

BLAZE

THE SUNWAY UNIVERSITY MAGAZINE



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 **Recycle**



NURTURING 21ST CENTURY DESIGN-ENTREPRENEURS

by *Augustine Wong Chung Howe*

This August, the Department of Art & Design will launch two new degree programmes - the BA (Hons) Design Communication and BA (Hons) in Interior Architecture.

The BA (Hons) Design Communication is a three year programme that aims to nurture passionate, creative thinkers who have a good understanding of key communication and information design concepts, as well as acquire new skills that focus on cutting edge ideation, technology, software and digital media in design.

The BA (Hons) in Interior Architecture is a three-and-a-half-year degree programme with an additional six months for industry placement. Governed by the Board of Architect Malaysia (LAM), the programme aims to provide the student

with a good knowledge of ergonomics, sustainable design, technology-enhanced design, as well as social and economic issues in spatial design.

The Department of Art & Design transformed its curriculum as part of its initiative to give design education an entrepreneurial focus. The entrepreneurship initiative started in 2015, provides a platform for students to turn an idea into a product or service in an expert-led, sandbox environment.

These two new programmes in the School of Arts emphasise skills necessary for a 21st century design entrepreneur to leverage multidisciplinary modules such as design enterprise, computing, design for society and sustainable design.



DR CHAN NEE NEE: THE MODERN LECTURER

by *Chua Ern Teck*

The 2016 United States presidential campaign, and subsequent election victory, of Donald J. Trump have infuriated, disappointed, and energised many around the world, but it gave Dr Chan Nee Nee plenty of materials for her communication subjects.

"I use a lot of Trump examples because all our topics of conversation revolve around him today," Chan said with a mischievous smile. "One of the projects that I'm supervising now is on memes about Trump."

There was the one of a picture of Ivanka Trump, wearing a USD 4,000 silver dress on the night the travel ban was issued, juxtaposed against the picture of a young refugee girl wrapped in an emergency blanket. Another favourite reference of Chan is Trump's now infamous, aggressive handshakes, which were also widely ridiculed by netizens.

WHO WORE IT BETTER?



<http://www.townandcountrymag.com/society/politics/news/a9437/ivanka-trump-instagram-post/>

"Communications have changed so much," Chan said. "Sarcasm is used a lot but you'll be surprised that my research shows young people, in the teenagers to young adults age group, value handwritten notes more than emails."

BORN IN MALACCA; PROFESSIONALLY TRAINED IN SINGAPORE

Chan grew up in Malacca and attended the Convent of Holy Infant Jesus. After completing her secondary school, she had two scholarship offers - one to pursue law at a local university, and the other for a Bachelor of Arts degree, in English literature and history at the National University of Singapore.

"I come from a poor family," said Chan, who as the eldest sibling believed that the financial circumstances of her family drove her to do well in her studies. "I felt that the scholarship from the Government of Singapore was very good and came at the right time, so that's why I chose to go over."

The price of that scholarship was to serve in the island republic for eight years.

Upon graduation, Chan started her career at Raffles Institution, an elite boy's secondary school that grooms future Singaporean leaders. It counts two of the three Singaporean Prime Ministers among its alumni, among others.

After Raffles came stints at the Chinese High School and Singapore Polytechnic, where she rose to the position of deputy director at the Department of Language and Communications, spending almost three decades in the republic building a career, and raising a family, before deciding it was time to come home.

"My husband and I feel that we are still Malaysians. We were permanent residents and never truly became Singaporeans," Chan said. "But I will always be very grateful that the country gave me a good living and a good education."



A CALLING SHE GREW INTO

Despite all that she has achieved in her career, teaching did not come natural to her. It was also not her first choice of vocation.

“I grew to love teaching, but law was my initial aspiration,” Chan said of what might have been had she accepted the other scholarship offered to her, but she has no regrets.”

Chan remembers being struck by the message of an advertisement campaign during her time in Singapore, where she saw a billboard that says ‘Teaching Changes Lives.’ She reiterated that it is important for teachers to show a kind act or utter a kind word, which can mean a lot to students who are struggling personally or academically.

“I remember this student of mine who was struggling with his father and he was having a bad time,” Chan said. “And it was just because of some words I said in the journals that he wrote that actually gave him support, and he remembers me up to today.”



WHAT DO YOU EXPECT FROM A UNIVERSITY?

Chan’s responsibilities as the head of a department include doing research, managing departmental events, as well as contributing to branding and marketing of the Department in order to get the university noticed across the country.

Among the subjects that Chan teaches at Sunway University are ‘Celebrity Culture’ and ‘Psychology in Communication.’

She has to adapt to the shorter attention spans she noticed among students, and how they are becoming more kinesthetic, where one learns by doing.

“The changing role of teachers is very important to acknowledge,” Chan said. “For example, if you have a good student, he or she will sometime know more than you, so as a teacher you have to learn to facilitate.”

To make her point, she will always pose the same question to her students at the start of each semester: What do you expect from a university?

The usual reply from students will be to learn, to get a degree, to get a job and Chan will rebut with a calm and assuring voice,

“We teach you how to think.”



From left Gray Atherton, University of Houston and Dr Liam Cross, University of Buckingham

AS GOOD AS YOUR IMAGINATION

Engaging in coordinated movements with each other has been shown to have a whole host of social effects, and a new research by Dr Liam Cross from the University of Buckingham and Gray Atherton from the University of Houston investigates how imagining coordinating movements can affect our social behaviours and relationships.

Dr Cross and Atherton, who recently joined Sunway University's Department of Psychology as Visiting Research Fellows, wanted to ascertain whether imagining walking in synchrony with other people would lead to greater cooperation or cohesion, an effect that has been shown to follow actual synchronised walking.

Initial data collected in England suggested that imagined coordination is capable of increasing cohesion between actors, compared to imagined solitary walking. Whether it also affects cooperation was unclear.

It is established that imagining doing things can have similar consequences as actually doing them. For example, imagining practising tennis or darts can improve one's performances. Likewise for students, imagining revising for or taking a test has also been shown to improve test performances.

A larger-scale study has been completed on over 350 people at Sunway University in order to verify these results. Students from the Department of Psychology who participated in the study had the opportunity to observe, learn and gain a better understanding on experimental research methodology.

This work will be presented at the Rhythm Production and Perception Workshop later this year in the UK, and will be published in a peer-reviewed publication. **B**

SUNWAY UNIVERSITY CELEBRATES FIRST COHORT OF MBA GRADUATES



First cohort of MBA programme at Sunway University. 4th from right: Dr Thornborrow, Professor Williams and Dr Remke



Loo (left), with his husband David Koay (right) and Professor Sanjaya Singh Gaur

The first graduating class of the Sunway University Master of Business Administration (MBA) celebrated with smiles, hugs and happy families at the MBA Presentation Ceremony and Alumni Gathering. All eight students of the first cohort successfully completed the MBA programme after two years of intense study.

“Achieving a university degree is an impressive accomplishment, but it occurs to me that for our MBA students here, your accomplishment is even more impressive as all of you are also working full-time,” said Professor Steve Williams, Dean of Sunway University Business School (SUBS), in his welcome speech.

Loo Hoey Then, a graduate from the cohort, credited her family for her accomplishment. As a young mother who is expecting her third child, Loo shared that having a support structure was crucial to her success.

“Every night, my family would help me take care of the kids for an hour or two while I focus on my studies. So this was not so much of my achievement alone, but the whole family’s achievement,” Loo said.

Loo was awarded the Best Student Prize - Academic, an award for the most outstanding academic achievement in the MBA dual award programme as selected by both Sunway University and Lancaster University.

Another student, H’ng Gaik Chin, was awarded the Programme Director’s Prize for his consistent academic performance and outstanding growth in personal development through high level of commitment, perseverance and initiative to achieve his goals.

Validated by Lancaster University, the MBA programme at Sunway University, which started in March 2014, is a dual award programme tailored for aspiring managers with the ambition to become strategic leaders within an increasingly complex organisational and business environment. Upon completion, graduates will receive two certificates, one from Sunway University and one from Lancaster University.

The first cohort of MBA graduates at Sunway University includes Aw Sei Cheh, Chai Jee Huei, Choy Le Roy, Dinesh Krishnan, Yap Lian Kim and Yeap Kim Gaik. **B**



HUNDREDS TURN OUT TO RUN FOR A GOOD CAUSE



The Top 10 Winners for Women's category and Men's Category. Front row from left: Christina Foo, Chair of Industry Advisory Board, SUBS; Professor Steve Williams, Dean of SUBS, Sunway University; Puan Sri Dr Susan Cheah, Lenny Chiah, General Manager (Marketing) for MCIL Multimedia Sdn Bhd; Dato' Lam Peng Chong, President of SCAS & FT and Teresa Chong, President of CPA Australia for Malaysia

More than 700 runners took the streets of Sunway City for the annual charity run by the Sunway University Business School (SUBS) Student Concilium.

Themed "Run for Love", the event successfully raised RM17,363 for the Spastic Children's Association of Selangor and Federal Territory, and RM12,565 for PAWS Animal Welfare Society.

The SUBS Student Concilium hopes to instil values of love and affection with this love-themed run while raising funds for charitable organisations and the needy.

"We started with the aim to instil the value of love into our lives," said Bernard Goh Boon Ping, President of the SUBS Student Concilium (2016/2017). "Through the run, we hope to provide a platform for students and the public to spend time with their friends and families, which in turn might help reduce any barriers between them."

The 8km run kick started with a warm up session followed by the flag off by Puan Sri Dr Susan Cheah, EXCO Member of the Sunway Group at 7.15am in Sunway University.

The route around Sunway City saw some participants running with love-shaped helium balloons. The event came to an end at 9.45am with a prize giving ceremony and lucky draws for participants. **B**



Run For Love 2017



Participants also brought their children to the run



Professor Michael Woolcock, Harvard Kennedy School; Dr Karndee Leopairote, C-ASEAN, Pak Daniel Suryadarma, SMERU Research Institute and Australian National University; and Professor Leong Choon Heng, JCI

HARVARD FORUM ON EDUCATION HELD FOR THE FIRST TIME IN MALAYSIA

This year's Asia Public Policy Forum (APPF) of the Ash Centre on Democratic Governance and Innovation at Harvard University was held in Malaysia for the first time in collaboration with the Jeffrey Cheah Institute on Southeast Asia (JCI) at Sunway University. The forum, which took place from 18 to 19 January, brought together government officials, academic, and private sector leaders to address the critical and complex policy challenges for education in Southeast Asia.

In his welcome address to the more than three hundred attendees, Harvard University's Professor Anthony Saich said the forum is "turning to the second key factor around human capital and development, which is the challenges in education provision."

Professor Saich cited the "The Growth Report" of the Commission of Growth and Development, which pointed out that growth strategies could not succeed without a commitment to equality of opportunity, with respect to education, especially for girls.

The six panel sessions were on "Creating a Vibrant Knowledge Sector"; "Balancing Access and Quality in Primary and Secondary Education"; "Balancing Access and Quality in Tertiary Education"; "Assessing and Improving Education

Quality"; "Meeting Job Market Demand and Understanding the Relationship Between Education and Development".

Delegates from the Malaysian Ministry of Higher Education, the Indonesian Ministry of Finance, Harvard University, Sunway University, University of Indonesia, Fudan University, Thailand Development Research Institute, University of Malaya, Vietnamese Academy of Social Sciences, and Myanmar National Education Policy Commission, among others, were in attendance.

During the conference dinner on January 18th, Dato' Seri Haji Idris bin Jusoh, the Minister of Higher Education, delivered a report on Malaysia's progress in developing its higher education sector. **B**



Professor Anthony Saich (left) with Professor Graeme Wilkinson, Vice-Chancellor of Sunway University at the opening of the APFP 2017



SUNWAY UNIVERSITY HONOURS SIR CHRISTIAN BONINGTON

Sir Christian John Storey Bonington CVO, CBE was awarded the Doctor of Laws *honoris causa* at a special ceremony recently. The award was bestowed in recognition of his distinction as one of the greatest mountaineers of all time, and of his outstanding contribution as former Chancellor of Lancaster University to the development of higher education in Malaysia through his support for the close partnership between Lancaster University and Sunway University.

Sir Christian's association with Sunway University began in 2005 when he succeeded Her Royal Highness Princess Alexandra as Chancellor of Lancaster University. The following year an agreement was signed between Sunway University and Lancaster University where students who successfully completed their course of study for degrees at Sunway University in the fields of Arts, Business, Science and Technology will be awarded scrolls from both institutions

During the ceremony, Sir Christian shared on his journey from his education at the University College School in Hampstead, the Royal Military Academy Sandhurst in Surrey, his service in the army, his time at the Army Outward Bound School as a mountaineering instructor, and his career as professional mountaineer and explorer.

Presiding over the ceremony was Sunway University Chancellor, Tan Sri Dr Jeffrey Cheah AO. The Sunway University Senate Members led by Professor Graeme Wilkinson, Vice-Chancellor; Tan Sri Dr Ramon Navaratnam, Pro-Chancellor; Professor Jarlath Ronayne, Tan Sri Jeffrey Cheah Distinguished Professor; Dr Lee Weng Keng, CEO, Education and Healthcare Division, Sunway Group; Puan Sri Dr Susan Cheah, EXCO member of Sunway Group; and Professor William James, Pro-Vice-Chancellor (Planning and Resources) of University of Oxford were also present to witness the ceremony.

Sir Christian has written 19 books. The first, "I Chose to Climb," is an autobiography written in 1966, reflecting on his decision to choose between his management career or concentrate on mountaineering. He is a leading member of a small group of British mountaineers, active in the second half of the 20th century, whose exploits are legendary. He has been on 19 Himalayan expeditions including four to Mount Everest.

Sir Christian was appointed Commander of the British Empire (CBE) in 1976, knighted by Queen Elizabeth II for services to mountaineering in 1996, and became a Commander of the Victorian Order (CVO) in 2010, for personal service to the Sovereign. **B**



Sir Christian Bonington CVO, CBE receiving his Doctor of Laws *honoris causa* from Tan Sri Dr Jeffrey Cheah AO, Chancellor of Sunway University



(From left) Saleumxay Kommasith; Dr Bambang Brodjonegoro; Datuk Seri Abdul Rahman Dahlan; Rosemarie Edillon; Tan Sri Dr Jeffrey Cheah AO, Founder and Chairman of Sunway Group and Chancellor of Sunway University; and Professor Woo Wing Thye



Datuk Seri Abdul Rahman Dahlan



Tan Sri Ramon Navaratnam

ASEAN MINISTERS CONVENE AT SUNWAY UNIVERSITY

In April, the first workshop of its kind, the ASEAN Ministers' Workshop (AMW) had brought together government representatives and economists specialising in sustainable development from the ASEAN region and Australia. The gathering was organised by the Jeffrey Cheah Foundation (JCF); co-organised by the Jeffrey Sachs Center on Sustainable Development; Jeffrey Cheah Institute on Southeast Asia (JCI), Pulau Banding Foundation, UKM's Lestari and hosted by Sunway University to formulate a regional mechanism to implement the United Nations' Sustainable Development Goals (SDGs) in Southeast Asia.

Among the ministers in attendance at the two-day ASEAN Ministers Workshop 2017 (AMW) were Datuk Seri Abdul Rahman Dahlan (Minister in the Prime Minister's Department, Malaysia); Dr Bambang Brodjonegoro, Minister of National Development Planning, Indonesia, and Saleumxay Kommasith, Minister of Foreign Affairs, Lao PDR.

"The Jeffrey Sachs Center on Sustainable Development (JSC) is committed to support the UN's blueprint for ending poverty in the world in the context of sustainable development and building a sustainable future for all."

**Professor Woo Wing Thye,
Chair of AMW Organising Committee.**



(From left) Datuk Yogevaran, Deputy Director General of the Economic Planning Unit, Malaysia; Professor Vu Quoc Huy, Head of Department, Institute of Regional Sustainable Development, Vietnamese Academy of Social Sciences, Philip Green; Rosemarie Edillon; Somkiat Triratpan; Professor Jeffrey Sachs, Chairman of the Jeffrey Sachs Center on Sustainable Development, Sunway University

In his welcome speech, Tan Sri Dr Ramon Navaratnam, Pro-Chancellor of Sunway University, emphasised the important role corporates and SMEs play in supporting sustainable development, “because it will benefit their businesses in the future”. He cited that it is in their best interest to support sustainable development as it will benefit their businesses in the future.

“This first AMW will be the catalyst of an annual high-level event for ASEAN ministers to meet, discuss and work towards achieving the SDGs for the region,” said Professor Woo Wing Thye, Chair, AMW Organising Committee and Director of Jeffrey Sachs Center on Sustainable Development, Sunway University. “The Jeffrey Sachs Center on Sustainable Development (JSC) is committed to support the UN’s blueprint for ending poverty in the world in the context of sustainable development and building a sustainable future for all.”

With three plenary discussions focused on the ASEAN Experience, the Australian Experience and the Action Items for Southeast Asia, the workshop also included a public lecture by Professor Jeffrey Sachs, Chairman of JSC and a dialogue with the attending ASEAN ministers.

Sachs spoke about the important role universities play in helping ASEAN countries attain the SDGs. From the development of deep excellence in science, technology, engineering and areas essential to supporting sustainable policy development, Sachs urged universities to be incubators for SDG start-ups.

During the plenary discussion on “Implementing SDGs: The ASEAN Experience”, keynote speaker Datuk Seri Abdul Rahman Dahlan spoke of Malaysia’s commitment to adopting the 2030 Agenda on Sustainable Development via the 11th



Professor Jeffrey Sachs

Malaysia Plan (2016 to 2020). He said he looked forward to getting everyone to work together to make the world a better place, and shared Malaysia’s willingness to work with regional and international partners towards making the 17 SDGs a reality.

Among those who participated in the workshop were Rosemarie Edillon, Undersecretary of the National Development Office for Policy and Planning, National Economic and Development Authority, Philippines, Somkiat Triratpan, Secretary to the Minister attached to the Prime Minister’s Office, Thailand, and Philip Green, First Assistant Secretary, Southeast Asia Mainland and Regional Division, Department of Foreign Affairs and Trade, Australia. **B**

TEAM C.E.O.S: CHAMPIONS OF THE CIMB TALENT TRAIL 2017

Karanbir Hundal, Amanda Lee, Jolene Tay and Aaron Low emerged as champions after competing against 59 other teams in the Grand Finale of The CIMB Talent Trail 2017. The four of Team C.E.O.s are from different programmes; Karanbir from the BSc (Hons) in Actuarial Studies; Amanda from the BSc (Hons) Psychology; while Jolene Tay is pursuing the Institute of Chartered Accountants in England and Wales (ICAEW) and Aaron Low, the Association of Chartered Certified Accountants (ACCA) at Sunway College.

C.E.O.s is translated as Crazy, Energetic, Opportunists, who won RM5,000 cash prize. They admitted that they thought they had lost and never expected to win.

The group members were not acquainted with each other before the challenge. Karanbir, the team leader who formed the group by first connecting with Amanda whom he met at an event explained that he loves to experiment by working with different teams and people. The third year BSc (Hons) in Actuarial Science student finds that most Malaysians tend to work or collaborate only with people they know.

“When one goes out to work, it is different. I would like to see if people who do not know each other can come together, bond and work together.”

The team members who did not know each other prior to the competition, came together through Whatsapp from their brief encounter at previous events. He cites that the four of them met and got to know each other over dinner and on the drive up to Penang the night before Regionals. Amanda who will be completing the BSc (Hons) in Psychology in July this year will participate in more competitions such as the Maybank Go Ahead Challenge.

Jolene Tay has just started working to complete the ICAEW programme. This was her first time participating in a competition and said she loved it.



Jolene Tay, Aaron Low, Karanbir Hundal and Amanda Lee with Dr Elizabeth Lee, Senior Executive Director of Sunway Education Group and Sunway University

“Although we were working together for the first time, no one in the team was trying to outdo the others”
Aaron Low, Team C.E.O.s

“Our team worked well with each other even though we didn’t know each other before the competition and it was a great experience. The organisers were great and fun. There were a lot of running and some physical challenges involved but it was fun nonetheless”, she explained.

Aaron who is due to complete the ACCA programme in June this year found his teammates made a very good combination.

“Although we were working together for the first time, no one in the team was trying to outdo the others. Everyone was clear that we had a mission to work together and strive for the best. In all the challenges, we focused on helping each other to ensure that we all move together and made sure everyone contributed. For example, I was very proud of the team where in one of the challenges we were asked about the reasons behind our video. Instead of only one person talking and explaining everything, each one automatically took turn to speak on various parts and points, so everyone had a fair chance to speak”, he said.

He finds joining competitions such as this a fruitful experience and a different exposure from the classroom where one can see how adaptable they are in different situation.

In the Grand Finale, the team had to solve challenges within a 2 kilometre radius around Masjid Jamek, Pasar Seni and CIMB Menara Bumiputra-Commerce Area. The CIMB Talent Trail is an annual event aimed to test university students on their employability skills. **B**



ALTERNATIVE MEDIA FORUM

by *Raja Intan Sofia binti Raja Amaluddin Cholan, 2nd year student, BA (Hons) Communication*

photograph by *John Kam Jing Tow, 2nd year student, BA (Hons) Communication*

In conjunction with the Career Month by Student LIFE, the Department of Communication and Liberal Arts (DCLA), School of Arts, hosted a forum on issues, viewpoints, and challenges of alternative media in late April. Three distinguished speakers from Netccentric, Google Malaysia and Leo Burnett Malaysia shared their insights from the industry.

The first speaker, Kausern Hieu from Netccentric spoke about the impact and effects of social media influencers. The authenticity of the social media influencers is the key to effectively communicate brands or ideas to the public.

The second speaker, Lim Su Ann from Google Malaysia, emphasised on the importance of technological accessibility in boosting the flow of communication between people. For

example, Google Translate provides a platform for individuals to translate spoken or printed words from one language to another. This has proven to be useful for travellers around the world.

The final speaker, Krishna Kumar from Leo Burnett Malaysia, highlighted the challenges of navigating the alternative media environment. He spoke about the fragmentation of the online audience and reiterated the importance of knowing what attracts the targeted market. Due to the short attention span of the online audience, advertisers find it challenging to compete in attracting eyeballs.

Approximately 150 people attended the forum, which included media, academic staff and students. The forum was also graced by the presence of Dr Elizabeth Lee, Senior Executive Director

of Sunway Education Group and Sunway University; Vice Chancellor of Sunway University, Professor Graeme Wilkinson; Dean of School of Arts, Professor Harold Thwaites; and the Head of DCLA, Dr Chan Nee Nee.

According to Dr Chan, one of the objectives of organising this forum is to engage with top industry players as well as enhance our industry networks and connections.

She added, "We hope to bring learning outside the classroom by engaging with industry players who are on top of the game. The opinion that the speakers gave were insightful. After the talk, students also had the chance to discuss with the speakers about internship opportunities. I would say this is a very good outcome."



Group photo of the special guests, speakers, staff of DCLA and the organising committee



A participant asking a question in the forum



Kausern Hieu, Lim Su Ann and Krishna Kumar

SUNWAY STUDENTS HOST INAUGURAL FASHION SHOW

by **Chow Shenn Kuan**, 3rd year student, BSc (Hons) Business Management

Sunway University Student Council in partnership with Sunway College Student Council hosted their first student-run fashion show 'Lumière: Fashion Night 2017', showcasing student talent and creativity. Themed "Cities", the catwalk event aimed to provide a platform to a plethora of students with interests, aspirations and ambitions in the fashion industry; be it a fashion designer, model or fashion event organiser.

Due to the lack of opportunities for Sunway students to showcase their talents in this aspect, the Student Councils stepped up to facilitate the event to highlight students' talents and skills through the presentation of their extensive collection of haute couture garments.

Students from other institutions including The One Academy and Saito College were invited to participate in the show and competition. At the semi-final stage, from the 20 who participated, nine finalists emerged. Kristopher Toon Wei Kit from Saito College triumphed as Champion; winning RM1500 in cash; Tung Wen Hau from The One Academy declared 1st Runner-Up, took home RM1000 in cash; while Lim Shaun Ren also from The One Academy bagged the 2nd Runner-Up title and RM500 in cash. On top of that, the winners each received a bag from Braun Büffel and a watch from Project Woodworks. Kristopher's "Unexpectedly" collection inspired by clowns,



Winning collection by Kristopher Toon Wei Kit

Tung Wen Hau's collection

Lim Shaun Ren's collection

depicted the inner-clown in people. Tung's collection inspired by peacock's tail, origami and the casualness of a shirt when a formal coat is removed. Meanwhile, the city of Venice, Italy, its history, culture and bright colours were the inspiration for Lim's collection.



Winners and participants of the competition with the judges, Puan Sri Dr Susan Cheah (8th from left) and Dr Elizabeth Lee (4th from right)



The committee of the 'Lumière: Fashion Night 2017'

Puan Sri Dr Susan Cheah, Exco Member of Sunway Group, and Dr Elizabeth Lee, Senior Executive Director of Sunway Education Group and Sunway University graced the event. The judges for the night were Augustine Wong, Head of the Department of Art and Design at Sunway University; Fashion Designer Alexandra Yeo; and Professor David Knight, a Fellow at the Royal Society of Arts.

Mohamed Janaanu Hassan Shareef, Project Manager of the event, shared that this was his first time chairing a fashion competition. He also hopes to see many more events like this at Sunway as they would present massive opportunities, exposure and experience to the Sunway community.

The event received positive response from the public, with 300 attendees for the night. Sponsors for the event included Puan Sri Dr Susan Cheah; Sunway alumna, Afsha Akhter of Fusion Hut; EMC Global Sdn Bhd; Amber Chia Academy; Braun Büffel; Project Woodworks; Andfersand; L'Oréal Malaysia; Pokka Corporation; Lee Hishammuddin Allen & Gledhill, Malaysian British Educational Co-operation Services and Inquota Education.



Photograph by **Chow Shenn Kuan, 3rd year student, BSc (Hons) Business Management**

In March 2017, 14 Sunway University students under the Lancaster Winter Leadership Programme 2017, along with Mok Chuang Chin from Sunway Student LIFE spent a fortnight in Lancaster University, United Kingdom. The Lancaster Winter Programme is a two-week exchange programme held annually and it focuses on the development of international mindset, transferable skills and employability of students.

Hosted by the Lancaster University Students' Union, the students had the opportunity to experience the Lancaster University campus life during the term time. Students also had the chance to participate in various activities while the university is in session. Some of the highlights of the programme included community outreach, academic insight, politics, business and enterprise interaction, environmental volunteering and leadership.

Chow Shenn Kuan, one of the students who participated in the programme, commented that the programme was a life-changing experience. She believes that the exchange programme can help one to discover and uncover another culture's diversity and uniqueness.

"I would definitely recommend our Sunway students to broaden their horizons by participating in the plethora of opportunities abroad."

Sharing her experience at Lancaster University, Chow shared that she enjoyed the Politics Day as she had the opportunity to visit the Lancaster City Council and participated in a mock-parliament debate session. Chow was one of the 5 students offered a scholarship award to participate in the exchange programme.

"We were divided into the Liberal Democrats, Scottish National Party, Conservative Party and Labour Party and debated on Article 50(2) and the European Union (Notification of Withdrawal) Act 2017. We also discussed on the political and socio-economic consequences of Brexit."

Under the programme, a casual meeting was also conducted with the lecturers and students of Lancaster University Management School (LUMS) and Sunway University Business School (SUBS) where both parties share insights and compare the academic modules of both schools.



The students had the opportunity to visit the Lancaster City Council



Lancaster University students organised a day trip to Buckingham Palace, London



Planting trees at Lancaster University



Organising Committee of "Sunway's Got Talent"

A NIGHT OF TALENT

In the spirit of fostering the emerging of Sunway students' talent, Sunway Student Ambassadors (SSA) held the first talent competition "Sunway's Got Talent" where it brought out the best of hidden talents of Sunway University and Sunway College's students.

The talent night was an opportunity for Sunway students to showcase their creative and artistic talents and deliver spectacular performances. The organising committee hoped that through the talent night, they can encourage and motivate students to continue honing their talents while they pursue their education at Sunway.

The talent night attracted over 900 people at the Jeffrey Cheah Hall. It kicked off with a performance from the Sunway University 24 Festive Drum Team, follow by the Sunway University Cheerleading team.

Prior to the big evening, there were over 70 students who signed up for an audition and the organising committee handpicked 20 outstanding performances for an online poll. From there, the top 10 finalists with the most votes were selected for the grand finale.

The evening lasted three hours with the spectacle of diverse talents which included singing, musical instruments, dancing, beatboxing, band performance and martial arts. The top three performers of the night were announced at the end of the evening. Foo Eu Fang walked away with RM1000 cash for winning the first place. Foo performed a medley of Smooth Criminal by Michael Jackson and Storm by Vanessa Mae. Nur Shafiqah binti Jamaludin, who sung Hurt by Christina Aguilera came in second and secured RM600 cash while Thrash, a 9-man

band, took the third place and took home RM400 cash. All three winners also received a pair of Skechers shoes worth RM399, trophies and certificates.

The panel of judges at the Sunway's Got Talent were Lawrence Lim, a band leader in numerous top bands in East Malaysia and a Champion in RTM's Band Talentime at National Level, Afsha Akhter from Fusion Hu and a Sunway alumnus, Frank Ong who recorded 10 albums with The Alley Cats and an music educator for 18 years, and Kid Inn, Overall Champion for Astro Battleground 2016 and first runner up for Asian Battleground 2016. Also present were Wong Lei Lei, Director of Marketing Department and Lee Siok Ping, Director of Student LIFE, Sunway Education Group. **B**



Champion of the evening: Foo Eu Fang



The winners and finalists of "Sunway's Got Talent"



CAREER MONTH AT SUNWAY UNIVERSITY

by Sunway Career Services

It was an eventful month as Sunway Career Services with the partnership of various faculties prepared a month long career-focused events to equip and empower our students for employability. The list included industry forums, career fairs, CEO inspirational segment, company visits and the Bootcamp.

INDUSTRY FORUMS

In conjunction with our Get Hired Career month in April, there were 6 key industry forums held over the month of April, namely:

- Accounting & Finance Forum
- Computing & IT Forum
- Psychology Forum
- Business Forum
- Alternative Media Forum
- Actuarial & Banking Forum

The forum featured industry experts sharing insights on graduate trends, opportunities and challenges in their field of work. The turnout for each forum was good and it was a great platform for students to explore and ask questions on the industry they are hoping to pursue.

CAREER FAIR

One of the hallmarks of Career Month is the Career Fair which brought many companies into a single platform. The fair successfully attracted 2,000 students, and more than 70 companies like KPMG, EY, Deloitte, PwC, Maybank,

Shell, Sunway Group, Flexiroam, Public Bank and more. The industry-focused career fairs played as an important platform to connect students to employers.

CEO INSPIRATIONAL SERIES

The highlight for the month is the CEO Inspirational Series where three CEO's from different background were featured on stage namely, Sridharan Nair, Managing Partner of PwC Malaysia, Albern Murty, CEO of Digi Malaysia and Azran Osman-Rani, CEO of iflix Malaysia. This event was an avenue for our students to gain real life learning experience on the CEO's career paths, leadership experiences, success stories as well as their challenging moments in life.

INDUSTRY VISIT

Another key highlight of career month was the industry visit. Students get the opportunity to visit different companies such as Maybank, Digi, Mondelez, RHB Bank and KPMG. These industry tours provided an excellent opportunity to our students to interact with employers and to know the organisation's culture and environment.

CAREER BOOT CAMP

Lastly, the Career Boot Camp which was organised specifically for graduating students. It was a full day action-packed career preparatory boot camp designed to gear graduating students as they step out of campus and into the working world. The boot camp was facilitated by experienced trainers from Thriving Talents, Michael Teoh and Mallory Loone, who are also our esteemed SunTes alumni.



Students visitation to Mondelez International

LES GATEAUX D' ANNAM

"What I love most about the service industry is the gratitude and happiness I received from my patrons, guests or just a friendly smile from a stranger. Hospitality should always begin from the sincere heart and a strong compassion to others"



RILEY PHAM

FROM PASSION TO VISION

Pham Xuan Quyet, Riley is a 25-year-old Vietnamese business man from Vietnam. At such a young age, Riley is already building his name in the service industry in Vietnam. Not only is he a Chief Marketing Officer in one of the biggest agriculture companies but is also the founder of a modern and cozy café, 'Le Café & Gateaux d'Annam' in Vung Tau, Vietnam.

TELL US ABOUT YOUR EXPERIENCE IN SUNWAY

Sunway created a wonderful environment for an international student like me. Thanks to Sunway, I met many friends from all parts of the world who came to study diverse industries such as banking, finance, information technology and the service industry. Sunway provided me more than what I had expected. The facilities available were modern and high-tech and more importantly, I had the support of many great people: lecturers, friends and others. Everything that I have learnt from Sunway has been the foundation and basis of how I apply things at my work and my business. I always remember how the lecturers taught me to be myself, to stand up confidently and to constantly think of creating something that never exists before.

SHARE WITH US SOME OF YOUR CHERISHED MOMENTS IN SUNWAY

We worked so well together during uni days that we considered ourselves as one big happy family. We had spent quality time together in many competitions and not only won prizes but also built a positive image for the school. We fought hard to make the school and Sunway proud. And we did it. I still remember every single detail from all the competition I joined. There were many unforgettable moments - we cried, we laughed and created something new, exciting and different. There were times that I really felt like giving up, but with all the support and encouragement from the lecturers, chefs and classmates, I managed to pull through and won the MLA Young Chef Challenge 2014.

TELL US ABOUT YOUR JOB

After three executive years of hard work and learning, I am now currently holding the position of Chief Marketing Officer for Agritour JSC, one of the biggest companies in the Agriculture industry in terms of import and export, tourism and service in Vietnam. As the CMO, I overlook two local hotels (My Le Hotel and Green World Hotel) and the import and export activities of agricultural products to ASEAN countries. Though I have a busy schedule, I always strive to understand and empathise other people as I believe it is not only about the services you provide to your guests, but it is also about how to manage the staff and providing a good working environment for them. I believe that being in the higher management of a company, you should always be humble and enthusiastic as this is the key to the success of gaining trust from others; be it your staff, guests, vendors and so on.

Being an enthusiastic individual, I also realised that I need to continue to learn hence I applied to be a teaching fellow in Ba Ria Vung Tau University where I teach hospitality and tourism. Teaching has given me a valuable connection between education and the working world and I strive to assist my students as how my Sunway lecturers have supported me. It gives me great satisfaction to be able to provide support to my students.



TELL US MORE ABOUT YOUR CAFÉ

I own two cafés in Vung Tau City, Vietnam. The 'Les Gateaux d'Annam', (which means 'of Vietnam') is really about the unique culture and food in Vietnam. The café design is more contemporary, with familiar local products displayed in an elegant way. With this café, I wanted to emphasise that Vietnam has so many great beauties that was never revealed. That is the WOW factor when the guests come. The menu I created is unique, made with high-quality ingredients from a local farm. All beverages and desserts are made with passion, and with health benefits in mind. The concept of my second café, 'Le Café d'Annam' is all about understanding Vietnam as a country. The design revolves around the history of Vietnam since the 18th century with unique collection of maps, money and coins as decorations. The menu is all about milk teas and cakes and how glorious Vietnam is. Aside from this, in 2011, I also created a fund called 'Les Enfants' where I channel proceeds from my businesses with an objective to assist poor children in the Vung Tau city financially.

WHAT MESSAGE DO YOU HAVE FOR CURRENT OR FUTURE SUNWAYIANS?

How to keep a positive mind up? Try everything. There is no failure or success, just about your own happiness. For students who are currently studying in Sunway, regardless of schools: you are all talented and exclusive. Therefore, study what you love and be special, pursue what you are passionate about and keep your dreams alive. Stay positive and be hard-working, there is always room of achievement for dedicated people like you.

CHEN LI SHEN

SEIZING OPPORTUNITIES

BACHELOR OF SCIENCE (HONS) BUSINESS MANAGEMENT
UNILEVER (MALAYSIA) HOLDINGS

HOW DID YOUR SUNWAY UNIVERSITY BUSINESS SCHOOL (SUBS) DEGREE AFFECT YOUR CURRENT WORK EXPERIENCE?

I started my career in Human Resources at Unilever. I made this decision because of my interest gained from the Human Resource Management subject. I was in the Recruitment Department for 6 months, and during the period, I was able to apply the subject knowledge into practice and the theories came to life. Later in that year, I made a career move and joined the Sales Department. My current role is a very deadline-driven role. However, to date, I do not find it a big challenge as I am able to manage my work priorities, a skill I picked up during my degree studies.

HOW DID YOU BECOME INTERESTED IN YOUR FIELD?

Fast-moving consumer goods industry has always been my dream career industry. I remember thinking that it would be fun to work on the products that we consume at home. Eventually it led me to think that it would be even better if I am a part of that brand or company and help it grow and perform better.

WHAT DO YOU ENJOY MOST ABOUT YOUR JOB?

I am grateful to be part of the sustainability project team. Every year, we plan and coordinate a project that can benefit the society in either enhancing their livelihood, or improving their health and well-being. This annual project made me appreciate my job more and that it is more meaningful when I am able to contribute back to the society.

ANY SIGNIFICANT MEMORIES OF YOUR TIME IN SUNWAY?

The Halloween Night! It was an event organised by the Sunway University Marketing Society (SUMS). It was one of the big events that I was involved in. We set up a horror maze in the Multipurpose Hall, and participants have to break a mystery case by searching clues in a horror movie. It was very fun and challenging at the same time due to limited time allocated to plan and execute. That was the time where I had witness true team spirit when everyone went all out in order to make the event successful.

WHAT SKILLS SHOULD YOUNG PEOPLE TODAY DEVELOP?

Whether in the workplace or business environment, the most prominent sub-activity that you will do is to connect and communicate with others. It is good to know how to behave and communicate with certain people, especially people from different age groups. You never know how the people you meet will affect you for the future of your life and career. My advice is to join clubs and societies to build your social network.

ANY ADVICE TO CURRENT STUDENTS ASPIRING TO FOLLOW YOUR CAREER PATH?

Build your foundation, never be afraid to try new things and attend career fairs to know the market's offering. That was how I kept in touch with my current employer. It is also best to get a mentor from the field that you are interested in.

"The first step toward success is taken when you refuse to be a captive of the environment in which you first find yourself."

Mark Caine



ROWENA MICHELLE

BSC (HONS) IN INTERNATIONAL HOSPITALITY MANAGEMENT
CHEVAL BLANC RANDHELI MALDIVES



I was born in Kuching, Sarawak which is in the East of Malaysia. After completing my Form 6 which is the equivalent of an A-Levels, I was awarded a scholarship under the Star Education Fund for BSc (Hons) in International Hospitality Management at Sunway University and I graduated with Second Class Honours (Division One) in 2012. I am currently in my 5th year being in the hotel industry and have decided to specialise in luxury hotels and resorts. I am now working with Cheval Blanc Randheli Maldives as an Assistant Executive Housekeeper; taking care of daily operations of more than 50 ambassadors in the team, 45 villas, overseeing Laundry and Public Area of the resort.

Being in Sunway University has taught me a lot in terms of presenting yourself to others and how you are able to manage your time effectively. My message to students who are interested in the hotel industry is that you should never be afraid of taking up new challenges even if it means moving to a different country and getting out of your comfort zone. I was lucky to be sent to the Maldives as part of the Southeast Asia Management Trainee under Hilton Worldwide. Then I moved to Singapore to join the Starwood (now Marriott) company. So, always grab the opportunity that is right in front of you and even if you think that you are not ready for the position, just take it and learn as you go. You should always be open to different ideas and also be willing to sacrifice a lot of time to learn from others around you.

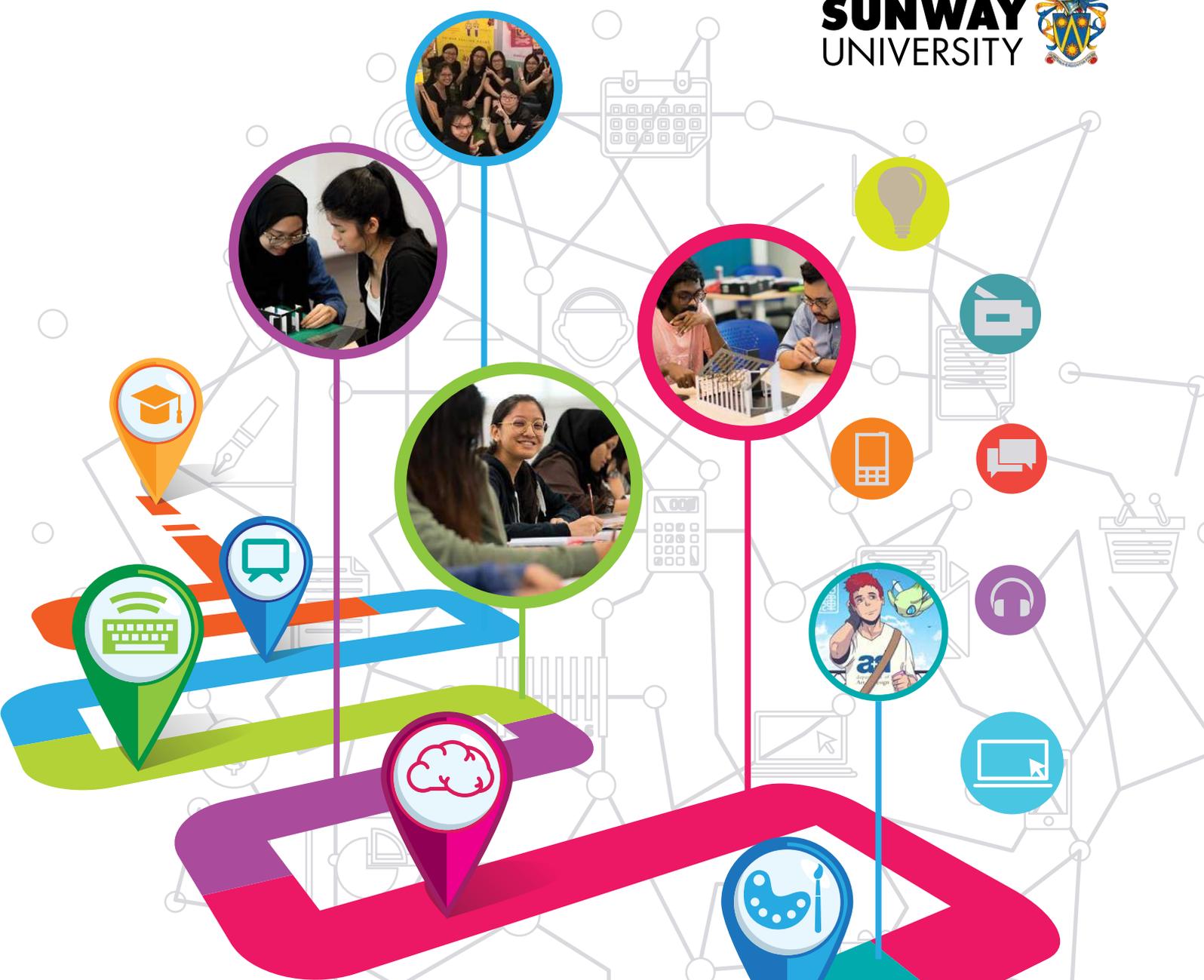
MANDY LEOW HOOI VUAN

BSC (HONS) IN ACTUARIAL STUDIES
JP WALL CONSULTING PARTNERS

I studied BSc (Hons) in Actuarial Studies at Sunway University and my batch was the pioneering class to complete this degree. With that I realised that I've benefitted a lot from the programme because the lecturers went the extra mile to coach me outside of lecture hours. Not only the lecturers are dedicated, the programme is designed to prepare us before joining the workforce. The syllabus is designed and taught to mirror the contents of the SOA exams. It helped me tremendously when I took the professional papers. Having studied in Sunway puts me ahead of my peers as I am not only better equipped to tackle the problems that arise, but also have a competitive edge in terms of number of professional papers passed.

It was only since I started my career, I realised that each professional paper counts and it helps with building rapport with clients and colleagues. It is evident that much of the knowledge I acquired during my Sunway days is still relevant to my work today as an Actuarial Analyst at JP Wall Consulting Partners. I would definitely recommend this programme to all the young aspiring actuaries as Sunway University is truly a great place to study and gain vast amount of knowledge that is not only limited to actuarial studies, but also puts you ahead of others on your way to success.





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