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BLAZE

THE SUNWAY UNIVERSITY MAGAZINE

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Professor with a passion
to make a difference

Ethical dilemma
facing Generation Y

A degree programme
with an edge

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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Cover photo

Professor Chin Beek Yoke



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From the Vice-Chancellor

I am delighted to welcome you to the new look of "Blaze", the magazine of Sunway University, which aims to bring you the latest news about the development of our university. In this new format which is a consolidation of content from Momentum, will provide updates and events from our Alumni Office, as well as profiles of some of our top academics, our high achieving students, news about our leading edge research and exciting employment-related courses.

Sunway University continues to grow from strength to strength and is increasingly recognised as being very high quality, as you might expect for an institution which is part of the very well-known and well-respected Sunway Group of companies. Sunway is a research-informed university, in which the research, development, and scholarship work of our academic staff feeds directly into our courses. Increasingly we are getting a diverse range of academic staff drawn not just from Malaysia but from all over the world. In future editions of Blaze, as in this one, we will make it a priority to tell you about our academics, the courses they are teaching, and the fascinating research they are undertaking – some of it conducted with our highly committed students. We will also tell you about the accomplishments of our excellent students and our high-flying alumni who have gone on to exciting careers in many top organisations.

Our goal in Sunway University is to become a globally recognised institution of higher learning producing outstanding employment ready graduates and applied research to help the economic development of the nation. As we expand and develop there will be many new developments and achievements. I do hope you will follow our progress through the future editions of Blaze.

Professor Graeme Wilkinson
Vice-Chancellor, Sunway University

Professor with a passion to make a difference

As a 13 year old surrounded by punk, new wave and the Michael Jackson magic of the early eighties, Beek Yoke Chin defied the trend and became engaged in Broadway musicals and orchestral performances as a brass musician during her middle-high school years in Singapore and Groton, Massachusetts, USA. Initially enamoured with the prospects of embarking on a career in music, she soon discovered a secondary passion, being intrigued by the biology of living organisms and appreciation for environmental issues. Within the next decade, her enthusiasm for the sciences prevailed as she eventually settled in academic research, graduating with degrees in Physiology and Toxicological Sciences (Johns Hopkins University, Baltimore, Maryland, USA). Ultimately, at the defining moment of her career, she returned to her native Massachusetts as a research scientist at Beth Israel Deaconess Medical Center and became an integral member of the 1st year teaching faculty at Harvard Medical School in Boston.

Now on returning to Malaysia on her own accord, after 32 years or 3/4's of her life abroad as she calls it, this effervescent Professor is now head (academic) of the Department of Biological Sciences at Sunway University. She ascribes personal, social and philosophical reasons for this judicious return to Malaysia.

Returning home to Malaysia

“Having been educated in the best universities in the United States, consulted for reputable companies and had a hand in influencing the next generation of the world's best physicians, I have undeniably fulfilled key milestones in “life”. However, despite all these achievements, there remained a resonant void; I essentially grew up in the United States and missed my childhood with my nuclear family, mainly my sisters and parents”. Incidentally Professor Chin lost her mother and youngest sister during the last 20 years and laments the fact that she didn't have a chance to know them better. Additionally she added, “After spending the last 30 years in the United States, I am quite ‘Americanised’ however, as a Malaysian I feel that I can better utilize my experience and abilities to educate the younger generation in my native country. More specifically, to communicate to students in primary and secondary schools that scientific research is an excellent career choice that can be just as exciting as being a lawyer or a doctor.”

Teaching philosophy

“Having gone through the American education

system which assesses the majority of one's knowledge and understanding in the form of oral presentations, projects and the standard examinations rather than solely reliant on conventional memorisation and verbatim reiterations, this has changed the manner in which I envision academia in general. The academic training in the United States has shaped my teaching philosophy to that of facilitation and mentorship; providing students with constant feedback and guidance, primarily focused on developing practical applications and real-world awareness. I hope to be an agent of change that is to modify the manner in which students perceive and approach biological sciences or scientific research in general. This is indeed a monumental task however; I am well aware that any change requires time and can only be implemented in small steps.”

‘Facilitating’ at Hopkins and Harvard

Describing what it was like to be a member of the teaching faculty at Harvard Medical School, Chin said “What I enjoyed the most was facilitating tutorial groups where students discussed real-life clinical cases to reinforce their understanding of key concepts learned in class. The school runs on a pass-fail classification instead of the conventional grade orientated system, putting the emphasis on interactive learning fostered amongst groups of their peers. Not only do they challenge and bring out the best in each other, in turn, they would keep me on my toes and ask the most benign yet inspiring questions. Within this environmental setting, I looked forward to every class awaiting the challenges and witnessing metamorphic transformations of highly intelligent yet impressionable individuals into confident and poised scholars”.

She was candid in sharing how she entered teaching at Johns Hopkins University and Harvard Medical School. It was not planned but serendipitous as Professor Chin was called in as a substitute graduate teaching assistant during a summer programme at the Department of Molecular Microbiology & Infectious Diseases at Hopkins and soon discovered that she had the potential and right personality to teach. Her successful experience at Hopkins made it an easier transition into a fruitful tenure at the Medical School. She added, “I would not really call it teaching per se. At the Medical School, we are ‘facilitators’ as most of the students are brilliant on their own accord. Not all Medical students have backgrounds in life science, let alone sciences. However, it's the passion and

desire for a career in medicine that drives them. The challenge is whether we, as facilitators can keep up with them”, she chuckles. “I had a great teaching mentor at the Medical School, Dr Trudy Van Houten. Her words of wisdom during the early years were life altering and have forever shaped my views as a teacher or facilitator”.

Excellence in research requires good communication skills

Professor Chin shared that having the ability to question is an admirable quality. “Students should be encouraged to ask questions and open lines of communication with their peers as well as professors. I would sincerely like to adapt and promote a similar approach in the Biological Sciences Department at Sunway University while concurrently inspiring young minds to consider scientific research as a viable alternative to prosaic careers in medicine and health sciences”.

Professor Chin's research work at Johns Hopkins University under the tutelage of her mentor, Dr. Terence Risby, was principally in the area of pollutants where she successfully demonstrated the deleterious manner in which airborne particulate matter affected lung cells. While researching at the Beth Israel Deaconess Medical Center, she and a group of researchers made a seminal discovery about carbon monoxide (CO), a known toxic gas, which in low doses was able to protect cells from injury by persistently activating a transcriptional factor known as Hypoxia-Inducible Factor 1 α (HIF-1 α). This breakthrough regarding the therapeutic effect of CO was published in the Proceedings of the National Academy of Sciences and reported as a Research Brief in Harvard Medical School's Focus Magazine.

Professor Chin feels that being a good scientific researcher who excels in the laboratory is insufficient. “You can be an excellent bench researcher, but it will be for nought if you are unable to communicate your ideas and research findings in open oral forums or via publications in internationally recognised scientific journals. As she continues to pursue the paradoxical effects of CO on cellular systems at Sunway, she has high hopes of renewing and resuming her passion for education at Sunway University through two seminal B.Sc (Hons) degree programmes in Biology with Psychology and Medical Biotechnology, both of which are slated to be offered this coming August. blaze

Summer Programme offers valuable experiences

Sunway University's partnership with Lancaster University not only offers Sunway University students dual degrees for its Lancaster University-validated programmes, but an opportunity for students of both universities to experience living in each other's country during the summer vacation.

The 3-week Sunway-Lancaster Summer Programme, offered to all Sunway students in the Lancaster-affiliated degree programmes and Lancaster University students, has given Malaysian and UK students a glimpse of each other's world. Students have an opportunity to gain some insight into the business, social, community and political systems besides developing a greater cultural awareness of the host country.

Sunway University's Business student, Sam Jia Pei, says that the trip to Lancaster has given her a global outlook in life. Besides meeting her British counterparts, there were also students from China, Pakistan, Palestine and India who were all part of the exchange programme. "I am blessed with the invaluable friendships that I have made half-way across the globe," she testifies, after her brief stint in Lancaster in July last year.



Her counterpart from Lancaster, Thomas Ley has similar things to say about the exchange programme. "Sometimes it's easy to forget that there's a big wide world out there. We become too complacent with our environment. But nowadays, with the ease of travel and communication across the world, there's really no excuse to stay in one place," he says.

The international cultural exchange has given him an insight into life in Malaysia, which he could never have obtained from his class lessons. When they were taken on the Great Malaysian Food Tour by the Sunway Student Services Department, he and 28 of his fellow students had an amazing time. Thomas says he particularly likes Nasi Lemak and Banana Leaf Curry. They were well-looked after by the Sunway Buddies from the Lancaster-validated programmes who volunteered to serve as cultural ambassadors to the visiting students.

Interesting places and activities

While Thomas was attracted to interesting tourist destinations such as Batu Caves and Sunway Lagoon Resort, Jia Pei enjoyed much of what UK's 'jewel in the crown', the city of London, had to offer – Buckingham Palace, Big Ben, Westminster Abbey, and London Eye.

"We also had the pleasure to enter the UK Parliament to be fed with insights of British politics by some of the members of the Parliament," she shares.

Jia Pei and her fellow students from Sunway also had the opportunity to attend a business networking event in London. "We were ushered into a well-designed hall in The Royal Society building, with no chairs, just several tall tables, and drinks served at

one corner. It was pretty awkward at first because it was my first time having to speak to strangers about anything at all. Of course, they were not just any strangers; they were successful people from various multinational companies as well as the alumni of Lancaster University. I would say that that was definitely brilliant once I got the hang of it, and now I feel like I can talk to anyone," she laughs.

In the same breath, Thomas gives his feedback: "All in all, the rich range of activities we took part in gave us an exposure to Malaysian life and culture, and I began to see both differences and similarities between our countries."

You too, can apply

According to the Director of the Student Services Department, Lee Siok Ping, Sunway University students travel to Lancaster in July, while Lancaster University students travel to Sunway in September. "This is an annual affair," she explains. "We will be preparing for another batch of students to go to Lancaster University in July this year." A briefing will be held in April and all interested students are welcome to find out more then.

"I highly recommend this programme to students because not only is it fun; it is also highly intensive when it comes to building communication skills with people from all corners of the world, a skill which is highly sought after in the workplace today," says Jia Pei.

For additional enquiries, please contact Sue-Ann of the Student Services Department. **blaze**



Chef Patrick Siau (left) and Chef Chong Wei Tzeh will be teaching in the B.Sc (Hons) Culinary Management in Le Cordon Bleu-designed kitchens

Understanding the game



At Sunway University, a new programme is about to break with tradition. For many years, culinary arts students would almost certainly end up as chefs, working either in hotels or restaurants. "But, expectations have to change as the culinary industry is becoming more complex and competitive" says Anisha Chai.

Backed with many years of experience, Chai, who is Head of the Centre for Tourism, Hospitality and Culinary Management (CTHCM) at Sunway University, believes that today's culinary industry demands professionals with diversified skills and knowledge. According to her, culinary arts education is nothing new, but due to a lack of exposure, not many young people

realise the wide scope of work that they can get into with a Bachelor of Science (Hons) Culinary Management. This programme is validated by Le Cordon Bleu International, the famed organisation which began from a Parisian cooking school and today has evolved into a leader in global culinary and hospitality education. One of the highlights of the programme is that students can opt to participate in a study tour to France during their studies. Graduates of the degree will receive two scrolls, one from Sunway University and one from Le Cordon Bleu International.

The newly-launched degree programme covers the entire spectrum of the food business – from planning, production, to distribution, as well as understanding gastronomic delights. Graduates with these skills and knowledge make good managers of food businesses. "Globalisation has necessitated the culinary industry to evolve over the years, where it no longer needs just cooks, but trained chefs who understand food and the food business as a whole," she elaborates.

Chai believes the degree in culinary management programme would attract students from both the existing diploma programmes as well as STPM/ A-Levels school leavers. "It is introduced because there is market demand for graduates with such a qualification," she says.

"There are few universities offering this programme. Public universities offer courses in Food Technology, Food Sciences or Foodservice Management, but our degree programme offers a balance across these fields," she elaborates. Using French fries to illustrate her point Chai explained "The culinary management student does not only learn how to prepare fries, but also tries to understand the eating habits of children and understand what they want in their packet of French fries".

"Put simply, a chef is like an architect, they come out with an idea. Food scientists are like the civil engineers who put structures to the idea. Culinary management people are like the project managers who understand both sides of the game and manage the entire process innovatively." blaze



Enjoying a Malaysian meal

Ethical dilemma facing Generation Y

Sunway University's Bachelor of Accounting and Finance final year student, Evelyn Lum is concerned about the future development of this country's business landscape. Her research reveals that, unless the problem is nipped in the bud, our country may be plagued with more white-collar crime.

Lum foresees that unless efforts are being done now to address the issues of business ethics, the business landscape in Malaysia can only deteriorate further with Generation Y being more prone to white-collar crimes.

Her research findings, which were presented during the Global Accounting and Organisational Change Conference (GAOC 2012) in Kuala Lumpur last year, revealed that, whereas the males are mainly motivated by egoism and peer pressure, females tended to consider the seriousness of the outcome before involving in an unethical business transaction. "The degree of seriousness in a particular consequence to an action is a deterrent factor for females to proceed with fraud," Lum says. "The study also revealed that females tend to be motivated by a sense of utilitarianism, where they believe that, if something is beneficial to a great number of people, they would go to the extent of even cheating."

Between Business major and non-Business major students being surveyed, Lum's finding also showed that the former are more likely to be involved in white collar crimes than the latter. "This is again a tell-tale sign of what can happen in our local business community," she says. "Business graduates will be the leaders in the business arena, and if they are more prone towards unethical behaviours, we may be faced with many challenges in the near future."

Based on her survey of a targeted group of Gen Y using the Theory of Planned Behaviour (TPB) methodology within the context of a Malaysian private higher education institution (PHEI), business graduates are entering into the workforce with the attitude that the ends will justify the means. "As a result, we may have more financial crashes, as seen in the past two decades, with the collapse of Enron, Permalaa, and locally, the example of Transmile. I foresee corruption level to be on the rise, and people becoming bolder to be involved in fraudulent activities. Some businesses would not stand the test of time.

This is serious, because it would affect the confidence of the people in business institutions, such as the banking network, insurance and accounting firms. It may also adversely affect the inflow of foreign direct investment."

What is more alarming is that, by imposing more hefty jail sentences, males may still not be deterred from getting involved with fraud. "The research clearly showed that males are more likely to be influenced by peer pressure and egoism, unlike the females," Lum explains. "While heavy punishment may deter the females from getting involved in fraud, it may not work with males who are driven more by their ego. This is what we have seen in the collapse of Barings Bank in 1995, when Nick Leeson, its head derivatives trader, shot to infamy after the scandal. This is all about egoism."

Nip in the Bud

To nip the problem in the bud, Lum surmises that universities should bring in ethics into each subject instead of teaching business ethics as a standalone subject.

"Business graduates will be the leaders in the business arena, and if they are more prone towards unethical behaviours, we may be faced with many challenges in the near future."

"Passing more laws or even creating more audit functions may not stop white collar crime," she says. "What is more important is going back to the basics – the building of character and strong personal values that are based on good business ethics. Start with smaller issues first. For example, students should choose not to plagiarise with their assignments. They also have to learn to keep to their word. As one's convictions of what is right and wrong are gradually developed, it becomes one's value system. This, I believe, will help reduce the level of corruption and scandals in this country. Individuals should realise that they have the freedom of choice not to be involved in frauds, rather than to follow the flow of the majority."

The study of Business ethics in private tertiary education institutions should also focus on how to address the unethical intentions and the motivations behind them, now that the study has clearly outlined what they are.

Lum also believes that a good foundation in religion, which may revolve around one's personal belief in the existence of an Almighty God, will be more effective in arresting issues relating to business ethics. A born-again Christian, Lum says she bases her beliefs on, "God is absolute, morality is relative". "This is why in societies where people are well-grounded in their faith, business can thrive because there is honesty and transparency, which creates trust between business associates" she says. "Honesty needs to be inculcated into one's value system. It needs to be an intentional act of self-reflection to ensure we are walking down the right path. The religious upbringing of the individual, which has to be enforced from a young age, is important as well."

The Theory of Planned Behaviour is a theory about the link between attitudes and the human behaviour. The research paper, titled, "An Investigation into Unethical Behaviour Intentions: A Malaysian Study" was jointly written by Lum and her supervisor, Dr Joyce Nga, a former lecturer at Sunway University

Business School. It took three months to complete her research, while she was in the midst of preparing for her examinations. The theory is also used in research work in marketing, leadership, advertising, and other business circles. "It started as a compulsory subject in my degree programme," she says. "It was Dr. Joyce Nga who encouraged me to further develop the scope of the research. I would not have been able to do it if not for her patience, guidance and dedication."

The paper was presented during the international business conference in December last year, which saw the participation of researchers from Australia, Malaysia, Hong Kong and Italy. It was jointly-organised by Sunway University and La Trobe University, Australia. The paper has recently been accepted for publication in the Journal of Academic Ethics. **blaze**

Never giving up

Sunway University's alumna, Tay Ee Lin, 25, has an undying passion for research work.

Despite the financial constraints, the former Chancellors Scholar, who graduated in 2010 with a First Class Honours, for her Bachelor of Science (Hons) Psychology, is taking a bold step to resign from her current job to fully concentrate on finishing her research proposal, which she hopes would lead to her acceptance into a PhD programme with Monash's School of Medicine and Health Sciences.

Currently, with the help of her supervisor at Monash University, Dr Wong Chee Piau, she has carried out literature search on children with learning disabilities, to see how video games could be developed as part of their rehabilitation. "I hope I will be able to enrol in the PhD programme by early next year; otherwise, I am still determined to enrol in a Master's programme in Clinical Psychology elsewhere," she says, promising herself that whatever the circumstances are, she will still push through.

At this juncture, she would rather not discuss her career path, except to say, "I just want to take things one step at a time. Obstacles that I have faced in the past one year have turned me into a tougher person". Knowing how to circumvent the disappointments she faces in life, she looks at every disappointment as 'dark clouds that will just drift away.'

"When you think about it, behind those dark clouds of life, the sun is still shining," she says. Her father has retired, while her mother is currently working with a local bank. Besides having an elder sister, she also has a younger brother. This does not help, because financially, her family is unable to support her further studies.

Half way through her work as a Research Assistant after her graduation, Ee Lin had to return to her home town to look after a sickly grandmother. "Now that my family has made some other arrangements to look after her, I am able to return to work with a centre dealing with young children with autism.

During the day, I have to work, but at night, I burn the midnight oil to do literature search for my PhD proposal. After a brief stint with the autistic centre, I have finally decided to call it a day. I want to focus on getting into my PhD programme."

Academic and research interest

Hailing from Kuantan, the former high flyer of Sekolah Menengah Sultan Abu Bakar, who scored ten distinctions out of eleven subjects in her SPM, was a recipient of the Tan Sri Dato' Seri Dr. Jeffrey Cheah Entrance Scholarship, and completed her AUSMAT in 2006 with a TER score of 95.25.

Her desire, since her secondary school days, has always been to do psychology. She was offered the Chancellors Scholarship to pursue the Lancaster-validated degree at Sunway University. "I was interested in the area of clinical and developmental psychology. Sunway has staff who are strong in this field. I also liked the fact that the classes are smaller in size, which means more lecturer-student interaction; and this programme also focuses a lot on hands-on activities, which makes the programme more interesting."

Upon completion of her degree, Ee Lin also received the prestigious Tan Sri Dato' Seri Dr. Jeffrey Cheah Scholastic Award for her high achievements. Since graduating, her job revolves mainly around research work. She has worked briefly with Dr. Lin Mei-Hua, Head of Department of Psychology at Sunway University, focusing her research work mainly on the existence of trust cross-culturally. She was mainly involved with the literature search and carrying out a survey involving about 130 students. She had also personally interviewed 40 participants on trust related issues, and transcribed the interview recordings and encoded the data.

A more recent job saw her involvement with early intervention which provides intensive training to children with learning difficulties. As an ABA Therapist – the acronym stands for Applied Behaviour Analysis – her main focus was on using ABA to help children with autism.

"I enjoy working with children. When we help them learn new things, it brings about a sense of fulfillment that cannot be explained," she says. "It is even more satisfying when you see even the slightest improvement in the child's development. In fact, I don't mind working with either children or adults, as long as I get to help them."

For that reason, Ee Lin hopes that her passion for research will not only earn her a PhD but help children with learning difficulties. **blaze**

"When you think about it, behind those dark clouds of life, the sun is still shining."



Mention the word, “actuary”, and Associate Professor Dr Ho Chee Kit’s eyes brighten up.

The Head of the Department of Financial Mathematics & Statistics at the Sunway University Business School, shares that, an actuary in fact has a high chance of ending up in the top management of a company.

“With regulatory changes, the emergence of new risks coupled with the need to have more creativity in managing risks and the changing business landscape, the actuarial profession has excellent growth opportunities and a very bright employment outlook,” he elaborates.

“Actuaries are, in fact, very well-paid professionals because their actuarial skills are highly-valued in the market place, not just in financial sectors, but other industries as well. Apart from paying a high salary, many companies also offer cash bonuses, salary increases and promotions for each professional designation achieved.”

Recently, Sunway University started offering a Bachelor of Science (Hons) in Actuarial Studies. And pioneering this degree programme is none other than Prof. Ho himself.

Professional emphasis

Besides being a usual 3-year degree programme, with an internship component, it also prepares students for the professional examinations leading to professional designations such as Fellow of Society of Actuaries, Fellow of Casualty Actuarial Society, Chartered Enterprise Risk Analyst and Fellow of Canadian Institute of Actuaries.

The programme also provides exemptions for 3 papers (VEE Applied Statistical Methods, VEE Corporate Finance and VEE Economics) from the professional bodies on condition that the student scores a minimum grade set by the professional bodies in the designated subjects offered in the programme.

Career prospects

“Many people know that actuaries are Math wizards, but not many know that they indirectly impact the lives of the ordinary people by designing ways to cushion the blow when calamities hit,” he says.

“Actuaries apply mathematics, statistics and financial theory to study, evaluate and design ways to manage the risks associated with future events. Examples of these events are accidents, hospitalisation, retirement, financial crisis and various kinds of disasters.”

Some of the jobs of an actuary include pricing of insurance products; establishing pension and retirement plans; managing the assets and liabilities of financial institutions and helping the government develop regulations and legislation to ensure companies adhere to sound insurance practices. Actuaries may also provide risk management consultancy to companies.

Students, while still enrolled in the degree programme and as they progress in their studies, can attempt the professional examinations conducted by the professional bodies. Upon graduation with the degree and with some professional examinations passed, they can start their career as an actuarial assistant. While working, they continue to take the remaining professional examinations, eventually becoming qualified actuaries in their chosen specialisations such as Finance or Enterprise Risk Management (ERM), Individual Life and Annuities, Group and Health, Investment, Retirement Benefits and Casualty & Property Insurance.

Well, Professor Ho, why should a young person even think of pursuing Actuarial Studies, and why in Sunway?

In less than five minutes – the same amount of time he would take to do a complicated mathematics calculation – Prof Ho’s response was precise to the point.

“To get your opponent around the court, one way is to play a lot of lob

Actuarial Studies may be a difficult course, but it is a gateway to a lucrative job

Sometimes you may find yourself a bit lost, thinking of getting yourself shot

Don’t worry about the culture shock, in Sunway we nurture you to become one of the top.”

How about that for an actuary? **blaze**

A degree programme with an edge

An engineering aspirant with talent

Sunway University's Joshua Quah enjoys making music for now but in three years' time, things may be looking up.

ENGINEERING is a discipline that requires logical thinking, and it provides a wide base on which one can build up a career in other areas as well, including business.

This, according to Joshua Quah, is one reason he will choose to pursue a degree in engineering. "I see my university degree as a stepping stone for something bigger in life," he says. "I have not decided yet what would be my career."

The Second Year American Degree Transfer Program (ADTP) student, however, hopes to enrol in a mechanical engineering degree programme at University of Michigan Ann Arbor in the United States.

After he completes the degree, Joshua thinks he may opt to change his career path, adding that he may consider enrolling in a Master in Business Administration after that.

His father is helming a company as its managing director and his mother is a sales manager. Joshua, who is 19, is a former boy from SMK Taman Connaught and is both bright and talented, having completed his previous semester with a GPA of 4.0. His CGPA for Year One was 3.91.

He was a recipient of the Sunway University's Talent Scholarship (Music) in 2012. Every year, under the Jeffrey Cheah Foundation,

two talent scholarships are awarded based on merit and unique talent in the field of music and sports.

Joshua achieved high flying results in his SPM with eight distinctions. His violin and piano talent has helped him secure a scholarship for two years of study in the ADTP in Sunway University. "I started learning piano at the age of seven," he says. "I only started learning violin when I turned nine years old, being inspired by well-known violinist, Joshua Bell. The violin is my favourite instrument. Since then, I have also completed my Diploma in Music (Piano) with the Association of Trinity College of London. As for violin, I am only sitting the Grade 8 examinations in April this year."

As a violinist in the Sunway University Ensemble, Joshua will get to perform in a roadshow to Penang, Ipoh and Johor Baru in the middle of this year for at least two weeks. He has performed in a number of public performances including the recent musical, entitled "CHAPTERTWO - The Gypsy, the Knight and the Nutcracker" when he played with the Selangor Philharmonic Orchestra. "I will never stop playing the violin, even after I have entered into the engineering profession or moved up the career ladder as the CEO of a company," he laughs. "Why can't an engineer be musically talented as well?" blaze



Faith moves mountains

“In life, you have to keep on believing that you are going to make it – and you will be surprised with your own achievements!”

With three other younger siblings, aged 13, 6 and 4, and her father working as a tuition teacher in a small town in Perak, there was simply no way for the family of Ng Jo Ee to afford university tuition fees.

She would have ended up as a kindergarten teacher and a tutor in Ipoh, where she was teaching for eight months right after the STPM, but Jo Ee was determined that this was not going to be her future.

“I came to know about the Jeffrey Cheah Foundation Community Scholarship through the Agape Family in Ipoh, a church where I was worshipping,” she says. “I took a step of faith, and made it to Sunway University to meet a student counsellor by the name of Joelin. The rest was history. But I must attribute this self-initiative of mine to my simple faith in God, knowing that He would provide a path for a better future.”

The initial months, coming from her hometown, Kampar, and living in Petaling Jaya was not easy. “I thank God that both my accommodation and the cost of living were also taken care of,” she says. “Without that, it would have been impossible for me to live and study at Sunway University.”

Her father and stepmother could not believe it when she told them that she managed to get a community scholarship from the Jeffrey Cheah Foundation to study a Diploma in Graphic Design and Multimedia at Sunway University. What’s more, two and half years later she scored a Distinction in the overall results. When she graduated, her parents could not believe it. “To them, it was like a dream come true!” she adds.

Having experienced this miracle in her life, Jo Ee is adamant that there are no obstacles that cannot be overcome. “It takes faith to move mountains,” she laughs. “We have to believe, press on, until we see the results. In life, you have to keep on believing that you are going to make it – and you will be surprised with your own achievements!”

During her studies, Jo Ee was a volunteer, producing the Sunway newsletter, “Echo”. This was a good way for her to give and to apply the skills that she learnt in the classroom. This, of course, helped her with securing a job. She was in the midst of moving to a new job in software development, producing APPS for Androids and Apple when interviewed.

Indeed, without the Community Scholarship, Jo Ee would not have come this far. To other young people, her advice is simple: “Give yourself a chance to make a difference in your life.” blaze

Coffee Talk

On a cold rainy Melbourne evening, two brothers stepped out of the rain into a local coffee house on Chapel Street to take cover from the rain and enjoy some freshly brewed coffee. Watching the world speed by made them realise that life isn't all about chasing wealth or climbing the corporate ladder. People should be able to stop and enjoy coffee while listening to raindrops fall on a cool day. That day, over a year ago, the idea of Coffee Soci  t   was born. Today, brothers Choong Kar Wai and Choong Kar Heng have reinvented and redefined the Malaysian coffee scene. Boasting a broad range of clientele, ranging from the working class to hipsters, families and even royalty, Coffee Soci  t   brews beans to give a rich aromatic coffee and serves cakes home-baked to perfection.

A proud Sunway University Business School graduate, Kar Wai shares that he and his brother have two objectives in running their business: making sure their staff are happy on the job and their customers have an excellent dining experience. The brothers feel that many businesses focus on retaining customers and forget to retain passionate staff with good work habits.

As part of their first anniversary celebrations, Coffee Soci  t   is offering some exciting promotions such as 1000 complimentary cups of coffee! Check them out at [Publika](https://www.facebook.com/CoffeeSociete) or log on to [fb.com/ Coffee Soci  t  ](https://www.facebook.com/CoffeeSociete) for more information. Tune in for a more detailed story in our next issue!



Kar Wai



Karen

On the go

Karen Michael is a proud alumna of the School of Information Technology and Multimedia (SITM), a predecessor of the current Faculty of Science and Technology, Sunway University. She currently leads four departments as the Customer Service and Support Manager for Powercomp Automation Sdn. Bhd., a leading IT solutions provider.

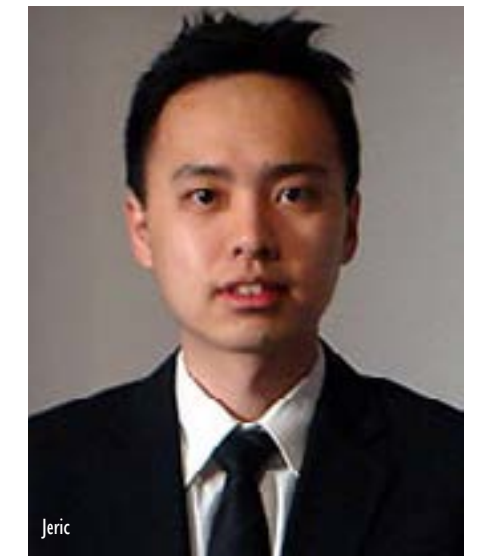
Out of the office, she enjoys writing on the topic of parenting for blogs and magazines. She has also appeared on various talk shows to share ideas and insights on a variety of topics. She is mother to a handsome 5-year-old, who keeps her on her toes and in mid-2012, took part in the "Glowing Youthful Mother Contest" emerging as one of the top eight among over 100 other participants.

Karen looks back fondly on her memories of life at Sunway. She attributes her success in life to the quality education and experience she garnered at Sunway!

From Sunway to London

In 2010, Jeric Yuen graduated with a BSc (Hons) in Information Systems here at Sunway University. His background has always been in business and technology and he is very proud to have graduated with first-class honours from a degree programme in Sunway that was validated by Lancaster University. The quality of education that he had here, led to him to pursue his Masters abroad at the Lancaster University campus in the UK. It was a great experience in terms of knowledge-sharing, cultural exposure, working on real-life projects, as well as making new friends with people from different parts of the world.

After graduating from the Lancaster University Management School, he moved to London to work as a Developer for SAS (a subsidiary of the Publicis Group) which is one of the top Digital Marketing and Creative Agencies in Central London. The job required him to have excellent knowledge about how technology is able to solve a business issue in a creative manner. He is truly grateful to have obtained the right skills to work along-side big and demanding companies like Sainsburys, BP, The Coca-Cola Company, Ernst & Young and KPMG.



Jeric



Candy and Jet

Going Places

Jet Chan and Candy Lee, who have both been part of the Financial Management Programme (FMP) at General Electric (GE), recently finished their rotations in Singapore. As part of this programme, they go through several rotations in the Asia Pacific region to gain an understanding of the various roles and scopes of work. Candy has just moved on to her third rotation in Hong Kong, while Jet has completed FMP. He is now exploring a new programme within GE to move into.

GE's FMP is a prestigious programme which requires participants to go through a challenging assessment process. It stretches the participants to manage various tasks at once including exams, case studies, projects, regular work responsibilities, and community service projects, which are all part of the programme. As such, it is a very good training ground to build technical expertise and also soft skills. At the moment, there are 5 Sunway alumni in this programme, mostly from the Sunway University Business School.

To share your own updates, please email alumni@sunway.edu.my

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