

# blaze

MAGAZINE / VOL 07 ISSUE 23 / Dec 2012  
KKDN No. Permit: PP14672/10/2012(030937)

**Developing a world-class university**

**EM waves in stairwells**

**Celebrating 25 years with SEE 2012**

**Learning across borders**

**Mural with a message**

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# 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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# Developing a world-class university

**J**ust four months into the job, and Professor Graeme Wilkinson is already feeling the pulse of a young and vibrant Sunway University.

When he joined Sunway University on July 2 this year as its third Vice-Chancellor, the Oxford-trained scientist said one of his biggest challenges is to grow the student numbers, since the University's student population is currently 4,000.

A physicist, Professor Wilkinson is pragmatic with his outlook on what is a realistic target of 8,000 students by 2022. "Size matters," he says. "Without the student population, it is difficult to achieve the rest of the other objectives or talking about being a world-class university."

For him, it's first things first.

## Quality Education

"We view very seriously the quality of our teaching," he says. "Because we work with prestigious partners, we can offer our students good value and premium education."

Partnering with Sunway are two of the world's most prestigious institutions – Lancaster University, which ranks the ninth in the world amongst universities younger than 50 years and Le Cordon Bleu, a world renowned network of educational institutions dedicated to providing the highest level of culinary and hospitality instruction through world-class programmes.

Quality, of course, comes at a premium. "It's generally more expensive to run programmes with partners which are world class. Our partner universities are among the best out of all the partner institutions working with Malaysian private institutions," explains Professor Wilkinson. "Through the years, parents and students have shown their confidence in Sunway University's quality of education."

Another cost factor is the hiring of staff with a PhD. "Currently, we have about 20 percent of our staff who have a PhD, but in ten years' time, we hope to achieve at least 70 to 80 percent. But this will be tough as it's a challenge to recruit academic staff with a PhD."

However, what differentiates Sunway University from other institutions of higher learning in the country is the way the university is operated and supported by the not-for-profit Jeffrey Cheah Foundation. Within the past three years, and moving into 2014, Sunway University has added new buildings to accommodate a bigger student population, in line with the Founding Chancellor's vision to turn Sunway into the "Harvard of the East". Its facilities are among the best in the country for a private institution of higher learning and will be even better in 2-3 years.

Professor Wilkinson says only when the student population is up will the university's income base increase. "Only then can we afford to hire significantly more highly qualified academic staff, who will bring along with them their research expertise. This is all part and parcel of being world-class," he explains.

The key priority, therefore, is to improve the teaching efficiency of all of Sunway's existing programmes, while developing new ones. "This will ensure that when we grow in the number of programmes, we will be more efficient in the use of our academic time, which will then free the academic staff to pursue their research," he says.

"For example," Professor Wilkinson continues, "if we can run new degree programmes with a combination of the existing modules and the new ones to be developed, delivery will be more efficient. Rather than having tiny numbers of students in each class, we can conduct a proper lecture with more students who are sharing subjects but coming from different degrees."



## Professor Wilkinson's research

*Satellite remote sensing continues to offer much promise for agriculture, particularly in the context of so-called smart farming.*

*Although there are many potential applications of remote sensing in agriculture, one which is paramount is the prediction of crop yield.*

*In 2006, Professor Graeme Wilkinson conducted research to study and predict wheat crop yield using different types of satellite imagery including radar and infrared images. Using data from two satellites (Envisat, launched by the European Space Agency, and Terra, launched by NASA) his research team was able to predict crop yield patterns across an agricultural area in Lincolnshire, UK, highlighting which fields and parts of fields would produce the best crop.*

*The prediction was carried out by integrating satellite imagery using sophisticated computing techniques based on artificial neural networks. Actual yield results were obtained from GPS-enabled combine harvesters to check the satellite predictions.*

*Although such techniques require further work, the possibility of predicting crop yields ahead of harvest time can be very valuable for farmers.*

*A full paper describing the research can be downloaded from: <http://epubs.glyndwr.ac.uk/cair/9/>*





### Quality Education

This is why the University is looking forward to put together more degree programmes. From the current stable of 26 degree or diploma programmes, Professor Wilkinson hopes to achieve a target of at least 60 programmes by 2016.

"If we are talking about student population, we need to develop new programmes taught at Sunway University. Most major universities with a sizeable student population, such as Lancaster University have around 200 - 300 programmes to meet the demand of a changing student population," he says.

Efforts will revolve around various strategies to increase the number of programmes. "Our faculties can build new programmes around the existing ones. For example, since there is already an accounting degree, we could consider offering something related, such as a Bachelor of Economics," he says.

To ensure that the new programmes are developed to meet the demands of the employers, this is where Sunway University as a whole is working closely with the industries. "We have a unit which is always in touch with industry, and they collect feedback on what would meet the employment market," he says. "This is a good opportunity for the private sector to also consider sponsoring a chair or just tell us if there is a shortage in a particular industry."

Faculties will also be encouraged to start collaborating with each other to develop new degree programmes, which cover modules from different disciplines of study. "For example graduates these days need both creative design and computer skills if they want to be involved in animation or in developing computer games," he says.

The development of the hybrid programmes can be very useful to meet the needs of the industry. "I hope within my tenure as Vice-Chancellor, I will be able to help stimulate, encourage and build new entrepreneurial spirit amongst the academic staff so that they will start new academic programmes in their efforts to expand their own faculties and forge better links with emerging employment markets," Professor Wilkinson says.

### Research

"In-house research funding is limited, to a few percent of the institution's annual income," Professor Wilkinson says. "We have to be realistic. Although developing research capability is important, there needs to be a fine balance between research and the student population."

However, it does not mean that research will be shelved. "We will work hard on sourcing research grants from both government bodies and the private sector," he adds.

In his earlier years, Professor Wilkinson carried out outstanding research work in remote sensing. His research for his doctorate back in 1979 was on Atmospheric Physics. These days, as the Vice-Chancellor, most of his time is now spent on administrative matters, often seven days a week with very little time of his own. Whenever he can find time in the evenings, he indulges himself in his favourite pastime -- swimming.

## EM waves in stairwells

The best innovation could not have been possible without the pure academic research done, such as the study conducted by Dr Grace Lim Soo Yong and her team.

The research project was designed to study the propagation of electromagnetic (in short, EM or radio) waves in indoor stairwells in urban environments.

Such knowledge about the behavioral patterns of radio waves definitely has value. By understanding how the waves travel in stairwells, wireless communications engineers can now design their equipment to overcome the shortfall, and enable law enforcement and firefighting personnel to use their equipment to communicate with each other during an emergency.

According to the senior lecturer from the Department of Computer Science and Networked Systems at Sunway University, data was collected through experimental measurements and simulation characteristics in a multi-storey stairwell, using image-based ray tracing method.

Put simply, her team had carried out a simulation to virtually plot and track the path taken by the electromagnetic waves travelling in a stairwell. Subsequently, the team set up a transmitter outside the building, and the receiver at the stairwell, either as a VV (where the antennas were 'vertical-vertical') or HH (antennas were in 'horizontal-horizontal' position). The field measurements for the received powers were recorded at 2.4 GHz based on various polarisations of the antennas of the transmitter and the receiver (VV, HH and VH). This was done on every step of the stairwell up two-and-half storeys high.



In Physics, there are four different types of rays—namely, the direct rays, reflected rays, transmitted rays, and hybrid rays. “What is interesting is that there is a good match between the measurement results and the simulation results,” explained Dr. Lim.

“The side walls of indoor stairwells have reflectivity to a certain extent; however, when line-of-sight (LOS) scenario dominates, the reflected power from the walls becomes less significant. At the higher sections of the stairs, the reflected powers become smaller due to multiple reflections. The hybrid rays, on the other hand, are composed of any of the combination of the direct, reflected, and/or transmitted rays, and they are found to be very important. Transmitted rays up the stairwell through the stairs also contribute to the total received power.”

Dr. Lim said that the study also showed that the propagation of electromagnetic waves in stairwells is significantly depolarized when the waves travel upward. “This is because of the multiple reflections from the walls, transmissions through the stairs, and their combined effects,” she added.

The most important conclusion is that, in order to significantly improve the quality of communication, both the transmitters and receivers must be designed to have a vertical antenna. about 10-dB gain over HH and VH polarizations for the first section of the stair and about 5-dB gain for the second section,” she elaborated.

The research findings will influence the way how wireless mobile communications systems are designed in the future, taking into consideration the path loss in indoor stairwells. In future, a fireman caught in the stairwell of a shopping mall will be able to communicate with his colleague using improved cellular and Personal Communication Services (PCS) systems, thanks to Dr. Lim and her team.

#### Awards

Recently, Dr. Lim received the Award for Achievement in Research for Early Career Researchers from Sunway University for her research work. “I am thrilled, that the efforts made for research in the past few years are recognized by the university,” she told the **blaze** team.

Dr Lim also bagged a bronze medal at the Malaysia Technology Expo (MTE 2012) held in conjunction with the 11th Invention and Innovation Awards in Kuala Lumpur, awarded by the Malaysian Association of Research Scientists.



#### The Scenario

*“Raincheck One to Raincheck Two can you copy me, over?”*

*A Fire and Rescue Services personnel tried to communicate with his colleague who was believed to be trapped in a fire outbreak at a shopping mall stairwell 2. There was no response. Could Raincheck Two be in trouble?*

*Or, is it just the physics of electromagnetic wave propagation that his equipment designer had failed to understand?*



Dr Lim receives her award from Professor Graeme Wilkinson, during the Silver Jubilee dinner recently





Elizabeth Lee (right) being congratulated by YB Dato' Seri Mohamed Khaled Nordin

## Top again!

**S**unway University is once again ranked Excellent (Tier 5) in the recent SETARA '11 – the country's own Rating System for Malaysian Higher Education institutions – by the Malaysian Qualifications Agency.

This is the second time that the ranking has been carried out -- the first one was in 2009, where Sunway was also ranked Excellent (Tier 5). The rating system measures quality of teaching and learning at level six of the Malaysian Qualifications Framework (undergraduate level) in universities and university colleges in Malaysia.

No institutions were deemed worthy of Outstanding (Tier 6) in both SETARA '09 and SETARA '11, but Sunway University was and has remained in the top ranking group. The universities in Tier 5 in both the 2009 and 2011 rating exercises included branch campuses of foreign universities in Malaysia.

YB Dato' Seri Mohamed Khaled Nordin, the Minister of Higher Education, Malaysia made the announcement on 1 November 2012.





Dr Yap (left) and Su Mon with their award

## Helping them “see” again

The Department of Computer Science and Networked Systems of Sunway University’s lecturer Dr Yap Kian Meng and Master’s student at Sunway University, Chit Su Mon have both jointly won a bronze medal at the Malaysia Technology Expo 2012 held in conjunction with the 11th Invention and Innovation Awards in Kuala Lumpur recently.

Their research is on a mock-up browser for visually-impaired children who have difficulties when it comes to learning as compared to normal sighted children. This is primarily due to the lost of their important human sense i.e. visual.

The aim of this newly developed virtual learning (VL) mechanism is to provide a way of learning for visually impaired children, narrowing the “Digital Gap” between the normal child and the visually-impaired child. A state-of-the-art VL application assists visually-impaired children in learning the shapes of new objects via virtual objects in a virtual

environment is developed. The result is a “Mock up Browser” which offers a new way of learning consisting of multiple virtual objects.

The virtual environment is made up of different shapes of 3-D objects i.e. sphere, torus, tetrahedron, cube, cone, dodecahedron and square. The children can “touch” and “hear” the virtual objects when they render them in the virtual environment.

This has provided a better learning environment and thus improved the learning progress without the presence of actual physical objects. In addition, the application can also help them memorize the shapes of different objects together with the names of the objects through the aid of an audio device. This opens up a new and innovative application in the field of haptics that can be used in the field of education.





Goh Ee Leng with his artwork at the Tanjong Heritage Art Competition 2012

## Sunway Interior Design student's art recognised

Equipped with talent and passion for art, Diploma in Interior Design student, Goh Ee Leng submitted his entry in the Mixed Media category during the Tanjong Heritage Art Competition 2012 and won the third prize, walking away with cash worth RM 1,000.

His submission, an illustration of an elderly man preparing a cup of coffee sketched on coffee stains, was his representation of a Malaysian heritage.

The competition, organised by Tanjong Public Limited Company, is a platform for students who are filled with vibrant talent to express their creativity through art.

Goh, who found his inspiration during a casual 'mamak' session with his friends, said that he had wanted to create an image that would take people back to a time where they would have a nostalgic memory of Malaysia. "This is why I used techniques such as smudging, pencil rendering and coffee stains to illustrate a time still image," he said.

Although Goh is currently studying Interior Design at Sunway University, he believes whatever he has learnt throughout his course has further amplified his artwork during the competition. "I learn about principles of design, for example, balance and contrast during lecture. Having added knowledge is a foundation that can influence the final results of my artwork," he explained.

Goh related his experience studying in Sunway: "The course is challenging but it pushes me to adjust to its demands as I have learnt time management skills and how to make changes to my lifestyle. I have good teachers, who consistently coach me and maintain a good relationship with them. They are also always available for consultation whenever their support is needed."

The diploma courses are under the Department of Art & Design (DAD), Faculty of Arts. Sunway University constantly encourages students to participate in external competitions to hone their existing skills.



Goh receiving his prize from Dato' Robert Cheim



Candy Lee Ker Ching, a first class honours graduate in B.Sc (Hons) Accounting and Finance, spoke candidly how she had initially studied pharmacy but decided to switch to accounting and finance.

This year's Valedictorian, Lee said that, in retrospect, she has made the best decision ever, after following her heart and instincts.

## Lee Ker Ching is this year's Valedictorian

She urged her fellow graduates to have the courage to take charge of their own destiny; the path of their own and not others. "Find where your passion lies and strive for what you truly love," she shared. "Although it was challenging in the beginning, but the only thing that carried me through were faith and perseverance."

Thanking Sunway University for providing avenues in which to build critical minds and intellectual abilities, Lee spoke of her experience when she visited Lancaster University as a student ambassador to discuss the Sunway-Lancaster Summer Programme in 2011, when it was first launched.

Lee was President of the Sunway University Accounting Society and was co-founder and advisor of the SIFE Sunway, which was entrusted with the mission of providing economic opportunities to societies in need. Lee is currently employed in GE Global Operations in their Financial Management Programme.



Lee (front row in gown) with family members; sister, Cindy; brother, Joshua; mother, Amy and friend Jet Chan Yung Mun (extreme right), who was Sunway University's valedictorian in 2010

### Sixth Graduation

Sunway University saw 517 graduates from the Faculty of Arts, Faculty of Science and Technology and the Sunway University Business School graduating recently.

The graduates each received two scrolls, one from Sunway and one from Lancaster University, a Top 10 UK university that validates Sunway University's home-grown degrees in Information Systems, Information Technology, Computer Science, Psychology, Business and Accounting and Finance.

The ceremony was graced by the Founding Chancellor of Sunway University, Tan Sri Dr. Jeffrey Cheah and the Chancellor of Lancaster University, Sir Christian John Storey Bonington.

This is Sunway's sixth graduation ceremony in which it has conferred degrees. Sunway University is a member of the Sunway Education Group which is celebrating its 25th Anniversary this year. In his speech the Chancellor of Sunway University Tan Sri Dr. Jeffrey Cheah said Sunway's commitment to excellence is reaffirmed this year.

"It stems from our belief that education provides the foundation for an accomplished nation and it is this belief that drives our determination in providing education of the highest quality," he said.



Lee received her scroll from Sir Chris Bonington, Chancellor of Lancaster University



# Celebrating 25 years with SEE 2012



Warga Wilayah, the brainchild of Azmyl Yunor and Mark Teh coming to life on stage.

**S**unway Education Expo 2012 (SEE2012) was an effort by Sunway University to provide visionary leadership in education.

The two-day signature event, which was held to mark 25 years of trailblazing education, was a festival of ideas and creativity that lit up the hearts and minds of those who were present during the two-day event held at Sunway University recently.

According to the co-chair of the Organising Committee, Associate Professor Dr Foo Yin Fah, SEE2012 was a platform where creative and innovative ideas as well as achievements in the areas of business, science, technology, languages, fashion, and the creative arts were brought forward.

"We want to change the world as educators. We do not just teach; we awaken the mind to its fullest potential. We do not just fill the vessel; we ignite the light of our spirit to shine so bright. We do not just cut down the jungles of ignorance; we irrigate the desert of our hearts so that empathy and benevolence may grow in abundance and we hope that we have achieved this through SEE 2012," he said.



Ray Cheong, a Malaysian home-cooked melody maker ended with a brilliant musical performance.

Suzy Green emphasised the importance of positive psychology for worldwide well-being in pursuit of happiness.

Meanwhile, author of "Managing Yaa-hoos!" Angela Yap, reflected on how she spent her life moving between different fields, developing new ideas and understanding the existing system in order to do good, such as making NGOs sustainable so that they can make social changes that continue to impact the world.

## Arts and Creativity

Michael Chuah shared how he followed his passion into the showbiz and the entertainment industry, while a young Sunandhini Sambath 16, is proof that age is no barrier to follow one's dream. In her case, it is the zeal for fashion.

Professor Mohd Anis Nor, professor of Ethnochoreology and Ethnomusicology at the Cultural Centre (School of Performing Arts), University of Malaya, explained what he understood about performance – and why performance studies are crucial and how it is used as a creative tool.

Themed "Inspiring Hearts and Minds", SEE2012 saw an illustrious line-up of speakers who have in many ways impacted the world. The four sub-themes adopted by SEE2012 are (i) Icons, Geniuses, Mavericks, (ii) Eco-Imagination (iii) Social Innovation and (iv) Arts & Creativity.

Among the Icons, Geniuses, Mavericks was Andre Cointreau who spoke about leadership in the hospitality education with reference to Le Cordon Bleu.

Anas Zubedy, known for his impactful advertisements on unity shared how he projected the promises he made to his younger self.

Dr Stephen Hall, a lecturer, said that the classroom is almost similar to a circus, because knowledge must be imparted to others like doing a performance. Dr



Sunandhini (centre) with her designs on models



Malaysia@Random - a comedy skit by Sunway's Performing Arts students



Kenny Low, Founder of City College and O School, developed an avenue for youths who are passionate about dance to shine



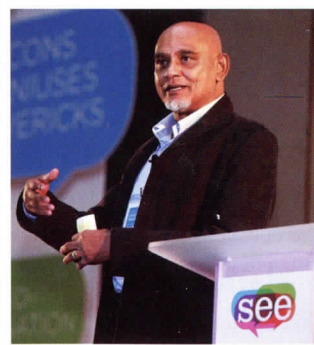
Elisha Satvinder Singh, Chairman of Dignity for Children Foundation, shared his vision of giving children in need a holistic education to break the cycle of poverty



Datin Paduka Marina Mahathir, woman's rights activist, educated the public on Musawah, a global movement dedicated to fighting for justice and equality in the Muslim family



Dr Paul Jambunathan, a clinical psychologist and senior lecturer, shared how mental hygiene is important and why it is absolutely necessary for us to talk about our feelings



Educationist and arts practitioner, Mano Maniam opened our mind to the concept of learning and education and how those who acquire education should be deemed capable



Joshua Lee, Programme Director of stART Society, explained how he withdrew from the corporate world to initiate stART Society, an academy dedicated to serving underprivileged children through art such as music, design, writing, drama and dance leading to a more positive well-being



Muhammad Zhariff Afandi of RockCorps Malaysia inspiring the audience on how nothing is impossible if you set your mind to it



Professor Ronald Atlas, in his theme Eco-Imagination, spoke on how bacteria and microbes (tiny organisms) are the only solution towards cleaning up on-going oil spill



Michael Chuah, award-winning producer and director with numerous awards from International Film Festivals, had his first movie "Seed of Darkness" released in 2006 picked up by Hollywood Studio Columbia TriStar for international distribution



Literary extraordinaire, Umapagan Ampikaipakan shared how he got hooked on reading at a younger age and his trials and tribulations of conquering Herman Melville's Moby Dick



Elim Chew, founder and president of 77th Street (S) Pte Ltd, has dedicated her time in creating a platform for young people to start a business through innovative ideas, making them more self-reliant





## O, what a feeling!

Over a thousand participants turned up for the Run for GOLD Charity Marathon, organised by the Sunway University Business School (SUBS) Student Concilium.

The marathon, which started at 7am from the Graduate Centre, Sunway University, saw the participants walking the entire seven kilometre route to raise a total of RM24,000 for GOLD, a special class of students with learning disabilities. GOLD stands for Generating Opportunities for the Learning Disabled and is located at Komplek 3C in Bandar Sunway.

The event, which started at 7am on a Sunday morning, saw a total of 15 GOLD special students, and the Top 10 finishers in the men's and women's categories each receive a medal and a T-shirt.

The Sunway students who came in among the top 3 finishers were ACCA student, Rubeinthiran Gunasegaram who came in Third in the Men's category, who clocked 30 minutes 42 seconds and Thato Kontle, a Victoria University twinning degree student, who emerged Champion in the Women's category, finishing in 40 minutes 4 seconds.

The Champion in the Men's category was Moumen Khider from Sudan, from Universiti Kuala Lumpur, who finished in 28 minutes 37 seconds. Second place for the Men's was Gunaselan Rajagopal. Second and third places in the Women's category were Pattelyn Lee Jia Yan and Heng Sue Lim, respectively.

Sponsors for the Run were the CPA Australia, CIMA, KPMG and Wilhin Motor Sdn Bhd.

Lee Ying Ying, a SUBS student and President of SUBS Student Concilium said she felt the project was meaningful. "It has certainly groomed me into someone perhaps more mature and prepared for a career," she said.



Sponsors, SUBS's students and staff presenting the cheque to GOLD, with most GOLD students seated in front row



Sunway University recently welcomed Professor Peter C. Doherty, AC, FAA, FRS to join its list of distinguished speakers for the Tan Sri Jeffrey Cheah Distinguished Speakers Series (TSJCDSS). Professor Doherty who won the 1996 Nobel Prize together with Rolf Zinkernagel in Physiology and Medicine for their work on immunity to viruses, presented a short talk titled "The Killer Defense" The talk elucidated on a short history on the discovery of erythrocytes (red blood cells), white corpuscles and the role of the macrophages and lymphocytes to what we presently know.

## Nobel Laureate wows crowd with immunology and humour

Professor Doherty began the talk on the subject of immunity, "You all have a concept of immunity in your head. The word immune comes from the Latin term *immunus* which means 'without tax'. The tax that the immune system seeks to deal with is the tax of infection and this is where it has evolved. We are large complex organisms, we have different organs and we are walking ecosystems. On the surface of our skin, nose, throat and various other openings, there are all sorts of bacteria and viruses that live within us. It is our immune system that keeps it under control."

Professor Doherty expressed that the immune system has been in place for many years and that every living creature, such as fish and birds are made up of different immune systems but in essence, have the same function.

The history of red blood cells was first apparent when Leeuwenhoek in the 17th century first observed them under the microscope. He could actually see the red blood cells flowing when he saw skin cells and he realized that the body is made up of cells. He did not however see the white blood cells, which was first noticed by Richard Virchow. The whole field moved forward when Paul Ehrlich used vital dyes to stain white blood cells that grew to show the human body is made up of different white blood cells.

Eli Metchnikoff studying the macrophage, made a discovery after experimenting on the larvae of starfish that led to the discovery of phagocytosis. "That was when we started to understand that in our body, we have these cells that eat other cells. But it was not until the 1960's that the experiments of Jim Gowans, Bill Ford, Av Mitchison and others who told us that the lymphocytes that are so prominent in blood, are immune cells that recirculate within the lymphatic system. Following that, Jacques Miller identified the key role of the thymus, and we realised that there are separate lineages of T and B lymphocytes," explained Professor Doherty.



Tan Sri Dr Jeffrey Cheah presenting a token of appreciation to Professor Peter C. Doherty at the end of his lecture.

He further identified the killer T cells as the 'hitmen' of the immune system. "What it basically does is that it finds the cells that are damaged by cancer or viruses that cannot replicate themselves, and uses the machinery of the cells as a factory. In order to bring that infection to an end, it grabs the virus with an antibody and destroys the infection."



Professor Doherty went on to explain how he and Rolf Zinkernagel won the Nobel Prize and how life has changed since. Many questions were addressed to him at the end of the talk to which he gladly answered.

The TSJCDSS is a platform for Sunway University to give back to the community and public by encouraging lifelong learning and intellectual empowerment. Tan Sri Dr Jeffrey Cheah, the founder and chairman of the Sunway Group of Companies in Malaysia is passionate about education and seeks various methods to empower the community through education. Through the TSJCDSS, the public is presented with an opportunity to listen to a series of experts presenting on a vast array of topics. Sunway University has also conducted many socially responsible activities in the past and is on a mission to contribute to society through education.



While Anthony Liew Khar Khiaw found it very tiring coming up with portions to feed 260 mouths, his fellow student, Lee Kai Sean said organising the banquet was a priceless experience as he had gained knowledge beyond his usual kitchen preparations classes.

## Banquet ready

“We had to learn how to operate a combi-oven, something we’ve never used before,” said Kai Sean. “While we are often told that technique is vital in preparing for this banquet we had to use simple and brief techniques to ensure our preparation was well within time.”

Anthony said he had to plan the menu for the day and serve the guests, one course after another. “Timing and preparation were crucial to ensure the results we wanted,” he said.

A total of 80 students from various culinary related programmes including Sunway’s BSc (Hons) International Hospitality Management and Diploma in Culinary Arts students helped to prepare a scrumptious nine-course dinner for 260 guests at the Kuala Lumpur Convention Centre, in conjunction with the Inaugural Youth Chef Table 2012. It was organised by Chef Richmond Lim, in his capacity as special events chairman of Chefs Association of Malaysia.

The students from Sunway University’s Centre for Tourism, Hospitality and Culinary Management students were responsible in preparing one main course, one canapé and two desserts for their guests. They decided to prepare pan-fried codfish ‘persillade’ in a rich, heavy and creamy crustacean sauce with baby carrots and zucchini for added flavour and colour. For the canapé, the students went with a leek and salsify, a vegetable root soup for a nutty, creamy and earthy blend of flavours and delicious strawberry crumble and chocolate truffles were prepared for the final finish.

Chef Chong Wei Tzeh who accompanied the students to the event said the students’ skills were really put to the test as they are used to preparing food for guests on a smaller scale.

“This banquet is a good platform for them to gain exposure, improve their skills and take opportunities to learn,” he said. “Through occasions like this, they are able to network and meet chefs of the industry as well as other practicing students.”

Chef Chong has always emphasised to the students the importance of speed, timing, organisation, preparation, temperature and the importance of being able to operate various equipment in the kitchen.

The students were later taken for wine tasting training and butchery sessions by Chef Richmond, where they learned heaps. The Youth Chef’s Table truly challenged the students away from their comfort zone. Each team had a 10-member crew where five were responsible for the kitchen and the rest for serving.



- 1 (From left, standing) Shireen Tan Pei Mun, Tan Yin Voon, Lee Kuok Wei, Ms Anisha Chai, Phuah Eng Kit, Natasha Binti Mohd Yusof, Queeny Cheong Peg Gie and Nurul Bellena Bt Gunawan. (Front row, left to right) Lee Kai Sean, Liew Khar Khiaw, Chef Chong Wei Tzeh and Steven Kua Kean Kwang
- 2 (Left to right) Lee Kai Sean, Nurul Bellena bt Gunawan, Steven Kua Kean Kwang, Liew Khar Khiaw and Queeny Cheong Peg Gie
- 3 The two desserts displayed at the Youth Chef Table 2012



Second year Diploma in Culinary Arts students, Anthony Liew Khar Khiaw and Lee Kai Sean, together with their lecturer, Chef Chong Wei Tzeh took home two silver medals and one bronze medal.

Their participation in the Food and Hotel Asia 2012 Culinary Challenge (FHA), which was held in Singapore this year, saw the participation of chefs and culinary schools from various countries.

## Learning across borders

Kai Sean created a cold appetizer which he named 'Symphony of Seafood' that showcased a creative interplay of seafood sensations such as baby octopus and prawn mousse. Anthony trained for two weeks to get this dish right with the help of the lecturers from the Centre for Tourism, Hospitality and Culinary Management (CTHCM).

### Explosion of flavours

When asked to describe his dish, Kai Sean said: "The dish is an explosion of flavours. The taste from the baby octopus creates a fresh and light taste that is enveloped with a dash of mousse giving it a fluffy and tangy flavour with a hint of freshness from the watermelon. The dish also incorporates a sprout roll that gives it an extra crunchy bite that stunned the judges. Other ingredients used were prawn oil for the aroma and balsamic reduction vinegar for added flavour."

Anthony created a main course with potatoes, stewed beans and lemongrass. The flavours it evoked were tangy and spicy, flavours similar to Asian dishes. He was given one hour to prepare the entire dish in an area filled with spectators. It was his first time entering a culinary competition and he was glad he could implement the knowledge he had gained in his studies at Sunway University. "I had to do a lot of improvisation with my preparation and technique as I had to work within the time limit," he said.

The experience was eye-opening, as the students learned how other participants prepared their dishes. They also learned to be organised with their work and enhance the presentation of dishes.

Chef Chong participated in the Sugar Show Piece and Neptune's Catch and walked away with a silver and bronze medal, respectively. He created a blue-and-red sculpture of a flower which was created by assembling the flower piece by piece. "I practiced for approximately two weeks to ensure the texture and temperature of the sugar was accurate," he said. "I also received a lot of guidance from Chef Patrick Siau, Lecturer-cum-Head Chef for CTHCM who has a lot of experience in creating sugar pieces."

Chef Chong prepared Pan Fried Salmon with green peas, potato mousseline and mixed mushroom fricassee with crustacean sauce that went extremely well with the salmon fish. The sauce was infused with tea to enhance its flavours. The dish also came with fennel salad and morello cherry dressing that created a crunchy, flavoursome mix to the entire dish.

Chef Chong opted to use shiitake, button and ceps mushrooms as it brings out a unique flavour of earthy goodness. "The dish creates a perfect combination of flavours, crunchy, earthy, creamy and starchy with a strong rich sauce for a balanced taste," he said.

Nurul Bellena and Steven Kua Kean Kwang from CHTCM also participated in the competition. Although they did not win, they earned an experience like no other and are now more exposed to the culinary world.

"I now know what it takes to prepare for a competition especially in terms of learning, organising and planning," Steven said. "It is not easy and everything is learned based on trial and error. I was also inspired by the other participants and the recipes that were created. The criticism I obtained from the competition will push me and encourage me to work harder in competitions for the future."



"I practiced for approximately two weeks to ensure the texture and temperature of the sugar was accurate."  
-- Chef Chong Wei Tzeh



Lee Kai Sean (left) and Anthony Liew Khar Khiaw (right) preparing their dishes during the FHA competition.







Ezra Zaid (left) presenting the prize to Zen Kin

## Not quite right

Tan Zen Kin was exhilarated, when his film, titled *Hero Pills* bagged him the first prize in the first edition of Not Quite Right Competition, organised by Sunway University's Department of Performance & Media for young filmmakers aged between 16-20 years.

Little did Zen Kin dream that his short film would win him RM2,500 cash prize.

Another secondary school student, Liew Khar Khiaw won the second prize worth RM1750, with his short film, "*The Prescription*." Meanwhile, Fong Meng Khai took home the third prize worth RM1,000 with his film titled, "*Chronicles (NOT)*."

A Jury Special Award worth RM500 was won by Bryan Ong Cheng Mun, who submitted his short film, "*The Scam*."

From a total of 55 short films submitted from all over the country, ten of the short films were shortlisted. Many of the entries tackled the theme of 'not quite right' with great imagination, humour and gusto.

For the panel of judges, three talented people from the media and creative industries were invited, namely, Liyana Jasmay, an award-winning film and television actress and a Sunway University alumna; Amir Muhammad, publisher, writer, and award-winning filmmaker; and Ezra Zaid, BFM radio host, publisher, and *That Effing Show/Pop TeeVee* host.

The results were announced on March 25, 2012, at the Roof Top Theatre, Department of Performance & Media, Sunway University. Watch out for the next edition of the competition. Meanwhile, view the work of the Top 10 NQR Finalists and prize-winning entries at [www.sunway.edu.my/dpm](http://www.sunway.edu.my/dpm).

### The Top 10 Finalists of the 1st NQR Competition:

- *Assassin 3.0* by Ee Kai Sheng
- *Chronicles (NOT)* by Fong Meng Khai
- *Friend Zone Rejuvenate* by Yeoh Jackson
- *Hero Pills* by Tan Zen Kin
- *It Can Be Done* by Seet Mian Mian
- *Nerdception* by Parminderjit Singh
- *Once Upon A Dream* by Adam Rizal
- *The Prescription* by Liew Khar Khiaw
- *The Scam* by Bryan Ong Cheng Mun
- *This Is Not Write* by Lee Ching Ching



# Mural with a message

**D**aniel Su Shanhua learnt that a straight line drawn on an A4 sized paper is not the same as drawing it on a wall.

The 22-year-old, who is currently pursuing his Diploma in Interior Design at Sunway University's Department of Art and Design, said he faced difficulty drawing on a wall and it was hard to get the proportion right.

## Curbing DACI

This entire experience that he and three other fellow students had was fun and interesting, this being his first experience in mural painting. Guided by lecturers, Nasaruddin Ahmad, Sammy Chong and Shahnila Mughees, they worked hard in designing and painting the murals on the wall of SMK Bandar Sri Damansara (1) to ensure the theme 'Anti Dadah' was properly attributed.

"Tools like string and measuring tape are crucial in this process," Daniel said. "Getting the accurate composition of the colour was also tricky as the colour changes when it is dry."

Puvishanan Pushparaja, pursuing a Diploma in Graphic and Multimedia and Design, said he found the mural painting activity an exciting way of exercising his skills in a setting outside the classroom. "Mural paintings are a creative way of raising awareness on issues affecting the community."

Fellow coursemate, Joel Wong Zhun Meng felt delighted to be included in this project. "Although I was at first nervous about the project, it taught me how to appreciate a whole new experience," he said. "I thought it would be easy, but the project was time-consuming, tiring and challenging. But it was also fun as we were up for the challenge. I was able to contribute to the colours of the mural especially in mixing."

Interior Design student, Dorian Teng Kin Moi said she used her own water colour technique that she was familiar with since she was 13 to get the picture to come to life.

The overall theme was on drugs, alcohol, cigarettes and inhalants (DACI), as proposed by the school.

"The use of the vibrant colours on the mural depicts happiness in life without the influence of DACI, while the black and white parts represents the consequences of using DACI," said Sammy. "The paper roll striking through the mural suggests that the continuous use of these items will tear the world apart. However, if DACI is curbed, we will receive a second chance at life."



Designed and Painted by  
Sunway University's  
Dept of Art & Design





# Strengthening strategic partnerships

The 3rd Global Accounting and Organisational Change Conference (GAOC) this year saw the debut of a Sunway University Business School (SUBS) third year student, Evelyn W.S Lum.

Lum, who is pursuing the Bachelor Science (Honours) in Accounting and Finance, presented a paper written jointly with her lecturer, Dr. Joyce K.H Nga, titled, "An Investigation into Unethical Behaviour Intentions: A Malaysian Study".

"It was a rewarding and enriching experience to be able to present a paper at the GAOC 2012," she said. "Prior to the presentation, I had mixed feelings of anxiety and fear of not being up to par. However, after the presentation, the experience made me feel all the time and effort put it was worthwhile."

Themed, "The role of accounting in promoting good governance and sustainable management", the four-day event attracted 76 conference participants from 18 countries.

The three keynote speakers featured were Professor Irvine Lapsley from the University of Edinburgh, United Kingdom who spoke on "A Global Challenge – Performance Management in Public Services", while Professor Mike Shields from Michigan State University delivered his speech on "Management Accounting and Organisational Change". Locally, Professor Arfah Salleh from University Putra Malaysia lectured on "Bringing back Human Governance Through Education – A Reflection of Past, Present and Future".



Dr Ratnam Alagiah (centre) receives the Sunway University Best Paper Award for Financial Reporting & Sustainability, for his work done with Anirban Chatterjee. Prof Zahirul Hoque, Co-Chair GAOC 2012 on the right

Sunway University said the presence of supporters from the industry added value to the conference, not only to the academic community but also to industry players in the relevant fields. "We value such strategic partnerships that will bridge academic researchers and key industry players to strengthen engagement between the two parties," he said.

The conference was co-organised and hosted by the Sunway University Business School with La Trobe University, in association with the Journal of Accounting and Organisational Change. The sponsors were CIMA, Emerald, MIA, Monash University Sunway campus, and ICAEW.



Prof Arfah Salleh (right) and Assoc. Professor Dr. Foo Yin Fah, Co-Chair GAOC 2012

Guest of Honour, Charles Tilley, Chief Executive, Chartered Institute of Management Accountants (CIMA) gave the opening lecture on "Rebooting Business: Valuing the Human Dimension".

Sunway University Business School's academics, Anne Ho Poh Chin and Adnan Trakic presented their papers, titled, "The Role of Family, Social, Human and Financial Capital in Family Business Sustainability – A Malaysian Case Study" and "The Adjudication of Shari'ah Issues in Islamic Financial Contracts: Is Malaysian Islamic Finance Litigation A Solution?" respectively.

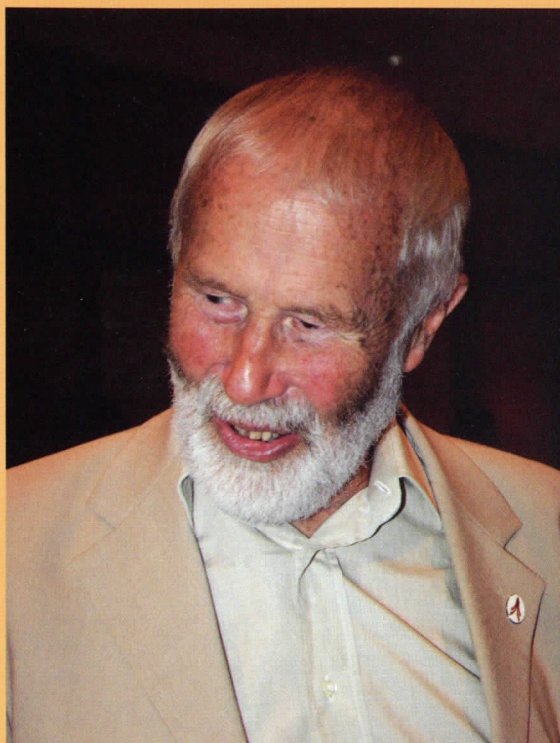
Around 20 SUBS students volunteered to assist in the logistics for the conference participants as well as A & P material designs for the GAOC 2012 including the conference booklet cover and bunting.

Professor Graeme Wilkinson,  
Vice-Chancellor,



SUBS student Evelyn Lum made her debut presentation during the GAOC 2012





Sir Christian Bonington, Chancellor of Lancaster University

## Keeping in touch

Some 100 alumni of Lancaster University were present at an alumni gathering at the Sunway Resort and Spa hosted by the respective Alumni Offices of both Lancaster University and Sunway University recently.

The warm and friendly figure of Bonington was obvious throughout the session, as he chatted with the younger generation of alumni. To date, he said, Lancaster University has produced over 100,000 alumni from almost every country around the world. Kuala Lumpur was his third stop, after Hong Kong and Sydney.

In Sydney, the event was attended by about 50 alumni, mostly couples who had met each other while studying at Lancaster University. "The oldest couple in the meeting was in fact from the first cohort of students who studied at Lancaster, when the university started 48 years ago," said Bonington.



- 1 Sir Christian Bonington, with (from left) Professor Graeme Wilkinson (Vice-Chancellor, Sunway University), Professor Pua Eng Chong (Deputy Vice-Chancellor (Academic), Sunway University) and Jane Poh (Director, Strategy and Branding and Administrator, Jeffrey Cheah Foundation).
- 2 Sir Christian Bonington with Lee Siok Ping, Director of Student Services (third from left) and Sunway-Lancaster University Alumni
- 3 Chiah Mun Mun (right), former president of the Sunway University Student Council and Lancaster University graduate-to-be next year with some of the guests.



## Lobster with white wine and tomato sauce with tarragon (homard à l'armoricaine)

# So yummy, lobsters!

**H**ave you ever thought of how one prepares live lobsters before they are cooked?

The students of the Diploma in Culinary Arts had an interesting session learning the art of preparing and cooking of lobsters during their class at the Centre for Tourism, Hospitality and Culinary Management, Sunway University. The programme is validated by Le Cordon Bleu.

Each student was given two whole live lobsters to prepare. Firstly, the students pierced the lobster's head using the tip of their chef's knife. Then the claws and arms were removed. The tail was then cut into cross-sections before cutting into half the head and thorax. The tomalley and coral was kept for the sauce. The lobsters were then cut into smaller pieces.

The rough cuts of vegetables were firstly sautéed with butter. The chopped tomatoes, garlic, shallots, Italian parsley, thyme and herbs bouquet were added in to the mix. Then the lobster pieces was added in and sautéed until it turned red. The students then flambéed the lobster with brandy, before deglazing it with white wine. It was then reduced by half before the fish stock was added in.

The lobster was cooked for 10 minutes, before being removed and set aside to keep warm. The remaining liquid was then reduced over gentle heat by one third. It was then flavoured with cream and the tomalley and coral was added into it. The liquid was then strained and cubes of butter were added into it to give it a glossy and flavourful character. Prior to serving, chopped tarragon, Italian parsley and thyme were added to give its perfume to the dish.

The dish was then served with sautéed sweet peas.

### Ingredients

Live lobster (500 g)	nos	2.000
Butter	kg	0.050

### Sauce Armoricaine

Shallot, ciseler	kg	0.050
Garlic, sliced	kg	0.005
Onion, cut into mirepoix	kg	0.030
Carrot, cut into mirepoix	kg	0.050
Tomato concassée	kg	0.200
Bouquet gami	nos	1.000
Tarragon	kg	0.005
Italian Parsley	kg	0.005
Chervil	kg	0.005
Brandy	lt	0.120
White wine	lt	0.250
Fish stock	lt	0.500
Cooking cream	lt	0.250
Beurre manié	kg	0.020
Butter	kg	0.015
Tarragon, chopped	kg	0.005
Parsley Italian, Chopped	kg	0.005
Thyme, chopped	kg	0.005

### Vegetables

Sweet peas	kg	0.200
Butter	kg	0.010

