

# BLAZE

THE SUNWAY UNIVERSITY MAGAZINE

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Participants and representatives of the Trident Cup 2019 with Dr Elizabeth Lee

# SUNWAY UNIVERSITY HOSTS BIENNIAL TRIDENT CUP 2019

**T**he Sunway sports team recently hosted the biennial sporting event, Trident Cup, with great enthusiasm, vigour and unity.

The Trident, a powerful weapon with a three-pronged spear, represents the three institutions in Sunway City - Sunway University, Taylor's University and Monash University Malaysia. With overwhelming participation from 377 athletes, the competition was divided between students and staff.

Participants competed in sports such as badminton, dodgeball, futsal, seven-a-side football, netball and table tennis. This year, the Trident Cup included new sports such as three-a-side basketball, basketball, captain ball, chess and frisbee.

Sunway emerged as overall champion with the most titles won, by beating the other teams in dodgeball (both men and women categories), frisbee, volleyball, netball, women's futsal, men's five-a-side basketball and women's three-a-side basketball.

Taylor's came in second with six titles in badminton (for both students and staff), chess, captain ball, men's futsal and table tennis.

Values such as unity, friendship and sportsmanship should be embraced through sports. Sunway emphasised such values with the Trident Cup's tagline "In Ludis Unitate Spiritus," which means "Unity in Sports" in Latin.

Dr Elizabeth Lee, Senior Executive Director of Sunway Education Group and Sunway University, mentioned that she was pleased to see students and staff

from the three universities in Sunway City coming together in unity, friendship and sportsmanship.

One of the purposes of hosting the Trident Cup was to foster stronger bonds, unity and friendship with one another. In her welcome speech, Dr Elizabeth urged everyone to compete in the spirit of building friendships. "I hope you will also make the most of the opportunity to not only showcase your best athletic talents but share the spirit of good sportsmanship and make new friends," Dr Elizabeth said. **B**



Dr Elizabeth Lee lighting the fire for the opening ceremony. On stage with her are Lee Siok Ping, Director of Student LIFE, Sunway Education Group and the representatives from Sunway University, Taylor's University and Monash University Malaysia



# DR SHYAMALA RATNAYEKE BECOMING A NATURALIST

by *Chua Ern Teck*

**A**s early as she can remember, Dr Shyamala Ratnayeke has always been interested in the outdoors, and in plants and animals. Growing up, she would follow her father, a tea planter, around the plantation and on forest excursions and hunting trips. She still keeps a book on birds that he gave her when she was seven years old.

Her aptitude for life sciences continued and developed throughout boarding school, which she attended in Colombo. Strong-willed, independent, and armed with an innate desire to see new places, Shyamala pursued a degree in biology at Bangalore University in India, but did not have a career path in mind after graduation.

"I wished I was one of those people who knew what I was going to do," Shyamala said. But she was sure of one thing. "I wasn't ready for a domestic life of marriage and children. Perhaps it was what my parents expected, but I was going to have my own life."

## FORGING HER OWN PATH

Upon returning home, she started on a graduate degree, studying the behaviour of wild toque macaques at the Smithsonian Primate Project in Sri Lanka. It was an experience that convinced her to continue working in the field of ecology and conservation.

After obtaining a Masters in Zoology from the University of Peradeniya in Sri Lanka, she went on to work on a PhD in Life Sciences from the University of Tennessee in the U.S. Her advisor, Michael Pelton, was a renowned black bear researcher whose 32-year study in the Great Smoky Mountains National Park remains the longest continuous study of any bear species in the world.

Shyamala taught at Spelman College in Atlanta, Georgia for a while after earning her PhD, and seemed on track towards a life with all the trappings and security of an assistant professor. Unbeknownst to many, she had begun plotting her way back to Sri Lanka near the end of her PhD. She applied for funding from the U.S. National Science Foundation to research sloth bears in her country of birth, and left her academic post soon after the grant was greenlighted.

"I knew it was going to take some time, and I knew that running a field project in Sri Lanka and holding on to an academic job in the U.S. was not going to work," said Shyamala, who by her own admission has had a very non-traditional career. "I had to make choices and I went with what mattered most to me."

## VULNERABLE BEARS

Prior to her work on sloth bears in Sri Lanka, the literature consisted only of anecdotal natural history observations. "The government was interested in the study because sloth bears were listed as vulnerable to extinction on the International Union for Conservation of Nature's (IUCN) Red List of Threatened Species. Very little was known about their distribution, ecology, and requirements for survival," Shyamala said.

Sloth bears are listed as "Vulnerable" because much of their habitat has declined in the past 50 years, which implies a corresponding decline in bear population size. Shyamala and her team were able to capture and radio-collar enough bears to obtain telemetry data to get a better understanding of their home ranges, and the habitats and resources they used. An island-wide survey set a benchmark for bear distribution in the early 2000s and provided the data to develop a predictive landscape model for sloth bears.



“Nineteen years later, post-civil war, and changes in land use, we are using the model to assess where sloth bear populations might still remain,” she reflected.

After that pioneering study in the early 2000s, Shyamala returned to the U.S. for teaching stints at Georgia Gwinnett College and her alma mater in Tennessee. She was also an associate editor for two journals during this period, and reviewed many manuscripts that came from Asia and Africa. In 2011, Shyamala received a U.S. Fulbright Scholar Award to work in Tanzania. A few years later, she moved to Malaysia to work at Sunway University.

Southeast Asia is a rapidly developing part of the world, and Shyamala knew that changes in land use – from forests to agriculture and settlements – were rapidly taking place. It seemed natural to start work on a native species of bear. Asian bears are among the most threatened, yet least studied bears in the world. The sun bear is the smallest of the world’s bear species, occupying the warm and humid rain forests of Southeast Asia.

All Asian bears are threatened by habitat loss and poaching for body parts that are commercially valuable for traditional Asian medicine and cuisine. Thus, the sun bear is also listed as “Vulnerable” on the IUCN Red List. Shyamala collaborates with Dr Jacty Chew, a microbiologist at the Department of Biological Sciences, Sunway University. They’ve obtained funding from Sunway University, Lancaster University, and three years of funding from the International Association for Bear Research and Management (IBA) Grant for their research on landscape characteristics and population genetic structure of Malayan sun bears in Malaysia.

“We know that natural forest cover is important habitat for sun bears,” said Shyamala, “but we don’t know the extent to which sun bears use agricultural habitats, or whether roads, settlements and terrain limits dispersal among populations. Our research involves identifying genetic markers for sun bears and studying sun bear habitat relationships in natural and human-altered habitats.”

“So what can genetics tell us?” she reflects. “We can find out if a population of bears is isolated, or not. Isolation is not a good thing because it increases the likelihood that bears will disappear

altogether at that site and that suitable movement corridors need to be established and protected. Finding the right markers and a viable method to collect genetic samples non-invasively is critical for future research on population connectivity in sun bears.”

Currently, Shyamala and colleagues are working with the Bornean Sun Bear Conservation Centre in Sabah, where two Sunway undergraduate final year project students are developing designs for hair traps. “DNA can be recovered from hair follicles and it can be used to identify individual bears. This is preferable to capturing and tagging bears, because sun bears are not easy to trap, and trapping can be traumatic for the bear,” Shyamala said. “So the students are out there trying a few different trap designs to see what works.”

### INVASIVE SPECIES AND THEIR ORIGINS

At the same time, Shyamala is also looking into apple snails, a non-native, invasive species that was brought into Malaysia in the 1980s as a source of food. There are still places where these snails are sold as delicacies, and sometimes marketed as Japanese oysters.

Shyamala said while most bears in the tropics are facing problems because of expanding human populations, invasive species is also the result of expanding human populations, and they cause millions of ringgit in damage to our paddy fields.

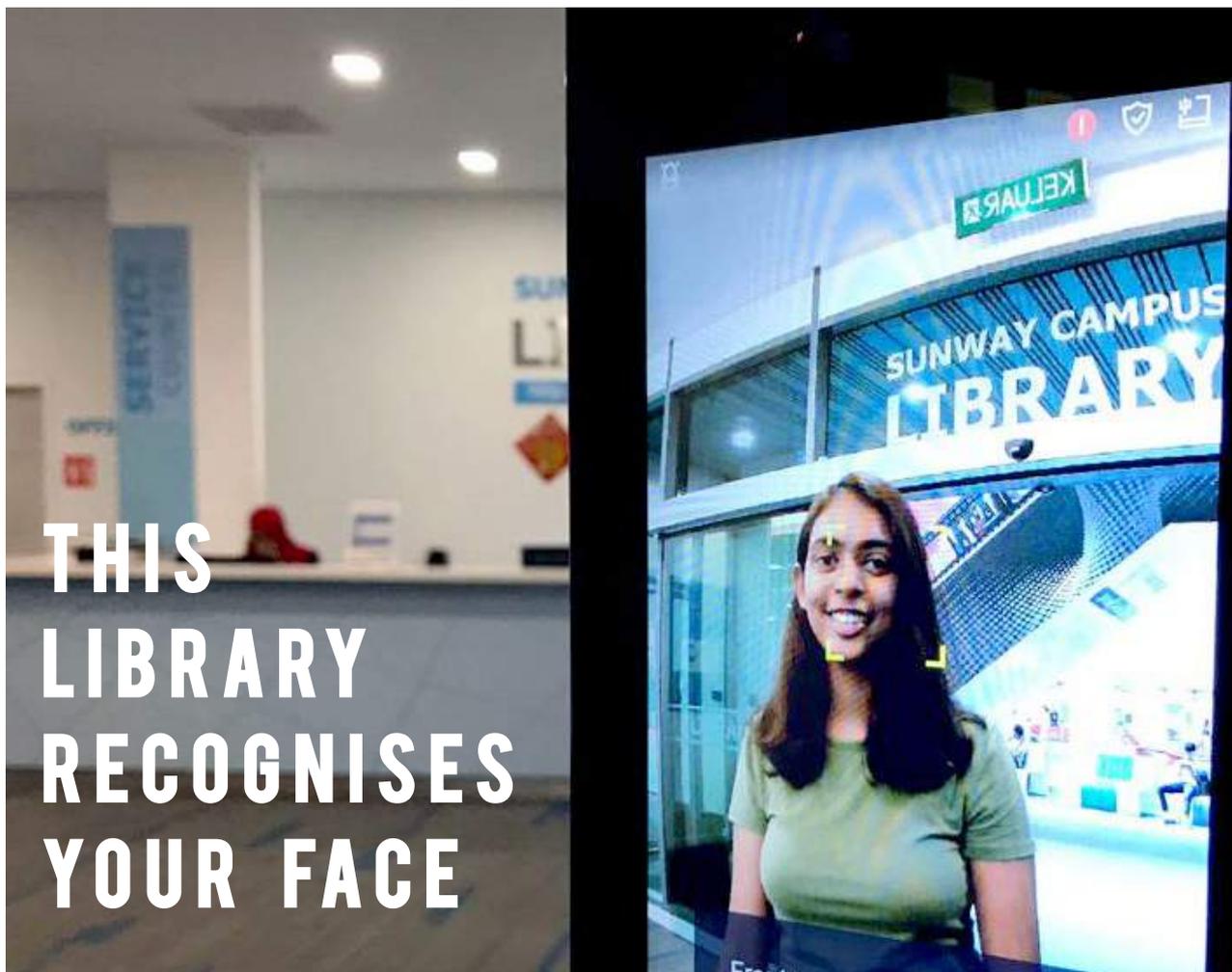
According to Shyamala, some farmers in Sekinchan grow rice under controlled conditions where there are no snails and transplant it using machines into the field, while others without the means resort to cheaper, illegal and very toxic molarticide, which then gets into the aquatic system and probably pass on to us.

Researchers are already experimenting with different ways to control snail population in paddy fields. Shyamala and another colleague of hers in the Department of Biological Sciences, Dr Yow Yoon Yen, an algae biotechnologist, are interested in the origins of snail introduction and how they spread. She shared that evidence is pointing to two states as points of entry, and hopes that this information will prove useful for enforcement officials at the ports.

### “I WOULD LIKE TO CLONE MYSELF”

Shyamala sometime wishes she could clone herself to better manage her research projects alongside teaching and administrative responsibilities. Given the opportunity, she would like to have more time with her graduate students as well as more time to think and write, but she admits this is every academic’s wish.

“Fortunately we have a positive and encouraging environment to work in,” said Shyamala, who has been with Sunway since 2014. “The students are really the best part of my life here. There’s a lot of bad news about the state of the planet and where we are heading with climate and biodiversity, but the students keep me going. And they keep me optimistic and hopeful for the future.”



# THIS LIBRARY RECOGNISES YOUR FACE

Using smart cards to authenticate access is pretty good, but what's better? Sunway University has implemented Facial Recognition (FR) on campus. The University's IT Services has chosen to deploy the biometric FR system at the library's entrances.

Eliminating the use of staff or student cards, library users will only need to walk towards the entrance and pass through the turnstile after the FR terminal recognises their faces. With 20,000 students and staff expected to frequent the Library on campus, data collection is an ongoing process with new intakes of students and staff.

With the biometric system in place, Sunway is moving forward in its efforts to further improve security and provide a better and safer learning environment for all. The move is also unobtrusive and hygienic, unlike other biometric authentication methods which require contact, such as fingerprints.

"FR is a fast-growing trend in identification technology development, and its reliability gets better and better. We have been evaluating the FR technology for a while, and it has matured enough for robust deployment on our campus. We wanted our students and the Sunway community to constantly experience new world class digital technologies, which further aids their learning and success. It is our goal

to build up Sunway campus with digitally rich facilities for a better and enhanced learning experience, in line with today's digital world," said Tony Lee, Director of IT Services, Sunway Education Group.

One student who finds the system efficient is Raenuga Indran, a Jeffrey Cheah Continuing scholar in the BSc (Hons) Psychology programme. "As someone who always had to scramble through her bag to find her student identification card every time she wanted to go in the library, the newly introduced facial recognition system saves me all the hassle," Raenuga said. "Now all I have to do is look at the camera which feels similar to looking at a mirror to enter the library."

The Sunway Campus Library is based on the concept of the learning commons, a collaborative environment that supports and enhances student learning, academic excellence and lifelong learning.

Encompassing 3 levels with a total floor area of 72,000 square feet, the library is equipped with teaching and learning facilities, including individual and group study, silent zone, group project pods, training rooms, computer clusters, viewing zone, collaborative zones, an instructional lab and an extended hours study area which opens until 2.00 am daily. **B**

# NO. 1 IN ASIA FOR PHYSICAL LIBRARY AND FINANCIAL SERVICE



The global benchmark for the student experience, the Student Barometer Survey (SB Autumn 2018) revealed that institutions in the Sunway Education Group achieved high student satisfaction for Physical Library and Financial Services, with the highest score out of 23 Asian institutions. A high score was also achieved for Learning and Living experience, the highest out of 12 institutions surveyed in Malaysia.

The survey undertaken by i-graduate, tracked feedback from 195,182 students from 212 institutions in 21 countries. In Asia, over 58,000 students participated in the Survey.

The Survey tracks and compares decision-making, expectations, perceptions and intentions of students from application to graduation. Education institutions are evaluated across four main areas which encompasses learning experience, living experience, support services and arrival.

Dr Elizabeth Lee, Senior Executive Director, Sunway Education Group said that, "The results are a powerful testament of the high quality of our educational delivery and the overall learning experience we provide for our students." **B**

# TALK ON CONSUMER PROTECTION LAW



Professor Geraint Howells sharing on consumer protection law

The Centre for Commercial Law and Justice had the honour of hosting a specialist guest lecture on consumer protection law. The distinguished speaker was Professor Geraint Howells, Dean and Chair (Professor of Commercial Law) at City University of Hong Kong, one of the world's leading authorities on consumer law and policy, .

The talk focussed on comparative approaches to consumer protection in the commonwealth countries of Southeast Asia, particularly Malaysia, Hong Kong, Singapore and Brunei. These laws were discussed in comparison with laws on consumer protection in the EU as applied in England. The talk also touched on the challenges to consumer protection in a digital environment and promoting efficient enforcement structures.

The talk was followed by an animated Q&A session, where the problems relating to consumer protection law in Malaysia were highlighted. Amongst those who attended the talk were former Federal Court judge Datuk Dr Prasad Sandosham Abraham, Datuk N. Chandran, a senior member of the Malaysian Bar, and Sunway University Business School Professor Michael Furnmston. The attendees also included post graduate students from Universitas Tanjungpura, Indonesia who were visiting Sunway University. **B**

# ALUMNI GUEST LECTURE: OPERATIONS MANAGEMENT



Lenny Chiah, Steven Shim and Dr Rodney Toh Seong Yuen



Tan Wye Kit, Director and Owner, Poly-Max Sdn Bhd

**T**he Sunway University Business School (SUBS) hosted four guest speakers for the module 'Operations Management' for 224 students from BSc (Hons) in International Business, BSc (Hons) Global Supply Chain Management, BSc (Hons) Business Studies, BSc (Hons) Business Management, BA (Hons) in Entrepreneurship and BSc (Hons) in Accounting and Finance that are currently in their Year 2 and Year 3 of studies.

The four guest speakers were Anthony Wee, National Engineer and Supply Chain Manager, Linde Group Malaysia; Steven Shim, Group Managing Director, Wawasan Group of Companies; Tan Wye Kit, Director and Owner, Poly-Max Sdn Bhd; and Lenny Chiah, General Manager, Sin Chew Media. The four are also alumni from Sunway College – Victoria University programme, Master of Business Administration.

The guest lectures highlighted the importance of managing the process of production and explained how businesses operate daily in various departments such as finance and cash flow, project management, quality management, sales and marketing, administration and human resources management.

The speakers also shared with the students some words of wisdom about the values and traits that industries look for in fresh graduates.

Anthony, who has been working with Linde Group Malaysia for over 15 years, shared that the collaboration between the university and industry prepare students for their future working environment.

Wye Kit encouraged students to be humble in learning new skills and knowledge since they do not have much working experience. "It is important to have the right attitude in the workforce and a sense of empathy towards helping others."

Dr Rodney Toh Seong Yuen, Lecturer for the module from the Department of Management, SUBS, and a Sunway alumnus himself hopes to make the module both academically rigorous and relevant to the industry by exposing students to the practice of managing the operations in different types of firms. "It is also an opportunity for our alumni to contribute back to their alma mater by sharing their knowledge and experience managing the operations of their firms." **B**

# WORLD PASTRY CUP WIN INSPIRES YOUNG CHEF SCHOLARSHIP



(Left to right) Professor Patrick Siau, Loi Ming Ai, Professor Graeme Wilkinson, Dr Elizabeth Lee, Professor Marcus Lee Stephenson, Otto Tay and Tan Wei Loon launching the Sunway University Young Chef Scholarship

**S**unway University, in recognition of the Malaysia National Pastry Team's spectacular win at the Coupe du Monde de la Pâtisserie (World Pastry Cup) in Lyon, France at the end of January, launched the Sunway University Young Chef Scholarship at a special celebratory event.

"The Malaysia National Pastry Team's victory has definitely inspired us at Sunway University so much so that in recognition of their success, we are launching a new scholarship – the Sunway University Young Chef Scholarship this evening", said Dr Elizabeth Lee, Senior Executive Director, Sunway Education Group and Sunway University.

The Sunway University Young Chef Scholarship will allow students to pursue high quality education and training in the Diploma in Culinary Arts programme under the University's School of Hospitality. Upon successful completion of the Diploma, students can further pursue the BSc (Hons) in Culinary Management.

Qualified candidates who meet the entry requirements for the scholarship - valued at RM150,0000 - will first need to submit an essay on why they are the perfect candidate to receive the

scholarship. If shortlisted, candidates will then be required to attend a Cook-Off to showcase their skills to a panel of seven judges comprising the National Pastry Team's chefs.

With the Scholarship, Sunway University hopes to provide more opportunities for budding chefs to be groomed and equipped with the necessary skills, tools and a solid foundation to move forward in their career of choice.

The Malaysia National Pastry Team 2019 comprised coach Professor Patrick Siau, Head Chef of School of Hospitality, Sunway University; Tan Wei Loon, Corporate Pastry Chef, Academy of Pastry Arts Malaysia; Otto Tay, Corporate Pastry Chef, Asia-Pacific, Dobra; and Loi Ming Ai, Executive Pastry Chef, Academy Pastry Arts Malaysia, beat 20 other teams and was crowned world champion – a first for the country. The team also received the Vase de Sèvres prize, a prize donated by the President of the French Republic which is awarded to the country that scored the most points for the tasting.

During the celebrations, the team shared their experience and extraordinary journey to victory. Guests were treated to the

extravagant desserts which had captured the hearts and taste buds of some of the most discerning judges in the world. The team recreated 'La Nature', their chocolate dessert inspired by the lotus leaf; 'La Papillon', their frozen fruit dessert inspired by Pierre Hermé's Ispahan which features a butterfly on a flower and 'La Floraison', a plated dessert presented in a cup-form made of Granita where the team incorporated pomelo, Ipoh's famous fruit. **B**

"The Malaysia National Pastry Team's victory has definitely inspired us at Sunway University so much so that in recognition of their success, we are launching a new scholarship – the Sunway University Young Chef Scholarship this evening."

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

# SUNWAY AND HUIZHOU SIGN MOA



Professor Graeme Wilkinson (fifth from left), Professor Pua Eng Chong (fourth from left) and Professor Peng Yonghong (fifth from right) with the delegates from Sunway University and Huizhou University



**S**unway University and Huizhou University (Guangdong, China) had recently signed a Memorandum of Agreement to establish the Research Centre in Information Technology and International Collaborative Education.

The Malaysian delegation, led by Sunway University Vice-Chancellor Professor Graeme Wilkinson, included Deputy Vice-Chancellor Professor Pua Eng Chong, Associate Dean of School of Science and Technology, as well as Head, Department of Computing and Information Systems, Associate Professor Dr Lau Sian Lun and Ambassador of Academic and Research Partnerships (Asia), Dr Chong Kok Boon, who visited Huizhou University to participate in this signing ceremony.

This collaboration started with a visit from Sunway University to Huizhou in 2017. It was followed by a visit of the Huizhou University delegation early in 2018 to Sunway to iron out the details of the partnership. After extensive work in finalising the terms of collaboration, both institutions agreed on

the establishment of a joint research centre that would focus on research collaboration, staff and student exchanges, postgraduate supervision, as well as the possibility of the inclusion of other areas of collaboration in the future.

The President and General Secretary of Huizhou University, Professor Peng Yonghong, welcomed the Sunway University delegation, and emphasised the importance of this collaboration. This academic collaboration between a Chinese and a Malaysian institution is strategic as it will contribute to various international economic initiatives such as the Belt and Road Initiative (BRI) and the development of the Guangdong-Hong Kong-Macau Greater Bay Area (GBA). The research centre will become a platform to connect talent from Malaysia as well as South East Asia to the Greater Bay Area. The initiatives and efforts from both institutions will open up new opportunities for the advancement of both research and industry, particularly in the area of digital technology and industry revolution 4.0. **B**



Top 5 winners of Sunway's Got Talent with Dr Elizabeth Lee, Senior Executive Director, Sunway University and Sunway Education Group

# SUNWAY'S STUDENTS GOT TALENT

In the third season of Sunway's Got Talent, 24 Festive Drums troupe 'Inferno' emerged champion, having mesmerised the audience and judges with their dynamic musicality and choreography. On top of taking home RM1,800 cash prize, the group also took home the 'Most Popular' award for the night.

'Inferno' comprises of students from various programmes at Sunway University and Sunway College: Goh Yee Fang, BSc (Hons) Accounting and Finance; Lai Pui Chyi and Lim Zhen Zong, BSc (Hons) in Actuarial Studies; Teh Shu Qi, BSc (Hons) in Accounting and Finance; Teh Yong Zhao, BSc (Hons) Global Supply Chain Management; Ngian Yau Lim, American Degree Transfer Program; Ng Hwee San, Certified Accounting Technician (CAT); See Jia Ming Jason, Association of Chartered Certified Accountants (ACCA); Tan Guan Yu, Monash University Foundation Year (MUFY); and Tan Kah Jian, Australian Matriculation (AUSMAT) programme.

Dancer Kenneth Tan Zhen Xiang from Sunway International School (SIS) emerged 1st runner-up. Having impressed the judges with good body coordination and strong execution, he walked home with RM1,200 cash prize. Cassandra Foo Wern Yen from the BA (Hons) in Communication sang opera and was placed 2nd runner-up after captivating the audience with her rendition of

Nessun Dorma. She won herself RM900.

Acting duo Arjun Thanaraju from BSc (Hons) Biology with Psychology and Cheah Kah Hou from BA (Hons) in Communication came in fourth place. The duo's daring performance highlighting child abuse was praised by the judges. Another dancer Bryan Woo Han Zhen of the Canadian International Matriculation Programme (CIMP) came in fifth.

Working behind the scene for Sunway's Got Talent - Symphony of Forte was a team of Sunway Student Ambassadors (SSA) led by president Raenuga Indran, BSc (Hons) Psychology at Sunway University.

"Sunway's Got Talent for me was orchestrating a group of exceptionally talented committee members who had put in painstaking effort for the past six months," Raenuga said. "This journey was a continuous performance, as I had to learn and practice a variety of skills daily, eventually mastering them, then showcasing them, but not to forget the countless times I failed and erred. With me throughout this continuous performance was Siew Zhen Toong, the co-organiser who was my 'partner in crime.' Our advisors, Ms Annie Yong and Mr Adrian Fong guided and provided their utmost support."



Siew Zhen Toong (centre) and Raenuga Indran (far right) with Juwita Suwito (left)



Kenneth Tan Zhen Xiang wows the audience with his dance moves

For Siew Zhen Toong, Vice President of SSA, organising the event was an eye-opening and challenging experience. "It required commitment, not just from one or two individuals, but a whole team to make the event a success. I am fortunate and grateful to have Raenuga as my guide. As she has more experience in organising such events, she was always able to provide constructive feedback to the organising committee. When I faced problems or felt overwhelmed, she will be there to guide and lead me."

Siew from BSc (Hons) in Accounting and Finance, also explained that he learned a lot in various areas of logistics, sponsorship, promotion and multimedia as well as event management. Being inexperienced in some areas, he is grateful to the committee and advisors for their support. "They spent many late nights with us discussing matters relating to the event."

SSA is a student-run representative body, made up of scholarship recipients of both Sunway University and

Sunway College. The SSA aims to promote the ideals of academic excellence and leadership at Sunway by providing a platform for meaningful networking and positive action.

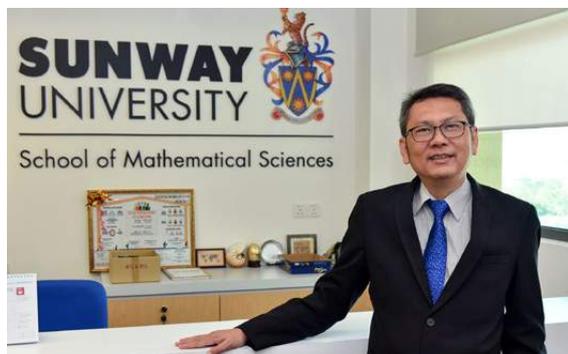
Judges for Sunway's Got Talent were John O, lead vocalist of Malaysian pop band Paperplane Pursuit who is also a Sunway alumnus; Juwita Suwito, singer, songwriter and vocal arranger; dancer Puteri Aisya Marissa of the Red Lycans, Astro Battleground Champion 2016; and Associate Professor Dr Mayco Axel Santaella, Department of Performance and Media, Sunway University.

There was a strong presence of alumni at the event which included emcees of the night, Ethan Ganes and Aliah Alhabshi; Sow Chuhan and Dzafran Adris Azmir, former presidents of SSA and other alumni members of SSA to support their juniors in organising the signature campus event. **B**



A stunning performance by 'Inferno'

# NEW PROGRAMMES AT SUNWAY UNIVERSITY



## BSC (HONS) IN INDUSTRIAL STATISTICS

With the rising demand of statisticians, School of Mathematical Science is proud to introduce the Bachelor in Science in Industrial Statistics (Hons) this year. The homegrown three year programme is designed to equip students with fundamental, advanced and specialised mathematics and statistics knowledge. The programme aims to nurture a dynamic, in-demand and skilled workforce for almost every industry.

This programme emphasises the importance of credible, reliable and responsible data analysis in identifying patterns and extraction of hidden information using sound, trusted and scientifically proven mathematical and statistical techniques to enable our graduates to objectively perform descriptive, predictive, and prescriptive analytics for better decision making.

Professor Ho Chee Kit, Dean of School of Mathematical Sciences said that the new programme creates wider career choices for the students. Statisticians are required in almost every field of industry including manufacturing, agriculture, medicine and healthcare, building and construction, bioinformatics, computer science, oil and gas, education and research and more.

The programme next intake takes place in August 2019. Students who hold Sijil Tinggi Pelajaran Malaysia (STPM), Cambridge A-Levels, Australian Matriculation, Canadian International Matriculation Programme, Monash University Foundation Year, Sunway Foundation Programmes, Unified Examination Certificate (UEC), International Baccalaureate (IB), Sunway Diploma Programmes or other equivalent qualifications are eligible to apply.



## MASTER OF HUMAN RESOURCE MANAGEMENT

Human Resource (HR) is at the core of any organisation. From human and organisational development, talent management and employee motivation, the role of an HR practitioner has evolved in parallel with the advancement of technology. With the onset of new disruptions across industries, HR practitioners are in high demand and they are required to be more specialised with a broader knowledge and have recognised credentials in order to stay ahead in the coming years.

Sunway University recently introduced the Master of Human Resource Management (MHRM) programme designed in collaboration with the Chartered Institute of Personnel and Development (CIPD), UK, the world's largest Chartered HR and development body. The programme is catered for aspiring managers and professionals with the ambition to become strategic leaders and human resource managers.

Organisations today operate in a dynamic and complex environment with varying degrees of structures and cultures. The MHRM programme will equip students with the required skills, theories and practical skill sets alike to face HR challenges and meet the strategic needs of businesses.

Upon completion of the programme, graduates will be awarded dual certificates; a MHRM certificate from Sunway University and a postgraduate-level Advanced Diploma in Human Resource Management from CIPD. Graduates will become an Associate Member of the CIPD where they can add 'Assoc. CIPD' after their name.

The MHRM programme at Sunway University is 'CIPD Approved'. The CIPD founded in 1913, is a leading professional body for HR and people development with more than 150,000 members worldwide. It offers professional training and accreditation for HR practitioners. **B**

# SUNWAY JOINS HANDS WITH LONDON-CAMBRIDGE



**S**unway Medical Centre (SunMed) and Sunway University signed a Memorandum of Agreement (MoA) with University of Cambridge and the Royal College of Physicians, London (RCP), to establish a series of jointly collaborated Continuous Medical Education (CME) seminars. The MoA was signed by Professor Sir Stephen O’Rahilly, Department Head of Clinical Biochemistry and Co-director of Wellcome Trust MRC Institute of Metabolic Science, University of Cambridge; YBhg Tan Sri Dr Jeffrey Cheah AO, Founder and Chairman of Sunway Group; Professor Graeme Wilkinson, Vice-Chancellor of Sunway University; Mr Lau Beng Long, Managing Director of Sunway Group Healthcare Services and Professor Jarlarth Ronayne, Cambridge-Sunway collaboration coordinator. Minister of Health, Malaysia, YB Datuk Seri Dr Haji Dzulkefly Ahmad witnessed the MoA during the 3rd Cambridge-Oxford-Sunway Biomedical Symposium titled “DIABETES: Dismantling The Silent Killer” in which he officiated as well.

These CME seminars aim to combine clinical care, research and education and will further SunMed’s ambition to become one of the few private teaching hospitals in Malaysia. Being appointed as the University of Cambridge’s first regional partner strengthens SunMed’s position as it moves towards this goal.

YB Datuk Seri Dr Haji Dzulkefly lauded the collaboration in his speech saying, “It is timely and welcome the idea that the Sunway Group is collaborating with esteemed institutions such as Cambridge and Oxford. Sunway is a pioneer in teaming up with leading minds across the globe in creating a platform to share knowledge and enrich our local as well as regional healthcare practitioners, educators, policy makers amongst others.”

The 3rd Cambridge - Oxford - Sunway Biomedical Symposium

“At Sunway, we are passionate about education and health care. We are committed to raising the standards of excellence in both these sectors in Malaysia and the region. Our efforts in this sphere reflect the Sunway Group’s commitment to the 17 United Nations Sustainable Development Goals, in particular, SDG 3 – the universal goal of good health and well-being for all.”

#### **TAN SRI DR JEFFREY CHEAH AO**

FOUNDER AND CHAIRMAN OF  
SUNWAY GROUP

CHANCELLOR OF  
SUNWAY UNIVERSITY

FOUNDING TRUSTEE OF  
JEFFREY CHEAH FOUNDATION

brought together leading experts in the field of diabetic research from University of Cambridge, University of Oxford and Monash University to convene, to share and discuss current and emerging healthcare issues in Malaysia and Southeast Asia, recent advances in diabetes research and its relation to sustainable patient care. Along with these experts, participants from Sunway University also presented abstracts on their views and findings in diabetic research. The symposium was supported by the Jeffrey Cheah Foundation. **B**

# FUTURE ACCOUNTANTS DAY 2019

**S**unway University Business School (SUBS) Department of Accounting organised the Future Accountants Day 2019 with the theme 'Career for Impact', where three accountants were invited to give talks to students who are interested in the field of accounting. Through these talks, students learned how accounting can be a career that goes beyond facts and figures to make meaningful impact to the people around them.

## FROM ACCOUNTING TO...

### IMPACTING COMMUNITIES

**LOH JON MING, EPIC HOMES**

Sunway's ACCA alumnus, Loh, came about with the idea of EPIC Homes after he spent some time with the Orang Asli community. He understands their lifestyle and the hardships they faced. "The problem today isn't so much about what career or programme should I pursue, but rather, it is about what human problems we want to solve using what we have learnt," said Loh. Although EPIC Homes is an NGO, what he learnt in accounting has helped him to make his venture sustainable. As a social enterprise, EPIC Homes focuses on growth and impact instead of growth and revenue.



### SAVING PICHA

**LOGEETHA BALAKRISHNAN, PICHA EATS**

Co-founder of PichaEats and alumna of Sunway's BSc (Hons) in Accounting and Finance, Logeetha highlighted the reason one lives is to make the world a better place and to make one's life better. She shared with the audience the concept of 'Ikigai', which means 'a reason for living' in Japanese that combines passion, mission, profession and vocation. Geetha shared how each of us can find fulfilment in a career or starting a business that matches with your own 'Ikigai'.



### EMPOWERING MALAYSIANS FOR CHANGE

**RAFIZI RAMLI, INVOKE MALAYSIA**

CEO and Founder of INVOKE Malaysia, Rafizi has a background in Electrical Engineering, ICAEW and data analytics. He was once a Member of Parliament of Pandan. Although not working as an accountant now, Rafizi shared how his accounting training has shaped his thinking, influencing the way he evaluates information, understanding the breadth and bigger picture and knowing when to dive deep and analyse information incisively. **B**





(Left to right) Yap Sher Lynn, Raphael Siah and Chan Nyit Yen representing Sunway University

## ZION TEAM, NATIONAL TOP 5

**Z**ION from Sunway University took part in the National Finals of L'Oréal Brandstorm 2019 in April and defeated a thousand teams in Malaysia. The team comprised third-year BSc (Hons) in Psychology student Yap Sher Lynn, second-year BA (Hons) in Communication student Chan Nyit Yen and second-year BA (Hons) in Communication student Raphael Siah.

"Zion represents a land of future promise. We hope to make a future promise to our consumers that the #Journey to Zion will be a life changing experience, to a better lifestyle and overall health from the inside out. We would also want to emphasise that health is the future of beauty that we promise," team Zion explained.

L'Oréal Brandstorm is an annual international competition that provides a platform to enhance students' innovative business ideas and creativity skills. With more than 40,000 participants coming from 63 different countries, 2019 is Brandstorm's biggest year so far since 1992.

The mission of the 2019 participants were to 'invent the future skincare experience for health-conscious consumers'. Team Zion's belief was that with a healthy well-balanced lifestyle, one's skin will glow from within. Skincare is not just about products for a better skin, it is about applying a lifestyle. Zion invented a 3-way lifestyle, incorporating a pen, an app and a retreat programme.

The Zion Pen is a skin analyser as well as a product dispenser in one. As human skin needs vary from day-to-day, the skin analyser helps consumers to have an in-depth understanding of what their skin require instantly. A comprehensive report will then be sent to the app, therefore generating progress reports of their skin health. When the consumers purchase the pen, consumers are entitled to the Zion Retreat Programme which is a weekend getaway comprised of exercise classes, workshops on better work-life balance and healthy cooking classes to encourage a shift to a healthy lifestyle in their new skincare regimen.

Team Zion shared how the three members were complete strangers with different academic backgrounds and how relationship with each other and others was fostered through time and teamwork.

Despite the disappointment of not being shortlisted for the International Finals, they strived through adversity. Raphael highlighted a quote from the emcee during the National Finals, "Put this into perspective – a thousand teams in Malaysia alone entered this competition. The 5 teams that got here, puts you in the top 5 in Malaysia." Team Zion acknowledged being the National Top 5 is truly a proud achievement and they would not have it any other way. **B**



## CRCDM JOINS GOOGLE ARTS & CULTURE

**S**unway University's School of Arts Centre for Research-Creation in Digital Media (CRCDM) is the first collaborator in Malaysia on Google's Arts & Culture platform. It all began last October when CRCDM exhibited their work at the 2018 Digital Heritage Congress in San Francisco. Coincidentally, CRCDM were located right next to Google which sparked fruitful discussions and resulted in the signing of a formal partnership agreement.

Through this agreement, CRCDM is now on Google's Arts & Culture platform and has access to Google technology for creating and showcasing Malaysian cultural heritage content with worldwide reach and recognition.

Often opportunities like this happen through events which are often overlooked. The key factor is exposure. Over five hundred heritage professionals from more than 25 nations came together for this 3rd Digital Heritage International Congress. It marked a meeting of cultures and domains, and learning from each other. The programme comprised two International Conferences (VSMM and PNC 2018), in addition to 18 federated events, workshops, roundtables, special sessions, tutorials and panels, covering all aspects of Built Heritage, Art, Artifacts and Collections, Libraries and Archives, and Intangible Culture and Traditions.

For five days on the historic waterfront overlooking the Golden Gate, faculty and students, artists and engineers, archivists and information scientists, surveyors and sociologists, architects and archaeologists, museologists and librarians, and tool developers and tool users, assembled in this epicenter of digital economy to present, discuss and debate heritage's digital future.

CRCDM is currently designing its first "virtual exhibition" for the Google Arts & Culture platform from the on-going Hainan Boatbuilder of Pangkor Island research-creation project. This collection captures and archives the fragile Malaysian heritage content and the resulting new exhibition builds on the first exhibition staged as part of the 2016 VSMM International Conference held at Sunway University.

The Google Cultural Institute, including Google Arts & Culture, is an initiative that partners with museums, archives and other cultural institutions to bring the world's cultural heritage online. With free tools and technologies, partners can showcase their cultural content making it more widely accessible to a global audience. Google's Cultural Institute is a non-profit platform and is intended to showcase partners' cultural content on a non-commercial basis. You can find out more here: <https://artsandculture.google.com/> **B**

# SCHOOL OF SCIENCE AND TECHNOLOGY UPDATES

## EXPLORING ENGINEERING PROGRAMMES AT SUNWAY UNIVERSITY

School of Science and Technology (SST) is planning to introduce engineering programmes at Sunway University by 2020. They recently invited Ir Associate Professor Abdul Aziz Omar, Director of Accreditation Department, Board of Engineers Malaysia (BEM) to visit the faculty, to meet the academics, researchers and administrative staff. Professor Abdul Aziz also shared the BEM requirements, processes, programme accreditation and professional institution membership matters. The meeting was followed by a campus tour and visit to the specialised labs and facilities.



Prof. Abdul Aziz Omar (left) and Prof. Serge Demidenko



(3rd from left) Dr Chandrajit Lahiri

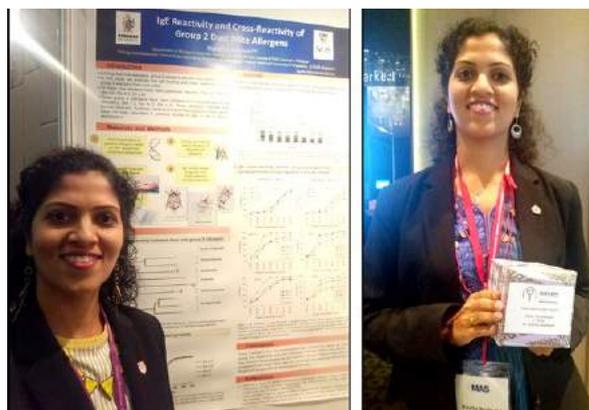


## VISIT TO HARVARD MEDICAL SCHOOL

Dr Chandrajit Lahiri from the Department of Biological Sciences visited Dana Farber Cancer Institute and VA Boston Medical Centre of Harvard Medical School in February this year. His visit was supported by the Jeffrey Cheah Travel Grant on South-East Asia Studies. The main objective for Dr Chandrajit was to seek collaboration for his research in the field of network biology. He was welcomed by Dr Nikhil C Munshi and Dr Masood Shammam, of DFCI, HMS, US to present his work on developing a side-effect free method of identifying cancer drug targets and was appreciated for his effort putting forth his novel thought. Furthermore, he was keen to gain insight on the genomic instability leading to cancer multidrug resistance and for extrapolating his ideas from network biology to help develop precision cancer medicine with little or no side-effects. He believes that, essentially, this venture could serve the purpose of aligning with the 17 global goals for sustainable development of the United Nations, of which Sunway is committed to.

## POSTER PRESENTATION WINS 1ST PRIZE AT THE MALAYSIAN ALLERGY CONGRESS 2019

Dr Kavita Reginald, lecturer in the Department of Biological Sciences recently took part as a delegate in the 19th Malaysian Congress and Exhibition on Allergy and Immunology incorporating the GA2LEN-MSAI Allergy School & World Allergy Week 2019. The three-day event was organised by the Malaysian Society of Allergy and Immunology. It was held at Le Meridien Hotel in Kuala Lumpur from the 5th-7th April 2019. The congress was attended by approximately 600 researchers and medical practitioners from Malaysia and other Asia Pacific countries, as well as Europe. Dr Kavita won the first prize for her poster presentation with the title "IgE Reactivity and Cross-Reactivity of Group 2 Dust Mite Allergens". Congratulations to Dr Kavita! **B**



# CHARINA PRIA SIVAYOGAM

## CONSERVING THE ENVIRONMENT

CIMP (2012) & BSC BIOLOGY WITH PSYCHOLOGY (2017)

Let me start by saying that I am really into bad jokes and puns. In order to counter that, I am very passionate about the environment. I am keen on finding and learning pragmatic approaches towards tackling the environmental issues in Malaysia.

### BOOK LOVERS UNITED

I have fond memories during my time as a student at Sunway University. My Sunway journey truly started when I joined Book Lovers United (BLU). There were book discussions where the floor was open for debates, criticisms and feedback. I became a regular attendee, it was largely thanks to the friendly company who were like family to me. I eventually served as the President as well!

Another great aspect of BLU is that I got the chance to meet other students because we were encouraged to attend social events. It was always a great fun to build relationships from the ground up. This was special to me because a lot of these events were cultural and somewhat personal. I had the opportunity to meet with people from different states and countries, listen to their stories and experience diversity in this small bubble that I was in.

Through my involvement in clubs and societies and empathetic lecturers, I have honestly learnt how to be more human.

From dealing with myriad funny characters and hurdles, Sunway not only gave me the educational passport but also the grounds to explore, polish my emotional capacity and to reflect on values that were important to hold on to. It made me realise that one's emotional quotient is just as important as intelligence and it is a useful skill to harbour as one traverses through employment, and more importantly, in life.

### VOLUNTEERING

I also spent a lot of my time beyond the campus by volunteering for Raleigh Kuala Lumpur, a local NGO that supports and facilitates young Malaysians to embark on Raleigh expeditions internationally and locally to work on community and environmental-related projects which are aligned with the Sustainable Development Goals. I organised events to encourage young Malaysians to participate in these expeditions as well as coordinating mini community and environment-related projects around Peninsular Malaysia.



## WILDLIFE CONSERVATION

My experience in wildlife conservation began when I deferred a semester and volunteered to put up camera traps (powered by infrared sensors that take images automatically when body heat or movement is detected) at Imbak Canyon, Sabah in 2014. While we were looking for a suitable location to put up the cameras, we came across fresh claw marks and rummages from sun bears. That was the first time I came to know of the existence of bears in Malaysia!

The interest and passion for wildlife stayed with me as I continued my studies after my volunteering stint. When it was time for my internship in 2017, I didn't even bat an eyelash and immediately applied to intern at the Bornean Sun Bear Conservation Centre (BSBCC) in Sabah. I was very lucky to have a department that was supportive of my decision. What initially started off as an internship placement grew into a Final Year Project. I proceeded to spend seven months in the centre working and studying these bears while learning about the many different conservation efforts.

I now work as an analyst for a tiger project in Taman Negara, Terengganu, under a local NGO called Rimba. My work mainly revolves around planning and assisting the wildlife monitoring efforts in the forest in order to garner more information about our Malayan tigers and its population. In addition, I provide support to the enforcement efforts conducted by the government officials in the protected area as well to deter our tigers from being poached.

One of the challenges I have faced at work so far is the age gap. I am currently the youngest in the team and occasionally, also the youngest in meetings and conferences. Being young poses a different kind of hindrance - you feel inexperienced when compared to supervisors and there is a fear of blunders with heavy responsibilities sitting on your shoulders.

However, it is a hurdle that I am excited to push through, especially considering all the learning experiences that I will be able to pick up from my team. They have been incredibly supportive and are great mentors for young conservationists for which I am grateful.

Thus, I believe that conflict resolution and EQ are such critical skills for young people nowadays to have. You may be working with your batch mates now, but eventually you will be working with business partners, stakeholders and such. My message to Sunway-ians is:

It is okay to deviate from the path you are on and explore a little. Who knows, you might find something life-changing! As my favourite motto goes - "A ship in harbor is safe – but that is not what ships are built for." – John A. Shedd

*"A ship in harbor is safe – but that is not what ships are built for."*

*- John A. Shedd*



# SUNWAY ALUMNUS DONATES RM360,000



**S**unway University Business School alumnus and founder of Super Memory Map (SMM) Education Group, Dr Lim Teck Ting recently signed a letter of agreement with Jeffrey Cheah Foundation Trustee, Tan Sri Datuk Seri Razman Hashim to donate RM360,000 to the Foundation.

At the signing ceremony, Tan Sri Datuk Seri Razman Hashim said, "We are most grateful for Dr Lim's generosity as an alumnus of the Sunway University Business School. SMM's unique methodology has benefited and improved the lives of many children and Dr Lim's passion to the next generation is underscored today."

Dr Lim, the first PhD graduate of the Sunway University Business School, founded the SMM Education Group in 2002. SMM Education Group is today one of the leading organisations in Malaysia and Singapore providing a wide range of premier, innovative and interactive, well-researched whole brain development programmes for pupils from ages six to 12.

Instead of teaching children how to study, SMM's methodology is focused on teaching children how to learn with joy while developing multiple intelligences and life skills. Currently there are over 1,000 MRC learning Centres in Malaysia and Singapore, with over 30,000 children graduated from its centres.

Dr Lim highlighted that he chose to donate to the Foundation as his studies in the Sunway University Business School was instrumental to his success.

We are happy to be able to contribute to the Jeffrey Cheah Foundation which focuses on giving deserving students accessible quality education. We have seen the good work by the Foundation and we trust that our donation will be put to good use. We hope the Foundation's efforts will be able to nurture more young and budding talents to support the progress of the nation.

**DR LIM TECK TING**  
FOUNDER OF SMM EDUCATION GROUP

"My experience in the Sunway University Business School gave me the gift of the necessary knowledge and quality education that I needed to succeed but beyond that, it inspired me to cultivate values and contribute to society," he said.

To commemorate the occasion, Sunway University will name the scholarship after SMM Education Group – "SMM Centre for Nested Entrepreneurship Doctoral Scholarship," which will enable two scholars to study in the area of entrepreneurship leading towards the award of Doctor of Philosophy (Business). **B**

# STUDENTS YESTERDAY STAFF TODAY

**C**lose to 70 Sunway Alumni who now work at different Sunway Group subsidiaries attended a special “Students Yesterday, Staff Today” alumni luncheon in April. What a great opportunity to celebrate and recognise their contribution back to the organisation!

The chefs at Athanor prepared a lovely meal for the attendees. They were then introduced to the various activities organised by the Alumni Relations team. Dr Elizabeth Lee and Lee Siok Ping also shared some words of wisdom with the alumni, encouraging them to stay connected to and partner with the institution in their own ways. Evan Cheah, Chief Executive Officer (China) of the Sunway Group, was present and even pledged to serve as a mentor in the future!

It speaks a lot of an organisation when graduates choose to stay with the organisation after their studies. It reflects their trust in the company and the values it stands for. Sunny Au Mun Kiat, a graduate from BSc in Psychology in 2013 is now a Marketing Senior Executive at Sunway Education Group. He shared that he was surprised to know that colleagues he had worked with were also Sunway Alumni.

“It is good to have alumni gatherings and we should have more! We get to know more people from other business units and it is a good session to catch up with your former classmates,” said Harpreet Kaur, Finance Executive from Sunway Pyramid who studied ICAEW at Sunway TES.

The luncheon allowed the alumni from various subsidiaries to network and to get to know each other. With the busy schedule of working individuals today, one may not see how they could connect with each other. This luncheon provided that opportunity for the alumni to start conversations on common interests, build new contacts and perhaps explore potential collaborations across different units. At the very least, the participants are now able to identify others in their midst who used to be students under the same institution. **B**

“We get to know more people from other business units and it is a good session to catch up with your former classmates”

**HARPREET KAUR**  
FINANCE EXECUTIVE  
SUNWAY PYRAMID



(Extreme right) Sunny Au with Sunway Marketing staff



Alumni bonding whilst taking photographs



Evan Cheah (centre with white shirt and red tie)

# MASTER OF HUMAN RESOURCE MANAGEMENT

## THE DUAL AWARD PROGRAMME

The Sunway Master of Human Resource Management is the only Master's programme in Malaysia that is accredited by the Chartered Institute of Personnel and Development (CIPD, UK).



JPT/BPP(U)(N/345/7/1083/PA9782)10/23

This **Dual-Award programme**, is aimed at aspiring professionals pursuing a career in human resource management and strategic leadership.

Graduates will **also** be entitled to Associate Membership of the CIPD upon completion of the programme and possibly an upgrade to Chartered Membership.

For effective learning and convenience, classes are conducted in small groups and on weekends.

**Enquire now to find out more about the programme.**

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**+603 7491 8622**



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