

# blaze



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**Scaling new heights**  
**First SAS joint certification**  
**Tax savvy leaders of tomorrow**  
**Meeting of minds**  
**Beautiful Sabeeha**



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# blaze

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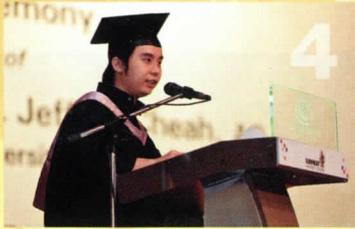
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# Scaling new heights

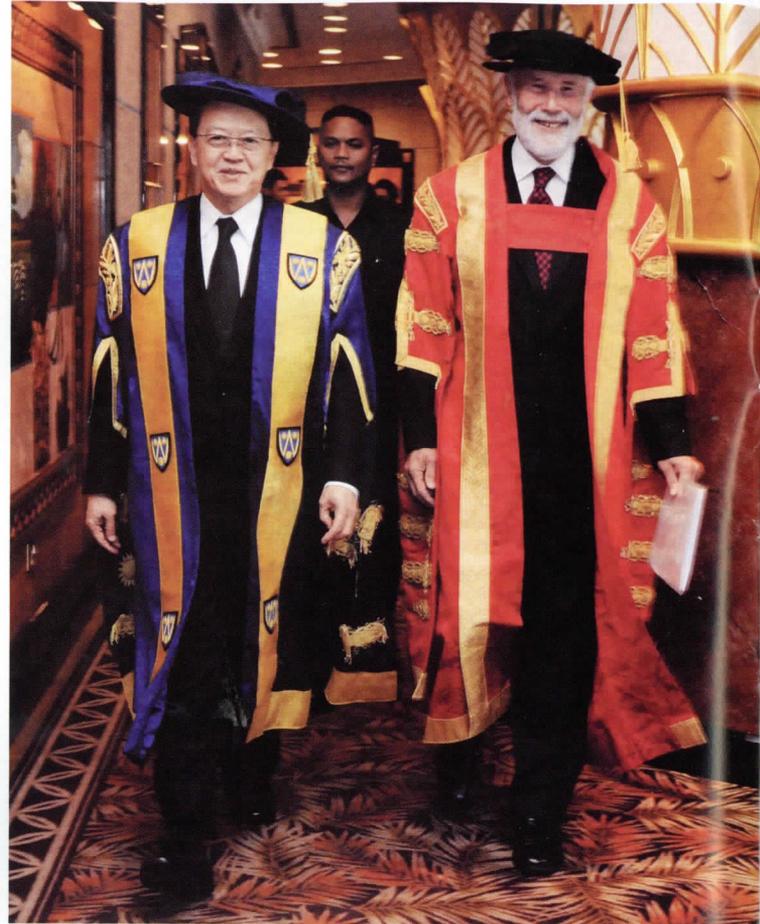
The height of any human achievement is not measured by how tall a tower he can build, but by the relentless drive not to negotiate with failure or be contented being the second best.

He pushes forward, while others have long given up, until he reaches the pinnacle. His achievements can only go as far as the spirit can soar. His list of possibilities is endless. Nothing to him is impossible. The sky is the limit.

This is a lesson which Sunway's Valedictorian in Sunway's recent Convocation, Jet Chan Yung Mun has learnt. His life's motto is summed up in a few simple, but powerful, words: "What does not kill you will only make you stronger". He has learnt early in life that "if we persevere when we face challenges, we will become better persons at the end of the day."

He shared this life's discovery with some 400 students who graduated in what was Sunway's fourth convocation, since becoming a university college. A total of 218 students received their diploma certificates, while another 182 received their degrees from both Chancellors of Sunway University College, Tan Sri Dato' Seri Dr Jeffrey Cheah AO and Lancaster University, Sir Chris Bonington, CVO, CBE, DL at the ceremony held at the Grand Lagoon Ballroom of Sunway Resort Hotel and Spa on Oct 1.

According to Elizabeth Lee, Sunway's Executive Director, this was in fact the third batch of students who were conferred dual degrees from both partner institutions. Lancaster University through a

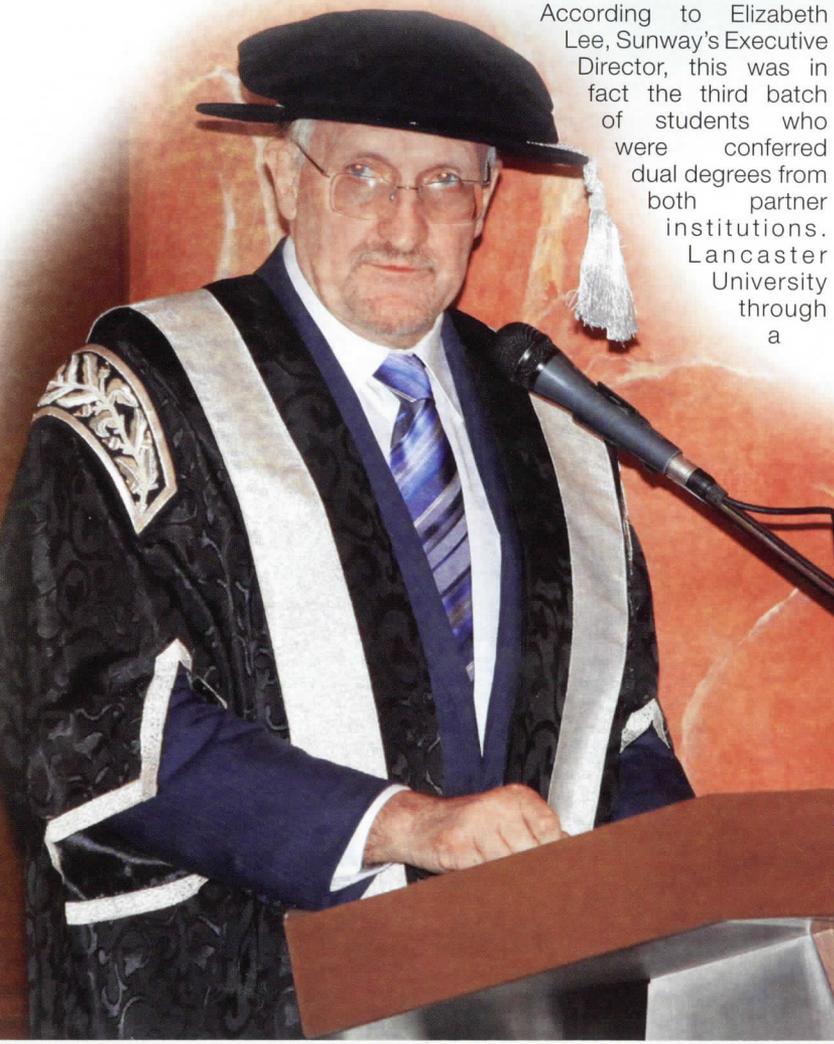


The two chancellors proceeding to the Hall.

special arrangement validates Sunway's honours degrees in the School of Business, School of Computer Technology, School of Health and Natural Sciences and the School of Hospitality, Tourism and Leisure Management.

Giving the special address as the Chancellor of Lancaster University was Sir Christian John Storey Bonington who is a truly inspiring character. At 76, he is still going strong.

Vice-Chancellor, Professor Robert Bignall presenting the graduates to the Chancellors





The first graduates in International Hospitality Management

### A mountaineer and chancellor

Bonington is by far the most renowned mountaineer in Britain. His career spanning over four decades of mountain climbing has made him into the legend that he is.

In total, Bonington's career included nineteen expeditions to the Himalayas, including four to Mount Everest and the first successful ascent of Annapurna II (26,041-ft) in 1960, followed by Nuptse (25,700-ft) in 1962.

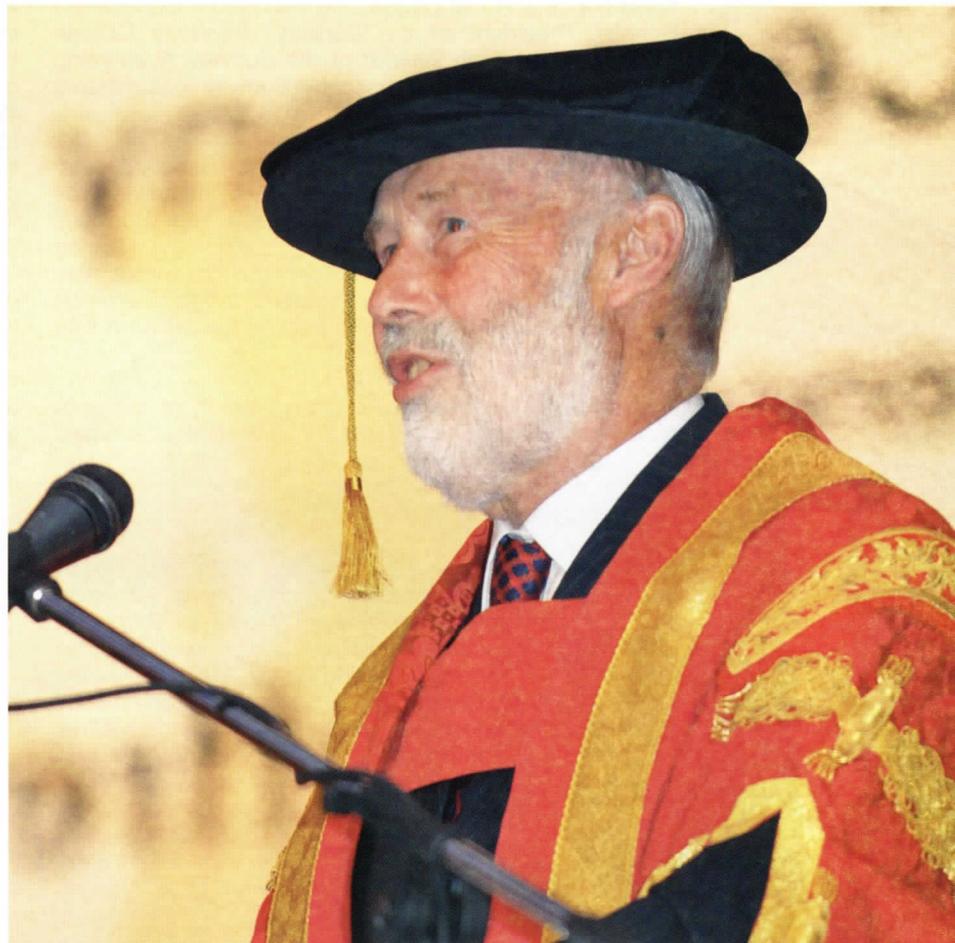
His achievements amidst many failures are what made his life exemplary to young graduates at Sunway's Convocation, although Bonington was quick to admit: "I am not the usual academic type of Chancellor. I am a true blue mountaineer."

Full of praises for his counterpart, Tan Sri Dr. Jeffrey Cheah, Bonington said Lancaster values its partnership with Sunway University College as Lancaster aspires to become an internationally known university. "The relationship between Lancaster and Sunway is growing from strength to strength and we regard Sunway as our equal in the partnership," he said.

### Several firsts and more

This graduation saw the first cohorts of 16 Bachelor of Science (Honours) International Hospitality Management and four Bachelor of Science (Honours) International Tourism Management graduates. Four of them received First Class Honours in International Tourism Management, namely Annie Ting Mee Jia, Liliana, Yee Lee Swan and Noornadia Mohd Yasin.

Noornadia is currently employed as a Business Development Executive in corporate travel. "The course prepared me well for my career," she said. "Research assignments boosted my communication skills and confidence level. The syllabus was interesting and there was a variety of learning material in addition to textbooks. The lecturers were very open in sharing opinions, helpful, creative and experienced."



Sir Chris Bonington



Jet Chan with his parents, brother and special friend.

With Dr and Mrs Hor, his granduncle and grandaunt

Jet with classmates

The ceremony also saw the first cohort of graduates with a Bachelor of Science (Honours) Accounting & Finance. Jet Chan Yung Mun, our Valedictorian, achieved a first class honours in this degree. He was also a Chancellors Scholar, President of the Sunway University College Student Council, an initiator of the Sunway Accounting Society and an active member of the Sunway Toastmasters Club.

There were three other Chancellors Scholars who graduated with First Class Honours -- namely Joyce Oo (Accounting & Finance), Chan Jinn Yep (Business Management) and Tay Ee Lin (Psychology). During the graduation, 12 academically bright graduates also received the Tan Sri Jeffrey Cheah Scholastic Awards for their outstanding academic results. Each award was valued at RM2,000.

This convocation also saw the third batch of students graduating from the School of Health and Natural Sciences with their Bachelor of Science (Honours) Psychology and a fourth batch of graduands from the School of Computer Technology.

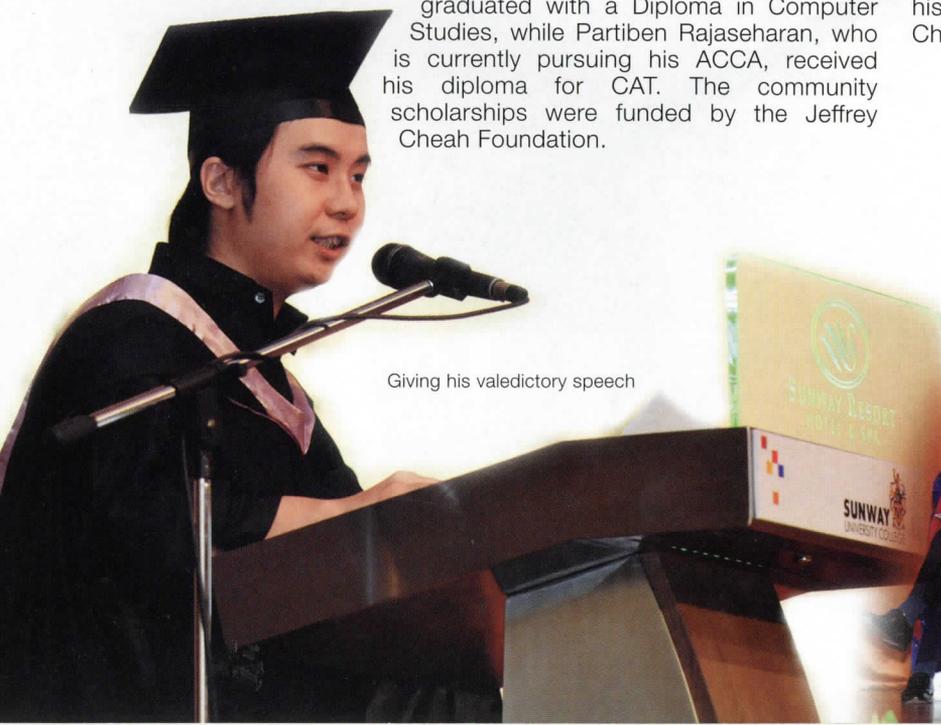
Community scholars under the Tun Dato' Seri Omar Ong Community Scholarships, Tommy Chong Jun Hean graduated with a Diploma in Computer Studies, while Partiben Rajaseharan, who is currently pursuing his ACCA, received his diploma for CAT. The community scholarships were funded by the Jeffrey Cheah Foundation.

**The new journey begins**

In closing his speech, Valedictorian Jet Chan addressed his fellow graduates with his parting words. "Today is the day we have been waiting for since the first day of our course," he said. "This is not the end, but rather the beginning of a new journey, a new journey that will be much longer. I believe in lifelong learning. Just because we are graduating today, it does not mean that we shall stop learning. We must always have the right attitude to keep on correcting things that we do wrong and improve on things that we do correctly.

"As we start our working life, we should remind ourselves to follow our hearts and always work towards what we want in life. If there is something we want to do tomorrow that can be done today, we should do it today. I hope that we will not be drowning in the ocean called "work, work & work", and let time slip away from our hands. We do not want to regret something we did not do today in the future."

Referring to his two mentors, one who turned an old mining pool into a modern township and the other who scaled one mountain after another, Chan urged his fellow graduands to emulate the two legendary Chancellors to become towering Malaysians.



Giving his valedictory speech

Tradition marked Sunway's Convocation 2010



## Ranked among the elite

Sunway University College has been ranked among the elite institutions in the first ever official rating of all public and private universities and university colleges in Malaysia.

Achieving an EXCELLENT or Tier 5 rating in SETARA 2009, Sunway University College made it among 18 top institutions, which included public universities such as Universiti Malaya and Universiti Sains Malaysia and all branch campuses of foreign universities.

The rating system, otherwise known as the Malaysian Qualifications Agency (MQA) Rating System for Institutions of Higher Learning, measures the quality of teaching and learning at the undergraduate level in universities and university colleges in Malaysia.

The ratings are classified into six Tiers, ranging from Tier 1 as 'Weak' to Tier 6 as 'Outstanding'. There were no institutions in the highest classification of Tier 6.

An elated Executive Director of Sunway University College, Elizabeth Lee said the SETARA rating is an official acknowledgment and recognition of the high level of performance of all staff and students. "Therefore, everyone is to be congratulated on this very fine achievement," she said.

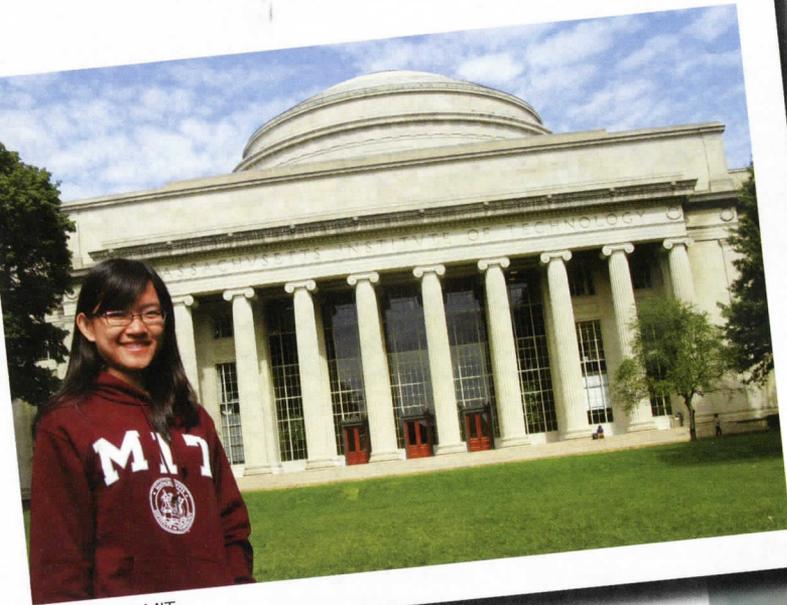
### Tier Five: The 18 Excellent Universities (in alphabetical order)

Curtin University of Technology Sarawak Campus  
 International Islamic University Malaysia  
 International Medical University  
 Management and Science University  
 Monash University Sunway Campus  
 Sunway University College  
 Swinburne University of Technology Sarawak Campus  
 Taylor's University College  
 The University of Nottingham Malaysia Campus  
 Universiti Kebangsaan Malaysia  
 Universiti Kuala Lumpur  
 Universiti Malaya  
 Multimedia Universiti  
 Universiti Putra Malaysia  
 Universiti Sains Malaysia  
 Universiti Teknologi Malaysia  
 Universiti Teknologi Mara  
 Universiti Teknologi Petronas



## We are proud of them

Two top students from Sunway, Oh Coyin and Lee Kin Wai were accepted into Massachusetts Institute of Technology (MIT) and Cambridge University, respectively, while a third student, Ng Hui Sin has headed to the London School of Economics to study Actuarial Science on a Bank Negara Scholarship.



Oh Coyin at MIT



Lee Kin Wai (right) with Dr Wong Yoke Chen (left)

Oh has been offered a scholarship to read Science (Pre-Medicine) at MIT, while Lee will be reading Engineering at Cambridge University.

According to the Director of the A-Level programme at Sunway, Dr Wong Yoke Chen, both students completed their GCE A-Levels with excellent results. "We are very proud of them," she said.

Oh was Top in the World AS Level for Physics. She was also Top in Malaysia AS Level for Biology and bagged the Cambridge Outstanding Achiever Awards 2009. In the Cambridge International Fellowship Awards 2010, Oh scored the highest marks in the world for Physics AS-Level and the second highest in the world for Biology AS-Level.

Lee, who hails from Melaka, scored the highest mark (joint) in the world for Mathematics at AS Level and the second highest mark (joint) in the world for General Paper in the Cambridge Fellowship Awards 2010.

Oh wrote in her email: "My experience at Sunway was truly an enjoyable one, not too stressful with the right amount of competition, which enabled me to balance both my studies and extra-curricular activities well."

The support from my lecturers and the staff at the Student Services Department (as well as my bunch of good friends) played a very important role. While the A-levels can be very demanding, but if you look hard enough, it is also a course where one can get the most out of it.

Lee shared: "I think what distinguishes the A-Level programme at Sunway from the others is that the lecturers are eager to help and do not hesitate to take their time to explain things to us. It also has a terrific mentor-mentee system," he said.

Ng added: "I thank both my Maths lecturers, Mr. Yong Yau and Mr. Lee Choo Sik for encouraging me to persevere and practice a lot, and they were definitely instrumental in my good A-Level results."



Elizabeth Lee (fifth from right) with the Tun Dato' Seri Omar Ong Community Scholarship recipients (left to right) Yap Kar Yan, Michelle Chow Ching Mun, Constance Tan En Hui, Cheng Yeen Yin, Sham Zhi Yin, Yu Jun Jie, Matthew Sheu Sek Sun, Lewis Teoh Yoong Lim and Emmanuel Yong

## Sunway University College gave RM2.9 million at scholarship presentation

Another scholarship presentation ceremony by Sunway University College held in October this year, affirmed and acknowledged its top and deserving students.

The Jeffrey Cheah Foundation which was launched in March this year gave away a total of RM2.9 million to 380 recipients at the ceremony, making this year's accumulated scholarships at RM6.9 million.

Puan Sri Datin Seri Dr Susan Cheah, wife of Tan Sri Dato' Seri Dr Jeffrey Cheah AO, the Founder and Chancellor of Sunway University College gave away the scholarships.

Sunway University College operates under the Jeffrey Cheah Foundation, a self-sustaining entity, whose profits are channeled toward the betterment of students and the institution, without the encumbrances of shareholders or the vagaries of business. Around RM60 million worth of scholarships have been given out to-date from the Foundation and its predecessor, the Sunway Education Trust Fund.

Besides the string of the usual scholarship categories, which range from academic achievement to involvement in sports and extra-curricular activities, need-based scholarships were also presented. Among these were the Star Education Fund, Sinchew Daily Education Fund and the Sun-Mapcu Scholarship Scheme. Sunway University College is a partner in these scholarships.

The Tun Dato' Seri Omar Ong Community Scholarships are a Sunway University College scholarship that has been presented since 2002 and are specifically for those from economically challenging circumstances or who are residing in Charitable Homes. There were nine recipients of this scholarship. A total of 54 Tun Dato' Seri Omar Ong Community Scholars have studied at Sunway University College and 21 scholars have since graduated.

At the other end of the scale, Sunway also recognized and affirmed outstanding academic achievers. The prestigious Chancellors Scholarship is one such category. The scholarship was given to three students who are pursuing the Bachelor of Science (Honours) in Accounting and Finance under the joint honours degrees validated by Lancaster University. The award covers full tuition fees and a two-week study visit to Lancaster University including the air passage.



The Chancellors Scholarship recipients (left to right), Karlisyle Lum Ern Ai, Ch'ng Ying Zhao and Hong Xingwei with Puan Sri Susan Cheah (second from left)



From left: Ng Boon Wai, Tan Kee Hoong, Ronnie Lim, Kok Fong Hun (lecturer), See Ju Vin and Lum Ying Ling

## Tax savvy leaders of tomorrow

Competing among the best, Sunway students stole the limelight when they swept away most of the awards in the Deloitte Tax Challenge 2010 gala awards dinner, beating other institutions of higher learning such as Monash, USM, UITM, and also UM.

Four out of five finalists were Sunway-TES students in both the individual and group categories, respectively.

This surprised Ronnie Lim, Deloitte Malaysia's Country Tax Leader, who said that the students showcased high levels of analytical thinking in the reports submitted, despite the complexity of the questions.



An elated Wong Xinjie (left) with Mr. Lam Yoo Yuen, Human Resource Director, Deloitte KassimChan Tax Services

"The competition was implemented to give students an opportunity to practice their knowledge in a real-life scenario," he said.

In the individual category, the champion, First Runner-Up, Second Runner-Up and Merit award winners were Wong Xinjie, Tan Kee Hoong, Lum Kar Hoe and Lee Chuan Han, respectively, whereas in the group category the A-Team were champions followed by Team Pioneer (First Runner-Up), Team Tax Dynamics (Second Runner-Up) and Team Taxelicious (Merit Award), all of which comprised students of Sunway-TES.

Sunway students did not only showcase excellent analysis but also amazing oral presentations in their reports. Wong Xinjie, an ACCA student from Sunway-TES and grand prize winner of the individual category, said she is reconsidering her career options and may switch from auditing to tax. "My winning in this competition made me think that I may actually have the potential for this line," she said, enthusiastically.

A-Team members comprising Tan Kee Hoong, Lum Ying Ling, Ng Boon Wai and See Ju Vin, who are all ACCA students of Sunway-TES said that it was due to their individual strengths put together that brought them this far off in the competition. "Everyone had a role to fill which turned out to be whatever we needed in order to win the competition," Ng said.

Sunway University College, particularly Sunway-TES, is proud of their young achievers and will continue to provide the best for their students.



Greeja Hemalata, Head of Australian Universities Programme (4th from right), Professor Robert Bignall (5th from right), Darren Tan (6th from right), Lee Siok Ping (7th from right) and Elizabeth Lee (8th from right) with new members of the Golden Key International Honour Society.

## Golden Key International Honour Society recognizes Sunway students

**B**avany Batmanathan and Chen Yoke Yee were all smiles when their outstanding achievement was honoured by the Golden Key International Honour Society recently.

The two students who are currently pursuing their Bachelor of Business Marketing (Victoria University) were among some 120 other students from Sunway University College who were given a membership from the Golden Key, the world's premier collegiate honour society that has nearly 2 million members from 190 countries.

Bavany said she did not expect to obtain a more rewarding career opportunity following this recognition. "I hope to make it in the International market," she said. "I want to develop my leadership skills."

Aspiring to climb the corporate ladder, Chen said she felt like she has just accomplished something great in life. "From here, the path seems clearer as I hope to obtain a scholarship to do my Masters," she said.

At a ceremony held at Sunway University College recently, Vice-Chancellor, Professor Robert Bignall said that Sunway is proud to have so many students recognised by this distinguished society. "This may be an opportunity for them to improve themselves and contribute to society in future," he said, adding that he believes the exposure and leadership development attained through the society will help them excel in life.

Darren Tan, who represented the Golden Key International Honour Society, congratulated the new members for their hard work and dedication. "Membership in this society will serve as the medium for growth, innovation and leadership development for the students," he emphasised.

The new members of the Golden Key International Honour Society traditionally stand to benefit through scholarships, jobs and development opportunities as well as internships.

The other Sunway students who received the award were from the School of Business, School of Computer Technology, School of Health and Natural Sciences, Australian Universities Programme as well as School of Hospitality, Tourism and Leisure Management.



Bavany Batmanathan receiving her certificate from Professor Robert Bignall during the recognition ceremony.



A Sunway student helper holding up a sign during a focus group discussion

## Sunway assists in sweeping crime off our streets

A Malaysian Crime Prevention Workshop for Young Adults was recently held at Sunway University College for Upper Secondary school students.

Aimed at educating young people on ways to prevent psychosocial crimes that included personal safety and commercial crimes, the workshop attracted some 200 young people from a total of 19 schools, colleges and churches.

Head of School of Health and Natural Sciences, Associate Professor Dr. Teoh Hsien-Jin, who is also an EXCO Member of the Malaysia Crime Prevention Foundation (MCPF, Selangor Chapter), shared his insights on the role of MCPF.

"Over the years, public campaigns and workshops have been organized all over Klang Valley in an attempt to educate the public especially students from various universities and colleges as they are the future generation of working citizens," he said.

One of the speakers, DSP Zaleha binti Haji Md Jais from Selangor Police headquarters shared on some current Selangor crime statistics. The number of reported crime rates, she said, reduced from 41,015 in 2009 to 35,651 in 2010 within Selangor.

However, she added that murders as well as theft of motorcycles and cars are on the rise.

The second speaker, Paul Linus, Head of the Law Department, Sunway University College spoke on commercial crime, where he said, people's perception of crime is skewed towards murder and less on commercial crime such as swindling and financial fraud. "The increase in the use of technology has created more sophisticated criminals that are able to sound persuasive enough to convince people to succumb to their fraud," he noted.

The workshop proceeded with a focus group discussion aimed at increasing awareness and responsibility towards permitting crime.

Topics included how an individual can increase their degree of involvement and participation in the reduction of cyber and commercial crime,

bribery, messy neighbourhoods, and bystander effects.

Participants were also required to discuss if they agreed society is responsible for inviting crime and if young people are contributing to this issue. One group was given the opportunity to disagree with all the statements above.

Jerald Choi Mun Jet, a participant from SMK Methodist (ACS) Klang, who represented the focus group on commercial crime said, in order to reduce commercial crime, as responsible citizens, members of the public should stop purchasing pirated goods. "We should introduce a slogan called "Cheap goods don't last long" so that people are more aware of quality and durability over time," he said.

Another participant, Mohammad Owais Qamar from Kolej Gemilang said awareness on crime begins at home. "It should be cultivated in everything that surrounds us such as our upbringing, our parents, our basic principles in life, religion as well as a university culture," he said. "We must understand bribery is not our way out of a problem."



Participants listening to DSP Zaleha's talk on crime rates in Selangor

# Meeting of minds

Lee Ai-Suan, our psychology alumna and an intern with the Psychology Department, writes about the 3rd Academic Symposium held recently at Sunway University College on Sept 25.

When most people over 40 are asked to recall their most significant memories, most of the events they recall tend to have occurred during their teenage years and early adulthood than any other time. This is because we experience many 'first times' like going to university, falling in love, breaking-up, graduating, getting married, and so on, during that crucial period. Also, that is the time when we develop our identities.

Organised by the Department of Psychology recently with the theme, "The Influence of Sociocultural Pressures on Thought Processes", the main aim of this symposium was to provide an opportunity to exchange research findings and knowledge among students, researchers and academicians.

## Interesting topics

Dr. Coral Dando, a Forensic Psychologist and lecturer from Lancaster University, was the keynote speaker. She spoke about social influences on eyewitness memory and problems experienced by the police when using eyewitness memory in crime investigation..

"When people talk about a crime that has just happened, it is difficult for the police to determine what the witnesses really saw, and what they heard from others," Dr Dando said. "Human memory is not perfect as it can be altered, and it fades away with time." Earlier, she also explained that Forensic Psychology is the application of psychological study and research to legal institutions.

Students also presented their research on posters. First-time poster presenter, Vigneshwari Manivannan, a second year Psychology student, said she was slightly nervous but in a good way. "This is the first time I am presenting my research. Although I have not obtained advanced research methods, I am looking forward to presenting future research that may create an impact in the field of research in the local settings," she said.

Spoilt for choices, participants had a tough time choosing which oral presentation to attend. The free paper session was divided into three categories, namely Work and Family, Individual Differences, and Mental Processes. The papers were presented by students and lecturers. A question time provided an avenue for critical thinking and exchange of ideas. A few alumni also returned to present the findings of their final-year research projects.

Some of the topics included persuasiveness of fast food advertisements, effects of relaxation techniques, individual differences between online gamers and non-online gamers, hyper-competitiveness, and turnover intention among sales people.

## Feedback

According to Jasmine Lee, one of the oral presenters, the session was different from her usual class presentations. "I have to make sure that the information is accurate, simple and coherent for others to understand," she said. "This gives me an idea of what the society thinks of my research. I have also gained more ideas for future research."

Another oral presenter, Fong Kee Ken added: "It was an interesting experience and I am honoured to be given the chance to present my work."

Two invited plenary speakers, Associate Professor Shamsul Haque, who is with Monash University Sunway campus, spoke about how culture affects our autobiographical memories, while Professor Noraini Mohd Noor from the International Islamic University of Malaysia (IIUM) shared her work on a cross-cultural study involving cognitive differences (e.g. problem solving) between Malays, Indonesians, and Arabs.

The academic symposium was brought to a fitting end with the closing address by Associate Professor Dr Teoh Hsien-Jin, Head of the School of Health and Natural Sciences. "Today, we can see how psychological findings can be applied in the real world," he said. To the students, he added: "You will not remain as names on the academic roster—you will remain as unique individuals in the minds of the lecturers."



Wan Xin Ng, a Psychology student with her posters during the Academic Symposium.



A Psychology student explaining her group research results during the Poster Presentation.



Cassie Kok Kwee Tze, a Psychology Graduate from Sunway University College presenting her study on Individual Differences during the Symposium.



## The moment long awaited for

It is like a mountaineer scaling the tallest mountain. No matter how seasoned he may be, there are still unforeseen challenges that he will have to face. He takes every challenge with boldness and courage, knowing that the moment he reaches the peak of the mountain, he will be greeted with a sense of jubilation and self-satisfaction.

The pinnacle which every student, who enrolls at Sunway University College, aspires to reach is the completion of the programme of study. The crowning of his success is the moment he and his family have been waiting for.

It is therefore no surprise to see a huge turnout at Sunway University College's Graduation Ceremony 2010,

which was held at the Grand Lagoon Ballroom of Sunway Resort Hotel and Spa on Oct 1.

The cameras were clicking away at every nook and corner. In fact, the air was simply filled with a lot of joy and excitement.

At this juncture, the Staff and Management of Sunway University College would like to take the opportunity to congratulate the 378 new graduates and diplomates who graduated.

One last word from all of us, "Do drop by whenever you are around the campus!"





## A hype on entrepreneurship at Sunway

Last year was a success, but this year, the 1Malaysia Entrepreneurship Week 2010 was an even bigger hype.

Jointly organised by the Student Services Department of Sunway University College and the Ministry of Higher Education Malaysia for the second consecutive year, the event which was launched by Deputy Higher Education Minister, Dr. Hou Kok Chung was aimed at encouraging an entrepreneurial spirit amongst youth today.

According to Elizabeth Lee, Executive Director of Sunway University College, the objective was to provide a platform for enterprising youth to exchange ideas and find relevant support and guidance in starting their own businesses in our great country.

"As an institution of higher learning, we realise that the key to sustainable growth in Malaysia is to develop the spirit of entrepreneurship amongst our youth who will become business leaders of tomorrow," she said. "Through this platform, we hope to provide the best for aspiring entrepreneurs to gain knowledge and know-how from successful entrepreneurs, and to motivate them with various inspirational stories that did not just showcase passion and commitment, but real life values that they can adapt into their own lives."



Ahmad Zakir being grilled by Dr Foo Yin Fah in a talkshow-styled interview

## Happenings

In his speech, Dr Chung said the country's future is dependent on the ideas and contributions of young minds. "Only through entrepreneurship and innovation can the Malaysian economy succeed in the new world markets," he said. "The contributions and ideas from the young minds through entrepreneurship and innovation will determine the country's future".

Among the speakers were Ahmad Zakir Ja'afar, CEO and Co-Founder of Nineteen O One (1901), Timothy Tiah of Nuffnang fame, Sherin Wong, Founder of RedRibbon Days, Michael Reyes, CEO Money Tree Asia Pacific and Emily Barner, General Manager of Corporate Responsibility of Warisan Global.



Timothy Tiah speaking to the students

## Quotable Quotes:



Timothy Tiah: "When a winner makes a mistake, he would admit it, but a loser would blame others for the mistakes that he had made. Investors are not interested in ideas, but on how the entrepreneur plans to execute it. My Dad was the investor in my case. Looking back, I realised that he was interested to invest in my business because of the passion he saw in me than the ideas that I presented to him."



Sherin Wong: "If you have an idea and your gut feeling is telling you that it is brilliant – it is then brilliant. Go for it, never hesitate, do not give up and never doubt yourself. Being afraid is part of growing a business. Not being ruled by fear is what makes an entrepreneur."



Emily Barner: "Failure is not necessarily a bad word after all. "It takes a very strong character to admit failure, and move on from there."





The three from Sunway's Team JCH, (from 2nd left to right), Chew, Yuen and Hardi with two of their lecturers cum advisors, Mr. Daniel Leow (left) and Ms Angela Lee (right)

## SAS-EON Bank Group Knowledge Discovery Challenge

From a total of 30 teams, Sunway University College's JCH emerged as Top 3 during the inaugural SAS-EON Bank Group Knowledge Discovery Challenge finals. The other two were Young DMiners from Universiti Teknologi Mara and LOGOS of Swinburne University of Technology Sarawak Campus.

The team members of JCH were Bachelor of Information Systems student, Jeric Yuen Juin Keat (who has just graduated with a First Class Honours) and Bachelor of Multimedia Systems students Hardi Candra and Chew Yu Liang.

Team leader Yuen said the competition was challenging but with the help of lecturers, it was a memorable experience. "The team introduced the concept of green banking to reduce costs, increase profits and help the environment," he said.

The competition, held at Sunway University College, focuses on developing homegrown talent in data-mining (analytical) skills amongst tertiary students.

The teams were each provided with a sizeable volume of simulated banking customer data. They had to use the SAS® Enterprise Miner™ analytical tool to gain insights and devise the best marketing strategy to boost a virtual bank's deposit provision by 15 per cent.

The winning teams received cash, training vouchers and other rewards worth more than RM50,000. In addition, the first prize winners were offered permanent employment under EON Bank Group's Management Associate Programme, a training and development programme, that fastracks candidates into management positions at the Banking Group.

The competition was a first joint academic-based CSR project between leading business analytics solutions provider SAS Malaysia and EON Bank Group.

# MoU SIGNING CEREMONY

between  
Sunway University College  
and  
SAS Malaysia

22nd September



From left to right, Associate Professor, Dr Lim Tong Ming, Head of the SCT; Professor Robert Bignall; Elizabeth Lee, Executive Director, Sunway University College; Lee Weng Keng, CEO, Education and Healthcare Division, the Sunway Group; Jimmy Cheah, Managing Director, SAS Malaysia and Tan Siew Ling, Manager, Academic Program, SAS Malaysia

## First SAS joint certification

Sunway University College became the first institution in Malaysia to offer a joint certification with SAS Institute Inc. USA on its Information Systems degree course.

At a Memorandum of Understanding signing ceremony between the two institutions, Vice-Chancellor Professor Robert Bignall said: "The Business Intelligence and Data Mining subjects will expose students to a real world data set and challenges, giving students the chance to hone their skills and gain valuable experience in the project."

"SAS specialists, industry experts and academics from Sunway," he said, "will work together to ensure quality and delivery of the subjects which will result in an ecosystem of sustainable collaboration between a university and the industry."



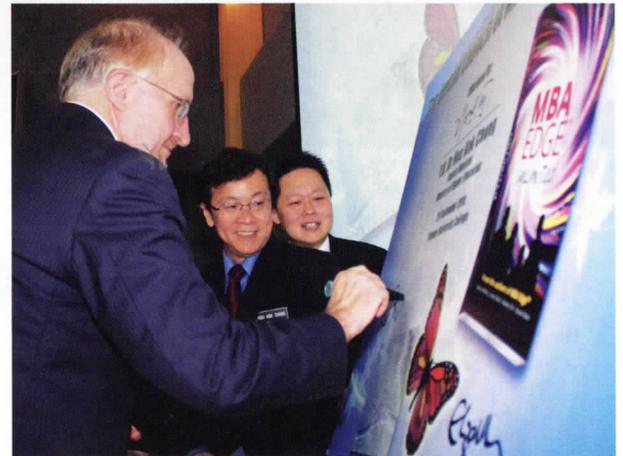
Jimmy Cheah, Managing Director of SAS Malaysia, who signed on behalf of SAS Institute Inc. USA, said that, with the doubling of data at increasing speed in today's world, Business Analytics is becoming very important in providing crucial insights for companies to make informed decisions. "The SAS certification helps to provide a pool of qualified resources accessible to corporations which is a great benefit for both students and corporations," he said.

With the MoU, Sunway can now run a specialization in the area of Business Intelligence and Data Mining in its Bachelor of Science (Honours) Information System degree programme.

Sunway has chosen SAS as its strategic tool for teaching Information Systems degree courses to its undergraduates. SAS will allow the university to ensure students have the best skills and knowledge to enhance their competitive standing in the job market, thus enhancing the employability of its graduates.



MBA Edge Unlimited and Dr Hendry Ng : From left to right, Lenny Chiah, Rodney Toh, Dr Hendry Ng (Head of the VU MBA, Sunway University College), Benson Wong and Steven Shim



Prof Robert Bignall at the launch of MBA Edge Unlimited

## VU MBA Alumni launch their third book

Four enterprising MBA alumni of Sunway University College have launched their third book, "MBA Edge Unlimited" at Sunway University College recently.

Benson Wong, Rodney Toh, Lenny Chiah and Steven Shim were among the first cohorts of the Victoria University MBA at Sunway University College in 2004 and early 2005.

Their latest book is a guide for undergraduates, executives, managers and aspiring managers who wish to pursue an MBA.

Some of the topics elaborated in the book are on the mindset and priorities of a good MBA and Corporate Social Responsibility (CSR).

"It has always been my dream to pursue the MBA which is the pinnacle of my professional life," said Benson Wong. "I believe there are others who yearn to achieve an MBA as well. The authors, including myself, believe that MBA Edge Unlimited would help the readers to embrace and realize the MBA dream."

The book was officially launched by Deputy Higher

Education Minister, YB Dr. Hou Kok Chung in the presence of Sunway University College Executive Director, Elizabeth Lee and Vice-Chancellor, Professor Robert Bignall.

"Benson Wong, Rodney Toh, Lenny Chiah and Steven Shim are our notable alumni who should be congratulated for not only coming back to our campus to share their knowledge through their book but they have contributed towards the community through the Jeffrey Cheah Foundation," said Lee.

The authors donated RM2,000 from the sale of all copies during the launch towards the Jeffrey Cheah Foundation in view of their strong ties with their alma mater.

Sunway University College has a database of 20,000 alumni. A number of alumni have been participating in activities and very often give back to their alma mater in the form of charity projects, fairs and speaking at workshops and talks.



## MUFY students become job shadowers

The Job Shadow Day held at Sunway Medical Centre (SunMed) recently was a huge success, judging from the feedback received from MUFY and some A-Level students who participated.



According to a survey conducted by the Student Services Department, all the students who took part in the one-day programme said that it met their expectations.

“Some of them even said it exceeded their expectations!” said Lee Thye Cheong, a MUFY lecturer with Sunway University College, adding that all of the students said that they would recommend this programme to their friends.

More importantly, Lee said, all the students realized that this programme would somehow play a part in guiding them towards achieving their career aspirations. “In fact, most of them were asking for a longer duration of shadowing,” he said. “Others said it was an eye-opener, and they would like to experience a ‘variety’ of departments within the hospital environment, besides hoping that the opportunity would be open to even more students.”

Ms Ch’ng Lin Ling, the Chief Operating Officer of Sunway Medical Centre, in her welcome speech, said “SunMed hopes the programme would continue to be featured prominently. This is in fact a win-win partnership with Sunway University College,” she added. “Apart from this event being a branding initiative and in line with our vision of becoming a teaching hospital, our staff were given the opportunity to experience mentoring someone.”

According to Director of Students Services, Ms Lee Siok Ping, the job shadow exercise started in 2009. “The idea was to acquaint students with jobs held by staff in GE Engine Services and the Sunway Group, but we have replicated the programme with other companies” she said.

“It provides exposure of actual working situations to students,” she said. “It also helps them explore the jobs out there in the market, a factor that plays a big part in enabling students to decide what jobs suit them and how to work towards them.”

## Through the eyes of a scholar

**E**lection Setbacks in Malaysia”, a comparison between 1969 and 2008 general election results by Dato’ Dr. Goh Cheng Teik is the work of a scholar who has long desired a career of active politics.

This is, in fact, not his first book. He has written several other books namely “The May Thirteenth Incident and Democracy in Malaysia”; “Integration in a Plural Society: The Chinese in Malaysia”; “Racial Politics in Malaysia” ;and “Malaysia: Beyond Communal Politics”

The Adjunct Professor of Sunway University College had initially written this analysis based on his academic research, which was first published in 2008 as a Sunway Occasional Paper.

Due to the popularity of the paper, it was subsequently published into a book for the sake of the future generation.

In his review, Tunku Abdul Aziz Ibrahim, a nephew of the late Father of Malaysia (Bapa Malaysia) Tunku Abdul Rahman and former president of Transparency International Malaysia, correctly pointed out that the lessons learnt from the book are two-fold: “One is the fact that thousands of Malays who were traditionally BN supporters disdainfully dismissed the tired and worn out political refrain of the ‘UMNO struggle for race and religion’ and voted along non-racial lines.

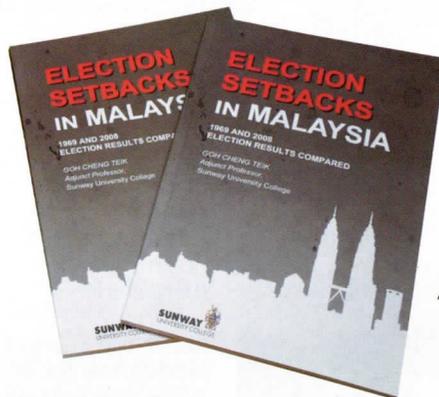
Tunku, who is currently the DAP National Vice Chairman, added: “The other is the fact that we have obviously learnt from the lessons of the 13th May 1969 tragedy. There was no victory procession to taunt the losers in 2008, unlike in May 1969 .... When ‘Between Sunday 11 May and Monday 13 May, DAP and Gerakan held numerous noisy and rowdy street demonstrations in Kuala Lumpur and Petaling Jaya that had detrimental repercussions.’

The fact that Dr. Goh’s name was suggested by DAP’s, Lim Kit Siang to head a committee in resolving the abattoir problem in Kedah, shows how much this man with his wide experience as a former deputy agriculture minister has to contribute beyond the political arena.

Although Dr. Goh’s analysis on how the May 13 incident started may differ from the other book on the same subject by Dr. Kua Kia Soong (“MAY 13: Declassified Documents on the Malaysian Riots of 1969”) the conclusion drawn from this book is well-summarised in his concluding paragraph:

*“If Anwar Ibrahim and Pakatan Rakyat can ‘de-ethnicize’ the actions of PKR, DAP, and PAS politicians and deliver good governance in the five states they administer, Barisan Nasional will have no choice but to also abandon communal politicking. With both Pakatan Rakyat and Barisan Nasional politicians rejecting the ‘politics of ethnicity’, all our elected representatives and their supporters can pursue, undistracted, the ‘politics of governance’. The people of Malaysia will benefit from a vigorous, healthy competition between Pakatan Rakyat and Barisan Nasional politicians on quality governance. **Let them outdo each other, not in ethnicity but in political governance!** After all, competing with each other to do a better job in political governance is what democratic politics should also be about.”*

Arguably, this should be the direction the country should be headed to politically, where there is a more healthy balance of power similar to that in the United States, United Kingdom and Australia, but whether it will become a reality depends on each of us.



### ELECTION SETBACKS IN MALAYSIA

1969 AND 2008  
ELECTION RESULTS COMPARED

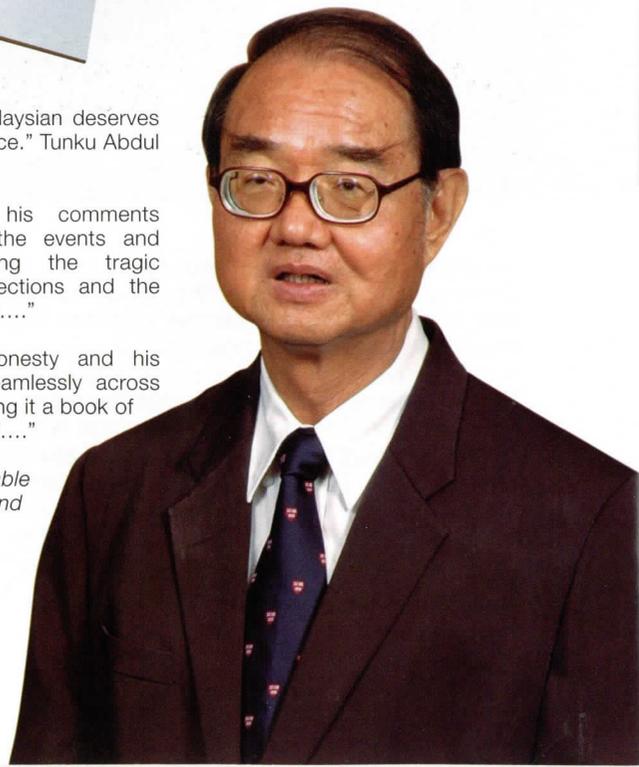
Author  
Dato’ Dr Goh Cheng Teik  
Adjunct Professor, Sunway University College

“This book by a great Malaysian deserves the widest possible audience.” Tunku Abdul Aziz

“The author....presents his comments fairly and incisively on the events and circumstances surrounding the tragic outcome of the 1969 elections and the trouble-free 2008 elections....”

“Dr Goh’s intellectual honesty and his personal integrity flow seamlessly across every readable page, making it a book of enduring scholarship for all....”

Price: RM19.90 Available  
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MPH Distributors



# A path to emulate

**A**ngela Yap has always dreamed of being a writer. At age of 11, she published her first article.

Today, she's been able to further that dream through her company Akasaa which specialises in publications, communications and consulting.

She has co-authored two books, *Answering is an Art and Cities, Citizens & Civilizations* for the United Nations Development Programme. She is also a prolific editor and has spent the last three years researching her third book project.

The 29-year-old, who completed her Australian matriculation in Sunway back in 1997, went on to pursue her BSc. (Hons) in Economics from London School of Economics.

"I liked the assessment-based system," she confessed. "With the freedom to do research and think independently in AUSMAT, it turned out to be the most exciting year in my education. Because I loved what I did, my TER score was high enough to qualify me for a partial scholarship. But the greatest thing I learnt was the courage to pursue independent thought."

Upon graduation, Angela spent her early years with the United Nations Development Programme-TUGI, a regional programme dedicated to pursuing urban governance issues with corporations and governments.

At 22, she became the youngest elected Board of Governor to Amnesty International in Malaysia and spent time training people on human rights issues.

She was also a copy editor with one of Malaysia's leading financial newspaper. Later, she joined the banking and financial sector before moving on to strategic consulting with Deloitte.

An experienced advocate of young people's perspectives on development issues of fair trade, civil liberties and sustainability, she believes social entrepreneurship is the next big wave in business.

"Social enterprise is a relatively new business model in Malaysia," she said, "but it has its roots in the US and UK for over 10 years. A lot of times, what we learn in theory doesn't necessarily work the same in real life. Through this we are hoping to transform lives and raise the level of awareness in society."



Social entrepreneurs, she added, look for innovative solutions to overcome some of the world's biggest problems. And, she is proud to be one.

## A brief chat with Angela Yap

- **What is your favourite movie?**  
Lawrence of Arabia, 1962, with Peter O'Toole and Omar Sharif.
- **Who is your favourite singer?**  
I enjoy those who reinvent music and listen to almost everything. Coldplay has always been a favourite and also the late Nusrat Fateh Ali Khan.
- **Do you play any musical instrument?**  
Used to. The piano and violin. Neither very well. Haven't touched them in years.
- **Which is the latest book that you have read?**  
The Gift, an anthology of the Sufi master Hafiz's poems, Osho's Being in Love and a coffee table book on the Nile River.
- **Which NGO do you support? Why?**  
It's not what NGO you support but how you lead your life. We are all changemakers in our own way and I feel Gandhi hit it spot on when he said we should "become the change we wish to see in the world." The true revolution lies within.

# Students from downunder do study trip

Twenty students from Victoria University (VU), Melbourne arrived at Sunway as part of a study tour. Accompanied by their lecturer, Roberto Bergami, they were hosted by Sunway University College's Business Club.

They were given a warm welcome by the club members over a Malaysian-styled tea, where students from both countries had the opportunity to interact.

A forum was presented on Foreign Direct Investment (FDI) by the Commissioner of South East-Asia of the Victorian State Government of Australia, Tim Dillion and the Director of Corporate Communication of SME Corp Malaysia, Amin Abdullah.

The VU students were here as part of their requirement for a field research project, where the students were expected to understand Malaysia's role and stand in the international business arena. The international students were also exposed to the work environment in Sunway Group; Sunway Lagoon Theme Park and Sunway Pyramid Shopping Mall. The study tour had an agenda that matched the industrial and cultural exposure with academic knowledge for the visiting students.

Anastasia Angelatos, a VU student, expressed her excitement in meeting people from different cultures living together in harmony. Her fellow student, Danny Chow was interested in getting to know Malaysia better, especially from its international business perspective.

Teo Hilyan, Sunway's VU President described the students as being "extremely confident and comfortable despite it being their first study trip". When asked what was her impression of the students, Ummay Bengah, a member of the business club said there was definitely a cultural difference which was obvious, when questions were posed between the students of each other's country.

It is likely that there will be more field trip visits in the near future.



Students of Victoria University, Melbourne listening attentively to Mr. Tim Dillion's talk on FDI.



Mr. Amin Abdullah explaining how SME works in the Malaysian context to the students.

Anastasia Angelatos, student from VU, Melbourne explaining why she was excited about visiting Malaysia.

# Beautiful Sabeeha

The name Sabeeha is Arabic for beautiful.

Sabeeha Sadi, who hails from the capital city of Nairobi, said she first heard about Sunway University College when she visited its agent's office in Kenya.

The 22-year-old Bachelor of Science (Honours) in Accounting and Finance (Lancaster) student said she had no hesitation picking Sunway.

"I believe it was guidance from God," she said. "Secondly, Sunway also seemed to me to be a well-established university, even though I had heard very little about it before. I guess the prospectus and website said it all."

Since arriving in Malaysia on January 5, 2009, she has learnt to adapt to the learning environment at Sunway. "At first it was quite challenging to keep up with the different buildings on campus and getting to the right classroom," she said. "Even though the signs are good, I still got lost sometimes, but not frequently. Eventually, with time, I adapted quite well. I am used to the place now. To put it in another way, I simply love and appreciate each bit of the university. The ambience is very friendly, homely and welcoming."

She has a few good friends at Sunway whom she can always rely on. "Friends are important. I have friends from all over the world, but mainly from Kenya, Middle East, Nigeria and Pakistan," she added.

Good lecturers also help to make learning more interesting. Without hesitation, she picked Mr. Kanal Singh, a part time lecturer. "He was very enthusiastic and passionate about the subject he taught," she said. "He made sure everyone understood and was always very helpful and considerate."

When she first arrived in Kuala Lumpur, she was impressed with what she saw. "It is beautiful. As I arrived at night, looking from the top while seated in the plane, I got to see the striking lights. The scenery was simply awesome. It was an amazing feeling though I was a bit nervous since I was alone and was not sure what to expect."

What attracted her most is the local food. "I love tom yam soup," she quipped. "Why? Because it's just different and I have never tasted anything like that anywhere; it's both spicy and sour, never had a bit of both in one dish. DELICIOUS!"

Besides the food, she also loves the island resorts. "I have been to Langkawi and the Tioman islands," she said. "I also went on a home stay trip in a village in Perak to experience what it is like living in a village. It is a totally different and interesting experience."

Sabeeha expects to graduate in 2011. "My plans are to further my studies to a Masters' degree programme in finance or a professional course ACCA, depending on what interests me at that particular time. Before that, I would like to get some work experience for about two or three years."



A proud moment for Sabeeha and other international students of Sunway University College when they met with Tan Sri Jeffrey Cheah (second from left) at Sunway South Quay





## Sunway goes Styro-free

From left to right, Nicolas See Tho Whye Hoong, Mahbub Rahman, Cui Yanli, Angeline Tan Lee Yee and Joey Tan Ka Po

## A turning point

In conjunction with the “Let’s Go Green” week, the Student Council of Sunway University College waged a war on Styrofoam campus wide.

The Student Council President, Joyce Wong said a recent survey found out that 96% of the respondents from both staff and students were in favour of having a Styrofoam-free campus.

“Styrofoam is hazardous not only to the environment, but also to the health of mankind,” she said. “It is the white weapon of mass destruction (WMD).”

With the launch of the “Scrap-the-Styro” campaign, styrofoam food service items at Sunway such as takeaway boxes, plates and cups will become a thing of the past.

Instead, packaging using biodegradable material or re-usable plastic, which food service vendors

will provide at a small charge, will be used. “Students are encouraged to bring their own lunch boxes to take away food,” Wong said.

“By going styro-free in its cafeteria and campus, we hope to make the world a better place,” she added.

Another word of advice from Student Council General Secretary, Sonia Lee, who organized the campaign: “I hope all students will say “no” to styro not just at Sunway but as a lifestyle choice and adapt it into their lives permanently.”

American Degree Transfer Programme lecturer, Dr Uthaya K. Raman, who is an avid environmentalist, said that the Scrap-the-Styro campaign is a

good start. “It may be an uphill task to get both vendors and consumers to commit and cooperate for the environment,” she said, “but I believe it can be done in small steps and we should be congratulated for making this start.”

### Talks by NGOs:

**Malaysian Nature Society:** “An Environmentally-Responsible Lifestyle: It’s Up to You and Me”

**WWF Malaysia:** “Climate Change & Species: What does climate change mean for the planet’s iconic species?”

**Reef Check Malaysia:** “The Importance of the Coral Reef” Douglas Tan: “What is So Bad about Styrofoam?”

# Scrap the Styro: their views

Hailing from Klang, 18-year-old Jasmine Ng said she supports the Scrap the Styro campaign.

The former girl from Klang Methodist Girls School who is currently pursuing her Year One American Degree Transfer Programme (ADTP) said she doesn't mind packing her food in Tupperware containers. "It's much cleaner than the Styrofoam packaging," she said. "With the Styrofoam packaging, you don't know whether the packaging is clean or not."

Like her fellow student friend, Akmal Hisyam, she encourages people to use washable and reusable cutlery. "It works out cheaper and helps to reduce wastage," she said.

Akmal, 18, said the campaign against using Styrofoam for packaging is a good initiative. He suggested the formula: "Start with ourselves first; then, encourage others to do the same."

Hailing from Kuala Lumpur, the former student from SMK Aminuddin Baki also agreed that it is more hygienic using own containers.

"It would be great if the prices of the food can be reduced by 10 sen instead of charging for the eco-friendly containers," he said. "Besides protecting our environment, it helps to beat inflation."

However, he added, for the campaign to be successful, it required some form of discipline. "It is not in our culture, but we need to start somewhere."

A Foundation in Arts student, Sue Chee Zhao, 18, said Styrofoam is harmful to the environment. "We do not have to continue using it," he said. "When we burn Styrofoam, it produces toxic fume, which is harmful to both human beings and the environment. We must try to encourage our family members and friends not to use Styrofoam."

21-year-old Third Year ACCA student, Ong Teng Siang, a former student of SMK Bukit Bandaraya said he will also look for alternatives such as using recyclable products for packaging. "We have to preserve the environment for the sake of the future generation," he said. "As much as I can, I will also want to reduce using Styrofoam and encourage my family to do the same."

Eliza Wong, 21, whose parents are both in the medical field, said she has been using metal containers for the past one year whenever she packed food from the hawkers. "The influence came from my mother," she said. "We know that polystyrene is non-biodegradable, harmful to the environment. When used to pack hot food, it is not healthy either."



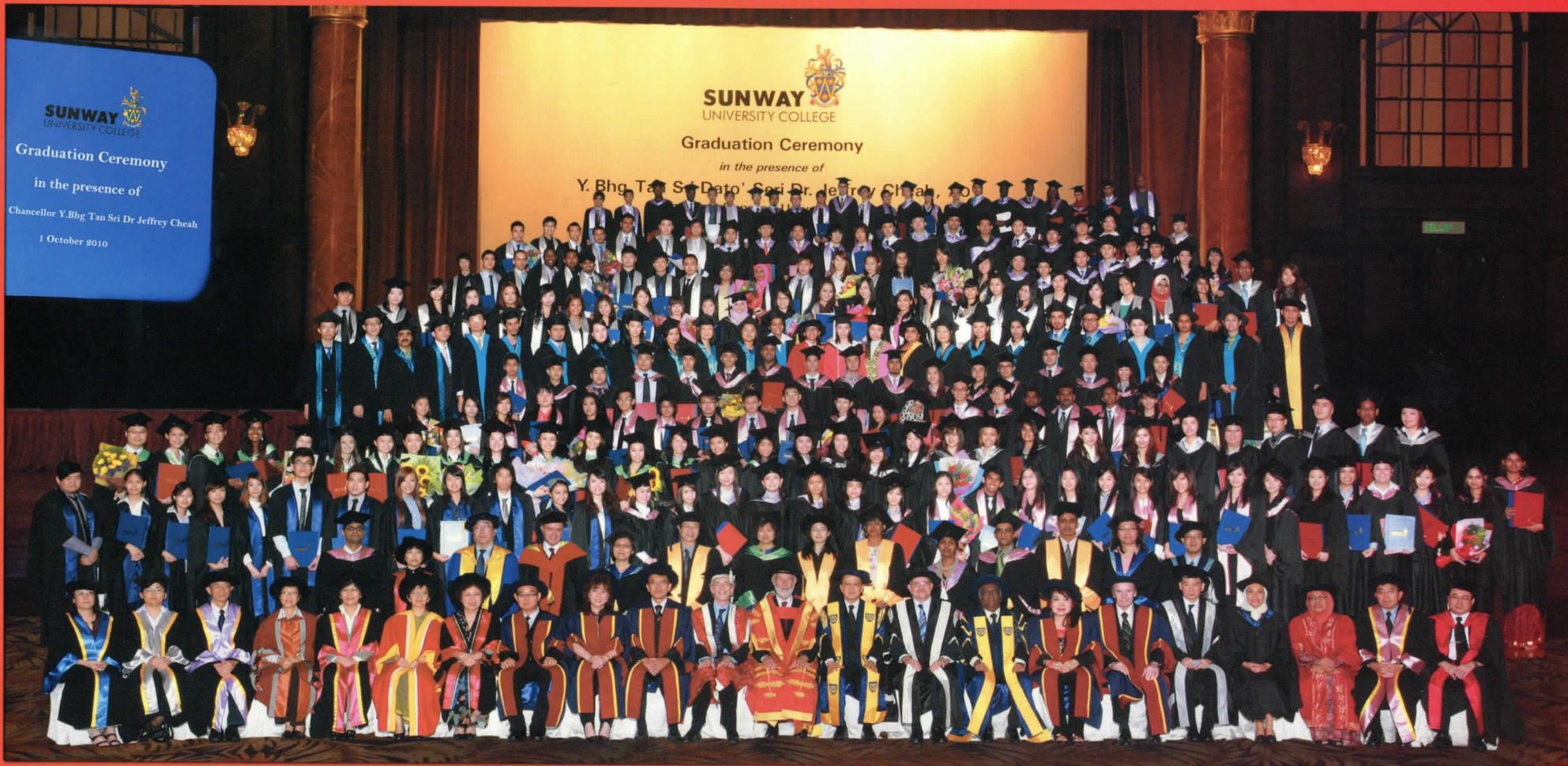
Eliza Wong

Ong Teng Siang

Chee Zhao

Jasmine Ng

Akmal Hisyam



**SUNWAY**  
UNIVERSITY COLLEGE  
Graduation Ceremony  
in the presence of  
Chancellor Y.Bhg. Tan Sri Dr. Jeffrey Cheah  
1 October 2010

**SUNWAY**  
UNIVERSITY COLLEGE  
Graduation Ceremony  
in the presence of  
Y. Bhg. Tan Sri Dato' Seri Dr. Jeffrey Cheah, OBE



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