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Is an MBA the Way to Go? Ask Lim Teck Guan

Sharifah Sofia, Rising Star Bringing in the Melody Rewarding Excellence Budget Wise I can Cook!

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Explanatory notes: **biaze** was selected as its name signifies Sunway University College's burst of achievements in recent years. Sunway University College is a 'trailblazer' in the area of excellence in education pursued with a flaming passion in the hearts of its staff and students.

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in Arts launched

#### From the Executive Director's Desk



The Ox Year is an auspicious year for some one billion Chinese around the world.

In a country like Malaysia, the various ethnic races enjoy the Chinese New Year as one nation. Our international guests who came for the Chinese New Year celebration were equally impressed, what's more, with the Lion Dance performed by a professional group of Indian performers!

This is the spirit of "Muhibbah". It is this impression that we would like to leave with our international guests, that people of various races can and should work at co-existing with each other.

Sunway University College itself is a melting pot of cultures. We have all three major races in Malaysia, as well as students from over 60 countries around the world

Besides achieving academic excellence, this is indeed the place to interact and learn to appreciate each other's culture better.

Together, let us make this an Ox-picious year!

Skalll

Elizabeth Lee Executive Director



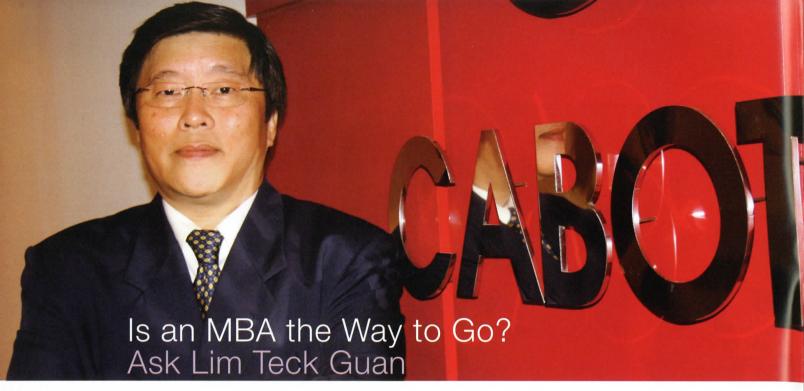




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ew people are as determined as 48-year-old Lim Teck Guan; despite already having a high flying career, the father of four growing-up teenagers, has embarked on a Master of Business Administration (MBA) programme at Sunway University College.

The Engineering Director of Cabot Corporation (CEC business), who graduated with a Bachelor of Mechanical Engineering (Hons.) from the University of Technology Malaysia (UTM) in 1984, says he has always been fascinated with business investments.

It was shortly after he attended a 2-week business management programme conducted by Harvard Business School that Lim realized the value of a business education at a Masters level from a top business school.

"I have grown intellectually," he quips. "Today, I am a better person with a well-adjusted personality and outlook, as a result of studying for the MBA. It helps me to make better informed decisions. I hope this would enable me to progress to managing a business unit in the near future."

#### **Illustrious Career**

The Malacca-born Lim feels that the essence of living is learning and growing, as there is always room for improvement. "It's a lifelong process," he explains.

He has an illustrious career in his 25 years of working experience, mainly in plant and design engineering, process safety management, project implementation and management of various plants in the Asia Pacific Region.

After working with FELDA for five years, in 1989, he joined ICI (M) Holdings in 1989 as a Project Engineer, where he had his early years of exposure in doing financial analysis, being involved in a few acquisitions projects which required him to perform technical evaluation of potential acquisition candidates and implement projects.

In 1993, Lim was promoted to be Construction Manager, when ICI Holdings decided to build a RM70mil decorative paint plant in Nilai for its subsidiary, ICI Paints Sdn Bhd. After its successful completion, the project won the inaugural ICI Chief Executive's Safety Award.

By end 1994, Lim was again promoted to be the Regional Engineering Manager with ICI Paints Asia Operations Group to manage the completion and commissioning of a US\$40mil paints plant in Shanghai, a JV between ICI Paints and The Swire Group of Hong Kong.

He later decided to join the Dialog Group as its Head of Engineering in mid-1998, during which he helped to engineer the RM\$600M Kertih Integrated Chemical Complex Terminal project. He was also involved in the management of the RM\$100M Propylene Liquefaction, Storage and Piping facilities for Petronas Propane Dehydrogenation Plant in Kuantan.

Shortly after that, he joined his former employer, CCM Chemicals Sdn Bhd, in early 2000 as the Group Engineering Manager, where he again provided technical support and performed economic and technical feasibility evaluations in support of the company's business development.

Later, as the Regional Director of Engineering, Lim involved himself in the management of Cabot's commercial application of technologies to meet business needs across the Asia Pacific region. His responsibility involves managing an annual capital expenditure budget of US\$20M – US\$30M.

One of his major project achievements was to initiate and implement a power generation project to reduce the cost of manufacturing Carbon Black, and minimize energy and environmental footprint by utilizing waste gas as fuel. "This is a big challenge, with my other responsibilities now to ensure that only projects with robust business cases are selected for implementation,' he elaborates. 'Financial and strategic appraisals have to be performed with due diligence."

#### **Knowledge is Power**

For this big task, Lim finds the knowledge he picked up from his MBA programme useful. "What I have learnt has been a tremendous help to my job," he enthuses.

"The professors are a different breed. They are a class of their own, very learned and knowledgeable not only in theoretical grounding but in practical everyday applications. They are at the leading edge of their chosen field. They are also very proud of their achievements, and justifiably so. It's definitely impossible to fall asleep during their lectures! I am most fortunate to count them as my teachers. Some of the tutors also deserve mention for being truly inspirational.

Lim realizes that Malaysia, being part of the Asia Pacific rim, where the environment is very dynamic with high levels of growth, the ability to understand, anticipate, strategise and appropriately respond to the rapidly changing global environment are crucial to any company's success.

"This is where knowledge is indeed very powerful in making good business decisions in such a competitive global environment," he adds.

Today, Lim finds himself still learning new things everyday, especially since he signed up with the University of Manchester to do its MBA programme part-time over three years. He has no qualms about spending long hours doing his assignments; in fact, the projects that he found particularly enjoyable are on topics that he has always found useful in the course of his work – Strategy Management, Risk Management, Financial Management, Corporate Finance, Project management and Investment & Portfolio Management, to name a few.

"I find all the assignments to be very relevant indeed," he told Blaze. Laughing, he adds: "In fact, I would not trade the privilege of spending my weekend doing the research and completing the assignments because I enjoy doing it!"

But, why did he choose Manchester Business School? "The MBA programme offered by Manchester Business School is the top MBA programme in Malaysia. Manchester University is in fact a global brand and it is consistently ranked as one of the top business schools worldwide."

Being a part-time course, it also allows him the space to continue working. "With my children already of the age where they themselves are in secondary schools and pursuing their tertiary education and therefore require lots of time and money, I could not afford to take a couple of years off work to pursue my MBA."

This is where the tension between study, work and family commitment comes into the picture. Due to his hectic schedule, he does most of his assignments while travelling in a taxi or waiting at the airports for the plane, and even in hotels whenever he is travelling. 'It requires great dose of self-discipline, especially since it had been many years since I left the university,' he admits.

Besides a full sponsorship by his company, Lim finds an extremely supportive boss to be a great help in his pursuit of

the MBA programme, which is now pending completion of his thesis. "I should be graduating by end of this year," he smiles.

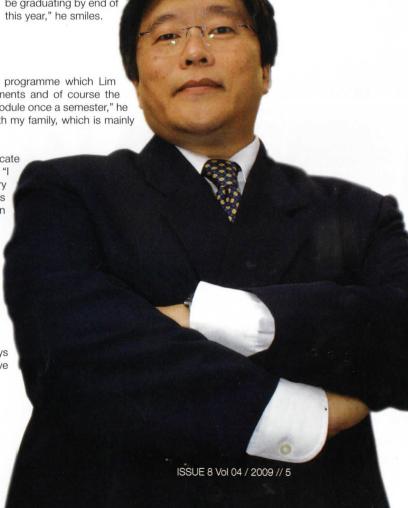
#### Tough Balancing Work, Study and Family

The plus point of doing Manchester Business School's MBA programme which Lim emphasizes is its flexibility. "Apart from the numerous assignments and of course the exams, all I have to do is to attend a 3-day workshop for each module once a semester," he said. "For the rest of my weekends, I am free to spend time with my family, which is mainly spent studying alongside my children."

Time management is crucial in his ability to cope. He has to allocate time between work commitment, the family and his study. "I am fortunate to be surrounded by my loved ones who are very supportive and understanding," he warms up, as he describes his 20-year-old Rachel, and three younger sons Matthew (18), Melvin (16) and Joseph (14).

"My children were initially not very thrilled at the prospect of having me becoming a student again. To them, it meant that there would be many weekends without the movies and short trips that we would do as a family. I am a single parent, and I have my hands very full just running after them and making sure that they are brought up in a conducive and supportive environment."

Whatever the situation is, the order of precedence is family (always first), before it comes to work and study (in that order). "I have almost no life other than children, work and study," he laughs.



#### Cover Story

#### The Key: Stay Focused

There were of course times when he was in a tense situation where everyone was demanding his attention. A problem at work required him to travel, while his youngest son longed for his presence to help with homework, and there was an assignment due for submission.

For Lim, the key to keeping the fine balance is to always stay focused. "It is important to constantly remind myself of my goals and stay focused and steadfast in my objectives. I also cannot disappoint my boss, who so kindly agreed to sponsor my MBA."

Most importantly, in his own words: "The fact that I enjoy the MBA programme, it makes learning new things so much easier."





# Business-related Masters Programmes

In May this year, three part-time Masters programmes will be launched in collaboration with the Lancaster University Management School (LUMS) – namely Master in Money, Banking and Finance, Master in Management and Master in Management with Law. LUMS is currently ranked 4th in the UK and No 27 in the world by the Financial Times Global MBA rankings 2009. Professor Jarlath Ronayne, Vice Chancellor of Sunway University College said LUMS is an ideal partner. "We have benefited greatly from the affiliation and it gives substance to our ambition to be the best private higher education provider in Malaysia," he added.

Professor Jarlath Ronayne

# MBA Programmes



The University of Manchester Manchester Business School

Ranked as one of Europe's top ten business schools, Manchester Business School (MBS) is currently placed 5th in the UK.

MBS worldwide delivers the internationally reputable Manchester Business School MBA to global executives, enabling you to gain a world-class MBA without taking a career break. MBS Worldwide has proven 15-year track record in delivering these programmes, blending selfstudy with face-to-face residential workshops held in one of eight destinations worldwide, namely Hong Kong, Jamaica, Malaysia, Singapore, United Arab Emirates, United Kingdom, Shanghai and Brazil.





Victoria University Master of Business Administration programme is designed for working adults who intend to pursue a postgraduate study without having to leave their jobs. The objective of this programme is to equip working adults with the latest knowledge and skills in business and management that are relevant to their workplace by providing a platform for students to learn from experts and each others' varied work experiences. Students have the opportunity to learn from the lecturers-cumexaminers of VU who visit Malaysia for their respective modules to conduct face-to-face classes.

# Master in Network and Mobile Systems

A new Masters programme aimed at the IT professionals in the industry is in the offing at Sunway University College, once the approval is received from the Ministry of Higher Education and the Malaysian Qualifications Agency (MQA).

Known as the Master in Network and Mobile Systems, the twoyear part-time programme is the result of an ongoing collaboration between the School of Computer Technology at Sunway and Lancaster University's Computing Department.

Lancaster's Computing Department has an international reputation for systems research. It was given a 5-Star rating in the last UK Government research assessment exercise and is currently ranked 7th in the UK for Computing research.

Dr. Chris Edwards, a lecturer from Lancaster University's Computing Department and his colleague, Dr. Nicholas Race were here in December 2008 to conduct a 4-Day intensive Master's level workshop in Advanced Networking. Dr. Edwards is involved in the teaching and research work in the field of telecommunications, networking and operating systems and has been with Lancaster since 2001.

The collaboration was aimed at strengthening undergraduate and graduate level courses at Sunway. The Advanced Networking Workshop will be one of the six modules in the Masters programme. "Students are taught to look at practical perspectives such as actual computer networks in the UK and Europe and how they may evolve in future," said Dr Edwards.

The other modules are in the area of fixed and mobile communications, mobile computing and ubiquitous computing.

A visiting research fellow from Lancaster University, Professor Rodger Lea, who has been attached to Sunway since January 2008, has been assisting Sunway to build on its research and post-graduate programmes at the School of Computer Technology.



On December 12 last year, Professor John Mackness was the guest speaker at the Tan Sri Jeffrey Cheah Distinguished Speakers Series held at Sunway University College. The Director of Collaborative Programmes from Lancaster University Management School gave a lecture on 'Systems Thinking for Leaders.' **biaze** met him after the talk.

#### Q. Professor Mackness, in simple terms, how would you explain "Systems Thinking" to a young undergraduate?

A: Systems Thinking is thinking about how different parts within a purposeful organisation interact with each other. For example, if we are talking about a family as an organisation, the purpose of having a family might be described as to support family members as they grow, develop and mature. In such a situation, Systems Thinking can be used to explore the relationship between various processes within the family to see how they interact towards this purpose.

The processes might include, for example, planning the family, educating the family, coping with pressures and opportunities and managing changing roles If we want to improve the way the family works, we can look at each of these processes (or subsystems) separately or we can look at the interactions between the processes to see how the whole system in totality could be improved.

When we adopt Systems Thinking, the key idea is to explore how the system adapts to any changes so that it can survive through time. This requires adequate communication and control processes, thinking about the system in relation to its wider system and subsystems and looking for the desirable 'emergent' property that the parts don't have. The emergent property of the family in our instance might be 'happiness'. The individual processes working together well can achieve a happy family and systems thinking is a way to improve how they work together.

#### Q. Tell us a bit of the background how Systems Thinking was developed as an approach to solving problems?

A: Systems Thinking emerged immediately after the Second World War when people started talking about numerous types of systems because they were interested in new ways to improve the effectiveness and efficiency of organisations. They studied biological systems (for example, the heart), mechanical systems (for example, a thermostat), human/mechanical systems (for example, riding a bicycle), ecological systems (for example, predator and prey relationships and social systems (such as groups and supply and demand relationships).

Complex systems, such as social systems, are made up of numerous subsystems and because they are known to interact with their environments, they are also known as open systems. Within a complex system, these subsystems form into hierarchies. Each subsystem has its own boundaries of sorts, and includes various inputs, processes, outputs and outcomes geared to accomplish an overall goal for the subsystem.

Systems Thinking emerged as a way of thinking about complex organisational situations primarily because it provided a language and a structure within which problematic situations could be studied and improved.

# Q: What is the difference between linear thinking and systems thinking?

A: The main difference is that linear thinking is usually associated with the assumption that causes of effects can be identified and treated. In other words, when you hit a problem, you immediately try and locate the cause and by taking action to eliminate the problem, you improve the situation.

Systems Thinking, on the other hand, does not require the cause to be identified. Indeed, it might be impossible to locate one cause in a complex situation. In these situations, the best we can do is to investigate the situation from different perspectives and try and find ideas to improve it from these perspectives.

So, if linear thinking is about defining a problem and finding a solution, systems thinking is about understanding the situation in its context and finding possible ways to learn about improving it. It's a different mindset to linear thinking.

"You can use Systems Thinking to investigate why an organizational strategy is not working by understanding how the strategy is perceived by the different functional heads and exploring the implications of these views."

Professor John Mackness

#### Q. How can I use it in my studies?

A: You can, because Systems Thinking can be applied to any level of purposeful activity. In your studies, you are the purposeful whole – 'the system', if you like to call it. The wider system is the degree programme you are on, which has a goal and specific measures of performance. Subsystems are concerned with your processes for understanding, sense making, recording, writing and refining your understanding in line with required standards. If you adopt Systems Thinking to review your studying processes, you discover opportunities to improve them, thus making your overall studying process more effective.

#### Q. How can I use it at work situations?

A: As I said, it is a process you can use to think about how any purposeful activity works. So, it is useful to investigate any work situation which might be problematic.

Give you one example: you can use Systems Thinking to investigate why an organizational strategy is not working by understanding how the strategy is perceived by the different functional heads and exploring the implications of these views.

To adopt Systems Thinking in your workplace, you might need to read more. Try reading 'Learning for Action', by Peter Checkland and John Poulter, published by John Wiley in 2006. Websites are useful too. Try http://en.wikipedia. org/wiki/Systems\_thinking for starters. Tan Sri Jeffrey Cheah Distinguished Speakers Series are held regularly. Look out for details in the press or email christinae@sunway.edu.my to join a mailing list.

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# Rewarding Excellence

ast year, Chang Mei Yan, 21, was a proud recipient of the Chancellor's Scholarship 2008. It was both a form of recognition for her academic success as well a great help to her family.

A grateful Chang said she was excited that she had been picked to receive one of two such scholarships awarded every year. However, in 2007, only one Chancellor's Scholar was selected and was given to Chang.

"In fact, achieving the scholarship was indeed something I had aspired for," she quipped. "It was like a dream come true!"

The daughter of Chang Hun Land a Technical Assistant with a local consultant engineering company, said the award has indeed boosted her confidence to achieve greater things in life.

It will also take care of the rest of the tuition fees for the entire programme. "This will definitely come in handy, as it will provide me with the resources and support necessary for my

success in my studies," she said. "It is also something that I am proud to add into my resume."

The scholarship is for a 3-year Lancaster-validated Bachelor of Science (Hons) Psychology degree programme at Sunway University College and a two-week study visit to Lancaster University, which includes airfare and accommodation. Scholars are required to maintain an academic achievement of a minimum average of 70% each semester.

A total of 780 students were also awarded various forms of scholarships in recognition of their academic, sporting and other achievements. Sunway University College has to date given over RM42 million worth of scholarships from the Sunway Education Trust since its inception in 1997.

The Trust also provides scholarships for the needy such as the Tun Omar Ong Yoke Lin Community Scholarships, of which ten were given out earlier this year. The amount given out in scholarships in 2008 was RM4,781,767, including community scholarships.



Sunway University College-CIMB Sports/ECA Achievers' Award recipients (from left): Nor Amilia Binti Muhamad Nor, Low Sze Jein, Melvin Chua Bao Quan, Chang Mei Yan and Chan Yung Mun



Proud recipients of Sunway's Sportspersons Oct 08 award: Nor Amilia Binti Muhamad Nor (national bowler) and Melvin Chua Bao Quan (swimmer)



Sports Scholarship recipients (from left): Mak-Pee Kwang Xin (tennis), Melvin Chua Bao Quan (swimming), Nur Hidayah Binti Adam (bowling), Yap Yee Xiang (fencing) and Nur Shaheera Shazny Binti Mohd Zaini (fencing). Standing fourth from left is Lee Weng Keng, CEO, Education & Healthcare Division, The Sunway Group



# Business with a Heart Conference

Bah Humbug!" Mr. Ebenezer Scrooge would have exclaimed in his grating voice had he stepped into a corporate social responsibility (CSR) conference held recently at Sunway University College.

His eyes would have turned red, his thin lips blue, - that "cold-hearted, tight fisted, selfish man," in Charles Dickens's A Christmas Carol - had he noticed the words on the backdrop, "Business with a Heart."

Good to know that of 400 students from various private and public universities in Malaysia, who attended the CSR conference organised by Sunway's Victoria University Bachelor of Business, not even one lived up to the notoriety of Scrooge!

Instead, they absorbed everything they could learn about CSR, while being entertained by various drama, dance and choral speaking performances. By the time the day came to a close, the students were still actively participating in a special forum, entitled "Environmental Conservation: Can Corporations Do More?"

The forum, jointly chaired by Dr. Foo Yin Fah, Head of the Australian University Programme at Sunway, along with WWF, Malaysia Nature Society and the Environment Protection Society of Malaysia, touched on the importance of sustainable development.

Dr. Foo, who was excited about the good turnout, said it was important to promote CSR awareness, since it is one area that is still nascent in the minds of our young. "However, we are confident that this is a great start in inspiring students to become true advocates for community well-being," he said. "They will then become the next generation of CSR leaders of our future corporate Malaysia."

Business organisations, he added, should not only practise profit maximization, but also behave responsibly towards their community at large.

This conference was the first of its kind in Malaysia involving two other highly reputable organisations, CPA Australia and KPMG in Malaysia, which are also involved in doing community service. A total of RM5,800 in donations and student participation fees was raised and donated to the SMK Bandar Sunway's special class for students with learning disabilities.

Among other participating companies included the Sunway Group, The Body Shop, HSBC, and DiGi.

Profile of joint-organisers:



Sunway University College runs on a non-profit basis and is completely funded by the Sunway Education Trust Fund, established by the Sunway Group in line with their CSR objective of developing human capital through excellence in education.



CPA Australia, a leader in the field of accounting and finance, has a CSR strategy which leverages on their craft; from influencing the development of sustainable regulatory policies to assisting corporations in responding effectively to evergrowing CSR demands from shareholders, governments and society.



KPMG, as a leading audit, tax and advisory services firm, conducts itself as a responsible corporate citizen to clients and colleagues, and is also a positive force in the community through a myriad of activities such as the KPMG Community Day, reef conservation and its Education Trust Fund which assists needy students to pursue their studies in Accounting and Finance.



G.O.L.D, a learning disability class of SMK Bandar Sunway had a station at the conference

Elizabeth Lee (left) with Datin Mina Cheah-Foong, CEO of Body Shop, Malaysia

# Teach Them to Fish

and You will Feed Them a Lifetime

Azerena Nediba is right that the young people in her village have talents that can be developed, but they are simply lacking in opportunities.

She was one of a few who earned her way to a tertiary education, thanks to the Tun Omar Ong Yoke Lin Community Scholarship, which is funded by the Sunway Education Trust, which was set up in 1997 by Tan Sri Dato' Seri Dr. Jeffrey Cheah, the founder and chairman of the Sunway Group, with the objective of providing assistance to students in the form of scholarships.

Born ethnically Orang Asli, she has one noble ambition: to operate a restaurant of her own, specializing in pastry. Currently pursuing her Diploma in Hotel Management, Azerena is one of the 38 recipients of Tun Omar Community Scholarship, who met up with fellow community scholars and past graduates during a lunch get-together recently.

Sharing her thoughts to motivate the next batch of scholars, she said: "I really want to make the most of my opportunity so that I may someday be able to motivate my community to achieve greater success in life," she said. While pursuing her education at Sunway, she returns very often to her village to encourage the younger ones in her community to study hard.





Matthew Sheu Klang Programme: Diploma in Information Engineering Ambition: Network Engineer

"I feel most privileged to be supported by Sunway through this scholarship". Two other scholars, Nanthini Ramras and Matthew Sheu also shared their excitement about being Community Scholars.

The Sunway Tun Omar Ong Yoke Lin community scholarships are a lifeline for the needy. These scholarships for study at Sunway are reserved specially for those who come from charitable homes or the financially disadvantaged community. Every year, ten of these scholarships are presented. Applications must be made through Malaysian Care.

Since 2002, a total of 38 community scholars have benefited from this scholarship, and Sunway keeps in close contact with all of them through various activities. Nine of them have graduated with degrees and diplomas in various fields.

Sunway University College, through its Student Services Department cares for these scholars by providing book allowances, accommodation, mentoring support and even counselling so as to support them in positive and meaningful ways. There are currently 21 recipients, 13 of whom are from homes such as Rumah Care, Rumah Faith, Rumah Keluarga Kami, Rumah Ozanam and Shepherd's Centre.



Nanthini A/P Ramras Bahau, Negri Sembilan Programme: Certified Accounting Technician (CAT)

"I feel very thankful and very happy to be receiving this scholarship. I now have a specific goal in life. I wish to pursue the Association of Chartered Certified Accountants (ACCA) qualification after CAT."



The community scholars participating in an ice-breaker activity before the lunch get-together.

#### The Sunway Education Trust

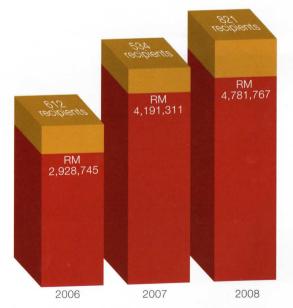
A dream very personal to Sunway Group's founder and chairman, Tan Sri Dato' Seri Dr. Jeffrey Cheah was to set up an education trust to help promote education in Malaysia.

Since its inception in 1997, the Trust has distributed about RM42million in scholarships to some 4,000 students from both Sunway University College and Monash University. The Trust is a self-sustaining entity and allows for all surpluses from the institution to be ploughed back for scholarships and other benefits to students.

The Trust owns 100% of Sunway University College and 65.5% of Monash University, Sunway Campus. Sunway University College is the only private higher institution of learning that operates under a Trust.

#### The Tan Sri Dr. Jeffrey Cheah Foundation

In a recent move, the founder and Chancellor of Sunway University College established the Tan Sri Dr. Jeffrey Cheah Foundation to further solidify his deeply-held beliefs in the power of education. Donors to the Foundation will be eligible for tax exemption.



Amount Contributed By the Trust and Number of Recipients by the Year



With rising inflation, **biaze** spoke to a few Sunway University College students to find out how well they are managing their monthly budgets as young adults.



AMARPREET KAUR Age: 18 Sek Men Taman Melawati Hometown: Kuala Lumpur Programme: CIMP

THAARANI SELVARAJAH Age: 18 Sek Men Taman Melawati Hometown: Kuala Lumpur

Programme: Certified Accounting Technology

#### Monthly Budget RM240-280

We share a room together. While lunch is usually eating out at the nearby shops, we share to cook fried rice and instant noodles for our evening meals. Since our parents live in Kuala Lumpur, on weekends, it's home sweet home. We are able to survive on our shoe's string budgets.

"Whenever we can find some time, we go for a movie together once a week. We spend most of our money on clothes and other accessories. Our favourite shopping haunt is the Summit Shopping Mall, because the clothes there are cheaper, yet up-to-date.



FELICIA CHOONG
Age: 23
Hometown: Petaling Jaya
Programme: Bachelor of
Psychology (3rd Year)
Monthly budget: RM300

#### Monthly Budget RM300

basically allocate RM50 for stationery, and another RM50 for the phone cards. For the balance of my pocket money, I set aside 10% for tithes, 10% for savings and the rest on food.

Lunch costs about RM5 a day. Dinner is usually at home since I live in Shah Alam.

Since I drive Mom's car to Sunway every day, she is kind enough to pump the petrol.

No, I am not the type of Starbucks kid. Only once in a while we would go to places like that with our friends.

I have never had much difficulty budgeting my money since three years ago.

For my leisure, I enjoy hanging out with my church friends.



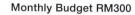
AHMAD RASHAAD Age: 19 Hometown: Shah Alam Programme: ACCA Monthly budget: RM300



THIRU SHAKTHI Age: 21 Hometown: Kelana Jaya Programme: Diploma in

Graphic Design (2nd Year)

Monthly budget: RM500



drive daily between Shah Alam and Sunway. Toll on the Federal Highway averages RM40 a month.

Parking at the college is another RM40 a month. This leaves me with about RM200 for food and another RM20 to go to the movies during weekends.

For lunch, it is either at Medan or Pink. It costs me RM6, including the drinks. For dinner, it's another RM3 at the nearby mamak shop beside the college.

Once a month, I would take time to go for some outdoor activities. My favourite place is Ulu

RM300? No complaints. There is enough to live a comfortable life if you learn to budget well.

#### Monthly Budget RM500

Ithough I get RM500 a month, I only spend Although I get hiviboo a month, I save it for the future.

Averagely, I spend RM50 a week on food and drinks. For me, my favourite is the Chinese economy rice and Fried Koay Teow.

For my leisure, I enjoy going out with friends once a week during weekends.

It's too expensive to hangout in modern cafés. Prices are ridiculous, too! I rather enjoy my teh tarik session with friends.



MOHAMED AFFAN Age: 25 Country of origin: The Maldives Programme: Diploma In Hotel Management Monthly budget: RM1,000

#### Monthly Budget RM1,000

Je are from the Maldives. I am living with my parents in PJS 10, where every morning, I have to take a taxi to Sunway. That costs me about RM8 for each trip.

To save some money, in the evenings, I choose to walk home unless it rains heavily.

I usually have my breakfast and dinner at home with my parents. For lunch, I spend almost RM10 every day at the cafeteria, and occasionally, I hang out with friends in some modern café outlets.

I save the rest of the money. For my leisure, I enjoy swimming at night. And once in a while, I go out with friends for a movie.

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Happenings Speak up against abuse A radio station is doing its bit to raise public awareness of RAMLI Salleh hits his wife for forgetting something. Tan Chin Slang chooses to ignore the arguments and screaming next door, and Thiru criouses to ignore the arguments and screaming heat door, and rim Arumugam discourages his sister from reporting "Just a siap" since their mother tolerated it before. Domestic violence on the rise

Ask Kevin Zachary, a first year forward to pledge and be made aware violence against women and children, at computing student what he of domestic violence, which sometimes Sunway University College starting from understands about the "White Ribbon go unnoticed." International Day for the Elimination of Violence against Women", his answer It is probably for the first time in Dr. Batchelor, a Malaysian who is is candid: "This is a very good initiative. Malaysia that any effort has been done a Permanent Resident in Australia, Violence should be stopped and it is to participate in the White Ribbon said a similar pledge which she had great that this awareness is already campaign in a significant manner. pioneered in Perth last year was inculcated in us as students."

Reventhran, November 25 now holds a students of Sunway University College. special meaning because of an initiative by a lecturer, Dr Valli Batchelor to raise With this, all Malaysians were able to and the Guru Dharma Society. celebrate lives free from violence.

domestic violence, Kumaran told collected and put on display on a "tree"

The pledge module on the www. highly commended internationally. journeytowardshope.com website was This project is presented by Sunway And, for his fellow student, Kumaran developed by a group of computing University College in association with

awareness for the U.N White Ribbon join their counterpart around the world, campaign and to create safer and sacred particularly in Australia and the United The White Ribbon pledge reads: "not places for all Malaysians of diverse States, to make a personal pledge to commit, condone or remain silent on culture, religion, gender and ages to against domestic violence, effective 10 violence against women and children". am on November 25.

Expressing his support against The palm paper pledges were also Blaze: "I hope more people will come for 16 days of activism for elimination of

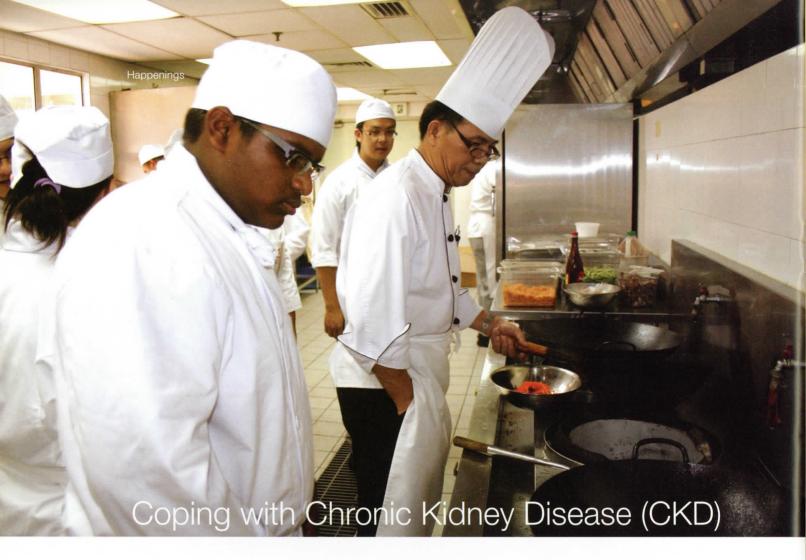
Journey Towards hope Dance Projects, Australia, World Council of Churches



Students performing a dance at the launch of the pledge module



Elizabeth Lee launches the pledge module



Sunway University College was recently involved in the 3rd Annual Renal Nutrition Workshop, jointly-organised by Sunway Medical Centre and Fresenius Kabi in an effort to educate Chronic Kidney Disease (CKD) patients about nutritional guidelines and creative, informed home-cooking methods which plays a key role in helping them maintain a normal, enjoyable lifestyle

Chronic Kidney Disease (CKD) is a progressive condition that causes the reduction – or even the loss – of a person's kidney function over time. This will have a significant impact on the patient's long-term health. Risk factors include diabetes, high blood pressure, and obesity. Early detection and treatment helps to delay the progression of this life-threatening disease. The most effective form of treatment is the combination of medication and appropriate lifestyle changes.

Very Low Protein Diet (VLPD) plan is the key to a normal enjoyable lifestyle for patients suffering from chronic kidney diseases (CKD).

According to Sunway University College's School of Hospitality, Tourism and Leisure Management's Chef Loke Hoi Weng, there are plenty of delicious choices of food and cooking techniques available to those who have to follow strict VLPD. "Cooking and eating at home need not be boring or restrictive," he told the CKD patients and their carers during a cooking demonstration, which was held as part of the workshop.

Joining him was fellow colleague, Chef Andy Woon. Together with the Sunway Medical Centre's dietician team, they devised an innovative 3-course menu and used their formidable professional and teaching expertise to educate the workshop's participants about the VLPD plan.

Two dieticians from Sunway Medical Centre, Yang Wai Yew and Ng Yee Voon gave an update session on the guidelines used in the VLPD plan, which included practical kidney dietary tips. This was followed by an interactive nutrition workshop, which focused on how to increase energy intake and control salt while on VLPD.



Yang, who is Dietetics Manager at Sunway Medical Centre, said that in addition to medication, diet also plays an integral part in the overall management of CKD. "Diet plays a crucial role in delaying the progression of CKD," she said. "While we hope that this workshop will successfully educate individuals with CKD the need to eat right, each patient is different, and would therefore need the guidance of a dietician to plan a tailored diet."

Yang added that this is especially important as each patient's diagnosis and clinical condition changes over time and regular follow-up consultations with one's doctor and dietician will help one adjust his medication and diet therapy accordingly.

Medical personnel, Dr Tan Wee Ming also spoke about the latest update in the development of CKD supplements and medication during an informal lunch Q&A session. The ketoacid supplements such as Ketosteril are a vital part of the CKD patients' diet, which they need to combine with the dietary principles taught at the workshop to ensure that both medical and lifestyle aspects are cohesively integrated.

The one-day Saturday event held in November last year was sponsored by Fresenius Kabi Sunway Medical Centre.





Winding the clock back to the 1600s, it was the German Baroque composers – among whom were composers like Claudio Monteverdi, Antonio Vivaldi, George Frideric Handel, Arcangelo Corelli, and Johann Sebastian Bach – who first wrote for the small ensembles.

our centuries down the road, and several thousands of kilometers away, at Sunway University College, the melodies of their music are still being played with great passion to create an ambience of a truly refined culture.

The Sunway University College Resident Ensemble, inspired by its Chancellor, Tan Sri Jeffrey Cheah, has on a number of occasions taken on the stage to perform during Teachers' Day, Convocation, Board of Directors luncheon, and the International Cultural Night.

A resident ensemble led by its consultant, Rockie Siew, the ensemble started in May 2008. "We are still developing the ensemble," Siew enthused. "At the moment, we only practice once a week on every Thursday for two hours between 3pm and 5pm. Students have to commit themselves for at least one year. Our selection criteria are based on the outcome of an audition that we conduct during our recruitment drive."

Altogether there are seven of them in the group who are the regular ones. First, there is Noeleen Tong of the American Degree Transfer Programme, who has played the violin for five years and was appointed President of the Resident Ensemble

Melissa Mea is pursuing the ACCA, a future accountant and she has been playing the violin for eight years.

The others are Mervin Yeow (ACCA) and Karen Lock (CIMP), while Nigel Ang Zhou Tien (AusMat), Grace Chua Qui Hoon (GCE-A levels) and Violet Eng Wei Lerk (MUFY).

Tong, in a recent interview with Blaze, said she has always enjoyed the weekly training. "This is, in fact, one reason we are able to always play as an ensemble on any occasion. It is really fun to be a part of this ensemble. One gets to play together and do something with others who share the same interest."

The idea of a resident ensemble has been mulled over for a long time and was mooted as a means to enhance the learning opportunities at Sunway. In Siew's own words, he said: "The ensemble is all about creating more rounded students. We are not just focusing on classical music but our repertoire includes contemporary music. Music has always been inextricably intertwined into the way of life of people in many cultures. In a good university, the presence of a good resident ensemble is almost inevitable."



Resident Ensemble:left to right Karen, Melissa, Noeleen and Nigel



SIEW: "We are still developing the ensemble."





# My Wish is just a little Smile

For seven-year-old Chong Wei (not his real name), death is just three months away. A reality that many children of his age, afflicted with terminal diseases, would not be able to escape!

Chong has been diagnosed with brain cancer. His parents have forked out every single sen of their savings to fund their only son's treatment this past year, and there was little money left to buy Chong Wei a PS2 that he had asked for.

Thanks to the people who cared enough to think of innovative ways to raise funds; now, with a donation of RM5000 from students of Sunway University College's Canadian International Matriculation Programme (CIMP), the Children's Wish Society of Malaysia (CWS) is able to grant Chong Wei his (probably only) wish. And, the wishes of many other children who would never live beyond their tenth birthday!

Executive Director of CWS, Allan Hubbert said that as a charitable organisation, CWS's main objective is to touch little lives. "We ourselves are touched by your own generosity. This is a fantastic initiative by the students, and to see youngsters do this speaks volumes for them," he said, during a cheque presentation witnessed by Tan Sri Ramon Navaratnam, in his

capacity as the Pro-Chancellor of Sunway University College. Tan Sri is also the President of the CWS.

Hubbert also made a special mention of his appreciation towards Antonio Sarno, the CIMP teacher for initiating this noble project.

Also equally impressed was Terry Boucher, Director of CIMP. "I am very proud of our CIMP students who have committed their time and effort for the community; this will help expand their understanding of the world and their potential to make a difference amidst the frailty of lives. We are happy to help the CWS, a worthy organisation that deserves all of our help."

The fund was raised from several activities organised by various CIMP student councils, who sold T-shirts and "Anthology of Student Writings" by students taking English in the programme and during the Halloween Dance.

Bravo! Together and making a difference in the lives of the little ones!

# Lifelong Learning

School of Computer Technology (SCT) lecturer, Lyon Laxman has a knack for lifelong learning and the inner drive for bigger tasks that even the Vice-Chancellor of Sunway University College, Professor Jarlath Ronayne is personally impressed with his achievements.

Lyon was awarded the certificate of "Exceptional MSc Project" by Rinicom Ltd, a privately owned technology company in the United Kingdom, for his outstanding project paper.

Besides winning the prestigious industry award from Rinicom Ltd, Lyon has also taken part in another competition with fellow student, Klen Copic Pucihar from the Department of Communication Systems at Lancaster University. Together, they bagged the first prize in "The Vodafone WidSets Challenge 2008" beating several other participants.

Their "Game Four in the Row" – a multiplayer game whereby one can challenge, play and chat with another player anywhere in the world across the mobile network industry, made it's way to the top.

#### On Par

According to Lyon, the international mobile web technology competition was initiated by Vodafone Betavine and sponsored by Forum Nokia with the aim of encouraging student's innovation in mobile Web 2.0 technologies by providing a showcase for their ideas and working models.

Lancaster University's Secretary for the Associated Institutions, John Dickinson, who presented Lyon with the certificate from Rinicom during a simple ceremony at Sunway recently said he was very pleased with Lyon's outstanding achievement.

"It demonstrates that the quality of the academic staff here are on par with Lancaster University," he added. "We would love to see more Sunway staff coming to Lancaster University for post-graduate studies, which is the kind of staff development we wish to see and which was why we embarked on this partnership with Sunway."

Revealing the secret of his success, Lyon said it is the result of sheer hard work and the urge to pursue lifelong learning. "With today's fast changing world, we cannot afford to be left behind in technology," he said.

For this reason, Lyon decided to further his studies and recently completed his Master of Science at Lancaster University. The first two semesters were spent at the University, where he was living 'off-campus' apartment-style with five bedrooms to each apartment at the Chancellor's Wharf, a 5-minute's drive to town and 15 mins to campus.

#### **Great Experience**

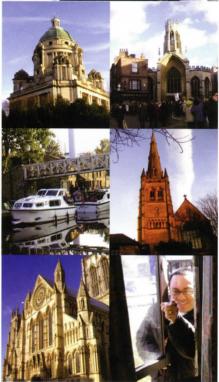
"I was there from September 2008 until April 2008. Those were the beautiful Autumn, Winter and Spring months," he enthused. "The weather was great. Lancaster is a very safe city. We walked an hour at midnight back to Chancellor's Wharf once. It was such an experience."

Lyon commuted to the university by bus. "The public transport service is very reliable and the services are available up to 3.30am," he said. "Punctuality is the norm in United Kingdom."

Even the lectures there start on time. "The lectures at Lancaster begin very punctual. Most of the lectures are in the morning (9am-12noon) while the tutorials are in the afternoons. They follow a 3-week model for each module/subject."

The first week was mainly for lectures, the second week was focusing on tutorials while the third week was for mini projects.





Check out the links to the WidSets competition:

http://domino.lancs.ac.uk/Info/lunews. nsf/l/3BAE94C1641E9CE08025745E004E4C88

http://www.dcs.lancs.ac.uk/news?id=570

#### **Benefiting Others**

During the course of his studies, Lyon was spending most of his time at the new Information and Communication Technologies (ICT) Centre at Lancaster University, otherwise known as InfoLab21. The lead supervisor for his project was Dr Mike Kosch, while Dr Paul Coulton and Dr Philip Benachourn filled in as fellow supervisors.

"Here, I learnt how to write scientific and other technical reports. Most weekends were in fact spent on writing reports," he said. "The university has a very conducive environment for learning, with 24 hours facilities available on campus for students."

Lyon added: "With my vast learning experience at Lancaster University, I have implemented at Sunway for the benefit of my students. I am teaching them how to write good technical and scientific reports, use referencing and avoid plagiarism."

The third and final semester of his MSc programme was mainly spent at Sunway, where he completed his project paper. "It

was also the most challenging semester," he said. "I had to finish my project paper within six months."

His project was to produce a Marketing and Recruitment Video for Sunway and SCT targeted at Malaysian and Indonesian students. So impressive was his work that even Lancaster University's staff, Sandra Irving had asked him for permission to use some of his mini project materials for their Open Day profiles. According to Lyon, most of his work can be accessed on YouTube.

Lyon was Sunway's first academic staff to go to Lancaster University to do the Master of Science at Lancaster University, since its affiliation with Lancaster University started in Sept 2006. Lyon's whole duration of study in the UK was fully sponsored by Sunway. As of last year, there were a total of 114 Malaysian students pursuing their undergraduate, graduate and post-graduate programmes at Lancaster University. A majority of them are government sponsored students.

Here are the M & R videos he produced as part of his project for the Lancaster MSc. Both the English and Indonesian version are included.

- Amenities on Sunway's campus (English) http://www.youtube.com/watch?v=wr5hYrYUJxU
- Student Life and Accommodation (English) http://www.youtube.com/watch?v=O2FjoCZ7DjQ
- The School of Computer Technology (English) http://www.youtube.com/watch?v=il1Lp4d1fzo
- Job Prospects and Opportunities (English) http://www.youtube.com/watch?v=PdE5fIT-kBk
- Life in Sunway city (English) http://www.youtube.com/watch?v=IE3\_jlCbhhE
- Lancaster degree scheme at SCT (English) http://www.youtube.com/watch?v=zDH-xWQyse4
- Sarana di kampus Sunway (Indonesian Version) http://www.youtube.com/watch?v=Veqw4rhwQW0
- Kehidupan Mahasiswa dan Tempat Tinggal di Sunway (Indonesian Version) http://www.youtube.com/watch?v=N0LuBYpKF80
- The School of Computer Technology (Indonesian Version) http://www.youtube.com/watch?v=oYvKbCRzcXw
- Peluang Kerja (Indonesian Version)
   http://www.youtube.com/watch?v=|SetmPc-6xl
- Kehidupan di Kota Sunway (Indonesian Version) http://www.youtube.com/watch?v=1uAZnuOOtCO
- Gelar dari Lancaster di SCT (Indonesian Version) http://www.youtube.com/watch?v=d8nnpqNl8eE



Vodafone WidSets winner: Lyon Laxman receiving his industry award certificate from John Dickinson during the latter's visit to Sunway recently. Looking on is Associate Prof Dr Lim Tong Ming, Head of School of Computer Technology.

# Rising Star

Sharifah Sofia is no ordinary student. When she signed up to do her Diploma in Performing Arts at Sunway University College, she was already in the acting profession for some time. **blaze** caught up and had a chat with her after she graduated in October last year.

## Q: Now that you have graduated, what are you planning to do?

A: Thank God I have been acting for a while. After graduation, I had immediately got back to work. TV3 hit series Sindarela was the first job I worked on both acting and production internship. After Sindarela, other jobs came in as well – and fast – which I had never even expected, including film, drama and commercials.

#### Q: What are your future plans?

A: The future is a long way ahead yet close to the end. As for plans, there are too many. But first and foremost, I intend to build my own production company. I want to make movies the way I want. Do what I want to do, the way I want to do it. Currently, I am in America with the intention of working on production and discovering how things are done here. I want to learn how they make their products the way they do and implement that knowledge into my production to try make a difference.

# Q: What were your childhood dreams? Are you fulfilling any of your childhood dreams?

A: Every child has so many dreams. Honestly, I had no idea what I really wanted to do when I was younger. I wanted to be a singer, actress, lawyer, stewardess, therapist, and a volunteer with animals, basically everything. And yes, I am already fulfilling one of my dreams. I am proud to say that I am a successful actress in Malaysia and hope to make it in the world some day.

#### Q: Why did you choose this programme?

A: Although I was working as an actress, acting alone did not give me the kick. I wanted to know what I was really doing. I wanted to go behind the camera where work is done differently. I wanted to know how a project is organised, produced and executed. Although Diploma in Performing Arts didn't have that in particular, theatre and film sounded like a good place to start with.

## Q: Why did you choose to do it at Sunway?

A: Sunway wasn't my first choice. I researched all the way to America to study film. The only thing that kept me away from education abroad was my existing career. Studying locally would have also given me the opportunity to work at the same time. Also, it was a bonus that I live in Subang Jaya, which is just down the road. Getting

to college was not much hassle to me.

#### Q: What is your favourite movie?

A: I should say my favourite movie could be between *The Wizard of Oz, Nightmare on Elm Street* and *The Exorcist*. Strange but I have a thing for fantasy and horror.

#### Q: Who is your favourite singer?

A: Can I answer in plural? Christina Aguilera, Music SoulChild, Jamiroquai, the entire Hed Kandi Clan (not really singers) and Corrine Bailey Rae.

### Q: Do you play any musical instrument?

A: I really wish I did. I can play a little piano by ear but I would LOVE to play the guitar.

# Q: Which is the latest book that you have read? What is the book about?

A: What would Jackie say? By Shelly Branch and Sue Callaway. The book is basically about how Jacqueline Kennedy Onassis conducted her life in every way. I received the book as a Christmas present from my sister, and have just started reading it so I can't really say much about it just yet.

#### Q: Which NGO do you support? Why?

A: I support a number of NGOs. I'm in love with animals, the environment and against development in almost every way. There are pros and cons in the whole thing but if the issue is about what it does to the planet we have been blessed with, the cons rule!





# 5-minute Interview with Ma Jun

Ma Jun was quick in naming his mother as his most favourite lecturer, but why?

"It's because my mother is the one who has always taught me how to become a useful person in life," replied the 21-year-old from NingXia Province in China, who is currently doing his CIMP pre-university programme at Sunway University College.

Having stayed in Malaysia since September 2007, Ma, a Muslim, said he was very impressed with the city of Kuala Lumpur the moment he arrived in Malaysia. "The city is very beautiful," he said, adding that Langkawi is now his favourite holiday destination. "I have been there more than two times."

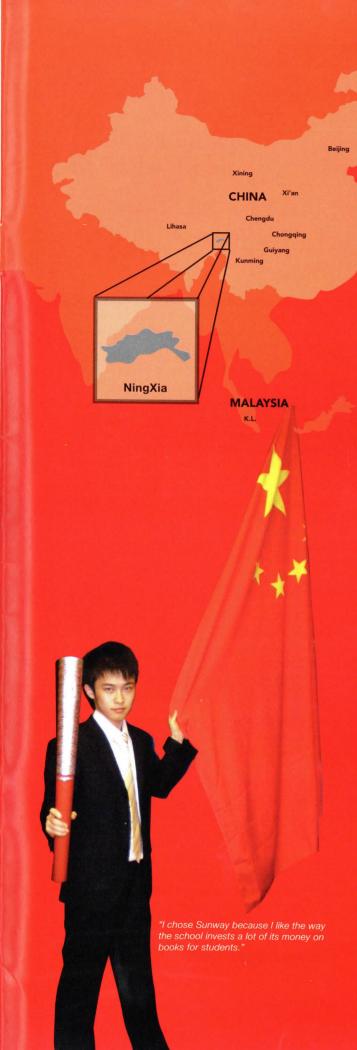
The learning environment at Sunway University College is also very conductive for this young man, whose ambition is someday to become a successful Islamic Banker. "I find it easy to adapt to the school work," he said. "Once I complete the CIMP in June this year, I hope to continue my education at Monash University, doing my Bachelor of Business and Commerce / Bachelor of Communication."

Within a short time, he has made friends with students from Sunway University College. "Among my best friends at Sunway are Erwin, Rinesh and Ashok from Malaysia, Hema from Libya and Salman from Bangladesh," he said.

The only son of Mrs. Wang Gui Ying. Ma has one other elder sister, Ma Li who is currently working and studying in NingXia Province in China.

**blaze** wanted to find out what particular kind of food that he enjoys the most in Malaysia and why. His response was candid: "Fast food. Because it saves me time so that I can study."

Ma Jun is also the president of China Students Association in Sunway University College. On April 20, 2008, together with his friends, they organized some 146 Chinese students from Sunway University College to welcome the arrival of the Olympics torch at the Kuala Lumpur International Airport.



# Sunway's Own Foundation in Arts Launched

A good foundation will ensure the stability of a multi-storey building.

Likewise, Sunway University College's Ruma Lopes, who heads the newly launched Sunway's own The Foundation in Arts programme, said a good foundation is important for students who wish to pursue their undergraduate courses offered at Sunway, which are delivered in collaboration with Lancaster University in United Kingdom



The Foundation Programme is an academic bridge for students to transition effectively into tertiary level studies," she said. "It sets out to chart a learning strategy and a direct pathway for students to pursue their degree programme, especially if they are interested in a career in Accounting, Business, Computer Science, Management and Psychology, to name a few.

According to Lopes, the Foundation Programme is designed to help students set personal achievement targets. "They will learn to be resourceful and gain skills necessary to become global citizens," she said. "There are enrichment electives such as Critical Thinking Skills and Psychology of Human Behaviour, for example, which have been incorporated into the programme that will provide a holistic education platform for the students."

#### Sunway's Foundation in Arts is a direct pathway to Sunway University College-Lancaster University Degrees (3 years)

BSc. (Hons) Accounting & Finance

BSc. (Hons) Business Management

BSc. (Hons) Business Studies

BSc. (Hons) Psychology

BSc. (Hons) International

Hospitality Management

BSc. (Hons) International Tourism Management

BSc. (Hons) Information Systems

BSc. (Hons) Information Technology

Bsc. (Hons) in Multimedia Systems

#### Lancaster University's Ranking

- No 8 in the UK for research quality. (TheTimes UK Good University Guide 2009)
- No 19 out of 113 universities in the UK. (The Times UK Good University Guide 2009)
- Lancaster University Management School is 4th in the U.K and 27th in the world according to the Financial Times 2009 business schools rankings
- Lancaster University Management School is only one of two UK management business schools acknowledged by the UK government as a six-star centre of world-class research in Management.

The programme also provides opportunities for students to identify their individual talents. Through community involvement and participation in extracurricular activities students will also learn social responsibility.

Lopes is proud of the fact that the Foundation, a homegrown pre-university programme, has attracted an inaugural batch of 83 students, way above its target! The foundation is recognized by Lancaster University. There are two intakes every year in January and March.

For more information, please call our programme counsellors at (603) 7491 8622



#### LAMB NAVARIN

Slow lamb stew with brown sauce and vegetables, accompanied with cheese pilaf rice and seasoned vegetables. This is the creation of Chef-to-be, Siow Set Fung, 19, of Kota Kinabalu, Sabah.



Siow Set Fung 5<sup>th</sup> semester Diploma in Hotel Management

#### RECIPE

#### Ingredients:

125 gm Lamb leg, trimmed and cut into cubes

5 ml Oi

21 gm Onions, fine dice

1 no Garlic, clove

5 gm Flour

11 gm Tomato puree

83 ml Brown stock

Bay leaf

A pinch of Thyme

21 gm Celery, large dice

31 gm Carrots, large dice

21 gm Shallots, peeled and whole

To taste salt and pepper

#### Method of preparation:

- 1 Cut lamb meat into 2.5cm cubes.
- 2 Heat the oil in a pan until very hot. Add the meat and brown well, stirring occasionally to brown all sides.
- 3 Add the onion and garlic to the pan and continue to cook until onion is lightly browned.
- 4 Add the flour to the meat and stir to mix well. Continue to cook over high heat until mixture is slightly browned.
- 5 Stir in the tomato puree and stock and bring to a boil. Stir with a kitchen spoon as the sauce thickens. Add the herbs, celery and carrots.
- 6 Cover the pot and place in the oven at 165\*C. braise until the meat is tender about 0.5 hour
- 7 Season with salt and pepper



The fine dining training restaurant, the **Dining Room@Sunway**, is open to the public. Reservations can be made at 74918622 Extn: 8510. The restaurant is open for lunch (12 noon to 2 pm) every Tuesday to Friday during the semesters. Tuesdays and Wednesdays are a la carte menu and Thursdays and Fridays are table d'hote (set lunch). Enquiries on the menu can be made when calling.

