students participating in the Lancaster University Summer Programme and visits to Hong Kong Polytechnic University for the hospitality and tourism students. Another 16 hospitality students participated in the Malaysia Business Events Week at the Pullman Hotel in Kuala Lumpur organised by the Malaysia Convention & Exhibition Bureau (MyCEB). MyCEB's Malaysia Business Events Week is the platform for local players and stakeholders in the business events industry, to exchange ideas, innovate and network.

A 'Sunway Business Leadership Camp' in collaboration with Sunway Group was also organised in October 2014. This initiative provided a challenging series of business leadership activities expanding the horizons and demonstrating the capabilities of our students. It is proposed that this initiative will be expanded in 2015.

These initiatives to enhance student experience appear to be paying a dividend, with the School's students' retention rate being over 90% in both the undergraduate and postgraduate programmes.

The School has recruited a senior management staff member to champion enterprise and internship activities for students. Through this position, the Business School is demonstrably engaging with the broader business community to create opportunities for the University's community of scholars, both staff and students. It is envisioned that in addition to enhancing the employability of our graduates, this initiative will lead to greater opportunities for applied research endeavors.

To establish a larger global footprint for the Business School, the Department of Financial Mathematics and Statistics co-organised the "International Conference on Quantitative Science and its applications" with Universiti Utara Malaysia in August 2014 at Pulau Langkawi, Malaysia. Meanwhile, the Centre for Tourism, Hospitality and Culinary Management was commissioned by the Regal Orchestra Sendirian Berhad to organise an instrumental performance, "Night of GuZheng Dialogue 3" in Kuala Lumpur.

Supporting the aspirations of the Business School to have international recognition, the School became a member of, AACSB International - The Association to Advance Collegiate Schools of Business. This is the premier global accreditation body that focuses upon advancing quality education in management.

Malaysians had been troubled by the country's mixed fortunes in 2014, especially by the news of the missing MH370 plane. The School's Students Concilium organised a charity fun run to encourage people to remain hopeful as a nation. The charity event "Run for Hope" attracted over 1000 participants and funds collected were donated to 2 charity homes; Klang Utama Caring Home and the Mother Teresa Reading Shelter.

Consistent with our aim to attract and retain more high quality staff, Dr Brian Imrie was promoted to Professorial Teaching Fellow in 2014. He, along with



Dr Foo Yin Fah, were subsequently also appointed as Associate Deans to contribute to the leadership of the Business School. Additionally, a total of 5 academic staff from LU were appointed as Adjunct Professors or Visiting Lecturers for the MBA programme.

In an effort to invest in staff development and enhance staff retention, the School provided support for several staff to attend training programmes on teaching and learning, and pursue self-development opportunities such as their doctorate studies or professional certification. Within the academic year the School had a total of 23 academic staff pursuing doctorate degrees, with 11 staff enrolled in the Certificate of Academic Practice delivered by LU.

Academic staff from the Department of Law, Dr William Eng Yong Keong received “The Best Paper Award” titled ‘The use of importance-performance analysis (IPA) in evaluating Web 2.0 technologies in Malaysian retail-chain business’ at the AFAP International Conference on Entrepreneurship and Business Management in University Technology Malaysia in June 2014. Associate Professor Dr Tan Teck Hong from Department of Economics and Management was awarded “The Best Professor in Management and Economics” at the Asia’s Best B-School Awards by World Education Congress, CMO Asia and the CMO Council in August 2014.

In conclusion, SUBS experienced tremendous growth in 2014 and with its continued affiliation with AACSB International, and collaborative relationship with LU, is poised to further establish its position as a leading Business School in the region.

CENTRE FOR AMERICAN EDUCATION



The Centre for American Education (CAE) was established as a University Centre in 2013 to better facilitate and manage the delivery of our American Degree Transfer Programme (ADTP), which has been operating successfully since 1987. CAE brings together the best elements of the American university model; discussion-based classes; a highly interactive environment between students and faculty, placing a special emphasis on critical and autonomous learning.

In 2014, over 100 students transferred to universities in the United States and Canada, out of which 75 students were admitted to top 200 US universities. More than 20 students received scholarships from US universities, amounting to over USD 200,000 in total.

With the growing reputation of the ADTP at Sunway University, students have successfully transferred to other prominent international universities, including universities in the United Kingdom, Australia and New Zealand. The Centre continues to work closely with the University Placement Office and organises workshops on US application procedures and pre-departure briefings. In 2014, the Centre also hosted visits, presentations and exhibitions by more than 60 universities from the US. Sunway University continues to work with our partners to introduce an increasing number of articulation agreements, allowing our students to progress seamlessly into an ever greater number of universities in the US.

Research Highlights

Faculty of Arts

The principal research areas in the Department of Communication and Liberal Arts include minority languages and cultural studies; sociolinguistics; face & identity; media studies; the effectiveness of graphic media in advertisements; social media as well as discourse analysis. Staff from the Centre for English Language Studies are driving new initiatives in pedagogy and teacher education – particularly best practices as applied to applied linguistics – the teaching of English, and L2 (second language) together with assessment methods. Academic staff within Art and Design and Performance and Media are active within their own professional domains as artists, designers and performers constantly producing innovative and contemporary content which has international exposure.

Faculty of Science and Technology

In 2014, the Faculty of Science and Technology (FST) Research Groups attracted over RM270,000 in external research grants, together with over RM573,000, from Sunway University's own internal grant scheme. FST staff published 23 papers in international, peer-reviewed journals, and 21 peer-reviewed international conference papers.

Research areas in the Department of Computer Science and Networked Systems range from Affective Computing and Artificial Intelligence to Data Analytics and Data Mining. In the Department of Biological Sciences, there is strong research emphasis in Behavioural Neuroscience, Cancer Biology, Nanotechnology and Stem Cells. While the Department of Psychology focuses on research areas that range from Clinical Neuropsychology and Child Social Emotional Development to Industrial and Organisational Psychology related Issues.

Sunway University Business School

Academic staff in the Business School are active researchers and have secured over RM360,000 grants from public universities such as Universiti Sains Malaysia, Universiti Kebangsaan Malaysia and Universiti Utara Malaysia. In 2015, the Business School had 16 researchers collectively publish 64 journals, of which 12 were ISI/SCOPUS-Indexed, 19 were non-ISI and 33 were Conference Papers.

The School has strong research collaborations with universities locally and internationally such as Australian National University, Cankaya University in Turkey, University of Johannesburg in South Africa and Hong Kong Polytechnic University in Hong Kong. The School also has research collaborations with Malaysia's Central Bank – Bank Negara in the areas of Economics and with Social Enterprise Alliance Malaysia in the area of Social Entrepreneurship.

Research Grants

Internal Grants Awarded in 2014

Principal Investigator	Project Title	Amount Awarded (RM)	Duration (months)
Professor David Ngo	Machine Learning for Automated Trading (PhD studentship project)	106,000	36
Professor Poh Chit Laa	Treatment for EV 71 Infection by the Combination of Two Different Classes of Antiviral Agents in Rhabdomyosarcoma (RD) Cells and In vivo in the Murine Model	78,000	12
Professor Poh Chit Laa	Rational Design of Live Attenuated EV71 Vaccine by Site Directed Mutations in Comparison with Deletion in the 5' Non-coding Region	83,500	12
Associate Professor Dr Alexis Heng Boon Chin	Stem cell-derived neurons as in vitro cellular models for pharmacological, toxicological and infectious disease screening	70,000	12
Associate Professor Dr Lee Ei Leen	Investigating Language Loss in the Hubei Speech Community, Malaysia	26,100	12
Associate Professor Dr Yap Kian Meng	Exploring A new Smart Adaptive Technology for Manipulation of Force Feedback Mobile Tele-Robotic over Networked Cloud Architecture	116,000	12
Associate Professor Dr Yau Kok Lim	A Cluster-based routing Scheme with enhanced Cluster maintenance and Trade-off Regulation for Cognitive Radio Networks: A Simulation Study	24,000	12
Associate Professor Dr Yau Kok Lim	A Cluster-based routing Scheme for Cognitive Radio Networks: A Proof of Concept Implementation	68,702	12
Dr Cheng Boon Liat	Service Recovery and Customer's Post-Behavioural Actions: Evidence from the Hotel Industry in Malaysia	26,000	12
Dr Ch'ng Sue Inn	Estimating Free Space in Lifts	27,500	12
Dr Lau Sian Lun	Applying SAX-based Time Series Analysis to Classify EEG Signal using a COTS EEG Device	31,600	12
Dr Pu Chuan Chin	A Mechanism for Authentication in Digital Signature Using Location Verification	29,680	12
Dr Sakineh Mofrad	Parenting and Child Outcomes	36,500	12
Dr Teh Phoey Lee	User Sentiment Measurement on the Mobile Platform Share and Re-shared Perspective of Products in Global Social Commerce	49,200	12
Angela Lee Siew Hoong	A Study on the Adoption of Social Enterprise Knowledge Systems using A Conceptual "Task Categorisation - Knowledge Sharing Tools Fit" (TCKST) Model	60,232	12

Internal Grants Awarded in 2014 (continued)

Principal Investigator	Project Title	Amount Awarded (RM)	Duration (months)
Catherine Lee Cheng Ean	Uses and Implications of Facebook for Teaching and Learning in Higher Education	31,600	12
Chin Teck Min	A Time Constraint Bootstrap Model for Re-Appearing Private Overlay Network Architecture	30,000	12
Elaine Yong	Impact of the Bricks4Kidz Programme on Visual-Spatial and Related Abilities in Young (Aged 4-6 Years) Children	30,170	12
Tan Siew Imm	The Penang Hokkien-English Dictionary (sabbatical project)	27,844	3
Thomas Nygren	The Effectiveness of Peer-Provided Error Feedback in Improving Academic Writing	5,100	9

External Grants Awarded in 2014

Principal Investigator	Project Title	Funding Body	Amount Awarded (RM)	Duration (months)
Associate Professor Dr Alexis Heng Boon Chin	Stem cell-derived neurons as in vitro cellular models for pharmacological, toxicological and infectious disease screening	MOE -FRGS	137,800	30
Associate Professor Dr Yau Kok Lim	Reinforcement Learning Model and Algorithm for Trust and Reputation Management to Counter Advanced and Complex Attacks in Wireless Networks	MOE -FRGS	51,700	24
Dr Lau Sian Lun	Indoor Global Positioning System	SUNWAY BERHAD	100,000	12
Dr Wong Siew Fan	'Who has the rights to my data?': A Model of Consumer Privacy Boundary Management	MOE-FRGS	82,050	18
Dr Tang Yin Quan	Rational Design of Live Attenuated EV71 Vaccine by Site Directed Mutations in comparison with deletion in the 5' Non-coding region	MOE -FRGS	114,000	24
Angela Lee Siew Hoong	Social Enterprise Knowledge	SUNWAY BERHAD	100,000	12
Leow Puay Tin	New Malaysian Works Production for a New Script	NCAD	100,000	12

FRGS: Fundamental Research Grant Scheme
 MOE: Ministry of Education
 NCAD: National Culture and Arts Department

Student Experience: Summer Programme

The Sunway-Lancaster Summer Programme has been running successfully since 2011, with an increasing number of both out-bound and in-bound students annually. The purpose of the 3-week programme is to give participants exposure to business, government, volunteerism, academics and culture (in the context of both the UK and Malaysia). With these opportunities, it is hoped that the participants will develop strong international networks as they move towards building a career.

In March, 4 Student Ambassadors and 3 Chancellors Scholars visited LU to gain cross-cultural and leadership experience in the UK. During their time in Lancaster, they participated in volunteering activities, collaborated with many student organisations on campus, attended lectures, and also visited London and Manchester. Upon their return to Malaysia, they served as student coordinators for the in-bound Summer Programme and spearheaded the 'Buddy Programme'.

The out-bound Summer Programme hosted at Lancaster University was held from 19 July to 10 August 2014. There were 61 students who participated in this programme. This represents an almost 25% increase in student participation compared to the previous year. A key highlight of the Summer Programme 2014 was the fact that students were able to earn 3 credits towards the MPU4 "Community Service" Module by participating in the programme and thereafter completing the coursework requirements. Other activities of interest during the 3 weeks were the networking event in London, green volunteering activities, getting to know their buddies, and visiting Lake District and Old Trafford.

A reciprocal programme was hosted by Sunway University from 2-20 September 2014 with 42 Lancaster students coming over to Malaysia. The highlights for the in-bound programme were the volunteering activities with children, the food tour, visit to local industries, and the homestay at a local village. As a result of this in-bound programme, the Lancaster students built a long-term partnership with one of the local NGOs that they worked with, and will raise awareness for this cause on their campus.

Lancaster University students after their visit around Kuala Lumpur



Prizes and Awards

Awards and notable achievements of Sunway University staff and students in 2014

Centre for American Education

Name Award(s)	Ching Jyh Yeong, Brian Gold (Swimming, Freestyle Relay), Silver (Swimming, Medley Relay), MASISWA
Name Award(s)	Dayang Khairuniza Gold (Bowling, Women's Team), Silver (Bowling, Women Singles, Women Doubles, Women's Masters, Women All Event), MASISWA Bronze (Bowling) Women's Masters in the 48 th Penang International Bowling Championship, Runner-Up and 2 nd Runner-Up in Astro 38 th Malaysian National
Name Award(s)	Jacqueline Sijore Gold (Bowling, Women's Doubles, Women's Team), Bronze (Bowling, Women's Masters, Women's All Event), MASISWA
Name Award(s)	Kok Cher Ling Best Swimmer (Female), MASISWA, Gold (Swimming), Bronze (Swimming), SUKMA, Gold (Swimming), MAPCU, Gold (Swimming), MASISWA, Bronze (Swimming), Asean University Games in Palembang, Indonesia
Name Award(s)	Loi Sheng How Bronze (Badminton, Mixed Doubles), MASISWA
Name Award(s)	Sin Li Jane Winner (Bowling), Euro Med Storm International Masters (Phillipines), Winner (Bowling), Singapore Open, Winner (Bowling), Astro 38 th Malaysian National Championships, Silver (Bowling, Ladies Doubles), 2014 Asian Games in South Korea, 1 st Runner-Up (Bowling), QubicaAMF World Cup in Poland
Name Award(s)	Teo Chu Yun Winner (Basketball), SEABA Tournament (South East Asia Basketball Association), Indonesia
Name Award(s)	Victoria Chin Gold (Bowling, Ladies Team Event), Bronze (Ladies Team Event), SUKMA, Gold (Bowling, Women's Singles, Women's Doubles, Women's Team, Women's Masters, Women's All Event), MASISWA, Gold (Bowling, Ladies Team Event) in the 27 th Interstate Championship, Winner (Bowling), 16 th MILO International Junior All Stars Bowling Competition, Winner (Bowling), 40 th Hong Kong International Open 2014

Centre for Tourism, Hospitality and Culinary Management

Name Award(s)	Allison Chin Li Jing Champion (Most Outstanding Greenhorn Pastry Chef Award), Gold (Practical - California Raisins Sweet Sensation), Silver (Display - Confectionary, Bronze (Practical - Dress a 2 Tier Cake), Diploma Award (Display - Plated Dessert (Asian / Continental)), Battle of the Chefs 2014
Name Award(s)	Allen Lim Fuye Silver (Practical - Main Course IV (Lamb)), Battle of the Chefs 2014

Name Award(s)	Beh Keah Ngoh Silver (Practical – Main Course I (Poultry Duck, Chicken & Game either alone or as a combination), Bronze (Practical – Main Course III (Fish/Seafood, either alone or as a combination), Battle of the Chefs 2014
Name Award(s)	Chinara Abdrakhmanova Silver (Practical – Hot Pasta Dish Challenge), Battle of the Chefs 2014
Name Award(s)	Evelyn Chung Hui Jin Bronze (Practical – Dress a 2 Tier Cake), Battle of the Chefs 2014
Name Award(s)	Kelvin Lau King Chai Bronze (Practical – Main Course I (Poultry Duck, Chicken & Game, either alone or as a combination)), Battle of the Chefs 2014
Name Award(s)	Lee Kai Sean Bronze (Display – Pastry Art Showpiece I Chocolate Works), Battle of the Chefs 2014
Name Award(s)	Low Wai Mun Silver (Practical – Main Course III (Fish/Seafood, either alone or as a combination)), Battle of the Chefs 2014
Name Award(s)	Queeny Cheong Peg Gie Bronze (Practical – Main Course III (Fish/Seafood, either alone or as a combination)), Battle of the Chefs 2014
Name Award(s)	Rizzuan Ariff Bin Ramli Silver (Practical – Main Course IV (Lamb)), Battle of the Chefs 2014
Name Award(s)	Teoh Zhi Hau Silver (Practical – Main Course III (Fish/Seafood, either alone or as a combination)), Battle of the Chefs 2014
Name Award(s)	Tang Yi Tyng 1 st Runner-Up (Cocktail Category), Ultimate Monin Student Cup 2014
Name Award(s)	Nguyen Hong Ngoc 1 st Runner-Up (Mocktail Category), Ultimate Monin Student Cup 2014
Name Award(s)	Yap Jiun Kiat 2 nd Runner-Up (Mocktail Category), Ultimate Monin Student Cup 2014
Name Award(s)	Lee Siaw Teng Champion (Dishes Preparation), Runner-Up (Best Power Point Presentation), MLA Young Chef Scholarship Challenge
Name Award(s)	Pham Xuan Quyet Champion (Dishes Preparation), Runner-Up (Best Power Point Presentation), MLA Young Chef Scholarship Challenge

Name Award(s)	Lee Kai Sean Champion (Best Power Point Presentation), Runner-Up (Dishes Preparation), MLA Young Chef Scholarship Challenge
Name Award(s)	Jessica Chang Chek Zue Champion (Best Power Point Presentation), Runner-Up (Dishes Preparation), MLA Young Chef Scholarship Challenge
Name Award(s)	Evelyn Chung Hui Jin, Low Wai Mun, Queeny Cheong Peg Gie Gold Medal, Food and Hotel Asia (FHA) 2014 Culinary Challenge
Name Award(s)	Allen Lim Fuye, Allison Chin Li Jing, Lai Weng Choon Silver Medal, Food and Hotel Asia (FHA) 2014 Culinary Challenge
Name Award(s)	Jessica Chang Chek Zue Champion, Nescafe Milano Coffee Challenge
Name Award(s)	Pham Xuan Quyet 1 st Runner-Up, Nescafe Milano Coffee Challenge
Name Award(s)	Chong Wei Tzeh Bronze (Display – Confectionary), Bronze (Practical – California Raisins Sweet Sensation), Bronze (Display – Pastry Showpiece II Sugar Works), Asia Food Festival 2014, Penang
Name Award(s)	Lee Han Ying 1 st Runner-Up (Nestle Docello Dessert Challenge), Asia Food Festival 2014, Penang
Name Award(s)	Lee Han Ying Diploma Award (Practical – Nestle Docello Desserts Challenge (Malaysian only)), Asia Food Festival 2014, Penang
Name Award(s)	Chong Wei Tzeh Bronze Medal, Food and Hotel Asia (FHA) 2014 Culinary Challenge
Name Award(s)	Chong Ka Leong Coach of the Year, Nescafe Milano Coffee Challenge

Faculty of Arts

Name Award(s)	Sammy Chong Poh Chin (1 st prize), Shannon Chan Ziali (2 nd prize), Eleanor Lim Hooi Ling (consolation prize), Yeoh Kean Thai (consolation prize) 1 st , 2 nd and 2 Consolation Prizes, Starbucks Art on A Cup Competition 2014
Name Award(s)	Chai Xin Ting 2 nd Prize, DULUX “Unlocking the Potential Of Colours” CONTEST 2014
Name Award(s)	Shazwina Mohamad Manmohan Consolation Prize, Tanjong Heritage Art Competition 2014

Name Award(s)	Thurgeshwaren Rajendran, Yarishini Devi Veerayah, Roshine Thinagaran 1 st Prize, Palace of Golden Horses Hotel Kolam Art Competition 2014
Name Award(s)	Bryan Soh Mun Hon, Jason Robert Roper, Mod Khairi Firdaus Ali, Melina Petrima Waland, Ng Ming Ching, Chow Yee Lee, Wong Chung Kong Merit, Kancil Awards 2014
Name Award(s)	Ooi Pei Yi, Joey Lua Shi Yi, Sandra Lo Hui Suan, Karina Tan Xen Ling 4 th Runner Up in PED o2 City Parkcreation Design Challenge
Name Award(s)	Natasya Syuhada, Gesty Adelia, Yuliana, Teoh Pin Hwa, Darya Golub 1 st Prize (Fashion Design), Fantastic 8BELAS.3 MIID Competition 2014
Name Award(s)	Saniya Tariq, Nursyahirah Abd Rahim, Wan Mohammad Farris Zain 2 nd Prize (Furniture Design), Fantastic 8BELAS.3 MIID Competition 2014
Name Award(s)	Daphne Chai Xin Ting, Gan Bei Wen, Yaysodha Sathiyaseelar 3 rd prize (Lighting Design), Fantastic 8BELAS.3 MIID Competition 2014
Name Award(s)	Sharifah Aleysha Syed Zainal Rashid and Team Top 10 finalist: 'Diri' (Short Film), BMW Shorties 2014
Name Award(s)	Tan Ce Ding Top 10 finalist: 'March 9, 1993', Berjaya Youth Short Film Competition 2014 - Alumnus – do we include?
Name Award(s)	Mark Teh Jury member for the Zürcher Kantonalbank Patronage Prize and the Zürcher Kantonalbank Acknowledgment Prize, at the Zurcher Theater Spektakel Festival, Zurich, Switzerland
Name Award(s)	Mark Teh Best Set Design (Theatre) Award for 'Something I Wrote' performance, Boh Cameronian Arts Awards

Faculty of Science and Technology

Name Award(s)	Associate Professor Dr Yap Kian Meng Seng, Shareef Ali Aseel, Tee Tiam Hee, Eu Kok Seng Gold (I.C.T and Multimedia), ITEX 2014
Name Award(s)	Associate Professor Dr Yau Kok Lim, Dr Nordin Ramli, Dr Wahidah Hashim, Dr Hafizal Mohamad, Ling Mee Hong, Dharmidran Anantharsekaran, Syed Aqeel Raza Gold (Telecommunications), ITEX 2014
Name Award(s)	Yeong Lee Seng, Dr Chia Wai Chong, Dr Ch'ng Sue Inn, Tsai Yao Cherng Gold (Building and Construction), ITEX 2014
Name Award(s)	Dr Ch'ng Sue Inn, Yeong Lee Seng, Dr Chia Wai Chong, Fadil Mohamudally, Ahn Ju Hyun Silver (Special Care and Child Care), ITEX 2014

Name	Associate Professor Dr Lim Tong Ming, Angela Lee Siew Hoong, Chin Teck Min, Vicky Lim Min How
Award(s)	Silver (I.C.T and Multimedia), ITEX 2014
Name	Dr Pu Chuan Chin, Dr Lau Sian Lun, Aloysius Ang Yu Chien
Award(s)	Silver, Invention & Innovation Awards 2014
Name	Yeong Lee Seng, Dr Chia Wai Chong
Award(s)	Bronze, Invention & Innovation Awards 2014
Name	Dr Chia Wai Chong
Award(s)	Award for Achievement in Research for Early Career Researcher 2014
Name	Eu Kok Seng
Award(s)	Excellent Oral Presentation Award, 2 nd Asia Conference on Mechanical and Materials Engineering (ACMME 2014)
Name	Leonardy Kristianto and Team
Award(s)	Runner-up (Best App for Community Involvement), Malaysia Developers' Day 2014
Name	Associate Professor Dr Yau Kok Lim
Award(s)	Award for Excellence in Teaching 2014, Sunway University
Name	Dr Lau Sian Lun and Sunway Education Group Team
Award(s)	Special Mention Award, Sunway Innovation Challenge 2014
Name	Dr Lau Sian Lun, Ling Mee Hong and Sunway Education Group Team
Award(s)	Special Mention Award, Sunway Innovation Challenge 2014

Sunway University Business School

Name	Muhammad Shahmi bin Shahidan
Award(s)	1 st Runner-up, EY Young Tax Professional of the Year (YTPY) 2014 Malaysia Competition
Name	Tan Khai Swen, Kon Kim Yee, Yap Jia Wen
Award(s)	2 nd Runner-up, 9 th National Mathematics Competition (UTAR)
Name	Chan Eak-Kuan
Award(s)	Top scorer, 98 th Percentile of the Bloomberg Aptitude Test
Name	Associate Professor Dr Walter Tan Teck Hong
Award(s)	Best Professor in Management & Economics at the 5 th Asia's Education Leadership Awards Students at PAN PACIFIC, Singapore
Name	Dr William Eng Yong Keong
Award(s)	Best Paper Award, Afap International Conference on Entrepreneurship And Business Management (UTM)

Ceremonies



Scholarship recipients with the Deputy Prime Minister and Trustees of the JCF

Scholarships and Awards

The Jeffrey Cheah Scholarships and Awards Ceremony 2014 was held on 25 September 2014 to recognise students for their outstanding scholastic achievements; their exceptional leadership qualities and for those who excelled in sports.

The Ceremony was graced by the Deputy Prime Minister and Minister of Education, Tan Sri Dato' Haji Muhyiddin Yassin together with Tan Sri Dato' Seri Dr Jeffrey Cheah, Ao, Founder and Chancellor of Sunway University and Founding Trustee of the Jeffrey Cheah Foundation (JCF). Also present were other trustees of the JCF as well as members of the Board.

At the ceremony, a total of 447 scholarships were presented. With that, the JCF doubled its scholarships awarded this year to over RM33 million. To date, the JCF has awarded an excess of RM165 million scholarships to more 20,000 deserving students.



Graduation Ceremony 2014

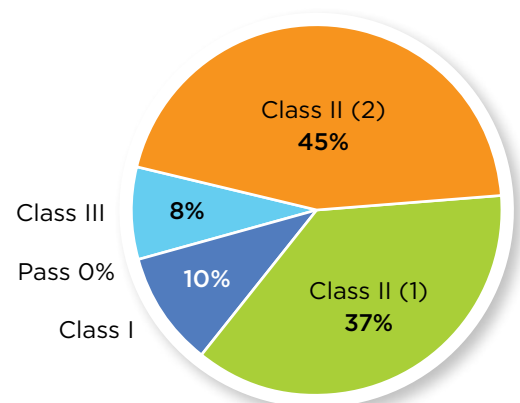
Graduation

The eighth Graduation Ceremony saw 759 graduates receiving their diploma and degree certificates from Tan Sri Dato' Seri Dr Jeffrey Cheah, AO, Founder and Chancellor of Sunway University and Founding Trustee of the Jeffrey Cheah Foundation.

The celebration on 10 October 2014 marked the successful completion of the students' educational journey across a wide range of disciplines, representing the 3 faculties: Faculty of Arts, Faculty of Science and Technology, and the Sunway University Business School. 10 % received Class 1, 37% received Class II (1), 45% received Class II (2) and 8% received Class (III).

Professor Mark Smith, Vice-Chancellor of Lancaster University, was present to confer the University of Lancaster scrolls to the graduating students from the Communication, Computing, Psychology and Business disciplines for the honours degree programmes by Sunway University, validated by Lancaster University.

The ceremony also witnessed the graduation of students with diplomas in Culinary Arts, Events Management and Hotel Management which are accredited by Le Cordon Bleu International.



2014 Graduation by Class

Profiles

Sunway University takes pride in its Award-Winning Academics.
The list in 2014 include:

Associate Professor Dr Yau Kok Lim - Award for Excellence in Teaching

Dr Yau Kok Lim is an Associate Professor at the Department of Computer Science and Networked Systems, Faculty of Science and Technology.

Dr Yau adopts innovative teaching approaches and is adept at explaining technically complex theories and concepts in a digestible and easy-to-understand manner. As learning takes place outside classrooms as well, he enriches his student learning experience through guest lectures and participation in competitions. He believes that it is important to engage students as a community of learners; and so he actively participates in activities with students including orientations, as well as alumni events to generate synergies between alumni and student community. He also contributes to the scholarship of teaching and learning with a view to enhancing student learning experience.

Dr Yau received his B.Eng. degree in Electrical and Electronics (Honours) from Universiti Teknologi Petronas, Malaysia; M.Sc. (Electrical Engineering) from National University of Singapore; and Ph.D. (Network Engineering) from Victoria University of Wellington, New Zealand.

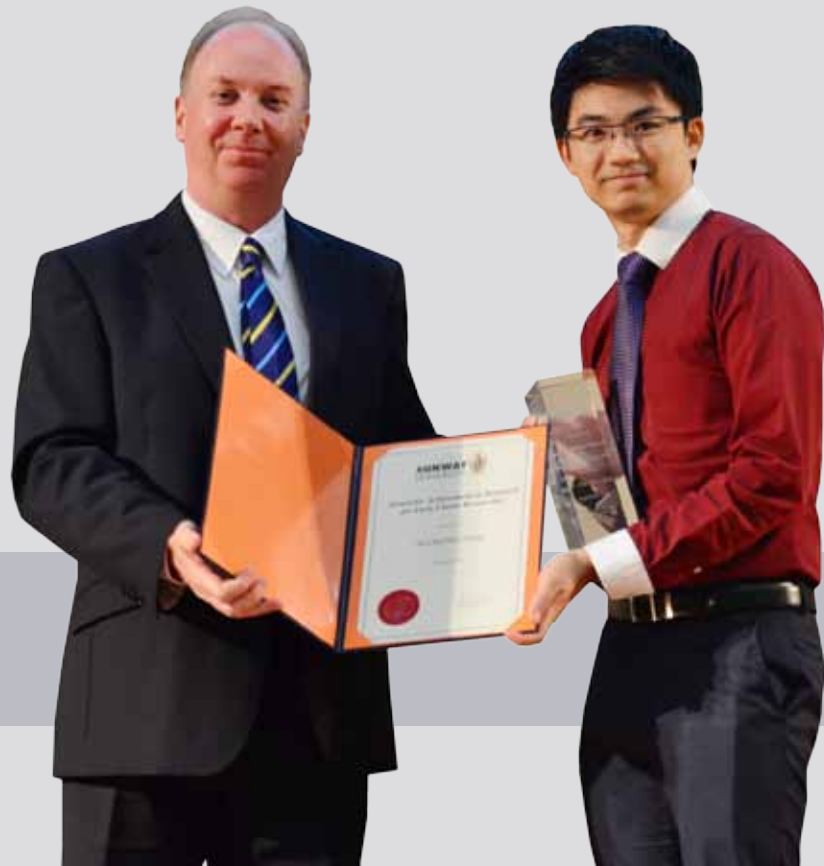


Associate Professor Dr Yau Kok Lim
receiving the Award for Excellence in
Teaching from Professor Graeme Wilkinson

Dr Chia Wai Chong - Award for Achievement in Research for Early Career Researcher

Dr Chia Wai Chong is currently a lecturer with the Department of Computer Science and Networked Systems. His research interests are on the development of visual sensor networks, embedded systems, image processing and mobile applications. During his past 2 years with Sunway University, he has published a book, 4 journal papers and 9 conference papers. He has also served as the primary investigator for 1 external grant and 1 internal grant.

Dr Chia Wai Chong obtained his Masters and PhD from the University of Nottingham in 2008 and 2013 respectively. He joined Sunway University in 2012.



Dr Chia Wai Chong receiving his Award for Achievement in Research for Early Career Researcher from Professor Graeme Wilkinson

Professor Poh Chit Laa - Award for Achievement in Research

Professor Poh Chit Laa has published 84 ISI-cited journal papers and co-authored 3 book chapters published by ASM Press and Humana Press. She has a H-index of 30 (ISI-referred) and 2342 citations. She is trained both as a bacteriologist and virologist and has published work in both fields.

Professor Poh's research interests are focused on the development of antiviral agents and novel vaccines against Enterovirus 71 (EV71) which causes Hand, Foot and Mouth Disease (HFMD). Collaborations are on-going with the National University of Singapore (NUS), University of Malaya (UM) and Swinburne University on the identification of an antiviral peptide derived from the VP1 region of EV71, development of morpholino oligomers as antisense agents and the development of viral stains bearing microRNA as novel vaccines.

Professor Poh Chit Laa obtained her BSc (Hons) First Class and PhD in Science majoring in Microbiology from Monash University, Australia. She taught in UM in 1981 before joining the Faculty of Medicine in NUS for 25 years. She took up a visiting Professorship in Biomedical Science in Curtin University, Perth in 2005 and subsequently joined Swinburne University in Melbourne as a Professor in 2007. She returned to Malaysia in 2009 and accepted a Professorship in Medical Microbiology in UM prior to joining Sunway University.



Professor Poh Chit Laa receiving her Award for Achievement in Research from Professor Graeme Wilkinson

Lecture Series

JEFFREY CHEAH DISTINGUISHED SPEAKERS SERIES (JCDSS)

Date	Speaker	Topic
27 January	The Honourable Dr Muhamad Chatib Basri Minister of Finance, Republic of Indonesia	The Challenge from Quantitative Easing to Economic Management in Southeast Asia: Indonesia's Experience
24 March	Professor Arthur Kleinman Professor of Medical Anthropology and Professor of Psychiatry, Harvard University	Values in the Professions and Businesses in Asia: A New Approach to Our Moral Life
1 April	Sir Richard Evans Regius Professor of History and President, Wolfson College, University of Cambridge	1914/2014: A Warning from History?
20 June	Yang Arif Dato' Selventhiranathan Thiagarajah Retired Judge, Court of Appeal	Business Law : Its Relevance To Malaysia's Economic Development
21 July	Associate Professor Dr Rema Hanna Associate Professor of Public Policy, Harvard Kennedy School	Corruption in Food Subsidy Programs in Developing Countries. A Case Study in Indonesia
1 October	Y. Bhg. Dato' Dr Ng Kah-Ming Director, Charivari Agréable Former Co-ordinator & Lecturer, Early Music Studies, Faculty of Music, Oxford University	Suite Sensations: The Sum of Sparks and Spinets
13 November	Professor Tan Sri Dr Ghauth Jasmon Senior Fellow, Jeffrey Cheah Institute on Southeast Asia Research Professor, Sunway University Vice-Chancellor, University of Malaya (2007-2013) Vice-Chancellor, Multimedia University (1996-2007)	Getting Into The Top 100: What Will It Take To Get There First?
9 December	Professor Dr Igor J. Koralnik Professor of Neurology, Harvard Medical School Chief of the Division of Neuro-Immunology and Director of the HIV/Neurology Centre, Beth Israel Deaconess Medical Centre, Boston, Massachusetts Vice President, International Society of Neuro Virology	When Good Medications Turn Deadly: How Certain Treatments Allow an Innocuous Virus to Trigger a Devastating Brain Disease
16 December	Professor Emeritus Peter Carey YAD Visiting Professor, Faculty of Humanities, University of Indonesia Fellow Emeritus, Trinity College, Oxford	The Uses and Abuses of History: A British Historian's View of Southeast Asia

PROFESSORIAL LECTURE SERIES

Date	Speaker	Topic
28 May	Professor Graeme Wilkinson Vice-Chancellor, Sunway University	Monitoring the Earth from Space - The Science of Satellite Remote Sensing
25 June	Professor Datuk Dr Woo Wing Thye President, Jeffrey Cheah Institute on Southeast Asia (JCI)	Is the Future Configuration of Currency Arrangements in East Asia Likely to Resemble that of Europe Today?
23 July	Professor Poh Chit Laa Distinguished Professor, Sunway University	Development of Novel Antivirals and Vaccines against Enterovirus 71
24 September	Professor Stephen J. Hall Head - Centre for English Language Studies, Sunway University	Plurilingual Positioning and its Effectiveness in Classroom Interaction and Teacher Education
26 November	Professor Glenda Crosling Dean of Quality, Sunway University	Researching Higher Education: An Ongoing Journey in Enhancing Academic Quality

Live recital by Dato' Dr Ng Kah-Ming during his JCDSS lecture



Memorandum of Understanding and Other Agreements

In 2014, Sunway University signed agreements with the following list of universities and institutions.

Date	Type Of Agreement	University/ Institution	Country	Nature of Memorandum
8 April	MoU	University of Malaya (UM)	Malaysia	Industry placement at University of Malaya Medical Centre for BSc (Hons) Psychology students.
3 June	MoA	LKS Process Integration Sdn. Bhd.	Malaysia	Paid outside work to deliver a predictive analytical tool that can process a list of customers with their past purchasing trends or other possible relevant data to identify and rank the customers by the probabilities with which they will purchase from.
10 June	MoA	Embry-Riddle Aeronautical University (ERAU)	USA	ERAU to contribute to Sunway University's selected undergraduate and postgraduate programmes.
29 June	MoA	Iowa State University (ISU)	USA	To encourage and enable students of Sunway University's American Degree Transfer Programme to apply for admission into the undergraduate programmes at ISU.
2 July	MoU	Trinity College Dublin (TCD)	Ireland	To advance possible collaboration between TCD and Sunway University in the design and delivery of an undergraduate programme in Music which may include consultation on curricula and teaching methods; the hiring and/or exchange of academic staff; student exchanges and/or transfer; and degree articulation and/or accreditation.
19 August	MoU	Kansai Gaidai University	Japan	To cooperate in education and research in areas of mutual interest. Areas of cooperation include but not limited to: credit transfers, exchange of faculty & students, joint research activities and lectures, participation in seminars & academic meetings, exchange of published academic materials & other information & special short-term programmes.
12 November	MoU	University of Missouri Kansas City (UMKC)	USA	To establish opportunities for inter-institutional exchanges and cooperation between UMKC and Sunway University.
29 December	MoU	Bournemouth University	UK	To collaborate on research, student exchange & educational programmes.

Legend

MoU - Memorandum of Understanding MoA - Memorandum of Agreement

Facilities

Tun Hussein Onn Library

In 2014, Tun Hussein Onn Library concentrated on developing its collection to meet the needs of new academic programmes of Sunway University. As the Library would be moving into its new premises in early 2015, no physical developments were planned.

As at 31 December 2014, the Library's total book, audio-visual and bound journal collections stood at 147,650 items. Total electronic collection available to users included 49,869 e-journals, 110 e-databases and 121,981 e-books.

Total membership comprised 21,900 users as at 31 December 2014, an increase of 24% from 17,700 members in 2013.



THOL continued to provide a wide range of library services. Improvements carried out during 2014 included the following:

Two surveys were held to gauge customers' needs, i.e. Survey on Library Opening Hours on Weekends (held from 24 February to 3 March 2014) and Survey on Locating Library Materials (held from 22-23 September 2014). The first survey revealed that most students showed a preference for the existing hours of 10.00 a.m. to 6.00 p.m. rather than 9.00 a.m. to 5.00 p.m. The second survey aimed at finding out how successful Library users were in locating library materials for their studies. Approximately 80% of users stated that they were able to find items without any assistance. About 70% used the browse method. The Library would be re-looking at its User Education Programmes to guide students on how to find library materials more effectively using search tools.

Eighty one computers in the Multimedia Zone were replaced with new ones.

The Library system, SirsiDynix Symphony, was made more accessible with the introduction of mobile applications.

Stocktake of the library collection was carried out from 7 to 15 April 2014. The final count of missing items was 1,798 or 1.37% of the total book collection of 131,200 volumes. The stocktake exercise resulted in a more accurate catalogue and replacement of lost titles.

The Library launched its "Reading Lists" project in December 2014. The project was aimed at placing reading lists from all programmes into a database for students and staff to refer to. All titles are linked to the Library catalogue or e-databases.

The Sunway Library Committee, chaired by the Vice-Chancellor, met 4 times in 2014. Membership of the Committee increased to 20 persons in 2014.

A Soka Gakkai Peace Lecture/Forum cum Book Presentation Ceremony was held on 23 January 2014 to witness a gift of 45 books from Soka Gakkai to Sunway University.



Book Presentation by Soka Gakkai Malaysia to the Vice-Chancellor, Professor Graeme Wilkinson

THOL was successful in maintaining its ISO9001:2008 certification after a SIRIM Surveillance Audit on 19 May 2014.

New University Building



Frontal view of Sunway University's completed New University Building

In 2014, extensive work was carried out to complete Sunway University's New University Building (NUB). The basement car park in the NUB was also completed and became operational in the early part of 2014. There is now 1,000 additional parking bays available for staff and students to park their vehicles on campus.

Outside the campus, a major part of laying the infrastructure, for the Bus Rapid Transit (BRT) was carried out in 2014. The BRT combines the convenient features of a light rail transit system with the usage of dedicated lanes, environmentally friendly buses as well as customer-friendly infrastructure and will be the first of its kind in Malaysia.

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