

blaze

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Building on a foundation

First graduates of MBSW MBA at Sunway

A Gold Putra Brand Award 2010

Export Excellence Award (Services) once again!

Sunway 2018 and beyond

Velvet Rock concert

New kid on the block pays tribute to lecturer

The right choice

Friendly people, good food

Rising star



blaze

blaze is published four times a year. The name was selected as its name signifies Sunway University College's burst of achievements in recent years. Sunway University College is a 'trailblazer' in the area of excellence in education pursued with a flaming passion in the hearts of its staff and students.

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Building on a foundation

Most private higher education institutions offer scholarships. Some are operated as public listed organisations; others are owned by individuals.

But, none in the country have reached the status of being a legacy like Sunway University College, which is operated by a perpetual Foundation. At the grand launch of the Jeffrey Cheah Foundation, which was widely attended by many distinguished guests, the man himself pointed out that with the establishment of the perpetual Foundation, all the shares held under Sunway Education Trust, have been transferred into the Foundation and can never be sold.

Such is the passion of this one man towards education. Philanthropist, Founder and Chairman of Sunway Group, Tan Sri Dato' Seri (Dr.) Jeffrey Cheah. In his own words, he admitted that he has always been impressed with one man, and wished to emulate John Harvard, a clergy who had helped to establish Harvard University some 50 years ago to become what it is today.

"It is my vision that Sunway University College will some day in the near future become the Harvard of the East," he said, in the audience of the Royal Patron, H.R.H. Sultan Sharafuddin Idris Shah Alhaj Ibni Almarhum Sultan Salahuddin Abdul Aziz Shah Alhaj, the Sultan of Selangor and Guest-of-Honour, YAB Dato' Sri Najib bin Tun Abdul Razak, the Prime Minister of Malaysia. Some 1,200 guests were invited to the launch during the Foundation dinner at Sunway Resort Hotel and Spa on March 18.

Through what was formerly known as the Sunway Education Trust which started operating since 1997, over RM50 million in scholarships have been disbursed to deserving and needy students. With the launch of the Jeffrey Cheah Foundation, equity ownership worth RM700 million will be transferred and injected into the Foundation.



Royal Patron of the Jeffrey Cheah Foundation, H.R.H. Sultan Sharafuddin Idris Shah Alhaj Ibni Almarhum Sultan Salahuddin Abdul Aziz Shah Alhaj, the Sultan of Selangor



"Tan Sri Jeffrey Cheah has set a fine example for others to emulate by going beyond the business of education and launching this Foundation. Besides being a pioneer and innovator in the field of higher education, he has also been very active in promoting education as a social cause in Malaysia. I was present at the launch of the Sunway Education Trust back in 1997 and I am very pleased to be here tonight to officiate the launch of its successor, the Jeffrey Cheah Foundation."

YAB Dato' Sri Mohd Najib Tun Abdul Razak.



Operating structure

Dishing out another RM20 million in cash, the Foundation Chancellor said the Sunway Education Group will now be operated by a Foundation governed by a distinguished Board of Trustees, which includes Tan Sri Dato' Seri Dr. Jeffrey Cheah; Tan Sri Datuk Seri Lee Lam Thye; Tan Sri Dato' Dr. R.V. Navaratnam; Tan Sri Rainer Althoff; Tan Sri Dr Lin See Yan; Datuk Razman M. Hashim; and Professor Richard Graeme Larkins. Because of its special corporate structure, the Foundation is able to continue in perpetuity the Sunway Group chairman's vision and legacy of giving; and in time, become the catalyst for others to contribute to the shared cause of education.

Operating as a not-for-profit organisation, the Sunway Education Group is made up of Sunway University College, Monash University Sunway campus, Jeffrey Cheah School of Medicine and Sunway International School, all operating from within Bandar Sunway, a former disused tin mine,

which has been turned into an integrated resort city with a five-star hotel, a resort, a club house and a shopping complex with a strikingly unique architecture.

The Jeffrey Cheah Foundation will continue to disburse scholarships and research grants to worthy individuals in various fields of study. Currently, with over 16,000 students, of which 30% are from 80 different countries, the township is self-contained, with its own landscaping done by Sunway Landscape and its auxiliary police force, which provides the township with additional security.

Sunway Group on the other hand is a diversified conglomerate, which has a leading presence in civil engineering and construction, property development and investment, building materials, trading and manufacturing, quarrying, information technology, leisure, entertainment and hospitality, healthcare and education.



"The key to a meaningful life and true satisfaction comes from being able to give to society, and leave behind a lasting contribution that makes a real difference. It gives me great pride to be able to share Sunway Education Group's success and achievements with our youth through this Foundation, to help them take and earn their place as future leaders in society."

YBhg Tan Sri Dato' Seri (Dr.) Jeffrey Cheah, AO



The Sunway University College Resident Ensemble performed during the launch of the Jeffrey Cheah Foundation



Tan Sri Jeffrey's two children, Sarena and Evan Cheah, with the Prime Minister (left) and the Sultan of Selangor (right)



Guests from all over the world



Well-known public figures at the launch dinner



The Graduate School

Sunway 2018 and beyond

The East Building was recently completed in November 2009. This new block has 19 classrooms, each suited to fit 35 to 60 students. Some of the bigger classrooms have operable partitions to double up as examination halls. A link bridge connects the East Building to the existing main campus building.

Next in the development plan is the International Students Office (ISO) encompassing the International Education Centre (IEC), which is due for completion by October 2010. This piece of modern architecture will be an exquisitely designed glass building.

To cater to a growing postgraduate student population, Sunway will also be embarking on the building of its Graduate School. The building, which is scheduled for completion by June 2011, will provide world class learning experiences. This centre will consist of a 150-seat lecture theatre and two auditoriums for 80 persons each offering tiered semi-circle seating formation. There will also be a landscaped breakout courtyard, pre-function areas and discussion and lecture rooms. It will also be equipped with up to date facilities and sound systems.

Another 12-storey New Academic Block with two Basement Levels and a Mezzanine Floor as well as a 2-level Basement Car Park is scheduled for completion by 2013. The 12-storey academic block will house the interdisciplinary undergraduate and new graduate programmes. The more than 550,000 sq. ft. academic block is planned to accommodate at least another 9,000 students. The 2-level basement car park is constructed below the soccer field. This basement car park will provide around 1,000 parking bays.

By mid 2014, two new buildings will hopefully be completed. The first is a prestigious 5,000-seat Auditorium equipped with the most modern and premier state-of-the-art facilities and AVA system, which will be one of the most outstanding in Malaysia to house graduation ceremonies and world class events like Cats the musical, El Divo and grand soprano performances in the likes of the late Pavarotti and symposiums.

The second is a Multipurpose Sports Complex, which will be built adjoining the 5,000 seat Auditorium. This Sports Complex can be used for both indoor sporting facilities and Sunway exams and events appropriately. The Sports Complex is planned for a 1,000 capacity crowd.

The Phase 2 Campus Expansion (2018 and beyond)

With these on the way, it is the visionary plan of Tan Sri Jeffrey Cheah, the founder of Sunway University College to have 30,000 students on board the campus in 20 years. With this vision in mind, space has also been allocated for the Phase 2 expansion development of another new multi-level 3-block academic building situated at the back of the East Building mentioned earlier. Planning will take place after 2013 and completion by 2018.



New Academic Block



International Student Office and International Education Centre

First graduates of MBSW MBA at Sunway



Nigel Banister

Short of another five years to being half a century old, the Manchester Business School (MBS) has seen overseas student enrolment doubled over the past five years, but its Chief Global Officer, Nigel Banister is now looking for more sustainable growth.

“We do not wish to grow just as fast now so that we balance our UK and overseas student bases to be roughly the same size,” he says.

Banister, who is also the CEO of Manchester Business School Worldwide (MBSW), a specialist off-campus division of Manchester Business School, was at Hilton Sentral, Kuala Lumpur, Malaysia, recently to give a preview of the MBSW MBA programme.

“It is the School’s intention to continue to recruit some of the most talented executive students in a few of the most important locations for business in the world,” he says. “This gives us as a school a great insight into global business and our alumni will become influential as the next generation of business leaders.”

The School is currently the largest campus based business and management school in the UK, with over 200 teaching staff members and 3000 global students on off-campus programmes.

Prestigious

“We have extensive experience of delivering world class MBA programmes by a blended learning approach which features flexible, part-time courses using face-to-face workshops, online support and self-study materials,” he explains. “Students are assessed by UK faculty and supported by the Virtual Learning Environment facilities of discussion groups and interactive meeting rooms.”

The School is part of the University of Manchester, which boasts of 23 Nobel Prize winners, including distinguished alumni such as Sir Terry Leahy (CEO, Tesco), Rt. Hon. Margaret Beckett (Parliamentarian), Anna Ford (Broadcaster, UK), and Tom Bloxham, MBE, (Chairman, Urban Splash, UK).

Integrated into each module within an MBA programme is a 3-day intensive residential activity with students participating in a workshop at the dedicated MBA centre located at Sunway University College, where currently 200 MBA students are enrolled with MBSW.

It takes a minimum of 3 years to complete the programme. “So since opening of the centre in 2006 only two MBA students (who are featured here) have graduated so far but others will soon be following,” says Banister.

“UK faculty staff travel to the centre to deliver 24 hours of interactive face-to-face workshop to a class of 25 to 30 students. This size of

cohort ensures that the benefits of experiential learning and group work are maximised,” he explains. “Our MBA teaching is not lecture-style - it is very interactive and works best with groups of this size.”

Global MBA

The Global MBA (Accelerated) programme offers high achievers with a minimum of six years managerial experience the opportunity to take an intensive programme which can be achieved in 24 months. Students take 11 core modules and three electives (which include subjects like ‘Doing Business in China’ and ‘Multimedia Marketing’) followed by a dissertation.

Facts that figure

Total Student enrolment: 5000

- On-campus: 2000
- Off-campus: 3000 (including 200 enrolled at Sunway University College)

Number of teaching staff: 200

International students: from 90 different countries.

MBA Executive Centres: Shanghai, Hong Kong, Singapore and Dubai

Partnerships: Sunway University College and Fundacao Getulio Vargas (FGV) in Brazil.

Future expansion plan: Miami (US) and India

Contact Person at Sunway: Dr Marie-Aimee Tourres (marie@sunway.edu.my)

Website: www.mbs.ac.uk

The Global MBA, Banister adds, is taught by world class MBS faculty and graduates are accorded the same award as those on our prestigious on campus programme in UK. “In addition we offer an outstanding Global Careers Service across the world to ensure that our graduates not only have the skills to succeed but have helped to find the right job opportunities,” he says. “In that way, we have helped our students reap multi-fold returns on their investment with us and hopefully make sterling contributions to the future of the business community in countries like Malaysia where we are offering our programmes.”

Kenneth Chin, Chief Executive Officer

As one of the first batch of students from Malaysia undertaking MBSW MBA, Kenneth Chin took three years to complete what is known as the accelerated programme, which recognises his accounting qualifications and experience. When he signed up for the programme in 2006, he was given exemption from certain accounting and finance related subjects.

A qualified Australian Chartered Accountant, he is currently providing Risk Management consultancy to major business organizations in the region, besides heading the Software Development team to develop specialised Enterprise Risk Management Software.

The reason he chose MBSW is obvious: “Its high global ranking as an MBA program, as well as the extensive subject matters that it covered gave me options to either expand vertically to go deeper into the areas that I was familiar with or horizontally to learn new ideas and broaden my knowledge base.”

The benefits: “It has helped me become a better manager in terms of developing greater understanding and better structuring in operations as well as in greater depths some of the change management and people management techniques that are important, as one moves through rank and file. By covering Risk Management & IT topics, I have also seen a direct benefit to my ability to consult my clients and add significant value overall to the organisation’s capabilities.”

His evaluation: “The MBA programme was very useful in terms of blending theory, with practical case studies. In that respect, embedding the lessons learned during the MBA programme to my knowledge base has helped tremendously in both running the business and directly building skill-sets in the area of Risk Management and IT.”



Kenneth Chin
Chief Executive Officer
Tricor Roots Consulting Sdn Bhd



Vincent Kuan
Human Resource Director

Vincent Kuan, HR Director

As the Human Resource director with the largest nitrile glove manufacturer in Malaysia and second largest in the world, Vincent Kuan has seen the company going through tremendous growth over the past five years.

“The MBA course has provided me with a wider view of the business and awareness on how HR should play a more strategic role in addressing business needs,” he says. “This is particularly very useful, especially since the company is now embarking on a HR transformation project which I had proposed to the top management. The MBA programme has equipped me with the right knowledge, acumen and stature to play a more strategic role in the company.”

His learning experience: “The MBS MBA programme was well put together in that it had the right mix of assignments, workshops and exams. Duration of the course is acceptable and the quality of academic staff is good. Course contents were also fresh and relevant. Selection of students was good as most of them have strong academic credentials and many years of working experience to share. The Centre in Sunway was well run by Dr Marie and her team who were always on hand to deal with any queries

or issues. Online resources from MBS were comprehensive and fairly easy to access. The MBA has definitely created a conducive environment in learning new skills and knowledge.”

Coping with studies while working: “It wasn’t easy especially since I just started a family. Necessary sacrifices had to be made. I think the key is planning, time-management and discipline. Also, I kept reminding myself that it will be over soon. On hindsight, it was really over in a blink of an eye. I spent 2-3 hours a night. Due to work and family commitments, burning midnight oil was inevitable.”

Keeping the fine balance between work, study and family: “It is all about planning, time-management and self-discipline. My son is nearly three years old, while my daughter is only two months. It was initially difficult to keep the balance, but I must say it was manageable.”



Dr Andre Cointreau, President of Le Cordon Bleu addressing the audience during the ceremony.

Dr Cointreau (left) and Tan Sri Jeffrey Cheah with the cake that marked the "marriage" of their partnership



The signing ceremony between Sunway University College and Le Cordon Bleu

Birth of a new institute of culinary arts

The Sunway-Le Cordon Bleu Institute of Culinary Arts which will be launched in 2011 is set to open up a new era for culinary and hospitality education and training in Malaysia.

At a ceremony officiated by Foundation Chancellor, Tan Sri Dato' Seri Dr Jeffrey Cheah, AO and Dr André Cointreau, President and CEO of Le Cordon Bleu International, the Joint Venture and Validation arrangements between the two institutions were formalised.

The Institute will be governed by a joint Board of Directors. It will be a premier culinary establishment in the country that will offer the Le Cordon Bleu Classic Cycle training programmes in cuisine and pâtisserie, said to be one of the most comprehensive training programmes in classic French cuisine and pastry techniques.

Students progress in three stages: Basic, Intermediate and Superior, each extending over three months. They will earn the Diplôme de Cuisine or the Diplôme de Pâtisserie at the end of the nine-month period depending of which programme they take, cuisine or

pâtisserie, If they take both Cuisine and Pâtisserie, they will earn the Grand Diplôme de Cuisine et de Pâtisserie.

The new Institute will also offer exciting professional short courses for the leisure and professional market, such as "Marriage of Food and Wine", "Traditional Bread Making and Viennoiserie" and "French Regional Cooking".

In the meantime, the diploma programmes in the School of Hospitality, Tourism and Events Management and the culinary aspects of the Sunway BSc Honours degree in International Hospitality Management will be validated by Le Cordon Bleu. Diplomates will be awarded dual certificates.

Le Cordon Bleu, based in France, is an internationally renowned institution synonymous with culinary excellence.

A new generation of chefs

Patrick Siau Chi Yin has a niche over others, in that he does not belong to the older generation of chefs, who believe in the proverbial Chinese saying, “I have taken more salt than you have taken rice.”

Yet, he does not belong to the Generation Y, who rather spend more time on the computer screen than to put their hands to work.

Already known within the culinary fraternity as the Dragon Specialist, he and his partner, Elaine Loo, and team manager, Chef Chern Chee Hoong, represented Malaysia at the Asian Pastry Cup 2010 held in Singapore in April 2010. They bagged the Best Plated Desert, with the theme, “Light & Easy” and overall emerged second runner-up, qualifying them for the international competition representing the Asia Pacific Region in the World Pastry Cup in Lyon, France come January 2011.

Award-winning sculptures

While Elaine Loo sculptured a phoenix using chocolate, Siau single-handedly created a dragon sculpture using sugar. To them, the culinary arts is more than just titillating the tastebuds – it has become a work of art.

The young blood, who was injected into Sunway School of Hospitality, Tourism and Leisure Management in 2009, brings a new outlook in the world of culinary teaching. Driven by a passion to bring his students to the next level of excellence, Siau urges the young people under his care to strive for nothing but an international recognition which will enhance their career.

“There is a lot of future in the F&B Industry in this country. The challenge now is how to raise the standards of our local chefs to international standards,” he says. “What is required is a lot of hands-on and development of soft skills, which we want to inculcate into our Y-generation, whose tendency is to spend more time in front of the computer screen than putting their hands to work.”

Pastry Alliance Malaysia

The 35-year-old from Tawau in Sabah, who is a lecturer-cum-head chef at Sunway’s School of Hospitality, Tourism and Leisure Management, believes that through the establishment of the Pastry Alliance Malaysia recently, it will bring together the fraternity of local chefs through a series of monthly technical workshops. “Our aim is to bring our younger generation of chefs to the next level of excellence,” he says. “And to make representation on behalf of the fraternity to the Government, especially in areas of food raw materials, which are currently taxed highly to the point that it restricts the creativity of the chefs who could have made use of certain imported food ingredients.”

Besides, he adds, there is very little government funding to send Malaysian teams overseas for international competitions. More efforts have to be made to steer the local chef fraternity to reach international standards. For Siau and his team, they will be looking for local private funding to pay their way to represent Malaysia in the international arena.



Chef Patrick



A bounty of awards

Twelve outstanding Cambridge GCE A-Level students of Sunway University College recently swept a total of 14 Cambridge International Fellowship Awards awarded by the University of Cambridge International Examinations (CIE).

This is the first time that Sunway University College bagged 14 such awards, the largest number for the institution to date.

The students scored all three highest marks in the world for various subjects based on their A and AS Level examinations in 2009. Out of the 12 students, seven scored the highest marks in the world for a single subject.

The students are: Oh Coyin (Physics), Sarah Chew Jink Sian (Psychology), Kuan Kai Yuan (General Paper), Charmaine Leong Sook Yee (Mathematics), Lee Kin Wai (Mathematics), Chua Hui Ling (Mathematics) and Lee Jian Ren (Further Mathematics). Oh Coyin also scored the second highest mark for Biology, while Lee Kin Wai earned the second highest for General Paper.

The others, Sim Hui Wen (Mathematics), Thong Ming Sen (Law), Ng Hui Sin (Further Mathematics), Jessica Ooi Sui Ying (Psychology) and Justin Ooi Seng Geap (Psychology) bagged one award each, for scoring either second or third highest marks in the world for a single subject.

University placements

Oh Coyin has been offered a place to study Medicine at the University of Cambridge and University College London. She was also offered a place at Massachusetts Institute of Technology (MIT). Ng Hui Sin has been offered a place to study Actuarial Science at the London School of Economics. Sim Hui Wen is studying Medicine at Monash University, Sunway Campus Malaysia.

Thong Ming Sen said of his studying experience in the A-levels at Sunway: "The A-Level programme

was well-conducted and the lecturers were very helpful. The materials were very relevant and comprehensive." Thong is hoping to pursue Law at the National University of Singapore.

CIE Centres

These awards by the CIE were first given out last year and are exclusively for Cambridge International Fellowship A-Level centres. CIE centres around the world are only given this honour, if they have established an excellent track record of academic achievers. Sunway University College earned this status in 2005.

The A-Level programme at Sunway was established at Sunway in 1987. Sunway University College belongs to the prestigious group of around 60 Fellowship centres in the world, and is one of four in Malaysia among the more than 1,100 CIE centres worldwide.



Proud winners: Back row (from left) Justin Ooi, Kuan Kai Yuan, Thong Ming Sen, Dr. Wong Yoke Chen, Lee Kin Wai, Charmaine Leong, Ng Hui Sin. Front row (from left): Jessica Ooi, Chua Hui Ling, Oh Coyin and Sim Hui Wen

A Gold Putra Brand Award 2010



En. Adi Satria (left) General Manager of Utusan Sales presented the award to Sunway University College's representative, Wong Lei Lei, Director of Marketing

Sunway University College was a winner of the Putra Brand Gold Award 2010 (Education and Learning) at the inaugural Putra Brand Awards 2010.

The award, which was presented during the Gala Night on 24 March, recognizes Sunway University College's excellent brand performance in the education industry. A total of 6,000 consumers voted to determine the award winners within 21 categories.

The Putra Brand Awards, organised in association with Malaysia's Most Valuable Brands (MMVB), measures brands by consumer preference. It is the only brand awards endorsed by MATRADE and supported by the Branding Association of Malaysia, the Malaysian Advertisers Association and the Media Specialists Association.



Standing proud with the award: Left to right- Lim Shui Chin, Director International Marketing; Elizabeth Lee, Executive Director; Mr. Lee Weng Keng, CEO Education and Healthcare Division, the Sunway Group and Professor Robert Bignall, Vice-Chancellor, Sunway University College

Export Excellence Award (Services) once again!

This is the third time that Sunway University College bagged the Export Excellence Award (Services) under the Education Services category in the Industry Excellence Awards 2009 organised by the Ministry of International Trade and Industry, Malaysia.

The IEA are the highest recognition by the Malaysian government to companies for their exceptional achievements, quality improvements and export excellence. This year creativity and innovation were the important criteria for the selection of winners.

The award was presented by the Minister of International Trade and Industry, Dato' Seri Mustapa Mohamed on 25 March.

Happenings



A Sausage Named Bob



Rosevelt



Diandra, Sunway P+M student



Jorinn Chee



Last Minute's Jonathan on lead



Last Minute



A Sausage Named Bob



An Honest Mistake

Velvet Charity Rock Concert

By John New Ming Chiang

Sunway University College continued to echo through the night, with the tremors of people's feet, as the captivated audience departed from Sunway University College's Multipurpose Hall on March 24.

The Charity Rock Concert snowballed the momentum to an already exciting year for us students at this prestigious institution.

Velvet Charity Rock Concert was the January 2010 Moral Studies class project, jointly organized by our Pre-University and Undergraduate students. The students involved in the planning and execution of the event were from the American Degree Transfer Program, AUSMAT, Cambridge A-Levels, Foundation in Arts, Monash University Foundation Year, and Financial Courses (CAT and ACCA).

Our goal was to raise funds and awareness for Harvest Centre Bhd., an NGO dedicated to providing education to underprivileged children of Malaysia.

Themed "Have fun, while helping tons", the evening's line-up featured a fantastic line up of seasoned performers from our midst. A number of acts by budding stars in the local Malaysian music scene were included: "An Honest Mistake, Car Crash Hearts, Diandra Arjunaidi, who is a Sunway

Diploma in Performing Arts student, Once Upon A Time There Was A Sausage Named Bob, Roosevelt and internationally-renowned magician, Jorinn Chee who mesmerized the audience with her magic tricks.

Subang Jaya State Assemblyman, Hannah Yeoh, who graced the occasion as our Guest of Honour also donated RM3,000 to the cause of Harvest Centre Bhd.

Velvet Charity Rock Concert is a project undertaken by the Language and Compulsory Subject Centre of Sunway University College to encourage student participation, knowledge and understanding, by creating avenues which allow students to practice their creativity, while gaining first-hand experience through the social and moral values learnt in a classroom environment.

(John New is an ADTP student, who was Head of "Velvet" Public Relations and Publicity as well as Head of ADTP "Velvet" Committee)

An accelerated entry route to ACA for school leavers

The launch of Certificate in Finance, Accounting and Business (CFAB) as an accelerated entry route into the ACA qualification will bring cheers to many potential students who aspire to be accountants and business leaders.

According to Executive Director of Sunway-TES, Teo Ee Sing, "it takes only five-and-half years to qualify as an ACA after SPM or the O-Level, compared to eight years for students who are from the degree route."

The ACA qualification from Institute of Chartered Accountants in England and Wales (ICAEW) is a prestigious business and finance qualification, while CFAB, which was first launched by the ICAEW in September 2008 in the United Kingdom, is a stand-alone business qualification that provides a pathway into the ACA programme.

Teo said Sunway-TES is the only provider in the world to offer CFAB for school leavers. It comprises six modules, which are the same six knowledge modules of the ICAEW ACA qualification, namely Business and Finance, Management Information, Accounting, Law, Assurance and Principles of Taxation.

As part of the requirements for its certification from the Malaysian Qualifications Agency (MQA) for the CFAB which it received on 19 May 2009, an additional four other self-enhancement subjects (English, Business Mathematics, Interpersonal Communication and Thinking Skills) and three MQA subjects are included. "These subjects will help to equip students as they progress to the ICAEW Professional Stage (application modules) and the Advanced Stage," explained Teo.



Mark Billington, Regional Director, South East Asia, ICAEW shaking hands with Teo, while Sunway University College's Executive Director, Elizabeth Lee holds a brochure of the newly-launched CFAB

CFAB programme

The CFAB for school leavers also incorporates a three-month work-based learning into the programme. 'Students will be given the exposure to real business environments and hands-on opportunity to put theory into practice,' he said.

'At a very early stage of the course, the students have an opportunity to visit various ICAEW Authorised Training Employers (ATEs). They would then have to pick their favourite employers by stating their first three preferences. Based on their choices, if they are selected by the ATE, they will begin the work-based-learning for three months. When they fulfil the requirements of the ATEs and complete the ICAEW Professional Stage examinations, they would have got themselves a job and a training contract with the ATE.'

There are currently over 30 ICAEW ATEs in Malaysia. These include BDO, CIMB, Deloitte, Ernst & Young, Folks DFK, Genting Malaysia, KPMG, Maybank Investment Bank,

PETRONAS, Pricewaterhouse Coopers, Shamsir Jasani Grant Thornton, Sunway Group, UHY Diong and many others.

In Malaysia, Sunway-TES is poised to be the single largest campus of professional course provider, with over 3,000 students. Besides the CFAB and ICAEW that it provides, Sunway-TES also offers the Association of Chartered Certified Accountants (ACCA) and Certified Accounting Technician (CAT) programmes as well as workshops for Certified Internal Auditors (CIA).

Since 1996, Sunway-TES has produced 15 ACCA World-Prize winners and 142 ACCA Malaysian-Prize winners. With their CAT programme, they have 60 World-Prize winners and 121 Malaysian-Prize winners since 2000. Their ICAEW students were also awarded 3 prizes in the Professional Stage Order of Merit and 2 prizes in the Professional Stage Overall Order of Merit.



Melting pot-luck of cultures

By Lee Ai-Suan

For their final class on Cross Cultural Psychology, students and lecturers from the Department of Psychology, Sunway University College had a pot-luck in the Psychology Lab, in which some 20 types of food representing various cultures were served.

Everyone was happily titillating their taste buds, while chatting animatedly about the food, some describing it with pride what they had brought. Some of the lecturers and students also exchanged stories about their own cultures.

Cross Cultural Psychology is an academic subject taken in the second year, where students learn about the way culture differs, and how humans perceive, think, feel, strive and relate to others. Among the topics include culture and health, culture and language, interpersonal and intrapersonal communication, culture and perception. This semester, the subject was taught by Industrial/Organisational Psychologists, Dr Priyadarshini Srinivasan (India) and Dr Alia Azalea (Indonesia).

During the first few weeks of class, the students were also required to give a presentation on their own cultural background, e.g. migration history, food, literature, architecture, customs and tradition, and lifestyle.

Positive feedback

Most students enjoy this subject. Pui Yih Miin, who hails from Sarawak, said that as students, they have learnt to understand more about cross-cultures to avoid misunderstandings. Fellow classmate, Jasmine Lee, added: "I realise that even though we come from a multiracial country, there are many little details about other cultures we don't know of. It takes much more than that to integrate easily." Cheng Hui Wen, an international student from Taiwan, said: "There is a lot more to learn about cultures than just what people do in their daily life. To live in the culture itself is an experience. What is right and wrong in one's culture can be totally different in another so we have to be careful."

The pot-luck dinner has enabled us to gain a better understanding of culinary practices and preferences in other cultures.

(The writer, Lee Ai-Suan is a 3rd Year student from the Department of Psychology. **biaze** welcomes articles on campus life written by staff and students).



1. Hainanese chicken rice from Wong Han Zhiang
2. Payasam

3. Gulab Samoon
4. Pav bhaji
5. Angku Kueh

6. Soto Ayam
7. Teh Botol



SCT students with the children of the Orang Asli community in Kampung Jelintuh.



Closing the technology gap

Hasan-UI-Mokaddes and Joseph A/L Gangadaran were among a group of 26 students from the School of Computer Technology (SCT) at Sunway University College, who visited the Orang Asli community in Kampung Jelintuh, Perak to deliver and install 17 units of personal computers at the community hall.

Hailing from Bangladesh, Hasan described the visit as a truly remarkable experience for him. "It has given me an insight into the Orang Asli community," he said. "I was touched by their hospitality and their eagerness to learn about computers."

Fellow student, Joseph said there are still a lot of people in Malaysia missing out on computer technology. "I am truly glad that my classmates and I have a chance to help," he said.

Project advisor, Christopher Ong said that, while the computers were donated by the School, the students took the initiative to raise funds through a Tea and Fashion Show, to fund computer classes for the Orang Asli by the Shalom Community Centre in Gopeng.

The previous visit in the middle of last year was led by another advisor, Johnny Savarimuthu. Representing the Orang Asli community to receive the computers was the Penghulu himself, Ba Ayyeh.

Vithyasari helps out at workshop

One Sunway student has taken the initiative to help single mothers in her community to become local entrepreneurs.

In December last year, Sunway's A-Level student, Vithyasari Mahalingam assisted her mother in bringing together some deserving single mothers in Kampung Kayu Ara for a workshop on Entrepreneurship. Vithyasari, who aspires to be a medical doctor, said that someday, she hopes to help people in her community to raise their living standards.

"The knowledge of business is applicable in every aspect of life, including the medical profession, where the doctor also needs to know the mechanics of running a business," she said, after attending the workshop conducted by Sunway International Business & Management, a subsidiary of the Sunway Education Group providing short courses and workshops, and Our Learning Hub, a specialised training centre based in Desa Aman Puri.

The programme was mooted by Bukit Lanjan State Assemblyman, Elizabeth Wong in her effort to help the single mothers in her constituency. "Our main target for this round of training is Indian single mothers," she said. "Many of them are struggling just to make ends meet and very few of them have access to these trainings conducted by government agencies."

Some of the feedback received, she said, confirmed that this was the first time the womenfolk in her constituency had had such an opportunity. "It was an eye-opener for them," she said.

A New Sense of Hope

Among the people who attended the workshop was 55-year-old Letchumi a/p Periathamby, whose husband had left her 29 years ago. She single-handedly raised her 32-year-old son, who is currently working as a lorry driver. "Before I started my own business, I was a cleaning lady," she said. "My health deteriorated, and my legs were always swollen. Because I could no longer work as a cleaner anymore, I decided to do a small business and this has kept my family going."

She said she now hopes to set up a florist shop. "At the moment, I have a small table selling only Jasmine flowers in Kampung Kayu Ara, and I have been doing this for the past seven years," she said.

Course facilitator, Isvaran P. Ramasamy, who conducted the workshop in Tamil, emphasised the importance of time management in the life of an entrepreneur. "Without effective time management, no one can become a successful entrepreneur" he explained in Tamil.



Course facilitator, Isvaran P. Ramasamy conducting the workshop on Entrepreneurship in Tamil to single mothers in Kampung Kayu Ara



Letchumi hopes to set up her own florist shop

Sunway's A-Level student, Vithyasari



One of the students, Nur Rafiah bte. Rahman giving her best shot at the Speaker's Corner

Be bold, speak up!

Sunway University College has taken the lead once again when it became the first private higher education institution in the country to launch its Speaker's Corner.

As the Speaker's Corner is aimed at encouraging free expression of ideas, views and opinions, it was refreshing to listen to 17 participants who spoke with such gusto, as they sought to convince their fellow students to vote for them.

Their given topic: "Why do I want to serve on the Sunway University College Student Council 2010?"

The students rose to the occasion by eloquently pitching their strengths and highlighting their concerns on various issues on campus. They impressed and swayed the audience with their enthusiasm, confidence and oratorical skills.

Sunway's Pro-Chancellor, Tan Sri Dato' (Dr.) Ramon Navaratnam, Pro-Chancellor said that he envisages the Speaker's Corner to provide a platform for students to improve their ability to express themselves in an open debate and encourage analytical as well as critical thinking in order to prepare them to excel in the working world.

The Student Services Department of Sunway University College will be planning speaking events in the near future with topics on current issues to create a forum for the healthy communication of ideas, thoughts, issues and information.

New kid on the block pays tribute to lecturer

Kerry Tang Tze Lye did not know his latent penchant for Art when he was mixing potions in a lab as a pure science stream student in school. At the persuasion of an art teacher, he took up Art as a subject in his SPM and that took him on a spiritual journey that led to him completing his Diploma in Fine Art at Sunway University College in 2009. "It could have been hard for me but I was lucky as my parents supported my wish to pursue art" said Kenry, who is an only child.

Shortly after graduating, he did an internship at the National Art Gallery for two months. Soon after he joined the "New Kids on the Block" Group Art Exhibition organised by Threesixty Art Development Studio in Desa Park City on 6 – 21 March 2010. Kenry and 18 other aspiring young artists like himself put their artworks on show. His art piece was an abstract series of four mini sensual sculptures with their convoluted playful forms evoking human contact. "It was about the bonds between humans including erotic ones where humans need to fulfill their spirituality". He feels really grateful for the chance to show case his art at a young age of 20 and paid tribute to his art lecturers at Sunway University College for his success.



Kenry with another of his paintings



Kenry with his painting of an orchid

The memory of the late Mr. Joesph Fernz and future plans



"The Sunway lecturers encouraged my creativity and exploration" he said. One of his lecturers, Joseph Fernz passed away from heart failure in late March. To Kenry, Joseph Fernz, who taught sculpture and art history, was a phenomenal inspiration. Saddened by his passing, Kenry, who eulogized at Fernz's funeral, shared "Mr. Jo was my art guru yet he was more than a teacher but a friend. He taught us about life and art and his classes were very interesting". He added "He always believed in me and encouraged me".

Kenry will be following Mr. Fernz's advice to pursue a degree in Fine Art in India. He will be applying to two universities there. One is Baroda University, in Gujarat, Mr. Fernz's alma mater and the other is the New Delhi School of Art. He has plans to meet with Fernz's friends there.

Mean while before he goes to India at the end of June, Kenry has a lot on his plate. He will be representing Malaysia at the Asean Youth Camp in Hanoi from 23 -29 April. He will be required to do some on-the-spot visual artworks at the camp. As an artist, Kenry knows too well that that they have to initiate projects. One that he has spearheaded is the Project Tick Tock Earth which is a week long workshop from May 17 to May 23, and involves artists using their knowledge to make art from recycled materials. "Through this, we hope to spread a green message all over to do more to save the environment" he said.

One of Kenry's other inspirations in life is the orchid. Kenry's interest was kindled when he took care of his mother's orchids for about 5 years since Form 2 at Secondary school. "I loved to sit and admire them in the garden. They are such interesting living things. They are so sensitive to the environment yet they are survivors". The orchid naturally features proudly in one of his paintings. "Art is always entertaining and full of meaning". He added "It is a reflection of what has happened in our lives but most important of all, it must make us happy" he said with a smile.

To follow what's happening with Kenry, do visit his blog at <http://emptybottleken.blogspot.com> or email him at k_kenry_k@hotmail.com

Kenry and his four sculptures he exhibited at Threesixty Art Development Studio



The right choice

General Manager of United Everco Marketing Sdn Bhd, Kingston Tiew King Siang was once a student of the American Degree Transfer Program (ADTP) at Sunway University College.

"It was known as the Western Michigan University (WMU) programme back then," he said.

The 27-year-old, who graduated in 2008, is currently learning and following the footsteps of his father, who founded the family-owned business.

'We are currently Malaysia's largest range of exhaust manufacturer and distributor,' he said. 'I have worked my way up from rank and file. I have done anything from sales, designing, human resources, public relations, import & export as well as training.'

This was the way his father had helped mould him for the job which he is currently holding. "To be where I am today, I needed to understand how every department in the company works to be able to manage and enhance its efficiency," he said.

"My plans are to increase the business of Everco and bring it to the next level of expansion, save up a decent amount of money and start my own family."



Childhood dream

Tiew's childhood dream has been aviation. "I hope to be able to fly my own planes and travel around the world," he said. "I am working on it. It is not a very big dream. I believe it can be done. All I need is sufficient time and money to make my dream come true."

Like most young people, when he came to the crossroad of his life, he did not know what degree programme to take. "I didn't specifically choose WMU in the first place," he said.

After completing his high school, Tiew joined Multimedia University but decided he wanted to pursue an engineering degree programme instead. "Since I was living in Sunway, it was a choice between Taylor's, INTI and Sunway. I chose Sunway's WMU because it provided me a lot of assurance, flexibility and credibility."

Nostalgia

His fascination of Sunway is because of the strategic campus location, its facilities and the programmes offered. With a hint of nostalgia, he recollected his fond memories of his alma mater: "There were many amenities like a proper campus with a full scale football field, library, huge auditoriums, proper lecture halls and even a monorail to Sunway Pyramid back in those days."

The best part of his student days, Tiew admitted, was the food. "At every corner, there were always different kinds of food easily available," he said. "Apart from that, student life was the same as work."

Young and energetic, Tiew is a keen follower of Malaysian politics and his favourite non-governmental organisation is Transparency International. For books, he is currently reading Rustam A. Sani's "Failed Nation" and "The Tao of Warren Buffet" by Mary Buffett and David Clark.

The "Tao of Warren Buffet" is currently my favourite book by far, very simple to read and gets your mind thinking," he said. "It explains words of wisdom by the renowned Warren Buffet, mostly about life's principle but they way he related them to investments and business ideas is simply astounding."



Friendly people, good food

Nattacha Chayawisan's first impression about the traffic condition in Kuala Lumpur comes as no big surprise. "What I like about KL along the way from the airport to my accommodation was that it is a city that does not too many have traffic jams," she said, laughing at her naivety.

The 20-year-old lass from Bangkok, who is currently pursuing her Bachelor of Science (Honours) Business Management at Sunway University College, soon discovered that the traffic condition in Kuala Lumpur is similar to her country.

What makes her feel at home here is her discovery that people here are generally friendly. Often hanging out with a group of friends who are mainly Malaysians, she added: "We have one Pakistani guy who is really nice and funny. We laugh, go out eating and play sports together."

Best friend

Her best friend and classmate, Farhana is someone she can share her secrets with. She has

since picked up some Malay words. "We usually lepak together at the Pyramid, where we do our assignments together," she said. "Besides her, my roommate who is Chinese Malaysian is nice, caring and understanding."

She has travelled to Genting Highlands with a group of her friends. "We had so much fun there," she laughed. "And, guess what? We were able to discover more about each person's personality."

Favourite food

Where food is concerned, she has no problem enjoying Arabic food, Japanese food, Korean food, Italian food, Indian food, Western food, and even Malay food like nasi lemak and nasi goreng. "Because I love to eat

and try out new food, I have developed a new craving for all types of food here as there is such a great variety and taste in Malaysian food," she said.

Expecting to graduate by end 2011, Nattacha is able to adapt to the university environment because she has lived in a number of countries like Australia, China and India. The learning environment here is much more like a university," she said. "We are expected to be independent, although the lecturers are more willing to help and guide."

Favourite lecturer

Her favourite lecturer is Elizabeth Andrews who teaches Management subject. "I find her nice, kind and caring towards

students," she said. "Her class is fun and not boring. However, I will not forget any of my lecturers. They are the people who impart their knowledge to me. They deserve to be respected."

One major reason for picking Sunway, she claimed, was because of her mother's influence: "It was my mother who thought it was a good idea for me to obtain two certificates – one from UK and another from Malaysia – and I think I have made the right decision!"

Upon graduation, she hopes to eventually start her own business. "First, I need to get experience working with some good multinational companies," she said.

Simply one of the best

The Sunway University College cricket team participated in a one-day cricket tournament hosted by the International Islamic University Malaysia (IIUM) earlier this year.

A total of 12 students from various programmes made up the player list and competed against eight other teams at the tournament. They reached the finals but conceded to IIUM clinching the First Runner-Up place.

Some of the Sunway cricket team members managed to bag individual awards. They were Imran Amin (Man of the Tournament), Ziaul Alam Rony (Most Consistent Player), Mohammad Hassan Shahid (Best Fielder) and Sudhanshu Rana (Best Batsman).



Sunway's cricket team: Back row from left : Sudhanshu Rana, Sammeer Ansari, Tarun Gupta, Saqib Raja, Sarang Abbasi, Imran Amin, Eshwar Kumar. Front row from left: Syed Asad Hashmi, Ziaul Alam Rony, Ibrahim Rao and Mohammad Hassan Shahid.



From left: Sean Stubbings, Aiman Haziq, Hoh Hui Shan, Max Lim, Mani Mirabzadeh, Amir Panahi and Dimitriy Sinkov

Big win for Sunway swimmer

Sunway University College swimmers swept a total of 4 Gold, 4 Silvers and 4 bronzes in the MAPCU INTI Swimming Competition 2010 held at INTI International University College in Nilai recently. Sunway students Hoh Hui Shan, a Selangor State swimmer in the Australian Matriculation pre-University programme, garnered two Golds, four Silvers and two Bronzes while Dimitriy Sinkov, an International Hospitality Management degree student, who hails from the Ukraine, reaped two Golds and two Bronzes. Dimitriy is also a Selangor State swimmer.

Other institutions that took part besides the host were Help University College, Taylor's University College, INTI College Subang Jaya, International Medical University, UCSI University and HELP International College of Technology.



Sunway's champion team in the Banker's category. From right: Leong Ji Kin, Hong Xingwei, Chua Vi Vern receiving the cheque from Pat Aw of ICAEW while Febianto Salim (second from left), organising chairperson, looks on.

Business tycoons in the making

Sunway University College's Young Entrepreneur Society (YES) emerged as the overall winner in the Inter-Universities Business Tycoon Simulation Game 2010 recently.

The competition was organised by the Wall Street Society of The University of Nottingham Malaysia Campus. Participants had to apply their economic knowledge to analyse fluctuations of prices and demand in a virtual steel market and how it affects the car manufacturers, bankers and car dealers.

YES fielded three teams comprising 3 students each, and contended against teams from other private universities, such as Monash University, Taylor's University College and HELP University College, among others.

Sunway University College, comprising Accounting and Finance Bachelors (Honours) degree programme, Leong Ji Kin, Chua Vi Vern and Hong Xingwei emerged as the Champion in the Bankers category and won RM1,000 cash prize.

The two other teams won First Runners-Up in both the Car Manufacturers and Car Dealers categories, bagging RM500 each.

The competition, aimed at stimulating student participation in developing their problem solving skills, was sponsored by The Institute of Chartered Accountants in England and Wales (ICAEW) and held at Nottingham Campus in Semenyih.

YES President, Heri Gunawan, said that the competition was a fun and exciting way of applying economic knowledge in a simulated competitive environment. "It was a good learning experience and challenge for all of us," he said.



Being drug-free



A group of computing students with their pledge placard.

Do you prefer to be “Free from drugs, at last!” or be drug-free all your life?

Of course, the latter means you have a good life, but the former means a dungeon of death, gutter lifestyle and probably ending up living as a street person, with no one to turn to except the possibility of imminent death due to HIV.

The decision is one that has to be decided upon early in life. During the 3-day “Be Drug Free” campaign, organised by Sunway University College recently, students were challenged to say, “NO!” to drugs. Some 70 student volunteers were trained to form a special counselling unit at Sunway, whose task is to guide and encourage positive peer influence among students and help keep Sunway a drug-free campus.

Peer pressure

According to unofficial statistics released in 2008, 69.67% of drug users in Malaysia were between 19 and 39 years old. Peer pressure was identified as the biggest push factor, accounting for 55.5% of the drug users.

Guest of Honour, YB Teresa Kok, Senior Executive Councillor of Selangor in her speech urged young people to stay away from drugs. “One’s future is destroyed the moment he or she is hooked on drugs,” she said.

There was also talk by DSP Zaiton Binti Hussein, Staff Officer for Legal Affairs and Counselling, Narcotic Department of Selangor on “Consequences of Drugs Abuse, Related Law and Symptoms of Drug Addiction”.

A meaningful event

During the campaign, Sunway students also took the opportunity to pledge their commitment to stay away from drugs. Campaign theme song, “Unwritten” by Natasha Bedingfield, was performed by student volunteers during the opening ceremony.

Stephanie Fernandez, a Canadian International Matriculation Programme student at Sunway, said she found the campaign to be of relevance to her life.

Other organizations that participated in the campaign included the Narcotic Department Selangor and the National Anti-Dadah Agency. NGOs such as Drug Rehabilitation Centres, Home of Victory, Lifezone and Malaysian Care had exhibition booths educating students about drugs. A Royal Malaysian Police K9 unit demonstration also staged a dog tracking demonstration at the Sunway University College foyer. Canon Malaysia sponsored the prizes in the Photography Contest themed, A Drug-Free Lifestyle. Talks, games, quizzes and group activities were also available for students during the “Be Drug Free” campaign.



Students making the pledge.



Students from Botswana enjoying themselves while performing a native dance

Multicultural moves

The Victoria University (VU) twinning programme at Sunway welcomed new students into their “family” with a lively tea gathering that was organised with the purpose of strengthening bonds between senior and more junior students.

One of the highlights of the tea was the sharing of a few cultural dances and songs by students from Indonesia, Malaysia and Botswana.

VU prides itself in having a large proportion of international students (47%) coming from 35 different countries. Students from Indonesia are the largest followed by Botswana.

This year, there were 42 students from Botswana, studying at Sunway on their government scholarship. There is a total of 59 students from Botswana in the VU programme at Sunway.

Hallmarks

Recognition for outstanding child psychologist

Head of the School of Health and Natural Sciences, Associate Professor Dr. Teoh Hsien-Jin was recently awarded the Outstanding Child Psychologist Award 2009/2010 by the Association of Professional Early Childhood Providers Malaysia (APECP).

The award, which was part of the Excellent Child Contributor Awards 2009/2010, recognises individuals who have made significant contributions towards improving quality and providing excellent services in early childhood education, care and development in Malaysia. The awards were also given to businesses, non-profit organisations, Governments and educational institutions for their efforts in realising these same objectives.

The APECP aims to enable its members to use the association as a platform to share ideas, innovation and new research in the field of Early Childhood Education.



Assoc. Prof Dr Teoh (second from left) with his award. On his right is a representative of Poney Garments Sdn Bhd. On his left is Dr.K.H Wang and on the extreme right is DYTMs Tuanku Hajjah Lailatul Shahreen Akashah Khalil, Raja Puan Muda Perlis and Patron of the APECP

Rising star

A true blue city lass, Melinda Wong is an aspiring singer-songwriter.

The 21-year-old, who is currently pursuing her Diploma in Performing Arts at Sunway University College, is expecting to graduate in October this year.

Although music has been her main passion from young, she decided to take up performing arts because she wants to explore her other talents such as acting, directing and filmmaking.

The guitar – acoustic, electrical and classical -- is her favourite musical instrument, although she also plays a bit of the piano, drums and is able to do some beat boxing. To top it up, she sings and composes her own songs.

She recently won the runner-up of a video competition hosted by Homegrown with her own production featuring her original song, titled, "Escaping the Smaze", and was featured in the major English dailies.

Q: Besides your studies, what do you do these days?

A: I am currently doing my internship under Hardesh Singh. I'm based in a recording label called RRecords, and sometimes in Monsoon Records. I help with PopTeeVee as well.

Q: What is your career plan after graduation?

A: Music is my main passion so I plan to pursue music seriously. Aside from that, I would also like to dabble in film and musical theatre.

Q: Why did you choose to do Diploma in Performing Arts?

A: I wanted to explore my likings and my capabilities. Performing Arts was always something I was curious about yet something I was always afraid to try. I was an extremely shy kid and through the years, I have made a major leap from how I was to how I am now. If you were to tell me that I would join a course like this when I was a kid, I wouldn't have believed you.

Q: Why did you choose to do it at Sunway?

A: It was the only place that offered an overall experience for both theatre and film. So I felt it was the right place for me to explore my strengths and know areas that I may be passionate about. Also, being a pretty active person, I liked the fact that there were so many clubs that I could join.

