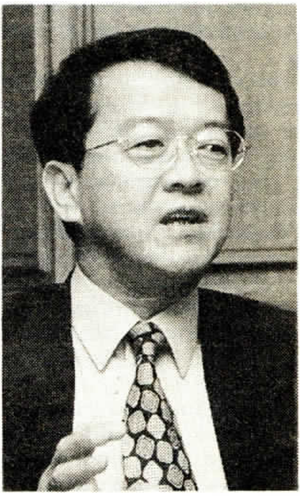
Danger of being pressured to make more money

CONTRARY to popular opinion, running a college is not the best way to make money as it is very expensive to provide quality education. "There are many other ways to make money," says Sunway College founder Datuk Jeffrey Cheah.

Sunway College is still standing at an accumalated loss of RM1.8 million which has not been recovered since the college started, although it is making a small profit now," he reveals.

Cheah, who is the president of Sungei Way Group, emphasises the importance of giving students a wholesome education.



Cheah: Company will be under public scrutiny

Sunway College is now into its RM30 million phase two expansion plan which will see the addition of a swimming pool to its range of sports facilities that include a football field and tennis courts.

However, he cautions that there is a danger when a college becomes the property of a public-listed company.

"The college that is owned by a public company will be under public scrutiny. The persons who run the college will be pressured to make a certain amount of money, if not the shares will not be worth investing. The person must find a way to meet the profit margin and that becomes the prime aim."

Cheah built the college in 1987, offering twinning degrees with University of Leicester and the University of Western Michigan. In 1993, the college moved to a new RM120 million, 22-acre campus in Bandar Sunway.

He stresses that Sunway College is owned by a private college under his control.

"We don't have to account to shareholders. But Sunway College as an entity has to make money to survive and to expand and improve without compromising quality education."