

Vol 8
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BLAZE

THE SUNWAY UNIVERSITY MAGAZINE

KDM Permit No: PP 14672/10/2012 (030937)

Master your future

Honorary Doctorate for
Jeffrey Cheah

Having a good kick-start

Best Professor in
Management & Economics

What makes an MBA global ...



Blaze is published quarterly. The name was selected as it signifies Sunway University achievements in recent years. Sunway University, 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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**Jeffrey Cheah
Foundation**
Nurturing the Seeds of Wisdom

The Jeffrey Cheah Foundation

Founded by YBhg Tan Sri Dr. Jeffrey Cheah, AO, Chairman of the Sunway Group, the Foundation continues the legacy of giving through providing quality education to all deserving Malaysians. More than RM720 million has been endowed into the Foundation. Since 1997, more than RM132 million in scholarships have benefited more than 16,000 students. The Jeffrey Cheah Foundation operates through the Sunway Education Group. The Foundation is a first-of-its-kind in Malaysia and is based on the inspirational framework of the internationally renowned Harvard University.

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SUNWAY UNIVERSITY



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Honorary Doctorate for Jeffrey Cheah

Tan Sri Dato' Seri Dr. Jeffrey Cheah, AO, Founder and Chancellor of Sunway University and Founding Trustee of the Jeffrey Cheah Foundation, received an honorary doctorate from an Ivy-league university for his outstanding contribution towards the development of education internationally.

A well-known leader in the education sector and a social entrepreneur, Tan Sri Jeffrey has played a key role in the successful collaboration between Sunway University and Lancaster University.

The Honorary Degree of Doctor of Laws (*LLD hc*) was conferred on Tan Sri Jeffrey by the Vice-Chancellor of Lancaster University, Professor Mark E Smith on behalf of Sir Christian Bonington, Chancellor of Lancaster University during the Sunway University Graduation Ceremony in October 2013, and witnessed by an audience of more than 1,500 graduates, educators, parents and invited guests.

Reading the citation, Professor Smith said: "Sunway and Lancaster universities continue to work together to enhance their international reputations for teaching excellence; our partnership has been recognised as a paragon of collaborative development and will only grow under the thoughtful and dedicated leadership which you provide. Your works and many successes in the Sunway Group are well known to us, and of themselves are worthy of recognition through this Honorary Degree. We at Lancaster University are honoured to award our highest Honorary Degree to Tan Sri Dr. Jeffrey Cheah, AO, Chancellor of Sunway University and Chairman of Sunway Group."

During his acceptance speech, Tan Sri Jeffrey thanked the Council of Lancaster University for bestowing upon him the honorary degree from one of the world's top universities.



Tan Sri Dr. Jeffrey Cheah, AO being conferred the honorary doctorate by Lancaster University's Vice Chancellor, Professor Mark E. Smith

"When I established Sunway College more than 25 years ago, it was my dream that one day, it would become a university that would rank amongst the very best in the ASEAN region and beyond. My vision then and even more so now, is for the institution to become a world-class university. Our collaboration with Lancaster University is certainly hastening the process of getting there, especially in the push for high standards of education, research and other academic pursuits for our students and from our staff. Together with Lancaster University, we are proud to have pioneered the concept of dual degrees in Malaysia."

Sunway University had first commenced its partnership with Lancaster University, UK, in 2006 to initiate an academic collaboration in the areas of psychology, business and computer studies. With the partnership,

students who complete their Sunway University honours degree are awarded two scrolls – one from Sunway University and another from Lancaster University.

Lancaster University, founded in 1964 is one of Britain's best research and teaching universities. The University is ranked in the top 1% of universities in the world, listed at 131 in the Times Higher Education International table and 163 in the QA World University Rankings. Lancaster University ranks the ninth in the world amongst universities younger than 50 years. Last year, Lancaster University won the "Times Higher Education Business School of the Year Award in 2012." Forbes magazine ranks the Lancaster MBA 7th in the world and 3rd in the UK in its 2011 ranking of the best non-US one-year MBA programmes.

blaze

Master your future

The number of students pursuing post-graduate studies has grown exponentially over the past two decades in the quest to excel. The blaze team chatted with Associate Professor Dr Foo Yin Fah, who is Head, Department of Accounting and Finance, Sunway University Business School.

Dr Foo, can you share with us how the education landscape of Malaysia has changed over the past two decades?

When I was a student in the 80s, undertaking an undergraduate degree was something really momentous.

You looked at your seniors enrolled in a bachelor's degree in a university with awe and admiration.

These people were a rare breed and an inspiration to a whole generation of baby boomers. Back then, not many people went to university.

Statistics provided by the Education Ministry showed that less than 2% of the population aged between 18 and 24 had tertiary education in 1980.

Things, however, changed dramatically by 2007, when almost 25% of the population in that age group were studying in local universities.

Not only are there more students enrolling in undergraduate programmes today, there is also more interest in advanced postgraduate education.

In 1987, the total number of students enrolled in a masters or doctoral degree programme in Malaysia was a meagre 3,600. By 2008, some two decades later, this number had grown to approximately 58,000. It is apparent that there has been tremendous growth in the demand for postgraduate courses.

Why do more Malaysians want to pursue postgraduate education?

I would like to think that we register for a postgraduate programme in the pursuit of knowledge for knowledge's sake.

We desire to undertake postgraduate studies because it's enlightening, enjoyable and motivating.

A postgraduate education can be more intellectually challenging than an undergraduate programme as it explores knowledge in a more in-depth and critical manner.

There is also substantial personal satisfaction to be gained from exchanging ideas with other like-minded individuals who share our passion in a particular subject.

A postgraduate degree would enable us to develop a deeper understanding of a specific subject area that may be an extension of our first degree.

If we enrol in a research degree we can potentially make a real impact in the relevant subject area by filling the gaps in knowledge and theory, or finding something totally new that may reshape the particular discipline itself.

What do you think is the single most important reason Malaysians go for postgraduate studies?

Perhaps a more ostensible reason for undertaking a postgraduate education may be economically driven.

A postgraduate degree can potentially provide a distinct advantage for job applicants, particularly when competition is fierce.

With a postgraduate qualification in a specialist area, we will be able to differentiate ourselves from other graduates and therefore may be more attractive to a potential employer.

Undertaking further studies in a specific area can also demonstrate commitment and determination to succeed in a chosen career and may improve employment prospects.

A professionally linked postgraduate qualification is essential for some careers; for example, in accounting, law and psychology.

In other careers, such as journalism, human resource management, politics and economics, a postgraduate degree may also be helpful.

If you desire to pursue a career in academia, a masters or doctoral degree is absolutely essential. A doctor of philosophy or PhD is becoming a pre-requisite for many reputable universities, due to the research skills that are increasingly in demand for university ranking purposes.

Do you think it is likely for someone in his forties to pursue a postgraduate degree?

Why not?

Another motivation to undertake a postgraduate education is the possibility of making a career change.

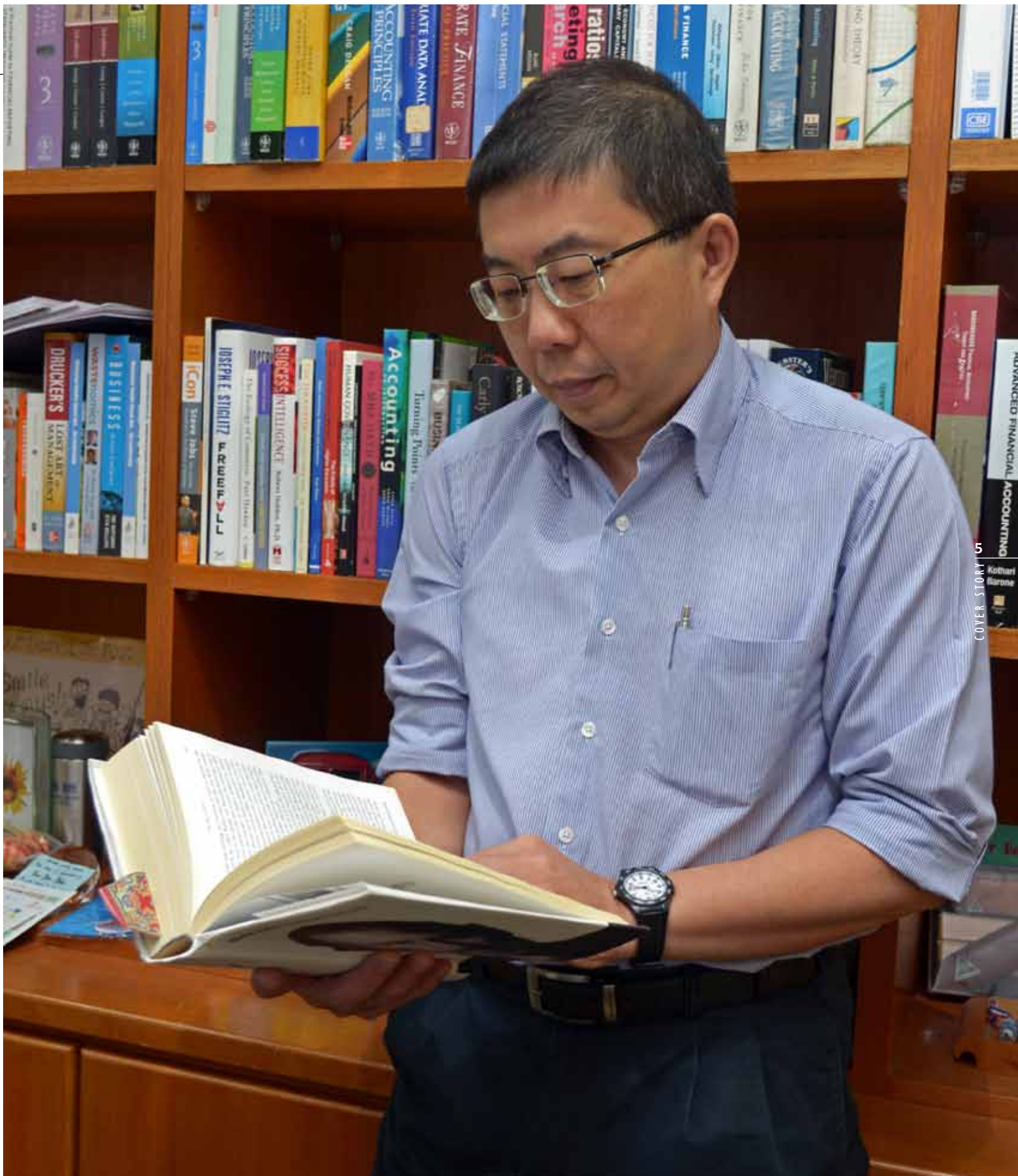
Conversion postgraduate courses can allow those who have studied general degrees to change vocational direction to undertake specialist careers in accounting, law or psychology.

These programmes may also allow a move from arts to sciences and vice versa or can add additional skills, such as IT, to improve employability in your target job area.

Many people contemplate such change during a recession when there are fewer graduate jobs available in a particular field. Consequently, it is tempting to assume that going back to education is the best choice for a career change.

Undertaking postgraduate education may be viewed as an opportunity to acquire or sharpen transferable skills, such as project management, critical thinking, research skills, time management, presentation skills and teamwork.

Many employers look for these skills on your CV in addition to the specific technical knowledge.



Besides the paper qualification, what else does a postgraduate degree programme provide?

Postgraduate courses may also put you in touch with people in the industry and work placements, if available, can lead to possible work opportunities.

You can greatly improve your employment prospects by building up a network of useful contacts while undertaking postgraduate programmes such as a Master of Business Administration.

Consequently, pursuing a postgraduate qualification may potentially increase the long-term earnings of graduates as it opens doors to new opportunities. Some may view a postgraduate degree as an opportunity to help compensate for poor results in your Bachelor's degree or pre-university studies. But many employers may still have rigid requirements that look at undergraduate and pre-university qualifications. In addition, reputable postgraduate programmes normally require a good undergraduate degree as a pre-requisite.

After choosing a programme to enrol in, what are the two major hurdles most adults face?

Whatever the motivation to pursue a postgraduate education you must take

into account that there is less funding available for postgraduate study than for undergraduate courses and many students have to either find sponsorship from employers or fund themselves or get a loan.

Consider carefully both the fees and associated living costs involved in a postgraduate study.

However, as part of the National Higher Education Strategic Plan to increase the number of PhD holders in the country, the Higher Education Ministry offers the MyBrain15 programme to provide financial assistance to Malaysians pursuing masters or PhDs in Malaysian institutions of higher learning.

Postgraduate education in Malaysia is often undertaken on a part-time basis. Consequently, students need to be prepared to sacrifice personal time to successfully complete the postgraduate degree.

There will be a need to juggle the pressures of work with the need to attend classes and complete assignments and tests. Additional support from employers in the form of time may be required to successfully complete a postgraduate programme.

There is a saying, "Look before you leap." How does this apply to someone who is contemplating to pursue a postgraduate degree?

The key is to research whether postgraduate study really will be advantageous for the area of employment you are pursuing.

It may be that relevant work experience, or any work experience for that matter, could help you gain skills to improve your chances of securing the job you are seeking and could be a better use of your time.

So think carefully before you embark on postgraduate education. Be clear of what is motivating you to pursue such a programme. This would determine the kind of programme you should undertake.

Change is the only constant in the 21st century and therefore we must realise that learning will be a life-long pursuit.

According to the American author and futurist Alvin Toffler: *The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn.*

Consequently, the trend towards acquiring postgraduate education is likely here to stay.

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What makes an MBA global ...

Sunway University recently launched its Global MBA programme ...

With so many institutions offering MBA, an Ivy-league university in the United Kingdom has to differentiate itself by being 'global'.

According to its Pro Vice-Chancellor (International) Lancaster University, Professor Steve Bradley, the programme has triple accreditation by the AACSB from the US, EQUIS (Europe) and the association of MBAs.

"The faculty staff from Lancaster University Management School (LUMS) who will be teaching the programme bring with them a wealth of experience having taught the programme in Jordan, Singapore and Zambia," he said. "Participants also have the flexibility of taking modules in these locations besides the UK and Sunway because Lancaster delivers an equivalent Global MBA programme."

Being a Global MBA also means that Malaysians now have access to world-class tertiary education, without having to travel abroad, according to Sunway University's Chancellor, Tan Sri Dr Jeffrey Cheah, AO. "This," he said, "has resulted in the continuous partnership between Sunway University and the prestigious Lancaster University. This is our contribution towards attracting international students from around the region to Malaysia."

Earlier, Tan Sri Jeffrey Cheah had also announced the setting up of the Jeffrey Cheah Professorships for South-East Asian studies at Harvard University and the Jeffrey Cheah Institute of Research for South-East Asia Studies at Sunway University to encourage and facilitate two-way flow of scholars and knowledge. With Sunway University now offering the Global MBA, it will further enhance development of the university which has a wide network in the academia world.



Associate Dean of LUMS, Professor Mark Shackleton said the Global MBA is developed in a way which will attract candidates from a wide range of diverse backgrounds, providing a rich and fertile context on which excellent faculty facilitators can build on, by drawing out learning and discussion during class contact time.

"It provides students with invaluable integrative skills which are increasingly essential in a fast changing world where barriers to management innovation can prevent organisations from competing effectively," he said. "Some of the best MBAs have, in fact, been able to teach executives flexible yet practical thinking tools that allow them to achieve complex goals in increasingly complex and strategic business areas."

More about the Global MBA

The Lancaster faculty involved in designing and delivering this programme are rated highly in the UK and are among the best management consultants, educators, and research scholars in the world. In Malaysia, Associate Professor Dr Brian C. Imrie, Head of the Department of Business and Marketing Programme Chair, Global MBA, Sunway University Business School, will be championing the programme.

"The outcome of the programme are leaders who will be strategic leaders, who possess the confidence, skills and practical

expertise to work effectively with others," he said. "They will be able to lead at all levels, across all industrial sectors, and in every corner of the world."

The Global MBA combines the experience of UK's Lancaster University in delivering post experience programmes with Sunway University's capacity to guide the transfer of this learning within the local business context.

With a comprehensive grounding in general management theory with a focus on strategy, change and leadership, besides earning two certificates – one from Sunway University and the other from Lancaster University – students will be able to gain an understanding of the complexity of the organisational and business environment, and how to manage effectively within this complexity.

The launch of the Global MBA programme was attended by guests from HR divisions of corporate companies around Malaysia.

Lancaster University is ranked in the top 1% of universities globally among 17,500 universities worldwide, and has been delivering MBA programmes for many years. It is also one of the top ten universities worldwide aged less than 50 years. The 2013 Economist and Financial Times MBA rankings indicate that the programme is one of the top ranked programmes delivered in Malaysia.

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For more information about the programme, please log on to : <http://sunway.edu.my/university/GMBA>, call +603-7491 8701 or write to gmba@sunway.edu.my



Sunway students strike Gold, Silver and Bronze

Sunway University's Centre for Tourism, Hospitality and Culinary Management students were awarded top three placing in the various categories of the Culinaire Malaysia 2013 challenge.

The event, organised by the Food & Hotel Management (FHM) Malaysia once every two years, saw the participation of Sunway students in five categories. Sunway students won two gold, two silver, three bronze and one diploma.

In Culinaire Malaysia 2009, Sunway students won one silver and one bronze; and two years later, in Culinaire Malaysia 2011, all six participants who took up the challenge won either silver or bronze. "This is the first time we struck gold," said Daniel Chong, Sunway's main coach for the competition.

According to Chong, competition was stiff as there were over one thousand participants from countries like Korea, Taiwan, Singapore and Indonesia. "The participants were mainly professionals from F&B businesses and our students had only a couple of months to prepare," he added.

The Award Winners

Striking gold medals were Michelle Tan Yuk Jean, 21 and Justin Ng Kah Ching, 19 for Class 34 Mocktail. Justin said he did not expect to win, but this was a good start for his career. He hopes to participate in bigger competitions in the future.

The silver medals were bagged by Shireen Tan Pei Mun, 21 and Goh Mei Yin, 19. Second-time participant, Shireen won in the Fruit Flambé category while Mei Yin's Kaffir Straits, a tropical-style drink conceptualized with ingredients like Gula Melaka, Lemon Grass Tea and Kaffir Lime won the cocktail category. The bronze medals went to Shireen's partner, Kulieva Dinara, 24, from Kyrgyzstan, in Class 31 Fruit Flambé; Tan Vi June, 21, in Class 33 Cocktail; and Chef Chong Wei Tzeh in the Malaysia Pastry Cup category.

Tan Rennie, 19, received a diploma for her Café Tiré (which literally means 'kopi tarik') concept. "I got the idea from 'teh tarik' but instead of tea, I use espresso, DOM, milk, ginger and gula melaka with cinnamon stick and coffee powder for garnishing," explains Rennie. She too hopes to participate in more competitions in the future.

Wan Wei Lie, 21, in the Class 30 Flair Tending built her concept from *Nasi Lemak* for her drink. A syringe was used to make the drink which was a concoction of vodka, kirsch, cranberry juice, Red berries and puree Tabasco.

Meanwhile, 22-year-old Pham Xuan Quyet from Vietnam and Chee Hoong Zhan, 20, from Ipoh participated in the Class 32 Barista Championship. Hoong Zhan's ambition is to be a Barista after he graduates with a Diploma in Culinary Arts. He prepared his signature coffee with Mandheling Coffee from Sumatra, Indonesia served with espresso and cappuccino. In this challenge, participants were required to introduce ingredients from their home town. Hoong Zhan blended his coffee with Ipoh pomelo, while Quyet added Perilla leaves from Vietnam to his signature coffee, which was prepared with freshly roasted coffee beans from Vietnam. Quyet also added longans and lemon grass to his concoction. Quyet who will be graduating with a Degree in Hospitality Management, said he will be joining his family's hotel business upon returning home.

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Best Professor in Management & Economics

Associate Professor and Head, Department of Management & Economics, Sunway University Business School, Dr Wong Koi Nyen was recently awarded 'Best Professor in Management & Economics' under the 4th Asia's Best B-School Awards 2013 by the World Education Congress (WEC) in association with the Chief Marketing Officer (CMO) Council.

WEC is Meeting Professionals International's (MPI) global conference held annually in July or August, traditionally somewhere in North America, while the MPI—founded in 1972—believes that meeting and event planners serve a critical role in the success of business.

The Asia's Best B-School Awards was presented by B-School Affaire along with Stars of the Industry group, World HRD Congress & CMO Asia at a glittering ceremony in Singapore on July 31, 2013.

Dr Wong's research is mainly in the areas covering Foreign Direct Investment (FDI), trade and development economics. His recent work has been published in Applied Economics, The World Economy, Journal of Policy Modeling, Journal of Economic Studies, International Economic Journal, Global Economic Review and Tourism Economics. His research work is available to the public at Google Scholar citations database.

Dr Wong joined Sunway College as a lecturer in economics in 1996, when the college was offering Bachelor degrees in Commerce and Economics as a twinning degree programme with Monash University's Faculty of Business and Economics. When Monash University, Sunway Campus was established in 1998, Dr Wong joined the School of Business where he served for the next 13 years before returning to Sunway University in 2011. His teaching field is in microeconomics and development economics in Asia. He currently teaches Political Economy of Southeast Asia and East Asia, and Contemporary Regional Issues. Congratulations, Dr Wong!

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Sujithra's Design Bagged First Prize

Sujithra Kunasakaran from the Department of Art and Design (DAD) emerged as the winner of the recent 'Think to Make a Difference' competition, an academic project to design the new university building concourse area.

Walking away with RM3,000 cash, Sujithra's design included an ultra-modern ceiling inspired by the alphabet 'S', which is repeated throughout the design. Sujithra also incorporated seating areas within the space allocated, for students to work in. Her idea of a wooden round-table discussion layout

which creates a café-like ambience as well as benches, incorporating the Sunway logo colours to encapsulate the space within the concourse area, captured the judges' attention.

For the DAD student this was something completely out of the classroom context. "We had a real client, budget constraints and we had to come up with a design that would complement other parts of the building. We also had to consider the functionality of the design within the space allocated," elaborated Sujithra.

Thanking the organisers of the competition, Sujithra also said being a Sunway student and able to contribute to building and leaving her mark is something very valuable not only to her but also to all students from the DAD.

Sujithra opined that it is vital that she studied what she was passionate about. "I used to visit showrooms with my Dad, and always wondered in amazement how the designers came up with such brilliant designs. I believe in finding inspiration in what I see every day and this inspires my creativity," she said.

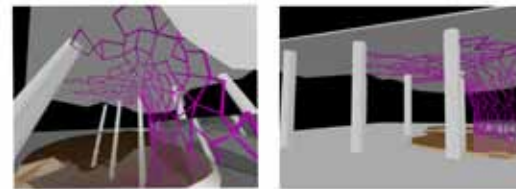


A concourse is an area where pathways meet. It is commonly known as a transition area before moving on to another area. The ceiling being the largest surface area besides the floor is usually the focal point.

"BREAKING THE TRADITION" A university design does not have to be boring. Amp up Sunway University concourse area with an ultra modern ceiling design. Let Sunway University be the talk of other universities.



Preview of ceiling design



Sujithra's winning design

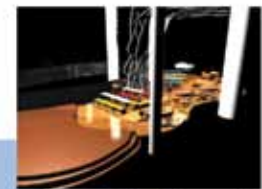
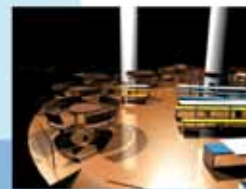


This sculpture is a form of decoration created by the letter "S" for Sunway. It is also a form of seating for students. When not in use, it is a piece of art.

SUNWAY UNIVERSITY NEW BUILDING - CONCOURSE



PERSPECTIVE VIEW OF STUDENT SEATING AREA



Stage/ Free seating



A wooden furniture made of wood creates a relaxed atmosphere.

Blue and yellow colour seats represent Sunway University



Sunway University, she added, has provided her with an enriching learning experience and many platforms to learn and excel in throughout her course of study.

The competition was designed to provide students with an opportunity to exercise their skills and knowledge through designing and implementing them in a real life setting, giving them added confidence and an enriching work experience. The designs were evaluated based on vision and ideas for effective use of space, conduciveness, comfort, sustainability and it

is representation of a strong cultural identity of Sunway University. Six finalists were selected; five walked away with a cash prize worth RM500 each for their contribution to this project.

Lee Weng Keng, CEO, Education and Healthcare Division of Sunway Group, said the idea of involving the university's DAD students is a commendable.

"Since we have the expertise needed, we figured why not use our students and get them involved in areas in which they can

participate and contribute to. After all, this building will be utilised by students," he said, adding that a student should best understand the needs of their fellow students.

Lee reiterated that he was very impressed with the creativity element in the proposals submitted by the students. "However, the ultimate choice came down to preference. You are all winners! Our selection was just a matter of preference and choice according to the context," said Lee. **blaze**



Mr Vignesh Baboo, Sr Manager, Recruitment, Deloitte; Prof. David Colyn Gardner, Pro-Vice Chancellor for Enterprise, Sunway University; Prof. Graeme Wilkinson, Vice-Chancellor Sunway University; Mr Johan Mahmood Merican, CEO, Talent Corp Malaysia; Ms Elizabeth Lee, Sr Exec Director Sunway Education Group; Mr Matt Wilke, Managing Director of Unilever Food Solutions; Ms Lee Siok Ping, Director of Student Services, Sunway Education Group; Ms Ling Ming Choo, Human Resource Director, Malaysia & Singapore (Unilever).

Having a good kick-start

12 | MAKING A DIFFERENCE

Quoting the results of the marshmallow experiment conducted by Stanford University in the early 1970's, Johan Mahmood Merican said, "The ability to delay gratification is the key to a successful future." The Chief Executive Officer of Talent Corporation Malaysia demonstrated his point by carrying out a simple test on the participants to drive home his point that individuals must hold on to their values and sense of fairness while climbing the corporate ladder. He said this during his opening speech when he officiated Sunway University's inaugural Career Conference 2013, jointly organised in partnership with Talent Corporation Malaysia.

The two-day conference on September 18 and 19 was packed with insights from top industry leaders and recruiters who empowered graduates and graduating students with the necessary network and knowledge to pursue their best career paths.

The conference kicked-off with the CEO of Leaderonomics, Roshan Thiran, who in his Master Class shared his story, 'My painful Leadership Journey'. Roshan continued with understanding of leadership and how important 'Learning' is in building leadership abilities.

A 'live' project by Unilever, required participants to think on their feet when asked to provide creative solutions for the brand at hand. During the HR Specialist Dialogue, speakers from top recruiters such as Shell, CIMB, GE Malaysia and Sunway Group shared key insights on what employers today are looking for when hiring new talent.

On Day Two, the 'CEO Breakfast Special' featured panel speakers – Sajith Sivanandan, CEO of Google Malaysia; Sridharan Nair, CEO of PricewaterhouseCoopers Malaysia; and Noelle Lim of BFM 89.9 – who touched on how both Gen X and Gen Y could leverage and learn from each other in the context of career leadership.

A workshop on 'My Ideal Workplace' with the myStarjobs.com was a unique interactive session where participants shared views of their ideal workplace. The feedback from this session was compiled and published in a special edition of myStarjobs.com pull-out.

YAM Tunku Zain Al-'Abidin, Founding President of The Institute for Democracy and Economic Affairs (IDEAS); Joyce Tagal, Alumni Lead of Teach For Malaysia; and Jin Lim, Hitz FM DJ and filmmaker

for Jinnyboy TV; set the stage for the inspirational segment, 'Young Malaysian Heroes'.

Senior Executive Director, Sunway University and Sunway Education Group, Elizabeth Lee said that Sunway University organised the Career Conference to provide graduating students with a kick-start to their future careers. "It is important that we do not just survive in the workplace, but to excel in it. Graduates must arm themselves with wisdom not from a theoretical textbook but real world, by listening to the advice of people who have been there," she added.

The event attracted over 250 graduates and graduating students from local and international universities throughout the country.

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Platform for Intellectual Discussions

Since its inception, the Jeffrey Cheah Distinguished Speakers' Series (JCDSS) has brought in many bigwigs from around the world to share their knowledge with both students and members of the public.

As one participant said, the series is living up to its slogan, 'Contributing towards lifelong learning and intellectual empowerment for the community.' It serves as a platform for intellectual topics that are seldom discussed yet so important in our daily life.

The Way Forward

For example, Dr Paul Iganski's talk on *How Hate Hurts: The Justifications for 'Hate Crime' Laws* centred on hate crimes. Dr Iganski defined the various types of hate crimes in the UK and had a discourse on why hate crime laws should attract more hefty penalties for the offenders. Dr Iganski, who teaches Criminology at Lancaster University, said that there is enough evidence based on the Crime Survey of England and Wales to justify the introduction of laws targeted at crimes of 'hate'. In his explanation on legislature on hate crimes, Dr Iganski said "Criminal Law awards a greater penalty for greater hurt caused by hate crimes".

Another distinguished speaker, Professor Jeffrey Sachs, Director of The Earth Institute and Quetelet Professor of Sustainable Development, Professor of Economics, and Professor of Health



Datuk Seri (Dr) Lim Chong Keat receiving a token of appreciation from Tan Sri Dr. Jeffrey Cheah

Policy and Management, at Columbia University gave a talk entitled *Alternative Visions of the World Economy in 2030*. His talk focused on living peacefully and prosperously in a sustainable world.

He told an audience of over 400, "In order to live in a world where more than seven billion people can live peacefully and prosperously together, in a sustainable manner requires commitment and seriousness, a purpose of governance of ethics beyond that which is normal."

Current Vice-Chancellor of Lancaster University, Professor Mark Smith, spoke on the impact of nuclear magnetic resonance, the cornerstone technique widely used in chemistry and medicine in his talk on *Nuclear Magnetic Resonance: An Accessible Introduction to a Versatile Technique for all of Science, Engineering and Medicine*. His talk focused mainly on key contributions of nuclear magnetic resonance to Science and Medicine.

Hobby

Another distinguished speaker, Datuk Seri (Dr) Lim Chong Keat is a well-known architect and urban planner in both Malaysia and Singapore, spoke about the Challenges for Malaysian Botanical Research and Conservation. Since picking up his interest in botany as an amateur

in 1995, he has discovered some 30 new species of rare and endangered plants in Malaysia's vast biodiversity. His talk presented an overview on the current state of botanical knowledge, research facilities and human resource capabilities in the face of species endangerment. Datuk Lim, explaining on why he delved into botany and plants said: "I went into botany to repair my ignorance, so I went on a pro-active journey to repair this ignorance and thus hope to inspire others as well."

The Jeffrey Cheah Distinguished Speakers Series (JCDSS) at Sunway University seeks to give the community and the public an opportunity to listen to outstanding experts speak on a variety of issues by providing a platform for intellectual discourse.

This is one of the many activities which Sunway University has embarked on to further boost its Social Responsibility efforts in education. All public lectures under the Series are free and open to the public. More talks have been planned for 2014. Please email to pr@sunway.edu.my or visit <http://sunway.edu.my/university/jcdss/mailling-list> to be on our mailing list for upcoming talks.

blaze



Dr. Paul Iganski

Professor Jeffrey D. Sachs

Professor Mark Smith

Great Exposure, indeed!

The partnership between Sunway University and Lancaster University has brought benefits to students of both institutions. While Sunway students look forward each year to travel to the UK, recently, a cohort of 60 students from Lancaster University visited Malaysia....

From the tallest towers in the region to the remote areas of the country, they have seen it all.

In just three weeks, Lancaster University students, Christine Ward, 20, Maria Rodrigues, 22, and Dominic Cozzi, 19, were fascinated with what they saw during their stay in Malaysia. They experienced firsthand the much talked about diversity in our nation, in terms of religion and cultural practices. They were most intrigued by the harmony that exists despite the diversity.

"It is this kind of diversity that makes Malaysia an interesting place to visit," Dominic said. "There is really two climates in Malaysia – it can be so hot and humid outside, but cold as winter in the building!"

Memorable Trip

This is the first visit to Malaysia for Christine, Maria and Dominic. Maria originally from Goa, India said, Melaka reminds her of her hometown.

Christine, who is currently in Year 3 reading Law and Criminology at Lancaster was impressed with the friendly people whom she met here in Malaysia. "The moment we arrived, we were paired with a local student or buddy. This helps us feel so much at home," she said. "It also gives us a good opportunity to make new friends." Maria concurred with Christine that the 'buddy system' was a great idea.

"Even strangers were kind to us," agreed Maria, a final year Bachelor of Economics student at Lancaster. "Christine and I were waiting for a taxi at the Pyramid close to midnight but taxis were scarce. A young man working part time at the Pyramid, was willing to share one with us and even paid for it."

Dominic, a Year 2 Bachelor of Science Geography student, said he loves the various kinds of food, especially the spicy stuff but not the durian! "It tastes like hell, and it smells like hell, too!" he quipped. "After some tree planting exercise in the tropical rainforest, someone offered us some durians. I said I didn't like it, but you won't believe this – he kept giving me more and said, 'It's great! Try more!'"

Christine's favourite food is Hokkien noodles and nasi lemak. "I love the nasi lemak, because it is spicy. Once, we went to Little India to try the local nasi lemak and it was great!" she said. "I will not be able to taste such lovely nasi lemak back home."

One free-and-easy weekend, Christine and ten other students chose to visit Penang instead of Bangkok, Singapore or Pulau

Redang. "It was easy for us to organise our own trips as there are so many hotels in Penang," she said. "And, I love Penang!"

While Maria and 28 other students took the overnight bus to Pulau Redang and spent most of their time snorkeling. "I was mesmerized by the baby sharks and I saw Nemo!" she laughed.

The trio said they would love to return to Malaysia for another visit. They were part of the 60 students from Lancaster University who were on their international grant to visit Malaysia. The group were exposed to the system of Government, participated in volunteer work, attended lectures at Sunway University, went sightseeing in and out of state and home-stayed at Kampung Sungai Sireh in Selangor during the 3 weeks venture in Malaysia.

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Dominic

Maria

Christine



We Love Samson!

Samson is bold and independent.

Samson is caring and loyal.

Samson is the Sun Bear mascot representing the Sunway Education brand. "The Sunway Education Group is, in fact, the first amongst private universities and colleges in Malaysia to have a mascot," said Lee Siok Ping, Senior Director of Sunway Student Services. "As a matter of fact, Samson is the newest member of the Sunway Sports Team, who will be representing Sunway University and Sunway College for internal and external sporting events."

While committed to academic excellence, Lee said that Sunway University emulates prestigious Ivy League universities like Harvard, Princeton and Yale, in giving recognition towards athletics and sports.

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Muhammad Mamoon

Muhammad Mamoon, who hails from Bagh-o-Bahar near a city named Rahim Yaar Khan in Pakistan, is currently employed as Marketing Manager with Dell. His father is an eye specialist while his mother is a homemaker. The 24-year old alumnus of Sunway University Business School (SUBS) who graduated in October 2011 said he has recently been blessed with a daughter, who is now 4 months old.

Building a Career

After graduating with a First Class in BSc (Hons) Business Management in October 2011, Mamoon returned to Pakistan in November that year. He immediately secured a job as Marketing Manager with Unique Technologies, one of the largest IT consumer distributor as well as an Authorized Distributor of Dell, Lenovo and HP in Pakistan.

“My qualification and previous working experience with Leo Burnett in Malaysia, where I had worked as Brand Executive, helped with his job applications,” he said. “I was part of the team that launched YES brand in Kuala Lumpur and Penang. It was one of the most hectic jobs I have ever done but nonetheless most rewarding in terms of learning, experience and exposure.”

After over a year with Unique Technologies, Mamoon said he gained considerable skills in managing the IT business. “I developed the company profile and carried out events which included roadshows, media reviews, and launching integrated campaigns all over Pakistan,” he said.

He then joined Dell, where his current role is to focus on the Rest of Asia Pacific and South Asia Emerging Markets Consumer Segment. He travels to 11 countries in the region, namely, Nepal, Mongolia, Brunei, Maldives, East Timor, Guam, Fiji, Bhutan, Papua New Guinea, Vanuatu, Kiribati and West Timor.



"I am responsible for proposing and executing marketing initiatives in these countries," he elaborated. "I also have to keep an eye on the entire business ecosystem in these two regions. This includes budget planning and budgetary analysis based on the region, and gathering market intelligence to ensure Dell is ahead of the competitors."

His main task is to ensure that Dell's business is driven and growth is visible on a quarterly basis for each country under his care.

Reminiscences of Student Days

Mamoon speaks fondly about his days as a student at Sunway.

"It was simply the BEST! I studied hard, enjoyed my student life with my best buddies, shared experience with seniors, and I even had a chance to sit in meetings with the Registrar and Heads of Departments during my time as President of the Student Council for the School of Business," he said.

Among his mentors were Dr. Nagiah Ramasamy, Paul Linus Andrews, Dr Cheah You Sum, Tanaletchmi, Dr Foo Yin Fah and Dr Tan Heck Hong. "My best friends were Imran, Nurul, Calvin and Tehsin. They really helped shape me into a better person, not a robot who did nothing but study," he laughed.

"Sunway is a very warm and welcoming place. Although the lecturers were serious during the lectures but out of the lecture hall, they were different. This helped me understand how a professional should behave."

Apart from being the President of the Student Council, Mamoon was also a co-founding member and Secretary-General of the Pakistan Students Association, a member of the Student-Staff Committee of School of Business, the Cricket Club and the Sunway Sports Club.

During his three years of study in Malaysia, he visited a number of places like Perhentian Island, Genting Highlands and Penang. "Penang was my most favourite destination because of the food," he said. "Of course, I also visited Melaka and Kuala Lumpur City Centre."

Despite being actively involved in extra-curricular activities, Mamoon was a good student. He shared the secret behind his success: "Consistency matters when it comes to achieving good results. I was consistent with my studies. Working into the wee hours of the morning was compulsory, especially when there were loads of assignments to finish or gearing up for the exams. All the hard work helped me achieve my First Class Honours."

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Up-Close and Personal with FST Alumni

The Sunway University Faculty of Science and Technology (FST) recently held its inaugural FST Alumni Homecoming High Tea, which attracted alumni who came back to share their working experience with the final year students from the graduating class of 2013.

As an informal gathering for the exchange of ideas, it gave opportunity for the working alumni to talk and share about their careers and other outstanding achievements, indirectly mentoring their juniors and creating mutual benefits for all parties.

The meeting kicked off with a speech by the Chair of FST Alumni, Dr Yau Kok Lim, followed by a short skit, "After your graduation....Where next?" Students were told of the various options available after finishing their programme. Also present was Professor Poh Chit Laa, Dean of FST, who gave the welcome speech. Among the alumni interviewed by blaze were:

Nicole Lee

*Registered Staff Nurse at the Intensive Care Unit (ICU), Sunway Medical Centre
Completed Diploma in Nursing*

Nicole, who received a scholarship from Sunway Medical Centre, spoke on the importance of higher education. "It helps to polish an individual, and prepare her for career and life," she said.

The programme which she did was three years, covering both theory and practical training. Currently, three years into her bond (total 5 years), she hopes to do her post intensive training in intensive care in 2014. The programme has taught her to handle her work professionally. "There is a lot of diplomacy in nursing," she said, concluding her speech with a quote by Benjamin Disraeli: "Upon the education of the people of this country the fate of this country depends."

Chong Kim Phui

*Registered Staff Nurse, Sunway Medical Centre
Diploma in Nursing*

Kim Phui talked about her experience at work, and encouraged nursing students to excel in their studies.

Amanullah Abdur Rahman

*Business and Systems Integration Analyst, Accenture
Bachelor of Science (Hons) Information Technology*

Amanullah first started working as an intern with Accenture and later became a permanent staff. He spoke on his application and interview for internship, where he had to answer a wide range of questions. "One has to always keep an open mind when applying for a job, he said. "It is a whole big world out there. Never be afraid to make mistakes or ask questions. It shows you are making an effort to learn when things are tougher, not when things are easy. Don't be afraid to try!"

Learning to manage one's own expectations is also important. "Sometimes, we challenge ourselves to take a leap of faith. Every little thing is important in the workplace. One has to learn to enjoy the little things in life. If you have the job, spend the money. It helps to keep you sane and motivated."

Gerard Goh Nai King

*Benchmark/Development Specialist, Executive with D'Jungle People
Bachelor of Science (Hons) Psychology*

Gerard shared his experience as a university student. "This is, in fact, the easiest phase of my life," he said, in reminiscence. "The degree programme prepared me to be more strategic and conceptual far beyond my peers at work. I see more things and connect things better."

His advice to his juniors: "When you go out to work, people expect a lot from you. You are expected to be an adult, and for sure, you will face a lot of crossroads at work and in life. Therefore, one has to work hard for what he believes in, or hang in there during the tough times."

"Choosing one's first job is not easy; therefore, it is important to choose wisely. It doesn't mean that when there is more money, that you will be happy on the job," Gerard added. "Make sure there's a balance and that you will be happy with what you have gained. When choosing a job, think about what you value in life --- your friends, family members and other relationships. Make the right connections. Change your behaviour, because at work, you are expected to be more serious."

His current job is demanding but he is also experiencing huge personal growth. Quoting from a book, "To live, to love and to learn", they have not shy away from hard work and difficult work. Personal growth will take you far in life."

Jagadesan Chandra Mohan

*Technical Support Engineer, F-Secure
Group Operational Director with Mitra Interiors
Bachelor of Science (Hons) Information Technology*

"The company expects wonders from graduates," he told the students. "However, we should learn never to give up. Nurses must always be alert, when they are at work. Whether it is your own business or you are working for someone else - never ever dream of an eight to five job. For Masters' degree holders, it's always good to have a proper research paper published. Finally, be positive! It's the survival of the fittest!"

Members of the alumni (first row, left to right): Amanullah Abdur Rahman, Nicole Lee, Chong Kim Phui, Jagadesan Chandra Mohan and Gerard Goh Nai King with some of the FST faculty staff members





Professor Graeme Wilkinson (first from left), Ms Elizabeth Lee (third from left) and Ms Lee Siok Peng, Director of Student Services with graduating students who received the exclusive Sunbear T-shirt

Alumni Homecoming High Tea

Sunway University's Vice Chancellor, Professor Graeme Wilkinson and Senior Executive Director of the Sunway Education Group, Elizabeth Lee, proposed a toast to the fresh graduates, wishing them success in their future undertakings. A few graduates also received exclusive Sunbear T-shirts for their outstanding contribution and involvement in campus activities. The event was attended by a total of 300 staff and final semester students.

Samson the Sunbear also made a special appearance, adding to the fun, and many rushed to be photographed with him. The young graduates were also encouraged to recall and share memories of their favourite times at Sunway through the Faculty's "Memories" booth. A 'Leaf some Love' booth was also set up to allow the graduates to exchange messages to each other.

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