

Sunway College e-Bulletin

April 2025

Dear Colleagues and Partners

We are pleased to share with you the latest e-Bulletin for Sunway College.

This edition of the e-Bulletin highlights Sunway College as the #CampusWithAConscience, featuring the Monash University Foundation Year's Paw It Forward drive and Sunway College Ipoh's racewalk event in support of women's empowerment.

We congratulate the recipients of various achievements, including a Sunway TES student attaining the No. 1 Global Ranking in the 2024 ACA Examinations, six A-Level students who received Oxbridge offers, and Sunway Diploma Studies students who secured top honours at the Engineering, Science & Technology Exhibition.

Moreover, this edition also congratulates Sunway College Kuching for introducing the Technical and Vocational Education and Training (TVET) Sijil Kemahiran Malaysia (SKM) Level 3 in Office Administration, and features Sunway TES College Johor Bahru's partnership with the Institute of Singapore Chartered Accountants (ISCA).

Please help to share the news of the great activities and achievements happening at our College, to your local and international associates, colleagues, friends and family members.

The e-Bulletin runs bi-monthly and alternates between the University and the College.

#MostHappeningCampus

SDS DCOMM students gain insider tips on excelling in internships

17 March 2025



To provide deeper insights and better prepare students for their upcoming internships, the Department of Communication, Sunway Diploma Studies (SDS DCOMM) recently organised a sharing session featuring an industry expert. The event brought together 85 sixth-semester students who will begin their internships in May.

With over 15 years of experience in the media industry, Dr. Ima Liana Esa shared valuable insights into industry expectations for interns. She emphasised that internships are not just about knowledge but about how students apply what they have learned in real-world scenarios. Highlighting the unpredictable nature of the workplace, she encouraged students to embrace flexibility, as challenges are inevitable but can be transformed into growth opportunities with the right mindset.

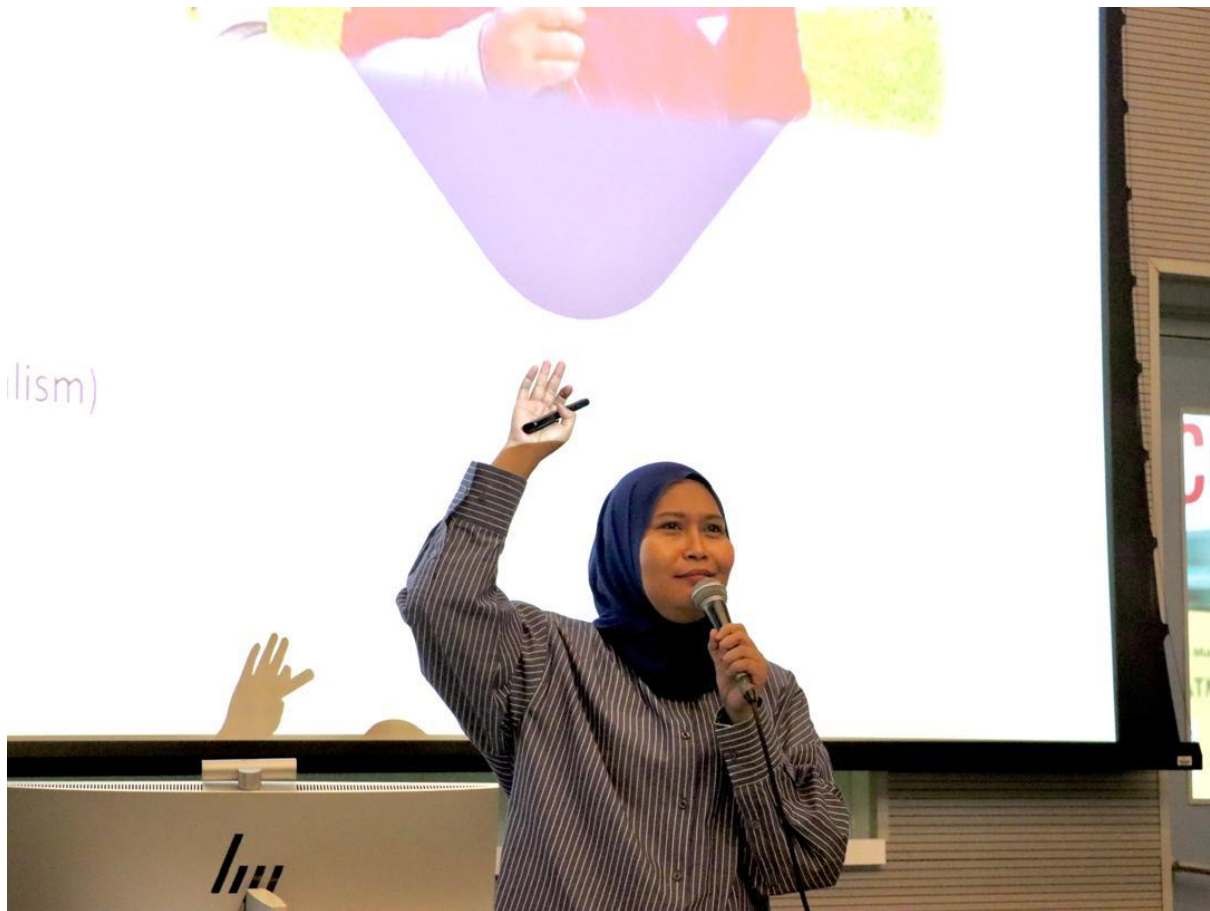


Dr. Ima also provided practical advice on navigating the internship journey, starting with interview preparation. She advised students to research the company, understand job requirements, and practice answering common interview questions. She stressed the importance of making a strong first impression, using structured responses like the STAR method (Situation, Task, Action, Result), and demonstrating a proactive attitude.

Beyond technical skills, she urged students to focus on transferable skills such as teamwork, adaptability, and problem-solving, which are highly valued in any industry. She also reassured them that setbacks and unexpected situations are part of the learning process, emphasising that resilience and a positive attitude can make a significant difference.



In her closing remarks, Dr. Ima reminded students that internships are filled with learning moments, and success is not about perfection but about developing skills, building relationships, and maintaining a growth mindset. She encouraged them to approach challenges as opportunities and to remain open to continuous learning throughout their careers.



The second half of the session featured an engaging role-play activity. Led by Miss Mieza and Miss Fatin, lecturers from the department, along with Dr. Ima, the role-play illustrated common mistakes interns make in professional settings. As the lecturers acted out the “don'ts” of workplace behaviour, Dr. Ima provided immediate feedback, countering with the “dos” and offering expert guidance on how to navigate each situation correctly. The interactive nature of the session captured students' attention, allowing them to actively engage and reflect on how they should conduct themselves in real-world scenarios.

By combining expert insights with experiential learning, the sharing session successfully provided students with a well-rounded understanding of what to expect and how to make the most of their internships, leaving them motivated and better prepared for the transition from classroom to industry.



This article is written by SDS lecturer, Mieza Shafieza Mohd Fuad.

Sunway TES College JB students give back with National Kidney Foundation
25 February 2025



Students of Sunway TES College Johor Bahru (JB) had an incredible opportunity to serve the community with the National Kidney Foundation. Through this meaningful initiative, the students contributed their time and effort to make a positive impact with the members of the community, solidifying Sunway Education's position as a #CampusWithAConscience.



Build-A-Brand: unleashing the power of branding with A-Level ALSTARs
10 March 2025



Group 8 of ALSTARs hosted a successful PR Workshop, Build-A-Brand, featuring guest speaker Pudds (Chan Pui Ting), interactive games, and the "Market Me" session. During the workshop, attendees gained valuable insights on personal branding and learned effective strategies to sell their products.

Pudds, a talented musician, cosplayer, and content creator, shared her journey of building and solidifying her career. She also offered valuable insights on branding and content creation, providing attendees with practical tips for success in these fields.



The students also had the opportunity to team up, build their own brand, and present their creative ideas during the “Market Me’ segment. Group 7 emerged as the overall winner, ending the night with applause and laughter.



Build-A-Brand is part of the ALSTAR First Event series, and the term "First Event" refers to a prerequisite for students who wish to join the A-Level Student Council (ALSCO). Before applying for ALSCO, students must first become A-Level Student Ambassadors (ALSTARs) and successfully organise their ALSTAR First Event.

There are also other exciting events under the ALSTAR First Event umbrella, such as a Sports Event, a Leadership Workshop, and a Candle-making Workshop, each offering a unique experience to participants.



Paw-sitive impact with MUFY's Paw It Forward drive 10 March 2025



The Monash University Foundation Year (MUFY) Student Committee organised a donation drive, MUFY Paw It Forward, in support of the PAWS Animal Welfare Society from 18 to 20 January. During the event, they raised RM 3,000 in cash and collected essential supplies, including food, laundry detergent, and garbage bags, for PAWS.

The committee looks forward to returning to PAWS at a later date to volunteer and offer their assistance.

Thank you to the MUFY staff and students for your paw-some support and contributions.

Sprinting With The Right Shoes: Elevating Career Pathways in 2025

17 March 2025



Since its launch in January 2024, Sprinting With The Right Shoes (SWTRS) has rapidly become Sunway College Ipoh's signature career pathway workshop, making a significant impact on students seeking clarity in their future careers. This initiative is designed to guide Form 5 students in discovering their career paths based on their unique personalities, providing them with the confidence to make informed decisions about their future.

As early as March 2025, we have already conducted workshops in more than 13 schools, with more schools showing interest in hosting the programme. The overwhelming response demonstrates the value and relevance of SWTRS in empowering students to make career choices that align with their strengths and aspirations.

To extend our reach and enhance the quality of the programme, we have also expanded our team of trainers. This strategic move ensures that more students can benefit from the workshop, gaining valuable insights into their potential career paths. By increasing the number of trained facilitators, we are reinforcing our commitment to making SWTRS an accessible and impactful experience for as many students as possible.

With the continued support of schools and the dedication of our trainers, Sprinting With The Right Shoes is set to create an even greater impact in 2025. We remain committed to guiding students towards brighter futures by helping them uncover their true career potential through structured personality-based assessments and expert-led sessions.

Stay tuned for more updates as we continue to expand this initiative, reaching more schools and shaping the futures of aspiring young minds!

Sunway College Kuching introduces SKM Level 3 in Office Administration



Sunway College Kuching has become one of the first institutions under Sunway Education to introduce the Technical and Vocational Education and Training (TVET) Sijil Kemahiran Malaysia (SKM) Level 3 in Office Administration.

The programme is offered under the Sunway Technical Education for Professionals (STEP) initiative, aligning with Sarawak's Post COVID-19 Development Strategy (PCDS) 2030 to strengthen the state's skilled workforce.

CEO of Sunway College Kuching, Owen Voon, highlighted the programme's role in bridging the gap between academic knowledge and industry demands.

"The SKM Level 3 Office Administration programme reflects our commitment to developing industry-ready graduates. By focusing on hands-on skills and real-world applications, we aim to close the gap between academic knowledge and industry needs. This will provide our students with a competitive edge in the job market and directly contribute to Sarawak's economic development under PCDS 2030," he said.

Accredited by the Department of Skills Development (JPK) under the Ministry of Human Resources, the programme equips students with essential office management skills. The curriculum consists of 70 per cent hands-on training and 30 per cent theoretical learning, covering office management, finance, procurement, and logistics. Students will also engage in simulated office environments to gain practical experience relevant to real-world business operations.

Graduates will be well-prepared for careers in both the public and private sectors, with opportunities as office administrators, management executives, and entrepreneurs. The demand for skilled office professionals is high in industries such as banking, healthcare, education, and government services. Additionally, the programme offers a pathway for further education, allowing graduates to pursue a Diploma in Business Management at Sunway College Kuching, and potentially a bachelor's degree at Sunway University Business School.

The first intake for the SKM Level 3 Office Administration programme begins in April 2025. For more information, contact Seri at 010-5910038 or Nina at 019-5392049, or email infokch@sunway.edu.my

Sunway Fashion Design Technology leads the way in sustainable fashion innovation



Vincent Leong Jia Hou, Head of Programme for the Diploma in Fashion Design Technology (FDTS), shares Sunway College STYLO's sustainable initiatives to reduce environmental impact in conjunction with the International Day of Zero Waste. Projects like the Zero-Waste and One-Seam Dress lead the way in education and the fashion industry by integrating innovative design techniques, digital fashion tools, and sustainable materials.

<https://liveatpc.com/stitching-a-sustainable-future/>

Sunway TES Student Achieves No.1 Global Ranking in 2024 ACA Examinations
4 March 2025



Sunway TES proudly celebrates the outstanding achievement of Siti Sarah Ahmad Lutpi, who has been ranked No.1 in the world in the 2024 ACA examinations for the ICAEW Professional Level Modules. Her exceptional performance has earned her the First Place and the Plender Prize in the Annual International Subject Order of Merit.

This remarkable accomplishment highlights Sunway TES's dedication to academic excellence. As Malaysia's leading professional accountancy institution, Sunway TES continues to produce world-class accounting professionals through its globally recognised programmes.

For aspiring accountants seeking to excel in the field, enrolment for the ICAEW March intake is now open. Take the first step towards a successful professional career today.

Alumni Return to Share Industry Insights on Service Marketing

28 March 2025

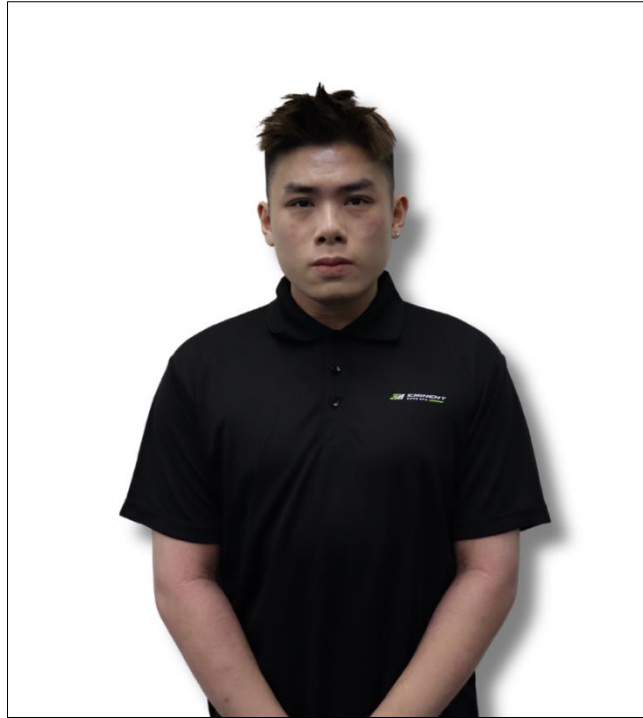
"From Learning to Leading: Alumni in Service Marketing" a sharing session, organised by senior lecturers, Mr Jeffery Ho Vui Shing and Mr Khor Ben Nee at Sunway College Johor Bahru brought together the participation of almost 100 students from the Diploma in Business Administration and Diploma in Marketing programmes. Many attended out of curiosity while others found it was an invaluable opportunity to explore the practical applications of service marketing from real-world perspectives.

Three alumni were invited to share their real-world experiences and lessons learned in establishing their careers. They shared the highs and lows of their journeys, offering students an insider's look at what it takes to thrive in the industry.



"Strong presentation skills and a positive attitude can set you apart in the service industry. At Noven Group, we specialise in recruitment and maid services. Thus, trust and credibility are important in matching the right talent with the right opportunity. We also use AI to streamline resume reviews, creating a seamless hiring process for both employers and job seekers."

- Wan Joon Xi
- Co-Founder, Noven Group – providing exceptional recruitment and maid services
- Diploma in Marketing (Class of 2021); VU Bachelor of Business (Class of 2023)



“Quality is our promise, whether it's top-tier car coatings or expert workmanship. At Eminent Auto Spa, we provide premium car maintenance and upgrades - customer trust is everything to us. Service marketing plays a key role in helping us differentiate our brand, building credibility and staying ahead in a competitive market.”

- Fong Chern Yi
- Founder, Eminent Auto Spa – specialising in premium car care maintenance and tailored upgrades
- Diploma in International Business (Class of 2021); VU Bachelor of Business (Class of 2024)



“Service marketing is all about strong branding and trust which are very important in the funeral service industry. At Nirvana, we provide professional and compassionate services. Thus, maintaining client confidence is important to ensure a respectful experience for families.”

- Lim Shen Kok
- Service Advisor, Nirvana (Johor) – professional funeral service provider
- Diploma in Business Administration (Class of 2021); VU Bachelor of Business (Class of 2023)

The primary focus of the session was the transformative role of AI in service marketing, where the integration of technology into businesses now enhances the customer experience. The speakers also emphasised the significance of attitude, skills and knowledge (ASK) in career growth, encouraging and reminding students that adaptability and continuous learning are key to staying ahead.

Effective communication was another key theme of the session. The speakers discussed its significance in client interactions, teamwork, and leadership, sharing practical examples of how the 7Ps of Marketing are applied to help the students connect the dots and understand how these principles operate in real business settings. The discussions were informative and inspiring, strengthening the connection between students.

This session not only deepened students’ understanding of service marketing but also strengthened the bond between current students and alumni. Sunway College Johor Bahru extends its heartfelt appreciation to the alumni for taking the time to give back, and we wish them continued success in their careers!



Our alumni in attendance during the sharing session



From left: Ms Leong Mei Kuen, Head of Business Diploma and Financial Programmes, Lim Shen Kok, Fong Chern Yi and Wan Joon Xi



Sharing session, moderated by Mr Khor Ben Nee



Group photo featuring Ms Leong Mei Kuen, lecturers, alumni and students from the Diploma in Business Administration and Diploma in Marketing programmes

Sunway Diploma Studies Students Shine at ESTE'25: Pioneering Innovations and National Recognition

3 March 2025

Sunway Diploma Studies (SDS) programme has once again proven its commitment to fostering technological excellence and nurturing future innovators. SDS students recently secured top honours at the Engineering, Science & Technology Exhibition (ESTE'25 Series 1), a national-level event that showcased cutting-edge research, design, and innovation from various educational institutions across Malaysia. This achievement highlights the institution's dedication to equipping students with the skills and knowledge necessary to excel in the rapidly evolving fields of engineering and technology.



Photo: from left Ms. Wan Siti Nur Aiza (mentor), Pua Hoong Ze, Mr. Dharmidran Anantharsekaran (mentor), Phuah Hong Xuan, Lim Hong Jie, Kee Yung Shen, Justin Chai Xing Wei, Lester Julian Pereira, Ms. Syuhada Azwa (mentor) & Mr Ahmad Mujahid (mentor).

Hosted by MAHSA University, ESTE'25 brought together participants from public (IPTA) and private (IPTS) universities, including esteemed institutions such as UIA, UPM, UTM, UNITEN, UTP, City University Malaysia, and various polytechnics. Themed "Harmony in Diversity: Engineering Solutions for a United Future," the exhibition provided a platform for students to present their ground-breaking projects, fostering interdisciplinary collaboration and knowledge-sharing. The event also included networking opportunities, industry talks, and academic discussions, encouraging young innovators to push the boundaries of technology. Our students competed against over 60 project entries and emerged with prestigious accolades, demonstrating their technical prowess and problem-solving abilities. Here are the highlights of their award-winning projects:

1. Gold Award (Diploma Category): Real-Time Hand Gesture Detection using ESP32-CAM & Arduino IDE



Participants: Pua Hoong Ze and Phuah Hong Xuan (Diploma in Computer Science - DCSI)

This gold award-winning project aims to develop a real-time hand gesture detection system using machine learning techniques combined with motion detection. The system employs Convolutional Neural Networks (CNNs), Mediapipe, and OpenCV to ensure efficient and accurate vision-based hand gesture detection. Designed to enhance human-computer interaction, this project proves particularly beneficial for sign language interpretation and emotion-based gesture recognition as it integrates real-time video streaming and wireless communication via ESP32-CAM, allowing for multi-language selection and recognition of alphabets, digits, and other gestures.

2. Most Innovative & Creative Award: Drone Surveillance System with Object Detection using Raspberry Pi 5 & Camera Module V3



Participant: Lester Julian Pereira (Diploma in Computer Science - DCSI)

Using a Raspberry Pi 5, Camera Module V3, and a handmade Cessna constructed from XPS foam, this project showcases an autonomous surveillance drone. Utilising YOLOv8, an advanced deep-learning model trained on the COCO dataset, the system can detect and classify 88 different object categories. The primary objective is to enhance wide-area surveillance capabilities through real-time AI-powered image processing. The system integrates real-time video streaming and object detection algorithms, making it applicable in security monitoring, disaster response, and environmental tracking.

3. Best Demonstration Award: Property Management Household Service System (PropXpert)



Participants: Lim Hong Jie, Kee Yung Shen, and Justin Chai Xing Wei (Diploma in Information Technology - DIIT)

PropXpert is an AI-powered property management system designed to address challenges in property management, visitor tracking, and facility bookings. The system features a mobile application for residents and a web-based platform for property managers, ensuring seamless administration and improved resident convenience. It integrates OpenCV for automated car plate recognition, leveraging Arduino Uno and ESP32 for real-time monitoring. The platform supports real-time facility booking, service requests, and billing via the mobile app, with secure data storage and synchronisation through Firebase. The team's outstanding live demonstration of PropXpert's capabilities earned them the Best Demonstration Award.

In a nutshell, Sunway Diploma Studies' remarkable success at ESTE'25 underscores its commitment to nurturing talent and fostering technological excellence among students. By translating theoretical knowledge into practical applications, SDS students demonstrated their capability to make meaningful contributions to the engineering, science, and technology sectors. As the institution continues to cultivate the next generation of tech leaders, it remains steadfast in its mission to empower students with cutting-edge knowledge and skills, ensuring they continue to excel in national and global arenas of science and technology. The successes at ESTE'25 serve as a testament to the dedication and innovation of both the SDS students and their mentors.

By: Mr. Ahmad Mujahid, Ms Shangeetha Raj Mohan

“Walk in Her Shoes 2025 Racewalk Event”: a day to celebrate women
28 March 2025



"Women are always saying, 'We can do anything that men can do.' But men should be saying, 'We can do anything that women can do.'"

- Gloria Steinem

As we celebrate International Women's Day on the 8th of March, let us remind ourselves of just how important women are, not just to us but to the rest of the world. Women are an integral part of the society and they make up half of the world's population but still, why do we as a society, still struggle when it comes to appreciating women for all that they do?

'You run like a girl' and 'you're so sissy' are just a few of the phrases we often hear, but many don't realize these words can perpetuate harmful stereotypes. What's wrong with running like a girl? What's wrong with being girly or 'sissy'? These labels have unintentionally shaped our thinking, but it's important to recognise the strength, resilience, and power behind them. Women have always been an essential force in shaping the world, and this International Women's Day, the students of Sunway College Ipoh's Foundation in Arts Programme are stepping up to show the world just how women lead and get things done.

As part of their Humanity Project assignment, the FIA students have decided to organise a racewalk event to honour women with each and every step they take. Based on the popular proverb, "to walk in one's shoes", participants were required to form teams of four with at least one male member in each group to run in a relay race. The catch is that they have to wear either pink or purple and pass

handbags to their teammates instead of a baton. The event kicked off with a quick warm-up session, set to the tune of popular girlboss songs from Fifth Harmony, (G)I-DLE, Aespa and Sia. The race was officially flagged off by the Principal of Sunway College Ipoh, Pn. Wan Nor Haliza. The racers were also treated to delicious lychee juice and sweet strawberry cakes after the race, all wrapped in cute pink packaging.

Apart from taking a stand for women, this event has also served to facilitate community building by encouraging the students and staff of Sunway College Ipoh to reflect on the importance of women and their roles they play in a society. By strutting their stuff and carrying dainty handbags, the “Walk in Her Shoes 2025” event serves to break gender norms and stereotypes that have long hindered society from achieving gender equality, even if it’s only one step at a time.

As part of the Sunway Education Group, Sunway College Ipoh is committed to nurturing bright, young minds and critical thinkers of the future. By encouraging crucial conversations about gender equality and providing a platform for transformative activities, Sunway College Ipoh seeks to contribute to making this world a more equitable place with the power of quality education.



Sunway TES College JB partners with ISCA to advance professional accounting education



Sunway TES College Johor Bahru (JB) has been appointed as a Registered Learning Organisation (RLO) by the Institute of Singapore Chartered Accountants (ISCA), making it the only institution outside Singapore to offer the Singapore Chartered Accountant Qualification programme. At the signing of a Memorandum of Understanding, both institutions pledged to enhance students' academic and career pathways.

<https://www.businesstoday.com.my/2025/03/10/new-mou-opens-pathway-for-malaysia-singapore-chartered-accountants/>