

MAGAZINE / VOL 04 ISSUE 10 / 2009 / www.sunway.edu.my KKDN No. Permit: PP14672/07/2009(023670)

Lancaster, here we come! Another flame of academic achievement When creativity pays Getting hooked? Internship at five star hotel Fean cook!

Read "Nothing fishy" and stand a chance to win vouchers for the Manhattan FISH MARKET, Tony Roma's and TOKYO.g

# SU

LG173.P6 B62 V. 4 Iss. 10 2009 c.1



#### From the Executive Director's Desk

# VOL 04 ISSUE 10/2009

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.

#### Advisor : Elizabeth Lee

#### **Editorial Team :**

Jerrine Koay (Editor) Jacqueline Muriel Lim (Writer) Christina Edward (Photographer)

Publisher : Sunway University College

Concept + Design : Yoong & Ng Consulting

Should you have comments or wish to be on the mailing list, kindly contact:

#### The Public Relations Department

Sunway University College No. 5, Jalan Universiti Bandar Sunway 46150 Petaling Jaya Selangor, Malaysia Tel: 603-74918622 Fax: 603-56358633 Website: www.sunway.edu.my Unofficial blog : sun-u.blogspot.com

Other educational institutions under the Sunway Education Group:

#### Sunway College Johor Bahru

No. 3 Jalan Austin Heights Utama Taman Mount Austin Johor Bahru 81100 Malaysia Tel: 607-3596880 Email: infojb@sunway.edu.my

#### Sunway College Ipoh

No. 1,3 & 5, Persiaran SCI 2/2 Sunway College Ipoh Ipoh, Perak Malaysia Tel: 605-5454398 Email : infoipoh@sunway.edu.my

#### **Disclaimer:**

The views and opinions expressed or implied in Blaze are those of the authors or contributors and do not necessarily reflect those of Sunway University College.

Printer: Ocean Transfer (M) Sdn Bhd

#### Sunway College Kuching

Lots 7487-7492, 2nd & 3rd Floors Block 16, Timberland, Rock Road 93200 Kuching, Sarawak Malaysia Tel: (6082) 232780/236666 Email: info@swck.edu.my

Sunway University College is an **earth friendly** institution.

Please prolong the

magazine by sharing it

with others or recycling

it when it has outlasted

its use.



Producing all-round graduates is a challenging task for any tertiary institution

It is, in fact, the measure of success for an institution of higher learning like Sunway University College.

For this reason, we are always concerned about the overall intellectual, emotional, social and spiritual development of our students.

Besides their academic pursuits, we encourage our students to be involved in other extra-curricular activities to help them develop their soft skills.

It goes without saying that some of our students have turned out to be achievers in both their academic work as well as other extra-curriculum activities.

In this edition of **biaze**, we showcase two of our Chancellor's Scholars who were invited to visit Lancaster University. We also highlight our students who won in various kinds of competitions. Three of our A-Level students achieved top positions in the world for Mathematics.

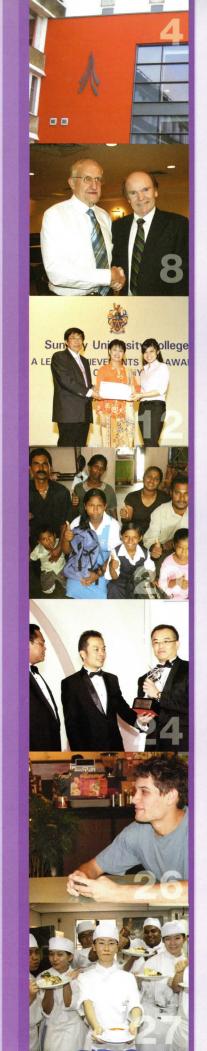
As educators, our goal is to provide a holistic education for our young ones in order to prepare them for their careers ahead.

Join me and our newly-appointed Vice-Chancellor, Professor Robert Bignall, in making this goal a success.

Skall .

Elizabeth Lee Executive Director

Checked by FmY wHK 30/7/12 30/7/n



# Contents

Cover Story	
Lancaster, here we come!	4
Hallmarks	
On becoming leaders	10
Another flame of	
academic achievement	11
Chess kings	17
Features	
Changeover	0
	8 12
A proud legacy	12
New Masters in Mobile Systems	13
Getting hooked?	14
Internship at five star hotel	
We want a smoke-free campus	22
Polystyrene and our environment	23
Happenings	
When creativity pays	16
Taking charge of your future	18
A big thank you!	20
Alumni	
Nothing fishy	24
<b>,</b>	
International Students	
Food and beaches attract	
German lad the most	26
	20
Recipe	
I can cook!	27

Frontcover: Picture of our Chancellor's scholars, Tay Ee Lin and Chan Jinn Yep

ARY



# Lancaster, here we come!

Their trip was made possible because the accommodation and air tickets were fully sponsored by Sunway University College as part of their Chancellor's Scholarship. In March this year, Tay Ee Lin and Chan Jinn Yep visited Lancaster University in the United Kingdom and returned to share their impressions of the two-week trip.

#### Ee Lin's experience

For two days, I attended second and third year lectures by Dr. Paul Taylor on Forensic Psychology, Dr. Mark Levine on Social Psychology and Dr. Trevor Crawford on Advanced Human Neuropsychology. My overall impression was that their teaching styles were similar to how psychology is taught at Sunway.

The content of their lectures were a combination of the subject syllabus and fresh research findings.

Ironically, contrary to my expectation, students in UK are not necessarily more participative in class. I thought part of the reason could be due to the larger classroom size, which made students feel intimidated to ask questions or voice their opinions.

#### Learning from the experts

Next was an infant observation session with Dr. Karen Mattock and Professor Gavin Bremner, whose centre is well equipped with observation rooms and equipment to conduct experiments on children and young infants.

Two research assistants, Uschi Mason and Jo Spring explained and demonstrated to me how the experiment was carried out in the lab. This gave me a better understanding of the related research that I have studied in theory.

To give me a better insight of her research findings, Dr. Mattock also took time to discuss the observations with me. In exchange, I presented the content of Sunway's Psychology Programme to the department staff as well as the Psychology Society Committee Members, where I touched on the subjects offered in Sunway and related assignments, activities carried out by the department and also introduced our Psychology Club. The Lancaster University's Department of Psychology staff were very impressed with the application level of the Sunway Psychology Programme through the various activities conducted.

#### Learning can be fun

An interesting whole new experience unfolded when for the first time I participated in two sessions of a postgraduate level research group discussion. I found the discussion interesting, as people could share ideas and opinions regarding a number of topics and issues.

During the National Science and Engineering Week events, small seminars were conducted by the Psychology Department staff to expose high school students to the application of psychology in real life settings and also to engage their interest in this field.

#### Aren't we better off?

Upon meeting Psychology Society committee members, I came to understand that theirs was a newly established society and that they seemed to be having difficulties in getting the participation from its members. In my opinion, this could be partly due to the large number of students they have while ours is a closely-knitted community. I think that it is a plus point that our Sunway Psychology Club started off with a smaller group of students where we get to gradually build a strong foundation for the club as it expands with time.

Ee Lin in front of Clifford's Tower in York

#### Cover Story

#### Jinn Yep's take

We stayed at Bowland Hall, an on-campus student accommodation, which had very good facilities. We were able to experience student life at Lancaster University. Other than the residence hall that we stayed, we had been to almost every nook and corner of the campus. To me, the campus itself is self-sufficient - almost like a mini town! We can get all kinds of goods and services on campus from books to groceries, and even travel advice. During the first week of our trip, some events focusing on global issues were organised in conjunction with the university's "One World Week". A different theme for each day, ranging from diversity, justice, green and conflict, was featured. I find some of the activities, such as mass cycling to work, an eye-opener, because people in Malaysia would without fail want to drive to work.

#### Classrooms vs lecture halls

While Ee Lin spent her time with the Department of Psychology, I was with the Lancaster University Management School (LUMS), attending lectures and tutorials. The format in which the lectures were presented was the same as what we have at Sunway: notes were distributed and powerpoint slides were used as visual aids during the lectures. However, as the student population is higher, lectures at Lancaster were conducted in the lecture hall whereas our lectures at Sunway are mostly classroom-based. I prefer the latter because both the students and lecturers can be more interactive when the class size is smaller.

#### What we can learn?

Being impressed with the way how the Lancaster University Volunteering Unit (LUVU) operates, we both hope that Sunway students could also adopt the same system to encourage students to organise community projects which could benefit the society. LUVU helps to facilitate and assist LU students with their voluntary projects, where one of their most successful projects is named "Voltage".

AnothersisterbodytoLUVUisCREATE which assists university students to set up their own businesses to develop their entrepreneurial skills. It organises workshops, case studies and networking events and provides moral and financial support to have business ideas to actualise them.

Its noble objective is to help secondary and primary school students to set up their own social businesses, where apart from generating profits, they are also exposed to a number of global issues such as climate change. We were shown one of the "Voltage" projects at St. Paul's primary school, which turned out to be a cultural shock to us: the Grade 3 classrooms were so different from the school classrooms in Malaysia that we thought they looked more like a kindergarten classroom in Malaysia!

Another sister body to LUVU is CREATE which assists university students to set up their own businesses to develop their entrepreneurial skills. It organises workshops, case studies and networking events, and provides moral and financial support to students who have business ideas to actualise them. A panel comprising industry experts serve as advisors to students on their start-up plan. Interestingly, the panel is also authorised to award start-up grants of up to £1500 (RM10,000) to help students take their first step.



"We noticed that the students at Lancaster University are fully empowered. They are to a very large extent in charge of their own university life." As a student body, Lancaster University Student Union (LUSU) has strong support from the student population. They operate a couple

of convenient stores on campus as well as a bar in Lancaster town with an annual turnover of a few million pounds.

We noticed that the students at Lancaster University are fully empowered. They are to a very large extent in charge of their own university life. Their student union is involved in the policy making process instead of merely following a set of policies set by the university. We hope to emulate this example.

Lancaster University is also known for its high level of awareness in environmental issues. There are recycle dustbins all around the campus and at least one in each of the buildings or departments. Small notices appear everywhere to remind people to save electricity and water.

#### Will you be NEXT?

Throughout the visit, we were accompanied by the Senior Manager from the Vice-Chancellor's Office, Miss Preeti Nair. Our challenge to other Sunway students is: Will you be the next batch of Chancellor's Scholars to qualify for the trip next vear?

#### How they benefited

**Ee Lin**: Overall, the two-week stint has given me some insights into student life at Lancaster University. It has allowed us to meet new people, experience different cultures, see how things are carried out in a different system and in a way it has given me a whole new different perspective about the world we live in. This trip also forced me to move out of my comfort zone and carry myself well in a new environment. While being away from home, naturally I just wanted to present myself well to give a positive image to others about my country, or more specifically, the university I represent.

Jinn Yep: The two-week stay in Lancaster was indeed a very fruitful one. All through the journey, I learnt a lot and have picked up many new ideas which I hope to carry out in the near future. I was particularly impressed with the "green" mentality which I hope can be implemented in our local community. If this really works out, it will benefit not only the students but the community at large. I thank Sunway University College and Lancaster University for providing me with such a valuable experience during my university life.

#### Interesting places



Jinn Yep at Lancaster Town Hall

Apart from academic activities and spending time at Lancaster town itself, our Chancellor's Scholars also visited beautiful places such as the Lake District, Liverpool, Manchester before spending three days and two nights at York. It gave them a good insight into life in the UK.

At the well-preserved historical city of Lancaster, they enjoyed themselves on a historical tour of Lancaster, escorted by historian, Janet Nelson. They learnt that the Lancaster Castle was once a famous dungeon where it had the most prisoners executed in England. The authorities do not allow new buildings to be built in the city centre and this allows the city to maintain its old façade, which is very quaint in its own way even till today.



Ee Lin and Jinn Yep at Lake Windermere, Cumbria

The famous Lake District, located just an hour's drive from Lancaster, was their next destination, where they had the opportunity to drive past some beautiful towns such as Kendal, Ambleside and Windermere. At Grasmere, they visited the Dove Cottage and Wordsworth Museum, but a cruise on one of the biggest lakes at Windermere had to be cancelled when the weather turned bad.



The duo spent a whole weekend in another historical city of York. One thing that fascinated them was the fact that some buildings such as the York Minster. York Castle Museum, Clifford's Tower and the National Railway Museum, had survived many centuries to become tourist attractions today - a lesson for Malaysians about preserving their historical buildings. What amazed Jinn Yep was the York Minister - the fact that old cathedral was well designed and gigantic - despite the fact that it was built without the help of technology. "As I was climbing three hundred steps up a steep and narrow spiral stairs to reach the peak of its central tower, it really made me think of how determined the people during that time were in building this massive structure," he told biaze.

Their next destination was the hub of the industrial revolution – Manchester, a manufacturing centre and Liverpool, a strategic port for export.



They visited two landmark cathedrals in the city of Liverpool – the Metropolitan Cathedral and Liverpool Cathedral. "Chinatown", which is famous for its huge arch, was another big attraction, besides the Albert Dock, which has now turned into museums and commercial area. Here is where the Merseyside Maritime Museum, the International Slavery Museum and the Beatles' Museum are located.

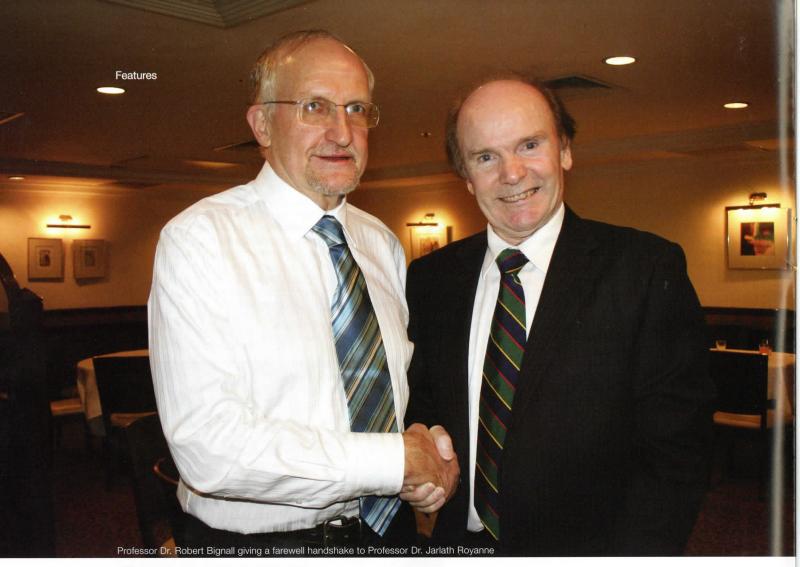


Jinn Yep at the Old Trafford hallowed football stadium

In Manchester, they visited the Museum of Science and Industry. Being the home of Manchester United, they did not miss the opportunity to visit the Old Trafford Stadium, which is also known as the Theatre of Dreams for the fans of Manchester United Football Club.



Ee Lin at the Beatles Museum.



# Changeover

In the first part of an interview, newly-appointed Vice-Chancellor, Professor Robert Bignall speaks to **baze** about his role as Sunway University College's Vice-Chancellor after taking over the helm from outgoing Vice-Chancellor, Professor Jarlath Ronayne.

### Professor, congratulations on being appointed as the second Vice-Chancellor of Sunway University College. What is the role of a Vice-Chancellor?

Thank you. A Vice-Chancellor provides strategic leadership and guides the long- term academic development of his or her university. An important aspect of this is to foster a scholarly and collegiate culture and help to build up the reputation and standing of the university, for the benefit of all of its members and stakeholders, including in particular its staff, students and graduates. A Vice-Chancellor also represents his or her university in various forums in the wider world and liaises with stakeholders and other interested parties in business, industry and government.

#### In what areas do you hope to add value to Sunway during your term of service as Vice-Chancellor?

Sunway achieved university college status in 2004. A key step in its future development will be the attainment of full university status. Most of the necessary prerequisites for this have been put in place by my predecessor and we are hopeful that the remaining steps towards this goal can be taken in the reasonably near future. Its achievement will mark the beginning of a new phase of development and beneficial improvement. For example, having university status will help us to attract additional highly qualified staff. This in turn will enable us to further diversify and strengthen our course offerings, to the benefit of our students and future graduates.

Sunway has been growing strongly, both in size and in stature and a major investment in new buildings is planned. These will be purpose-built to serve the needs of a full-status university. As Vice-Chancellor, I am closely involved in the planning that is under way. It is my responsibility to ensure that this new infrastructure provides the best possible support for teaching and research in a future Sunway University.

#### In your tenure as Vice Chancellor, what further collaborations would you like to achieve with Sunway's partner universities?

Sunway will one day be a full university in its own right. Of course, Lancaster will continue to validate our degrees and our students will continue to enjoy the benefits of receiving a degree from both Sunway and Lancaster. There will be opportunities for future collaboration in developing and offering postgraduate programs and research degrees and we expect increasing collaboration in research as well.

#### In all previous institutions that you have worked with you have practised an open door policy, where staff can readily meet and discuss with you any important issues. Will this be your policy as Vice-Chancellor of Sunway?

A university is a community of scholars in which there should be a spirit of mutual respect and cooperation. Free discussion and dialogue is central to fostering such a collegiate environment.

### How do you see Sunway as an institution of higher learning in Malaysia that stands out from the rest?

Sunway has a number of distinctive and attractive characteristics. Firstly, we operate under a trust and on non-profit basis. This means that, unlike most other private university colleges in Malaysia we do not have to divert income to pay dividends to shareholders. We are able to take a longer term view. Any surpluses generated are paid into the trust and then reinvested by the trustees in ways that benefit education and research. These funds are also used for scholarships to support disadvantaged students who would otherwise find it difficult to afford to undertake tertiary study.

A beneficial consequence of being a non-profit institution is that our students enjoy better facilities, including sporting and recreation facilities, compared to those offered by many other private university colleges. Ultimately, all of the income we receive is used to benefit our students in some way.

We also provide library services that are clearly superior, because we invest more in this area than our competitors. In addition, the Library benefits from our close association with Monash University. Sunway staff and students are able to access the very extensive Monash Library resources, and vice versa. As far as I am aware, no other private university or university college in Malaysia offers anything comparable.

Another distinctive feature is our joint degree policy. Students who complete a Sunway degree also receive a degree from Lancaster University, which is a high ranking British institution. This means that our graduates hold an internationally recognised degree, which ensures that they able to find jobs overseas, or progress to postgraduate study at an international university if they so wish. Having previously been in Malaysia for a number of years as Pro Vice-Chancellor of Monash University Sunway campus, and now back as the Vice- Chancellor of Sunway University College, how do you see collaboration between the two institutions?

During its establishment phase when I was its Pro Vice-Chancellor Monash in Malaysia worked very closely with Sunway. At that time Monash occupied a building on the Sunway campus and the two institutions shared a range of support services and facilities. Monash and Sunway still cooperate and support each other in several ways. For example, Sunway teaches the Monash University Foundation Year, which provides a popular pathway into Monash courses. Staff and students of both institutions have access to each other's libraries and we share some on-campus sporting facilities.

With Sunway University College moving towards achieving full university status, there will be more opportunities for academic collaboration, including, I hope, collaborative research. Monash and Sunway are in many ways complementary institutions. Many of the disciplines that we teach are not offered at the Monash campus and Monash offers disciplines which we do not, such as biomedical science. This creates opportunities to enhance student choice. For example, it may become possible for Sunway students to take some Monash subjects as electives and vice versa. This would be subject to approval by both institutions,

We envisage the construction of a secure tunnel under Jalan Lagoon Selatan connecting the Sunway and Monash campuses. This will facilitate safe mobility between the two institutions and make it physically easier for Sunway and Monash students to interact and to share some of their respective facilities.

I think that it is worth pointing out that the co-location of three different educational institutions, namely Sunway University College, Monash University Sunway Campus and the Sunway International School creates a substantial "learning precinct" within the Bandar Sunway township. These three educational institutions have a current combined total of more than 13,000 students and over 1,000 academic, administrative and support staff. It makes for a very interesting and vibrant mix.

Do look out for Part 2 of this interview where Professor Bignall talks about his vision for Sunway University College.



Left to right: Chan Yung Mun, Chan Jinn Yep, Chang Mei Yan, Dato' Sri Nazir Abdul Razak, Group CEO, CIMB Group and Joyce Oo Pui Yee.

# On becoming leaders

Chan Jinn Yep, our Chancellor's scholar (see cover story of this edition of **blaze**), made it once again!

This time, together with three other students, who also happen to be Chancellors Scholars, Chan Yung Mun, Joyce Oo Pui Yee and Chang Mei Yan, beat teams from eight other private and public universities and colleges to emerge as the champions of the Business Challenge event in the CIMB Group and Wall Street Journal Asia Malaysia Future Leadership Program 2008/2009 held recently.

Chan, who was team leader, said the competition provided him an opportunity to prove that the knowledge gained from his course work, coupled with his knowledge of current affairs, can be applied in the real business environment. His team mate, Chan Yung Mun enthused: "We were trying to gain as much experience as possible and at the same time, it was fun. We just tried our best not to be knocked out!"

The Business Challenge comprised the submission of a business proposal, presentation of the proposal and a quiz during the grand final held recently at the Securities Commission. The title of the business proposal was "Opportunities for Financial Services Amidst the Economic Crisis". The quiz, which was the highlight, saw participants engaged in three rounds of quizzes. The final round had a risk and reward element in the game, which added spice to the whole exercise. The Sunway team had earned a total of RM8,000 in "investment money" in this round enabling them to beat the other teams in the quiz.

For their amazing efforts each team member won a return Air Asia air ticket to Hong Kong, RM500 cash in a CIMB-AirAsia Saver account and trophies. The four students are currently pursuing their Bachelor of Science (Honours) joint degrees in collaboration with Lancaster University at Sunway.

The CIMB Group and Wall Street Journal Asia Malaysia Future Leadership Program 2008/2009 also held online quizzes and a lecture series as part of the program.

Hallmarks

# Another flame of academic achievement

Two Sunway students, Ooi Yu Min and Sim Hui Wen received the coveted Cambridge International Fellowship Top 3 in the World awards for Mathematics.

The two Cambridge GCE A-Level students received their awards from Cambridge International Examinations Regional Representative for Malaysia, Ng Kim Huat.

According to its Director, Pre-University Studies, Ms Cheng Mien Wee, these awards are only given to Cambridge International Fellowships Centres. "Sunway University College being one, earned this honour since 2005 in recognition of its excellent track record of high achieving students," she said.

Ooi and Sim sat for their examinations in November 2008. The Cambridge GCE A-Level was established at Sunway in 1987.

Another A-Level student, Uranbileg Enkhturshin, from Mongolia, won First Place in the world in the University of Waterloo Euclid Math Contest 2009.

Sunway University College is one out of about 40 Fellowship Centres in the world, and is one of four in Malaysia among the more than 1,100 Cambridge centres worldwide.

Sim Hui Wen (right) receiving her award from Mr Ng Kim Huat (left) In the centre is Dr Wong Yoke Chen, Director of the A-Levels programme at Sunway

sit

ollege

WARDS



Ooi Yu Min (right) receiving her award

Sun

A LE



Uranbileg Enkhturshin (right) receives her Euclid award from Dr Wong

ISSUE 10 Vol 04 / 2009 // 11



Staff and students of Sunway College Johor Bahru presenting the pledge of RM20,000 to the Tan Sri Dr. Jeffrey Cheah Foundation recently. Tan Sri Jeffrey Cheah is third from right. Also present are Pro-Chancellors and Foundation Trustees Tan Sri Dato' Dr. Ramon Navaratnam (4th from right, second row), Datuk Razman M. Hashim (on the right of Tan Sri Jeffrey Cheah) and Tan Sri Dr Lin See Yan (second from right), Foundation Trustee

# A proud legacy

Sunway Group's Founder and Chairman, Tan Sri Dr. Jeffrey Cheah is well-known in the business world as the man who turned an unused tin mining land into one of Malaysia's most widely recognized integrated hub with a multitude of established businesses, education included.

To those who have benefited from the scholarships offered by Sunway Education Trust Fund, he will be remembered as a philanthropist who is committed to the education of the younger generation.

This is what has always differentiated Sunway University College from most other private institutions of higher learning, in that profits from its operations are ploughed back into the trust fund, soon to be replaced by the Tan Sri Dr. Jeffrey Cheah Foundation, which will have an initial seed fund of RM50 million.

The good news is that, with the current economic downturn, the formation of a Foundation could not have been timelier. Seeking to further solidify Tan Sri Jeffrey Cheah's deeply held beliefs in the transforming power of education, the Foundation is established to receive and administer funds for educational, scientific, medical and charitable purposes including scholarships based on merit and to those in need of financial assistance. Donors to the Foundation will be eligible for tax exemption. At the recent scholarship presentation ceremony, 785 recipients were given their scholarships, worth a total of RM3.1 million. The two scholarships were the Tan Sri Dr. Jeffrey Cheah Continuing Scholarship and the Tan Sri Dr. Jeffrey Cheah Entrance Scholarship in this ceremony.

Since the inception of Sunway Education Trust Fund in 1997, a whopping RM46 million has been disbursed so far.

During a recent visit by Tan Sri Dr. Jeffrey Cheah to Sunway College Johor Bahru, a heartwarming gesture was made by 1100 students and 70 staff of the college, who collectively pledged RM20,000 to the Foundation.

This magnanimous gesture will go a long way to turn lives around by providing deserving students an opportunity to pursue their higher education.

# New Masters in Mobile Systems

The Master of Science in Mobile Systems, jointly developed by Sunway University College and Lancaster University, was launched recently.

Teaching the first batch of students were Professors Garik Markarian and Bahram Honary from the Department of Communication Systems at Lancaster University's renowned InfoLab21.

According to Associate Professor Dr Lim Tong Ming, Head of the School of Computer Technology (SCT) at Sunway University College, the course delves into the field of networking and mobile computer and communication.

Students will learn the technical intricacies of understanding, designing and developing mobile systems from mobile content and applications communication to and network architecture.

"We are gearing up to be a more researchoriented institution; therefore, the launch of MSc (Mobile Systems) is very timely. This is an example of postgraduate programmes offered by the School of Computer Technology that emphasizes on research. The other programme is the Master of Science in Computer Science (by research)," he said.

The first module on Communication Fundamentals was taught by the scholarly pair from University of Lancaster. There are six taught modules in the part-time programme.

Professor Bahram Honary, who is the Head of Informatics Group in the Department of Communication Systems and Director of Research, said the module will enable the students to know about communication technologies as well as applications that we hope will lead to a better grasp of technical and applied aspects and eventually collaborations with industry.

Professor Garik Markarian who holds the Chair in Communication Systems and is also Head, Department of Communication Systems at Lancaster University was pleased with the support given by the students of the School of Communications Technology and Sunway University College.

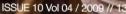
"We emphasize that this Master of Science in Mobile Systems is a convergence of the world of computing and communications research," he said.

Academics from both Sunway and Lancaster are teaching this Sunwaydeveloped Masters validated by Lancaster University. There is a dissertation project distributed over the two years of study.

Other Masters programmes at Sunway offered in affiliation with Lancaster University are the Masters in Management, Masters in Management with Law and the Masters in Money, Banking and Finance. These are validated by the Lancaster University Management School which is ranked fourth in the UK by the Financial Times Global MBA 2009.







# Getting hooked? Should university students get involved in relationships?

Goh Yee Yin Age: 19 CIMP

"I think when it's fine to be involved in a BGR at Uni. As we mature, we make better decisions in life. It is entirely up to the individuals, whether they want to develop proper and mature relationships. Our parents expect us to be responsible, mature and make wise decisions."

Hometown: Shah Alam "I met my girlfriend, Debbie Tan, on the first day of class. Since then, we have started liking each other. It is at this age that we start developing special feelings for someone from the opposite sex. If anything, it should benefit both guy and gal. Debbie is great! She is in fact the greatest person on earth that I have met in my life. She is everything that I ever want in a person as a friend. When you are still at Uni, it's the best time to interact with each other; first, as friends, and when the timing is right, a career is established, then you think about settling down."

Asyraf Kamal

Course: Diploma in Business

Administration (Second Year)

Age: 19

// biaze MAGAZINE

Debbie Tan Age: 20 Course: Diploma in Business Administration (Second Year) Hometown: Kuala Lumpur "There getting involved in BGR at Uni level, It's natural, It's part of life. Everyone has to go through that. In fact, I have a boyfriend,

Asyraf Kamal, who is doing the same programme. We met in class, when we first started the programme. He is very encouraging. He treats me real well, I can see him often, "

Rosan Lafeer Age: 20 Course: CIMP Country of Origin: Sri Lanka

"It's a good thing to have a companion at my side. It can be a motivation factor. Most couples get together because of common interest. They can spend time going out together. It's good to have someone who understands you. You can also understand her as well. We can encourage each other."

SUNWA

IFGE



Kee Teck Wah Course: Bachelor of Business Age: 21 Management, Lancaster University (Second Year) Hometown: Klang

"It is fine to be involved in a relationship. Why not? Uni life will not be so boring. We are in the process of becoming adults. It's the best time to get to know the opposite sex better and develop lasting relationships. Unfortunately, I have no steady girlfriend yet. It suffices just to have as many friends as possible without getting attached. If you ask me when is a good time to get attached? My answer is simple: It's when both parties feel they want to start a mutual relationship, but let time test out the relationship. We have a few years of getting to know each other. Why the hurry?"

11))



Lee See Hui Age: 22 Course: Bachelor of Business Management, Lancaster University (Second Year)

"I don't see a reason why we cannot be involved in a relationship. It's a good time to get to know each other better. It is hard to tell when the time is right for the guy and the gal to go serious on the relationship; it depends entirely on both of them. I have been involved in BGR since Form Two. My boyfriend and I have been going to school together. After High School, he had to work on his family business, but he encourages me to continue on with my studies. I can still concentrate on my studies. So, a relationship is not necessarily wrong. We ourselves have to be mature in our thinking."

Dr. Priyadarshini Srinivasan Organisational Psychologist/ Lecturer

1110

"Boy-girl relationship is one **o**r the challenges of this stage 1111 of development. Students are either in their late teens or early in adulthood, which indicates that they are in a transition period.

"It is natural of this stage of development to have attraction towards opposite gender. If the person is emotionally stable and mature the relationship would be boon vice versa it would be a bane.

"As there are many who suffer a lot in broken relations and they don't know how to cope up. Some get too involved they forget their other friends and lead to interpersonal conflict. For some it affects their academics.

"I would say that, if a boy or girl is clear with their goals in life, mature and ready to face challenges, know how to carry him or herself socially, they, can be effective in relationships.

ISSUE 10 Vol 04 / 2009 // 15

#### Happenings

# When creativity pays

In two major design competitions, Sunway University College's students have done well, and won prizes that make the institution proud of their achievements.

#### Bags with down-to-earth style

Shalei Yazmin Hamid Fulgencio made news recently after bagging one of the Top 10 Designs Awards.

Her design won her an Eco goody bag worth US\$1,000.00 (RM3,500), a certificate and a 1000+7 Designs BECOME special edition book.

The 18-year-old lass from the Philippines told blaze that when she first signed up for the "1000+7 Designs: World of Eco Bag Design Competition" held in conjunction with KL Design Week 2009 Festival recently, she did not expect to win.

"I was just doing it for fun," said the Graphic & Multimedia Design student, who is currently in her first/ second year. "Yes, when I heard that I won, I was overwhelmed; I am especially proud that I could do this for Sunway and my parents."

Three other Sunway students Yun Ha, Low Hock Yong and Yap Ching Nam earned a place in the Top 1000 Designs Award in the same competition.

....



Left to right (centre) students: Kenry Tang, Laura Viviana Acero Collazos, Sharmila Shresta, Ilyana Shamsudin, Amir Ali with their lecturers Joseph Fernz (left) and Nasarudin Ahmad (right).

Design & Illustrate: Horse Sculpture Competition

In another competition organised by the Selangor Turf Club in conjunction with the Selangor Turf Club International Racing Carnival 2009, Sunway University College students' vivid painting on a life-size horse sculpture won them the third prize of RM3,000.

The title of their creative work was "Through the eyes of the Artist". Their concept reflected the great master paintings of horses from primitivism to post-modernism, covering the works of artists like Carvaggio, Peter Paul Reuben, Picasso and others.

The expression of the painting was as free as the movement of a horse on an open field, wild yet beautiful and controlled.

organised by an environmental community organization known as BECOME, the acronym for "Be an Eco friend like Me". It featured 1007 reusable bags with messages aimed at raising the awareness of conserving the environment and minimizing the use of plastic bags

The competition was



Shalei

# Chess kings

For the first time ever, Sunway University College Chess Team emerged as Champion of the International Chess category at the MAPCU IMU International Chess Competition 2009, organised by International Medical University, Bukit Jalil recently.

Last year, our International Chess team was in third placing, while the Chinese Chess team won the First Runner-up, a position which they maintained this year at the MAPCU IMU Chinese Chess 2009.

An exhilarated Chess Club advisor, Khoo Boo Hin of A-levels department said he was excited with the students' achievements. "We never expected this, and we are going to make sure that we will defend our championship next year," he said.

Chess Club President, Heri Gunawan, a business degree student attributed the success to leadership and teamwork as the two major factors which helped the team to bag 15 medals and six trophies from the chess tournament.

"With two weeks of sleepless nights trying to refine our skills, I must say there is a lot of enthusiasm and passion demonstrated," he said. "On behalf of the team, I would like to extend our heartfelt thanks to our coach Mr Dwayne Chin and other individuals who gave constructive feedback and suggestions."

From the first step to the ending checkmate of this process, this group of students have always been open for improvement and were on the run for success.

The MAPCU chess competition is an annual sports event hosted by the Malaysian Association of Private Colleges & Universities (MAPCU). It attracted participants from major private colleges and universities including INTI, HELP, Taylor's, Monash and Nilai.



MAPCU International Chess Champion: Sunway University College Left to right : Max Lim- SSD Advisor, Khor Yoong Soon-ACCA, Hong Xing Wei-AUSMAT, Ng Zhao Hoong-AUP/VU, Ho Joon Ming-ACCA, Too Chuan Hao-A Levels, Yonatan Christian-AUP/VU, Seated: Chia Yoon Yoong-AUSMAT, Heri Gunawan-Business, Ooi Chong Lip-CAT, Chen Yi Peng-CIMP, Lau Jing Wen-ACCA



#### MAPCU Chinese Chess

First Runner Up: Sunway University College Left to right : Yii Shu Kai-A Levels, Chia Yoon Yoong-AUSMAT, Lim Khai Woon-Business, Hoang Anhtu-SHTLM, Tan Kai Xiang-MUFY

#### Did you know that ....

- The current form of the Chess game emerged in Southern Europe during the second half of the 15th century after evolving from similar, much older games of Indian and Persian origin?
- Today, chess is one of the world's most popular games, played by millions of people worldwide at home, in clubs, online, by correspondence, and in tournaments?
- The tradition of organised competitive chess started in the 16th century and has developed extensively?
- Chess today is a recognised sport of the International Olympic Committee.
- The first official World Chess Champion, Wilhelm Steinitz, claimed his title in 1886; Viswanathan Anand is the current World Champion.

Source: Wikipedia



# Taking charge of your future

They say jobs don't just come knocking on the door; you simply have to go out looking for them.

While that may be true, the Students Services Department's PRePARE career services unit nonetheless made every effort to make sure that Sunway's students are well-sought after by the industry. With that in mind, the Career Fair 2009 was held at Sunway University College to encourage its graduating students to establish contact with potential employers.

Over 90 of its students also attended the Network Tea, which was held in conjunction with the two-day fair. The network tea was graced by Hannah Yeoh, in her capacity as the Subang Jaya State Assemblyman.

Themed, "Get Hired! Take Charge in Fiery Times!", Yeoh, a legally-trained politician, urged students to take charge of their future. "Upon graduation, I realised that practising law is so different from what I watched on Ally McBeal," she said. "Therefore, it is important to make an informed decision about your career. Finding passion and being able to influence society through your career is most satisfying. Money is secondary." Executive Director of Sunway University College, Elizabeth Lee also urged the graduating students to develop their soft skills. "If there is one reason we always encourage our students to participate in the activities of our clubs and societies, it is so that, apart from achieving academic excellence, they will be able to develop their personal skills, which are highly sought after by the employers."

For two weeks, there were a series of "Take Charge" talks by industry big guns invited by PREPARE. Nicholas Yeap, Country Director of Zeroes to Heroes spoke on "10 Tips for Starting Your Own Business" and Alan Jones, Managing Director of GE Engine Services Malaysia addressed the topic, "Take Charge : Take the Lead".

The Career Fair, sponsored by UOB, Ernst & Young, KPMG, Jobs DB, DHL IT services, Inmagine, 95% Advertising Academy, ICAEW, Fitness First, Kraft Malaysia, Inter-Excel Advisory, Marina Bay Sands, Petronas, BDO Binders, The Sunway Group and Contact Singapore attracted some 50 booths set up by employers from various industries.

There was also a Forum and a series of talks on Banking & Finance.

### Internship at five star hotel



WELCOME: (From left) Yu Minzi, Esther Siow, Woo Lai Yee and Sriskantharajah Karthigan

Sasked about his experience working in the hotel industry as a student intern.

"Of course, I simply love it as it has always been my dream working in the Front Office of a reputable five star hotel," he enthused.

Programme	: Diploma in Hotel Management (Second Year), School of Hospitality, Tourism
	and Leisure Management,
	Sunway University College
Internship	: 5 months (16 March to 31 July 2009)
Employer	: Sunway Resort Hotel and Spa

So far, the 23-year-old from Sri Lanka said that he learnt how the Front Office operates. "It's a good season, because with the Formula One Race in Malaysia, we have lot of group travellers. The hotel is always enjoying more than 90% occupancy. I also learn a lot about being a professional front office staff."

Currently, on an internship with Sunway Resort Hotel and Spa for 20 weeks from March to July, followed by another month in the Housekeeping Department, Sriskantharajah will be posted to the Human Resources Department in his final month.

Together with his fellow student friends, they will be completing their Diploma in Hotel Management in 2010.

While he hopes to pursue his Degree programme before looking for opportunity to work at Burj Al Arab – the world's only seven star hotel – his friend, Woo Lai Yee said she hopes someday, she can be the General Manager of a reputable hotel.

Originally from Ipoh, Perak, Woo had settled down in Shah Alam, where she studied at S.M.K Bukit Kemuning, Shah Alam. "I also enjoy working in the hotel because I learn how to deal with the hotel guest," she said. "So far as an intern, I have learnt how to deal with the hotel guests in a professional manner. I was posted at the concierge for three days. That's where I learn something new from the staff themselves."

After her graduation in 2010, Woo said she wants to work first before thinking of the next step. "It is important to gain more working experience," she quipped. "Overall, I chose to join the hospitality industry because I love the hotel environment very much."

Fellow Malaysian, Esther Siow, 19, a former student of King

George V High School in Seremban, said that she has learnt a lot about the operator system in the course of her internship. "It is quite stressful, especially when a mistake is made and the guest complains or scolds us," she admitted. "I have to settle the complaint immediately."

Her desire, if the results are good, is to be able to pursue a Degree in Hospitality and Tourism in Switzerland. "I hope I can get a scholarship to study there. Otherwise, I may continue my study after working for a few years."

Hailing from China, Yu Minzi said she has so far learnt how to assist the hotel guest while being posted at the hotel reception. Expecting to graduate with her Diploma in Hotel Management in April next year, Yu Minzi said she wants to continue studying for her degree.

Like all her other friends, Yu Minzi said she has never regretted being in the hospitality industry. "Yes, I enjoy working in the hotel environment, that's why I picked Hotel management for a career. In life, it is about doing what you enjoy the most!"



Jason (extreme left) and his wife, Maliga, and some of their children. With them are Mary Ramamoothy (second from right) and Jonathan Ambalagan (white shirt). Miriam is in her secondary school uniform.

# A big thank you!



Tucked away in a low cost single-storey wooden terrace house in the modern city of Kuala Lumpur is a family with ten children, barely surviving on the irregular income of their father, the only bread winner of the family.

The father, Jason, was an

aluminium can collector before he met with an accident; now, he helps to set up canopies, while Maliga, the mother, looks after the children, the youngest being only three months old.

The eldest daughter, 13-year-old Miriam, aspires to be a teacher but if not for the financial help provided by the Acts Global Networking, she would not even dream of ever setting foot in Secondary School.

With the help of two pastors, Mary Ramamoothy and Jonathan Ambalagan, the family is one of a few beneficiaries

of the funds raised from the recent Cupcake Charity Drive organised by students of Sunway University College. From the funds raised, they receive RM250 on a monthly basis to supplement their income to purchase groceries. All expenses incurred for the children's education are taken care of by the School of Acts.

A soft-spoken Miriam told **biaze** that she and her family wish to convey their heartfelt gratitude to Sunway students for their fundraising efforts. Her eyes beamed with hope when she realised that Sunway has community scholarships available and managed by Malaysian CARE. "Hopefully, some day, I can also study at Sunway!" she enthused.

This is how far the money has gone to help one family. With the proceeds from the sale of cupcakes donated to Acts Global Networking, other families in similar situations are also receiving some form of financial assistance.

#### Happenings

#### Hard work pays off

Themed, "Help a Child with a Cupcake", the Cupcake Charity Drive held in March and April this year is a special project organised by 37 students from Diploma in Hospitality & Tourism Management from Sunway's School of Hospitality, Tourism and Leisure Management under the guidance of their lecturer, Karen Lee.

#### Cupcake workshops

For three consecutive Saturdays in March, cupcake baking and decorating workshops were held at the Baking and Pastry Kitchen of Sunway University College's campus; the finale of this series of cupcake charity events was held at Sunway Pyramid Shopping Centre, where students targeted to sell 2000 cupcakes.

#### The cupcake sale

Preparations for the cupcake sales started a day earlier with the team preparing the packaging materials and ingredients for baking which began as early as 6a.m. on that Sunday morning of April 5.

They raised RM5000 which was donated to the Acts Global Networking to help the poor in Jinjang.



ISSUE 10 Vol 04 / 2009 // 21



biaze randomly picked six Sunway students and asked them whether they agree with the idea of a smoke-free campus. All of them gave a straight answer: "I don't smoke!" Let's hear them out



Mambee Chunga Age: 19 Course: MUFY Country: Zambia





cancer. For some father's friend was are release stress, but I disease have better ways to he was a chain without better idea if we play I can see that he is I usually our lungs. None of that way!

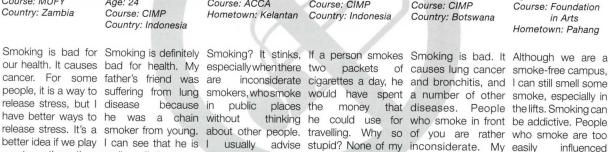
that secondary glad. smoke is also bad for your health, too. Previously, I had to change my rooms because I could not stand the smoke from my roommate.

Country: Indonesia

Rency Natalia

Course: CIMP

Age: 17



Diana Sedimo Age: 18 Course: CIMP

our health. It causes bad for health. My especially when there two packets of causes lung cancer smoke-free campus, inconsiderate cigarettes a day, he and bronchitis, and I can still smell some people, it is a way to suffering from lung smokers, who smoke would have spent a number of other smoke, especially in because in public places the money that diseases. People the lifts. Smoking can thinking he could use for who smoke in front be addictive. People release stress. It's a smoker from young. about other people. travelling. Why so of you are rather who smoke are too advise stupid? None of my inconsiderate. My easily sports rather than really suffering now. my friends to stop family members are grandfather died from by peer pressure. I burning away our None of my family smoking for health smokers. In fact, lung cancer in 2006. don't think anyone money by inhaling members smoke reasons but until none of my friends He suffered a long in the right frame all the smoke into and I like to remain you need to realize are smokers. I am time. He has been of mind would go smoking since he to the shop and was a teenager. My buy themselves a advice to smokers: packet of cigarettes. Quit smoking as Smokers are burning soon as possible!



Sam Jia Xin Age: 18 Course: Foundation in Arts Hometown: Pahang

influenced away their money. It's definitely not cool being a smoker.



Hometown: Kelantan

22 // biaze MAGAZINE

my parents smoke.

Neither does my

brother or sister.

It's a healthy home

environment without

the smokers



Polystyrene and our environment By Dr. Uthaya K. Raman, lecturer in the American Degree Transfer Program

#### Taking away food in a polystyrene container

This is a common practice in our society which is evident at the hawker stalls, food court, restaurants and our college cafeteria. Polystyrene food container is cheap and a good insulator of hot and cold food but it pollutes our environment and our health.

Here are some of the issues on the use of polystyrene that we should be concerned with:

1. Does polystyrene biodegrade? (ability to decay naturally and harmlessly)

No, it doesn't. It breaks into smaller pieces but never biodegrades. It persists on land indefinitely.

#### 2. How safe is polystyrene?

Polystyrene is composed of chemicals benzene and styrene. Benzene is extracted from coal and styrene is extracted from petroleum. Benzene is a known human carcinogen and accumulation of styrene causes neurotoxin symptoms.



ADTP students Megan Julia Tyson (left) and Daniel Khor (right) showing a poster on the 3"R"s that were made by the class

#### 3. What are the alternatives?

Bring your own container when you intend to take away a meal.

Refuse the polystyrene food container and disposals when you are offered or served with it.

We have a CHOICE... to protect or to pollute our environment.

# 5. What is the relationship between the polystyrene, man and environment?

Man and environment are interdependent.

We depend on the environment for fresh air, clean water and fertile land.

To manufacture polystyrene, the n o n r e n e w a b l e resources are used from the earth to provide convenience just for the moment but pollute the environment forever.

On an average a food stall at a food court gives away 100 pieces of polystyrene per day.

Multiply this with the many food stalls in the food court and collectively how much of polystyrene ends up in the landfill and the river and the incinerator.

### 4. How is polystyrene disposed after being used?

Features

There are a few methods of disposable: commonly landfill, littered, dumped into the river or incinerated. Polystyrene can be buried in the soil but it will never decompose. It will be there forever. Burning polystyrene emits poisonous gaseous such as dioxin into the atmosphere.

#### 6. What can we do?

Adopt the 3R's: reduce, reuse, and recycle. And put it into practice.

Naturally people opt for recycling as it is the easiest option. But polystyrene is not recycled in our society. Also polystyrene food containers are oily and dirty and thus discarded once used.

Reuse: rarely are polystyrene food containers is reused.

That leaves us with REDUCE.

Byreducing, the individual is participating in the saving and the protection of the environment.

In Sunway University College, you can do your best by bringing your own takeaway containers for food. Cindy Lee, the cafeteria operator, says that she welcomes the use of less polystyrene as polystyrene is costly. However, she is forced to use polystyrene plates and disposable cutlery for functions as whenever she uses non-disposable crockery, some pieces go missing. Lee advises all students and staff who borrow non-disposable crockery to take food away, to return them. By doing so, she is more encouraged to use nondisposable crockery. Alumni

# Nothing fishy

Success did not come instantly to local entrepreneur, George Ang, whose company today owns more than 35 restaurants in Malaysia, Singapore and Thailand.

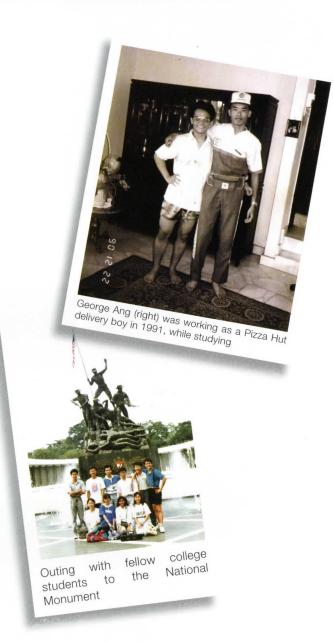
Boasting an annual turnover exceeding RM75 million, Revenue Valley Sdn Bhd is a holding company that owns some of the popular casual dining restaurants in Malaysia like The Manhattan FISH MARKET, Tony Roma's, London Fish Tales and TOKYO.g.

The 37-year-old from Melaka is both Group Managing Director and co-founder of Revenue Valley Sdn Bhd, who struck it big in the F&B industry despite not being a cook himself.

In fact, it takes a lot of sweat and hard work, and some inspiration, to make it to where he is today. His first exposure in the F&B industry began when he was merely seventeen, and still studying at the former Sunway College building located at PJ New Town, where he had worked as a part-time delivery boy for Pizza Hut while studying.

"It was then that my passion developed in the F&B industry," he told an audience of about 100 students and staff of Sunway recently, where he spoke as a Distinguished Entrepreneur Speaker.

"While studying in Australia, I was also working at several established restaurants to partially fund my own education," he said. "I have worked as a cook, a kitchen hand, a waiter and even a dishwasher. Therefore, I am not ashamed even today, if you happen to visit one of the restaurants under my care, you may just be lucky enough to have me, the waiter, serving you!"



#### On being an Entrepreneur

It took a dream to become an entrepreneur – especially a successful one!

"I always dreamt of becoming an entrepreneur (although not necessarily in the food business) and for the first seven years of my career when I was involved in the corporate banking, I was always reading and exploring what business to get myself into," he recalled. "There are always the ups and downs in being an entrepreneur, but I have always enjoyed the ride and not regretted anything."

Ang started his business when he was still a bachelor boy. There were fewer commitments then, and the fear of failing was much lesser.

In retrospect, he admitted: "If you asked me to start all over again today, maybe I may think twice! If I had the opportunity to reverse the clock, I would have chosen to get married earlier, start my business when I was younger and make better plans!"

Having become a successful entrepreneur, Ang encouraged students to be more enterprising. "Seriously, if you are aspiring to be an entrepreneur, you first must enjoy the process, instead of thinking of becoming a millionaire overnight. To me, it is the process of learning and to pick one self up after falling that is more fun," he said.

His two other close friends, Dr. Jeffrey Goh and Dickson Low, joined him to start the first Manhattan FISH MARKET brand outlet in MidValley Megamall in 2002. Within the span of seven years, the Group has grown by leaps and bounds. In 2005, his company was nominated for the Golden Bull Award as one of the emerging SMEs; at the same time, he managed to secure the Master Franchise for the popular American casual dining restaurant chain famous for its ribs and steaks called Tony Roma's. In 2008, the Manhattan FISH MARKET was awarded the winner of SMEs Best Brand in Asia Pacific for Western Seafood category.

His motto has always been: "Failure is a step closer to success; therefore, never ever give up at the first sign of failure! If you have that attitude, you will somehow succeed."

The former old boy of Gajah Berang Secondary School Melaka does not forget his roots, especially people who have made strong impressions in his teenage years.

Alumni

#### His time at Sunway

"You always remember the people who made an impact on your life," he told biaze. He attributes whatever knowledge he now has in Accounting to one accounting lecturer, Mrs Lim, whom he describes as being "very strict." Other names like First Year Economics lecturer, Ms Wong and English Literature lecturer, Ms Siva, still stick on his mind until today. In fact, he still remembers a famous line from his Mathematics teacher, Mr. Manaf, who used to say that, `life can be much more interesting than just Mathematics!'

After spending two years at the then Sunway College, Ang then left for Perth to pursue his Second and Third Year undergrad studies and finally graduated with a Bachelor of Commerce (major in Finance & Accounting) in 1993.

When he first joined the then Sunway College in 1990 to do his TEE (now known as Australian Matriculation), he was a young man hailing from Melaka. "It was a huge learning curve for me. My first impressions were that people seemed more complicated, well-to-do, and showy," he said.

Gradually, he began to love student life. His favourite hang out was at the snooker centre across the old Sunway College building in PJ New Town. "There were quite a lot of distractions to our studies, compared to the campus at Bandar Sunway that we have today. Almost every weekend we would end up going to DV8, a disco near the college for dance and drinks."

#### Swimming Ahead

The Manhattan FISH MARKET brand is gaining popularity. Recently, another outlet was set up in Jeddah in Saudi Arabia.

With the aggressive growth, Ang expects Revenue Valley Sdn Bhd will hit a turnover of RM100 million for the financial year ending 2009. The company currently owns 100% of MFM Restaurants Sdn Bhd which operates The Manhattan FISH MARKET restaurants in Malaysia. It also owns 100% of MFM Restaurants Pte Ltd, which operates The Manhattan FISH MARKET restaurants in Singapore, besides owning 50% of MFM Restaurants (Thailand) Co. Ltd which operates The Manhattan FISH MARKET restaurants in Thailand.

In 2005, the company set up Grandpolitan Sdn Bhd (with 100% equity) to operate the Master Franchise of Tony Roma's in Malaysia. Revenue Valley now owns 100% share of Sushi Groove Sdn Bhd, which operates TOKYO.g restaurants in Malaysia.

"I hope to continue building great retail brands, which again may not be necessarily in the food business. Despite an accounting background, I enjoy reading Marketing books more than any other literature, and recently, I had a rare opportunity to meet Mr Philip Kotler, the Father of Modern Marketing himself!"

As far as Ang is concerned, he is prepared to face any challenges in bringing his business to new frontiers. For young entrepreneurs, he advised: "If you have to swim against the tide, it's better than to give up and end up in the fish market."



George Ang, Young Entrepreneur of The Year 2008



George Ang, entrepreneur



George Ang (extreme right) speaking to students after George Ang (extreme left) speaking to the talk



Answer & Win the Manhattan FISH MARKET, Tony Roma's and TOKYO.g vouchers

Simply answer the following questions and email your answers to blaze@sunway.edu.my.

#### Name:

Mobile:

1. The Manhattan FISH MARKET is a Malaysian-owned brand. True or False? Answer:

2. George Ang studied at Sunway College in 1990 and 1991. True or False? Answer:

3. If you were in Mr. George Ang's position, how would you expand the franchise business? Give your reasons why.

(If your answer fascinates Mr. George Ang, you may be invited to personally dine with him to explore your ideas further)

#### **Term & Conditions**

- Closing date for submission of answers: 31 October 2009 5:00PM.
- Twenty (20) people with the best answers will receive a food voucher of RM50 each to try out the food at The Manhattan FISH MARKET
- If you are one of the ten winners, bring a copy of blaze magazine and show it to the manager as proof of your identity. This competition is open to all Sunway students and readers of blaze magazine. Judges' decision is final. Winners will be contacted via email one week after Oct 31



Opening of Tony Roma's outlet at KL Pavilion



Signing of Tony Roma's Master Franchise



TONY ROMA'S

TOKYO

International Student Food and beaches attract German lad the most

Nothing interests 19-year-old lad from Germany, Frederic Lorenzen more than the great variety of food and the lovely beaches in Malaysia.

"In the year 2000, my family and I came to KL as my mother received a job as a teacher in the German School Kuala Lumpur until 2006. They then moved to Singapore, while I remained here in Malaysia to continue my studies." – Frederic Lorenzen A big fan of beaches, Frederic says he has visited both Langkawi and Perhentian, and enjoys the enchanting beaches on both islands. "It is always sunny here, and the beaches in Malaysia are a great place what I consider a relaxing holiday." he enthused.

His other favourite is food – and he literally means almost all types of food from Indian to Chinese and Malay, and occasionally, even Japanese food. "It really depends on my mood," he says. "Whenever there is a chance for me to taste different food

around, I would grab the opportunity. I enjoy eating."

At Sunway, he has befriended a number of his course mates. "I have friends who are Indians, Chinese and Malays," he elaborates. "In fact, I find it very interesting that the population in Malaysia is quite multi-racial. This was one of my first impressions when I arrived in Kuala Lumpur nearly in 2000."

He was only ten years old then. Over the years, he has built his network of friends. In fact, he chose Sunway because most of his good friends are all here.

His mother works as a teacher; currently, his parents and three other brothers and sisters are living in Singapore. Frederic joined Sunway this year to pursue his Bachelor of Psychology and will be expecting to graduate in 2011. "Upon completion of my studies, I will work for a while before deciding to continue on with my studies," he said.



# Healthy lunch, anyone?

or this issue of biaze, we feature the mixed cabbage slaw and cream of tomato soup by two of our Chefs-to-be, Olivia Sarfendy, 21, of Indonesia and Kim Seung Hye from Korea who are pursuing the Diploma in Hotel Management at Sunway University College.



#### Ingredients:

Mayonnaise Vinegar

2.0 111	Viriogai
1.7 gm	Sugar
	to taste salt and pepper
42 gm	White round cabbage, s

- Red cabbage, shredded
- Carrots, julienne (cut into fine strips)

#### Method of preparation:

Combine mayonnaise, vinegar, sugar, salt and pepper in a bowl. Mix until smooth.

shredded

- Add the white cabbage and carrots and mix well. 2
- Taste and if necessary add more salt or vinegar to improve seasoning. 3
  - 4 Arrange the lettuce leaves on plate.
- Place a mould of coleslaw in the centre of the plate. 5
- 6 Garnish accordingly.

#### CREAM OF TOMATO SOUP

#### Ingredients:

- 5 gm Butter
- 5 gm Onion, medium dice
- 2.5 gm Carrots, medium dice
- 2.5 gm Celery, dice
- 2.5 gm Flour
- 125 ml Chicken stock
- 42 gm Tomato coulis (in cans available from supermarkets) Bay leaf 1
  - Thyme
    - To taste salt and pepper

#### Method of preparation:

- In a saucepot, melt the butter over medium heat
- 2 Add the onion, carrots and celery. Sweat until lightly soften.
- 3 Add the flour and stir well. Cook for a few minutes.
- 4 Slowly beat in the stock. Bring to a boil, stirring while the liquid thickens slightly.
- Add in the tomato coulis and herbs. Simmer about 1 hour. 5
- 6 Pass through a strainer.
- Return the soup to a saucepot and bring back to a simmer. 7
- 8 Stir in the warm cream.
- 9 Season to taste with salt and pepper.
- 10 When serving, drizzle with a drop of cream, croutons and chopped parsley

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.



Kim Seung Hye (Korean) Semester 2 Diploma in Hotel Management

.

Garnish: Lettuce leaf 1 Hard-boiled egg Raisins or sultanas Lemon wedges

Parsley bush

Garnish:

Croutons

Parsley, chopped

Cream

31 ml 2.5 ml 21 gm 21 gm

Olivia Sarfendy Semester 2 Diploma in Hotel Management





SUNWAY UNIVERSITY COLLEGE Scholarships Awards Presentation Caremony 23 May 2009