



momentum

A SUNWAY ALUMNI NEWSLETTER • JULY 2011

SPOTLIGHT on Alumni

The Voice of a Brand
From Intern to Shining Star
A PhD and Beyond!

feature:

The Pathway to SUCCESS

Win an iPad 2! Details inside!



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Nurturing the Seeds of Wisdom



momentumpoints

As young working adults, our careers are very much a part of our daily lives. In this issue, we are sharing interviews and profiles of four successful alumni. We asked them all the same general questions and it was interesting to see the responses that came back.

It is an honour to feature two alumni who were part of the first few batches of students back when Sunway was still in the old campus. We are encouraged to see how far they have come and the level they are at in their careers.

This issue aims to share with our readers the ways that these four alumni have achieved career success in their own ways. One is going the corporate route, one is building his business internationally, one is on his way up the ladder, and one has chosen to push his education to the limit.

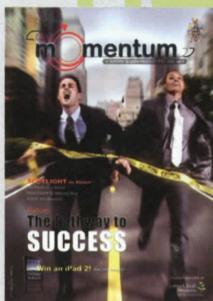
I hope this issue will encourage and enlighten our readers on the various paths that one can take to achieving success in their careers.

Happy Reading!

p/s: We are also doing a survey in this issue to find out more about your preferences. Respond and be in the running to win an iPad 2! Check out Page 14 for more details!



Sue-Ann



Sunway University
(KPT/JPT/DFT/US/B15)

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Drop us a note if your mailing or e-mail address has changed.

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An Introductory Message by Elizabeth Lee, Executive Director, Sunway Education Group

As we pass the mid-point of 2011, I wonder in awe how the time has passed so swiftly and then I realise we have been so consumed in working earnestly from one milestone to another while oblivious to the clock. The most inspiring occasion this year was the official formation of Sunway University. This proud newbie continues to offer first-

class home-grown degrees that are painstakingly validated for quality through collaboration with our partner Lancaster University, a Top 10 UK university.

With the undergraduate and postgraduate programmes now under Sunway University and ably helmed by an international Vice-Chancellor, Professor Robert Bignall, the pre-university, professional accounting programmes and Australian twinning degree programmes must now come under Sunway College, headed by Dr Khatijah Khalid. Indeed we have come full circle but this time in an effort to diversify and offer many programmes all operationally separated into University and College. The result is more choices and pathways for the prospective Sunway student and the University is able to focus on academic excellence including research and development.

“ Your success is a reflection of our institutions’ quality and standards. We have been and will always remain interconnected. ”

In case you have not noticed, our branding now takes into account our new structure and highlights the owner and governing body of these two institutions, the Jeffrey Cheah Foundation.

I am happy that the links and ties to the Foundation are stronger than before, and the Foundation continues to fly its philanthropic banner high by providing scholarships, awards and other charitable donations that benefit the community. So far RM66 million has been channelled just for scholarships ever since the Trust Fund, the predecessor of the Foundation, was set up in 1997. The Foundation now has an administrator who oversees it as it continues to provide more scholarships to help the needy and the academic achievers. We are also working towards the Foundation providing scholarships for studies at other institutions.

Our graduates have also prospered. I am particularly impressed that Wong Shiang Yee, Adrian Ooi, Ang Ker Soon and Dr Mark Ng have all blossomed into fine individuals. Wong is now the Head of Brand and Communications at

Citibank. Adrian is the Chief Corporate Finance Officer for Global Capital Ltd and Ang who started his career through an internship at Sunway University is now handling Communications in DHL for the Southeast Asia region. Dr Ng who was among the first to obtain a PhD from Monash University is now a Lecturer there! They have certainly made headways in their careers and are making a positive impact while leading some of the most established organisations in the country. Bravo to them!

My dear alumni, as you work hard for yourselves and your employer, we will continue to develop and grow so that our success will enhance your standing. Your success is a reflection of our institutions’ quality and standards. We have been and will always remain interconnected.

I look forward to keeping in touch with you and should you feel that you would like contact us for any reason, please feel free to email the Alumni Office. If you need information on the Jeffrey Cheah Foundation or on how to make a donation towards the Foundation to help your less-privileged juniors who are deprived of study because of financial constraints, please feel free to contact Ms Jane Poh.

We will strive to take on the unique challenges of our industry just as you are working hard for your future. I would like to wish you a blessed journey and many years of success and we hope our name can be an asset in your undertakings too.

Thank you and God bless.



Elizabeth Lee

Why momentum

Momentum is the energy that keeps us in motion and allows us to continually move in a specific direction. Naming this magazine Momentum symbolises us taking what we have learned from the past and using that as a force to drive us forward.

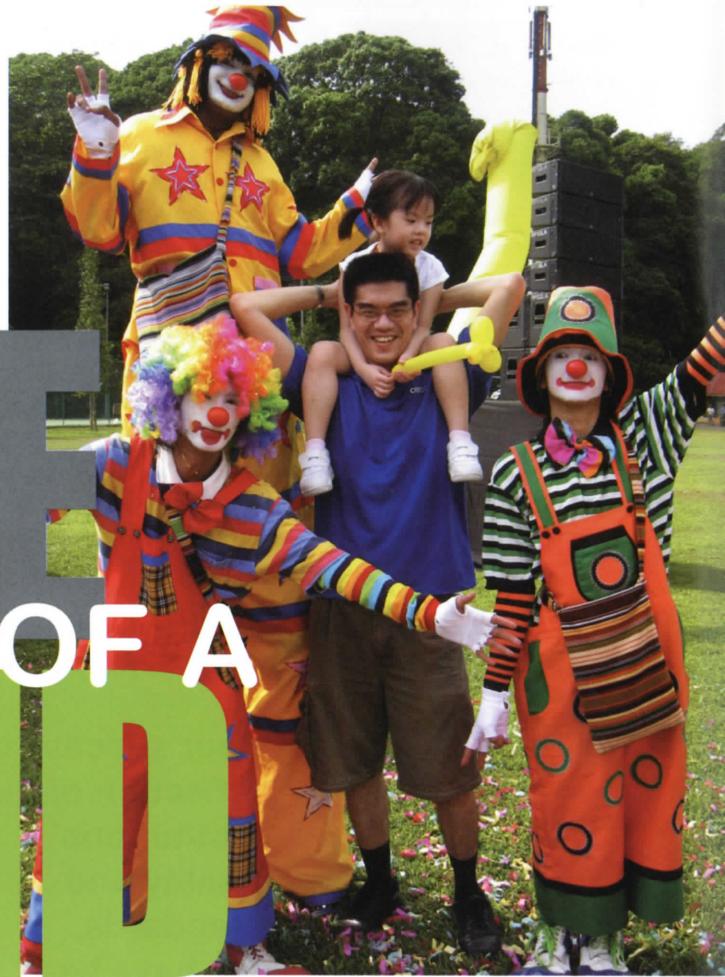
As Alumni of Sun-U, we hope that you have been able to use the knowledge gained here to propel you to success. It is our sincere wish that Momentum will provide you with much inspiration and enrichment.

We encourage you to contribute your articles, time, and knowledge to keep the momentum going.

SUNWAY
Alumni

WONG
SHIANG
YEE:

THE VOICE OF A BRAND



Which course did you complete at Sun-U and when?

I completed the University of Western Australia twinning program - 1991 in Sunway, 1992-1993 in UWA, Perth.

Did Sun-U aid in your employability in any way?

Yes, Sunway has a reputation of delivering quality education and developing good human resource talents.

What kind of work have you been involved in since graduation?

I have been involved mostly with Marketing and Brand communications. I spent several years in advertising (Ogilvy & Mather, Leo Burnett) working across various industries ranging from telco, pharmaceuticals, financial services, healthcare & beauty, fast food, utilities and so on. Subsequently in Citibank I have held roles in product management, research, public relations, project management and marketing communications.

What is your current role and its basic responsibilities?

I am Head of Brand & Communications in Citibank. I oversee the marketing communications for all consumer bank products i.e. credit cards, retail bank, mortgages etc across all consumer touchpoints. Recently I've also done a stint as Acting Country Marketing Director for 8 months, which enabled me to contribute on a more holistic level beyond communications, into Consumer Insights, Strategy and Planning, Measurements & Evaluations.

“ There’s probably not one single big ‘wow’ event – it’s actually more the little things that add up to a sense of accomplishment. ”

Who would you consider to be your role model?

My parents. They have sacrificed a lot to help me get to where I am today, and their humility and perseverance inspires me to this day. I hope to be able to live up to their dreams as I raise children of my own.

What achievement are you most proud of in your career so far?

There’s probably not one single big ‘wow’ event – it’s actually more the little things that add up to a sense of accomplishment. Some key areas would be to coach and help my team build up their capabilities and stature in the eyes of their peers and seniors. People development would be a big thing to be proud of at this stage of my career, and seeing how I have helped them get there is quite a nice feeling.

How do you see those who are mature in their careers making a difference to those who have just recently entered the workforce?

Being able to share our experiences the way we did at the Career Forum during your Career Event was actually quite fulfilling for me. As long as we are able to contribute in some way that's relevant to them, I'm all for it. Within my organisation I see this same effect whenever we run training programs for more junior co-workers.

How should those who have just started working build their capabilities and skills?

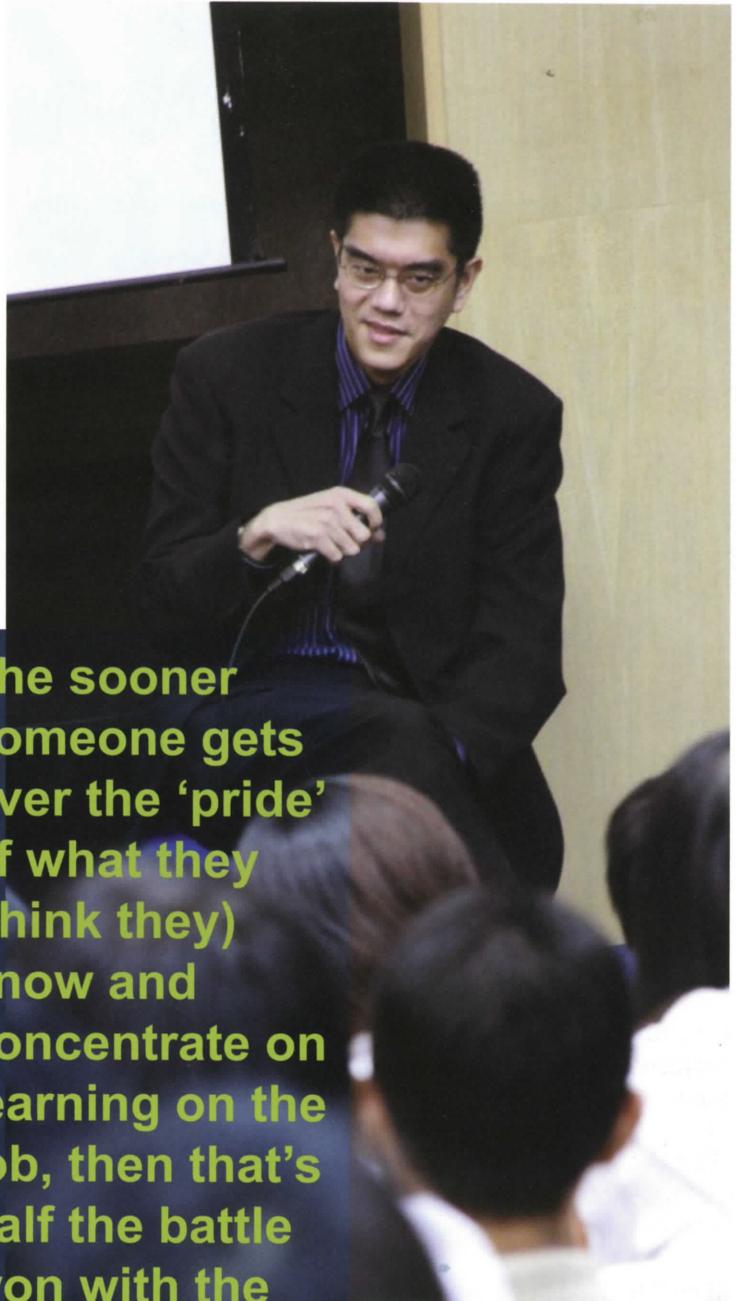
Don't be afraid to do more. At that stage it's all about absorption of skills and fast-tracking on the learning curve. The sooner someone gets over the 'pride' of what they (think they) know and concentrate on learning on the job, then that's half the battle won with the right attitude.

What do you hope to achieve in the next few years? What are your future plans/goals?

I hope to find a suitable balance between work-life-money-fun to spend more time with my kids and family.

Do you see work-life balance as a big problem in Malaysian organisations? How can we work towards finding this balance?

I think generally most Malaysian companies don't place that much emphasis on this vs in other countries such as Scandinavia or Australia for example. Having said that, I believe the biggest factor to getting this balance would actually be ourselves. If things don't work out, it is totally within our control to do something about it – raise it as an issue with the supervisor, suggest it in organisational forums, or as a last resort, just change jobs.



“
The sooner someone gets over the 'pride' of what they (think they) know and concentrate on learning on the job, then that's half the battle won with the right attitude.
”



Is it reasonable to expect or to be able to obtain work-life balance as a young graduate?

Most Gen-Y's I know actually expect this from day one, compared to perhaps my days where there is lesser resistance to being "enslaved" to the job during the early years of career-building. At the end of the day, it really depends on the individual. Some may feel it is worth the 'sacrifice' to be more of a workaholic because it enables them to climb up the ladder quicker.

Do you see yourself working together with Sun-U on any projects in the future?

Sure, as long as I can contribute meaningfully, why not?

Ang Ker Soon: From Intern to Shining Star!



“ I have achieved my life & career goals a couple of years ahead from when I initially planned; so now I have to work the other way round. ”

Which course did you complete at Sun-U and when?

When I first joined Sun-U in 2003, I enrolled in the Canadian International Matriculation Programme (CIMP). Thereafter, I pursued Victoria University's Bachelor of Business degree majoring in Marketing and International Trade, which I completed in 2006.

Did Sun-U aid in your employability in any way?

Definitely. The structure and layout of the academic courses are very relevant to the market and is effective. For example, the course assignments given were almost identical to the assignments I have had in the real working world. To market or promote a product, the fundamentals of Marketing and International Trade have to be applied.

It is also the same as identifying a problem and proposing a solution to fix it. Whatever has been taught is to prepare the students to face real challenges in the working world.

Besides the academic courses, Sun-U also offered many other extra curricular activities. I kept myself occupied with many activities, both indoors and outdoors.

For example, I joined the Student Council and organised and participated in many activities for the students back in 2003. To be able to lead and work with a team are key qualities that every employer wants to see.

What kind of work have you been involved in since graduation?

Four years ago, I joined DHL Express Marketing Department as an intern after I completed my finals. I rose up the ranks and have covered almost all the offered functions; mainly research, pricing, product, planning and communications. This is exactly what I was taught in the VU programme.

What is your current role and its basic responsibilities?

I'm currently in charge of Communications, supporting my superior for the entire Southeast Asian region. I've developed and organised the DHL brand in accordance with the overall public relations strategies and programmes and also implemented advertising, promotional and public relations campaigns in order to achieve targeted ROIs.

This year my role has moved towards generating more revenue for the company.



Who would you consider to be your role model?

I would say all the leaders and managers in DHL. Although they manage different functions, everyone has the same understanding and common objectives to achieve for the company. The way they lead and grow their teams and the directions they develop to remain the market leader is very commendable. Every time I work with them I learn something new.

What achievement are you most proud of in your career so far?

Daily, I am proud that the support I give and initiate has allowed the company and my other colleagues to move towards achieving their goals. My proudest achievement was my revenue generation activities last year, having generated an additional 9-figure profit for the entire Southeast Asian region. With a more specialised role this year, I'm looking at bettering last year's result.

How do you see those who are mature in their careers making a difference to those who have just recently entered the workforce?

One of the key areas would be the sharing of their experiences, showing patience, grooming and giving opportunities for the younger ones to grow. I'm just like anyone else who has gone through that stage and I have been given opportunities to keep on growing and achieving great things. Recent graduates should capitalise on their given resources and start building their career path.

How should those who have just started working build their capabilities and skills?

One should have a strong passion for work, the willingness to learn and most importantly, ask questions! Once you gain momentum and are on familiar ground, you will optimise your work to achieve maximum efficiency.

Request for additional training to further hone specific skills that will bring value to your work. Tap on other colleagues' experiences too as you could broaden your horizon further by learning and understanding the work they do.

What do you hope to achieve in the next few years? What are your future plans/goals?

To stabilise my career, gain more experience and complete my MBA in VU! I have achieved my life & career goals a couple of years ahead from when I initially planned, so now I have to work the other way round.



“ One should have a strong passion for work, the willingness to learn, and most importantly, ask questions! ”



The Pathway to SUCCESS

A pioneer graduate of Sunway shares his story of success and thanks our founder Tan Sri Dato' Seri Dr Jeffrey Cheah for the opportunities given to him.

I started my university education with Sunway College in the year 1987, pursuing the Bachelor of Business (Accounting & minoring in law) twinning program with Curtin University of Technology, Australia. At that time, I was in the pioneer batch of students studying at Sunway College and the campus was located at Petaling Jaya State, opposite the Sungai Way Group headquarters. My wife, Ms Adelaine Teoh, was also in Sunway College completing her Bachelor of Business (Finance), a twinning program with Curtin University of Technology. During my first two years with Sunway College, I obtained top scores in my studies and was granted a full scholarship by the founder of Sunway College, Tan Sri Dato' Seri Dr Jeffrey Cheah. Apart from this award, I also won several other individual awards for highest scores achieved in Taxation and Management Accounting subjects. Both my wife and I graduated from Curtin University in 1990, and my wife is currently a Commissioner/Director of a publicly-listed company in Indonesia with a market capitalisation of USD1.3 billion. Upon graduation, I started my career with Ernst & Young as a Tax Consultant and was there for 3 years before

moving on to The Lion Group of Companies headquartered in Kuala Lumpur. I had a meteoric rise within this organisation and in 1997, I had two career promotions within a year. As the Group Manager of Corporate & Tax Planning for The Lion Group, my responsibilities were corporate tax planning, individual/expatriates tax planning, designing taxation set-ups, compliance with tax laws, acquiring and selling companies, public listing of companies and implementing corporate restructuring schemes. At that point in time, The Lion Group was a diversified conglomerate with businesses and public listed companies spanning across Malaysia, Singapore, Indonesia, China and Hong Kong, registering an annual turnover of RM40 billion at its peak.

I am currently the Chief Corporate Finance Officer for Global Capital Ltd, an investment firm based in Singapore and Indonesia, managing an investment portfolio of USD2.0 billion. It is a private investment arm that was set up along with my other partners and started with less than USD100 million in funds. This private firm is now managing and controlling four publicly-listed companies



“ Always seek a mentor to guide you in your endeavours and projects. Never be afraid to make mistakes, but be sure to learn from your past mistakes ... ”

in Malaysia and Indonesia, focusing on sectors in the IT & Telco Infrastructure, Oil & Gas and Coal Mining. We are now in the midst of preparing for another listing of our IT & Telco Infrastructure group (with operating companies in Hong Kong, USA, Australia, Singapore & Malaysia) on the Hong Kong Stock Exchange, to be completed by the second half of 2012.

My current primary role and responsibilities revolve around undertaking Mergers & Acquisitions of companies regionally, especially within the Asia-Pacific region. The nature of such work will include negotiation processes with the buyer or seller, identifying valuable companies to be acquired, raising funds from financial institutions, marketing our group of companies, and creating macro corporate



strategies for the group. Skill sets which are required and useful for this role include a good understanding of corporate laws, taxation laws, accounting, mathematics and finance principles.

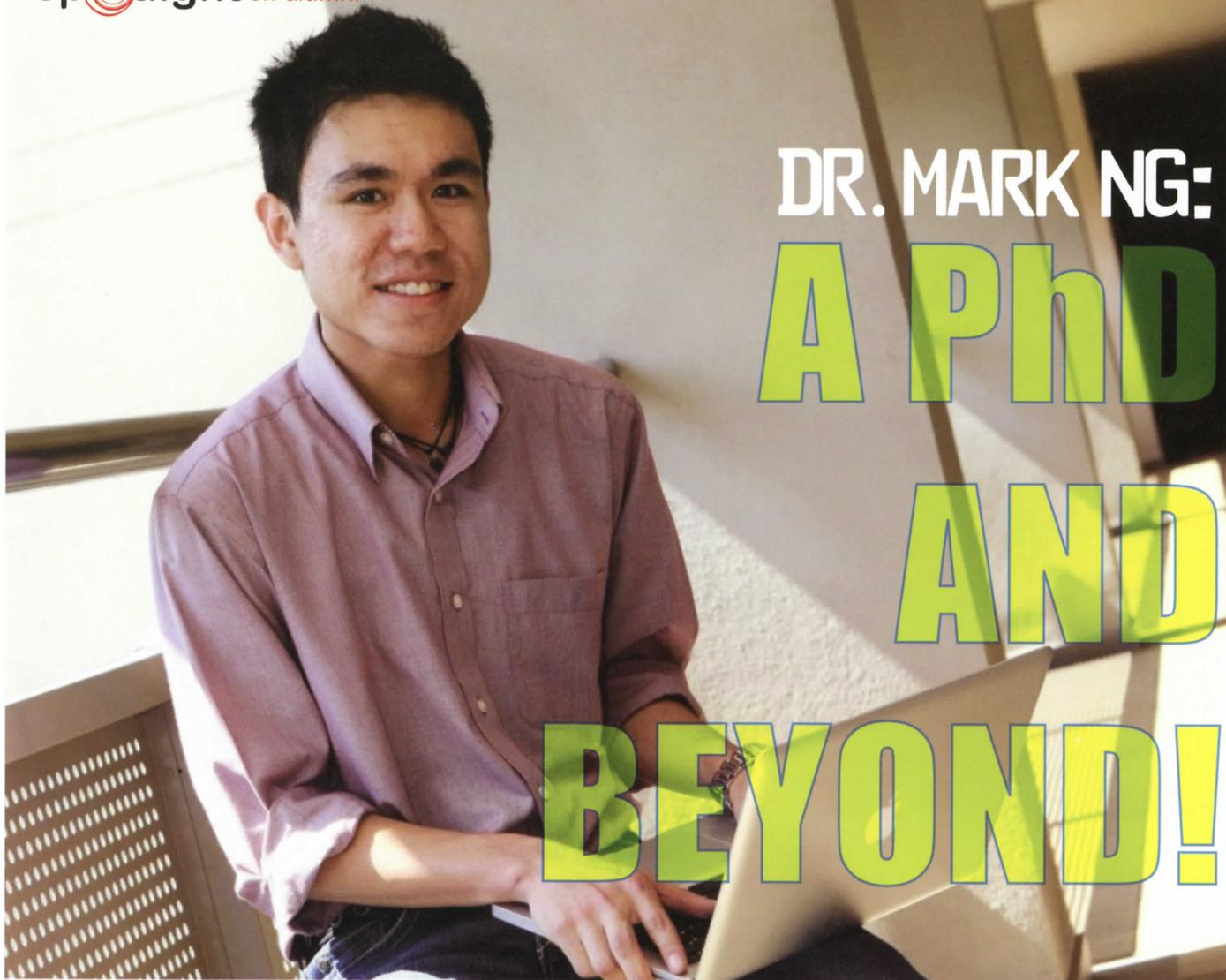
Apart from the skill sets mentioned previously, to be successful in this field of work, one also has to be a very good communicator and have strong presentation skills. More often than not, most negotiation processes break down due to the lack of communication between the parties involved. In terms of personality, one has to stay humble and patient in the pursuit of his/her dreams, which for me thankfully comes easier due to my personal relationship with God. This chosen field can bear great success in terms of worldly material and with this comes greater responsibility and leadership. A perfect example of this would be the life of the greatest investor of all time, Mr Warren Buffet. Despite the mega success in his investment portfolio of hundreds of billions, he remains very humble living in an old 5-bedroom house in Omaha.

Young graduates should understand that the education that he/she has obtained from an institution or university is merely a stepping stone for the future. He or she should be bold, creative, while remaining patient in learning the required skills and experience in their respective fields. Always seek a mentor to guide you in your endeavours and projects. Never be afraid to make mistakes, but be sure to learn from your past mistakes so that you will never make them again in the future. Take time to learn new things in life including knowledge outside of your work scope. Never define yourself by the work that you are doing, but produce work which is a reflection of yourself at best. Always add value in the work that you do for your employer and never, never give up in whatever that you do and start on. The journey may be long and tough, but it is surely worth it when you reach the top.

My current and immediate pet projects apart from my businesses would be to create avenues of giving back to society. I have started some charity projects with the aim of helping those in need such as orphanages, the handicapped and mentally challenged, kids with Down Syndrome and poor families. It is my hope that with help from God, I will be able to give out more time and resources to these groups of people.

My origin is a humble one and my family was not well-to-do, however because of the creativity and the innovation of Tan Sri Dato' Seri Dr Jeffrey Cheah in pioneering the twinning university concept with foreign universities from USA, UK and Australia, he has given many average-income families the opportunity to seek better and higher quality education from across the seas. I am one of the recipients of these benefits, and for that I would like to express my heartfelt gratitude to the founder of Sunway College!

ADRIAN OOI KOCK AUN
B. Bus (Aust.), CPA (Aust.), CA (M'sia), ATII (M'sia)



DR. MARK NG: A PHD AND BEYOND!

Which course did you complete at Sun-U and when?

I was a MUFY student at Sun-U in 2001 before undertaking my engineering degree at Monash University and subsequently my PhD, also at Monash.

Did Sun-U aid in your employability in any way?

Since MUFY is a Pre-U program and I completed it way before I was fit to look for a job, it was very unfortunate I did not get to enjoy any aid from Sun-U in securing a job. But having said that, I did attend quite a number of talks and seminars conducted by external companies as well as workshops on writing a good CV during my days at MUFY, which did help my employability during the later years.

What prompted you to further your studies beyond a Bachelor's?

I have always felt that by having an additional certificate or degree, it would give me an edge over the other graduates. Furthermore, I learned so much during my Final Year Project under the supervision of Dr Edwin Tan (coincidentally also a Sun-U alumnus) that I decided to continue my research in the area of control engineering via postgraduate study. And with the scholarship offered by Monash, it was the sweetest icing on the cake.

How has this made an impact in your life?

I think that having the "Dr" title is already a big impact to me! But beyond titles and distinctions of any sort, I believe that by conducting research as a control engineer just like any other scientist, I get to come up with new theories with the hope that they benefit society one day. At the moment, I am attached to the Robotics, Automation and Manufacturing (RAM) research team at Monash and I work in the area of Fault Detection and Isolation. Since the research that I am currently working on is closely related to the enhancement of reliability and safety of control systems in general, I do hope that my theoretical results can evolve into practical ones in the future.

Do your friends treat you differently because you have a PhD?

Well, initially they did tease me with the "Dr" title and that my head is now permanently damaged since PhD also stands for 'Permanent Head Damage'! But as time went by, they realised that I am still the same person who loves cracking jokes and enjoys a nice movie outing. However, there are some people who still give me that look of disbelief when they find out that I have a PhD. Perhaps they expect a PhD holder to look more mature and composed!



“ ... talent and effort are nothing without focus and determination. Do not lose faith and stay focused. ”

What is your current role and its basic responsibilities?

I am now a lecturer in the School of Engineering at Monash University Sunway Campus. I teach 2nd Year Electromagnetism as well as 3rd Year Electronics and Control Systems. Besides teaching, I am also actively involved in my research work with my fellow colleagues, both internally as well as externally to Monash while at the same time providing some general services to the University.

What achievement are you most proud of in your career so far?

Being able to witness my own students graduating is one of the most satisfying experiences as a lecturer. To see them going through the 4 years of hardship at studying engineering and finally embracing the working world as young adults remind me of my younger days not too long ago.

As for my research, to finally obtain some results and publishing them in international articles keeps me on track, that I am doing the right thing and gives me the confidence to continue doing better.

Teaching wise, I was very happy to have won the Pro-Vice Chancellor's Award for Excellence in Teaching for the effort that I have put in during the past year. I have to thank my lucky star for this.

What advice would you give to young graduates today?

My mom always told me that talent and effort are nothing without focus and determination. Do not lose faith and stay focused.

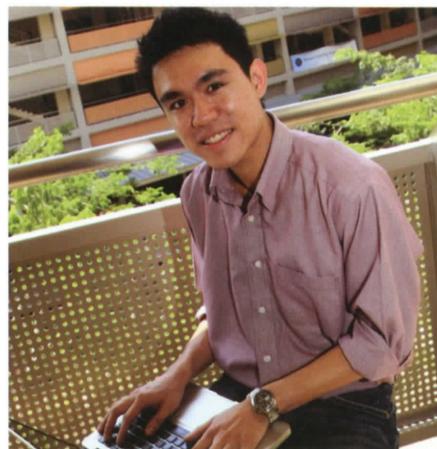
What do you hope to achieve in the next few years?

What are your future plans/goals?

I think that the ultimate achievement for any researcher is to be recognised for the knowledge and innovations that they have contributed to the society. I really hope that in the future, I can reap the fruit of the seed that I sow now. As for my short term goals, I would like to continue improving my teaching skills and to serve Monash better. Also, I would like to undertake a post-doctoral position to further enhance my research outputs.

Do you see yourself working together with Sun-U on any projects in the future?

Definitely! With Sun-U getting more actively involved in research activities, I am very sure that there will be many opportunities for me and my colleagues at Monash to collaborate with fellow experts and researchers at Sun-U.



A Taste of the Working World

Fellow alumni share their job seeking experiences when they first encountered the workforce. Here is what they have to say...

Jet Chan

Graduated in 2010, Financial Management Program

@ General Electric

I took 2 months' break before I started to actively search for jobs. As a result, the MNCs and investment banks replied only months later, contributing to my longer-than-expected unemployment period.

TIPS: Apply for jobs earlier. If you intend to take a few months' break, you can always negotiate with your prospective employer on a later starting date. Also, be sure to embrace class assignments. They may contribute only 20-30% to your grades, but they will contribute 70-80% to your work in the future.

Shermaine Chong

Graduated in 1998, Marketing Manager @ Manpower Malaysia

I graduated at the time of the financial crisis so jobs for fresh graduates were harder to come by. I persevered in my applications and I even hand delivered my resumes to HR departments of few companies. It took 4 months before I finally landed a job with a music college as a Student Operations Officer.

TIPS: Do not be afraid to venture out of your comfort zone. For example, sales jobs used to be associated with door-to-door sales, hence almost looked down upon. However, times have changed and for my second job, I got myself into telemarketing and I must say, this is the one job that helped me break my own mental barriers.

Chan Jinn Yep

Graduated in 2010, International Trainee in Regional

Marketing SEA & China @ Jotun Paints

TIPS: Be bold and take initiatives whenever possible. Once you get used to the job / industry, you will never be able to see things as different as when you were fresh. More often than not, things do not work the way you expect them to. However, never stop taking the initiative and making changes! Else you will be easily stuck in the comfort zone and this is for sure the worst place you can be when it comes to development.

Khor Jia Na

Graduated in 2009, an Auditor @ PricewaterhouseCoopers

I was torn apart between venturing into accounting or banking and was also clueless on the 'best' company to start out. Hence, I spent time to research further on the industry and companies and knowing what I wanted from the job. Consultation from lecturers, seniors and professionals did help a lot!

TIPS: To look for a company which promotes personal growth and development, a working environment that enables oneself to discover great experiences and one that supports and encourages knowledge sharing.

Kan Wen Ni

Graduated in 2010, Accounts Exec in Finance Shared Services @

Sunway Group

Faced with the dilemma on whether to wait and choose until I get the perfect opportunity (eg. the glam job, the high pay, etc), or to just respond to the first job offer. For me, I jumped at the first opportunity as I was already familiar with the organisation and the people around me. I personally felt that I should not procrastinate and I also did not want to burden my parents.

TIPS: Persevere. I have heard from my job-hunting friends that getting a job based on each individual's interest or qualification can be quite a challenge. Perhaps be open to explore a new field.

Ong Teng Theng

Graduated in 2009, Human Resource Exec @ Sunway Education

Group

The main challenge was that employers were trying to comprehend the bridge between my Psychology degree and the HR profession. After sharing my passion and drive for HR, the employer realised that my values fit the job. Secondly, many perceive that age translates to capability. With the appetite and openness to learn, quality performance does overshadow quantitative attributes.

TIPS: Looking for a job is easier than seeking for a career. To those who are hunting for a career, be humble and start small. All the best.

NETWORKING

to Launch the Sunway University Institution-Industry Partnership



Sunway University (Sunway) takes pride in the quality of graduates they produce as every graduate is shaped to be able to transform, accelerate and strengthen the human capital of the country when they join the workforce. Through the right platform, these graduates-to-be can join major companies in corporate industries and work hand-in-hand with them, leading towards growth and a better future for the nation.

This is why Sunway took the initiative to invite the key corporate players to Sunway University to provide an opportunity for their graduates-to-be to meet the representatives of these leading companies in an exclusive networking tea held on campus recently.

The Get Hired 2011 Network Tea saw 40 key industry partners comprising 7 leading banks, the Big 5 accounting firms, Bank Negara Malaysia, Petronas, Bursa Malaysia, General Electric, Dell Malaysia and the Sunway Group to name a few. Also present was the Guest of Honour, Y.BRS Prof Dr. Rujhan Mustafa, Director General, Ministry of Higher Education Malaysia.

The event also commemorated Sunway's strong and effective linkages in an Institution-Industry Partnership with the participating companies which are in line with the government's effort to achieve a developed, high-income nation. Through this networking session, leading companies are able to recognise the quality of education that was nurtured within these Sunway

students and provide them a place in the 21st century globalised workforce upon their graduation.

Jui Chien Ling, a Year 2 student of the Accounting and Finance degree programme who was looking for an internship experience said,

"It was great to know the different companies out there, understand them in detail and the type of employee they are looking for. It also gave me an opportunity to know them as a company, understand their culture and communicate with the people who have been working there for a long time".



Lau Jing Mei, a final year student of the Association of Chartered Certified Accountant (ACCA) programme said, "Get Hired was an excellent event especially for graduates-to-be like me. Instead of having to find job opportunities in the classified sections of the

newspapers, I got to meet many company representatives face-to-face, built a connection with them, got a response and cleared whatever doubts I had all in one meeting. It's also easier to ask questions due to its informal setting".

Also in attendance at the Network Tea were a number of Sunway Alumni who represented their companies to recruit high calibre graduates from Sun-U. Lim May Kin, an alumnus who now works in KPMG said, "The format of this year's career event was very unique and deserves a definite thumbs up! We received more than 120 CV's from students and look forward to hiring those who are the best fit for our organisation. Here's to continued partnership between alumni, our companies, and the institution."

Dear **Momentum** Readers,



2 Simple Steps

For a chance to WIN an iPad 2!

Step 1 Like us on The OFFICIAL Sunway Alumni Community facebook.com/OFFICIAL.Sunway.Alumni.Community

Step 2 Complete this Survey*:
Online at: alumni.sunway.edu.my

Or submit it to us by fax to Sunway Alumni Office at 03-5636 8232,

Or by e-mail at alumnioffice@sunway.edu.my.

* Closing date for submission: 31 August 2011.

** Open to Malaysian citizens only.

We want to serve you better!

As part of our effort to improve the Sunway Alumni official publication, *Momentum*, we are conducting a readership survey to better understand your preferences and needs. The survey will only take a moment of your time.

General

- In what format do you access *Momentum*?
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- How many issues of *Momentum* have you read?
 1 2 3
- In your opinion, the *Momentum* publication is:
 Excellent Satisfactory
 Good Average
- As a recipient of *Momentum*, you:
 Read every article
 Read one or two articles in each issue
 Read articles only relevant to you
 Read every issue of *Momentum*
 Don't read the publication
- How would you rate your interest in the publication?
 I look forward to reading it when it arrives.
 When I find the time, I flip through it to find articles that capture my attention.
 I have no interest in the publication.

Preferences

- Given a choice for the frequency of publication, how often should it be printed?
 Quarterly Bi-Annually Annually
- Since *Momentum* is also available online, would you opt to exclusively read the online version?
 Yes No

Feedback

- Please indicate your agreement with this statement: "*Momentum* strengthens my personal connection to Sunway University."
 Strongly agree Agree
 Disagree Strongly disagree
- Please identify the ways in which *Momentum* strengthens your connection to Sunway University. (check all that apply)
 Reminds me of my experience at the institution
 Serves as a source of continuing education
 Encourages me to volunteer my time to the institution
 Encourages me to support the institution financially
 Helps me to feel more in touch with my fellow alumni
 Provides useful career and networking information
 Other: _____

- What would you like to see more of in *Momentum*?
 Alumni feature stories
 Campus news updates
 Developmental articles
 Networking and business contacts
 Information on postgraduate studies
 Other: _____

- Please rate the quality of *Momentum* on the following:

	Excellent	Good	Average	Poor	Very Poor
Content					
Cover					
Ease of reading					
Layout and design					
Images used in articles					
Writing					

- What overall suggestions do you have to improve *Momentum*?

- Would you like to continue receiving *Momentum*?
 Yes No

- Would you be interested in contributing to *Momentum*?
 Yes, I would like to contribute in: _____
 No, I am not interested.

- Your Details

Name: _____
 E-mail: _____
 Contact no: _____
 Job title: _____
 Company name: _____

THANK YOU!

Mentors for a Day, Knowledge for a Lifetime

In late June, five of our notable alumni returned to their alma mater to serve as mentors to some of our students identified as potential talents. The alumni participated in a speed-mentoring session, spending 20 minutes each with small groups of students. During these sessions, they shared with students about their career paths, provided tips on succeeding in their future careers, and responded to specific questions that the students had.

The mentees were academically-distinct students, part of the LEAP Platinum programme which is an employability programme that consists of a series of skills-based workshops designed to increase the competencies of talents that are highly sought after by top corporations.

Both alumni and students enjoyed the interactive session and gained much from it. Thank you very much to our alumni mentors - Hugh, Jim, Lenny, Nancy and Rodney!



VU Alumni Malaysia Celebration



by the Chancellor, Mr George Pappas, Vice Chancellor and President of the Malaysia Alumni Association, Mr Chua Teck Boon.

The fact that so many joined the celebration is evidence of the loyalty and commitment of VU Alumni to the partnership programme they completed at Sunway. Their efforts to join these occasions are lauded, especially when many live outside Kuala Lumpur.

On Saturday 26 March, over 100 Malaysian Alumni met up at Sunway Resort Hotel & Spa for the annual VU Alumni Malaysia Celebration. The evening was an opportunity to welcome 2011 graduates, and Victoria University's new Vice Chancellor, Mr Peter Dawkins, to the Alumni Community, and for Alumni to re-connect and socialise.

Activities included door prizes (one of which was accommodation at Sunway Resort Hotel & Spa), networking, socialising and a series of short speeches



INTRODUCTION

EXECUTIVE EDUCATION

In today's fast challenging world, we need to increase our competitive advantage and efficiency.

Executive Education has been developed for working adults to provide hands-on knowledge, with in-depth key principles and practices.

This is a flexible learning programme which allows participants to make the most of experience and gratifications.

Tailor-made for those aspiring individuals who have the vision and perception of what they "CAN DO and ACHIEVE".

OBJECTIVE

To offer Executive Education to working candidates, giving them the edge to further themselves in their careers and self development.

Executive Education in Malaysia has programmes and specialised courses that meets the demand of employers in our current job industry.

EXECUTIVE EDUCATION COURSES

- ✓ Executive Certificate in Management
- ✓ Executive Certificate in Programming
- ✓ Executive Certificate in Mobile Technology
- ✓ Executive Certificate in Multimedia
- ✓ Executive Certificate in E-Business
- ✓ Executive Certificate in Enterprise Resource Planning
- ✓ Executive Certificate in Office Applications
- ✓ Professional Certificate in Six Sigma (Green Belt)

- ✓ Executive Diploma in Business Management
- ✓ Executive Diploma in Hospitality Management
- ✓ Executive Diploma in Marketing Management
- ✓ Executive Diploma in Financial Management
- ✓ Executive Diploma in Human Resources Management
- ✓ Executive Diploma in Entrepreneurship Management
- ✓ Professional Diploma in Six Sigma (Black Belt)
- ✓ Masters of Business Administration – Victoria University, Melbourne

PUBLIC COURSES

- ✦ Management
- ✦ Microsoft Office Application
- ✦ Information Technology
- ✦ Culinary Arts
- ✦ Electrical Engineering
- ✦ Multimedia

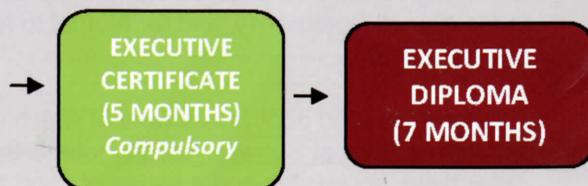
- ✦ Human Resources Management
- ✦ Personal Success Development
- ✦ Events Management
- ✦ Hospitality Management
- ✦ Entrepreneurship
- ✦ Accounting
- ✦ Customer Service

- ✦ Communication
- ✦ Marketing
- ✦ Enterprise Resources Planning (ERP)
- ✦ E-Business
- ✦ Tourism
- ✦ Music

CAREER PATHWAY

Entry requirements

Three (3) credits in SPM, O-Level or equivalent
(Must have a pass in English Language) and working experience



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