

# blaze

**SUNWAY**  
UNIVERSITY



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**Sunway is now a university!**  
**On top of the world**  
**Award winning coffee**  
**Living in the limelight**



KEMENTERIAN PENGAJIAN TINGGI  
MALAYSIA

*Menjadikan Malaysia  
Kecemerlangan Persekutuan  
dan Antarabangsa*



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KEMENTERIAN PENGAJIAN TINGGI  
MALAYSIA

# blaze

**blaze** is published four times a year. The name was selected as it signifies Sunway University achievements in recent years. Sunway University, owned and governed by the Jeffrey Cheah Foundation, is a 'trailblazer' in the area of excellence in education pursued with a flaming passion in the hearts of its staff and students.

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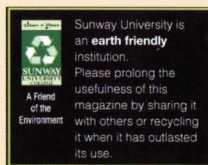
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**From the Executive Director's Desk**



"A new year a new you" truly rings sweetly for Sunway University in 2011. What started as a dream has finally become a proud reality. This official upgrade to university status is a mark of excellence for our institution and is the ultimate recognition of our endeavours.

As I look back on 2010, one other event stands out too. This was when we became officially owned by and placed under the Jeffrey Cheah Foundation, which embodies the philanthropic spirit of our Chancellor to enrich and improve lives. The Foundation and what it represents align our efforts towards genuinely helping others and that, to me, is a true inspiration that encourages me and I hope all of you.

Our elite Tier 5 position in the 2009 MQA Rating System for Malaysian Higher Education Institutions (SETARA 2009) would not have been possible without your committed and concerted efforts in serving the best in teaching and learning. Our successes were possible because of the strong teamwork, dedication and talents of all our staff together with our students, transforming a dream into a reality. May we continue to dream and be inspired by the mandate given to us through the Jeffrey Cheah Foundation.

Our journey to this enviable position today has been marked by many events but today we can finally enjoy the best reward of all. We thank our past and present partners, including Lancaster University, Victoria University, Western Michigan University and Manchester University for bringing us this far in our journey. We also look forward to the start of yet another exciting journey with the illustrious French culinary institution Le Cordon Bleu.

As we journey 2011, with the hope of new milestones and aspirations I wish all of us a bright and joyous 2011. May we continue to reach for the stars and enjoy the ride while we are at it.

God bless all.

Elizabeth Lee  
Executive Director

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Cover: Chancellor, Y.Bhg. Tan Sri Dato' Seri Dr. Jeffrey Cheah, AO (left) received the official certificate from the Honourable Minister of Higher Education, YB Dato' Seri Mohd Khaled Nordin (right)





**One ceremony, two degrees:** Yee Lee Swan receives her degree from Tan Sri Dato' Seri Dr Jeffrey Cheah (above) and Sir Chris Bonington (below) in the same ceremony.

# Sunway is now a university!

Sunway University has grown by leaps and bounds. From a small college in 1987 to an award-winning institution, with an international student population of more than 10,000 students, it achieved the highest Tier 5 Excellent in the Ministry of Higher Education's inaugural SETARA rating by the Malaysian Qualifications Agency, which places it on par with foreign branch campuses and the best public and private universities in the country, in terms of teaching and learning.

In 2005, Sunway became a University College, after it responded to the invitation by the Ministry of Higher Education to promote its internal degree programmes. Through a momentous partnership with Lancaster University, ranked as a Top 10 UK university by the Times Good Universities Guide 2011, its degrees are benchmarked by the distinguished university mentor. Since then, Sunway has produced three cohorts of graduates from the Lancaster joint degrees, where students received two testamurs on completion of the Sunway programme – one from Sunway, and another from Lancaster University. It also started a range of Master's programmes and a PhD (Computing) extending the pathway of study options and inculcating a culture of research and innovation on its campus.



The Chancellor and Founder, Tan Sri Dato' Seri Dr. Jeffrey Cheah AO

Owned and governed by the Jeffrey Cheah Foundation, formed from a predecessor trust fund since 1997, it is committed to utilise its surpluses to provide education opportunities that transform lives in the very community that it serves.

**Jeffrey Cheah Foundation**   
*Nurturing the Seeds of Wisdom*

It has recently added a new partner to its distinguished list of collaborating institutions, the well-regarded and renowned institution for excellence in hospitality and the guardian of French culinary arts, Le Cordon Bleu (LCB) founded in Paris in 1895. The new LCB-validated Diploma in Culinary Arts will offer the ultimate culinary education experience, which allows students to learn French culinary techniques (cuisine and patisserie) and be exposed to Asian cuisine and contemporary/modern culinary techniques.

Students enrolled in the inaugural intake, in March this year, will be taken on a one-week Food and Wine Study Tour to South Australia, where they will visit Le Cordon Bleu in Adelaide and the famous Barossa Valley. The University will subsidise airfares, accommodation and transportation costs for organised tours.

## University status

Within just five years, especially having consistently produced globally outstanding students in all its programmes and its educational partnerships, on 16 December, 2010, Sunway was officially instated as a University.

Its Vice-Chancellor, Professor Robert Bignall credited this to the visionary leadership and support of the Founder and Chancellor, Y. Bhg. Tan Sri Dato' Seri Dr. Jeffrey Cheah AO as well as Sunway's academic team. "With their dedication and passion, we are well-positioned to forge ahead in developing and preparing young minds to be effective, visionary and exemplary future citizens and we continue to be encouraged in our endeavours to pursue excellence in education," he said.

The **blaze** team spoke to the Vice-Chancellor, Professor Dr Robert J. Bignall about the university status:

### **Why University status? What's the difference between a university and a college?**

A university is granted legal authority to develop and award its own degrees. This includes both undergraduate and postgraduate degrees.

A College can only offer its own diplomas. Colleges may also conduct twinning and franchised programmes on behalf of external examining authorities, or other institutions such as foreign universities.

Universities are expected to contribute to the discovery and advancement of knowledge, through research, and through engagement with business, government, industry and professional bodies.

In Malaysia, a university college is a higher education institution that is in transition from being a college and is moving towards becoming a university.

### **What were the criteria used by the Ministry of Higher Education to assess institutions of higher learning to see if they qualify for university status?**

There were more than twenty criteria, related to such matters as our vision, mission and educational goals, institutional governance, financial soundness, academic staff qualifications, the number of accredited programmes, academic quality assurance processes, quality of teaching, research, campus facilities and support services.

For example, a university must have an appropriate governance structure including, in the case of private institutions, a clear separation between business decision making and academic management.

Since universities offer their own degrees, there have to be sound and robust systems in place to ensure academic quality and the maintenance of appropriate academic standards.

Universities should also be engaged in research, so that they can remain at the forefront of knowledge in the discipline areas that they teach.

Of course, universities also need to have a suitable campus with appropriate facilities and infrastructure, a suitable library, student support services, and so on.

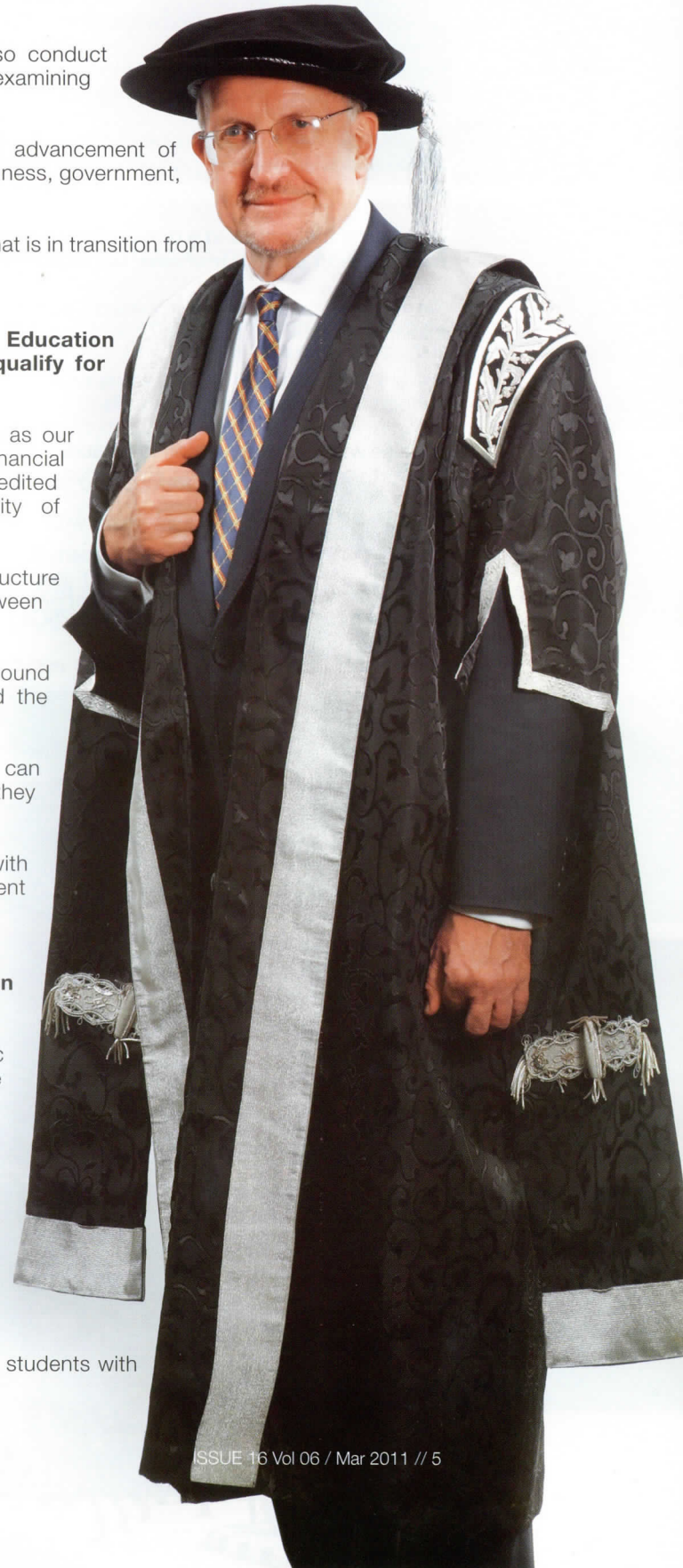
### **How do you think this University status is going to help in student recruitment?**

In Malaysia, Sunway is already well known for its strong academic programmes and for providing an on-campus student experience that produces well-rounded and highly employable graduates.

For this reason, the greatest benefit flowing from university status, as far as student recruitment is concerned, is likely to be in the area of international students. We expect to see an increase in the number of high-quality foreign students.

We also expect to see a greater number of foreign students who are receiving scholarships from their government or other bodies.

In addition, we may see an increase in the number of Malaysian students with government scholarships.



**How different is Sunway University, being a private institution of higher learning, from the public universities?**

Sunway University is rated in the national SETARA system as being on par with the top seven public universities in the area of teaching and learning.

Nevertheless, there are some substantial differences.

Sunway operates under the Jeffrey Cheah Foundation and so is not-for profit. However, as a private institution we do not receive any government funding.

This means that we need to set our tuition fees at a level that enables us to recover the cost of the high quality teaching and student support services that provide.

**One of the hallmarks of a university is the research work that its academics are involved in. How do you from now on plan to increase the research activities by staff and students of Sunway University?**

We have a comprehensive Research and Research Training Management Plan to guide the development of research in Sunway University.

We are also fortunate in that we operate under the Jeffrey Cheah Foundation, which includes in its mission support for education and research.

We also want to help our staff to be successful in research and for that reason we have a number of policies and support schemes in place to assist those staff who are undertaking a PhD.

For example, we have an agreement with Lancaster University that enables our staff to undertake a Lancaster PhD.

This scheme allows staff to spend up to a year studying at Lancaster while still drawing their full salary. They then return to Malaysia complete their PhD in study-way mode.

This is easily the most comprehensive and financially generous scheme of its kind at any private university in Malaysia.



## The Students Say

Next, the **blaze** team talked to several students to see what they had to say about the University status.

**Naila Anna, 21, from Indonesia who is currently doing Second Year, Bachelor of International Trade & Marketing**

"Because we have better facilities, we are now a university. Becoming a university also means that our academicians have to constantly upgrade themselves."



**Thong Mei Kuan, 19, currently enrolled in her First Year, Bachelor of Accounting & Finance:**

"I am proud that we are now a university. It carries along with it the prestige of a university. The facilities here are good. There is this impression that Sunway is always upgrading itself."

**Hailing from Sri Damansara, Lo Chai Yun, 19, is First Year, Bachelor of Accounting and Finance**

"With the special arrangement in place with Lancaster University, it means that when I graduate, I will be having two degrees – one from Sunway University, the other from Lancaster University. Because Lancaster, a premier league university in the UK is willing to part with its testamur, it shows that they are satisfied with the academic level here at Sunway."



**First Year American Degree Transfer Programme, Ling Wen Ee, 18, has this to say:**

"There is indeed some differences between a university and a college. The university status will help to enhance the employability of its graduates. I wish to see Sunway prosper into another Harvard or MIT in Asia. Anything is possible, yes, why not?"

**Koh Weng Hong, 18, of SS2, Petaling Jaya and a First Year student in the American Degree Transfer Programme.**

"The status 'University' is perceived to have a higher ranking than a college, especially when it comes to employability. People would go for nothing less."



**Quek See Ming, 22, Second Year, Bachelor of Hospitality and Tourism Management:**

"I transferred here from another college because I know that the facilities and the academic level at Sunway are generally much higher. I feel very proud of the fact that we are now a full-fledged university. With the university status, it will also help to improve the employability of the graduates, especially when we choose to work overseas."

Cover Story

## PhD (Computing)

Even before the upgrade to University status some of the notable research activities that were conducted involved the community, such as Infant Speech Study (Developmental Psychology) and Shuttle Bus Tracking System (Public Display Systems and Interactions).

To help boost its research capability, Sunway University launched its first PhD programme in December last year where candidates are trained to be leaders and innovators in the area of computing and ICT.

The first IT-related PhD offered by a private institution of higher learning in Malaysia, the Doctor of Philosophy (PhD) (Computing) is designed to equip the candidates with the ability and skills to create, develop and extend the frontiers of advanced knowledge in the field of computing or Information and Communications Technology (ICT).

This is the brain child of the School of Computer Technology (SCT) which is to prepare candidates for a rewarding career in the ever-growing IT industry with Fortune 500 companies such as IBM, Hewlett-Packard, Accenture, KPMG, MDec and BT.

According to the Head of SCT, Associate Professor Dr Lim Tong Ming, the programme will allow candidates to benefit from the close ties that the School has with Lancaster University which will provide many opportunities for collaborative research opportunities and exposure.

Vice-Chancellor, Professor Bignall said the new doctorate programme represents Sunway University's commitment to excellence in teaching and learning. "It will allow our candidates to develop innovative ideas and create breakthroughs," he said. "With research being an integral part of a first-class institution of tertiary education, Sunway University is committed to the proliferation of a culture of quality research."

Since 2009, Sunway has already introduced its Master of Science in Computer Science by Research, which is a dual degree. This means that upon completing of the Master programme, which can take between one year and a maximum of three years doing it full-time, the candidate will be conferred a degree by Sunway University and a second degree by Lancaster University,

To further boost its research excellence, Sunway has recently recruited a new Deputy Vice-Chancellor (Research & Higher degree), Professor David Ngo and Deputy Vice-Chancellor (Learning & Teaching) Professor Dato' Dr Ahmad Haji Zainuddin to lead and guide the institution in its research as well as teaching and learning endeavours.

Candidates of the programme will receive a relevant doctoral degree in specific areas of interest.

For example, two of the PhD candidates who have enrolled will be conducting different fields of research work.



DR LIM: "Close ties with Lancaster University important"

The candidates will be expected to gain a sound understanding of the research process, draw conclusions based on the study results, study past literature reviews, and finally put forward a proposal for research in any area of interest. The programme is supported by a faculty comprising nine academic staff, of which three are Associate Professors and six are PhDs.

### Teaching assistantships offered

The feature of this new PhD is the full tuition fee waiver which is available to full-time Malaysian candidates, who possess a strong academic background. These candidates will be offered Teaching Assistantship positions, which allow them to receive a RM2,000 monthly stipend (allowance) to assist in their daily finances. For other approved full-time or part-time Malaysian applicants, 50% tuition fee waiver is provided for the inaugural intake in 2011.

PhD programme coordinator, Associate Professor Dr Leow Soo Kar said the School is targeting between five to eight PhD students for its first batch. "So far, three students registered and qualified," he said.



**Yeap Boon Han**

His passion in finding out how companies can integrate social media into their overall business communication strategy to help build customer loyalty, has driven Yeap Boon Han to pursue a research into Facebook and Twitter as part of his PhD (Computing) programme.

Together with his supervisors, Dr Wong Siew Fan and Dr Lim Tong Ming, they will try to study customer relationship and behaviours in social network. "We will look at how viral marketing and customer loyalty can further enhance business growth, especially in consumer-based companies that have direct contacts with the public," he said. "It's going to be very tough, but that's a target to work towards," he said, "My research work will greatly enhance my knowledge and teaching capabilities in order to help students move forward in IT."



**Angela Lee**

PhD candidate, Angela Lee, who is currently teaching subjects like Business Intelligence – Customer Relationship Management and Introduction to Enterprise Resource Planning (ERP) in Sunway – will be pursuing a research in Knowledge Sharing Model, where she will help small and medium-scale enterprises in Malaysia develop a Shared Services using social blogs.

Lee's work will be jointly supervised by Dr Lim, Dr Leow and Adjunct Professor Dr Rasimah Aripin from UiTM.

"When I left my previous college to teach at Sunway four years ago, I wanted to do my PhD," she said. "I was already scouting for a PhD programme. Because of my research interest in Knowledge Sharing and having good supervisor who has the same interest in this topic, I decided to pursue this project as part of my thesis."



## The SAS Edge

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.

To take the country into the next level, SAS specialists, industry experts and academics from Sunway will be working together towards offering SAS certification, which will help to provide a pool of qualified resources accessible to corporations.

"At this juncture, they are working hard to ensure quality and delivery of the subjects, which will contribute to an ecosystem of sustainable collaboration between a university and the industry," said Sunway University's Vice-Chancellor, Professor Robert Bignall.

"The Business Intelligence and Data Mining subjects will expose the SCT students to a real world data set and challenges, giving students the chance to hone their skills and gain valuable experience in the project," he said.

Sunway University, through its School of Computer Technology (SCT), is the first Malaysian university to offer a joint certification with SAS Institute Inc. USA (SAS) in its B.Sc (Hons) Information Systems degree course.



Sunway will offer a specialisation where the international joint-certificate will

be endorsed by SAS, the leader in business analytics software and services. The certificate will be issued to students who successfully complete the requirements for the two subjects starting this year.

In addition, students who complete the second year will be eligible to join a fully-paid study tour to an overseas SAS Office in Korea, Japan or Australia.

The tour, which will be limited to 20 students per group, will take about a week to 10 days; all flight, meals and accommodation will be fully covered by the School of Computer Technology. Besides understanding SAS better, the tour will also provide cultural exposure as well.



The international students with Elizabeth Lee (in cheongsam) and Puan Sri Susan Cheah (on her left) .

## A lion's blessing for aspiring achievers



First, the acrobatic lion bowed down in humility before his audience. Within seconds, he was up on a 10-foot stilt, propped up by his team mates, while others were beating the drum and clanging the cymbal in the background.

With some skills, the lion managed to reach the hard earned "red packet", dangling from the roof top of Sunway University's Executive Director, Elizabeth Lee's home in Sierramas.

The acrobatic performance was both a blessing and a reminder that the greatest achievement in life never comes easy. Like the lion, we have to be focused. We have to use

whatever resources we have to help us achieve the heights of our academic excellence.

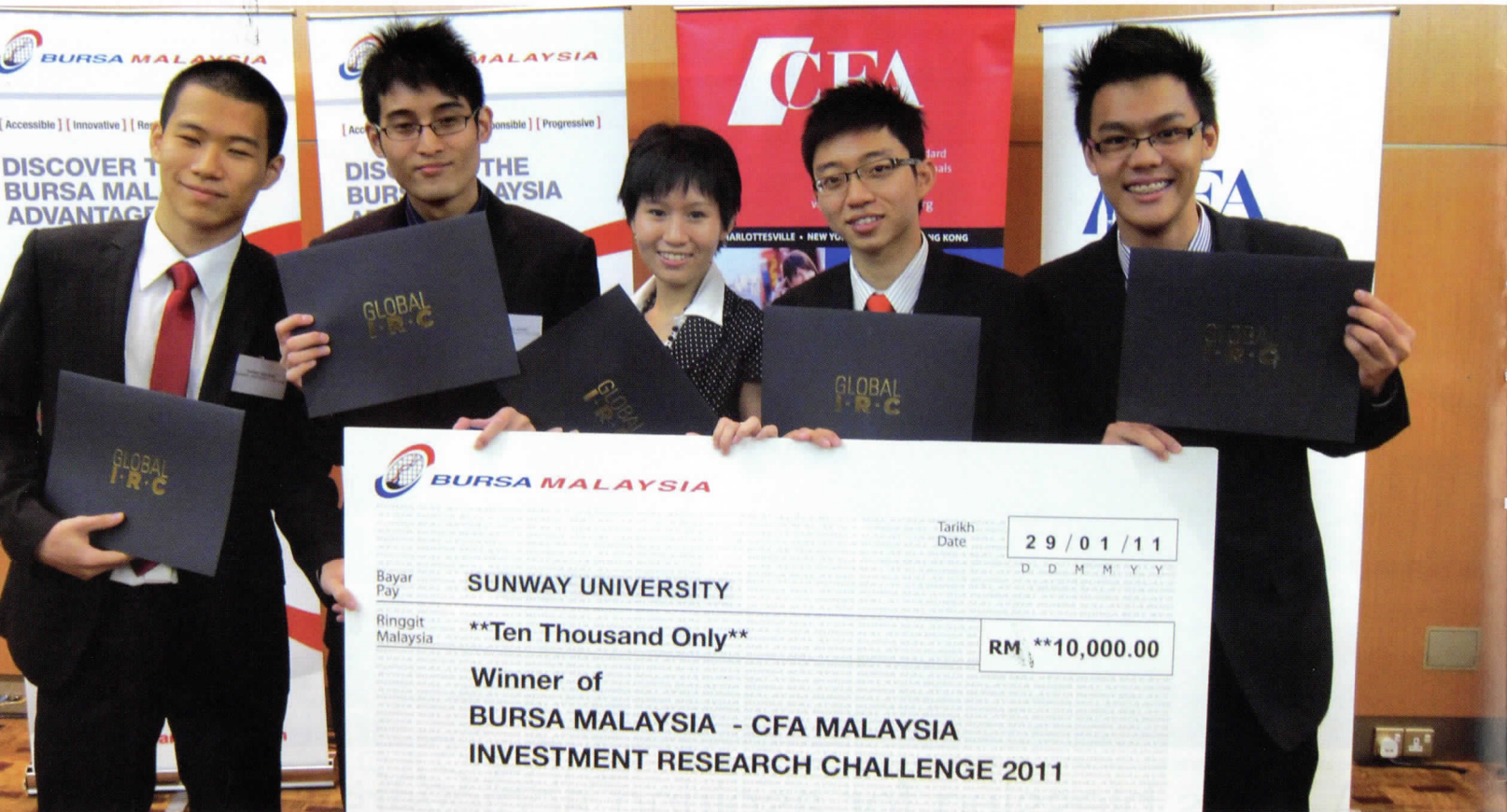
The Lion Dance was a special performance done by a multicultural acrobatic lion group on the third day of the Chinese calendar where Sunway international students were treated to the Malaysian Chinese New Year culture.

Back at Sunway University, Victoria University Bachelor of Business students were busy decorating the Australian University Office with used ang pow packets and cherry blossom flowers into the shape of bamboo. These colourful and auspicious decorations made from recycled materials certainly created good luck spirit for the university.

May this Year of the Rabbit be an auspicious year for aspiring achievers!



VU students (from left): Michael Brian, Kanisius Gerry Fidelis Irawan, Yenty Wongso and Leong Shin Jing.



SU-Winner of IRC 2011 (from left): Chong Yew Tian, Tan Kee Hoong, Lum Ying Ling, Sean Lim and Aaron Kee.

## The champs

Competing against teams from 18 other private and public universities and colleges, the ACCA students of Sunway-TES have emerged champion of the Bursa Malaysia – CFA Malaysia Investment Research Challenge (IRC) 2011 held recently at the KL Convention Centre.

In the competition, which saw the participation of students from Taylor’s University, Nottingham University, Monash University, University of Malaya, Universiti Sains Malaysia, UNITEN, Universiti Malaysia Terengganu and Universiti Teknologi Petronas. Chong Yew Tian, Tan Kee Hoong, Lum Ying Ling, Sean Lim and Aaron Kee won total cash prizes of RM20,000.

The first and the second runner-ups were won by University of Malaya and Universiti Sains Malaysia, respectively.

Half of the cash prize will be shared out by the students, while the other half is given to their institution. The prizes come along with airtickets to Bali sponsored by the CFA, where the students would be competing in the Asia Pacific Regional Final of the Global IRC 2011 on Feb 25.

In the competition, the students were asked to analyse a public-listed company on Bursa Malaysia and submit a written report to recommend whether to invest in the company. Ten teams with the best investment report were invited to do a verbal presentation to a panel of judges.

In the case of Sunway-TES students, the company that they were asked to put forward their investment finding was Axiata Group Berhad, a public listed company formerly known as TM International.

According to Datuk Yusli Mohamed Yusoff, Chief Executive Officer of Bursa Malaysia said, the competition is a great way to familiarise the students to the capital market, where professional analysts and researchers work behind the trading and investment scenes.

“We are committed to nurturing the younger generation in developing relevant skills and interest in this industry, as well as to eventually fill the pipeline of capital market players needed for a vibrant market,” he said.

Chai Yit Sheng, CFA, President of CFA Malaysia believes that the competition is a great opportunity for Malaysian students to benchmark themselves against their global peers. “This will help in promoting Malaysia as an investment destination with world class financial professionals,” he added.



Mr. Michael Izza presenting the award to An Li Fong while a proud Tan Sri Dato' Seri Dr. Jeffrey Cheah applauded.

## On top of the world

When An Li Fong, a 22-year-old full time staff from PricewaterhouseCoopers, received his examination results, news went out that he had topped the world to bag the First Place and the Watts Prize for the Audit and assurance paper which he completed in June 2010

An was presented with a plaque and return air-tickets to London by Sunway-TES, the professional financial courses division of Sunway University to enable him to attend the ICAEW Annual Awards Ceremony in London on 19 May 2011 in recognition of his outstanding achievement.

Present at the ceremony were the Chancellor and Founder of Sunway University and Chairman of Sunway Group, Tan Sri Dato' Seri Dr. Jeffrey Cheah, AO and the Chief Executive Officer of ICAEW, Michael Izza.

An, who registered with the Institute of Chartered Accountants in England and Wales (ICAEW) programme at Sunway-TES in April 2010 said he is excited and looking forward to his trip to the United Kingdom.

Sunway has had six prize winners in the last six years, three obtaining the First Place and Watts Prize for Audit and Assurance paper, one for

First Place and Little Prize for the Taxation paper, one for the Stephens Prize and one for Casselton-Elliott Prize in the ICAEW programme.

Chief Executive Officer of the Education and Healthcare Division of Sunway Group, Lee Weng Keng, said he was deeply impressed with the performance of An. "As an institution, Sunway TES has done a great job, and it is now the only ICAEW partner-in-learning in Malaysia," he said. "Students will be able to benefit from an accelerated pathway to the ICAEW qualification."

The ICAEW programme was first launched in 2004 with a first cohort of 24 students in October 2004. Since then, 75 students have graduated with an 81% overall high pass rate that is on par with the world's overall average pass rate.

Michael Izza, who was greeted with an exhilarating applaud upon

arriving, expressed his deepest gratitude for the warm hospitality. "We are here to celebrate your success as you are the star today," he said, in his speech to the Certificate in Finance, Accounting and Business (CFAB) students.

Also present were Mark Protherough, Executive Director, Learning and Professional Development, ICAEW; Mark Billington, Regional Director, Southeast Asia, ICAEW; Loh Wei Yuen, Head of Business Development, ICAEW Malaysia; Joyce Chao, Chief Representative, ICAEW China; Irvin Menezes, committee member, ICAEW Malaysia City Group; Datuk Razman M.Hashim, Deputy Chairman of Sunway Group; Professor Robert Bignall, Vice-Chancellor, Sunway University, Elizabeth Lee, Executive Director, Sunway University; Teo Ee Sing, Executive Director, Sunway-TES; and Professor Leong Yin Ching, Academic Director, Sunway-TES.

## The two Chans in the top 40s

### Dr. Eric Chan

When the Deputy Editor of Prestige magazine first telephoned Dr. Eric Chan, a Sunway alumnus, in early October last year informing him that he had been selected for the Top 40 Under 40 Award 2010, he had no idea what the award was all about or who nominated him.

"Naturally, I was overjoyed with the news that soon came with an e-mail requesting my presence for a photo shoot at Space Furniture Showroom in Jalan Maarof, Bangsar," he said.

"Then came a series of questions for my feedback so that the Editorial can write my feature article in the Prestige Top 40 Under 40 Poised for Power 2010 Magazine."

Dr. Chan, who obtained his Ph.D. from Monash University in Bandar Sunway, said it was indeed a rare honour to be given this prestigious national recognition by a lifestyle magazine.

"I believe the strongest reason why I won the award is that I obtained my Ph.D. at only 28 years of age," he said, adding that before he even graduated in March 2010, he had already been offered a lecturer's position in a private institution of higher learning.

"This achievement was made possible by the quality education provided by Sunway University and Monash University," he said. "At Sunway University, the Canadian International Matriculation Programme (CIMP) which I attended in 2000 gave me an excellent pre-university education experience. The strong CIMP foundation which emphasised on effective communication, independent learning and leadership development, helped me throughout my tertiary education at Monash. After finishing my B.Sc. Honours (Biotechnology) in 2005, I obtained a post-graduate scholarship to pursue my Ph.D. which I completed in October 2009."

The award, which comes in the form of a crystal trophy with his name engraved, was presented during an award ceremony held at the Roof Top of G Tower Hotel, Kuala Lumpur on 20 November 2010.



### Kid Chan

Also in the hallmark of fame was another Sunway alumnus (CMP, 1995), Kid Chan, who was picked as one of Malaysia's 40 most promising men and women under 40 in 2006.

"It did not really sink in at first," he recalled. "It was a very hectic season at that moment, when I was informed by the publication, but what was really fun that year was that the list also included my friends who were in Bali together for a wedding. They were the groom, the bride, the bridesmaid, and of course the wedding singer and 9 others."

The 33-year-old, who is Executive Director of Kid Chan Studio, who continues to have fond memories of Sunway, has also won a number of accolades from the press such as "The most sought after wedding Photographer in Malaysia" by New Straits Times, "Celebrity Photographer" by Harper's Bazaar and "100 People You Must know in Asia" by the Malaysia Tatler, which made him among the other luminaries such as prominent and high-flying Malaysians such as Ananda Krishnan (owner of Astro & Maxis), YAM Tunku Dara Tunku Tan Sri Naquiah, YBhg. Dato' Nazir Razak, Mr. Allen Tan (of Citibank fame) YBhg Datuk Ibrahim Hussein & Datin Sim, Saw Teong Hin, and Malaysia's PR Queen Datuk Nancy Yeoh.

"This is indeed beyond my widest dream, but I think my biggest achievement is getting my beautiful wife, Shirlyn (also an alumnus of Sunway A-level programme) to marry me," he laughed. "I still wonder how I pulled that one off, but of course, only by God's grace."

Ntv7 once did a "live" programme and labeled him "The Society's Photographer" from his studio. He is also described as a pioneer in the field of photojournalism for Malay weddings, by Pesona Pengantin, a local Malay magazine.

Describing himself as "a professional wedding guest to the ultra stylish people whose sense of timing and artistry in photography is appreciated," Chan loves travelling and cooking, and is especially very passionate about health and wellness.

"That is why when we travel, chances are I will be the one who will go to the market to check out the ingredients and pick up the pan. So far I have cooked for friends in Langkawi, Lake Como, Singapore, Sydney and Melbourne. It is my dream to further expand the list."

An ardent fan of Starbucks Skinny, Chan is also a good story teller and love stories. "Someday, I hope to come back to Sunway to hear your stories," he winked, and added: "alternatively, please connect with him on FB at <http://www.facebook.com/iamkidchan>."



## Noble hearts at work

Some small efforts have gone a long way to raise RM8, 000 for the Orang Asli Community through the Project E.P.I.C recently, thanks to the some 70 students from various diploma programmes from the School of Hospitality, Tourism and Leisure Management (SHTLM).

According to John-Son Oei, a leading member of Growing Emerging Leaders (GEL) and coordinator of Project E.P.I.C, the money will be used to build houses for the Orang Asli community in an effort to raise their living standards.

“The houses will be equipped with electricity facilities through solar technology and rain water filtration system,” he said, while expressing gratitude to the SHTLM students for their kind contribution.

“I am proud that youths today care about the community and are willing to be involved by assisting those who are in-need,” he added.

The acronym E.P.I.C stands for Extraordinary People Impacting Community, an outreach programme that is focused on improving plight of the indigenous people in Malaysia, especially the Orang Asli community. The SHTLM students saw this as an opportunity to be involved and made a contribution by organising ‘The Project Go Green’, where students sold food and t-shirts in a bazaar to raise funds for the project.

This also allowed them to exercise their culinary skills as they prepared various foods for staff and students to indulge in. Desserts were also prepared to entice the crowd they managed to draw.

The student volunteers also learnt to work together with each other and other course mates throughout the fund raising campaign.

# Sunway success story from Zimbabwe returns for visit

It is not always that an alumnus travels half way around the world to return to his alma mater, but when Spencer Chihota did it, he brought a smile to many a faces.

The Director and Chairman of Finance & Investments for the National Indigenisation and Economic Empowerment Board for the Government of Zimbabwe was here recently as part of the Zimbabwean delegation for Intrade 2010.

He was pleasantly surprised to find out that the institution which he used to study before is now a University. He was among 14 Zimbabwean youths who arrived in Malaysia in 1997 to pursue the Victoria University business degree programme at the then Sunway University.

The students were on full scholarships offered by Tan Sri Jeffrey Cheah, Chairman of the Sunway Group, through the Sunway Education Trust Fund (now, known as Jeffrey Cheah Foundation), which owns and governs Sunway University.

Coordinator of the programme in 1997, Mrs Irene Teoh was very happy to meet her former student. "Spencer and the other Zimbabwean students were exemplary students of the VU Bachelor of Business programme," she reminisced. "I remember Spencer was an academically bright student who also found time to be active in football. He and his friends excelled in their university studies and continued to excel in their careers."

Teoh added: "Spencer is an excellent example of how Tan Sri's philanthropy, kindness and understanding has touched and transformed a life and we at Sunway continue to be inspired by students like Spencer."

After completing his degree in Sunway, Spencer continued his studies and became a qualified chartered accountant and was employed with PricewaterhouseCoopers in Harare, Zimbabwe. Currently, he is a partner in a local accounting firm in Harare.

"It was an invaluable and eye-opening experience to study in Malaysia and attend Sunway," he enthused. "I thank Tan Sri Jeffrey Cheah for giving me and my fellow students back then, the opportunity to study here. I am indeed a product of one of Tan Sri's institutions and his success inspires and drives me and I would be happy even if I can achieve close to Tan Sri's achievements one day."



Spencer (right) with Irene Teoh



With Irene Teoh and Elizabeth Lee (right)



Spencer with the lecturers who taught him in 1997 Tee Chwee Kiat (left) and Teoh Cheng San (right)

## Award winning coffee

Sunway hospitality students bagged two of the top prizes in the recent Nestle Inter-College Coffee Competition 2011.

First runner up Natasha Mohd Yusof, who is currently pursuing her Diploma in Hotel Management, came out with two creative recipes – the Pharaoh's Favourite and Mother's Heart, -- while Phuah Ng Kit's black hot coffee and cold white coffee bagged him the Second Runner Up.

Natasha's Pharaoh's Favourite was simply hot coffee served with Foie Gras cream, while her other entry, dubbed Mother's Heart was the cold Balsamic Caramel Coffee.

"Instead of using whipped cream to give the creamy taste to the coffee," she said, "we substituted it with foie gras cream and it was a perfect combination. Foie Gras is a fattened liver of a duck, and in France, it is considered a delicacy which is very creamy and rich."

For her cold coffee, she mixed balsamic glaze and caramel into the coffee. The sweetness of the caramel went along with the tangy flavour of the balsamic glaze, which gave a light and refreshing aftertaste to the coffee.

It took her many trials before coming up with these two recipes. "We tried every crazy thing including fruits, nuts, wasabi, coriander, blue cheese and coconut oil, among others, any almost anything that we

could think of, but the weirdest combination beyond imagination that I have tried, was the smoked salmon blended coffee. It was YUCKS!" she laughed.

Phuah, a student currently doing his Bachelor's degree in International Hospitality and Management, said he was grateful to his lecturer, Daniel Chong, who constantly checked his progress leading up to the "Culinary Coffee Competition." Each contestant was required to create two new recipes for coffee – one for hot black coffee named "Six Spices" (because it used six types of spices, namely anise star, fennel, cinnamon bark, cinnamon branches, century orange skin, nutmeg), and another for cold white coffee, which was known as "Rain Forest" (a mixture of jack fruit, coconut ice cream and Irish syrup).

"He knew that I needed to strain the coffee, so he showed me the best strainer to filter out the desired smoothness," he said. "He wanted me to be independent and his role was mainly to guide me through my ideas."

Natasha attributed her success to her lecturers, Chef Chong Wei Tzeh, Daniel Chong, Chef Patrick Siau and Chef Soon Pau Voon. "They were willing to spend hours in school during semester break to train



From left, Chef Chong Wei Tzeh (lecturer), Natasha, Phuah and Daniel Chong (lecturer)

me," she said. "They trained me really well. The Chefs gave me advice on the recipes whereas Daniel taught me on the presentation. Others that I would like to thank my friends and seniors as I don't think I could've succeeded without them.

The other participants were students from other institutions of higher learning Jamesy Legend College, MSU College, KDU, UITM Dungun, Taylor University, Berjaya College, Inti and Genting College.



## Sunway ID students shine

Sunway University's Diploma in Interior Design students, Lee Yang, Ho Wey Ling, Ong Eujin, Dolly Winata Loni and Anis Shazwina Azlin (who has just completed) emerged as First prizewinners of the Amazing Race competition and they also won third prize in the Bunting Design competition.

They represented Sunway in the recent "5 Belas Interior Design Day" organised by the Malaysia Society of Interior Designers (MSID).

The theme of this year's competition was "Biosphere", a term used to refer to the zone of life on Earth. The biosphere is the global sum of all ecosystems.

It is the global ecological system integrating all living beings and their relationships, including their interaction with the elements of lithosphere (land), hydrosphere (water) and atmosphere (air).

The aim of the competition was to unite all young designers with a healthy competition and challenges. Coincidentally, fifteen colleges and universities participated.



# A forum on intelligence

Playing board games is stimulating to the mind and helps foster hypothetical thinking in an individual.

This is none other than a statement made by Dr Lin Mei-Hua, the Head of the Department of Psychology and Organizational Psychologist of Sunway University.

“The formation of a goal and strategy play differs in an individual and a team as it fosters different forms of thinking and strategy approaches that are in line with the goals of the players,” she said.

She further elaborated how skills applied in board games are intertwined with the decision making process that can be applied to real life settings. “There is a similarity in decision making processes in board games and real life as each are related to a goal an individual is hoping to achieve,” she told an audience of 40 participants at a forum on intelligence, jointly organised by Malaysian Mensa and the Department of Psychology of Sunway University.



Participants carefully strategising their next move during the forum.



Participants having a good time strategizing their game plan during the forum.

Themed, “Board Games and Puzzles”, the forum was interesting as it showcased the different perspective of human thinking in a diverse population. Among the guests were Azrai Skymmar, the Chairman of Malaysian Mensa who welcomed the guests and Lee Yi Dian, a puzzle expert from Mensa, who spoke about what he was most passionate about: Board games. Dr. Lee enlightened the crowd on the different types of puzzles that can use problem-solving skills.



A participant making a tactical move while the others looked on.

Participants then found their way to their preferred board game to witness how different decision making modules can affect their performance in a board game. Among the board games played were Carcassonne, Portobello Market, Ticket to Ride, Zooloretto and Pandemic.



Dr. Lin (centre) interacting with some of the participants with a game of cards during the forum.

Many remarked that they have never seen these games before. After strategising their game plan, the participants were given a few minutes to reflect on their decision-making and problem-solving skills displayed during the game.

# HALLOWEEN



## For a good cause

The night was spooky and the air filled with all sorts of eeriness that could raise every strand of your hairs. As fog illuminated the atmosphere at a hotel in Subang Jaya, the young people got into their characters with their stunning costumes and thrilled the night away.

HALL-O-w-e-en! The night when the atmosphere was filled with all sorts of ghosts and zombies from the fourth dimension, but for the students of Sunway University American Degree Transfer Program (ADTP), it was a night of fun and games, as they unleashed their creativity and artistic talents as they crept into Halloween reigning terror on all present during the Halloween Night.

Themed the Paranormal Halloween Night, the night's event began with the deejay welcoming the guests. A tinge of suspense overwhelmed the audience as the lights went out. Dancers dressed as zombies started crowding the stage one by one, possessed by the beat of Michael Jackson's thriller.

The paranormal Halloween night continued with enthusiastic and inspiring performances by Lee Zhan Hao, Khaz and Basil, Suitcase and Fragments and Frictions. The best

looking zombie was awarded for the best dressed.

The event was a fundraiser, where Sunway ADTP managed to donate RM 5,000 to the Vivekananda Home in Rembau, Negeri Sembilan.

ADTP student committee advisor, Malissa Maria Mahmud said the students decided to donate the proceeds to this charitable organization because they were not very well funded. "Ranging from new born babies to children who are in primary six, we felt a need to do our best to help aid these children in order for them to lead a more comfortable life," she said.

Receiving the cheque at a presentation ceremony at Sunway University, Suah Sing Yik who represented the Vivekananda Home together with Chan Wai Heng, expressed his humble gratitude and thanked the committee for their hard work. "I am happy to see youths taking an initiative to make a contribution to society today, especially the Viviekananda Home," he said. "We are extremely grateful for your contribution."





Alumni

## Living in the limelight

Many people may know Chermaine Poo as an actress, TV host or even emcee – one who speaks fluent English, Malay, Mandarin, Cantonese, Japanese and Thai, plus some fairly well in Korean, Italian, Spanish and French – but few know that she is a Chartered Accountant by profession.

Dubbed by the media as “The Beauty with Brains”, this Sunway alumna who completed her ACCA after graduating with her Bachelor of Arts (Honours) in Accounting and Finance at 19, said she enjoyed the time studying at Sunway. “Student life was taxing but fun,” she quipped.

“No doubt it was very hectic studying part time, but I finally made it by God’s grace. When one decides to do part time, it is important to cultivate good time management, determination and sheer perseverance. Being in Corporate Finance did not help, as the hours were excruciating and long. Often having to work during weekends plus I took maximum subjects every exam. I used to write the professional qualification/title on my name card below my name just to encourage myself to press on! It’s like trying to see the light at the end of the long tunnel!”

Her effort to pursue an additional qualification has paid off. “In many ways it has helped built my level of professionalism, determination to excel, and yes, patience in waiting for the final outcome. I have utilised my skills and knowledge gained doing the ACCA in my own business,” she added, mentioning names like Chong Kwai Fatt, Chow Chee Yen and a Ms Menon, who made Financial Accounting so much more bearable.

When she shot to prominence, emerging as the winner in the Miss Malaysia/ Universe 2005, and bagging three subsidiary titles, namely Miss Beautiful, Miss Natural Beauty and Miss Crowning Glory, life took on a 180 degrees turn for her.

She was also voted as one of the FHM 100 Sexiest Women in the World 2006. In mid-2006, she decided to leave the bank to venture into the entertainment industry full time. “I have never regretted my decision,” she said.

Astro is currently screening its biggest production and highest rating TV serial drama, “Tudung Express”, where Poo played the lead role of a Muslim convert. “My upcoming projects are an action packed Malay horror movie and a Chinese drama series middle of this year,” she said. “I am also currently an ambassador for a few international brands in Asia.”

She has acted in a number of movies: “Culik” directed by award-winning director Adman Salleh; “Jin Notti”, acting alongside Mawi; and “The Funeral Party”, directed by Glenn Goei and involved Set Director, Ian Bailey of Atonement and Director of Photography from Eyes Wide Shut. “I have also completed “London Calling” which was directed by award-winning director, and it was shot in KL and UK,” she said.

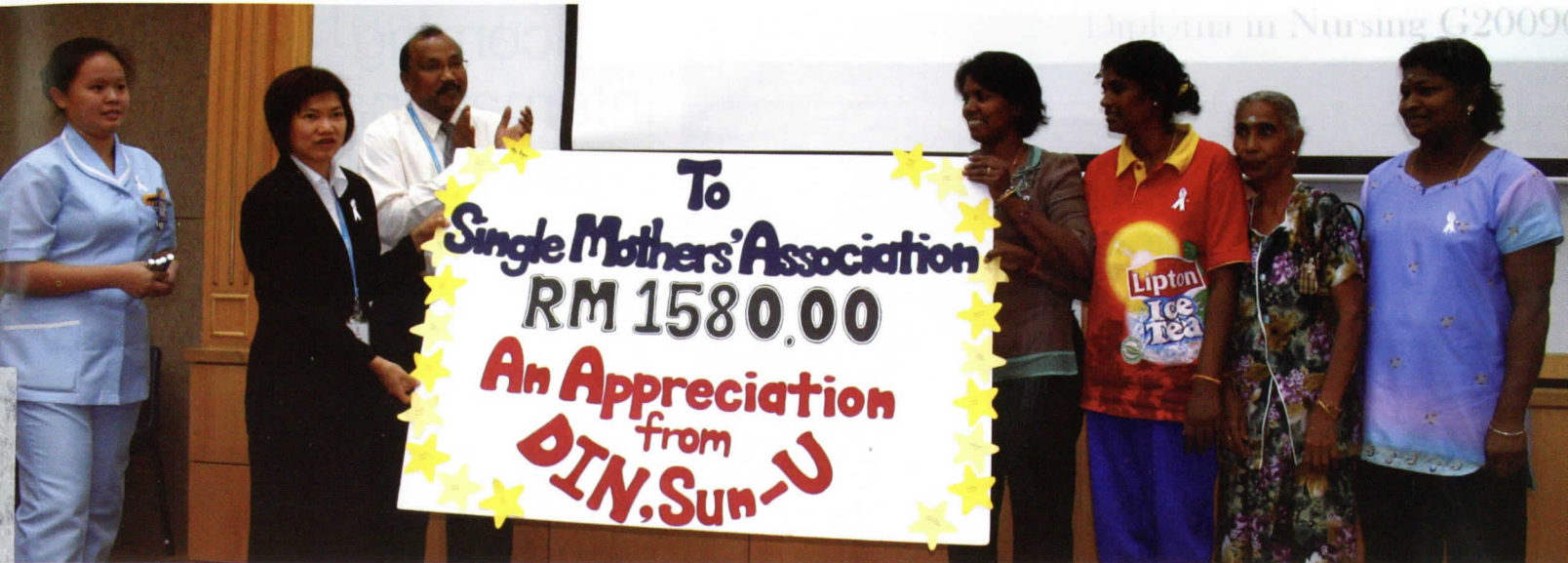
On top of that, she also did a cameo in one of Oscar-winning director, Ang Lee’s highly successful movies entitled, “Lust, Caution,” starring top Hong Kong movie star Tony Leung, leading American/Taiwanese singer Wang Lee-Hom and Hollywood actress Joan Chen.

Since 2008, she has been TV hosting the Formula One Motor Races, the 12-Hour Endurance Race for Porsche, Malaysian Super Series (commissioned by Sepang International Circuit), Merdeka Endurance Race, Porsche Carrera Cup and several other motor race programmes. These programmes have been aired on ESPN and Supersports for four consecutive years.

“In addition, I also TV-hosted MTV Fresh New Day and a number of other lifestyle, travel and living, music and other genres of TV programmes,” she said. “Besides, I also frequently emcee in events all over Malaysia and around Asia. My latest programme is Dapur Nyonya. We are currently in production and will be on air starting May this year. Catch it every Thursday at 10am on TV3.”

### Credits:

Hair Styling: Tim from Albert Nico, Fahrenheit 88  
Make up: Stev Chong from MAC  
Nails by: Twinkle Nails, Metropolitan Square  
Wardrobe by: Nila Palacios  
Location: Kechara Oasis, Level B1 at Jaya O



Vasantha, Shanthi and Aswathamah receiving the mock cheque worth RM 1,580.00 during the event.

## Nursing students educate on domestic violence

Worldwide, White Ribbon Day is celebrated to raise awareness about violence against the women.

Over at Sunway University, students from the Department of Nursing, within the School of Health and Natural Science recently organised a talk on Domestic Violence against Women, where student representatives spoke passionately about the issues affecting women today.

The audience was taught about the different types of violence and how to protect themselves should they ever be attacked.

One of the speakers, Kimberly Loh, a student from the Faculty of Nursing Group 2009, 07 said that gender inequality is a thing in the past. "However, there are some tribes which still practice the mindset that women are a burden," she said. "Children are still being buried alive."

In most countries, she added, children are now being educated and taught from an early age that violence against women is wrong. "They are also taught to respect each other and care for one another," Kimberly added.

The situation has improved in most countries because non-governmental organization (NGOs), working alongside the community, have taken the initiative to educate the women on their rights and taught what to do and where to go should they be violated against.

Santhana Raja, a Language and Compulsory Centre lecturer, said that it was indeed challenging for the students to put together the event in such short notice, let alone raise some money to be given away. Nevertheless they accomplished their goal and also raised the bar for future students to follow."

Admission to the talk was through the purchase of white ribbon priced at RM 1. Even with this small amount, the nursing students were able to raise a total of RM 1,580 for 20 single mothers currently residing in Kg. Sg. Kayu Ara, Damansara. They were provided rice, sugar and milk.

Three representatives, Vasantha Tharamalingam, Shanthi Katharayan and Aswathamah Varathappa were present to receive the mock cheque.



Representatives of the single mothers receiving provision.



A nursing student questioning the presenters.



Sunway staff and agents posing for a photograph during the conference.

"Besides motivating the agents to promote Sunway, we also wanted to foster interaction between the agents and our staff," he said. "This conference was vital as it was a stepping stone in building the Sunway brand together and increasing the international student population at Sunway."

Heads of schools and departments were given an opportunity to talk about their programmes and services throughout this conference via relationship marketing approaches.

## Welcoming international agents

Sunway University recently paved the way to internationalisation, when it hosted its first International Agents Conference for 66 participants from various parts of the world.

In his welcome speech, Baskaran Sabapathy in his capacity as organising chairman of the Sunway International Agents Conference 2010 said the conference was aimed at providing agents and representatives with an in-depth knowledge of Sunway's programmes, facilities and services.



Dr. Wong Yoke Chen, Director of the A-level Programme with some of the agents.

Addressing the audience during her closing speech, Executive Director of Sunway University, Elizabeth Lee said that the brief stint at Sunway should be sufficient to give the agents a good exposure of what student life is about at Sunway. "We want you to know what you are selling to the students," she said.

"International education," she added, "offers a good exposure which will help international students to become working adults who are results-driven, capable and individuals with visions. International students can eventually become the links to foster trade, attract foreign investment and transfer of technology through the advancement of economy in their home country."



The agents engaging in conversations with one another during the conference.

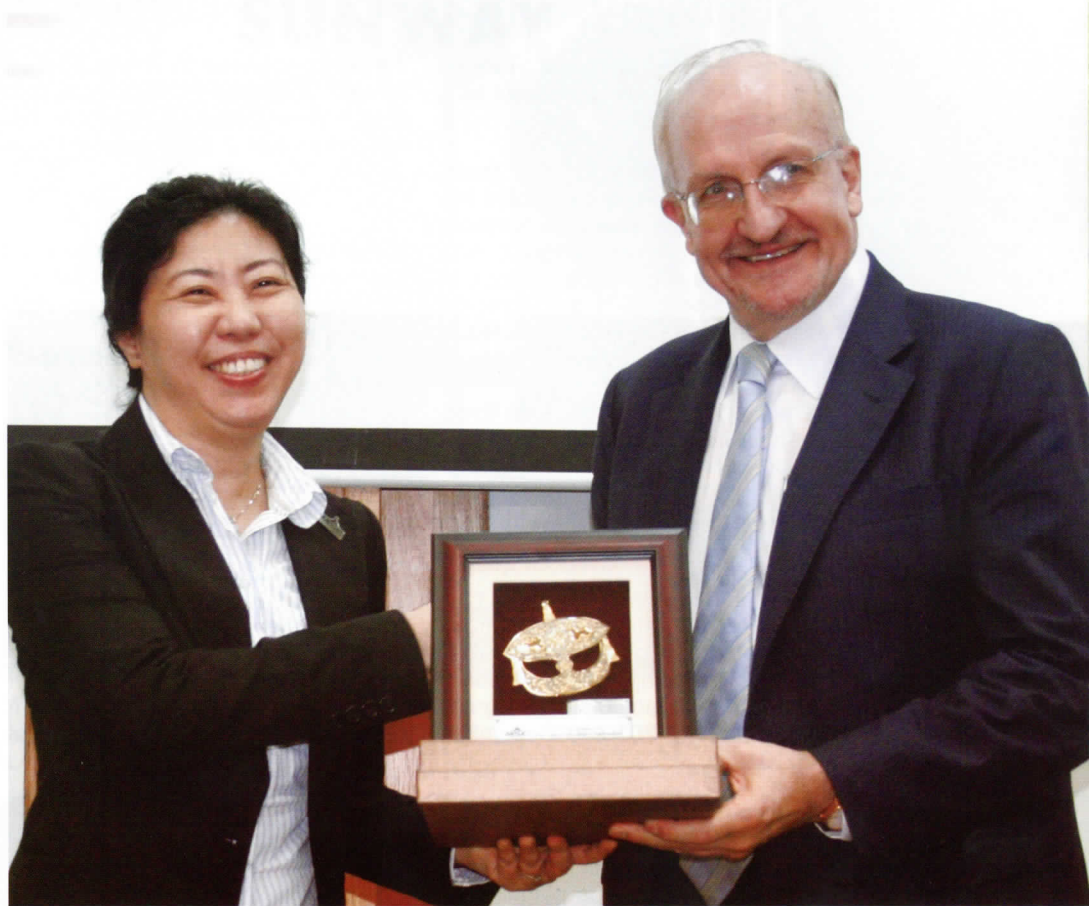
## Intellectual property assets in wireless technologies and mobility at Sunway

Funds are aplenty for Research and Development programmes, but few companies are making use of them.

Leading the way, Sunway University recently teamed up with the Multimedia Development Corporation (MDeC) to co-host the 4th MSC Malaysia R&D Series & IP Connect 2010, which saw a total of 100 MSC Malaysia Status Companies and Institutions of Higher Learning attending the series.

Themed Wireless and Mobility, the series of lectures were aimed to inform the MSC Malaysia community of the many available R&D programmes and funds, besides encouraging networking and knowledge sharing within the MSC Malaysia community.

"This is the first time Sunway University co-hosted the MSC Malaysia R&D Series with MDeC and was involved in IP Connect," said Professor Robert Bignall, Vice-Chancellor of Sunway University. "This series serves as an effective platform for the exchange of ideas and knowledge in wireless technology. Sunway University today shared their R&D in wireless technologies that are relevant in our daily lives and are available in the market."



Professor Robert Bignall receiving a token of appreciation from Ms. Ng Wan Peng during the event.

Chief Operating Officer of MDeC, Ng Wan Peng said that MDeC's mission is to foster world-class R&D in emerging wireless communication technologies, ultimately creating awareness in IP protection, promoting commercialisation and reshaping the industry's future by cultivating innovation and to becoming a high-income knowledge society.

"Today, wireless technology is widely used via mobile phones, laptops and other mobile devices and applications," she said. "The prevalent use of computers and wireless technology has also become an important part of the society as people are increasingly involved in social media channels."

The MSC Malaysia IP Connect is a platform for Research Institutions, institutions of higher learning, and MSC Malaysia Status Companies to foster IP licensing or sale opportunities, create new productisation or commercialisation opportunities, as well as to increase technology transfer between IHLs/RIs and MSC Malaysia Status Companies..

Sunway University's School of Computer Technology showcased their IP assets in a number of topics which include the Regionalized Hypermedia Social Networking Platform (Zmedia), Agent based Mobility Protocol (AMP), Interactive Location Based Information Visualization System for Urban Activity in Kuala Lumpur, Bus Tracking Using Global Positioning Satellite (GPS) and 3G Networks.

Other IPs portfolios were presented by Universiti Putra Malaysia, TM Research & Development and Clarify Consulting Sdn. Bhd.

## Sunway, his second home

To 19-year-old Adilet Tursyn, Sunway will always remain as a second home.

Having lived here for five years now, Adilet said he has spent his entire teenage years at Sunway. "Personally, it was a great and memorable experience to study in Sunway," he said. "I had a chance to gain good quality knowledge and made a lot of great friends."

The eldest in the family, with three other siblings, who are currently living with their parents in the South Region of Kazakhstan, Adilet first arrived at Kuala Lumpur in August 2005.

He attended Grade 10 and 11 at Sunway International School from January 2008 to December 2009, before pursuing his Canadian International Matriculation Program from January 2010 to December 2010.

On completion of CIMP, Adilet was accepted into the University of Queensland in Brisbane, Australia, where he is planning to do his degree in the Information Technology.

Overall, for him, it wasn't hard adjusting to the learning environment at Sunway. "It is a very multicultural, diversified and friendly atmosphere where I quickly settled in, learned the language and made new friends," he said, naming some of his best and closest friends – Hatso from Madagascar, Samid from United Kingdom, Vargha from Iran, Mahendra from India, Jia Kai from Malaysia, Monte from Sudan and so on.

*"But I think it wouldn't be possible without the lecturers and teachers here at Sunway, who always motivate students to achieve their best," he added, naming Aaron Smajda, his Physics and ICT teacher at Sunway International School, as his favourite lecturer.*

"I had fun playing for the school orchestra, under the guidance of Mr. Smajda," he said. "He is someone who can play the role of an advisor or even a parent, when it comes to moral support. Most students find him more than just a teacher or a lecturer because he is always open and sincere."

Looking back, he recalled the moment he stepped out of the Kuala Lumpur International Airport. "I found the local weather conditions, especially the high humidity, to be the biggest challenge," he said. "Nevertheless, Kuala Lumpur is a very beautiful city populated with very friendly people of different races. I was incredibly fascinated to see the world's tallest twin towers."

In his spare time, he has visited a number of fascinating tourist destinations, including the historic city of Malacca, Penang, Langkawi and Pangkor.

"In Langkawi, I had the opportunity to stand on top of the highest mountain on the island to see its beautiful surroundings and nature," he said. "In Penang, I simply enjoyed the taste of Malaysia's finest cuisines."

It was a challenge for him to get used to the Malaysian spices and ingredients initially. "After a while," he said, "you just get used to everything."

His favourite Malaysian dishes are Nasi Ayam and Kway Teow, and his recommendation for the best food selections are in Ipoh.

"I have fallen in love with the seafood here in Malaysia," he said. "Because of its geographical location in Kazakhstan, seafood is something extraordinary and exotic. What you have here in Malaysia is definitely not something that you can easily find in Kazakhstan."





## Walking on cloud nine

Turn on the microwave for six minutes and by the time the food is ready to eat, your friend walking on Cloud Nine would have walked the whole distance between Sunway University and the Sunway Pyramid Mall.

Instead of the usual “short drive”, it is now the “Canopy Walk” from Sunway University East Building towards the mall near Sunway Lagoon Theme Park..

“With this walkway now in place, our students will be able to find alternative parking so that they can continue to attend classes conveniently and punctually,” said Elizabeth Lee, Executive Director of Sunway University.

Lee said the university has also taken steps to look into the safety aspects of the canopy so that students can confidently and safely use the walkway to the Mall, where they can enjoy greater accessibility to the wide range of services. “This is an excellent example of the symbiosis within the different Sunway Group entities working for the good of the community in the Integrated Resort City of Sunway,” said Lee.

The construction work of the stretch started in May last year and it is now a non-slip surfaced steel structure topped with double-layered laminated glass roof, costing around RM2 million to construct.

Further shaded by many trees, users of the walkway will experience a scenic view of the Wildlife Park, The Surf Beach and the Wagon Wheel of the neighbouring Sunway Lagoon Theme Park.

The 360m long Canopy Walk is open daily except during public holidays from 7am – 12 midnight and is fitted with close-circuit TV cameras along the walkway.

