SUNWAY UNIVERSITY COLLEGE MAGAZINE

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blaze

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BLAZE

which Blaze now supercedes.

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A Gateway to Jobs

The name Blaze has been chosen to reflect the higher stature of Sunway University College (SyUC) as it continues its entry into the realm of university colleges. This status was conferred by the Ministry of Higher Education in August 2004. Both the institution and the magazine have since outgrown the former "Collegiate Chronicles" magazine,

Explanatory notes on name: "Blaze" was selected for its name as it signifies SyUC's burst of achievements in recent years. SyUC is blazing

flaming passion in the hearts of its staff and students.

Growing Concern for Coffee

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Chew Shee Ghee Does It Again

Excellence at the School of Computer

Thinking Graduates of VU-SyUC Face

Trust Lends a Hand to Bright Sparks

Top Students Power Up Pre-U Programmes

Preparation and Stress-Busting Tips for Exams

a trail and leading the field in the area of excellence in education with a

SyUC VU Alumnus - Chua Teck Boon's

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Foreword



Welcome to the debut issue of "Blaze", a new magazine that heralds the coming of age of our institution as a university college. Throughout the years, Sunway University College has blazed a trail in the education landscape, reaching many milestones, winning world prizes and awards and gaining the Government's recognition for offering an education par excellence.

As a university college, we owe it to ourselves to raise our benchmarks to provide an exceptional university education that not only meets the ever-changing needs of the industry but develops the minds and values of our graduates to become role models in their chosen areas of work.

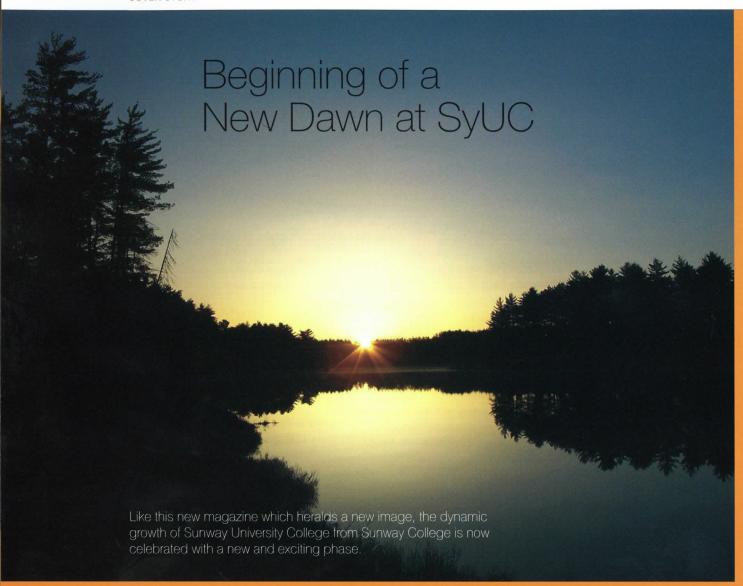
I am reminded of a quote that is often said "There is only one constant in life and that is change". With the vision and direction of our Chairman, Tan Sri Dato' Seri (Dr) Jeffrey Cheah, may we rise above the challenges of change to continue to deliver nothing but the best.

This edition covers the hallmarks and graduations as well as a regular section to highlight a member of our alumni who is making a positive impact in the working world.

Like most things in life, we outgrow and redefine ourselves as we leave the old behind. Blaze is a tribute to all the family and friends of Sunway University College and a symbol of the new era for an institution that has come a long way from where she once started her journey.

Elizabeth Lee
Executive Director
Sunway University College





Twenty years ago, under the direction of its founder, Tan Sri Dato' Seri (Dr) Jeffrey Cheah, Sunway College began with its roots as an institution who saw the synergistic advantages of twinning partnerships with institutions overseas to offer an affordable and quality education to serve the workforce needs of the Nation.

Sunway University College today has surpassed this purpose and has etched for itself a reputation as a mature institution with well established links to eminent universities in Australia, the UK and the US. SyUC offers a high standard of education that continues to be endorsed by its twinning partners.

The direction that SyUC is taking is towards providing a veritable range of professional and academic degrees that suitably meet the needs of industry. New academic and administrative movers have been handpicked to join SyUC to spearhead this and to boost and shape an institution whose qualities befit its stature as a University.

Recent appointment of Professor Jarlath Ronayne as Director, is a step in this direction. Prof Jarlath is the former Foundation Vice-Chancellor of Victoria University from 1991-2003. He has a PhD from the University of Cambridge and was a Visiting Fellow at Wolfson and St John's Colleges in Cambridge and Oriel College in Oxford.

Apart from exploring and establishing new partnerships with top universities in the world, SyUC has embarked on conferring its own degrees. One effort is the push of its new Bachelor of Business Management (Honours) programme which has in its syllabus, liberal arts subjects, giving students a different perspective including analysis from the political, historical and social aspects. It is a business course with a conscience, having a holistic quality by instilling values of governance and ethics.

The School of Hospitality, Tourism and Leisure Management will be the first in Malaysia to offer the B.Sc (Hons) in the disciplines of International Hospitality Management, International Tourism Management, Retail Marketing



Professor Jarlath Ronayne, appointed as Director, Sunway University College

Management and Conventions and
Events Management. Each of these 3.5
year programmes will include 20 weeks
of supervised work experience. These
degree programmes will be launched
this year.

Services D
pastoral ro
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its counsel
looks after

SyUC has strived to meet the health needs of our rapidly affluent society which have a lack of professionals especially in the care of problems of families. Recently an SyUC-awarded honours degree in psychology was introduced and a clinical psychologist from the industry with excellent credentials, Dr Teoh Hsien-Jin heads the School of Health and Natural Sciences which offers the programme. Dr Teoh believes the strong emphasis on equipping students with internship opportunities and problem solving skills are key to the quality of a programme. The bachelor's with honours is a stepping stone to a Masters which is the professional license of clinical psychologists in Malaysia.

Efforts at SyUC have been stepped up to bring world renown speakers for its Distinguished Speakers' Series which highlights academics such as Professor Wang Gungwu and the Sterling Lecture Tours, which enrich students lives and enhance Sunway University College as an educational centre of excellence.

Like our Asian way of caring for our children in our home, SyUC students are continually supported in their personal development by the Student



Tan Sri Dato' Seri (Dr) Jeffrey Cheah presenting a token of appreciation to Professor Lim Chong Yah after his lecture at Sunway University College as part of the Distinguished Speakers' Series.

Services Department who play a pastoral role, assisting students in adjustment problems and coping with a bewildering student life, through its counselling unit. The department looks after all of the 55 clubs and societies and is an experienced hand at orientation get-togethers for new students, career and employer's fairs and workshops to help graduating students secure jobs in the shortest time possible.

This high standard of education at SyUC can be translated into wellqualified teaching staff who have a love for teaching and a level of dedication



Award (University Category) on behalf of SyUC from the former Minister of Higher Education, Dato' Sri Dr Hj Shafie bin Hj Mohd Salleh on 20 December 2005.



and commitment that is rare.
Excellence is seen every year through the awards, world prizes and entry into prestigious universities by students whose stories frequently appear in local publications and the press.

This height of teaching and genuine concern for our students including international students by providing a comfortable and stimulating environment for studies, lead to SyUC's notable achievements recently, the Export Excellence Award 2005 (Services) by the Ministry of International Trade and Industry and the Excellence in International Student Enrolment Award (University Category) by the Ministry of Higher Education.

With the awards under its belt, SyUC has the responsibility of ensuring its standards do not waver. On the international front, SyUC will endeavour to exceed all expectations by the provision of a holistic and stimulating university environment. It would like to see its programmes constantly evolving to meet the needs of industry and instilling in students good values that would carry them well into their working lives.



Cupid Arrows Students and Shakespeare

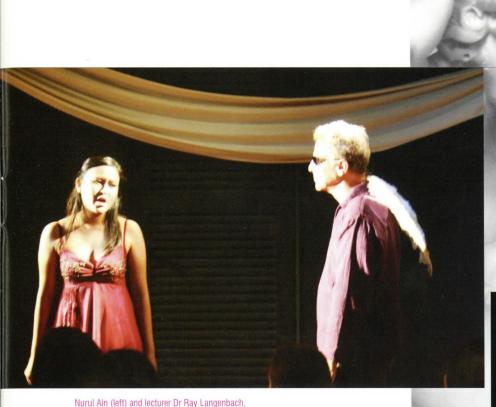


SyUC Diploma in Performance+Media students put their own stamp on an anthology of excerpts from selected Shakespearean plays in their very own "Cupid Kills" held on 23, 24 and 25 February.

Some of the most memorable and passionate scenes from 9 plays of comedy and tragedy were given a modern twist on the very classic themes of love and death as plied by Shakespeare. The production was directed by Rey Buono, Head of the Department of Performance+Media and was part of the students' theatre practicum, which is a requirement of the course. The entire student population of the Department had acting roles while the more advanced students were solely responsible for the production: stage management, lights, sound, costumes, set, publicity and ticket sales.

Buono shared "Shakespeare was, after all, a man of the commercial theatre, interested above all in entertaining audiences. This production aims to bring his characters into the present, without sacrificing the power and scope of his language". "If Shakespeare was alive today, he would probably be writing for the screen, not the stage. In directing this production, I have tried to frame the scenes in the context of various movie genres – Bollywood, gothic horror, romantic comedy. The student actors are working in different styles," added Buono.

The interesting staging is evident in the minimalist set which worked as the different levels of stacked blocks effectively separated the various scenes. The close proximity of the audience to the stage and the different levels of the stage were effective in adding variety and intimacy to the "action". The simplicity of the props and the contemporary costumes highlighted the talent and exuberance of the actors during their performances.



Nurul Ain (left) and lecturer Dr Ray Langenbach, who made a surprise appearance, seen here in a scene from "Midsummer Night's Dream"



"Cupid Kills" had all the ingredients to entertain. Truthfulness prevailed during some heart to heart dialogues while "playing hard to get" was acted out with measured timing that when couples got together, feelings of relief was rife among the audience. Senseless acts of jealousy and rage elicited annoyance while the audience held their breath in anticipation of being told of some news. This provided the intensity of emotions that are the hallmarks of a well-delivered Shakespearean play.

Polished showmanship was evident in many scenes. Among the young actors who made an impact was Amelia Chen who played Beatrice in "Much Ado About Nothing". Chen conveyed her warm and cold emotions toward Benedict with great panache. Sharifah Sofia who has played in commercial television and is well-known locally for her part in the TV series "Spanar Jaya", took the role of a convincing Juliet. Sofia was a pleasure to watch as was Nurul Ain Mohd Jamlus as Helena in "Midsummer Night's Dream".

Elza Irdalynna, who is an Astro Shaw scholar, played the complex cross-gender role of Viola/'Cesario' in "Twelfth Night". She successfully managed to enact a true comedy of confusion and her co-actor, Tengku Amalia Zahirah, played the intoxicated Olivia with great effect and style.

There were 14 scenes in all and students had six and a half weeks of preparation that paid off. The surprise twist at the end gave new meaning to the whole play. There were great movement and dancing to Cupid-themed songs which gave an upbeat finale to the whole production.

"We hope that the 'Cupid Kills' experience will dispel any fear in students of the literary giant Shakespeare's works and to teach teamwork and responsibility," explained Rey Buono. This it certainly did but more importantly while entertaining a delighted audience and kindling an interest in Shakespeare at SyUC's very own theatre.

The Diploma in Performance+Media is a 2.5-year programme where young men and women are given technical training and tutelage in the art of acting, directing and play/screen writing. The programme will have its next intake in August this year.



Giving Hope to Suseela

It is not everyday that one gets the chance to make a real difference in someone else's life as SyUC did. Suseela Vellasami grew up at the Rumah Keluarga Kami from the tender age of nine when most children would find it hard to grasp the concept of life even with their parents. Here her "parents" are a group of dedicated guardians who have taken it upon themselves to be the guiding beacons in the lives of the children at the Home.



10-year old Suseela with other children and caregivers at the Rumah Keluarga Kami. She is seated 4th from right, among the children (in white V-necked blouse).

At the Home everything from food and clothing to schooling was provided for the children. "I always felt the care of the guardians and was never in want of anything" shared Suseela. She was emphatic about that. "We grew up close-knit and there were many happy times at the Home especially around Christmas"

It was Mr Rajoo, one of the guardians at the home who first told her about the Tun Dato' Seri Omar Ong Community Scholarship offered by Sunway University College through its Sunway Education Trust Fund. This was an ideal scholarship for Suseela as it is only open to students from Homes run by charitable organisations or NGO's.

And thus began the story of how the Sunway Education Trust Fund touched the life of a person out of the mainstream of our affluent society.

With the scholarship given to her, Suseela embarked at SyUC on

a Diploma in Computer Studies which she completed and is now continuing with a Bachelor of Science in Business Information Systems which she will complete by November this year. As Suseela is recently employed, she has decided to partly support herself while studying, indeed a step that deserves kudos from the rest of us ordinary folk.

23 year old Suseela and other community scholars like her are provided with full tuition fees, book vouchers and accommodation in the scheme. The Student Services Department at SyUC has even taken responsibility for their personal development, through its counseling unit. "It is important to look after the well being of our community scholars through contact and personal guidance" said Ms Lee Siok Peng, Director of the Students Services Department. Suseela acknowledged that their Group Dynamics Programme was a wonderful support programme that dealt with issues ranging from leadership to self-esteem.

This gutsy and friendly lass has a surprisingly spiritual acceptance of the sad beginnings of her life. "My parents were unable to take care of me because of their own difficulties and therefore I cannot blame them but instead I have forgiven them"

Suseela is eternally grateful to Rumah Keluarga Kami for their unfailing support, to the Malaysian Care and Sunway University College. "I thank all of these institutions for their support and to Sunway University College for sowing the seeds of education into my life"

SyUC earned a Trust status through its instatement of a trust fund in 1997. In 2004, the fund was officially named as the Sunway Education Trust Fund. The fund was set up with the purpose of extending a hand to the community at large and for the upgrading of facilities for the benefit of students. All surpluses earned by SyUC is ploughed into the fund for the above purposes.

For information on any of SyUC's scholarships under the categories of scholastic, entrance, sports or community, please contact the Students Services Department at 74918622.

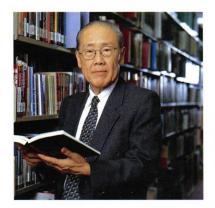
If you wish to help the Rumah Keluarga Kami Home in which Suseela still has connections with, please contact the Home:-

Rumah Keluarga Kami No. 139, Taman Bukit 43000 Kajang Selangor Tel: 03-87367877

Suseela at Sunway University College recently

Professor Wang Gungwu Packs a Record Crowd

Mesmerised by the illuminating contents of his talk, the 380 strong audience who came for the lecture on "Understanding China's Present Economic Transformation" by Professor Wang Gungwu, an eminent Australian sinologist, were not disappointed. He delved into the dynamics of China's education and foreign policies with Asean.



"Besieged by border disputes all around, China is cultivating friendly relations with the least threatening of its neighbours – the Asean community," said Professor Wang.

And he warns, "To talk of an East Asia Community is premature – certainly for Asean, if Asean is not talking with one voice". These were some of the potent quotes from his Talk which attracted students and some of the best minds of the country and included well-known business and political figures, Tan Sri Abdul Rashid Hussein, Tan Sri Datuk Amar Leo Moggie and Tan Sri Abdullah Ahmad.

Wang's ties with Malaysia go a long way. He was born in Surabaya but he attended school in Ipoh in pre-independent Malaya. Wang taught at the University of Malaya in Singapore and Kuala Lumpur and in the early sixties became Dean of the Faculty of Arts and Professor of History where he stayed till 1968. Many of the attendees of the Talk were his students back then and they vividly recall Wang and his keen intellect.



Professor Wang Gungwu



A section of the audience during the Question and Answer session at the Talk by Professor Wang Gungwu.

He has authoured more than 55 books on China and the Chinese. Professor Wang is the Director of the East Asian Institute, Professor of the Faculty of Arts and Social Sciences, National University of Singapore and Emeritus Professor of the Australian National University. Other positions held by him are Visiting Fellow, All Souls College, Oxford University and Vice Chancellor University of Hong Kong (1986-1995).

SyUC regularly invites respected academics from around the globe to hold public lectures on topics of current interest for professional improvement and personal growth. Among the previous speakers have been Professor George P. Baker III, Professor Nabil N EI-Hage and Professor Daniel Quinn Mills from the Harvard Business School. Other speakers were; Dr Daniel L Axelrod of the Adizes Institute, Asia's celebrated economist Professor Lim Chong Yah and Emeritus Professor Edwin Thumboo from the National University of Singapore.

Chinese New Year Bash Wows International Students





Timothy Ime Stephen with a new "friend"



Jia Hong Yen (ACCA) at left and Yu Chan (CAT), from China, enjoying themselves at the party.

International students had a most enjoyable time when they were invited to a Chinese New Year tea party hosted by the Executive Director of SyUC, Elizabeth Lee at her residence in Sierramas, early this year.

Students from China, Lebanon, Nigeria, Somalia and other parts of the globe were ferried to Ms Lee's residence.
The staff from the Students Services Department of SyUC who helped organise the party, came along as well to share the experience and perhaps explain the customs and traditions that take place during the Lunar New Year.

Students eagerly awaited the arrival of the mythical Chinese lion to perform the obligatory scaring away of evil spirits with an elaborate dance accompanied by loud and furious-paced drumming. From the expressions of delight on the faces of students, the performance proved to be an eye-opener and added to the festive mood of the occasion.



While students were munching on traditional cookies and sipping soft drinks, the cheeky antics of the lion were welcomed into the crowd. One of the popular traditions experienced during the party by the students were their receiving of "Ang Pows" or red packets of "lucky money" from Ms Lee's family, a custom in which only unmarried persons are eligible to receive and at this gathering included all the students.

One of the international students who hails from Somalia, Abdu Rahman, or better known as Mankey to his friends said "It is so nice to be thought of and included in this special occasion by Ms Lee". He added "The customs were so interesting and this has made our stay in this country more memorable.

Many thanks to Ms Lee and SyUC for organising this party"

All the international students who were at the party echoed Mankey's sentiments and have come to appreciate the rich multi-cultural way of life here even more.

Dikir Barat Treat for Japanese Sophomores

A group of 17 students who were mainly sophomores from three institutions in Japan: Keio University, the University of Tokyo and Doshisha University visited SyUC as part of a 17-day cultural and learning tour to Thailand, Malaysia and Singapore.





The Japanese students were met by a group of 30 SyUC students from the Sahabat Society, a club for students interested in traditional Malay culture. An informal dialogue session was organised to enable the Japanese students and the SyUC students to have an open discussion for a crosscultural and social exchange which is a form of learning across borders. This occasion was a valuable platform for the Sahabat Society students to show off their Malaysian customs and culture and for the Japanese students to provide an insight into their lives in Japan.

The Sahabat Society students entertained the Japanese students with a "Dikir Barat" presentation which had a specially incorporated greeting into the lyrics to welcome the visitors.

The Dikir Barat originates from Kelantan and is a performance of choral speaking done in Kelantanese dialect with poetic and sometimes witty repartees. The choir members speak in rhythmic pattern accompanied by three traditional Malay percussion instruments, the "rebana ibu" (drum), the hanging gong and the "canang" (a type of gong). While speaking the

members will clap and strike rhythmic hand actions. The main lyricist leads the group.

After the performance, the visiting students were given a chance to ask questions and learn how to play the traditional instruments of the Dikir Barat. The performance sparked interest and questions and the cultural exchange continued over lunch.

Maiko Sumino from Doshisha University in Kyoto, who is pursuing a journalism degree was very impressed with the performance "The Dikir Barat





Japanese student Sho (left) playing the "canang" as Ikhwan Ibrahim guides him.





Fatihah Mahmud of AusMat (right) showing how to eat the traditional Malay way with hands at the Sunway University College cafeteria.



Maiko during the informal "Cultural & Dialogue Session"



Yasu explaining to SyUC students what student life in Japan is all about

was simply beautiful and the rhythm was so uplifting" said Maiko. Maiko's interest is in social and gender issues in women and how the past helps us to understand the present state of women's issues.

Asked what he thought of the Dikir Barat, "It was great" commented Yasu, a Construction Engineering graduate from Tokyo University who was the group leader of the delegation.

Fine Dining Around the World at SyUC



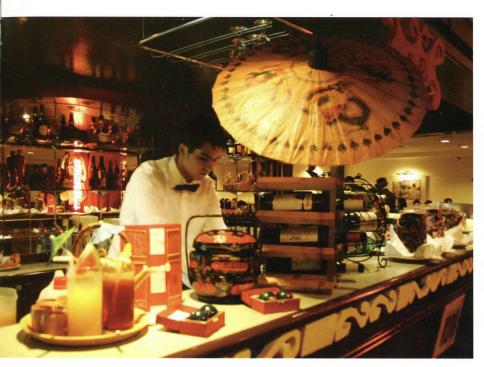
Guests waiting to be seated for the Mediterranean themed buffet dinner at the Dining Room.

Located within the halls of academia at Sunway University College is a classroom of a different kind.

Here, there are no books or tutorials! The Dining Room @ Sunway is a fine-dining restaurant that is a rehearsal hall for students to practise their skills before entering the real world. First year students of the School of Hospitality, Tourism and Leisure Management (SHTLM) diploma programme majoring in hospitality undergo training here to learn the finer aspects of food and beverage preparation, elegant restaurant service and menu planning.

The Diploma in Hospitality, Tourism and Leisure Management provides broad experiential learning for students. Among some of the modules are French, learned in relation to culinary terms; baking, pastry-making and an elective in oenology in which students are taught how to serve wine and match wine with food.

With his background as a Commis Chef at the Belgravia Sheraton Hotel in London and Chef de Partie for the Royal Academy of Arts in London, Matthews Baskaran a.k.a "Chef Busky" (to students) is head trainer and takes pride in being able to offer an elegant restaurant service where dining rather than eating becomes an enjoyable experience.



The Baba-Nyonya inspired bar counter at the Dining Room

Details add to the experience. Plates are warmed and students are taught how to serve perfect steaming morsels of food expertly dished with a silver fork and spoon to each diner at the table. The resulting 'postcard-perfect' array of steaming meat and vegetables, are intentionally made to look as good as they taste. "The food is cooked just right and every piece of vegetable is cut and weighed to specification and served by attentive students to exude the pampering experience" explained Chef Busky.

Students are given tips on how to stand, serve and what intonation of voice to use to give that personal yet discreet touch. "The general impression of the service should be one of finesse" to which Chef Busky added "our students are of course yet to master this now but F & B lecturer, Francis Joykin's presence can be relied upon to ensure students are honed in this art"

The menu at The Dining Room @ Sunway is regularly updated. The Table D'hote or Set Lunch, comprising starter, main course, desert, coffee or tea; is priced at RM18.50 and is available every Wednesday and Friday. An Ala' Carte menu with main course dishes is available Tuesdays and Thursdays. The aroma of freshly baked bread rolls fills the air at the restaurant and sets the taste level for the partaking of a most enjoyable meal.

Themed dinners at the Dining Room is organised at pre-announced times in a year and allows the hospitality students to show off their creativity. The restaurant is then absolutely transformed from the décor to its menus. Recently, the restaurant had a variety of themes: A sunny "Mediterranean", a very elegant "A Passage through Victorian England', a culturally rich "Baba Nyonya" theme and a fun-filled "Mardi Gras" giving diners an all encompassing experience and the chance to allow their tastebuds to "travel" around the world.

Visitors are most welcome to the Dining Room which has become a living classroom for students learning the skills to reach the uncompromising standards required in operating a fine-dining restaurant. Reservations can be made at the Dining Room@Sunway restaurant at 03-74918622 Extn: 8513.





A Gateway to Jobs



Gateway to jobs...It only takes the click of a mouse by Lee Weng Keng, CEO Education & Healthcare, the Sunway Group (centre) to launch the Prepare Job Centre recruitment portal for SyUC graduates.

Sunway University College graduates can go online to activate an electronic job matchmaking portal that will use details of their job preferences and match them with interested employers.

Graduates post their job preferences and employers, their job vacancies. The portal then alerts graduates when a job description becomes available and matches their qualifications so that they may email their resumes directly to their potential employers.

The recent launch of the PREPARE Job Centre portal was attended by 18 potential employers that included multinationals, local and foreign banks, consultancies and other companies.

Speaking at the launch, Mr Lee Weng Keng, CEO of Education and Healthcare Division, the Sunway Group said "In today's competitive job market, online recruitment has become a convenient alternative method of filling in vacancies faster, more efficiently and in a cost effective way".

"Since the establishment of the SyUC Alumni in 2000, data collected from more than 6,000 students showed that an estimated 90% of its graduates have managed to secure rewarding jobs", he added.

Elizabeth Lee, Executive Director of SyUC attributed the high employability of SyUC graduates to the "Career Development and Training Unit (CDTU) under the Student Services Department, which looks into preparing students for the career world. Students are taught interview techniques, CV preparation and other necessary social skills". The ethos at Sunway is to groom an all-rounded and well-balanced individual. As such, students are encouraged to develop extra-curricular interests and indulge in healthy outside-class activities while studvina.

"We constantly engage the industry to learn for ourselves what the industry wants and we adapt this into our curriculum and training in preparation for students entering the working world" said Ms Lee.

Many of SyUC graduates holding diplomas and degrees are now gainfully employed and some were offered jobs abroad in the United States, Singapore, New Zealand, United Kingdom and Australia.

The PREPARE Job Centre portal is accessible on the internet at http://jobcentre.sunway.edu.my and is an initiative of the Career Development and Training Unit (CDTU) of the Student Services Department at Sunway University College.

Syuc Vu Alumnus Chua Teck Boon's Growing Concern for Coffee



Chua at 434 Café in Muar

Mention Chua Teck Boon's name among the Sunway University College (SyUC) Victoria University Alumni and chances are that you will get admirable comments about Chua and his success as a budding entrepreneur.

Thirty-one year old Chua recalls fondly his days as a student of the SyUC Bachelor of Business twinning degree programme with Victoria University (VU). "There were only 20 people in my class at Sunway then," said Chua. "We learned many skills which I have used today in my business" he added.

Chua is currently the President of the Victoria University Malaysian Alumni Chapter, and he treasures the memories of his time spent as a student at SyUC. He remembers how a lecturer brought them, the students, on a trip to Parliament and how he had a chance to witness a campaign trail by one of our Malaysian politicians at that time. "It was activities like these that make a student more mature"

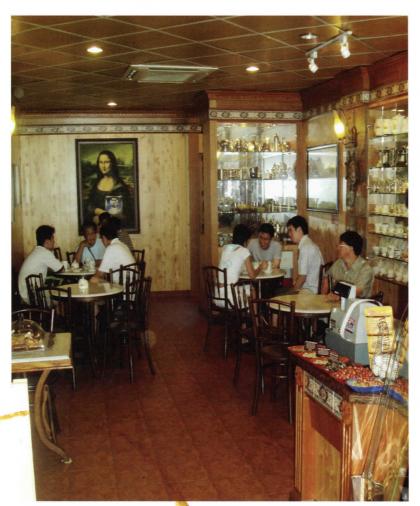
Today, Chua still keeps in touch with lecturers and students. "I am a product of Sunway University College and I feel it is necessary to share my views with academic staff, on how the syllabus can be altered to make it more industry friendly"

There is one subject that Chua is very passionate about – coffee. He shares how he built up the name of his family-related coffee business from Muar. "It is a small town quality coffee brand known as "434" coffee established

continued on page 18

SyUC VU Alumnus Chua Teck Boon's Growing Concern for Coffee

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The cosy interior of 434 Café, Muar

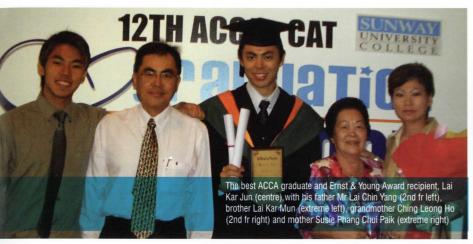
in 1953 but I have since revived and modernised the brand". He explains how he worked hard from scratch to learn about the fine art of coffee roasting from a friend in Milan and how his coffee has grown beyond "Kopi O". Chua has since acquired the latest technology for coffee roasting and has the capacity to produce gourmet coffee such as those found in internationally known American and European Coffee chains.

"I walked the extra mile to find contacts for my coffee and sometimes I had to work my way from the bottom, including traveling far and enduring long waits to meet the right people" Chua has recently gone on to develop his "434" Cafe outlets in Muar into retail outlets for consumers to learn more about coffee. "There is a need to promote a coffee appreciation especially in small towns where coffee can be a form of promoting local produce and tourism".

Chua has recently added contract roasting among his other ventures in his business and is personally involved in the marketing of his coffee brand. He makes it a point to deal with his contacts personally. Chua has this advice to students thinking of venturing into business 'Be humble and patient". Chua also added, "Networking and information sharing is necessary and any businessman starting out today needs to be more proactive in order to succeed in the world of business."

If you are interested to join the **SyUC VU Alumni**, you may email your details to **vualumni@tm.net.my**. If you wish join the SyUC Alumni, you may call the **Students Services Department** at 7491 8622 Extn 8021 (Adelene Goh) or 8069 (Elisa Dass). You may also email your details **associates@sunway.edu.my**. More info can be found at **www.sunway.edu.my** under "Alumni".

ACCA & CAT Students Enter Hall of Fame



Ang Fei Ling (right) world prize winner (paper 2.5) receives her certificate from Puan Sri Datin Seri Dr Susan Cheah, EXCO Member, the Sunway Group (2nd from left). Next to Ang is Ms Chandrika Menon, her lecturer in the subject. Mr Teo Ee Sing (left) Director of Financial Courses, looks pleased.



Apart from the ACCA, Sunway TES also offers the Certified Accounting Technician (CAT), an introductory level qualification. In an innovative agreement, Sunway provides support for the B.Sc (Hons) in Applied Accounting awarded by its twinning partner, Oxford Brookes University (OBU), UK.

During the ACCA/CAT graduation ceremony held in March, there were a total of 233 graduates who sat the December 2005 examination. This exam garnered 1 World Prize Winner. Ang Fei Ling, a Part 2 student of the ACCA, who achieved the highest marks in the world in Paper 2.5 (Financial Reporting). At this same graduation there were three World Prize winners for CAT, Ms Chan Yi Munn (Paper 3), Mr Foo Wai Lun (Paper 4) and Ms Tan Yong Chen (Paper 7/8). Sunway has since produced 31 world prize winners for ACCA and CAT collectively since 1996.

Another 61 students graduated with the B.Sc (Hons) in Applied Accounting from Oxford Brookes University (OBU). 19 students achieved First Class Honours. 410 students have since graduated from the OBU programme since 2000 and a 78 of these with First Class Honours degrees. As most are aware, Sunway TES, the financial courses arm of Sunway University College offers the highly sought after qualification, the Association of Chartered Certified Accountants (ACCA) from the UK. SyUC has been providing this programme since 1994 and in 2003, ACCA UK awarded the highest level of accreditation – the "Premier Plus Status" to SyUC making it the first tuition provider, outside the European Union to earn this distinction.

Sunway's passing rates for core papers of the ACCA have been consistently above world passing rates. In the December 2005 sitting, Sunway's average pass rate was 61% which is much higher than the world pass rate of 51%.

The best ACCA graduating student, Lai Kar Jun received the Ernst and Young Award. Lai met the criteria to qualify for the award both academically and in off-campus activities, having achieved 8 A's in his SPM and obtained a first class honours in the B.Sc (Hons) in Applied Accounting from OBU prior to completing his ACCA. He holds a black-belt in taekwondo and earned a lifeguard license in 2003.

Lai is now an Associate in Assurance and Advisory Business Services at Ernst & Young. Lai had this to say "I've met top quality lecturers at Sunway and I am happy to say that I have benefited a lot from them. I can still hear their

voices in my head advising me whenever I am faced with obstacles"

A happy father, Lai Chin Yang added "The outstanding achievement of ACCA graduates all these years is a testament of the effectiveness of the teaching methods employed at Sunway. I believe it truly deserves the premier plus status."

During her speech at the ceremony and in praise of the high level of professionalism in accountancy, Elizabeth Lee, Executive Director of SyUC, said "If prior to the Enron scandal, accounting engineering was practiced in the corporate world, we now expect intellectual honesty and ethical behaviour in our boardrooms. Needless to say that at the centre of good corporate governance, is the professional accountant who reinforces good codes of conduct"

Chew Shee Ghee Does It Again in ICAEW ACA



Chew Shee Ghee (5th from left) with Dr Raymond Madden (Executive Director Learning & Professional Development, ICAEW) on her left. Shee Ghee's course mates (from left to right): Goh Li Yi, Amy, Shahira Zaireen, Ho Yann Yann, Mohamed Omar, Raja Rajan, Nurul Amni, Tan Boon Ching, Tan Kai Yeh, Ganesh, Lauren Chai Yuen Peng, Ng Li Fei and Chen Kok Peng. Absent: Lia Jia Hui, Mak Kah Wai and Mustafa Shafiq bin Razalli.

Sunway TES and the Institute of Chartered Accountants in England and Wales (ICAEW) co-hosted an Awards Presentation recently for one of its star students, Chew Shee Ghee who won first place in the world for the Taxation Paper in the Professional Stage of the ICAEW Associate Chartered Accountant (ACA).

This is the second world prize for Chew. The first was when she won First Place and the Watt's Prize for the Audit & Assurance paper of the ICAEW ACA which she sat in December 2004.

The ceremony also acknowledged 15 other students who successfully completed this rigorously demanding stage of the ICAEW ACA in December 2005. They are SyUC's pioneering batch of students who will be moving on to the Advanced Stage at the end of this year.

The 16 students comprise Chew and 5 other students attached with PricewaterhouseCoopers, 7 with Ernst & Young, 2 with the Sunway Group and 1 with Resorts World Berhad.

Sunway TES, the financial courses arm of SyUC is the strategic partner of ICAEW as it is the only tuition programme provider of the ICAEW ACA in the Asia Pacific region and the fourth in the world after the UK, Cyprus and Greece.

Chew, whose achievements tower over her petite stature, was very pleased to receive the award "I am indeed grateful to my supportive family, enthusiastic, caring friends of my study group and to my firm, PricewaterhouseCoopers. All of them contributed in some way to my achievements".

Asked how she found the course at SyUC, Chew said "The lecturers from the UK were very knowledgeable and experienced which had a tremendous effect on our studies in this rather challenging course"

Lauren Chai Yuen Peng who is with the Sunway Group commented "During the 3 month period leading up to exams we had practically no life because of the demands on our time but I think it was all worth it". Nurul Amni from Ernst & Young said "The course has taught me the skills of managing work and studies at the same time and applying what I have learnt at the course to my work which was interesting"

Chew bags the prestigious Little Prize, named after Arthur G. Little, for having the highest marks in the world, outshining over 1,300 incumbents in the ICAEW December 2005 examination sitting. This feat confounds traditional UK tuition providers and the world as the Taxation paper is of the UK variant.

Other qualifications already under Chew's belt are a First Class Honours in B.Sc (Accounting & Finance) from the London School of Economics and a Master in Philosophy from the University of Cambridge.

In recognition of these two awards, Sunway TES will sponsor two tickets (one for each world prize) for Chew's parents to attend the Annual ICAEW prize giving in the UK expected in July 2006. "I am very excited and look forward to making the trip to London later this year with my parents" said Chew, who lives with her family in Petaling Jaya.

The ICAEW ACA qualification is held by at least one CEO or Finance Director on board 80% of the FTSE 100 (UK) companies. One of the leading business figures in Malaysia who bears the initials ACA after his name is the President & Chief Executive Officer of Petronas, Tan Sri Mohd Hassan Merican.

Since the inception of this valuable partnership with ICAEW in 2004, SyUC proved herself to be capable of delivering quality tuition and unwavering support to students and the various authorized training organizations. In a short span of a little over a year, SyUC, saw a World Prize Winner in December 2004 and December 2005 and also produced her first batch of students to have completed the Professional Stage, where 88 percent of them completed this stage at their first attempt. The next intake will be in April 2006 and the Advanced Stage is expected to kick off in September 2006.

Excellence at the School of Computer Technology





Top: Budianto (left) receiving his degree from Lee Weng Keng, CEO Education and Healthcare Division, the Sunway Group. He obtained a First Class B.Sc (Hons) in Computing, a transfer programme with Greenwich University, UK.

Left: Best Student Liew Ee Lin (left) receiving her B.Sc in Computer Science, under a collaborative programme with Victoria University, from Ms Elizabeth Lee, Executive Director, SyUC.

The School of Computer Technology of Sunway University College at its last graduation ceremony showed relentless continuation of the tradition of excellence with its graduands of outstanding calibre.

There were a total of 243 degrees and 184 diplomas presented during the ceremony. The degrees and diplomas were for Computing, Multimedia Technology, Network Computing, Computer Science, Computing Information Systems and Business Information Systems.

Liew Ee Lin was awarded the Best Academic Achiever as she was tops among her peers when she graduated with a B.Sc in Computer Science, a transfer programme with Victoria University, Australia. Ee Lin had a remarkable 9 Higher Distinctions and 1 Distinction in her subjects and was a recipient of the Tan Sri Dato' Seri Dr Jeffrey Cheah Scholastic Award in 2005 for her academic achievements. She has since earned gainful employment with a company under the Sunway Group.

During the graduation ceremony, Ee Lin said "What we are today is due, in no small way, to the lecturers, administrators and lab personnel who have always been there for us. Lecturers have, more often than not, encouraged us to question, motivate us to reach greater heights, and reigned us in when we were too exuberant with our activities outside SyUC"

Other top students for the respective programmes who graduated were, most notably, Budianto who obtained a First Class B.Sc (Honours) degree in Computing from Greenwich University UK and Mohammad Dzulakmal Abu Bakar, who achieved a Second Class Upper B.Sc (Honours) degree in Computing Information Systems from London Metropolitan University, UK.

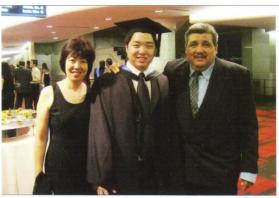
Other top students were Oskianto
Ong who graduated with a B.Sc in
Multimedia Technology from Napier
University, Scotland, Lau Meng Hong
who achieved a B.Sc in Network
Computing from Napier University,
Scotland and Johan, who earned
a B.Sc in Business Information
Systems degree from the University of
Portsmouth, UK

All the recent graduates of the School of Computer Technology were in transfer programmes, collaborations between SyUC and reputable universities: Napier University in Scotland, Portsmouth University in England, Greenwich University, UK, London Metropolitan University, UK and Victoria University (VU), Australia. From 2006 onwards, students will have the option to take up degree programmes directly awarded by SyUC or they may opt to do the existing transfer programmes.

The graduation ceremony was graced by Datuk Razman Md Hashim, Member of the SyUC Board of Trustees, SyUC Board of Directors and Sunway Group Deputy Chairman; Dr Goh Cheng Teik, Member of the Board of Directors, SyUC; Mr Lee Weng Keng, CEO Education and Healthcare Division, the Sunway Group and Elizabeth Lee, Executive Director, SyUC.

In his speech Datuk Razman advised the graduating class "An education will equip you with the necessary skills that you need in order to get your foot in the doorway, so to speak. Experience, on the other hand, is not always something you learn but something you have to seek out on your own". He added "The important thing to remember is to be curious, to be bold and to be equipped with the necessary skills and knowledge to do something about it."





Valedictorian, Mark Foong (centre) with lecturer Zain Augustin (right) and his mother, Mrs Foong Hong Meng (left). Zain taught Mark the subjects of Law, International Business and International Marketing.

Therisiya after the VU Graduation recently. From left to right; Elizabeth Lee, Executive Director, SyUC; Puan Sri Datin Seri Dr Susan Cheah, EXCO Member, the Sunway Group; Professor Elizabeth Harman, Vice-Chancellor and President, Victoria University; Therisiya, Mrs Suyanti and Mr Lian Kartolo (Therisiya's parents).

Thinking Graduates of VU-SyUC Face the World

The offshore Victoria University (VU) graduation ceremony saw 147 happy students who can finally say – "I Made It" and for SyUC's partner of 12 years, it was a time for VU to celebrate its 90th Anniversary since it was established from predecessor institutions created in Melbourne in 1916.

Professor Elizabeth Harman, Vice-Chancellor and President of VU said in a Foreword of the Graduation booklet, "The University honours the values built for the University over that time. VU will carry these values into the future as a mark of a difference as a university. Foremost among these is our commitment to building positive links between communities in Australia and people around the world". The keywords in the VU values are Knowledge, Skills, Inquiry, Equality, Diversity, Co-operation, Integrity and Excellence. SyUC hopes some of these rubbed off onto its graduates that day.

Reinventing itself as a "Victoria University – A New School of Thought", VU is not only one of the leading universities in Australia but has taken the stand as an institution that encourages creativity and fresh thinking. Professor Harman added in her Foreword "Your education has combined practical experience with critical and imaginative inquiry in an open-minded environment".

Graduates of the ceremony earned the VU Bachelor of Business degree which was undertaken entirely at SyUC. They had the option to read Accounting, Banking & Finance, International Trade and Marketing as single majors or to select two from the range and International Tourism, as double majors. The programme is also available as a "2+1" (two years and SyUC and one at VU) or "1+2" (one

year at SyUC and two at VU) twinning programmes which offer further flexibility to students.

Graduate Mark Foong Tian Jin who majored in Marketing and International Trade was honoured as a Valedictorian for his academic strengths and extracurricular involvements. He achieved High Distinctions and Distinctions in a third of all his subjects required to achieve the degree and he was President of the VU Business Club. Among his other contributions were in organising "VU Nite" and VU fund raising events. In 2004 he was a recipient of the Sunway University College-Bumiputra Commerce Bank ECA Achievers Award.

Fellow graduate Therisiya who hails from Indonesia achieved 19 High Distinctions and had 83% average in all subjects. In addition she topped 5 subjects among all her VU peers worldwide. Therisiya majored in Accounting and Banking & Finance.

During his valedictorian speech, Mark closed with the following lyrics from a song:

"Another turning point;
 a fork in the road.

Time grabs you by the wrist;
 directs you where you go.

So make the best of this test
 and don't ask why.
 Its not a question
but a lesson learned in time".

Mark has joined Johnson & Johnson recently while Therisiya has since secured a position with an accounting firm in Singapore.

We wish Mark and Therisiya all the best in their respective futures.

Trust Lends a Hand to Bright Sparks



Ronald Tan receiving his Tan Sri Dato' Seri (Dr) Jeffrey Cheah Scholastic Award from Puan Sri Datin Seri (Dr) Susan Cheah, EXCO Member, the Sunway Group

Tan Sri Dato' Seri (Dr) Jeffrey Cheah's vision of providing assistance to academic hopefuls and to provide consistent upgrading of the SyUC campus with the right elements for conducive study, were made possible through the Sunway Education Trust Fund. Since the instatement of the Trust Fund in 1997, an annual steady stream of funds has assisted outstanding academic scholars at SyUC. Various categories of scholarships are available yearly to students enrolling as freshmen, to students currently in a programme at SyUC, students with excellent sports achievements and students who come from less privileged backgrounds.

Last year a total of 310 students benefited in all categories and RM1 million was dispersed from the Trust Fund. This year, the scholarship recipients are expected to increase to around 400 students from the substantial RM2.9 million allocated from the Fund. So far, 22 million has been gifted in the form of scholarships and awards to qualifying students. Last year there were eight recipients of the Tan Sri Dato' Seri Dr Jeffrey Cheah Scholastic Award which recognizes brilliant academic results while enrolled in a course at SyUC.

One of these outstanding students was Ronald Tan Hsien Yang who has transferred to Western Michigan University in December 2005 to complete the final half of his Bachelor of Business Administration degree under the "2+2" American Degree Transfer Programme (ADTP). Ronald attended the first half at SyUC for two

years during which he had a CGPA of 3.74. Ronald is an all-rounder as he was an active organizer and participant of ADTP events. In recognition of this he received the Tan Sri Dato' Seri (Dr) Jeffrey Cheah Scholastic Award.

In this techno-savvy age, most students are unable to live without their electronic support system of laptops and computers. The Fund has therefore channeled assistance to SyUC to upgrade its internet access at its computer centres and hostels. Wireless capacity has also been extended beyond the cafeteria and concourse areas to the entire main building including its classrooms and auditoriums. The computer labs have been furnished with additional high end computers while aesthetic improvements were made to the cafeteria and students' washrooms with new age ultra-trendy flat sinks.

HALLMARKS



CIMP Valedictorian Samuel John (left) presenting a gift to Aimee Halchuk, his mathematics in Data Management lecturer.



Top Students Power Up Pre-U Programmes

Students and teachers in jubilant mood during 'AusMat Awards Night'. Top graduate Nik Muyassarah (front row, 4th from left) flanked by Yeoh Xiao Jing and Sharmila Sathianathan (right). Looking pleased is Mrs Ruma Lopes, Director of AusMat (7th from right, back row). To her right: Mr Rees Barrett, Acting CEO, Curriculum Council, Western Australia; Ms Elizabeth Lee, Executive Director, SyUC and Mr Lee Weng Keng, CEO Education and Healthcare Division, Sunway Group.

SyUC has the distinction of being the only institution in Malaysia that is a provider of four pre-university programmes from Australia, Canada and the UK.

SyUC has been offering the Australian Matriculation (AusMat) on behalf of the Curriculum Council of Western Australia since 1988 and is one of the largest providers in terms of student numbers for the Ontario-based Canadian International Matriculation Programme (CIMP) since 1990. It is the sole provider of the Monash University Foundation Year (MUFY) in Malaysia and is consistently producing high achievers for one of the most recognized qualifications in the world, the University of Cambridge GCE 'A'

In the tradition of producing outstanding world ranked results for these programmes, it was another year of excellence for the pre-U students of SyUC in 2005.

AusMat students at SyUC outdid their peers worldwide by winning the

Certificate of Distinction in Chemistry for the second year running and the Certificate of Distinction in Accounting for the second time in three years. In 2005, the Chemistry Certificate of Distinction went to Sharmila Sathianathan and the Accounting Certificate of Distinction Award to Yeoh Xiao Jing, last year.

AusMat's Nik Muyassarah binti Nik Din obtained the highest TER of 99.8 not only for Malaysia but in the world. The Shield of Excellence was awarded to her for both her brilliant academic performance and involvements in extracurricular activities. The second highest scorer, Liew Shan Kuan obtained a TER of 99.75.

In the November 2005 exams, MUFY Malaysia students swept 6 subject awards out of a possible 9 and did SyUC proud by producing for the third time, a top scorer Looi Ji Keon among all the MUFY providers worldwide. The Top Scorer Award is presented annually by Monash International in recognition for top performance among the MUFY campuses around the world in Malaysia, Melbourne, Perth and Laos. Looi obtained an impressive score of 402 out of 410 and he also won four Subject Awards each for Biology, Chemistry, Mathematics A and Physics.

Fellow MUFY student Nor Aimi binti Mohd Nordin won a Subject Award each for Accounting and Mathematics A, while Cheng Jian Wei won a Subject Award for Mathematics B.

CIMP graduating student Josephine Tan Wen Yi was honoured as the top scorer and was presented with the Tan Sri Dato' Seri (Dr) Jeffrey Cheah Award by CIMP Sunway for achieving



MUFY Top Scorer Looi Ji Keon (right) with Puan Adawiah Norli (2nd from left), Director of MUFY and Looi's parents Mr & Mrs Looi Kong Meng, during MUFY Graduation Night.



Mrs Hor Poh Choo, Director of 'A' Level programme (left) congratulating Megha Subramanian, top student for the November 2005 'A' Level exams.

the highest average marks of 90% across 6 pre-university subjects in her graduating class.

The recent CIMP graduation ceremony was graced by the High Commissioner of Canada, His Excellency David Summers and Puan Sri Datin Seri Dr Susan Cheah, EXCO Member of the Sunway Group.

The Valedictorian of the graduating class was Samuel John Jebasingham Isaac who achieved an average of 86.5% in his results and was actively involved in extra-curricular activities, including assisting in the visit by the residents of the Selangor Cheshire Home to SyUC and when he served as a member of the Editorial Board for "The Album", a CIMP publication.

The November 2005 examination for the Cambridge GCE 'A' Levels

produced a high number of students with good results. Megha Subramanian, Lim Yong Yan, Anderson Quah Shu Chip and Yeo Cheng Hwa outshone their course mates by scoring 4 'A's each.

Megha Subramanian, 16 who is much younger than her peers, emerged the top student as she not only obtained 4 'A's in Biology, Chemistry, Mathematics and Physics but scored the highest amongst her class in all the individual papers of these subjects. Megha is interested to take up Forensic Sciences in the U.S and in pursuing a career in research. For her efforts, she will be receiving the Tan Sri Dato' Seri (Dr) Jeffrey Cheah Scholastic Award. Overall there was a 100% pass rate for Biology and Chemistry, 98% for Mathematics and 96% for Physics among the cohort of students who sat the November exam.

Nik Muyassarah, Looi Ji Keon and Samuel John have opted to pursue Medicine and Josephine has chosen to do Law. Nik will be at Melbourne University, Australia, Looi and Josephine at Monash University, Malaysia and Samuel will head to Melaka Manipal Medical College.

In his valedictorian speech during the Graduation Night, Looi Ji Keon shared "Our time at Sunway has taught us to let our passion be our inspiration and to look at limitations as new opportunities. Wherever our various paths may lead us, we can walk them now with the strength and support we have found here at Sunway".

Statistics Notes:

AusMat - 39% of SyUC AusMat students were in the top percentile for the TER and 22% of Sunway students were in the top 10% worldwide. In last year's graduating class 7 out of 187 students obtained a Tertiary Entrance Rank (TER) of 99 while 14 students were above 98%.

MUFY - 90% pass rate out of the graduating class of 224 students and 8 graduates received entrance scholarships from Monash University, Malaysia.

CIMP - a total of 184 students from the 2005 class graduated and the pass rate was 98.4%.

'A' Levels - 96.3% pass rate with 37.8% of students scoring at least 1`A' and 23.2% achieving 3 'A's or more.

Preparation and Stress-Busting Tips for Exams

Have you ever looked at your calendar and panicked when it suddenly dawned on you that you have only a month to go before the exams?

According to Senior Counsellor, Cheang Meng Wai who is with the Counselling Unit at Students Services, SyUC, "There is hope for last minute crammers but in today's competitive world, I would advise students to prepare early for exams to reduce unnecessary stress". Here are Cheang's tips for exam survival.

- Go through your lecture notes or exam syllabus and list the topics which have to be covered your own study checklist.
- Make a revision plan. Set a realistic number of hours for revision each week. Plan to work through each of the topics in the period up to the exam, leaving a few weeks for final revision. Do your best during revision.
- Do not just read. Make short notes and draw diagrams to summarise points.
- Form small study group with your classmates to discuss the topics after revising.
- To reduce stress, start revising as early as possible. If you start late, do not panic, make a plan of what you have to do and stick to it. Do lots of exam questions practice, so you know what to expect. And make sure you get some exercise and fresh air. Most importantly, keep a sense of proportion there is life after the exams.
- Take 10-15 minutes break after one-hour study and a longer break after 3 hours of study.
- Play some games when you can find time to help you relax.

- Eat well. Have balanced meals.
- Get a good night's sleep the night before the exam. Do not rely on a lot of last minute revision. It is OK to revise a couple of things the night before the exam but do not get into a panic about things you don't know. Convince yourself about how much you do know. Get all the things you need ready the night before pens, pencils, ruler, calculator with spare battery, etc.
- Don't forget to read the instructions and make sure you know what you are being asked to do. You should go into the exam well aware of what is expected of you, but you should always check. Don't, however, waste a lot of time on this.
- In the exam, arrive at the place of the exam early. When you start, find a question you can do well and do it straight away, even if it is not the first question on the paper. This will build your confidence. Keep a careful eye on the time and keep on schedule to answer every question you need to if you find a question you struggle to do, leave it and return to it later.
- Be positive. Look back at your original plan, from time to time, and realise the progress you have made. With determination and the right approach, you can surely succeed!

ON TARGET

Right on Target

Members of the SyUC Archery Club took part in an archery competition held recently.





Enthusiastic competitors getting ready to bow

Archers in deep concentration during the competition

Archers came out in full force to display their talents in this popular sport. Lim Jian Wen from Cambridge 'A' Levels emerged the Best Male Archer and fellow course mate Inez Lim was the Best Female Archer. In the team category, the Best Team was a team from the Canadian International Matriculation Programme (CIMP) made up of Kenny Yong, Asraf Hartin and Mohd Nasir.

The club has attracted more than 100 enthusiastic bowers, whose members meet every Tuesday at their "targeted" spot, the Stars Archery Range at the Pyramid Shopping Centre. SyUC students who are interested to join may email club_archery@yahoo.com.