

blaze

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Get hired
An unforgettable trip to France
The golden hearts
A philanthropist at heart



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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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Animation all the way!

Get hired



The Convocation may be the climax for most tertiary students, but for students like Jui Chien Ling and Lau Jing Mei, ultimately it is their employability that counts.



Front row (from left) Dr. Khatijah Khalid, Sunway Education Group Registrar; Prof. David Ngo Chek Ling, Deputy Vice-Chancellor (Research and Higher Degrees), Sunway University; Elizabeth Lee, Executive Director of the Sunway Education Group; Professor Dr Rujhan Mustafa (centre), Guest of Honour; Lee Weng Keng, CEO, Education & Healthcare, Sunway Group; Prof Robert Bignall, Vice-Chancellor Sunway University and Lee Siok Ping, Director of Student Services, Sunway Education Group.

According to analysts, the rise in the unemployment rate among the graduates in Malaysia is a worrying trend. For many years, the issue has cropped up time and again, sometimes making it into the news headlines.

It was somewhat a different scenario before the Asian Financial crisis which hit the region in 1997, when Malaysia had a vibrant employment and graduates were in high demand.

But those were the good old days when a degree scroll becomes one's passport to employment. With the increasing competition in the job market, tertiary education is no longer a symbol of career success. At best, it is only the beginning.

According to the World Bank, in the fourth issue of its Malaysia Economic Monitor (MEM) report, despite a rising trend of skilled labour joining the ranks of at least one million Malaysian diaspora found largely in Organisation of Economic Cooperation Development (OECD) member countries, Malaysia's tertiary education system is capable of sufficiently replenishing the number of skilled workers moving out of the country by churning out graduates in the thousands every year.

With several thousands of fresh graduates to choose from, employers are more likely to engage only with the cream of the crop even before they hit the job market. They turn up at these top private institutions, in order to connect and recruit their potential employees even before they graduate.

Network Tea

It is no wonder that for Lau Jing Mei, who is in her final year as a student of the Association of Chartered Certified Accountant (ACCA) programme, an opportunity like this to meet her potential employers over a network tea is already a plus point. "Instead of having to hunt for jobs in classified sections of the newspapers, I have the opportunity to meet many company representatives face-to-face," she said.

At the event, organised by Sunway University's Student Services Department, some 40 companies, including seven leading banks, the Big 5 accounting firms, Bank Negara Malaysia, Petronas, Bursa Malaysia, General Electric, Dell Malaysia and the Sunway Group, were represented. Within a few hours, Lau said she was able to connect with some of them.

Themed, "Get Hired 2011", the meet-the-employer session was also a good opportunity for Second Year Accounting and Finance degree student, Jui Chien Ling, who was looking for an internship experience. "It was great to know about the different companies out there, understand them in detail and the type of employee they are looking for," she said. "It also gave me an opportunity to know about them as a company, understand their culture and communicate with the people who have been working there for a long time."



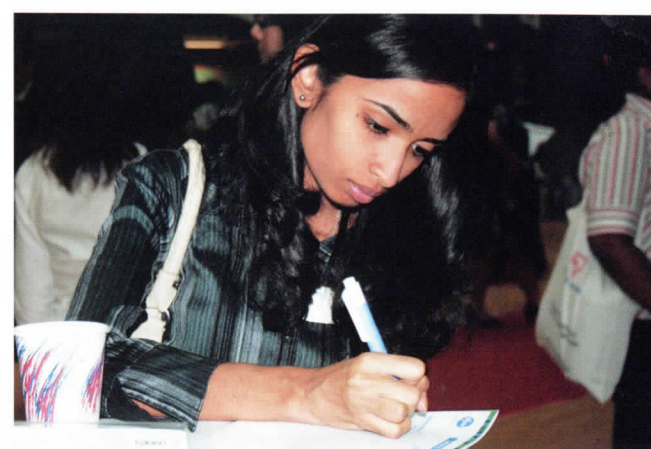
Importance of PREPARE

According to Lee Siok Ping, Director of Student Services, early exposure to the employment market is important. At Sunway, the priority under the PREPARE scheme, the core of Sunway Career Services, is to equip students with the right tools and essential skills to make them employable graduates for the job market.

Besides the Network Tea, Lee's staff are also busy arranging for internship, job placement, compilation of database of employers and organising workshops for soft skills development. "We know that in life, ultimately, it's all about "connections" that leads to success," she said. "Therefore, we put a lot of emphasis on our network tea."

Following the network tea session, Lee said, her department collected about 1,000 resumes from students in Years 2 & 3, who wanted to apply for an internship or job placement. The network tea was followed up with an on-campus interview with employers for the students.

Sunway's greatest mission, Lee added, is to produce more employable graduates ready to compete in the workplace. Guest-of-honour, Professor Dr. Rujhan Mustafa, The Director General of Ministry of Higher Education, Malaysia, commended Sunway University in forging a much needed link between students and employers, which he believed will contribute highly to the development of social mobility and in cultivating world-class individuals.



A Sunway student filling in an application form at the Pfizer booth.



Sunway students speaking to a representative of Sunway Group during the networking session.



TALKING ON TRENDS AND NEEDS

The **blaze** team spoke to Dr Lee Eileen, Head of School of Creative Arts and Communication (SCAC), on the current industry trends and needs in the field of communication...

The trends and needs in the field of communication are changing.

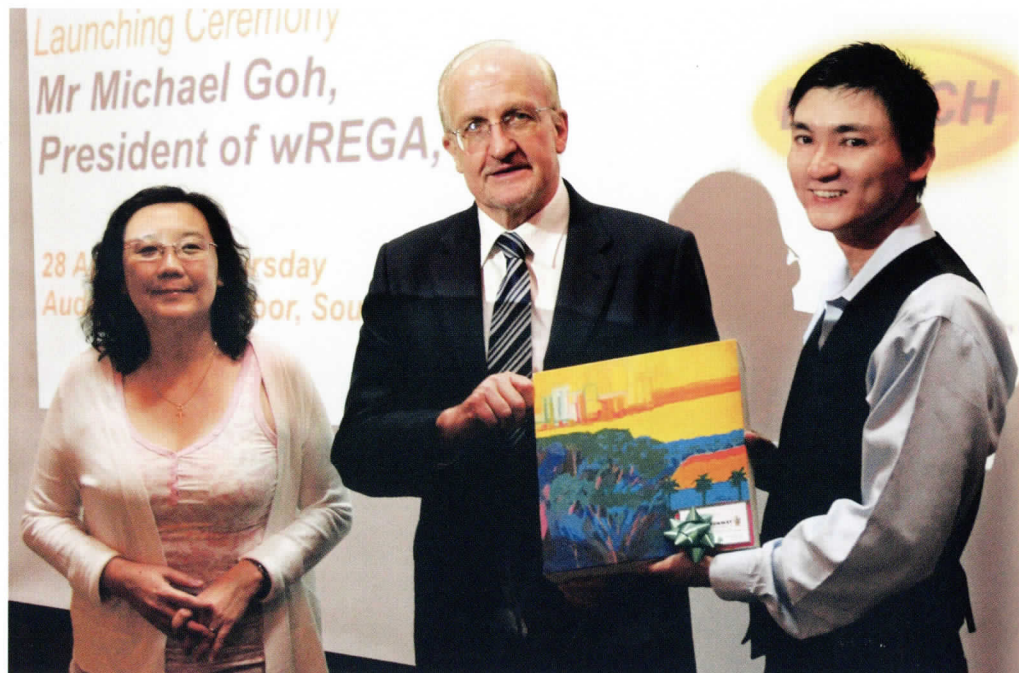
Today, with Twitter and other social communication tools, a company's reputation can be destroyed in a matter of seconds. Failure to immediately address issues or a disaster affecting the company can bring about adverse and damaging publicity which may result in costly lawsuits, financially and reputation loss. For example, when a key pipeline burst in the summer of 2008, the Royal Dutch Shell suffered not only a "devastating" oil spill, but a class-action lawsuit in London brought by the Bodo community in Nigeria recently. Shell's reputation was crucially at stake.

"In the past, financial stability is the pillar of a company," said Dr Lee Eileen, Head of School of Creative Arts and Communication. "These days, financial stability is insufficient; a company's reputation – its image – is equally as important as its financial strength."

The number of corporate social responsibility (CSR) projects carried out by corporate companies bears testament to how a company's corporate brand and reputation is a vital corporate asset that must be managed as carefully as any other asset.

Even the local Small & Medium Enterprises (SMEs) are also trending towards image and brand building. "I believe it is a matter of time when even the medium sized companies will catch up, as there is increasing pressure to be responsible for issues that concern society at large," Dr Lee surmised. "Ultimately, it is about building goodwill with the community in which the company operates."

It is the corporate communication personnel who will play a vital role in managing the company's brand, reputation, and image. With this trend taking place in (corporate) companies, there is a growing need for corporate communication graduates now. As corporate communication occupies an increasingly strategic position in an organization, a degree in corporate communication is definitely a fast-track career path into management level



Dr Lee Ei Leen (left) looks on as Prof Robert Bignall (centre) presents a token of appreciation to Michael Goh (right) during the World Graphics Day event.

Another trend that Dr Lee has identified in the creative arts and communication field is the increasing need for graduates to possess knowledge and skills in more than one area or discipline. At an interview, an applicant with a specialisation in advertising and design is more likely to get the job compared to someone with just an advertising or design background.

This trend sets the need for communication degrees and henceforth communication graduates to be cross disciplinary. The current trends in social media, societal expectations of companies, and market demands for communication graduates with cross disciplinary knowledge have set the need for a communication degree with such specialisations that SCAC is offering.

For this reason, the School has launched a new Communication degree programme for students to choose between two specialisations: Advertising Design or Corporate Communication. The programme has a comprehensive and contemporary curriculum with a good balance of theory and skills, which prepares the graduates for further education in the communication field or work in the industry. "We are

redefining communication through our specialisations!" Dr Lee added. The first intake will be in August 2011.

From time to time, the School also organises a number of activities for students to instill interest and passion for learning. One such activity was the World Graphics Day held recently.



Dweey was part of The World Graphics Day exhibition.

Another feather

Sunway University's School of Hospitality, Tourism and Leisure Management has added another feather to its cap recently with the launch of the new Diploma in Culinary Arts validated by Le Cordon Bleu.

According to its Head, Anisha Chai, the new Diploma in Culinary Arts will offer the ultimate culinary education experience where students will learn French culinary techniques (cuisine and patisserie).

Two other diploma programmes, namely the Diploma in Hotel Management and the Diploma in Events Management, are also validated by the legendary institution dubbed as 'guardian of French culinary techniques'.

"The partnership combines the scholarly rigour of Sunway with a rich tradition of excellence in culinary and hospitality education that is synonymous with Le Cordon Bleu," said Chai. "It is one of the most respected schools of gastronomy and hospitality management, which was founded in Paris in 1895."

Chai said that students will also be exposed to Asian cuisine and both contemporary and modern culinary techniques. Over two-and-a-half years, they will learn cuisine, boulangerie, patisserie, kitchen artistic skills (such as sugar arts, cake decoration and carving), kitchen engineering and restaurant entrepreneurship.

Recently, Sunway University invested RM6 million into building state-of-the-art kitchens for cuisine, pastry and a demonstration kitchen in Sunway in line with Le Cordon Bleu's stringent requirements for world class culinary facilities.

All diploma courses, including the Diploma in Culinary Arts offer a 20-week internship which provides an integrated approach of learning by doing and exposure to the working world. Students who complete any of the Le Cordon Bleu-validated programmes will receive two certificates, one from Sunway and one from Le Cordon Bleu.



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An *unforgettable* trip to France

Three Diploma in Hotel Management (DHM) students from Sunway University, Lee Han Ying, Queeny Cheong and Sia Lee Chin recently visited France with their lecturer cum-head-chef, Patrick Siau.



Siau was the Team Captain of Team Malaysia representing Malaysia in the World Pastry Cup 2011 competition in Lyon in January 2011.

Team Malaysia was hosted by the Embassy of Malaysia and the Malaysian Association in France after the competition to do a cooking demonstration at the Malaysian Embassy in Paris and sugar sculpting demonstration at Le Cordon Bleu, also in Paris.

The students were supervised by lecturer Chong Wei Tzeh and chef instructor, Soon Pau Voon in the cooking demo. Head Chef, Patrick Siau, originally from Tawau, who did an elaborate sugar sculpture managed to impress the students and staff at the Le Cordon Bleu.

Queeny Cheong:
"France is well-known for its cuisines and I was very impressed by their pastry making. We saw very high standards and I certainly hope we are able to produce food like that one day."

Sia Lee Chin: **"We learnt a lot about pastry-making and it was fascinating. It was good to be exposed to a different culture and fun to see how fashionable the French are."**

Hotel Management, Events Management and Culinary Arts diploma students at Sunway are encouraged to participate in competitions and external events as such experiences expose students to the real world. The experience of the students in France was invaluable in enhancing their skills and widening their knowledge.



LE CORDON BLEU®

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Gastronomy, Hospitality & Management*



Chef Patrick Siau with his sweet creation.

Awesome creations from Sunway's Diploma in Interior Design students



3 seater stool
by Hanis Izzah Yusof
Diploma in Interior Design student



H-A-T-E chair
(made up of the letters HATE)
by Yap Jie Shang
Diploma in Interior Design student



Lampshade
made from recycled plastic bottles
by Miyumi Yanagi
Diploma in Interior Design student



Cat's playhouse
by Lee Sze Ling
Completed Diploma in Interior Design in 2011



Dexter Shee Zhen Rong, a Summa Cum Laude achiever receiving his certificate.



Chin Kah Men, a Summa Cum Laude achiever receiving her certificate.

Arafat Bin Mahabub is one of the Sunway American Degree Transfer Programme (ADTP) students with high honours.

A brighter future

Making it to the Dean's list, Arafat said the achievement would make his parents proud. "They were the ones who motivated me to excel in my studies," he claimed.

Feeling honoured to receive a certificate from Associate Dean of Western Michigan University, Wilson Woods, Arafat added: "It has always been my dream to study in the United States. The ADTP in Sunway has turned me into an all rounder when it comes to curricular and extra-curricular activities."

According to Woods, deserving students have always been recognized for their outstanding academic achievements at the annual Dean's List Honourees Ceremony for each intake since 1990.

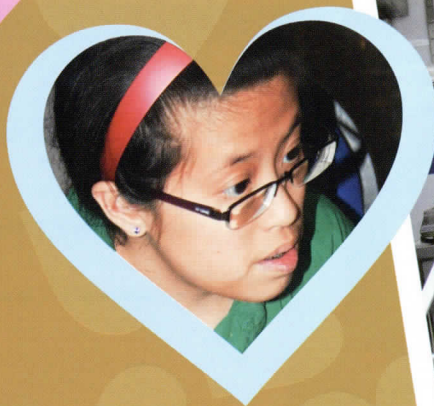
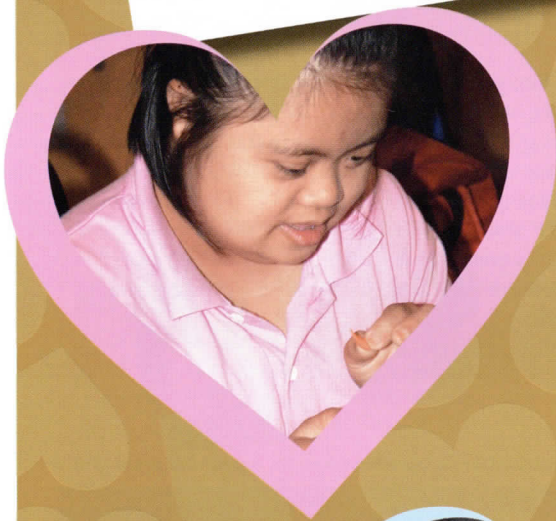
The Sunway ADTP helps one attain an American degree at an affordable rate by offering two years of study at Sunway before transferring into a range of many top-tier universities in the US. Besides preparing students for US life, Sunway ADTP also partakes in various community projects that expose students to different experiences that contribute to their learning and growth.

Fast Facts on ADTP student achievements for August – December 2010

ACHIEVEMENTS	Number of students
Dean's list:	48
Summa Cum Laude achievers: (9 of which scored 4.0 in their GPA and 1 who scored 3.91 in his GPA)	10
Magna Cum Laude (high honours, with range of 3.70 to 3.89 GPA):	19
Cum Laude (with honours, with range of 3.50 to 3.69 GPA):	19



The Public Relations team from Sunway University visited the centre with teachers, volunteers and students.



Joyce Yong with both Amirul Faiz Bin Kamal Azman (right) and Bryan Wong Kah Weng (left)

Giving of one's time and money to these young people can bring satisfaction when you see their progress...

Maria Soo, 21, from Taman SEA, Petaling Jaya is one of some 30 learning disabled teenagers fortunate enough to find a place where they are cared and nurtured.

In the morning, she attends the GOLD Special Class at SMK Bandar Sunway; in the afternoon, she joins the GOLD@3C class, where she learns various kinds of practical skills which would make her more employable in the future.

The classrooms are located at Kompleks 3C in Bandar Sunway. Parents volunteer their time to teach the teenagers various kinds of skills, including personal grooming, face make-up, arts, painting and even bakery. The students also learn how to make greeting cards for the festive seasons.

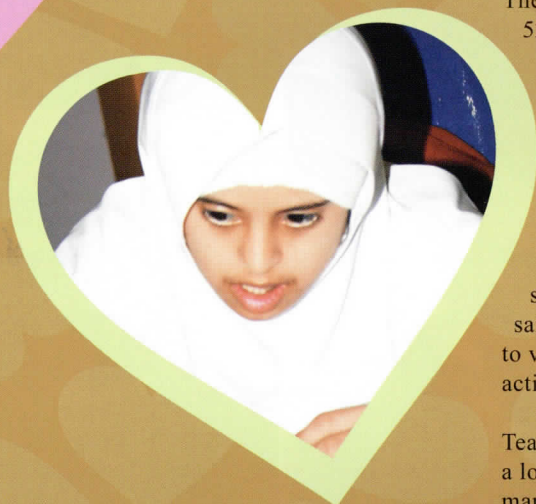
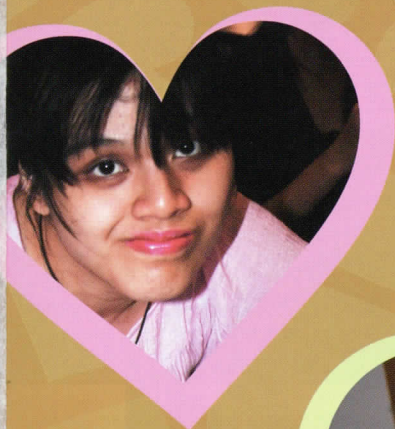
The centre's coordinator, Juairiah Hj. Johari, 52, is the Senior Assistant (Special Class) at SMK Bandar Sunway. Together with a few teachers and parents, they volunteer their services after school hours to guide the teenagers at the centre.

"We are still short of volunteers to teach music or even organise special outings for the teenagers," she said, urging Sunway College students to volunteer at least once a week to do activities with the students.

Teacher, Aileen Lee said the students need a lot of personal attention. "We hope to get many volunteers to help us out," she said.

Besides teaching the students, members of the public can donate or visit the centre. They can also purchase customised ceramic tableware, hand-made cards, painted glass bottles as corporate gifts or wedding souvenirs.

The Sunway Group's Job Placement programme is a CSR initiative developed with GOLD@3C. Currently, two students from GOLD, Amirul Faiz Bin Kamal Azman and Bryan Wong Kah Weng are undergoing training in baking and pastry making with the School of Hospitality, Tourism and Leisure Management.



A voice for the animals

It was an eventful three days at the Energy Hub, as my fellow students and I set up a booth to collect donations. We managed to raise a total of RM1,500 through the sale of cakes, finger food and drinks for Paws Animal Welfare Society (PAWS).

A petition signing campaign which we kick started also attracted a lot of support. Through our small effort, we wanted to voice out to public our

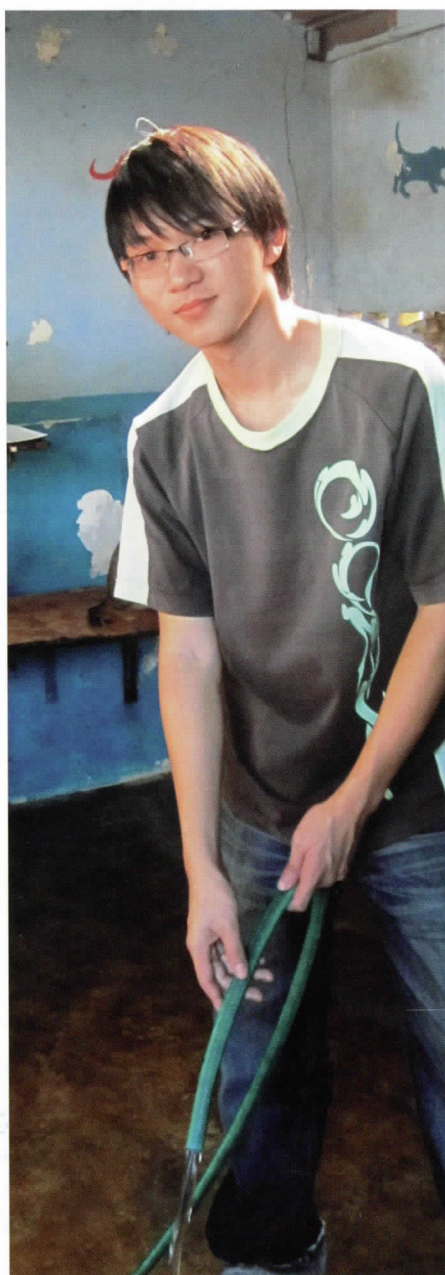
Chip Tsai Yao Cherng and Daniel Tan Wei Zhong, both Diploma in Information Technology students at Sunway University, voiced passionately about the helpless animals at PAWS....

concern and urge the government to allocate budget to improve animal welfare and to press charges against animal abusers. We wanted to be the voice for these helpless animals. Within two days, over five hundred names were collected.

We then organized a trip to PAWS located in Pilmoor Estate in Subang. There were ten of us who volunteered to help out for the day in cleaning and

organising the place. Although it was tiring, many of us had a great time as we worked hand in hand to make the place a better one for the sake of these animals.

We hope our efforts would encourage the public to donate and contribute to NGOs which provide animal's shelter, such as PAWS as they depend entirely on the generosity of the public to enable the animals to have a better living condition.



Sunway students **shine** during **Earth Hour**

The hallways of Sunway University were in total darkness for one hour from 8:30pm on 26 March, 2011 for one good reason.

For three consecutive years, Sunway has been an avid supporter of this global phenomenon – and this year's Earth Hour 2011 was no exception.



Sunway RPAC dancers presenting their Korean inspired dance routine before the Earth Hour.

The underlying message of this worldwide campaign is simple – that everyone can take personal responsibility to determine our destiny.

WWF Youth Outreach Executive, Brandon Liu set up booths, where 484 people pledged to practise a green lifestyle at Sunway University before Earth Hour. To drive home the message further, Sunway's Ravelution Performing Arts Club (RPAC) performed during the Earth Hour event that was held in Sunway Pyramid.

RPAC presented a flash mob that attracted the public to the WWF booth at the Pyramid Mall. RPAC also created a sensation with their Hip-hop and K-Pop (Korean Pop) dance routines.

RPAC combined their passion and spirit for a good cause through dance performances, singing and other various activities. Nasha Afra bin Zaidi, a 24-year-old Sunway ACCA student and President of RPAC said that the Club's mission is to integrate entertainment and positive values at the same time.

Nasha, who practices the 3R's (reduce, reuse and recycle), encourages her peers to care for the environment by simple acts of disposing their rubbish into the allocated bins to save the environment. "It makes me happy to see students these days carrying a reusable bag or using their bag packs to carry items from the shopping malls to their cars or residence," she said.

Sunway managed to save an estimated amount of RM 200 during Earth Hour. That means, if the lights are switched off every day for an hour for a month,

Sunway will be able to save a total of RM 6,000 in a month, thus not only cutting cost but also conserving electricity that may benefit the environment, if this was being carried out in the long run.



Sunway RPAC dancers performing a hip-hop styled dance during the flash mob.

A philanthropist at heart

Education has always been close to his heart.



Tan Sri Dato' Seri Dr. Jeffrey Cheah (center) with the Board of Governors of SRJK (C) Chee Wen.

The appointment of Tan Sri Dr Jeffrey Cheah as Chairman of the Board of Governors of SRJK (C) Chee Wen recently came as no big surprise. This is, in fact, one of his numerous involvements and contributions to the school.

During the school's Staff Appreciation Dinner which was hosted and held at the Sunway campus recently, the headmaster of the primary school in Subang Jaya, Wong Kee Chiew said that the new multipurpose hall is particularly useful to the pupils.

Entertaining the teachers and guests was the well-known Sunway University Resident Ensemble led by Rockie Siew. They performed to the theme of 'Chronicles of Narnia' and 'Yue Liang' among other enchanting melodies.

Also present were Lee Weng Keng, CEO, Education and Healthcare Division of Sunway Group, Elizabeth Lee, Executive Director of the Sunway Education Group, and Professor Robert Bignall, Vice-Chancellor of Sunway University.



The Sunway University Resident Ensemble performing their enchanting melodies.

After pledging a total of RM3 million to SRJK (C) Chee Wen for the building of a multipurpose hall, Sunway University's Chancellor and Founder, Tan Sri Dato' Seri Dr. Jeffrey Cheah presented a cheque for the final RM1 million to the school's Advisor of Board of the Governors, Dato' Lee Hwa Beng.



Animation

all the way!

One thing that Chin Seng Choy is passionate about is his love for animation.

A fan of science fiction, Chin who graduated in 2002 with a Bachelor of Information System (Honours) from London Metropolitan University (previously known as London Guildhall University), said from young he has often enjoyed animated and motivational based movies. "I have always wondered how these animations are created, and made to look so real," he said. "It has been my childhood dream that someday I would be able to do animation, which I can proudly show to friends, 'This is my work.'"

(One of his animations created using Macromedia Flash eight years ago can be viewed online:

<http://www.flashkit.com/movies/Animations/fish-doctor-8879/index.php>).

Now, a digital media executive with Sunway Education Group, his main job is to help maintain the Sunway Education Group institution's website and other social media platforms. "Whenever there is a need to create animation or do some graphic design, I would gladly do it," he said.

The 30-year-old attributes his decision to study IT to his mother. "It was with her influence that I took up IT," he said. "This happens to be one of my hidden talents. And I did it at Sunway which, in retrospect, I know it was indeed a right choice!" Seng Choy is the first of his siblings who graduated from Sunway; his other brother, Seng Yu also studied at Sunway.

When Sunway became a university, Chin said that he is simply proud of the achievement. "It is a major milestone for Sunway University," he said. "The standards of teaching, facilities and services have been upgraded to university level, which is in line with its vision on becoming a world class university."

Soft-spoken and obliging, Chin, who hails from Subang Jaya says he always challenges himself to think out of the box, and to achieve his dream. "It's about not giving up, when faced with challenges," he quipped, getting inspiration from the book, 'Think Big and Kick Ass' by Donald J. Trump, that he has been reading lately.

As a hobby, Chin says he listens to his favourite singers, Taylor Swift, Katy Perry, Adam Lambert and Scorpion (band). "Besides that, I also volunteer to serve food at a temple and during festivals," he said. "I feel that helping the less fortunate is a gift I received to be shared."

London Metropolitan University was formerly a twinning partner of the then Sunway College during Chin's time. The programme has since evolved into Sunway University's own homegrown degree and validated by Sunway's partner, Lancaster University, known as Bachelor of Science (Hons) Information Systems from the School of Computer Technology in Sunway University.

