

# blaze

Surmounting challenges  
More than classroom learning  
Purging of emotions  
Honoured for topping class

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SUNWAY 25 years of  
TRAILBLAZING  
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Nurturing the Seeds of Wisdom



# 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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**F**or Lim Tiew Ming, 56, who is better known as “Mrs Lim” to her students at Sunway, climbing Mount Kinabalu is synonymous to her own career.

“If you don’t make it the first time,” she says, “never give up! In life, there is always the next time. Go for it! Climb to the top of your career!”

Since joining Sunway College at PJ State New Town on July 13, 1987, she has seen and gone through three major financial crises that affected the country. But each time, in the midst of adversity, she found the opportunity to climb the career ladder.



## Surmounting challenges

Well-liked by her students, she continues to prove her worth, even after her retirement in 2011. She is currently working as Sunway’s Director of University Services, where she is involved in the liaison between the academic and support services to develop a learning environment more conducive for the students. She also attends meetings, whenever the Vice-Chancellor meets with the elected student representatives -- the Student Council.



### The Switch

Lim was a former accountant by profession, before deciding to switch to the education sector at a time when the country was facing a major financial crisis in 1984-87. At 31 when she first joined Sunway, Lim had just started her family, but time has passed by so quickly. Lim spent the first ten years of her career at Sunway teaching accounting from 1987 through 1997.

Instead of the possibility of losing her job, in another financial crisis in 1998, she was promoted to become Head of the Australian University Programme, doing mainly administrative work, but still handling student affairs and counseling students and parents. She held the position until 2008, when Malaysia went through another financial crisis. In that same year, Lim moved on to take a bigger role as the Director of Undergraduate Studies until her retirement in 2011.

Having seen Sunway grow from a college to a university in the past 25 years is in itself very fulfilling. “Over the years of teaching and helping students, it feels good to know that you have a hand in shaping the young ones, turning them into successful entrepreneurs and chief executive officers of major corporations. Some of these students were considered “good” from their university days; others did not bloom until much later,” she said. “Once in a while, when students come back for a visit, it’s nice to catch up with them.”



A farewell gift from 1st Cohort (July 1987-June 1989) of ‘2+1’ Curtin University students, before they left for Australia



Attending Sunway College Annual Ball 1992 with her ‘1+2’ University of Western Australia students (extreme left is Sarena Cheah, beloved daughter of Tan Sri Jeffrey Cheah, Founder and Chancellor of Sunway University)



### Old building

Reminiscing the early days, Lim says that Sunway was in fact a pioneer of twinning programmes in Malaysia. "In 1987, we started with Western Michigan University (2+2), Leicester University (1+2), and Curtin University of Technology (2+1)," she recalls. "I was involved in teaching the 2+1 Bachelor of Business twinning programme with Curtin University and there were 60 students in the first cohort."

When it was still a small set-up, there were only about thirty staff and less than two hundred students. Everyone knew the rest of the people.

A year later, in 1988, when Sunway started its 1+2 twinning programmes with Monash University and University of Western Australia, Lim was asked to teach accounting for both universities. The first cohort of Monash students was less than 20. In the subsequent year, the Monash student number rose to 35, with one foreign student from Singapore. "I remember challenging the second cohort of students to pass all subjects for a dinner bet, and if they could obtain a 100 percent passing rate for all four subjects, I would buy them dinner," she says. "When the students are challenged, they can be very motivated. The students who were strong academically started helping and motivating the others to do well in the exams. They proved me wrong, and I ended up having to 'belanja' (treat) all of them for dinner. Thereafter, I stopped playing bets with my students, knowing they can achieve it!"

Among her students in the first Monash twinning programme cohort included Beh Sui Chung, who is currently working with JP Morgan. "In the early days, it was possible for us to get to know every student well," she says. "Former students such as George Ang (a successful entrepreneur who started Manhattan Fish Market) still keep in contact with me."

Sunway College was set up by what was then the Sungei Way (now, Sunway) Group to attract students to pursue part of their degree studies here locally, before going overseas to complete the remaining one or two years. It resulted in substantial savings for the parents. She, too, made the right decision to join Sunway College on July 13, 1987, barely two weeks before the college was officially opened by the Sultan of Selangor on July 25, 1987.

The final cohort of students enrolled in the college building in PJ State New Town in 1992. The following year, Sunway moved to its own purpose-built college building in Bandar Sunway. It was in 1994 that Sunway started the Victoria University 1+2 programme that led to 3+0 in 1999.

### The Trends

After the Asian Financial Crisis in 1998, Lim noticed there was a huge spike of foreign students, especially those from Indonesia.

After Sept 11, 2001, the number of Middle East students shot up. "Traditionally, these Middle Eastern students would travel to America, but because of the 911 incident, the US authorities tightened rules for visas given to these students," she says. "When our Middle Eastern students started coming to Malaysia, they realised that Malaysia has a lot to offer. Some of them ended up spending their entire three years in Malaysia because they enjoyed living here."

One particular student from Yemen, for example, first told her that he was going to spend one year studying in Malaysia; then, he decided to spend another year, and finally, he chose to graduate from Sunway without the need to go to a third country. "Recently, he returned to Malaysia with his bride on honeymoon, and it was heartening to know that many of his Malaysian friends turned up for a get-together," Lim adds.

"We also had a case where a Malaysian student married his Indonesian girlfriend, whom he met while they both were doing their Victoria University 3+0 programme. They had friends from the Middle East and other parts of the world, who specially flew in to attend their wedding. It shows the bond between the students (now alumni)"

After spending some years at Sunway, some of the international students formed business partnerships with their Malaysian friends. Citing the example of the family of a student from Uzbekistan who invested in a crystal business in Malaysia, Lim says she is happy to know how Sunway has contributed to the country's economy beyond just providing quality education. "We have one of the biggest international student populations representing some 90 countries. When one of our alumni returned recently to enrol her children, she remarked that she had never seen such a huge number of international students."

A second interesting trend over the past 25 years is the increasing use of multimedia in lectures. "In those days, the lecturers were mainly using Overhead Projectors (OHPs); now, these machines are obsolete," Lim laughs. "Today, in every classroom and lecture theatre, there are LCD projectors. Powerpoint is the minimum these days".

The age of the Internet has also brought about a new trend in the way lectures are conducted and correspondence is done. "Today, there is Internet access all around the campus. You can correspond with the students and your counterpart in other parts of the world using email," she says. "Those days, we depended mainly on facsimile communication with Australia and the correspondence was all handwritten."

MONASH  
UNIVERSITY



Mrs Lim with her '1+2' Monash graduates, at 1992 Graduation Ceremony in Malaysia.



As President of Sunway Academic Staff Association (SASA), visiting Sungai Way old folks home with SASA members, 1994



A key chain only? Is that all I get for doing well in sports? remarked Darrell Ng - Victoria University Sports Day 1999



The era of emails came to Sunway in 1994 and her email address has never changed throughout the entire 25 years of her career with Sunway. “Although they were in black and white screen, emails brought the most significant change in the way we communicated. They are a big blessing. We had only a few computers in the staff computer room, and printing was mainly using dot matrix. When I visited Australia, I was impressed with how communication could be done using emails. Everyone had a computer there. It would be a dream come true for all of us to each own a computer ourselves,” Lim recalls. “Today, all our correspondence with the students is done using the students’ official Imail.”

Along with the development of the Internet came the Intranet, which in Sunway campus is known as “The Vine”. The internal virtual network for students and staff started in 1997 to share information that was important to the Sunway community. This has reduced the need to print posters and paste them all over the campus, an effort which saves the environment.

The Internet has also made it possible to set up the E-Learn (based on the Electronic Blackboard) in 2003. “This was another breakthrough, which connected the community of academics with students. Lecture notes are no longer photocopied but uploaded into the E-learn. This cuts down a lot on the use of paper,” explains Lim. “The IT revolution has indeed changed the way we do things. Even access into certain premises within the campus these days is done using swipe cards.”

One last trend that Lim observes: “Those days, students had to go overseas to finish their twinning programmes, but these days, they can complete their entire degree here at Sunway University. For those who want to continue with their studies, we also offer Masters and even PhD programmes. They have many options. We have found that students are happy to do their postgraduate programmes on a part-time basis while being gainfully employed.”

### Still Climbing

Lim is not about to call it a day. The biggest challenge which she has set for herself is to reach the summit of Mount Kinabalu on 22 April this year.

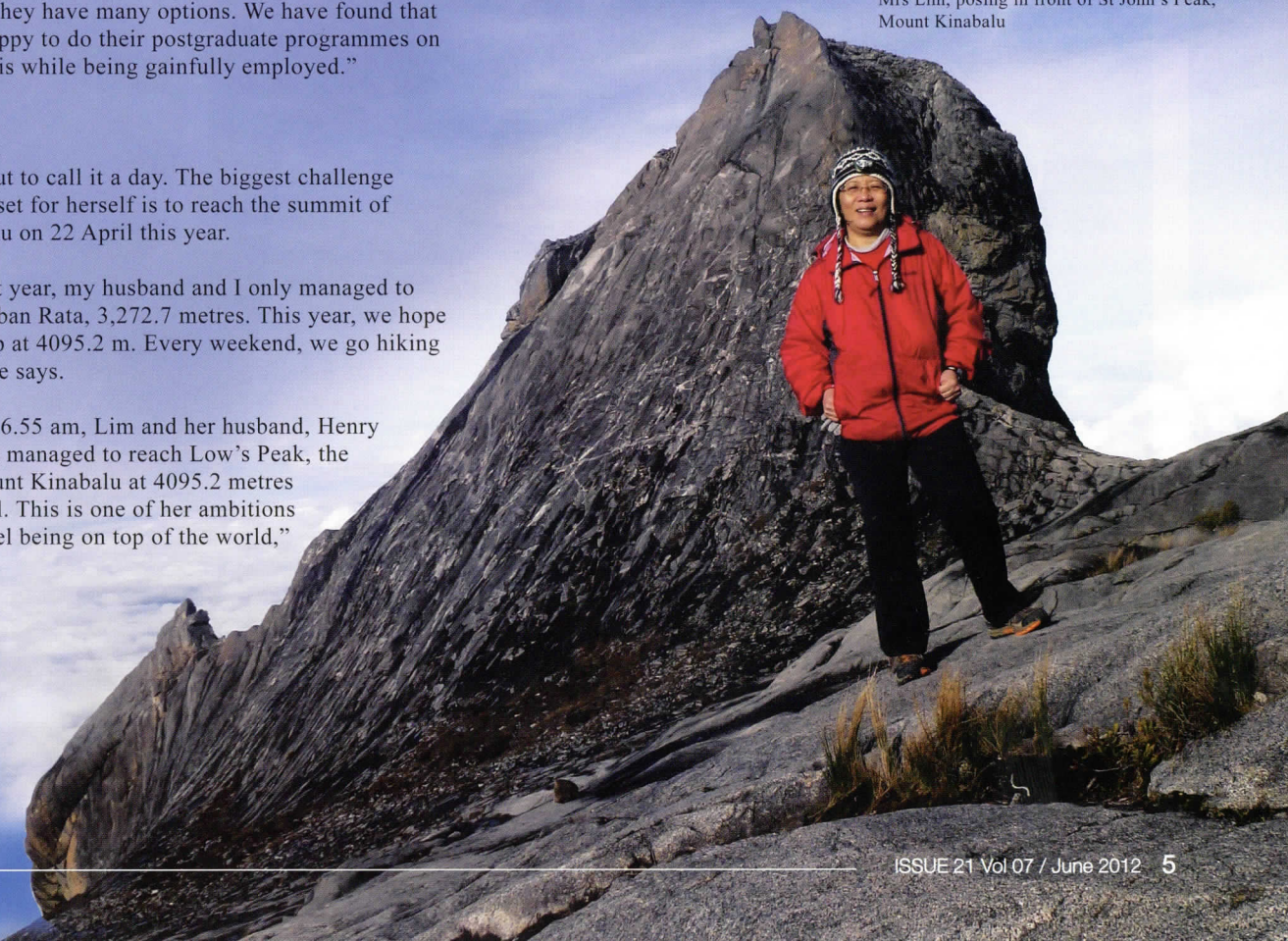
“On May 1 last year, my husband and I only managed to climb up to Laban Rata, 3,272.7 metres. This year, we hope to reach the top at 4095.2 m. Every weekend, we go hiking to keep fit,” she says.

On April 22 at 6.55 am, Lim and her husband, Henry Lim Yau Siong managed to reach Low’s Peak, the summit of Mount Kinabalu at 4095.2 metres above sea level. This is one of her ambitions realized. “I feel being on top of the world,” she quips.

END



Mrs Lim, posing in front of St John's Peak, Mount Kinabalu





Sunway University is working hard to make one of their projects a reality. With a big potential for commercialization, the “Zmedia-eMall Integrated Framework” could be the next hype like Facebook and Twitter.

## The wonders of technology

The idea, which originated from Associate Professor Dr Lim Tong Ming, who heads the Centre for Innovation and Industry Linkages at Sunway University, allows you to send multimedia and text messages using mobile or smartphones which are connected to networked large LCD computer or television screen using Wifi.

“The ZMedia software is a networking software which does not require a central server or computer to process videos, slides, photographs or public messages before they are displayed on LCD screens,” he said. “This means that after you have downloaded the ZMedia app, you will be able to post your multimedia or text messages from anywhere in your office, bus or shopping mall.”

The research project received recognition when a team of lecturers from the Faculty of Science and Technology won a silver medal at the Malaysia Technology Expo 2012 recently. The project utilises peer-to-peer and media broadcasting technology to create a public tweet-like environment.

The lecturers, Chin Teck Min, Choong Yoong Liang, Angela Lee and Dr Mike Ong (who has since left Sunway) took a year to develop a basic workable prototype, which is currently being tested in the concourse of Sunway campus. To keep students at the forefront of technology trends, the project received help from undergraduate students currently doing their Bachelor of Science (Hons) Information Technology.

According to Dr. Lim, the Zmedia software also allows customized phone-based ordering, voting of best products, as well as competitions using mobile phones that are wifi connected to the large LCD TV devices.



Chin Teck Min (right) and Dr Lim Tong Ming (left) with their silver medal at the Malaysian Technology Expo 2012





The Dean's List Recipients with their certificates.

## Honoured for topping class

**S**unway University is never short of students who make it into the annual Dean's list for the American Degree Transfer Programme (ADTP).

In the last semester of 2011, a total of 57 outstanding students were admitted, with 15 *Summa Cum Laude* achievers, 14 of whom scored 4.0 in their GPA with one scoring 3.97 GPA.

The *Summa Cum Laude* which means "with highest honours" is a Latin phrase often used to recognise academic excellence at an undergraduate level. Another 24 students achieved the "*Magna Cum Laude*" (high honours), which is for 3.70 to 3.89 GPA. The other 18 students qualified for Cum Laude (with honours), having achieved GPA within the 3.50 to 3.69 range.

Deserving students have always been recognised for their outstanding academic achievements at the Dean's List Honourees Ceremony for each cohort since 1990, when Sunway first started the ADTP.

This year's awards were presented by Juan Tavares, Director of International Admissions, Western Michigan University.

Kimberly Woo Sze Yen, a *Summa Cum Laude* achiever with a GPA of 4.0, said she felt amazing and unspeakably glad to be one of the recipients of the Dean's Lists award. "It is truly a remarkable achievement in my life," she quipped. "I am really fortunate to be enrolled in the Sunway ADTP because it has been an unforgettable experience for me. The lecturers and students here are extremely nice and inspiring, the lessons are fun and being in ADTP is just insane in a very good and positive way."

Another *Summa Cum Laude* achiever with a GPA of 4.0, Chin Khai Yi also expressed the same feeling when he received the award. "But I had to work really hard to achieve that," he said. "Nevertheless, the award serves as a motivation to my studies in ADTP. ADTP in Sunway University was a terrific experience. I took up subjects I never knew existed and learnt stuff the fun way. It was an out of the box learning experience and I am glad I chose this course."

Fellow student, Ng Jas Min thanked God for being admitted into the Dean's List. "This is the first time I obtained a 4.0 GPA in a long semester," she said. "The myriad of lectures, homework, tutorials and assignments combined altogether was definitely a challenge. For me, being able to strike a balance between studies and leisure is the 'secret' of my success. Sunway ADTP lecturers are undoubtedly helpful in class and also during consultation hours. I am forever grateful for their dedication and passion."

Ng said she will be majoring in Aerospace Engineering. "This is a totally different subject than I have undertaken during the ADTP at Sunway. I was doing, "Introduction to Theatre", which allowed me to obtain a wholesome education and also enriched my entire ADTP experience. It has been such a thrilling and rewarding journey so far."



## Purging of emotions

Five short plays by the students of Sunway's American Degree Transfer Programme (ADTP) had the audience in stitches, as they purged their emotions during the staging of 'Catharsis, Purging of Emotions.'

In his play titled, 'The Unruly Bank Customer', Danny Voon Seng Hong wanted to create a sense of familiarity, by placing an unruly bank customer with a thick Malaysian accent, against a prim and proper service banker. The tendency for both of them to misunderstand each other created a chaos.

The second play titled, "My Sunshine Away", directed by Tan You Ken and Daryl Premkumar, is a heart-warming tale of a sibling's love for her handicapped brother, who in turn, is seeking autonomy in life.

"The depth of the story was great and we were hoping the audience would get the storyline," said You Ken. "The actors had to be in full control of their characters and emotions."

### Uplifted mood

The mood was uplifted once again with both the plays written by Ronnie Shieu, titled 'Language Barrier' and 'Thank God it's...'

Directed by Jack Ling Jin Yew, 'Language Barrier' saw the class from the popular British comedy titled, "Mind Your Language", together with their teacher, Mr Brown and school principal, Ms Courtney, arrested one day for shoplifting. One of the actors, Yu Chu Vang, a student from China who played Juan, said it was challenging for him as a foreigner to put on a Spanish accent while battling to communicate in simple English. "However, I practiced by speaking frequently with my friends," he said. "I also improved my command of English."

'Thank God it's...' saw all three friends with three contrasting characteristics, dining in a prestigious restaurant. They were greeted by a waiter with an attitude, making the four a deadly combination for the perfectly calm night.



1: Rajen Pradhan (seated) and Chin Kai Yi battling it out in the Unruly Bank Customer.  
2: The heart-warming tale of siblings love played by Leticia Nkulu and Rajen Pradhan.  
3: A scene from Thank God It's....  
4: A very frustrated police officer (extreme right) attempting to understand the foreign students in Language Barrier.  
5: A girl is smitten by the 'Puss in Boots' in Celinderella.

### Musical

'Celinedereella', written and directed by Nur Hazlin and Shavin Nair, is a modern musical twist to the fairy tale of a woman who tries to stay strong and happy, while enduring the abuse of her stepsister. "It was hard and there were plenty of ups and downs," said Nur Hazlin, "but it was all worth it. At the end of the play, we were relieved, the burden was off and everything was above expectation."

The entire musical was choreographed by Nancy Wong, while Celine, who acted as Celinedereella, admitted that it was hard changing from one character to another.

"I was told, 'You have to express your emotions better using facial expressions! You have to look sad and scared.' No, it wasn't easy. I was, in fact, quite discouraged at one juncture, but with the encouragement from everyone, I made it! With a one-on-one lesson with the director, I really wouldn't mind doing it again," said Celine.

'Catharsis, a Purging of Emotions' is a collaborative effort of all ADTP students, currently pursuing Business, Mass Communication, Engineering and Aviation at Sunway University. With the help of their lecturer, Malissa Mahmud, these students invested their time, energy and skills into making this production a huge success. Apart from the original scripts, directing and starring in this production, they were responsible for publicising, producing, sound engineering, stage management and other essential areas.



# More than classroom learning

**S**unway University's Diploma in Graphic and Multimedia Design and Diploma in Interior Design students were recently thrilled to exercise creativity beyond their classroom during a Visual Research Trip to Kuala Terengganu.

The trip organised by Sunway University's Department of Art and Design (DAD) required students to design a 'new' resort while integrating different expertise for interior design and incorporating a corporate identity design for the new resort.

Students were also encouraged to identify surfaces, materials, structure, dynamics, shapes, and space among other things that might influence their perception of learning.

Syaza Abdur Rahman expressed how fortunate it was for her and her peers to be given a chance to learn outside the classroom and stay in a 5-star resort in Terengganu. "It felt great to be able to work with an Interior Design student as I feel we've obtained a taste of what is to come when we enter the working environment," she said. "There were many inspiring things in Terengganu, especially the local handicrafts there. The unique wood carvings, the songket and batik were absolutely beautiful to look at."

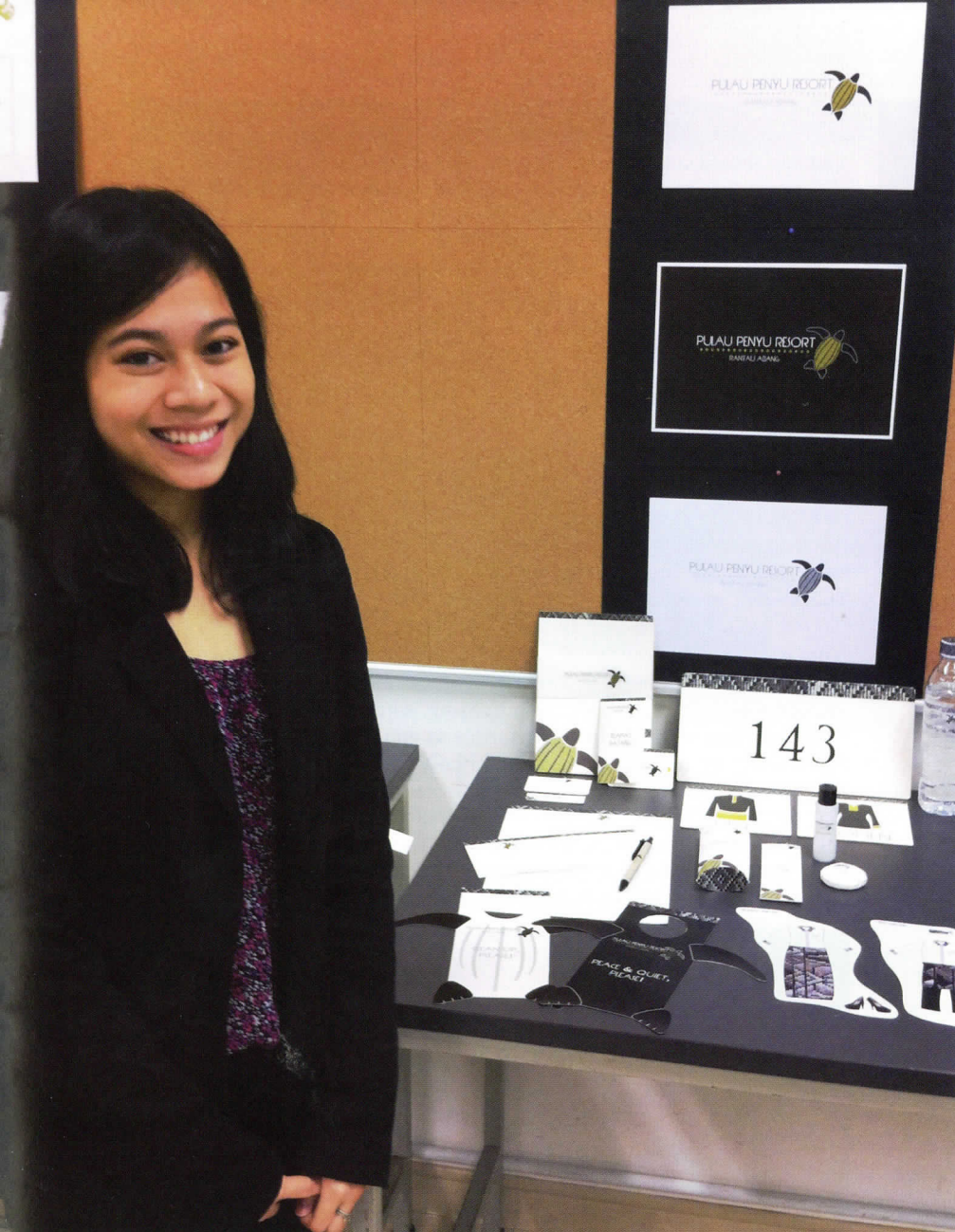
Arief Tajuddin said the first thing he gained from this trip was exposure and understanding the ideology of Terengganu. "I attained firsthand experience about their culture, food, architecture, furniture designs and traditions during the trip," shared Arief. He said he was sketching as a recording method throughout the journey. He also paid attention to the craftsmanship of everything architectural and its traditional properties. He even conversed with the locals to get a clearer picture of Terengganu."

Maureen Opel, an international student from Africa, said she got to see a different side of Malaysia through this trip. "The collaborative project was difficult as the ideas and inspiration had to satisfy both disciplines. However I managed to learn how to share and work with other people," she said. "The research method is good because we got first-hand experience of how things work. We were also exposed to see, feel and collect things that will inspire our creations. I was inspired by the hospitality of the people and the way things were colourful."

The students visiting Pura Tanjung Sabtu, a collection of centuries-old Terengganu Malay timber houses.







Syaza Abdur Rahman, Graphic and Multimedia Design student presenting the final outcome of the project.

Liu Zhang Yang, an international student from China, said she has learned many things from this trip. "I have seen many new elements and designs. I also took a liking of the handicraft factory which added to my knowledge," she said. "Another thing that impressed me was how brilliant the people in Terengganu were at building houses from wood. These houses are said to have lasted for more than a thousand years."

A fellow course mate, Elaine Lee said she was truly inspired by the architecture of the Malay houses that were built without a single nail but merely wood joined together. "Their building techniques are impressive and should be passed down generation to generation," she said.

Ang Tong Yin, Head of Department of Art and Design said the trip allowed room for the students to build an interdisciplinary team that extends beyond the classroom learning experience. "It also gave local and international students a chance to understand the designs that are embedded within our Malaysian cultural context," she added.

The Department of Art & Design is under the School of Creative Arts and Communication which also offers the BA (Hons) in Communication with two specialisations: Advertising Design or Corporate Communication. This programme is validated by Lancaster University and graduates receive two scrolls, one from Sunway University and one from Lancaster University.



The students at Taman Tamadun Islam, Kuala Terengganu.



Students in front of Museum Negeri Terengganu





Ms Chiu lends an attentive ear to Nguyen Cao Minh, Louise during his presentation.

In some ways, 19-year-old Ibrahim Bin Noor Hisham was right when he said that young people in Malaysia are seldom encouraged to become graphic designers.

## President of Icograda inspires Sunway DAD students

"We have been taught to become engineers, doctors and lawyers," he expressed to Leimei Julia Chiu, President of Icograda, when she gave a lecture to students of Sunway's Department of Art and Design. The Business and Design talk was organised by wREGA, Graphic Design Association of Malaysia.

Ibrahim added: "In the United States, they have Walt Disney and Warner Bros, but in Malaysia, we lack the role models for graphic designers. I feel Malaysia needs to inspire more artists and designers to reach world class standards."

Fellow student, Louise Nguyen Cao Minh from Vietnam said it is tough to survive in the graphic design sector. "Even in Vietnam, our parents have always emphasised that we enter the Science stream in school. They have little esteem for the graphic designer," he said.

Listening sympathetically, the president of the world body for professional communication design and visual communication, said that students should collaborate with committee members of wREGA, who are also practising graphic designers, to discuss some of the challenges that graphic designers in Malaysia face.

Leimei Julia Chiu, President of Icograda presenting a speech to the Sunway DAD students.

Listening sympathetically, the president of the world body for professional communication design and visual communication, said that students should collaborate with committee members of wREGA, who are also practising graphic designers, to discuss some of the challenges that graphic designers in Malaysia face.

Elaborating further, Chiu, who is also the Executive Director of the Japan Institute of Design Promotion (JDP) and Professor in the Department of Visual Communication Design at Musashino Art University, Japan, said how some inspirational projects done by students all around the world had a different take in the world of designing.

"Some projects," she said, "used a unique approach that incorporated designs into products to support communities and the environment. These projects have created and impacted the lives of people who use them especially in education, shelter, health, water, energy and in the transportation sector. The projects have been recognised and awarded for their practicality, impact and creativity that changed the lives of people. This is why, as students, you have to focus on the bigger picture."

After assessing the work by the students of Sunway, Chiu said she was intrigued by the passion of Sunway's budding talents. Concurring with her opinion was graphic designer, Koh Li Ming, who is a member of wREGA. "Your earnings will double or even triple as you grow with experience in this career," he said. "With the right initiative and resources you will be exposed to a new environment that will foster learning and practice."

Also present from wREGA were Michael Goh, President; Tan Guat Ling, Honorary Secretary; Zachary Ong, Deputy Secretary and wREGA members Asri Ahmad and Razif Nasruddin,







From left to right: Associate Prof Dr Foo Yin Fah, Prof Pua Eng Chong, Elizabeth Lee, Dr Almagul Kanagatova and Gulmira Bektenova

## New partners

Sunway University Business School continues to spread their wings far and wide as they venture into further partnerships with international countries. SUBS recently inked a Memorandum of Understanding with the International Academy of Business (IAB), Republic of Kazakhstan.

According to Deputy Vice-Chancellor of Sunway University, Professor Pua Eng Chong, this is the first time Sunway University has signed an MoU with an institution in Kazakhstan. "The MoU paves the way for mutual cooperation in education and research in areas of mutual interest," he said.

IAB is located in Almaty and is regarded as the leading and oldest private university specialising in business courses in the newest nation of Kazakhstan.

Recently Sunway University also signed an MoU with Aso College, Japan. Signing on behalf of the college was its Executive Managing Director, Hitoshi Fukuzawa while Elizabeth Lee, Senior Executive Director, represented Sunway Education Group as its signatory.

In February, Sunway University signed an MoU with Embry Riddle Aeronautical University for a partnership in aviation education and training. In April, another MoU agreement was inked between Sunway University and University of Strathclyde, Glasgow enabling students to transfer to Strathclyde to pursue engineering studies.



From left to right: Professor Robert Bignall, Vice-Chancellor, Sunway University; Elizabeth Lee, Hitoshi Fukuzawa, Mashiko Tanaka, Head, Foreign Language Studies of Aso College and Hane, English Language Teacher, Aso College



# Among the best

Joanna Foong Xian Mae beat 19 other participants from other colleges and universities when she clinched the champion's trophy for her original creations.

To Joanna, a first year student in the Diploma in Culinary Arts at Sunway University, this is an entirely new experience for her. "It was tough juggling between my tight schedule in class and the training for this competition, which took up a lot of my time," she said.

However, she managed to create her own authentic winning recipes with one hot coffee beverage and one cold coffee beverage during the Nestle Coffee Competition 2012.

She named the hot beverage *Nasi Lemak* after the famous Malaysian dish as it induced similar flavours. She used dried chilli, sugar, dried *belacan* paste, coconut milk and anchovies to give the beverage a perfect blend of spiciness, sweetness and added texture from the coconut milk.

For her cold beverage, Joanna created the *Berry Bliss*, where she used blueberries, ginger, basil leaves and coffee to give it a sweet and tannin flavour to the creation. "The whole competition is an eye-opener for me," she said. "It helped me realise that there are many career options in culinary arts. This experience has indeed changed my perception about what I might intend to do in the future."

Fellow student, Natasha Binti Mohd Yusof, who is in her final semester in her Diploma in Hotel Management, emerged second runner-up in the competition. She created the *Holanaisé* for her hot coffee beverage while the cold coffee beverage was named *Kamikaze*, where a mixture of wasabi for spiciness and lemon and pomegranate was used to create a sweet and sour flavour.

"The contest is more competitive this year than last year when I first participated," she said. "The organisers have raised their standards."

But Natasha said she has benefited a lot from the competitions she has participated because of the exposure she gets. "Every time I participate in a competition, I am judged for my product and personality," she said. "I have received many offers to work in hotels. It is through these competitions that people recognise you and your talent. It sure is a great feeling being recognised by the general managers of leading hotels."

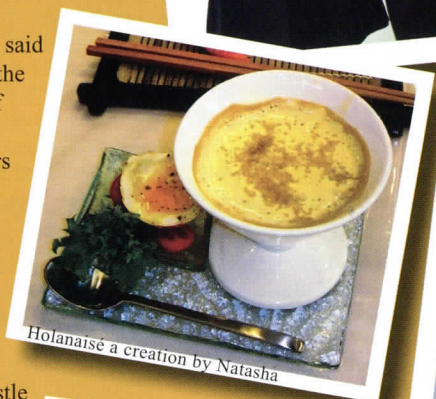
Both winners attributed their success to one mentor – Daniel Chong Ka Leong, who was also awarded with Best Coach of the Year. "The award is an encouragement to me," said Daniel, "but truthfully the best coach in the eye of the participants should be their family, lecturers and friends. I am just a facilitator."

The Nestle Coffee Competition saw participants and coaches conducting their training at the Nestle headquarters to ensure commitment from both parties.

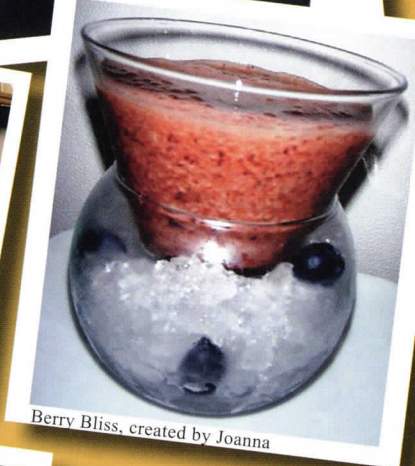
The competition was held for three days, where the first two days were qualifying rounds and the third day was the grand finale. The judges this year were industry and technical experts, including the International Chain Hotel general manager, president of MFBEA (Malaysian Food and Beverage Executives Association), hotel F&B directors and food and beverage experts. The participants were judged based on grooming, preparation, hygiene and safety, organisation and presentation, technical skills, measurements, creativity, taste/consistency/texture, appearance/colour and name of the creation.

Natasha, Daniel and Joanna with their winning awards from the Nestle Coffee Competition 2012

## SUNWAY UNIVERSITY



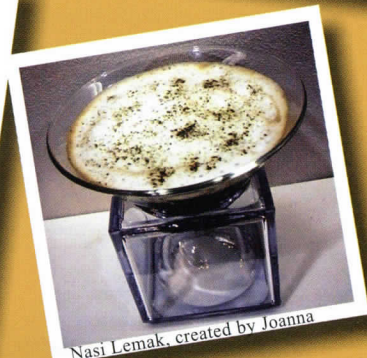
*Holanaisé* a creation by Natasha



*Berry Bliss*, created by Joanna



*Kamikaze*, a creation by Natasha



*Nasi Lemak*, created by Joanna



Joanna preparing her brew during the competition.



Natasha hard at work during the competition.





SUBS Student Concilium committee members dressed to kill during the Grand Ball

## Sunway University Business School steps into Hollywood

**S**unway University Business School (SUBS) recently hosted a grand annual ball at the Sunway Resort Hotel & Spa.

Emceed by Siva Sanmugan and Fadwa Al-Omar, the event kicked off with an enthralling Burlesque performance by the Student Concilium members, followed by an inspiring speech by Associate Professor Dr Foo Yin Fah, Head of SUBS, and June Lum, who is President of the Student Concilium.

While the night was devoted to fun and games, SUBS also paid recognition to students who displayed outstanding academic performance in their subjects. Adrian Ang Tze Ern and Michelle Soo Mei Cheng emerged top scorers for Advanced Management Accounting as well as Business Ethics and Social Responsibility and were rewarded with a book prize award by Ho Li Li from CIMA Malaysia.

Koo Yan Jing and Shalene Kalyanasundaram both took home the best subject award for Business Strategy and Strategic Financial Management, presented by Ramesh Rajaratnam, Chairman of ICAEW Malaysia Alumni, while Amritha Kaur A/P Jagjit Singh won the best subject award for Financial and Corporate Reporting 1, presented by Christina Foo, a Member CPA Australia Advisory Council.

Deric Yee Seng Kit and Lee Ker Ching were top scorers for Investment Management and Corporate Finance, respectively, who received their award from Siew Chin Kiang, Member ACCA Malaysia Advisory Committee, while Chai Sing Ru received her award for being the best student for Audit and Assurance from Siew Chin Kiang, a KPMG partner.

The night was full of laughter as students also witnessed a chirpy side to the lecturers who put on a sketch, dressed as superheroes and villains. The other activities on that evening included lucky draws, games and performances by students after a 7-course scrumptious dinner. Prizes which were given out included an iPad 2, LCD television, home theatre system, a canon printer, camera and others.

A total of 450 VIP guests, lecturers and students attended the event held at the Hollywood Walk of Fame themed grand ball.



Lee Ker Ching receiving her award from Mr Siew Chin Kiang, member of ACCA Malaysia Advisory Committee



Amritha Kaur receiving her award from Ms Christina Foo, a member of CPA Australia Advisory Council



Chee Kok Ban is one young man with big dreams.

Currently working as a senior graphic designer at Oats, a design agency based in Singapore, Kok Ban is planning to return to Malaysia to set up his own design agency someday.

"In a few years' time," he says, "I would love to come back to Kuala Lumpur and run my own design agency. Hopefully, I would be able to carry out some of my other hobbies and pet projects as well. One of which, is to start a soup restaurant."

designs and environmental designs. We even paint murals!"

One of his favourite quotes is from the late co-founder of Apple, Steve Jobs: "Design is a funny word. Some people think design means how it looks. But of course, if you dig deeper, it's really how it works... To design something really well, you have to get it. You have to really know what it's all about. It takes a passionate commitment to really thoroughly understand something, chew it up not just quickly swallow it." These words by Steve Jobs have spurred him on to always give his best at his job.

# DRIVEN BY BIG DREAMS



designed by  
Chee Kok Ban @ CHISIN

What he likes about his current job is that "everything is hands-on and everyone has to do everything — from account servicing to liaising with vendors and media agencies!" These will better prepare him to succeed and shine in his career.

"However, my main role in this company is to generate ideas, conceptualise and execute them," he adds. "This makes it all the more interesting, because we do all sorts of projects, from advertising and graphic designs, to web designs, interior

To date, he has proposed, designed and executed a wide variety of projects including branding, advertising, digital and below-the-line materials.

This 24-year-old lad graduated from the Department of Art and Design at Sunway University with a Diploma in Graphic & Multimedia Design in mid-2008. Some of his creative works are featured in his company website at [www.oats.com.sg](http://www.oats.com.sg) or his online portfolio at [www.be.net/banwashere](http://www.be.net/banwashere)

**What is your favourite movie?**  
*Shawshank Redemption.*

**Do you play any musical instrument?**  
Like any other primary school kid, I used to play the recorder.

**Who is your favourite singer?**  
Daft Punk.

**Which book do you find to be most interesting and useful for your career?**  
*Designing Brand Identity* by Alina Wheeler. It's a book about the designing and branding process. It's indeed a designer's bible. And yes, I'm serious.

**Which NGO do you support and why?**  
Singapore Cancer Society. Cancer is one of the leading causes of death.

It can happen to anyone and it's a really expensive illness as well. This is why I'm donating a small percentage of my salary every month, in hope that I could help to save someone's life.

Follow Kok Ban on Twitter @banwashere & his work at [www.be.net/banwashere](http://www.be.net/banwashere)