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# BLAZE

THE SUNWAY UNIVERSITY MAGAZINE

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CFA National Champions! ***A Man You Can Count On***

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We host ALT once more  
Getting to know  
Professor Dr. Ho Chee Kit,  
the Poetic Mathematician

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Giving Aid and Scholarships

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**BLAZE** is published quarterly. The name was selected as it signifies Sunway University's achievements in recent years. Sunway University is a trailblazer in education excellence that is pursued with flaming passion in the hearts of its employees and students.

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# SUNWAY UNIVERSITY



Sunway University is a member of the Sunway Education Group, which is owned and governed by the Jeffrey Cheah Foundation.

## Jeffrey Cheah Foundation



*Nurturing the Seeds of Wisdom*

Founded by Sunway Group Chairman Yang Berbahagia Tan Sri Dr. Jeffrey Cheah, AO, 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 RM165 million worth of scholarships have benefitted over 20,000 students. The Jeffrey Cheah Foundation – which operates through the Sunway Education Group – is the first of its kind in Malaysia, and is based on the inspirational framework of the internationally-renowned Harvard University.

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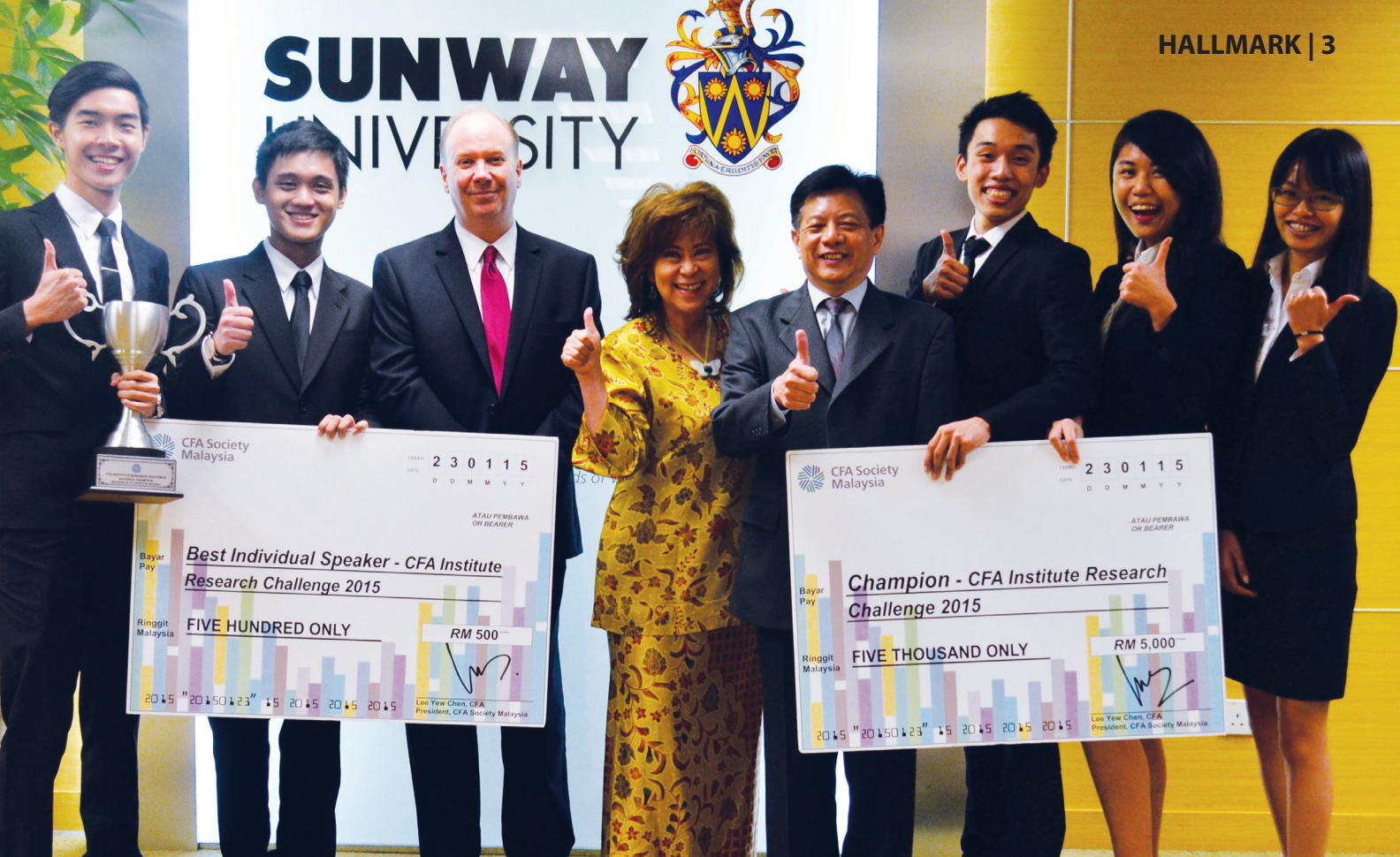
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*CHALLENGE ACCEPTED: (from left) Lee Weng Tatt, Jeffrey Lee Wen Xiang, Sunway University Vice-Chancellor Professor Graeme Wilkinson, Sunway Education Group and Sunway University Senior Executive Director Dr. Elizabeth Lee, Sunway TES CAE and Sunway College Executive Director Teo Ee Sing, Lim Chee Yang, Marilyn Lai Won Tin and Janice Tan Jia Lin pose with the prizes.*

## Sunway University Team wins CFA National Challenge!

Five representatives did Sunway University proud when their team won the 6th Edition of the *CFA Institute Research Challenge Malaysia Final 2015*. Jeffrey Lee Wen Xiang, Lee Weng Tatt, Lim Chee Yang, Janice Tan Jia Lin and Marilyn Lai Won Tin – whose win was the second consecutive one for Sunway University – went on to represent Malaysia in the Asia Pacific Regional competition from Mar 11-12, 2015 in Manila, Philippines.

The *CFA Institute Research Challenge* is an annual global competition targeted at university students. The students worked in teams to research and analyse a publicly traded company, and

were then required to write a research report on the assigned company with a “buy”, “sell” or “hold” recommendation.

They presented their analysis to a panel of industry professionals. The winners of the regional round will advance to the global final in April 2015 in Atlanta, Georgia, USA.

The team – consisting of four ACCA students, and one from the BSC (Hons) Accounting and Finance programme – won themselves a cash prize of RM5,000 on top of a trophy. Jeffrey Lee also took home an additional RM500 by earning the prize of *Best Individual Speaker*.

Speaking for the team, Jeffrey Lee said: “The high stress environment allowed us to bond better with each other. As in any competition, cooperation among team members is crucial. For us, teamwork was vital as everyone contributed to the completion of our report.

“The most exciting part of the competition was the presentation during the finals to professionals in the investment industry. The Q&A sessions were certainly rigorous and challenging”, he said, adding that the team attributed their win to Elaine Tai of CFA, who was their mentor for the competition.

We wish them the best of luck for the next stages! **BLAZE**

# A Man You Can Count On

## Getting to know Professor Dr. Ho Chee Kit, the Poetic Mathematician

Professor Dr. Ho Chee Kit of Sunway University's Department of Financial Mathematics and Statistics is not one to talk much about himself, but he has a quiet sense of humility – and insists that his achievements, in terms of the growth and success of the department which he heads, is attributed to his team: the dedicated people he works with.

The gentleman pioneered the department, and in a short period of two years plus has seen it grow from a core team of three to a total of 12 staff, who are responsible for overseeing the academic success of some 300 students. "I give credit to my team. It's all about the teamwork. I'm proud of them, for they have put in a lot of hard work into building the department," he emphasised.

"Besides developing the programme, I've also developed a good team. It's all about managing people. We go for meals together, and even keep in touch on our WhatsApp group," Ho said with a smile.

Talking about the degrees that came under the purview of his department, he said: "We offer quite a niche programme. People think actuaries only work in the insurance industry, but there are indeed many more other opportunities in different financial service industries."

In fact, evidence suggests that the industry is growing, with more demand for **quantitative** work.

There is a need for a strong and dynamic workforce for the financial services industry, as predicted by Bank Negara Malaysia in its *Financial Sector Blueprint 2011-2020*.

"We have a strong internship training programme for our students," Ho said, adding that the department has an in-house actuary who helps and sustains the ongoing professional relationships through external linkages in the companies where good placements are made available for the students.

"We also make it a point to visit the companies to see how the interns are doing. Not many educational institutions do that. After their internships, there are advanced workshops to train them further, emphasising more on employability for our students, and looking at expanding into other industries," he pointed out.

"These industry-relevant workshops are very much practical and of a work-related nature, and we take care of training and preparing students for selected job aspects and the practical part of it. From the start, we do take good care of our students," Ho said, adding that in doing so, the department takes pride in helping them to enhance their employability before they graduate.

The statement seems to be legitimate, with the first batch of 30 students not only doing quite well, but now working as interns

for a few established insurance companies and banks. Ho added that the department is looking forward to a new internship collaboration with Hong Leong Bank Global Markets.

### **Proudest achievement as a lecturer**

"We are glad to have a good number of students, considering that this is a niche market – and some people were skeptical whether we could even get that many students initially. We disappointed them," Ho said with a chuckle.

Ho is quite adamant that any success that the department has seen was not achieved through his sole efforts. "Our team has worked hard in ensuring that most of our students pass their **professional examinations**. We have quite a **high number of passes**, up to 80 percent," he said, partly attributing this to the extra revision classes that the department organises to prepare the students for the exams.

"I make it a point to see every student. I do not see the student as a customer, but rather as our own children. We want to see them grow as a person, both professionally and personally. We counsel them when necessary – for if they find that the course they're taking isn't suitable, they can consider other options. We guide them – and eventually we'd like to see them live up to their highest potential, when they can leave as meaningful graduates."



**“I give credit to my team. It’s all about the teamwork. I’m proud of them, for they have put in a lot of hard work into building the department.”**



Ho explained that two new degree programs are expected to be launched this year. The first programme is **Financial Analysis** (with an accelerated **Chartered Financial Analyst** pathway), run in collaboration with the Sunway TES Centre for Accountancy Excellence. Under this scheme, students will be able to obtain the CFA within a shorter period of time than under the normal route. The second new programme is **Financial Economics**, which according to him is a broader degree that focuses on mathematics, statistics, finance and economics. "Compared to CFA, it is 'less demanding' – but students will have a wider range of career options in the financial services industry," he said.

### Embarking on his career

When asked how he got his start in the academic field, Ho said: "I've always liked maths. I wanted to do engineering, but I could not get into the course that I had initially wanted. Due to financial issues, I chose to study mathematics at Universiti Malaya."

After graduation with some professional exam passes, he was offered a job in the actuarial department of a multinational insurance company. Ho then spent 8 years in the actuarial profession of the corporate sector, eventually gaining work experience as a training manager for insurance agencies. "I guess it was 'fated' that I return to the actuarial profession, although in an academic way."

While he was pursuing his PhD – at the same time, teaching and doing research at another university – Ho was offered the opportunity to head and start the actuarial science department in Sunway University. The rest is history.

### An artistic application of mathematics

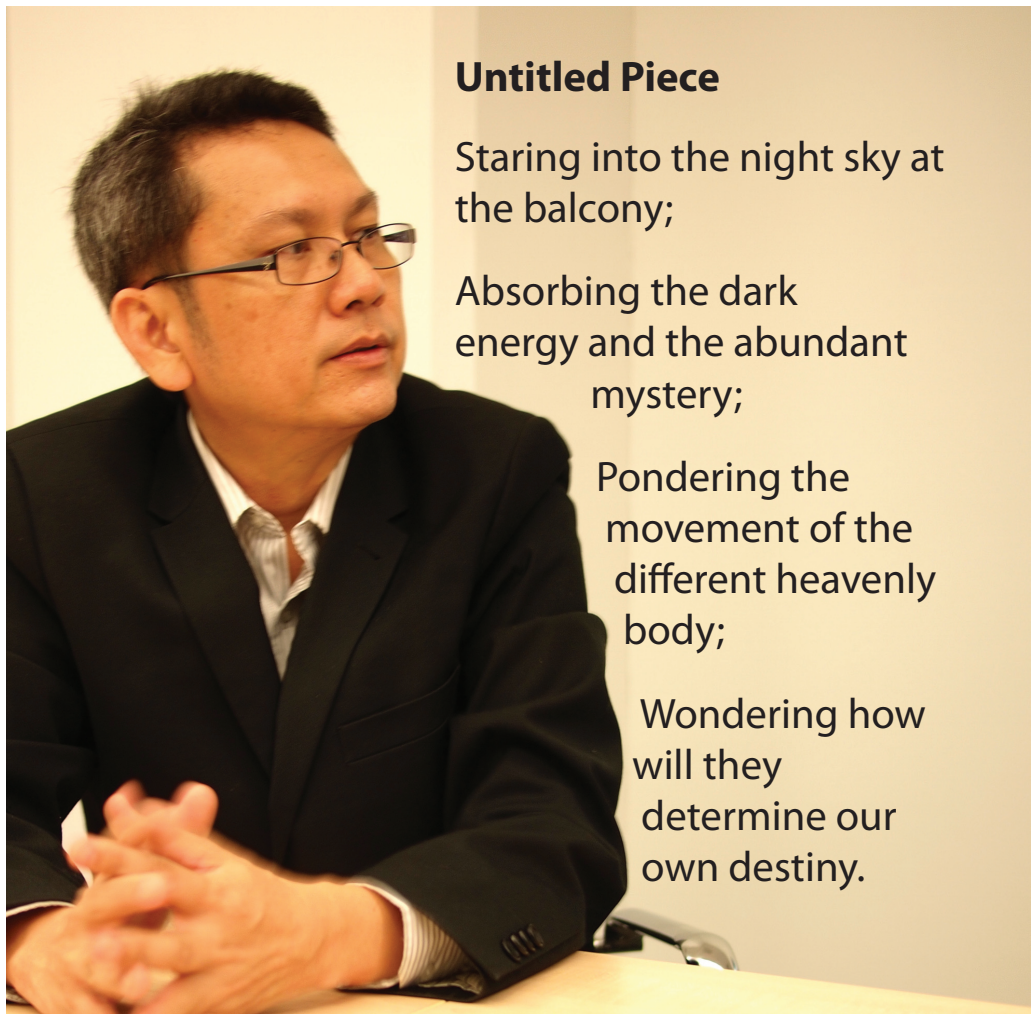
During the course of the interview, Ho admitted that he writes poems as a hobby – a revelation that proved to be a pleasant surprise. "Before I write the poems, I think about them mathematically. I make sure the lines and stanzas rhyme, before the words come in," he said, adding that he liked to see things in order because "I'm quite a perfectionist!"

"Some of my inspiration comes from the lyrics of Chinese songs. I try to be abstract, because I want to allow the reader to gain the opportunity to think, visualise and interpret them on their own. Other sources of inspiration include the laws of nature: the rising and setting of the sun; the rain; thunderstorms; and even social issues. Their beauty can be expressed in poems, and that is what I try to achieve."

Ho said: "I see maths everywhere; for example, the arrangement of the chairs, to me, follows a discernable pattern. There is order there, and I can definitely see it."

For him, mathematics is more than just being about the numbers. "I like the beauty of mathematics. There's maths even in this odd nature, whether you look at the petals and designs of flowers, or in the beautiful curves of a seashell," Ho said, in reference to the Fibonacci sequence. "Maths is more than art".

The words are delivered in a calm, dignified manner, as was the rest of the interview – but it is clear to see that underneath the modest exterior lies a solid foundation of sincere and worthwhile ideas that are commendable. Much like the gentleman himself, if you think about it: a poetic mathematician who gets the job done with minimal fuss. **BLAZE**



### Untitled Piece

Staring into the night sky at the balcony;

Absorbing the dark energy and the abundant mystery;

Pondering the movement of the different heavenly body;

Wondering how will they determine our own destiny.



## Dr. Lee receives the 'Visionary Women Leadership Award'

We are thrilled to announce that Sunway Education Group and Sunway University Senior Executive Director Dr. Elizabeth Lee recently received the *Visionary Women Leadership Award* at the *2nd World Women Leadership Congress & Award* (WWLCA) in Mumbai, conferred to "outstanding women professionals who have the vision, flair, acumen and professionalism to demonstrate excellent leadership and management skills in an organisation, making changes and achieving results".

Each year, the WWLCA honours influential women leaders who have played an important role in the development of modern economy, technology and administrative methodologies, promoting the advancement of government and business organisations at global standards. Dr. Lee now joins the ranks of several distinct personalities – including former Afghanistan

Minister of Women and Family Development Y. B. Tan Sri Dr. Zeti Akhtar Aziz, Chairperson of the National Higher Education Research Institute Y. B. Tan Sri Dr. Jalaluddin Abd. Aziz, BNY Mellon Managing Director and Global Head of Diversity & Inclusion Jyoti Chopra, and The Petroleum Oil and Gas Corporation of South Africa (SOC) Ltd (PetroSA) President and Group CEO Nosizwe Nokwe-Macamo – who have received the award.

In her acceptance speech, Dr. Lee focused on three points: how women should go back to basics, as far as our purpose in life goes; how women should always stand by their family; and what women would like to leave as a legacy. "I chose my legacy in the form of education, as I find that the way to make the world a better place is through education," said Dr. Lee.

A prominent member of Malaysia's education industry, Dr. Lee was conferred an honorary doctorate in 2014 by the Council and the Senate of University of

Nottingham, United Kingdom, in recognition of her contributions to education in Malaysia. Each year the University of Nottingham bestows honorary degrees to select individuals who have achieved outstanding success and distinction in their chosen fields, including the late Ibuprofen creator Professor Steward Adams, OBE; former British High Commissioner to Malaysia His Excellency Simon Featherstone, CMG; Olympic Gold Medalist Dr Tim Brabants, MBE; and current Bank Negara Malaysia Governor Tan Sri Dr. Zeti Akhtar Aziz.

Dr. Lee serves on various significant committees tasked by the Malaysian Government to chart the direction, strategies, and policies for higher education, including the Ministry of Education's International Promotion Council, the Board of Advisors of the National Higher Education Research Institute (Institut Penyelidikan Pendidikan Tinggi Negara or IPPTN).

A founding member of the Academic Advisory Committee of Monash University Malaysia, Dr. Lee is a member on the Board of Management of the Master Builders Association of Malaysia Education Fund and also the Board of Trustees of MERCY Malaysia. In March 2014, she was appointed as a member of the International Academic Advisory Council (IAAC) of Jeffrey Cheah Institute on Southeast Asia.

Prior to the conferment, Dr. Lee received the *Outstanding Asian Women Community Contribution Award* from the Malaysia Women's Career Building Association in recognition of her contributions. The award was presented to her by the First Lady of Malaysia, Yang Berbahagia Datin Paduka Seri Rosmah Mansor. **BLAZE**

# Goat start to CISA's Chinese New Year celebrations

In conjunction with the Lunar New Year, the Chinese Independent School Alumni Club (CISA) and the Chinese Cultural Society (CCS) of Sunway University welcomed the year of the Goat with a variety of performances and activities via the *Young and Fun Festival*.

The celebration started off with an opening performance of the *24 Seasons Drum*, followed by Chinese Traditional Dance and Lion Dance performances. The festive mood was clearly present, with students setting up various stalls for food sales, free calligraphy lessons, a booth for students to try out Chinese costumes, and – as with all Chinese New Year celebrations – a special appearance by the God of Prosperity.

CISA Club President Han Boon Siew, who is currently pursuing the Australian University Programme, was also one of the members of the *24 Seasons Drum* troupe. "Many came together to organise the event: 13 people from the core organising committee; 15 CISA and CCS members as helpers; 28 performers; and 12 Sunway CPA Student Charter (SCSC) club members – a total of 69 people, including me," he said.

Han, a former student of Confucian Private Secondary School in Kuala Lumpur, said the performers comprised of both Sunway and non-Sunway students, with the props either borrowed or rented. "The *Young and Fun Festival 2015* was aimed

to bring the Chinese New Year celebration to Sunway University, and for our non-Chinese peers to know more about this important cultural event," he explained.

The event was also supported by the SCSC, the Sunway University Student Council (SUSC), and the Sunway Management Team.

The Sunway CISA Club was formed to provide a platform for the interaction and communication of students from Chinese independent schools. Currently consisting of more than 200 members, the club's main aim is to provide peer support to those new to Sunway, as well as to those who are far from home.

**BLAZE**







*LEADING THE WAY: The participants of Project Celebration took part with much gusto.*

## A Journey into Leadership via Quilts

Being a leader is more than just about being the titular head of a company or body. With that in mind, about 143 students from the BSc (Hons) in Accounting & Finance, Business Management and Business Studies programme – who took the subject Leadership (MGT 3073) – were tasked to complete a creative, reflective, experiential project entitled *The Leadership Identity Journey* in August 2014.

One of the major requirements for the project was for the students to form into small project teams, each of which was required to design and create a unique “Poster Quilt” to depict what they had been exploring that semester as *The Universal Human Life and Leadership Journey*, based on Joseph Campbell’s work *The Hero with a Thousand Faces*. These poster quilts featured photographs and

artwork depicting the human condition: human trials, human crossing, human transformation, human triumph, and leadership.

The fruit of the students’ labour was the exhibition called *Project Celebration & Showcase* at the Sunway University Graduate Centre. **BLAZE**





*TREK OF FRIENDSHIP: (from left) Sunway University Vice-Chancellor Professor Graeme Wilkinson, Chief Executive Officer of Education and Healthcare Division of Sunway Group Dr. Lee Weng Keng, Sunway University Pro Chancellor and Jeffrey Cheah Foundation Trustee Tan Sri Dr. Ramon Navaratnam, Minister of Youth and Sports Yang Berhormat Khairy Jamaluddin, Sunway Education Group and Sunway University Senior Executive Director Dr. Elizabeth Lee, Sunway Group EXCO Member Puan Sri Dr. Susan Cheah, Ministry of Education Higher Education Department Deputy Director-General (IPTS) Datuk Prof. Dr. Roziah Omar, and Center for Asia Leadership Initiatives and Asia Leadership Trek President Samuel Kim at the officiating ceremony.*

## Hosting the Asia Leadership Trek once more

The Jeffrey Cheah Foundation (JCF) and the Sunway Education Group – which comprises of Sunway University, Sunway College, Monash University Malaysia, the Jeffrey Cheah School of Medicine and Health Sciences, and nine other institutions – hosted 42 graduate students who embarked on the *Asia Leadership Trek (ALT) 2015*. The students represented three prestigious schools: Harvard University, the Tufts Fletcher School of Law and Diplomacy, and the Massachusetts Institute of Technology (MIT).

The *Asia Leadership Trek 2015* is a programme by the Asia Leadership Committee, under the auspices of the Center for Public Leadership at the Harvard Kennedy School of Government. The Trek was a much-anticipated



four-week journey through five destinations in Asia: Japan, South Korea, Indonesia, Malaysia and India, exploring the theme of “*Opportunities and Challenges in 21st Century Asia*”. The visit to Malaysia was held from Jan 9-15, 2015.

As host, Sunway University organised the *Asia Leadership Conference 2015* on Jan 10, 2015, with more than 1,200 participants

comprised of young professionals, leaders and students between the ages of 15 and 26. The *Asia Leadership Conference* was aimed at providing the participants with an extraordinary opportunity to learn from Harvard-trained workshop facilitators and local esteemed leaders. Minister of Youth and Sports Yang Berhormat Khairy Jamaluddin officiated the event, and delivered the keynote address.

In his address, Khairy expressed his hopes in the younger generation, as over 60 percent of the world population falls within the 15-24 year age group – with a staggering 717 million of them in the Asia Pacific region alone. “Unlike the generation of leaders today, children of the ‘80s have a more common cultural milieu and outlook that should be harnessed to strengthen unity and integration across cultures,” he said. “As we have seen, the biggest challenge of the new millennium is to ensure that extremism and bigotry do not prevail. Straddling the fine line between security, sensitivity and liberty will require strong leadership and the understanding of one another.”

Khairy added that the aim of greater cultural and economic integration, especially in the Association of South East Asian Nations (ASEAN) promises to be

more achievable if the younger generation proves that enduringly proud national loyalties can exist alongside more collective, regional identities. “These identities ought to be born out of a shared set of values and outlook, such that ASEAN becomes truly much more than a pragmatic cooperative of relatively small countries, but an organisation with a more profound sense of unity and purpose,” he said.

In her speech, Sunway Education Group and Sunway University Senior Executive Director Dr. Elizabeth Lee said that the conference exposed participants to a highly-effective networking platform for the sharing and exchange of knowledge on international issues. “This initiative is in line with the Sunway Education Group’s continuous efforts to

partner some of the world’s leading institutions to bring world-class education to Malaysians,” she said.

In his speech, ALT Chairman Samuel Kim said that the trekkers recognise that in the midst of a global power shift to Asia, countries in the region increasingly face complex political, economic, and social challenges that will transform their society for good or ill. He said that what the trekkers were seeking was to open up a discussion, share their lessons based on their past and present experience, and convey best practices on how to identify their own opportunities.

This is the third time JCF and Sunway University are hosting the ALT, a result of the strengthened partnership between Harvard University and Sunway. **BLAZE**





*MAJOR NETWORKING SESSION: The attendees of the dinner pose for the scrapbook.*

## Wining and dining with MBAs

Networking opportunities are often deemed as one of the key benefits of pursuing a Masters of Business Administration (MBA). This is more than just a cliché at Sunway University. Its premier dual-award MBA programme does walk the talk by providing real networking opportunities for its students through its recent MBA networking dinner.

More than 40 guests – MBA students, Sunway University and Sunway group top management – attended. Besides gaining valuable contacts, they were treated to *Extraordinary Leadership and Strategic Management Competencies - Driving Sustainable Growth*, an inspiring talk by Professor Datuk Razali Mahfar, adjunct professor of a local public university.

Professor Datuk Razali, who shared his extensive years of work experience, was full of praise for the Sunway University MBA. “The nature of the dual-award MBA indicates that this programme is of high standards for complying with the British and Malaysian

higher education system. The entry requirements are stringent, as its students are working adults at the management level who are eager for personal and career transformation,” he said.

Partnering with Lancaster University, the dual-award programme aims to aid in transforming today’s managers into tomorrow’s leaders. Upon graduation, each will receive two certificates: one from Sunway, and one from Lancaster. Lancaster University is ranked in the top 1% of universities globally and the Lancaster MBA programmes are triple accredited by the Association to Advance Collegiate Schools of Business (AACSB), European Quality Improvement System (EQUIS) and the Association of MBAs (AMBA).

“The Lancaster Global MBA has recorded the strongest progress of any university globally in the last twelve months in the *Financial Times (FT) World MBA Ranking 2015* published on 26 January 2015,” said Sunway University Business School



*THANK YOU: Professor Imrie (left) gives guest speaker Professor Datuk Razali a token of appreciation.*

Associate Dean (Postgraduate) Professor Brian Charles Imrie. “This is a standout performance relative to other MBAs in Malaysia. The FT ranked the Lancaster MBA 9th in the UK and 18th in Europe, as well as being the best MBA in the world in terms of the teaching of Corporate Strategy.”

For further information about the programme, call **+603-7491 8701** or visit [www.sunway.edu.my/uni-versity/MBA](http://www.sunway.edu.my/uni-versity/MBA). **BLAZE**



*SAY CHEESE!: The new building means that there are more reasons to smile.*

## Housewarming party for a Brand New Building

There was much excitement and joy at the Sunway University New Building Concourse area as students and staff of Sunway University and Sunway College were present for the housewarming celebration, which started off with a special performance by bagpipers from St. John's Alumni Pipe Band, followed by a lion dance.

The ceremony and celebrations were officiated by Sunway University Vice-Chancellor Professor Graeme Wilkinson, CEO of Education and Healthcare Division of Sunway Group Dr. Lee Weng Keng and Sunway Education Group and Sunway University Senior Executive Director Dr. Elizabeth Lee. Professor Wilkinson – who literally jumped for joy – said, “This is one small step for me, one giant step for Sunway University.”

The new RM350 million majestic building houses a state-of-the-art library that encompasses three floors covering more than 70,000 square feet. Modelled on the concept of the learning commons, the resource-rich library is equipped with 285,000

print, audio-visual and e-resource titles. Facilities include collaborative study zones, group project rooms, personal study spaces, viewing rooms, IT zones, and even a drink and phone breakout area. Students can make use of the extended-hour study area at the library after the main area closes.

The new building also comes equipped with cutting edge facilities that range from the academic to the extracurricular. It is an environmentally-friendly building encompassing more than 880,000 square feet, and can accommodate 9,000 students.

The University's various departments and faculties will start moving into the new offices from March. It will also play host to the *4th Southeast Asian Studies (SEA) Symposium*, which is the first time it has ever been held outside of the University of Oxford. Built for academic excellence, the Sunway University new building is a reflection of its community and aims to be the epicentre of educational success and research. **BLAZE**



# RM500K Sunway-BH Scholarship for deserving students

Sunway University and leading Malay language daily *Berita Harian* (BH) signed a Memorandum of Understanding (MoU) on Jan 21, 2015 to enter into a smart-partnership and establish the *Sunway-BH Scholarship*. The scholarship is expected to give out RM500,000 worth of scholarships per year to deserving Malaysian students, through the Jeffrey Cheah Foundation (JCF).

The MoU was signed by Sunway University Pro Chancellor Tan Sri Razman M. Hashim – who is also a member of the JCF board of trustees – and BH group editor Datuk Mahfar Ali.

The Sunway-BH Scholarship will provide opportunities for more talented and deserving students from financially-challenged backgrounds to further their tertiary education and achieve their dreams and aspirations. Eligible students will have the option of 12 degree and 5 diploma programmes to choose from,



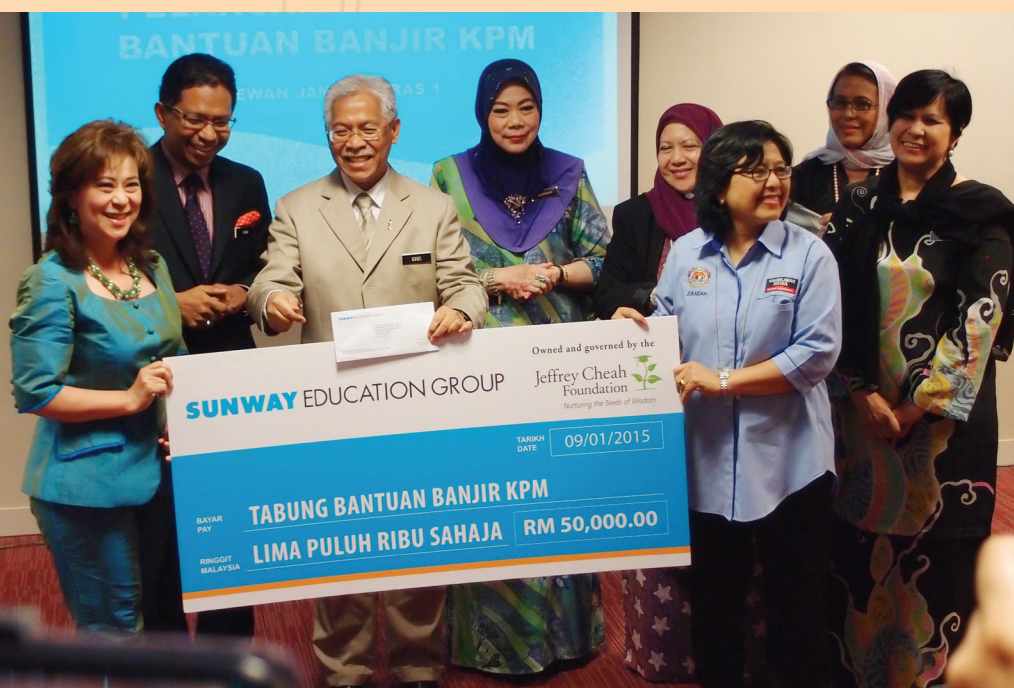
*COMMENDABLE COLLABORATION: The Sunway University and Berita Harian representatives pose together at the signing ceremony.*

including areas in business, accounting computing and information systems, life sciences, hospitality, and psychology.

Under the MoU, both parties agree to combine their expertise and resources for the benefit of needy and deserving Malaysian students. A Joint Selection Committee – comprising representatives of Sunway University and BH – will be formed to select eligible candidates for the scholarships. The inaugural *Sunway-BH Scholarship* is expected to be offered for this year's August 2015 intake.

The JCF is the largest education-focused social enterprise in the country. Since 1997, the Foundation has awarded in excess of RM165 million worth of scholarships to more than 20,000 students to-date. Governed by a distinguished board of nine trustees, the Foundation aims to safeguard the Sunway Education Group's learning institutions in perpetuity by ensuring that the assets and operating surpluses are ploughed back to provide and sustain high quality education for the present and future generations of students. **BLAZE**

## RM50,000 donated to KPM's flood relief fund



In view of the recent floods – described as one of the worst in our country's history – the Sunway Education Group and the Jeffrey Cheah Foundation donated RM50,000 to the Malaysian Education Ministry's (Kementerian Pendidikan Malaysia or KPM) Tabung Bantuan Banjir. Sunway Education Group and Sunway University Senior Executive Director Dr. Elizabeth Lee (left) presented the cheque to Education and Higher Learning Minister II Dato' Seri Idris Jusoh (third left) at Putrajaya. **BLAZE**



## Tea for more than just Two

Time flies when you're having fun – and certainly had a great time in 2014! In order to thank our partners and employers who have worked with us in 2014 – as well as to showcase the events and activities coming up for 2015 – Sunway University organised its annual *Employer Appreciation High Tea* on Thursday, Feb 12, 2015.

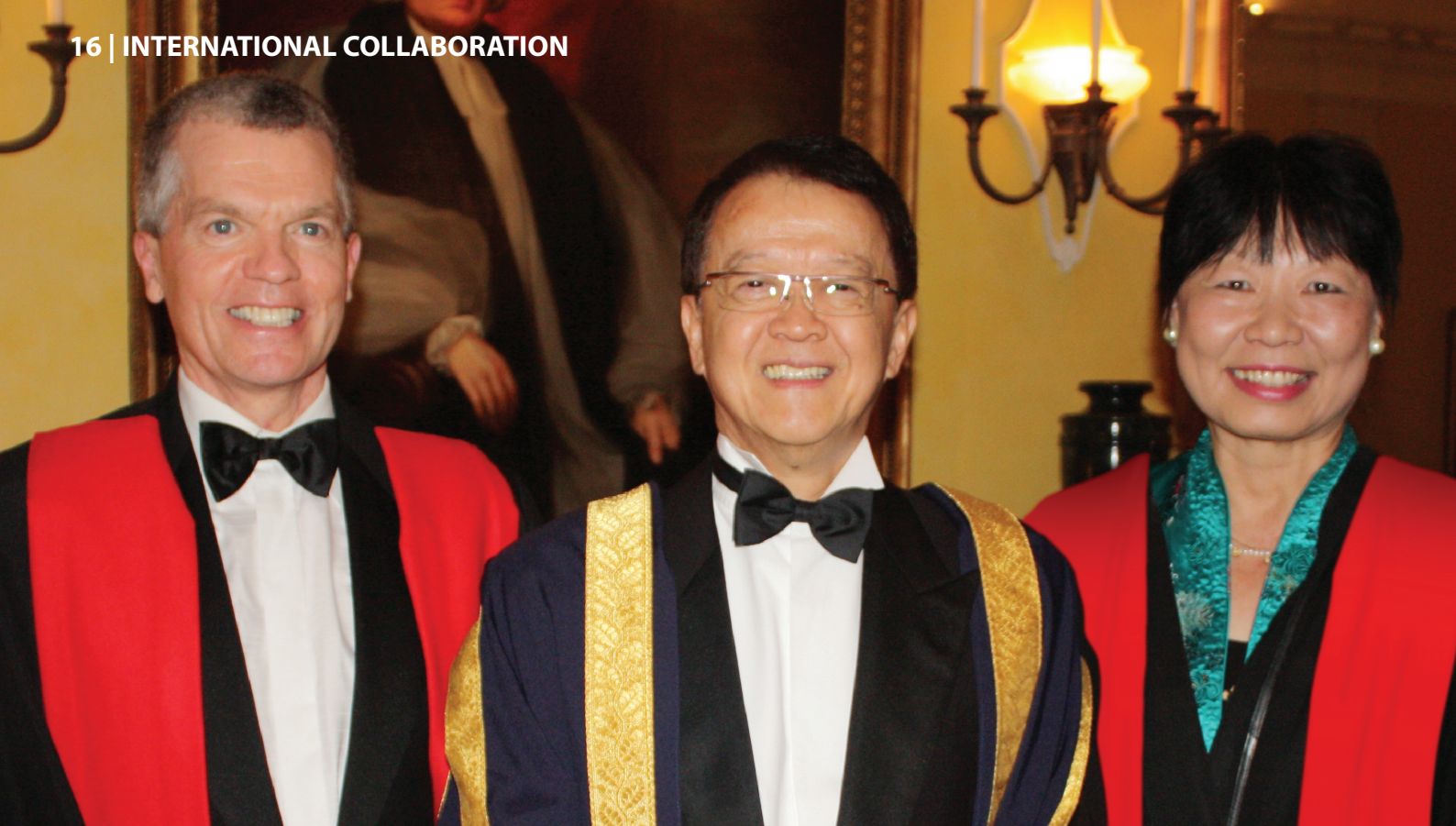
Held at the Sunway University Hall, the event saw 64 representatives from 45 different companies networking with 38 of the university's faculty members and staff.

Throughout the year, Career Services – along with the faculties partners – work closely with these companies in many different ways. Our initiatives and collaborations are always aimed towards ensuring Sunway students are well prepared for the working world and are able to meet the demands of the top companies across the world.

After an opening speech by Vice Chancellor Professor Graeme Wilkinson, a brief slideshow presentation was shown before the high tea commenced. The event gave us the opportunity to

specialy thank our main partners and sponsors for 2014 – Shell, KPMG, IBM, Maybank and Sunway Group – who were very involved in grooming our students for the working world. Their contribution included conducting workshops for top talents in the Leap Platinum Programme and grooming our students for internships through resume and interview skills workshops.

Needless to say, everyone at the event had a good time! **BLAZE**



*PROUD MOMENT: Tan Sri Dr. Jeffrey Cheah (centre) had designated Professor John Todd (left) and Professor Kay-Tee Khaw as Jeffrey Cheah Professorial Fellows of Caius.*

## Significant £1.2m alliance between JCF and Cambridge

The benefaction of £1.2 million (RM6.66 million) by the Jeffrey Cheah Foundation (JCF) to Caius College (Caius) of the University of Cambridge has led to a significant alliance with several noteworthy results.

On Nov 15, 2014, JCF Founding Trustee Tan Sri Dr. Jeffrey Cheah, AO was matriculated at a ceremony in the Master's Lodge by the University of Cambridge's Master of Gonville & Caius Sir Alan Ferscht, FRS. Tan Sri Cheah, who is also the Sunway University Chancellor and Sunway Group Founder and Chairman, was then admitted the next day as Gonville Fellow Benefactor of Caius at a service of Commemoration of Benefactors in the College Chapel, dating from the 14th century.

Commonly known as Caius

(pronounced as "Keys"), the College was founded by Edmund Gonville in 1348, and re-founded in 1557 by John Caius, Royal Physician, with a charter from Queen Mary I of England.

Caius has a long historical association with medical teaching and research, and its former Fellows include Sir William Harvey, discoverer of the circulation of the blood (1618); Nobel Prizewinners Lord Florey, who synthesised and made first use of penicillin (1941), and Francis Crick, co-discoverer of the structure of DNA (1953). Sir James Chadwick, discoverer of the neutron (1932), and Sir Joseph Needham, instigator and major author of the monumental *Science and Civilisation in China*, were both Masters of Caius. Sir Alan himself is a notable molecular biologist.

Matriculation means that Tan Sri Cheah is now a member of Caius – and of the University of Cambridge – for life, and the College Fellowship confers upon him certain privileges. In Cambridge, all official teaching and research staff belong to – and are elected to Fellowship of – a College. The Masters and Fellows of the Colleges are autonomous, and comprise their Governing Bodies. Day-to-day operations are usually placed in the hands of a representative College Council.

There are various types of College Fellows, including Professorial Fellow, Official Fellow, Research Fellow, Visiting Fellow, Fellow Benefactor, and Honorary Fellow. Only Professorial and Official Fellows are on the Governing Bodies of their Colleges, but the others have extensive Fellowship

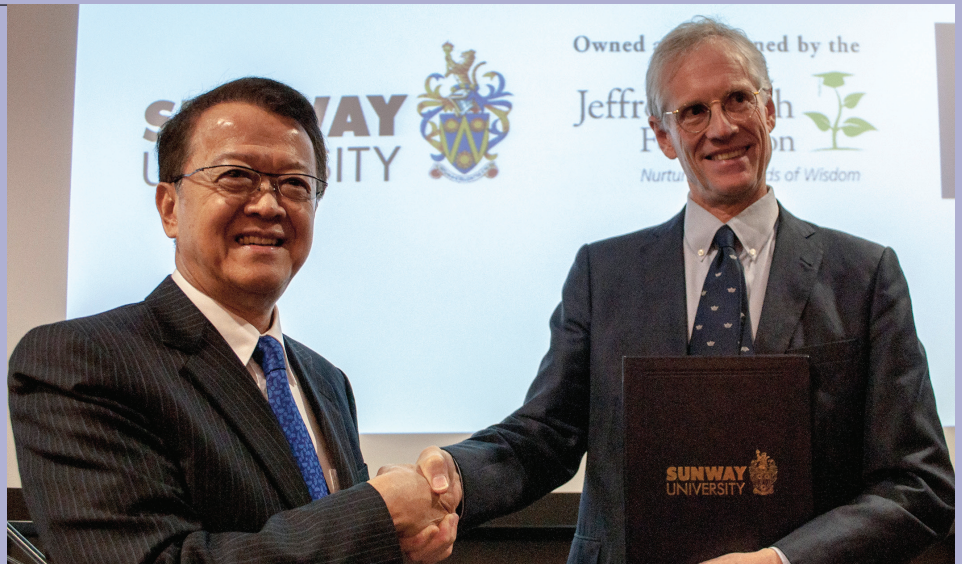


# JCF and Oxford sign academic collaboration

The Jeffrey Cheah Foundation (JCF) signed a declaration with leading British higher education institution, the University of Oxford, to declare academic and cultural project collaborations between JCF and Oxford.

The statement of intent was signed on Dec 16, 2014 by JCF Founding Trustee Tan Sri Dr. Jeffrey Cheah, AO and Oxford Pro Vice-Chancellor Professor Nicholas Rawlins. Tan Sri Cheah is also the Sunway University Chancellor and Sunway Group Founder and Chairman.

Amongst the collaborations to be undertaken will be the *4th Southeast Asian Studies Symposium* in March 2015, which will be held for the first time



outside the University of Oxford.

This partnership with Oxford illustrates JCF's commitment towards continually supporting academic study of the region, and developing a long and productive collaboration between the two respective organisations. JCF had

earlier established academic links with Harvard and Cambridge, allowing for a two-way flow of researchers and scholars between the world's most prestigious education institutions and the Sunway Education Group (SEG).

**BLAZE**

privileges. Fellowships of the ancient Colleges – i.e. those founded before 1600 – are much sought after in academia.

The benefaction means Tan Sri Cheah has had his name placed in the Register of Fellow Benefactors, and his name inscribed on the Benefactors' Wall at the Great Gate of Caius as one of the College's greatest benefactors since its foundation in 1348. On top of the honour conferred upon him by Caius, the University of Cambridge will admit Tan Sri Cheah as a Companion of the Guild of Benefactors of Cambridge University at a ceremony in the Senate House, and his name will be inscribed on the Benefactors Staircase in the Old Schools, the administrative centre of the University.

In addition to these honours, two Professorial Fellows of Caius have been designated as Jeffrey Cheah Professorial Fellows, who will each visit Sunway at least once a year to give a public lecture, as well as other seminars and workshops, as may be agreed with the Vice-Chancellor of Sunway University. At times, a visit by a Caius entity – such as its world famous Choir – may be substituted for a visit by one of the professorial fellows, and it is agreed that at least one of the Professorial Fellows will be in the medical or life sciences.

The first two Jeffrey Cheah Professorial Fellows of Caius – who were selected on Oct 29, 2014 – are Professor Kay-Teo Khaw, CBE, MA, MB BChir, FRCP, FMed-Sci, and Professor John Todd, MA, BSc, PhD, FMed Sci, Hon MRCP, FRS.

Professor Khaw has held clinical and academic posts in the University of London and University of California San Diego before returning to Cambridge as Professor of Clinical Gerontology – the first woman to hold a professorial chair in the University of Cambridge Medical School – and a Fellow of Caius. Her research interests are in the maintenance of health in later life, and the causes and prevention of chronic diseases such as cardiovascular disease, cancer and osteoporosis.

Professor Todd is Professor of Medical Genetics in the University of Cambridge, and a Fellow of Gonville and Caius College. His research centres on the molecular genetic and mechanistic basis of the autoimmune, inflammatory disease, Type 1 diabetes. **BLAZE**

# Programmed for Success

Tsai Yao Cherng

BSc (Hons) Computer Science

**SUNWAY**  
*Alumni*

When it comes to producing graduates who are top of the heap in all aspects of life, Sunway University can honestly claim admirable and consistent success. And amongst its graduates, Sunway University can be especially proud of Tsai Yao Cherng, who graduated with a BSc (Hons) in Computer Science in 2014 – and who was the winner of several scholarships and awards, as well as being the Sunway University Valedictorian for 2014, to boot.

“For me, Sunway University is well established,” said the 22-year-old Tsai, who now works as a software engineer in a consulting firm. “It values students who are willing to put effort in studies by offering scholarships. The University premises are well equipped with facilities and infrastructure to aid research, studies, sport, and leisure activities. The reviews and feedback from alumni are mostly positive. It is also located nearby my house!” he added with a smile.

This native of Subang Jaya loves playing badminton, organising trips, watching movies and comedies, hanging out for *yum char*, as well as organising charity events. He certainly seemed to be able to do all that during his tenure at the University, where not only was he an active member of the Toastmasters Club, but also sang as a member of the choir in previous graduation ceremonies.

“I would definitely recommend the University and programme

to others. You have this great support from the lecturers. There is really so much to do and experience, both on and off campus, especially with the new magnificent 12-storey building and Sunway Pyramid nearby!”

Tsai’s most memorable moment at the University almost didn’t happen. “Initially, I was reluctant to participate in the three-day *25th International Invention, Innovation and Technology Exhibition (ITEX)*. Eventually, I did – and I won the Gold Medal for my final year project! It was for the invention of the QR Code Car Park, and I couldn’t have done it without my lecturers Dr. Chia, Mr. Yeung and Dr. Ch’ng.”

When asked what advice he would give to someone who was thinking of studying Computer Science at Sunway University, Tsai said: “If you have deep passion in solving problems, deciphering codes or just love to understand the fundamentals of the technology, this is the right course. Be prepared to be challenged by different genre of subjects – but always remember to just persevere, believe and do it!”

Tsai also firmly believes in students becoming Peer Helpers to help fellow students. “I joined the Peer Counselling Volunteers (PCV) to spread awareness about the need to stop stigmatising and discriminating people, and to be there for our peers who require our company or our support.” **BLAZE**



## Awards/Achievements

Tan Sri Dato’ Seri Dr. Jeffrey Cheah  
Entrance Scholarship 2010  
(Full Waiver)

Tan Sri Dato’ Seri Dr. Jeffrey Cheah  
Continuing Scholarship 2012  
(75% – Highest)

Tan Sri Dato’ Seri Dr. Jeffrey Cheah  
Scholastic Award 2012

Tan Sri Dato’ Seri Dr. Jeffrey Cheah  
Scholastic Award 2014

Valedictorian of  
Sunway University 2014

25th International Invention,  
Innovation & Technology Exhibition  
2014 (ITEX – Gold Medal)

Huawei-Certified  
Datacom Associate (HCDA- HNTD)

Certified Tester  
Foundation Level (CTFL)

Data Centre 101 Training for CDCP

# The Art of Management

## Shahira Najia Datuk Jamil

### BSc (Hons) Business Management

# SUNWAY

## Alumni

#### Introduction to My Company

Senisma Creations Sdn. Bhd. is a subsidiary company of the Urbanisma Consulting Group, an architecture firm. Senisma Creations aims to promote new and refreshing forms of artistic expressions that appeal to both traditional and contemporary art enthusiasts.

#### My Work

As the Manager of the business, what matters most to me are the telescoping possibilities and risks – both inside and out. This is especially true in a business environment where artistic lifestyle is not the norm of the local culture.

In order to make things happen, my tasks include monitoring the work progress of artists and their production of paintings monthly, meeting clients to meet consensus and close some deals, as well as identifying other uncharted locations upon expanding the business.

Although the business is only a few months old, it is similar to a new business venture, where establishing the brand image and public awareness are extremely vital. Over time, I have accomplished these few preliminary business stages – which were invigorating – but they have brought me into the next chapters of business growth: capturing minor and major projects locally.

I work together with suppliers and artists, develop work programmes, and estimate projections and costings to meet clients' needs. The greatest challenge is that the products are considered "niche" items demanded by only a select group within society. Some paintings do get sold and are internationally couriered: part of our accomplishments.

#### My Message to All

Many picture businesses as easy profits filling in their pockets immediately. It is not – especially in today's dynamic environment. It is of paramount importance to understand the demand pattern towards your goods – especially if your goods are not counted as "basic needs". My message is: have full faith in the products that you develop and sell. No

matter how difficult it gets or how long it takes, you will eventually get there, so long as there is focus and diligence to remain going. As an entrepreneur, you really need high endurance, stamina and patience. Be absolutely creative in marketing and strategising, with hand-in-hand analysis of your customer demographics. This would help you tap the right market segment in an already tough environment.

Some businesses – although difficult to run – can still earn you profits, experiences and other achievements that you will require to take you further. All you need to do is collect your thoughts, and be persistent. **BLAZE**



# SUNWAY UNIVERSITY



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