

BLAZE

THE SUNWAY UNIVERSITY MAGAZINE



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 Nichole Kong
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Advisors

Patrick McVeigh
 Jerrine Koay

Photographer

Chin Chee Ken

Printer

Gloverin
 No 3, Jalan SE 3/7,
 Taman Serdang Raya, Seksyen 3,
 43300 Seri Kembangan, Selangor

Layout & Design

Angeline Teh

Address

Sunway University
 No. 5, Jalan Universiti,
 Bandar Sunway,
 47500 Selangor Darul Ehsan

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 **Recycle**

TOP INTERNATIONAL PIANISTS AT SUNWAY UNIVERSITY

The 7th ASEAN International Chopin Piano Competition Winners Gala Concert opened with a spectacular performance by the Patron of the Chopin Society of Malaysia YABhg Tun Dr Siti Hasmah, and Trustee of the Chopin Society of Malaysia and the Jeffrey Cheah Foundation, YAM Tunku Zain Al-Abidin ibni Tuanku Muhriz.

Tun Dr Siti Hasmah and Tunku Zain Al-Abidin performed for the guests alongside selected winners of the competition.

The 7th ASEAN International Chopin Piano Competition is an annual event that brings together young talented pianists from around the world for an opportunity to demonstrate their skills as well as engage in cultural exchange. This year, the competition attracted 45 pianists from Japan, China, Hong Kong, Taiwan, Ukraine, Singapore, Indonesia, Thailand, Australia and Malaysia.

Prior to the winners' selection stage, competitors had to go through an audition to qualify for the competition, which included three gruelling rounds - preliminary, semi-final and finals which were held over seven days in Sunway University.

The final stage was judged by a panel comprising eminent piano professors from around the world – Hanoi National Music Conservatory Professor Tran Thu Ha; Shanghai Music Conservatory former Vice President Professor Li Ming Qiang; Geneva Music Conservatory Professor Mladen Tcholitch; Istanbul Music Conservatory Professor Cana Gurmen and Malaysia's famed pianist Ng Chong Lim.

Senior Executive Director of Sunway Education Group and Sunway University Dr Elizabeth Lee said, "We are tremendously proud to have hosted so many great talents from around the world over the week, and we look forward to welcome the winners to Sunway University."

The winners of the competition were Chai Zi Qing of the Junior category and Zhu Han Yuan of the Open category. Tan Sri Dato' Seri Dr Jeffrey Cheah AO, Chancellor of Sunway University gave away two Sunway University BA (Hons) Music Performance scholarships worth RM150,000 to the two winners.

Sunway University Vice-Chancellor Professor Graeme Wilkinson who brought the Chopin Society of Malaysia and Sunway University together to organise the competition said that he was delighted that it was a great success. **B**



Tun Dr Siti Hasmah and YAM Tunku Zain Al-Abidin performing a duet at the 7th ASEAN International Chopin Piano Competition Winners Gala Concert at Sunway University



Chai Zi Qing, 16, from Malaysia (left) and Zhu Han Yuan, 14, from China (right) received full scholarship for BA (Hons) Music Performance in Sunway University from Tan Sri Dr Jeffrey Cheah AO



VIPs of the night include DMYM Yang Di Pertuan Besar Negeri Sembilan Tuanku Muhriz ibni Almarhum Tuanku Munawir (third from left) DMYM Tunku Ampuan Besar Negeri Sembilan Tuanku Aishah Rohani binti Almarhum Tengku Besar Mahmud (centre) and YAM Tunku Besar Seri Menanti Tunku Ali Redhauddin ibni Tuanku Muhriz (third from right)

CHEAH YOU SUM

FIVE DEGREES OF SCHOLARSHIPS

Cheah You Sum on continuous learning, navigating career change and law degrees at Sunway

by Chua Ern Teck

Dr Cheah You Sum came in to academia late. And before his exploits in the corporate sector, the associate professor from Sunway University Business School's (SUBS) Centre for Commercial Law and Justice (CCLJ) originally set out to be a lawyer.

"I love law. That is why I did my first degree in law, but I only worked with a law firm for a short time before I went into the business world," said Cheah, who subsequently earned four postgraduate degrees during the course of his career, including two doctoral degrees - in Business Administration and in Law.

When asked about his prodigious formal qualifications, he said the education helped him understand his job better. "I also know that a formal programme forces discipline on me, so I thought that was a very good way to earn more knowledge," Cheah said. "I spent the greater part of my career in the financial services industry, with insurance companies and banks. Hence, a business degree served me well."

At the turn of the millennia, Cheah had risen up to a senior position of an insurance company, but there were a lot of mergers and uncertainties in the financial services industry on the back of the Asian financial crisis.

"With fewer banks, fewer insurance companies, and positions being taken away. I told myself I don't know whether it's sheer luck or competence to have gotten to where I was, but let's not be comfortable and see whether I have the ability to also be successful in academics."

The opportunity for Cheah to return to law came when the then Department of Law at Sunway University was looking for a lecturer to keep up with increasing enrollments at SUBS. "Although a legal background helped me develop a lot more analytical skills, it was the business degree that got me into Sunway," said Cheah, who was initially teaching business modules.

The CCLJ was founded close to three years ago to succeed the Department of Law. At the moment, Cheah and his colleagues at CCLJ teach two law modules - Business Law and Company Law - contained within SUBS' degree programmes. These are the bachelors in accounting and finance, business management as well as financial economics.

In addition to teaching, CCLJ also conducts and publishes legal research. Cheah has co-written three books with his colleague at CCLJ Professor Michael Furnston, a renowned expert of contract law.





Their forthcoming project is Malaysian Banking Law. "This is where our strengths lie," said Cheah, who also co-authored two editions of *The Law for Business and Malaysian Insurance Law* with Furmston.

Beyond these current commitments, Cheah also shared that plans are afoot to revive the Department of Law. The CCLJ team of seven faculty members will form the backbone of this initiative to offer law degrees within two years.

"We have colleagues who are strong in financial services law and human rights law," Cheah said. "So we will focus on the area of financial services law and human rights law because most of the law degrees offered in the marketplace do not offer that kind of specialisations."

Even though Cheah left the insurance industry almost 11 years ago, he keeps in touch with its developments and helps shape the industry through his role on the academic council of the Malaysian Insurance Institute.

Apart from that, Cheah also helps the Financial Accreditation Agency (FAA) build benchmarks of competency. FAA was commissioned by Bank Negara and Securities Commission Malaysia to accredit financial services qualifications.

Cheah explains his role at FAA this way, "if you are an underwriter for an insurance company, what sort of competencies would be required of you to be a competent underwriter? I look at learning programmes offered in the market and see whether they meet the competencies requirement, FAA then approves or rejects their accreditation, or suggests improvements."

Back at the CCLJ, students occasionally visit Cheah at his office to express their anxieties about life after graduation. "There is always this perception that you must know exactly what you want to do in life, which is nonsense," Cheah said. "Nothing is cast in stone. Discover your passion. Do not be afraid to pursue what you really want to do in life. Don't live a life for other people. Live your life. Only then will you have a fulfilling life."

"The reality is that sometimes you get a job which is not what you really like," Cheah adds. In such situations, he advises students to develop skills and be the best in whatever roles they find themselves in because these skills will prepare them for the time when they come across their true passion.

"In insurance and banking, I took the qualifications so I could learn faster and do a really good job," Cheah said. "You may discover that you have a passion for certain jobs, like discovering teaching in your 40s."



LAUNCHING OF AFS CLUB IN SUNWAY

Yayasan AFS Antarabudaya Malaysia (AFS) recently celebrated its 60th Anniversary with the Intercultural Forum and Exhibition at Sunway University. In conjunction with the celebration, the AFS Club in Sunway was launched by YAM Tunku Besar Seri Menanti, Tunku Ali Redhaudin Ibni Tuanku Muhriz.

Since its inception, AFS Malaysia has sent out a total 4,000 students abroad and hosted 3,000 foreign students in Malaysia. It aims to build bigger, stronger and sustainable bridges between cultures, religious practices, aspirations and value system of Malaysia, especially for young people.

“I wanted to bring AFS into the Sunway community as I noticed that there were a lot of AFS returnees here, but we do not have a hub or society for everyone to gather and spend time together,” said Quek Hon Seng, Vice-president of AFS Club in Sunway and a returnee from AFS Japan one-year programme. The 19-year old is currently pursuing the Foundation in Science and Technology at Sunway College.

Lavania Somasundram, the President of AFS Club in Sunway, said not many people outside the student exchange related community know about AFS Malaysia.

“Under AFS Malaysia there are many volunteering projects and activities to promote intercultural learning. This is why we are having the AFS Club in Sunway,” adds Lavania Somasundram, 20, who is currently pursuing BSc (Hons) in Actuarial Studies.

“AFS Malaysia will evolve into an intercultural education organisation that provides enriched intercultural learning experiences through global study abroad programmes, volunteerism, structured learning methods and reflection activities,” said Puan Khalilah binti Dato’ Mohd Talha, the Chairperson of AFS Malaysia, at the forum.

The topics of discussion during the forum centred around the local and global landscape of intercultural learning and AFS Malaysia’s role in promoting diversity, inclusivity and unity.

Also in attendance were Daniel Obst, President and CEO New York of AFS Intercultural Programs Inc, Dr Elizabeth Lee, Senior Executive Director of Sunway Education Group and Sunway University and Datin Yasmin Merican, Advisor of AFS Malaysia. **B**



YAM Tunku Besar Seri Menanti Tunku Ali Redhaudin ibni Tuanku Muhriz (right) launched the AFS Club in Sunway



Team Malaysia emerged the Champion at the World Pastry Cup 2019
From left: Chef Patrick Siau, Loi Ming Ai, Tan Wei Loon and Otto Tay



La Nature



La Papillon



La Floraison

VICTORY AT THE WORLD PASTRY CUP

Group photograph by DiphPhotography

Dessert photograph by Julien Bouvier

Sunway University School of Hospitality Head Chef Patrick Siau led the Malaysian National Pastry Team to its first-ever victory at the World Pastry Cup in Lyon, France on Jan 28. The Coupe du Monde de la Pâtisserie, as the championship is known in French, is the ‘Oscar’ equivalent for pastry chefs.

The Malaysian team comprising chefs Tan Wei Loon, Corporate Pastry Chef, Academy of Pastry Arts Malaysia, Otto Tay, Corporate Pastry Chef, Asia-Pacific, Dobla and Loi Ming Ai, Executive Pastry Chef, Academy of Pastry Arts Malaysia beat 20 other teams from around the globe to become the world champion.

At the competition, for the first time in history, desserts presented on the plate had to be 100% vegan. Teams had 10 hours to produce three chocolate desserts of Grand Cru Valrhona, three frozen fruit desserts from the Ravifruit range, 15 identical desserts on plate and three artistic creations made of sugar, chocolate and an artistic piece carved out of hydric ice. Other additional challenges for this year included a chocolate dessert with a biscuit made of honey (in support of bees) and at least one transparent item in blown sugar.

In line with the competition’s common theme of Nature, Flora and Fauna, the Malaysian team named their creations ‘Sound of Nature’. The team’s chocolate dessert ‘La Nature’ was inspired by the lotus leaf, while the flavours of their frozen fruit dessert ‘La Papillon,’ which featured a butterfly on a flower was inspired by Pierre Hermés Ispahan. For their plated dessert ‘La Floraison’, the team incorporated the pomelo, Ipoh’s famous fruit which was presented in a cup-form made of Granita.

What captivated the judges’ attention was the team’s artistic creation showcasing meticulously crafted monkeys dressed like Elvis with the King’s iconic pompadour made of isomalt sugar and chocolate.

Chef Patrick said, “We were overwhelmed with pride and joy when the ‘Negaraku’ was played to spectators at the World Pastry Cup and those watching live around the world. It truly showcased our spirit of Malaysia Boleh! We would like to thank the management team at Sunway University especially those at the School of Hospitality, all our sponsors and everyone who have wholeheartedly supported us.” **B**

SUNWAY UNIVERSITY PROFESSOR AMONG 2018 MOST CITED RESEARCHERS

Professor Mohamed Kheireddine Aroua, Head of the Research Centre for Carbon Dioxide Capture and Utilisation, from the School of Science and Technology at Sunway University was listed in 2018 Highly Cited Researchers list by Clarivate Analytics in Engineering.

The award recognises world-class researchers selected for their exceptional research performance, demonstrated by production of multiple highly cited papers that rank in the top 1% by citations for field and year in Web of Science. The Web of Science is a premier research platform for information in the sciences, social sciences, arts, and humanities.

Professor Kheireddine, who hails from Tunisia, has over 25 years of research and teaching experience. He has been with Sunway University for a year and a half.

He shared that he went into research so that he can contribute to science and the advancement of knowledge, as well as develop solutions to address challenges faced by human beings. Professor Kheireddine said he joined Sunway University because of “the excellent research environment and support for the establishment of the Centre for Carbon Dioxide Capture and Utilisation which was my ultimate dream.”

His aims for the Centre include performing world class research, providing training and consultancy in areas of CO₂ capture as well as translating research into solutions with global economic and social impacts. His area of research and interests are in water security, energy security, and environment and climate change.

“I am interested in fundamental and applied separation processes such as CO₂ capture using alkanolamine technology, membrane processes, adsorption, and electrochemical processes using activated carbon and modified activated carbon produced from agriculture waste.” He is working on developing green solvents for CO₂ capture and advanced electrochemical processes to convert CO₂ to useful chemicals.

“The research addresses the United Nations Sustainable Development Goal (UNSDG) 13, Climate Action, as CO₂ is the major contributor to global warming; UNSDG 7, Affordable and Clean Energy, since CO₂ is an impurity in natural gas and biogas, so its removal is mandatory; UNSDG 9, Industry Innovation and Infrastructure, as transforming CO₂ to useful chemicals can open up new business opportunities and industry areas”, Professor Kheireddine explained. **B**





Graduates of the BSc (Hons) in Actuarial Studies, School of Mathematical Sciences, Sunway University



First graduating cohort of the BSc (Hons) Information Systems (Business Analytics) with Associate Professor Dr Angela Lee Siew Hoong, Programme Chair

THE TASSLE WAS WORTH THE HASSLE

Sunway University held its award and graduation ceremony in January with 900 students graduating from the Sunway University Business School (SUBS), the School of Arts, the School of Healthcare and Medical Sciences, the School of Hospitality, the School of Mathematical Sciences, and the School of Science and Technology.

Chancellor Tan Sri Dato' Seri Dr Jeffrey Cheah AO said, "When it comes to quality higher education, we at Sunway University aim to be the best. We strive to provide a conducive environment with excellent facilities and highly-rated lecturers to enhance our students' learning experience."

Graduates of the Sunway University Business School received their scrolls in the morning session with valedictorian Chloe Tee Tze Ling from the BSc (Hons) Accounting and Finance. Chloe is currently attached with Axiata under its Graduate Programme.

Graduates of the School of Arts, School of Healthcare and Medical Sciences, School of Hospitality, School of Mathematical Sciences, and School of Science and Technology received their scrolls in the afternoon session.

Sunway University graduates received their scrolls from Tan Sri Dr Jeffrey Cheah and Pro-Chancellor, Dato' Sri Idris Jala.

The School of Science and Technology saw their very first cohort of graduates from the BSc (Hons) Information Systems (Business Analytics). Valedictorian for the afternoon session was Nicholas Chan Khin Wai, who graduated with first class honours from the BSc (Hons)

Information Systems (Business Analytics) and is currently pursuing his MSc in Information Systems at Sunway University.

"The first cohort of graduates got jobs even before they graduated," said Associate Professor Dr Angela Lee Siew Hoong, Programme Chair for the BSc (Hons) Information Systems (Business Analytics). "We are one of the leading universities championing the national agenda in producing 22,000 data scientists in Malaysia by 2020."

The School of Hospitality also celebrated the first graduating cohort from the BSc (Hons) in Conventions and Events Management.

In his speech to the students, Sunway University's Vice-Chancellor Professor Graeme Wilkinson said, "As you go out into the wider world, I want you to feel a sense of confidence that comes from knowing that you have graduated from one of the best universities in Malaysia, now ranked in the top 2% of universities in Asia and rated internationally as a leading five-star university." **B**



Nicholas Chan Khin Wai with his parents and sister



ALUMNI HOMECOMING

Around 400 graduates attended the recent Alumni Homecoming Meetup on 24 January. It was the perfect opportunity for classmates who had not met each other for a few months to catch up and share real-world “adulting” stories.

Themed “Oh Happy Day!”, attendees took photos, had some refreshments, learned more about the Alumni Relations team and, at the end of it all, collected their exclusive alumni t-shirt as a special graduation gift. Lecturers also popped by to say hello and share good wishes with their ex-students. Homecoming reminds us of warm and happy occasions where people come together and reunite after some time apart.

As part of the event, young graduates also learned that they could contribute a small amount to the Jeffrey Cheah Foundation Community Scholarship.

Many of them had been scholarship recipients themselves and were touched by the stories of the Community Scholars. Some who were not able to give much, contributed sufficient to cover one scholar's books and study materials for half a year! **B**





INAUGURAL ASEAN EMERGING RESEARCHERS CONFERENCE

The inaugural ASEAN Emerging Researchers Conference (AERC) 2018 was held at Sunway University with more than 300 participating researchers from around the region.

The two-day conference was organised by Sunway University in partnership with Wolfson College, University of Cambridge, the Cambridge University Malaysia Society and Young Scientists Network (YSN) Malaysia.

YAM Tunku Besar Seri Menanti, Tunku Ali Redhaudin ibni Tuanku Muhriz officiated the Conference. Accompanying Tunku Ali on stage were Professor Jane Clarke, President of Wolfson College, Cambridge; Dr Elizabeth Lee, Senior Executive Director of Sunway Education Group and Sunway University; Dato' Dr Lee Weng Keng, CEO, Education and Healthcare Division of Sunway Group; and Professor Graeme Wilkinson, Vice-Chancellor of Sunway University.

In her opening address, Professor Jane Clarke said, "Today's research is multidisciplinary. Today's research is international. Research is a leap into the unknown and basic research is an investment."



Professor Jane Clarke, President of Wolfson College, Cambridge (left) and Dr Orakanoke Phanraksa, Co-Chair, ASEAN Young Scientists Network and National Science, Technology Development Agency, Thailand (right) present Tan Sri Jeffrey with a certificate of appreciation.



YAM Tunku Besar Seri Menanti Tunku Ali Redhauddin ibni Tuanku Muhriz officiating the Conference. Looking on are (from left to right): Professor Jane Clarke, President of Wolfson College, Cambridge; Dato' Dr Lee Weng Keng, CEO, Education and Healthcare Division of Sunway Group; Dr Elizabeth Lee, Senior Executive Director of Sunway Education Group and Sunway University; and Professor Graeme Wilkinson, Vice-Chancellor of Sunway University

In her keynote address, Dr Elizabeth Lee said Sunway University has researchers focusing on a variety of areas of research, which include antibiotics from the brains of cockroaches to combat infectious disease; new and improved nanotechnology, automotive and industrial lubricants for lower fuel consumption; water security, energy security and, environment and climate change.

"As a researcher, there is so much you can do. So, take your objectives and research, one step further. Encourage and influence those around you, aim to impact and make positive changes in your own community and society," said Dr Lee.

The conference was endorsed by the Association of Southeast Asian Nations (ASEAN); Ministry of Education Malaysia; the Ministry of Science, Technology and Innovation Malaysia; National Science, Technology and Development Agency, Thailand. The conference was supported by the Academy of Sciences Malaysia, Oxford and Cambridge Society Malaysia, Malaysia Research University Network, Nanyang Technological University of Singapore and the International Network for Government Science Advice Asia.

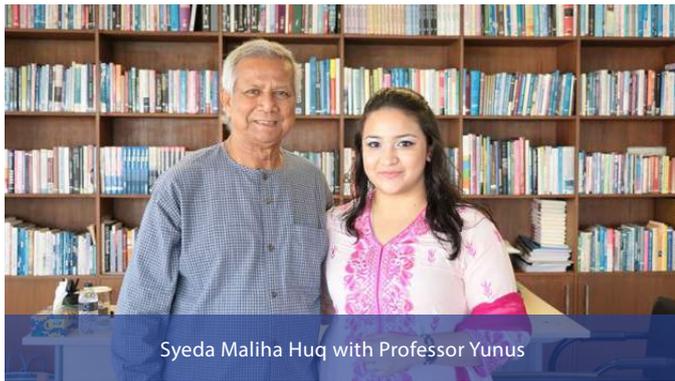
Founding Chairman of Sunway Group and Chancellor of Sunway University Tan Sri Dato' Seri Dr Jeffrey Cheah ao spoke on "Sustainability in ASEAN: The Sunway Story" for the ASEAN-Jeffrey Cheah Lecture slot.

The ASEAN Emerging Researchers Conference was designed to be an interdisciplinary research conference, encouraging the diversity of various domains of knowledge and research, converging through the lens of the ASEAN perspective. **B**



"As a researcher, there is so much you can do. So, take your objectives and research, one step further. Encourage and influence those around you, aim to impact and make positive changes in your own community and society"

DR ELIZABETH LEE,
SENIOR EXECUTIVE DIRECTOR
SUNWAY EDUCATION GROUP AND
SUNWAY UNIVERSITY



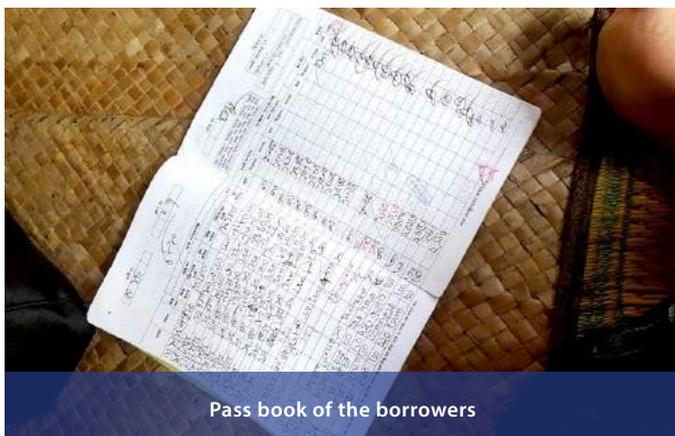
Syeda Maliha Huq with Professor Yunus



Women entrepreneurs all of which started their businesses with micro-credit



Children receiving informal education at Grameen Shikha



Pass book of the borrowers

EXPERIENCE WITH THE HONOURED

It was a life-changing experience when Syeda Maliha Huq, who graduated from BA (Hons) in Communication at Sunway University in January, got a chance to complete her internship last year with Nobel Laureate Professor Muhammad Yunus at the Yunus Centre in Bangladesh.

Hailing from Dhaka, Bangladesh, she had been following and was influenced by the work done by Professor Yunus, and had always been keen to work with him.

Maliha started her three-month internship in January 2018 and was mainly responsible for designing posters, flyers and a new website for Professor Yunus. She shared that it's very motivating working with him as he encourages youth to become entrepreneurs and contribute to reduce poverty.

Apart from that, she also had the opportunity to travel to a few villages where she witnessed women entrepreneurs in action. Women entrepreneurs in villages had the chance to start their businesses with micro-credit as low as RM0.90 to RM2.

She has also visited the Grameen Shikha, where informal education is provided to children before they enroll in formal schools, and Grameen Shikha, a vocational training centre where school dropouts are given skills training.

"The field trips were the best part of the internship because I met people from different cultures from all over the world. And through this internship experience, learnt to value people, their ideas and how people should appreciate others' perspectives," Maliha said.

As a Sunway International Student Ambassador, Maliha had also actively participated in events to raise funds by doing henna design and selling cookies prepared by autistic children.

"Always help people and pull them up when they need you because when you do that, it is not just you who grows, it is your country that grows along with you," shared Maliha.

She is currently pursuing MA in Visual Communication and Media Studies at Sunway University. **B**

F&B ENTREPRENEURSHIP CHALLENGE IS BACK!



D'Sphere products (left) Awwsamm and (right) Sweet Surrender



Dr Daniel Chong Ka Leong (front row center) with panel of judges and Sunway University 3rd F&B Entrepreneurship Challenge 2018 participants

BSc (Hons) in Culinary Management and BSc (Hons) in International Hospitality Management students participated in the third Sunway University Food and Beverage Entrepreneurship Challenge 2018. This was the brainchild of Dr Daniel Chong Ka Leong, Senior Lecturer at the School of Hospitality and students were exposed to real-life entrepreneurship challenges by forming a real business with their own funds and product ideas.

With countless research and development processes, the winning team 'D'Sphere' successfully crafted two beverages - Sweet Surrender, teh tarik with roasted crushed black sesame topped up with pandan pearls, and Awwsamm, limau assam boi soda with cucumber mint pearls - that added a modern twist to the Malaysian local flavours. Team members Ang Yee Zhen, Chan Yok Xin, Justin Chua Jien Wen, Putera Karunia and Woon Jia Yi were delighted with the recognition.

"We found a gap in the market where bubble tea flavours are similar and we wanted to give a modern twist to our local flavours," explained Chua, team leader of D'Sphere.

Inspired by the local Malaysian flavours, Clarence Wong Jia Hao, Vincent Chong Wei Siang, Liew Jun Ken and Lee Chun Ming from 'Cornasian by Crunchmen' secured second place with their innovative three flavours popcorn product sambal, satay and peanut butter. The team was grateful to be given this acknowledgement and wished to continue growing their product in the market.

'Oh Cake Enterprise' emerged as second-runner up after presenting their delicious Opera Cake Two Flavours - Earl Grey Opera and Jasmine Rose Opera. The cakes were

made in premium dark chocolate, natural ingredients and came in bite-size for easy consumption.

Sitting on the judges panel were Inside Scoop Co-founder, Edmund Tan; Common Craftsmen Founder and Yellow Brick Road and Wizards at Tribeca Co-founder, Shaun Liew; Omakase + Appreciate, Sparrow, Los Flowerpecker Co-founder and Rad Impressions Academy Director, Chong Yi Shawn; Mocktail competition Food and Hotel Malaysia (FHM) 2013 Gold Medalist and Gourmet Partner Sdn Bhd Solution Consultant, Justin Ng. **B**



D'Sphere Group Members (from left) Putera Karunia, Justin Chua Jien Wen, Woon Jia Yi, Chan Yok Xin, Ang Yee Zhen



TogetherLAH! Closing Ceremony Group Photo

The second-year degree students from the BA (Hons) in Communications organised the 'TogetherLAH' Campaign for the purpose of bridging the gap between international students and local Malaysian culture. This was also a part of the coursework for students who majored in PR Project Management and Corporate Communication at the Department of Communication and Liberal Arts (DCLA) under the School of Arts.

Malaysia is known for its diverse cultures and multitude of festivals. International students often find themselves out of place when they first move to Malaysia. Hence, this campaign was aimed to create a conducive environment for them to fit in. Both local and international students were encouraged to appreciate the diverse Malaysian cultures, savour the local cuisines and enjoy the beauty of the country. The campaign which was held last year in conjunction with Merdeka month and Malaysia Day,

started off with a flash mob showcasing the three main races in Malaysia (Chinese, Indian and Malay). There were three main events which included the 'LOKAL Bazaar', where Malaysia's local cuisines were sold; 'LOKAL Night', a cultural night with various Malaysian cultural and traditional performances; and a Closing Ceremony. From sourcing for sponsors to logo designing and marketing promotion, the team pulled off this campaign in less than two months.

For Lee Weng Gene who was the Campaign Assistant Director, the most memorable part of the project was the moment the video montage of the campaign was played at the Closing Ceremony. He was amazed when he watched the compilation of activities that his team had put together throughout the past two months. 'TogetherLAH!' hoped to highlight Malaysia as a multi-racial country as well as to convey a message on patriotism and unity. **B**



LOKAL Bazaar



LOKAL Night Performance – Talitha Tan

FOSTERING DIGITAL MARKETPLACE

Sunway University Business School (SUBS), Sunway University Marketing Society (SUMS) and Sunway Youth for Sustainable Development (SYSD) co-organised the third Digital Marketplace exhibition with the theme “Changing the world one digital influence at a time”. Each group of students utilised their creativity to sell products or services online via the e-commerce platform, Shopee. This effort was in line with one of the 17 UN Sustainable Development Goals (SDGs) for the purpose of awareness creation.

Among the judges were Sunway College Victoria University Business Lecturer, A. Alagarani; Multimedia University Law Lecturer, Dr Bahma Sivasubramaniam; Malaysian Global Innovation and Creative Centre Community Outreach Manager, Khairul Mazwan; Epic Collective Chief Financial Officer, Loh Jon Ming; RHB Banking Group Digital

Transformation Assistant Vice President, Christopher James Martin; and Alliance Cosmetics Advertising and Promotions Executive, Raja Ishwalisa Puteri.

14 groups of final year students from BSc (Hons) Business Management, BSc (Hons) Business Studies and BSc (Hons) Marketing programmes took part in this challenge. Students also incorporated the use of various tools to enhance their presentations such as QR codes and augmented reality (AR) where visitors got to experience a much more immersive interaction.

Dr Derek Ong, Senior Lecturer of SUBS Department of Marketing wanted the students to highlight the social awareness of the plight of the indigenous settlements living in Malaysia, hence the incorporation of the UN SDGs.



TEAM CARPENTERS

Ng Swee Lynn, who was the leader of the Carpenters' group pitched an idea of selling a subscription box of beauty products with the inclusion of a surprise element for consumers. At a much affordable price, consumers will get to try out different brands and find the right fit for their personal use. Along with her as a team were Caressa Kee Pei Shin, Tan Wei Teng, Wong Jian Xiang and Law Yi Chien.

TEAM PUSSYCAT DOLLS

On the other hand, the fancy Pussycat dolls led by Nazierah binti Mat Amin proposed an idea of selling sanitary pads composed of banana and bamboo fibres in conjunction with promoting good health and well-being in line with SDG no.3. The group comprised of Evangeline Sim Ee Fei, Lee Yan Hua and Chua Kel Vin.



TEAM MAYDAY

Inspired by the online game MapleStory, marketing students Lee Wei Min, Chun Yenn Jie, Wong Jun Yuen and Divisha Nair from group Mayday introduced TravelStory where individuals can visualise attractive destinations via the mobile app and purchase attraction tickets through Shopee. **B**



PSYCHOLOGY UPDATES

STUDENT WINS BEST ABSTRACT AT CONFERENCE

Graduating student from BSc (Hons) Psychology Programme, Reneesya Panicker won the Best Abstract Award at the Malaysian Psychology Student Assembly Conference 2018. Her submission titled "Transformational leadership on teamwork attitude: The effects of trust and collective efficacy as mediators" was based on her final year project thesis. She wanted to know how transformational leadership promotes trust in leaders, members of an organisational team as well as the collective efficacy of a team, and how these factors affect teamwork attitudes. Reneesya and Dr Michelle Lee's investigation has been acknowledged as a very important study in the area of industrial and organisational psychology.



JOINT SYMPOSIUM ON MENTAL HEALTH LITERACY



The Department of Psychology of Sunway University held a Joint Symposium on Mental Health Literacy with the Department of Psychology from St Joseph's College (Autonomous), Bangalore, India on 27 November 2018. The topic "Mental Health Literacy in Malaysia and India" was addressed by two keynote speakers, Professor Neeta Pereira and Associate Professor Dr Alvin Ng. The three-day visit was part of the follow up to an earlier Memorandum of Understanding signed between Sunway University and St Joseph's College, to begin mutual promise to actively work together on academic and research efforts.

THE BREAK UP EXHIBITION: EXPLORE THE HIDDEN FEELINGS AND MOVE ON

The Sunway Psychology Club organised its first Break Up Exhibition with the theme "Explore the Hidden Feelings and Move On" last November at the Gallery, Sunway University. The exhibition aimed at creating awareness of issues in different forms of relationships, as well as to foster more helpful attitudes towards coping with grief. A range of personal items were donated by 60 participants that signified their heartbreak experiences. Visitors were also offered a free listening service by Sidewalk Talk Malaysia Team, led by Mr Lim Meng Zhen, after visiting the exhibition should they need a listening ear. This was part of the Sunway Psychology Club's effort in contributing to Sunway championing UN's Sustainable Development Goals No. 3 and 4. **B**



THE Google EXPERIENCE

In early January, we had an unexpected guest dropping by our campus to share with us his remarkable journey at Google as an Engineering Manager. The Google we are talking about here is not the Google based in Malaysia but in Mountain View, California.

Kevin is an alumnus of the American Degree Transfer Program at Sunway University. He transferred to the United States in 2000 to pursue a degree in Computer Engineering and later a Master of Science in Engineering Management (Operations Management and Continuous Improvement) at Western Michigan University.

For the past 12 years, he was attached to various business units - web productivity tools, Cloud Computing, Nest and Google Hardware. Recently, he was appointed as the Development Ambassador of Sunway University due to his career success.

“What I learned at Google is “The Pillars of Innovation” which is based on the “The Eight Pillars of Innovation” by Susan Wojcicki, CEO of YouTube.”



His experience in Google has been an amazing roller coaster ride as the people in the company focused on solving problems that impact humanity and he is so grateful to be part of that. Concentrating on the “8 Pillars of Innovation, Think with Google”, Kevin spoke and elaborated on 8 key points:

- Mission That Matters
- Think Big but Start Small
- Continuous Innovation Not Instant Perfection
- Look For Ideas Everywhere
- Share Everything
- Spark with Imagination
- Fuel With Data; Be A Platform
- Embrace Failure

“Always look at leadership as a responsibility and not as a privilege. Respect yourself and everyone around you.”



Kevin with Sarena Cheah (10th from left), Sunway Property Development Division Managing Director and the Sunway University team



SHIVA SHANKER

HUMBLE BEGINNINGS TO GREAT SUCCESS

My name is Shiva Shanker and I have a Diploma in Culinary Arts. Currently, I am running my own restaurant named Moorthy's Mathai Restaurant. I have always been an eager individual and like to be hands-on even after being advised or warned of the outcome of my actions. Growing up in a working-class family, I have always been involved in the F&B industry since my dad was in the industry too. Hence, I enrolled myself in the first batch of the Diploma in Culinary Arts programme, in collaboration with Le Cordon Bleu. I was fortunate to enjoy the perks of being in the pioneering batch because I was trained by all three reputable chefs, namely Chef Patrick, Chef Soon and Chef Chong. All three chefs were very involved, with each Chef mentoring and training us in cuisine, sugar and chocolate and bakery. Each semester was a new and exciting challenge for both lecturers and myself, and along the way, we learned many skills and techniques.

I am very grateful that I do not take my experience in Sunway for granted. I started off my internship with Bubba Gump Shrimp Co. Many of the skills and knowledge gained from my course were put to the test during the internship period. Although I was being trained to be a chef, my internship did not go as I expected. I was placed in different sections of the kitchen before being assigned to cook.

One such section was the stewarding section. I was there washing plates for six weeks and then moved on to the prepping section where all the sauces and mise en place were done. I found those six weeks to be one of the toughest sections in the kitchen as the workload and hours were taxing. Finally, I was placed in the cooking line, starting off at the fryer section and then moving on to the grill sauté and expo.

Eventually the company noticed my performance and offered me a full-time job right after I had completed my internship and graduation. I accepted the role as I felt this could provide me with more experience in the kitchen. From being a line cook, I was promoted to be the kitchen supervisor. After two years in the company, I made my way to become the Head Chef for all three outlets.

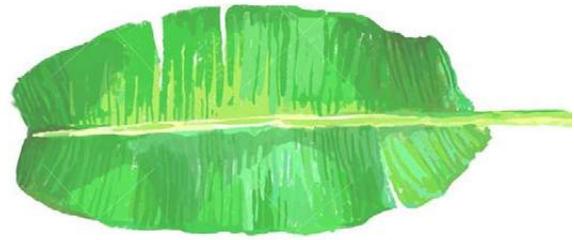
My next venture was entering into Japanese cuisine. I accepted an offer to join a Japanese-based company, Cezars Kitchen, which owned hotels and restaurants throughout Asia. The position they offered me was Sous Chef for their hotel kitchen.

Six months later, the company not only renewed my contract but offered me a full-time job in Japan as a Sous Chef in their hotel in Tokyo. It was an amazing opportunity for me to work in Tokyo for 8 months.

With the Tokyo experience under my belt, I took some time off to plan my next steps. I decided to come back to Malaysia to open my first banana leaf restaurant in Damansara. The concept is simple - sourcing, cooking and serving the best products without any heavy equipments. It was not an easy journey for the first six months, but with the support from my friends, colleagues and family, I managed to pull through. Now, in the span of two years, I have opened four restaurants. I can proudly call myself a successful business owner.

Here is my message to others who want to run their own F&B business:

“You must always be humble and ready to receive knowledge. There will be times you feel like you cannot do it, but with a strong mentality and willpower, nothing is impossible. I was not exactly the best student in university, but I managed to survive by doing what I felt was the best and right thing for me. If you need help, ask for it - there is no shame in requesting assistance. Always remember that being part of a kitchen is being part of a team. Teamwork and unity is the key to moving forward and achieving success.”



MOORTHYS MATHAI

Banana Leaf



FELIXIA LEE CHOON FONG

IMPROVING QUALITY OF LIFE



BSC (HONS) PSYCHOLOGY BEHAVIOURAL THERAPIST, ADAPT

Since young, I was fascinated by issues related to mental health. I remember back in 2013 when I did AUSMAT in Sunway, I took up a psychology subject and was drawn to it even more. Therefore, I decided to continue pursuing psychology for my undergraduate degree. Reflecting on those early years, I thought there would only be two paths once I graduated - counselling or clinical psychology. Little did I know, there was a vast pathway after completing my studies as each and every subject represented a unique field in psychology. The lectures in Sunway definitely prepared me for my current job and enabled me to graduate with BSc (Hons) Psychology. Presently, I am working as a behavioural therapist in an enrichment centre called Adapt.

As a behavioural therapist, I get to apply what I learnt in Developmental Psychology, Learning & Education and Behavioural Modification modules. They are heavily emphasised as a reward system for the children I work with. We reward them with their favourite things whenever they perform well. Another part of my job requires me to work closely with a diverse team of therapists and consultants as an all-round intervention is important for the child's development. This was all emphasised during our Learning Disabilities classes where we learnt not only about the types of learning difficulties but also the support needed from all parties - family, psychologists and therapists. Access to services like these are still limited and very much needed in Malaysia. Hence, I intend to equip myself with more skills from certified courses in order to improve the quality of life of those with special learning needs.

“The lectures in Sunway definitely prepared me for my current job and enabled me to graduate with BSc (Hons) Psychology. Presently, I am working as a behavioural therapist in an enrichment centre called Adapt.”

LEONG PUI LING

ACCOUNTING LIFE

BSC (HONS) ACCOUNTING & FINANCE

I am a Bachelor of Science in Accounting and Finance graduate from 2014. Thanks to Sunway University, my SUBS degree provided me with the necessary technical skills and essential skills to assist me in excelling in my current job. Besides this, the degree also taught me how to manage my time well to study for my professional paper MICPA-CAANZ part-time. My efforts paid off when I was awarded the Merit Award for one of the MICPA-CAANZ papers, specifically for candidates who scored on the top 5% of the paper. I enjoy being able to work with my colleagues. As my engagements with colleagues were different throughout the year, I was given the opportunity to work with different teams which allowed me to meet more people and widen my professional network.

The best part of being in Sunway was my experience in Sunway Student Volunteers (SSV). I was honoured to be elected as the President of SSV for the 2016/2017 term. During my time serving as a volunteer under SSV, I was given the opportunity to connect with many friends from different courses and intakes, as well as NGOs. It taught me to be grateful for what I have now as not many are as fortunate as I am. In my opinion, youth nowadays should develop their soft skills especially their adaptability and networking. We should equip ourselves with knowledge, manage our time wisely and build a professional network for ourselves. I live based on a favourite quote of mine:

“Life is like accounts. It is hard to balance, but if we manage to balance them, problems are gone and happiness appears.”





MASTER OF ARTS VISUAL COMMUNICATION & MEDIA STUDIES

BY COURSEWORK

JPT/BPP(U) (N/321/7/0207 / PA8457) 09/21

Communication and Media are an ever growing and changing part of the world we live in. Media messaging is a part of our daily lives, be it in Netflix, Facebook, online games or an interactive installation in a museum.

Today, messages are expressed around branding narratives in all forms of media. In this programme, students will investigate the concepts of media, and look into how contemporary media has developed narratives as an organising principle and what that means for society.

At Sunway University, the School of Arts aims to educate students on how messages are formed and how they could affect the culture and society. It also enhances the ability of the students to analyse and define how messages are transmitted and affected through various medium of media with the advent of new technologies. Thus, students will be able to pick up a combination of theoretical knowledge and practical experience.

At the culmination of the programme, students are to utilise their research methodologies skills to create unique visual works as their final work for the Research-Creation Project. This approach supports the development of knowledge and innovation through artistic expression, scholarly investigation, and experimentation. The research-creation process results in an original artistic work with a scholarly component.

The Master of Arts in Visual Communication and Media Studies is by coursework and is a one year full-time or two years part-time programme. Students are required to complete six core courses in research, media theory and media practice, two electives in either theory, practice or both and finish with a Research-Creation Project or Thesis.