

# JUMPSTART YOUR CAREER!

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**GET  
HIRED**  
2017

SPECIAL ISSUE

ACTUARIAL & BANKING  
BUSINESS & COMMUNICATION  
SCIENCE & TECHNOLOGY  
ACCOUNTING & FINANCE



## 'JUMPSTART YOUR CAREER' MAGAZINE

This half yearly magazine by Sunway Career Services is intended to kick start your career exploration. The magazine features sharings from Sunway alumni, experts from the industry as well as articles written by our career team.

## SUNWAY CAREER SERVICES

We are part of Student LIFE. We aim to equip students with the right tools and essential skills to create employable graduates and prepare them for the working world.

## GET IN TOUCH WITH US!

You can drop by to have a chat, make an appointment for a career advisory session or just check our Facebook page for upcoming career events.



Student LIFE (ground floor of North Building)  
Opening hours : Mondays to Fridays, 8.30am- 5.30pm



03-7491 8622 ext 3031/3035  
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**NEW!** We have started hosting Career Focus Groups for final year students. This is a platform to meet an industry expert to explore a particular career/ job in a more focused and open discussion. Look out for the next career focus group invitation!

## CAREER IN FOCUS





# RESUME RULES

An increasing number of graduates and students are confused on how to write a proper resume, much less a winning one. Here's a practical check list for you to follow.

## GENERAL

- Keep it to one or two full pages only. Use bullet points so that it can be kept concise.
- A well written resume is easy to scan quickly.
- Ensure that it is free from grammatical and spelling errors. It should be in past tense as it is a summary of things you have done.
- Be consistent with the fonts (type and size) and ensure that they are not too small (11pt minimum).
- Make sure the alignment, spacing and bullet points used are consistent.
- Proof read your resume a few times. Getting an independent advice on your resume is helpful too.

**Does your resume look good? Would you want to read it? Would the employer want to read it?**

## PERSONAL DETAILS

- Does your name stand out? (Place it clearly at the top of the page. No need to mention 'Resume' or 'CV')
- Is your contact number correct? Lest they can't get through to you.
- There is no need to put your IC or passport number.
- It is not necessary to put your photograph. If you decide to put one, make sure it is a professional one.

## EDUCATION

- List academic qualifications starting from your high school onwards.
- Emphasise on the qualification, then the institution.
- Highlight outstanding results/special awards/scholarships.

## WORK EXPERIENCE

- Elaborate in greater detail on past experiences that are relevant to the job you are applying for.
- Use punchy and concise sentences. Try to use action verbs and quantify your achievements to give a sense of scale to your accomplishments.
- Demonstrate how you fit the job criteria from your experiences.

(same rules apply to the **Extra Curricular Activities section**)

## OTHER SKILLS

- Is it clear what level of attainment you have in languages, IT, etc.?
- Use this section as another opportunity to demonstrate that you have the required competencies for the job.
- State your level of proficiency in those skills but do not rate skills according to a scale or any sort of scoring system as it is not a proper standard of measure.

## REFEREES

- If you are including your referees' contact details – have you asked your referees' permission?
- Try to put their details on a single line, for eg:  
*Dr David Chan, Lecturer, Sunway University (012-3778050, davidc@sunway.com)*
- If there is insufficient space, you can state "Referees available upon request"

**The term CV and resume is frequently used interchangeably. It is the same thing. The term curriculum vitae or CV is used mostly in the UK while the term resume is widely used in the US.**





# CAREER BOOT CAMP

6 MAY 2017, SAT @ 9AM-6PM  
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- Breakfast, lunch, and a dinner at myBurgerLab
- Certificate of Participation

**Find out more at <http://bit.ly/SunwayCareerBootCamp>**

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# **ACCOUNTING & FINANCE**

## **INDUSTRY**

### **COMPANY VISIT**

KPMG Malaysia  
5 May 2017 (Fri) @ 9am-1pm

### **ACCOUNTING FORUM**

EY | Deloitte | KPMG | PwC  
7 April 2017 (Fri) , 2.30pm-4.00pm @ Auditorium JC3

### **CEO INSPIRATIONAL SERIES**

Mr. Sridharan Nair, Managing Partner, PwC Malaysia  
11 April 2017 (Tues), 4pm-6pm @ Auditorium JC3

### **ACCOUNTING & FINANCE FAIR**

5 April 2017 (Wed), 10am-4pm @ Gallery, Level 1, University Building

*Participating companies are:*

Baker Tilly  
BP Business Service Center  
Deloitte Malaysia

EY Malaysia  
KPMG Malaysia  
PwC Malaysia

RBC Investor & Treasury  
Shell Shared Services  
and many more..

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# being a FORENSIC INVESTIGATOR

By Michelle Leong, BSc (Hons) in Accounting & Finance, 2012

I started off my career as an external auditor in one of the Big 4. Two years into external auditing, I switched to a more specialised field – Forensic Accountancy – because it is related to audit but with more depth and it requires an investigative mind-set.

I'm currently a member of the EY Fraud Investigation and Dispute Services ("FIDS") team in Malaysia. In FIDS, we investigate allegations of fraud or misconduct, disputes, recommend anti-fraud programs, and facilitate compliance of corporations in various industries, from financial services, infrastructure and construction to pharmaceutical and logistics among others.

We usually work in teams on a project basis. Team work is important as we will not be able to complete an engagement on our own individually. We work closely with our team members who may be of different ranks, ranging from Associate to Partner. Occasionally, when required, we also work across service lines or departments, e.g. with colleagues from Assurance and Advisory.

No two cases are the same. Therefore, the work we do is always different from one project to another. To me, this is one of the most interesting part of the job as a forensic investigator as I am able to experience and gain knowledge in different areas. Being in FIDS for close to two (2) years now, the work experience has honed my mind to be more critical, sceptical and analytical, besides further improving my interpersonal and communication skills, as well as my adaptability and technological skills. The knowledge and experience I have gained so far have not only helped in my career progression, but also my self-development.

As the work we do in FIDS requires us to be highly sensitive, precise and meticulous, pressure and stress are inevitable. This is something that we will face in whichever career we choose to go into. However, if we are passionate about what we do, we should be able to overcome any challenges we face at that point in time.

It is not a must to have an accounting or finance degree to be in FIDS. We have had individuals with backgrounds in law, information technology (IT) and mathematics who have been part of our team. Besides being a fraud investigator, there are also other roles within the division, e.g. data analytics and computer forensics.

There are three things that you should have in this line of work – an inquisitive, sceptical and analytical mind-set. During an investigation, we often pick up small puzzle pieces from various places which, at the end of the day may or may not be part of the bigger picture of what actually happened. Whatever I have said probably sounds like the Crime Scene Investigation (CSI) television series and it is, except that the work that we do as a forensic investigator relates to business/corporate investigation and misconduct.



Michelle, a proud member of the EY FIDS team in Malaysia

*The views in this article are those of the author and do not necessarily reflect the views of the global EY organisation or its member firms.*



# internship FLOW CHART

*Sunway Career Services assists and facilitates the Internship Placement process via an open system. This means that students are responsible for securing their internship company, assisted by Career Services via support and consultancy throughout the process.*

*Here is an overview of the internship process:*

## 01 KICK-OFF

- Internship briefing
- Internship Company Listing issued



## 03 APPLICATION

- Submission of resumes to target companies
- Attend interviews



## 05 PRE-INTERNSHIP TRAINING

- Internship Best Practices
- Office Do's and Don'ts



## 02 PREPATORY WORKSHOPS

- Resume guidance and critique
- Mock Interview Sessions



## 04 OFFER

- Report back to Career Services via the Internship Confirmation form



## START WORK!

Don't forget to turn up for work!



*For further enquiries on internship placement, kindly contact us at [prepare@sunway.edu.my](mailto:prepare@sunway.edu.my).*





# guide to getting an **INTERNSHIP**

**Internship is an exciting time to explore your potential career. But getting an internship can be a bit stressful as there is much work to be done in securing one.**

**Here are some tips for soon-to-be-interns in 2018:**

## What job?

You need to first determine what work or profession do you want to explore and test waters in. Don't be too indecisive on this. If you are really clueless on what you intend to do, then best to try a job that is in line with your field of studies. That would be a good start for you to explore your career.

## Where to intern?

Which company to work for? How do I get there? So many concerns and worries. First thing's first- Research. You can always research online on the companies relevant for that line of job. Attend job fairs to explore further opportunities and talk to the employers. Speak with seniors, career counselors and lecturers for further input. You can also perform a search in JobStreet.com to be aware of more internship opportunities.

## More research

When you have a rough idea which companies to target, read up more on the company websites. Be informed on the selection criteria and pay close attention to the words they use in the selection criteria. You may want to replicate these words in your resume too.

## How to get there?

Most students worry on transportation to the company and tend to intern in a company close to where they live. While that is a fair concern, it should not be your main deciding factor as it could narrow your career exploration and opportunities.

Worry about transportation later as there is Uber and Grab and possibility of car pooling. Choose a company that can best fulfill your internship objectives - to test waters.

## Application documents

Get the basics ready – cover letter, resume, certificates, photos and all other relevant documents. Don't leave this to the last minute. Be aware of the application method required by the company too- some prefer online application via their portal.

## Dress Code

Start shopping for work wear already. Don't wait till you have an interview before rushing off to the mall. Get a few business outfits ready. These will come in handy when you attend career fairs, networking events and the interview too!

## Review and re-strategise

Securing your internship is not that straightforward. You may not succeed at your first application. You may need to send multiple applications. If you are getting lots of rejection, you may need to review your strategy- are you applying for jobs you do not qualify for, is your resume the issue, interview blunders etc. Seek counsel with the career advisors or lecturers if needed.





# SCIENCE & TECHNOLOGY

INDUSTRY

## COMPANY VISIT

Digi Malaysia  
14 April 2017 (Fri) @ 9am-1pm

## CEO INSPIRATIONAL SERIES

Mr. Albern Murty, CEO of Digi Malaysia  
13 April 2017 (Thurs), 4pm-6pm @ LT 7, North Building

## COMPUTING & IT FORUM

11 April 2017 (Tues). *Time and venue to be confirmed.*  
*Please check the latest updates at <http://bit.ly/leapprep>*

## PSYCHOLOGY FORUM

11 April 2017 (Tues), 12pm-2pm  
@ Hall 3, Graduate Centre

## SCIENCE & TECHNOLOGY FAIR

12 April 2017 (Wed), 10am-4pm @ Gallery, Level 1, University Building

*Participating companies are:*

Accenture  
Binary  
EY IT Division

Flexiroam  
GlaxoSmithKline  
Job Street

KPMG IT Division  
Philip Solutions  
and many more...

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## the CFO's apprentice



by Joel Thum (BSc (Hons) in Accounting and Finance). Joel was one of the 8 young talents who won a spot to shadow Digi's CFO under Digi's CXO Apprenticeship Challenge last year.

What an exhilarating experience it has been being a part of the CXO Apprentice Program. From my last semester till now, my learning curve in Digi has been extremely steep since the Telco industry is relatively new to me. Apart from work experience, reporting directly to Digi's CFO was also a refreshing experience.

As his apprentice, I sit right in front and am able to question him on any tasks that I am not sure of. The CFO is very patient with my learning and tries his best to make time for personal guiding sessions. Digi itself really invests their time in employees even though I may just be a fresh graduate.

In a nutshell, my job description is pretty much anything that I am able and want to do. As I am assigned to the CFO's office, I do not have a specific departmental role. Hence, most of my jobs are project basis which gives me the ability to move around in a dynamic firm.

Digi rarely promotes desk jobs as we want to be as agile as we can be, even in our work space. Therefore, it becomes exciting to work in Digi's office unlike the usual cubicle jobs that other places might offer. With that style, I believe that employees are motivated to work harder since they are given more flexibility in moving around.

Apart from working, Digi also offers many events internally and externally. We like to engage our customers like our Customer First Day event where all

employees went out on the streets to meet and greet with them. We believe that it is important to get out of offices and know what our customers are feeling.

Moreover, like the picture attached, there were entertaining events for the employees too especially when a new tech trend comes. When Digi became a major sponsor for an Esports event, they held their very own gaming tournament too. Just fresh out of university, I was very into the scene and hence, together with my team, we emerged as runner-ups.

Another experience was the launch of the Iphone 7 where there was a party to celebrate with our customers up till 4 am! Part of the orientation also entailed a trip to Bangkok, to meet with other Telenor trainees (parent company of Digi). Meeting them has widened my view on what working globally is.

Surely Digi is filled with exciting events and creative job cultures. I feel that this is the uniqueness of Digi culture, where fun comes with the job. Although employees feel stressed, the management team understands the importance to de-stress when needed.

The company does put value in their employees, which makes the employees want to contribute back to the company. Overall, I feel like it is a fantastic place to be working in and am glad that I got this Apprenticeship right after studies at Sunway University.





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ENTERING THE AGE OF

# cyber security



What is Cyber Security exactly? Does that mean that my cyberspace is now secured? Is it a form of safeguarding my cyber activities and being protected from any unwanted phishing?

With the growing epidemic of cyber threats, the term 'Cyber Security' has been heard and used more frequently. There's no denying that it is a trending topic, soaring in popularity as more devices become connected through the limitless cyberspace. The importance of Cyber Security is made known in KPMG, and the understanding of the magnitude and implications of cyber security threats are especially encouraged to be instilled in the mindsets of youths.

Practicing the role of a Cyber Security Associate in KPMG, is actually exciting but challenging at the same time. It entails the day-to-day responsibilities, which span from dealing with clients' issues to enhancing KPMG's IT and cyber environment, down to building a successful cyber practice. The most common aspect of it all is to find a solution to every problem.

### *What does one do in the field of Cyber Security?*

Is it a nerd job? Would I need to wear dorky glasses like Clark Kent by day and turn into Superman in saving the "Cyber" world? Our IT Advisory team creates the opportunity in bridging the communication gap between business executives and IT professionals. Our Cyber Security Associates assist clients to focus on fundamental business issues that help to increase revenues, control costs, identify and manage risks, including the risks inherent in the technology systems used to support business objectives.

### *What does it take to be a Cyber Security Associate in KPMG?*

Our recruiters look at various criteria to ensure the candidates are well equipped with the right capabilities. If you have what it takes to be a Cyber Security Associate and the ability to work under pressure, ability to think and plan ahead, cultural sensitivity, independence and self-motivated, possess strong team spirit and most essentially, a strong adaptability and flexibility to change, especially in the fast-paced ever evolving world of cyber space, We Want You!

In this fast-paced world of technology, the demand for cyber security jobs are rapidly increasing, mainly due to the uprising threats and risks, especially in the ease of hacking into computer systems. Therefore, the extensive need in protecting data and other vital information in the vast cyber space is crucial.

Ensuring the readiness of students to face challenges that may present themselves in the immense world of cyber space, is paramount. KPMG steps in to ensure just that by organizing an annual challenge, better known as the Cyber Security Challenge.

This challenge provides a golden opportunity for the challengers to not only recognize the importance of Cyber Security, but to also gain knowledge on real threats that present themselves in today's advanced age of technology. Join our dynamic Cyber Security team and make a difference!

Apply now at:  
[www.kpmg.com/my/careers](http://www.kpmg.com/my/careers) or  
[talent@kpmg.com.my](mailto:talent@kpmg.com.my)







# on a search for the **PERFECT JOB**?

## **Is there a perfect job?**

**Many times we are stressed about finding the 'perfect job'. We struggle to find answers on what is that perfect job for us.**

**And so often, we are fearful to take a job offer, in case it is not the 'right' one for us. Like the perfect wife or husband, this is a delusion. There is no perfect job in this world. Every profession/ job has their pros and cons as well as opportunities and challenges.**

**Similarly, every company is nowhere near perfection. They have their good and ugly side too.**

## **What then is the right career for me?**

One should view their career in a holistic approach. At the end of say 10 years, your career should be an accumulation of value-adding skills that you have learnt/perfected/honed over the years. These skills add to your worth as a 'valuable' employee.

So a job is not just a job, standalone. Decide what your end goal is and move towards that. Invest your career in companies/positions that can meet your career objectives.

## **Strengths, goals and direction**

What then should be my goal or career objective? That is a life-long question that you need to discover for yourself. Perhaps a practical way to answer that is to work on your strengths and interests. These are areas which you naturally can do better than those who are not inclined in that area. What are some things you do better or easily compared to your peers? Note them. Develop these areas further.





Which subjects did you score better than the other students? Which subjects interest you and get you all excited to study? These are all little hints that indicate your strengths and interests.

The other wise thing you could do if you are still very clueless is to start in a job that is within your field of studies. That way you can at least fall back on your academic training and move forward from there. The point is to always move forward, not go round in circles and fearing to step forward.

### **Work Experience have I none.**

Don't just focus on the academic side of things. Yes your academic standing is important. But together with your leadership and people skills, it makes you a more all rounded and employable graduate. Hence it is worth investing time to get involved in extracurricular activities and develop your leadership and interpersonal skills. This will help make up your 'work experience' at campus.

Campus involvement is also a good training ground to sharpen your skills in team work, deal with difficult team members, work towards a big project with limited resource and a deadline, prepare budgets, meeting profit targets for charity events, and lots more. This is a mirror of what exactly one does at the work place too.

So don't ignore this part during your campus life. If you lack experience in ECA, chances are you have to learn it from the very start at your job whereas those who has the experience will have a major advantage.

### **Explore.**

To work towards a good career is always a good aim. But what is good career then?

That's where you do your homework – Research!

- Read up on career opportunities online or via company website.
- Attend career fairs and speak to the employers represented there to find out about the job!
- Speak to seniors.. speak to people in the industry
- Try to get into networking events to broaden your horizon.

At the end of it all, you would have done well to equip yourself with details and knowledge you need to make a decision.

### **Take risk and step out**

Having done all, make that decision and take a step forward into that job. There will be challenges, there will be hardships, and it may not be crisis free. This is life anyway. Quoting Paulo Coelho **'Be brave. Take risks. Nothing can substitute experience.'**

While there is no perfect job nor decision nor company, the key however is to strive toward being the perfect worker/employee. Putting brilliance aside (as not everyone is born a genius), a perfect employee would be one who possess these qualities:

- Works hard and gives his/her 100% in the task
- Humble and a good team player
- Independent and resourceful in seeking out solutions
- Willing to learn new things and be open to do anything and everything.

### **Above all, a GOOD ATTITUDE IS EVERYTHING**

With a good attitude, one will aim to make the best of every situation and task in the job. You argue that the task is too menial for you, well somebody's got to do it, if it's not you, can't be the boss doing it. It is all part and parcel of learning! Rather than grumbling about the task, try to see the big picture and purpose of the task. Instead of complaining about the fussy boss, use this as an opportunity to toughen up and work towards high quality deliverables.

### **Make the best of situations.**

#### **Adopt a good attitude.**

#### **Take everything positively as it comes.**



# **BUSINESS & COMMUNICATION**

## **INDUSTRY**

### **COMPANY VISIT**

Mondelez Malaysia  
21 April 2017 (Fri) @ 9am-1pm

### **CEO INSPIRATIONAL SERIES**

Mr. Azran Osman-Rani, CEO of iflix Malaysia

18 April 2017 (Tues), 4pm-6pm

Venue to be confirmed (please check updates at <http://bit.ly/leapprep>)

### **ALTERNATIVE MEDIA FORUM**

20 April 2017 (Thurs)

12.30pm-2.00pm @ Auditorium JC3

### **BUSINESS FORUM**

17 April 2017 (Mon)

11.00am-12.30pm @ Auditorium JC2

### **BUSINESS & COMMUNICATION FAIR**

19 April 2017 (Wed), 10am-4pm @ Gallery, Level 1, University Building

*Participating companies are:*

AIESEC  
Cosmo Goodness Malaysia  
Flexiroam

Mondelez Malaysia  
Shopee  
Siemens

UEM Group  
UEM Sunrise  
and many more...

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# DRESS RIGHT!

Come dress in the right outfit for any professional event be it a job fair, interview or networking session.



**Imagine dressing like the above to a job fair, what impression will you be giving to the employers?**

**Dress to impress. Dress to win the job.** While this sound elementary, many employers observed that there are so many who still fail to dress appropriately when attending professional events.

**Do not be ignorant. Avoid these dress codes and grooming blunders by following this guide:**

## 1. LENGTH OF SKIRTS / PANTS

- No mini skirt or pencil cut short skirt
- Now you may argue- how short is short? About knee's length is just right
- Ladies can always go for a simple work dress with a jacket
- Guy's pants should not be overly long. It should nicely cover your ankles when you sit.

## 2. COLOURS

- Keep to conservative colours like white, blue, and grey
- Avoid flowery or patterned clothing and overly bold colours like (red, orange, yellow)

## 3. SIZE

- Clothing should not be overly baggy NOR overly tight.
- Should be fitting and comfortable

## 4. HAIR

- Ensure your hair is neatly combed or arranged
- If it is too messy, tie it up

## 5. MAKE UP (for the ladies)

- Keep it simple and basic.

## 6. ACCESSORIES

- Keep it to one or two piece (earrings, necklace, watch, belt)
- Over accessorizing can be distracting and puts the focus on the accessories instead of you

## 7. SHOES

- For ladies, best to wear closed-toe shoes
- For men, please wear formal working black/brown/grey shoes
- No flip-flops, sandals, sneakers, loafers or boots

## 8. OTHERS

- Make sure your nails are neatly trimmed
- No body piercing or tattoo flaunting. Keep those under wraps.

## 9. NO WAY

A general NO NO for any career related occasion:

- No shorts! Even if you are just checking out the career fair as a spectator
- No revealing attire. The employers want to see you, not inside of you.
- No slippers!

**There could be many attire mentioned above that you do not have. Now is a good time to start investing in them. Start shopping!**



# working at the iflix playground

by Regina Lee

Regina graduated in 2016 with a BA (Hons) in Communication. She is currently working as a Community Associate in iflix.

**We call our workplace The Playground, and it is exactly how it sounds.**

The moment you step into the office, you'll hear music all around; you'll see colourful graffiti drawn on the walls, people coming in to work with shorts and slippers, people having discussions on bean bags, sofas or swings. If it's the last day of the week, you'll probably see people scrambling for that last piece of pizza and enjoying our FRIYAY party.

That's the fun bit. The challenging bit, is to convince the tech-savvy millennials that we're more than just another streaming video-on-demand service and to assure the middle-aged uncles and aunties that it is possible to enjoy entertainment at a price lower than a pirated DVD (RM10 per month to be exact!).

When I was interviewed for the Community Associate position last year, this question was thrown at me - "Would you be able to go down to the streets and speak to strangers about iflix right now?" I was hesitant about the job at that time, wondering if I would be brave enough to do so, but now no matter if I'm working or not, I would naturally talk to friends, families, strangers, even Uber drivers about the product.

The Community team curates on-ground events, as well as community activities that tie in with our content, in order to engage with our existing fans and promote the brand to potential fans. This is to make sure that iflix is more than just a virtual screen; it's entertainment brought to you by a group of passionate TV junkies who



understand the pain of not being able to enjoy your favourite shows conveniently, at an affordable cost. I landed this job very unexpectedly. One day I received a LinkedIn message from an iflix HR recruiter, and the next thing I know I was being interviewed in a room with a meeting table made of Legos, and I was hired on the very same day!

Prior to that I was actually feeling really clueless and uncertain about my future right after I graduated, but I guess it's true that a certain darkness is needed to see the stars. Joining a start-up as my first job has given me an incredible amount of freedom and opportunities to experiment with new ideas, to be able to grow with the company, and to be able to say with pride - Yes, I'm part of the pioneer team that successfully organised that event.

It has been 10 months since I started working at iflix. Up until now, my team and I have organized six community events, ranging from a 5-day experiential roadshow to a 24-hour hackathon to numerous community screenings.

Being a part of this team means sacrificing a lot of my night-outs and weekend plans; however, being able to personally speak to existing users and engage with new users allows me to learn a lot about humility, patience and empathy. Hence, I am happy to be doing what I'm doing, while binge-watching too!





## ENDLESS OPPORTUNITIES

Get the career edge you desire. A leading Malaysian conglomerate with core interests in property and construction present in over 50 locations worldwide, Sunway's employees have the unique potential to develop their careers and hone their skills in any one of its 12 diversified industries, namely, property, construction, retail, hospitality, leisure, healthcare, education, commercial, trading and manufacturing, building materials, quarrying and Real Estate Investment Trust (REIT)."

**CAREER OPPORTUNITIES**  
[recruiter@sunway.com.my](mailto:recruiter@sunway.com.my)

**INTERNSHIP OPPORTUNITIES**  
[internship@sunway.com.my](mailto:internship@sunway.com.my)

GROUP HUMAN RESOURCES – RECRUITMENT

Sunway Group, Level 14, Menara Sunway, Jalan Lagoon Timur, Bandar Sunway, 47500, Selangor Darul Ehsan, Malaysia.

+603-5639 8889

+603-5639 9288

[sunway.com.my/careers](http://sunway.com.my/careers)

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# THE myBurgerLab STORY...

by Chin Ren Yi

When two Mechanical Engineering and an Accounting & Finance graduate decide to venture into the F&B business...

That's how a small burger joint called myBurgerLab was born, somewhere in 2012.

Often we are asked: How did we get here? What made the business concept so successful? Well, I'm here to share a few secrets to our successes and also.. failures when it comes to jumping into the F&B scene.

## GET DIRTY

- It may all look glamorous from the outside with the abundance of highly Instagramable cafes and restaurants sprouting all over KL and PJ, but let me assure you, not everyone of them is making money.

On average, hundreds of cafes and restaurants close down every year in KL alone. From our observations, the usual reason is that operators usually lack the experience and jumped into the business with an unrealistic and overly optimistic view of what running a F&B business is like.

If you're really interested, get a job in any restaurant/cafe nearby and ask for a job. Don't matter what the role is. DO NOT BE PICKY. Even if it's to just clean toilets, do it. What? Who do you think will clean the toilet of your restaurant when you open?

Commit at least a year or two and hop between 1-2 establishments to get a feel of what the industry is actually like. Be fair to the place you plan to work for, be clear of your intentions. A good employer would welcome you into their ranks and teach you what you need to know to build your own establishment. Talk to everyone in the industry, ask lots of questions.

## LISTEN

There are only 4 sources to listen to: Your Mentors, your Staff, your Customers and your Guts. While you may have a vision, your restaurant is never truly your own. It will and always be a collective effort from others.

However, do be careful to not try and listen to EVERYONE and attempt to satisfy every single opinion. The trick is to filter out the noise and listen to the collective voices and opinions.

## BE HAPPY

Surround yourself with people you love to work with and spread that positivity to your guests. At the end of the day, a restaurant is all about serving a positive experience to all that walk through your doors.





Ren Yi, one of the founding members of this successful and delicious burger chain.

It's not always going to be easy but as owner/founder you will always need to find a way to pull through as your team will be relying on you to be there for them and in return you have a team that will be able to see you through the high and lows that come with any business. No matter what, as long as you can find a purpose to what you do, you will find a way to be happy about what you do.

## WHAT TODO:

- 1) Be passionate about Food & People. Get the food right then work on the service.
- 2) Be open to teach and share ideas.
- 3) Make friends with people from within the industry (even your competitors).
- 4) Have a solid concept and do your research/homework. Do the MATH.
- 5) Build a strong and ethical work culture

## WHAT NOT TODO:

- 1) Go into it thinking it'll be easy and that money can solve all issues.
- 2) Serve your own self interest only.
- 3) Expect a rest/break within the first 1-2 years. You will work 8-14 hours a day easily
- 4) Not knowing what's your USP (Unique Selling Point).
- 5) Expect social media (influencers, bloggers etc) to do the job and make you successful. Those effects are not permanent.

So, it's coming close to 5 years since we started the myBurgerLab journey and everyday it's been rewarding despite being challenging. However, it is the support of the community that keeps us motivated and constantly driven to contribute back.

If there's one closing statement I can make, it's to not be fearful and pursue your dreams and help others build theirs.

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## **CHARACTER** beats competence any day! *by Roshan Thiran*

A number of years ago, when I was on an amazing hiring streak, I received a resume which was extremely impressive.

The candidate was from a top Ivy League school, with a stellar academic achievement coupled with some amazing extra-curricular activities and involvements.

I was extremely excited to see this resume amongst the pile of standard, boring resumes that were piling on my desk. In fact, I was so excited that I immediately told my HR leader to set this candidate up for an interview.

The interview was set up and we did some pre-interviews where the candidate was subjected to a number of game-based interview sessions with my team. After that session, the team would normally weed out candidates before I interviewed them.

I waited to interview this candidate but for some reason, my team had weeded him out. I was upset and insisted that I interview him. And much to their dismay, I persisted and met the candidate.

For some reason my mind kept telling me this person was a great candidate (based on the resume). And even when interviewing the person, you could see the smarts he had. He answered questions with ease and seemed to be a highly-confident person. But when I started to ask him about his values, his true character started to show.



His character and personal values were undeveloped and made me extremely nervous. Here was a brilliant talent, with no values.

I was so disappointed after the interview as my mind said hire him but my heart said he would fail miserably. And so I did not hire him (much to the joy of my team who clearly saw his weak character displayed during the game-based interview sessions). In fact, my admin assistant came to me after he left the office and told me she did not like him and would be very upset if I hired him.

Character and values are sometimes relegated to items of low priority in the workplace. But these are actually key issues in the success and failure of any organisation. This week's issue of the career guide delves into the issues surrounding workplace ethics.

In this current era of globalisation, almost all employers are looking for professionals who are equipped with the proper qualification, talent, and skills. In fact, almost all hiring is competency-based (this means that a set of skills and qualifications which you list down in your resume is the key reason you get called for interviews and generally get hired for).

However, almost all organisations don't promote people based on skill alone. Most of the time, leaders promote people based on values and character. In reality, we hire for competence but we promote for character.

So, what are your values? Are they aligned to the organisation you work with? We do hope this weekend, after reading this, you will take some time to reflect on your values and personal ethics in the workplace. If they need to be reevaluated.

Learning is painful yet it is essential for our development and ultimately our success. I wish you all the best in your career journey!

*Roshan is the CEO of Leaderonomics, a social enterprise whose goal is to help everyone smile continuously.*

*The content is courtesy of Leaderonomics from their weekly career pullout myStarjob.com, that appears in The Star every Saturday. For other great articles on leadership and careers, go to [www.leaderonomics.com/articles](http://www.leaderonomics.com/articles)*







# ACTUARIAL & BANKING

INDUSTRY

## COMPANY VISITS

Maybank, 7 April 2017 (Fri)  
RHB Bank, 28 April 2017 (Fri)

## ACTUARIAL & BANKING FORUM

Affin Hwang Investment | Public Bank | Maybank | AXA  
25 April 2017 (Tues), 12.30pm-2.00pm @ LT 7, North Building

## CEO INSPIRATIONAL SERIES

*Details to be confirmed. Please check the latest updates  
at <http://bit.ly/leapprep>*

## ACTUARIAL & BANKING FAIR

26 April 2017 (Wed), 10am-4pm @ Gallery, Level 1, University Building

*Participating companies are:*

AXA AFFIN General Insurance  
CIMB Bank  
Hong Leong Group

OCBC Bank  
Public Bank  
RHB Bank

Takaful Malaysia  
United Overseas Bank  
and many more...

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# my venture into fintech

Fintech is a convergence of financial services and technology industries that impact infrastructure and operations for businesses. In traditional finance, there lies a struggling need for greater accessibility, lower transactions costs and efficient deliveries- and that could be solved with the integration of disruptive technology into financial services.



This has eventually gave birth to Digital payment services, Equity Crowdfunding (ECF), Bitcoins and many more. According to McKinsey & Co, the digital finance business can drive trillion dollars worth of GDP growth while creating near 100 million new jobs in the developing country's economy.

I love pushing for new boundaries in work that can truly benefit the society, especially in issues related to the capital market. Muhamad Yunus, the Nobel Peace Prize Award winner for pioneering microcredit financing which drastically improved millions of Bangladeshi's social living, is my biggest inspiration for innovative financing.

Upon graduation, my accidental tag-along visit to a Start-Up exhibition eventually led me to join Crowdo, the Singapore-based largest Crowdfunding operator in South East Asia, to pioneer the Malaysia Equity Crowdfunding (ECF) market. I started my first few weeks of job working alone with my own laptop at Starbucks.

It was lonely but the hardest task was to pitch to the public on an idea that was still in the development stage with no actual product at all. I still remember the first few experiences of receiving unpleasant comments from strangers who doubt you but I learnt to hone my pitching skills thereafter.

Along the next months, my colleagues joined in and we formed a family-like team. I am very blessed to have like-minded team members who braved through epic failure moments together, shared opposing thoughts and also achieved humbling success and milestones such as First Successful ECF Fundraising and also the largest fundraising completed in South East Asia. Another blessing from my career here was to be able to build an extensive network with financial institutions, reputable entrepreneurs and also key partners too.

(My firm's lawyer is now my usual hang out buddy.)  
For all this, it was a well-paid bet for this career option.

However, the biggest elephant in the room for FinTech is that it is still in the nascent stage, whereby the actual growth roadmap remains unclear. Either it is a major boom or bust for the industry in the next 5 years and remains anybody's guess. This wake up call constantly reminds me to push the business further and to continue building stronger credentials such as pursuing my CFA charter and building resourceful networks.

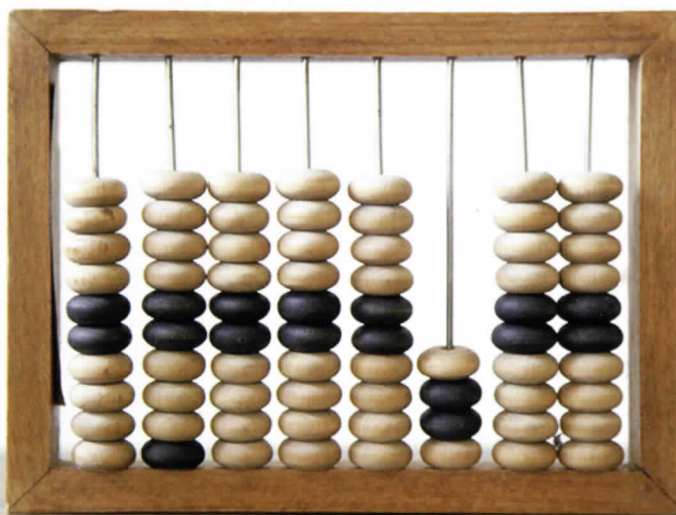
"Do what you love" is a noble quote, but finding what it requires lots of faith in your passion and a preparation for it too. For upcoming graduates, my advice is to constantly stay abreast to compelling social issues, to read more, and to determine what kind of skills you can put on the table. My 'Roller Coaster Ride' journey with FinTech has been thrilling and it is a choice of no regrets at all. I invite you to catch this ride too.



*Article by Leong Sheng Yik, a BSc (Hons) in Accounting and Finance graduate in 2013. Photograph above is Sheng Yik with the Securities Commission Malaysia's Chairman, Tan Sri Ranjit Singh, at one of the fintech events.*



# enjoying ACTUARIAL



*by Pui Yik Shen, BSc (Hons) in Actuarial Studies graduate in 2015*

Upon completing my actuarial studies degree, I started working as an actuarial analyst in a general reinsurance company. My current role is to develop and apply statistical models to evaluate the insurance contracts liabilities. Also, I assist to construct a capital model to assess the financial health of the company. During renewal period, I assist the underwriters in reinsurance pricing for the treaty business.

My job involves portfolio monitoring- that is to examine the profitability of the insurance business written. On ad hoc basis, I build Excel templates to automate internal calculation processes for the Finance and Underwriting departments.

Working as an actuarial role is fun and intellectually satisfying! It might sound nerdy but I enjoy applying mathematical concepts and distributions (Poisson, Exponential, GPD and etc.) to model loss and financial events.

My role allows me to work along with colleagues from Underwriting, Claims, Investment, and Finance departments in various projects. As a people person, I like working and communicating with experts from different backgrounds.

However, it can be dry and boring to deal with a large set of data when performing the actuarial valuation. We are expected to pick up a lot of statistical software skills such as R and SAS programming, which I don't find them interesting (maybe not yet).

I am currently pursuing my fellowship in the Casualty Actuarial Society, US and I target to qualify by the age of 26. Tackling actuarial professional exams while working full-time can be painful and demotivating. We need to sacrifice weekends and holidays to prepare for the long series of exams.

The current job market for actuarial fresh graduates is very competitive and saturated. The employers can afford to be picky to take in their ideal employees. There is a stereotyped thinking that actuarial graduates earn big bucks but it may not be true. It is very rewarding only after one qualifies as a fellow and gains substantial working experience.

If you think that you (truly) enjoy mathematics, statistics and finance, by all means try to fight for an actuarial position. A good degree, 3-4 SOA/CAS professional papers and a polished CV can greatly increase your chance to landing an interview.



Moreover, I find participating in career mentoring programmes such as LEAP Platinum and Career Boot Camp were very beneficial for graduating students. Last but not least, all the best to each and every one of you!



# GRADUATE INTERVIEW DAY 2017



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*Deadline: 1 May 2017*



