

SUNWAY
UNIVERSITY



2013

ANNUAL
REVIEW



Artist's impression of the
New University Building

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VICE-CHANCELLOR'S INTRODUCTION



I am delighted to introduce this Annual Review of Sunway University for 2013. It has been a pleasure to witness over the year the commitment and dedication of the staff, the many initiatives taken to develop the University, as well as the diligence and enthusiasm of the students.

The pace of development of new degrees accelerated considerably and we shall see the fruits of that work in the next few years as progressively more and more academic programmes are launched. The University continued to grow in 2013, in terms of total student number, by around 11% year on year despite the external competition becoming tougher on a continuous basis. The higher education landscape in Malaysia is a complex one with arguably much over-provision. But Sunway University has continued to grow steadily and to build its reputation internationally, supported by the magnificent efforts of the Sunway Group founder and chairman, Tan Sri Dato' Seri Dr Jeffrey Cheah, AO, to forge links with Harvard University.

It has been a pleasure to witness over the year the commitment and dedication of the staff, the many initiatives taken to develop the University, as well as the diligence and enthusiasm of the students.

Looking back on 2013, we took many steps that will help us build a very special university over the coming years; steps that will help us grow in size and reach the highest levels of international reputation and respectability. Developing World class universities is a slow process, but we have taken the first steps. I invite you to examine the achievements in the rest of this report that reflect a confident purposeful institution, which knows where it is going and desires to be anything but ordinary. Universities are defined by their academic character and by the individuals who contribute to that. For the first time in our Annual Review, we have chosen to profile the achievements of some of our leading academics in order to share more widely their expertise and contributions to our teaching and research.

Professor Graeme Wilkinson
Vice-Chancellor

HIGHLIGHTS OF THE YEAR

For Sunway University, 2013 was a year of many achievements and accomplishments, both by staff and students, as well as awards won.

In terms of recognition, for the third year in a row, the University won the Readers Digest Trusted Brand Gold Award. Also, the Centre for Tourism, Hospitality and Culinary Management achieved grade 5 ("Excellent") in the national academic quality review exercise "D-SETARA" for the hospitality and tourism programmes, adding to the grade 5 awarded to the University overall, for the quality of its systems and processes, in the SETARA-11 exercise. This was a further demonstration of the high academic quality of the institution.

Professor Graeme Wilkinson receiving the Readers Digest Trusted Brand 2013 Award from YB Dato' Seri Ahmad Shabery Cheek, Minister of Communication and Multimedia



In terms of academic provision, four new degree programmes were launched during the year. These were the BSc (Hons) in Actuarial Studies (recognised by both American and Canadian actuarial professional bodies), the BSc (Hons) Medical Biotechnology and the BSc (Hons) Biology with Psychology (both validated by Lancaster University and leading to dual certificates by both universities) and the BSc (Hons) Culinary Management (accredited by the prestigious international culinary training institute Le Cordon Bleu). These new degrees have been designed to offer state-of-the-art training in important professional areas with good job prospects for their respective graduates.

On the personnel front, there were some significant changes at the senior management level. Associate

Professor Dr Foo Yin Fah stood down as Dean of the Sunway University Business School in order to take up a new role leading the new Sunway Institute for Social Entrepreneurship which was inaugurated during the year. The new Institute will enable the University to play a leading role in Malaysia in the field of social entrepreneurship which is growing rapidly worldwide and is concerned with the development of social businesses and corporate social responsibility. The position of Dean of the Sunway University Business School was taken up by Professor Colyn Gardner, who joined Sunway from the UK. Professor Gardner is a former banker turned academic who had formerly established his own highly successful banking training company which operated worldwide (D C Gardner Group). Professor Gardner's appointment will enable the University to build on its already significant reputation in the accounting and finance area by expanding academic provision into the banking field. Professor Gardner was invited to join Bank Negara's Financial Services Talent Council (FSTC) placing him (and therefore Sunway University), in a key position to guide the development of bankers in Malaysia.

Amongst other senior management changes, Professor David Ngo stood down as Deputy Vice-Chancellor (Research and Higher Degrees) and was replaced by Professor Peter Heard, a chemistry academic by background, who came from the UK with experience in a similar role and with a wealth of expertise in developing research in new universities.

A human resources development during 2013 was the implementation of a new career structure for academic staff. Recognising the need to give all academic staff the opportunity to contribute fully according to their expertise and talents, and to see their efforts recognised through promotion opportunities, a new career structure was implemented based on three parallel career streams: a teaching focused stream, a research focused stream and a teaching plus research focused stream. Through this approach, staff would be able to progress all the way to professorial level, regardless of whether their academic focus was on teaching, research or both. Approximately one third of the staff opted to join the teaching stream with the remainder being on the teaching plus research stream. The new streams will give

better opportunity for all academic staff to play to their strengths in taking the University forward and gain the personal recognition in terms of career progression for doing so.

During 2013 the University was the location for the First International Conference on Innovation and Sustainability (ICOIS '13), organised jointly with the Prince of Songkla University, Thailand, and the Universiti Utara Malaysia (UUM). This conference once again demonstrated the ability of Sunway University to organise research events at the highest international level and to attract scholars from all over the world to present and debate important contemporary topics relevant to society and technological advancements.

Another key development in 2013 was the establishment of the first significant links with Harvard University, USA, as part of the University's strategy to collaborate with the best institutions worldwide and in so doing, to raise our academic standing and build our international research networks. The University's Chancellor, Tan Sri Dato' Seri Dr Jeffrey Cheah, AO, made a donation of USD 6.2 million to establish in perpetuity a Jeffrey Cheah Professorship of Southeast Asia Studies at Harvard and a Jeffrey Cheah Visiting Professorship of Southeast Asia Studies. In addition, funds were given for Jeffrey Cheah Travel Grants for Southeast Asia Studies at Harvard to enable staff of Harvard University to visit Southeast Asia to undertake collaborative research. At the same time, in parallel with this initiative, the Sunway Education Group established a brand new think tank "The Jeffrey Cheah Institute on Southeast Asia" to act as a focus for research and policy development relating to Southeast Asian matters which would draw collaborating academics from leading institutions and policy institutes worldwide. The ultimate aim of this twin approach is to develop the research in Sunway University in the field of Southeast Asian studies to a world class level. The real fruits from these joined up initiatives should be seen in the years to come.

A further notable accolade was awarded to our Chancellor Tan Sri Dato' Seri Dr Jeffrey Cheah, AO during 2013. For his outstanding contributions to education and to society, Tan Sri Dato' Seri Dr Jeffrey Cheah, AO was awarded an Honorary



Tan Sri Dato' Seri Dr Jeffrey Cheah, AO, receiving his honorary doctorate from Professor Mark Smith, Vice-Chancellor of Lancaster University

Doctorate of Laws by Lancaster University, UK, one of the UK's top research universities and one of the world's top 1% universities as well as a key strategic partner of Sunway University.

Finally, a key development in 2013 was the development of a new strategic plan for the University covering the period 2014-2019. Recognising that the University had changed significantly since the previous plan was produced to cover the period 2009-2018, the new plan was developed to set the scene for a period of growth in scale and quality. The initial draft plan was endorsed by the Board of Directors before consultations took place with staff and with students through the Senate and the Student Council during the year. The final plan was agreed by the Board of Directors at its December 2013 meeting, setting a bold new vision for the future of the University. The new plan focuses on eight key strategic result areas which include delivering elite education and graduate employability, achieving research excellence with impact, and creating an outstanding student experience. The new plan will be translated into strategies and action plans for faculties in 2014.

UNIVERSITY GOVERNANCE

The Constitution of Sunway University establishes the Board of Directors of Sunway University Sdn. Bhd. as the governing body. The Board is chaired by the Chancellor of the University, Tan Sri Dato' Seri Dr Jeffrey Cheah, AO. The powers granted to the University under its Constitution are assigned to the Board and to the Academic Senate, with the former having over-arching responsibility for the strategic direction of the institution and the latter (chaired by the Vice-Chancellor) having authority over academic matters, including the admission, teaching and assessment of students and the conduct of research. The Academic Senate has sub-committees with delegated responsibility for certain aspects of its business. The University is managed by its senior officers including the Vice-Chancellor, Deputy Vice-Chancellors, Director of University Services, Deans, Heads of Centres, Chief Librarian, Group Registrar and Director of Student Services. Management is coordinated by the University Management Committee (newly introduced in 2013, chaired by the Vice-Chancellor) and the University Executive Committee (chaired by the Senior Executive Director of the Sunway Education Group).

Membership of the Board of Directors in 2013

Tan Sri Dato' Seri Dr Jeffrey Cheah Fook Ling, AO
 Tan Sri Dato' Dr R.V. Navaratnam
 Datuk Seri Razman M. Hashim
 Dato' Dr Chew Chee Kin
 Dato' Dr Goh Cheng Teik
 Lee Weng Keng
 Professor Graeme Wilkinson
 Professor Jarlath Ronayne
 Puan Sri Datin Seri Dr Susan Cheah Seok Cheng
 Elizabeth Lee
 Tan Sri Dato' Dr Lin See Yan
 Sarena Cheah Yean Tih (Alternate Director to
 Tan Sri Dato' Seri Dr Jeffrey Cheah Fook Ling, AO)

Membership of the Academic Senate in 2013

Chair - Vice-Chancellor
 Secretary - Group Registrar
 Deputy Vice-Chancellor (Academic)
 Deputy Vice-Chancellor (Research and Higher Degrees)

Tan Sri Jeffrey Cheah Distinguished Professor
 Chief Librarian
 Director, University Services
 Head, Quality Assurance

Professor Graeme Wilkinson
 Dr Khatijah Khalid
 Professor Pua Eng Chong
 Professor David Ngo
 Professor Peter Heard
 Professor Jarlath Ronayne
 Wong Sook Jean
 Lim Tiew Ming
 Siti Fariza Mohd Dahlan

Sunway University Business School

Dean and Pro Vice-Chancellor for Enterprise
 Director, Sunway Institute for Social Entrepreneurship
 & Head, Department of Accounting, Business and Finance
 Head, Department of Business and Marketing
 Head, Department of Financial Mathematics and Statistics
 Head, Department of Law
 Head, Department of Management and Economics
 Head, Centre for Tourism, Hospitality and
 Culinary Management

Professor Colyn Gardner
 Associate Professor Dr Foo Yin Fah
 Associate Professor Dr Brian Imrie
 Associate Professor Dr Ho Chee Kit
 Paul Linus Andrews
 Associate Professor Dr Wong Koi Nyen
 Anisha Chai Mee Fong

Faculty of Science and Technology

Dean
 Head, Department of Psychology
 Head, Department of Information Systems
 Head, Department of Computer Science
 & Networked Systems
 Head, Department of Biological Sciences
 Head, Centre for Innovation & Industry Linkages

Professor Poh Chit Laa
 Professor Nigel Marsh
 Dr Wong Siew Fan
 Dr Lau Sian Lun
 Professor Chin Beek Yoke
 Associate Professor Dr Lim Tong Ming

Faculty of Arts

Acting Dean
 Head, Department of Performance and Media
 Director, Centre for English Language Studies

Associate Professor Dr Lee Ei Leen
 Leow Puay Tin
 Associate Professor Dr Stephen Hall

Centre for American Education

Head, Centre for American Education

Dr Justin Xavier Batinadan

Appointed by the Board

Senior Executive Director, Sunway Education Group

Elizabeth Lee

Elected Members:

Academic Staff Representative
 Academic Staff Representative
 Postgraduate Student Representative
 Undergraduate Student Representative

Elaine Yong
 Vijaya Sooria
 Leslie Tiong
 Yap Jin Hong

External and Invited Members

Pro Vice-Chancellor International,
 Lancaster University

Professor Steve Bradley

Senior Officers of the University in 2013

Chancellor

Tan Sri Dato' Seri
 Dr Jeffrey Cheah Fook Ling, AO

Deans of Faculty

Associate Professor Dr Lee Ei Leen,
Faculty of Arts

Pro-Chancellors

Tan Sri Dato' Dr R.V. Navaratnam
 Datuk Seri Razman M. Hashim

Professor Poh Chit Laa,
Faculty of Science and Technology

Vice-Chancellor

Professor Graeme Wilkinson

Professor David Colyn Gardner,
Sunway University Business School

Deputy Vice-Chancellor (Academic)

Professor Pua Eng Chong

Heads of Centre
 Anisha Chai Mee Fong,
*Centre for Tourism, Hospitality and
 Culinary Management*

Deputy Vice-Chancellor (Research and Higher Degrees)

Professor David Ngo (until May 2013)
 Professor Peter Heard

Associate Professor Dr Stephen Hall,
Centre for English Language Studies

Pro Vice-Chancellor for Enterprise

Professor Colyn Gardner

Dr Justin Xavier Batinadan,
Centre for American Education

Group Registrar

Dr Khatijah Khalid

Chief Librarian

Wong Sook Jean

Director, University Services

Lim Tiew Ming

Director, Student Services

Lee Siok Ping

THE STUDENT COUNCIL

The Sunway University Student Council is the official channel of communication between the student community and the University and promotes the interests and welfare of students. In 2013, Council members were elected into office in April.

In June, the Student Council attended the Student Welfare Committee Meeting chaired by the Vice-Chancellor. At this meeting, the Council agreed to adopt the proposed Student Charter and was committed to promote it amongst the student community. Student welfare issues were also highlighted to the University Management. There were subsequent follow-up meetings with the various support departments in the University, such as Hostel, Facilities Services, and IT Services.

In July, the Student Council organised a hugely successful trip to Broga Hill. Following that, in September, the Student Council organised the International Cultural Festival, attracting the University's diverse international community to participate in this event to showcase the uniqueness and diversity of cultures present on campus.

Aside from these activities, the Student Council also helped in organising large scale events on campus such as the Sunway PC Fair that brought IT vendors of repute to Sunway University. The Student Council was also involved in organising the HPV Vaccination Project - a government spearheaded initiative hosted in tandem with various educational institutions around the country, bringing free, potentially life-saving vaccination to female students of the University.

Members of the 2013 Student Council

President

Yap Jin Hoong

Vice President

Nicole Tan Siew Wen

General Secretary

Karuna Tan Yi Wen

Treasurer

Jasmine Chee Xin Ni

Extra-Curricular Director

Kee Bee Ying

Academic Affairs Director

Emelyn Lee Pey Wei

Community Service Director

Tan Kok Sheng

Student Welfare Director

Yeoh Guan Aik

International Student Director

Sonia Ngow Li Ch'ng

Advertising & Promotions Director

Teoh Han Ee



From left to right:
Nicole Tan Siew Wen, Teoh Han Ee, Yeoh Guan Aik, Yap Jin Hoong,
Tan Kok Sheng, Karuna Tan Yi Wen

Absentees:
Kee Bee Ying, Sonia Ngow Li Ch'ng, Emelyn Lee Pey Wei,
Jasmine Chee Xin Ni

SENIOR APPOINTMENTS

Professorial Appointments

Professors

Professor Glenda Marian Crosling, Senior Academic Advisor, commenced on 6 March 2013

Professor Colyn Gardner, Dean, Sunway University Business School and Pro Vice-Chancellor for Enterprise, commenced on 6 May 2013

Professor Peter Heard, Deputy Vice-Chancellor (Research & Higher Degrees), commenced on 2 September 2013

Associate Professors

Associate Professor Dr Alvin Ng Lai Oon, Department of Psychology, Faculty of Science and Technology, commenced on 11 March 2013

Associate Professor Dr Jeff Tan Kuan Onn, Department of Biological Sciences, Faculty of Science and Technology, commenced on 15 July 2013

Associate Professor Dr Mourad Tayebi, Department of Biological Sciences, Faculty of Science and Technology, commenced on 1 August 2013

ACADEMIC DEVELOPMENTS

1. SETARA Action Plan

In the University's on-going efforts to achieve an outstanding rating in the Malaysian Qualifications Agency (MQA) rating exercise for Malaysian Higher Education Institutions (SETARA), a SETARA Action Plan was developed in 2013. The main objective of the plan is to ensure best practices in academic processes are in place so that the University is recognised as a local Higher Education Provider offering outstanding academic quality, thus strengthening the University's position in the Malaysian Education sector. The plan highlighted the areas where the University received outstanding scores as well as areas that did not do particularly well. The adoption of the Outcome Based Education approach in curriculum design, delivery and assessment was one of the major initiatives taken in 2013 which will contribute to significant quality improvement in the academic process.

2. Programme Monitoring and Review

In 2013, an Annual Teaching Review exercise was conducted for the first time for all programmes not validated by Lancaster University. The evidence-based review focuses on the student learning experience and aims to identify any areas which may need further improvement. The inaugural Periodic Quality Review (PQR) was also implemented in 2013. PQR helps to monitor and assure the quality and standards of the University's programmes. Three departments and five programmes in the Faculty of Science and Technology went through a PQR exercise in 2013.

3. Common Curriculum Framework

As part of the University's growth strategy in expanding its portfolio of programmes, work on a common curriculum framework began in 2013. In essence, the framework supports the development of multi-disciplinary and inter-disciplinary programmes which allow a high degree of subject sharing amongst programmes. The purpose of such a framework is to increase the sharing of resources across different programmes which in turn will improve the overall efficiency and effectiveness of academic delivery in the University.

4. Curriculum Revision – Introduction of MPU Subjects

In the 1st quarter of 2013, a university-wide curriculum review and updates for all programmes was carried out to incorporate the new general studies subjects as required by the Ministry of Education (MoE) in order to standardize compulsory subjects within the Private Higher Education Institutions. These compulsory subjects are divided into four categories, i.e. U1 - Understanding the philosophy, value & history, U2: Mastery of skills, U3: Broadening of knowledge, U4: Expertise in community/societal management. Additionally, the University academic regulations were also reviewed and changes were made to accommodate the new policy.

5. Study Abroad

In line with our aim of providing a study abroad experience, A Student Exchange policy and procedure was developed and approved in the 4th quarter of 2013. As many of the programmes in Sunway University are validated by Lancaster University, discussions were carried out and associated actions were agreed by both institutions to enable eligible students to experience study abroad in Lancaster University.

In addition, discussions were also held with Lancaster University to convert the reciprocal Summer School Programme into a credit bearing module.

6. Re-alignment of Deliberative Academic Governance Committee Structure

Following the implementation of a faculty-based structure, the deliberative academic governance committees within the University, the Faculty and Department levels were revised. Deliberative committees are involved in matters pertaining to the core academic activities and processes of the University. The Terms of Reference and reporting lines of each committee were reviewed to streamline operations and to improve efficiency in academic governance processes. The revised structure was approved by the Senate in the 4th quarter of 2013.

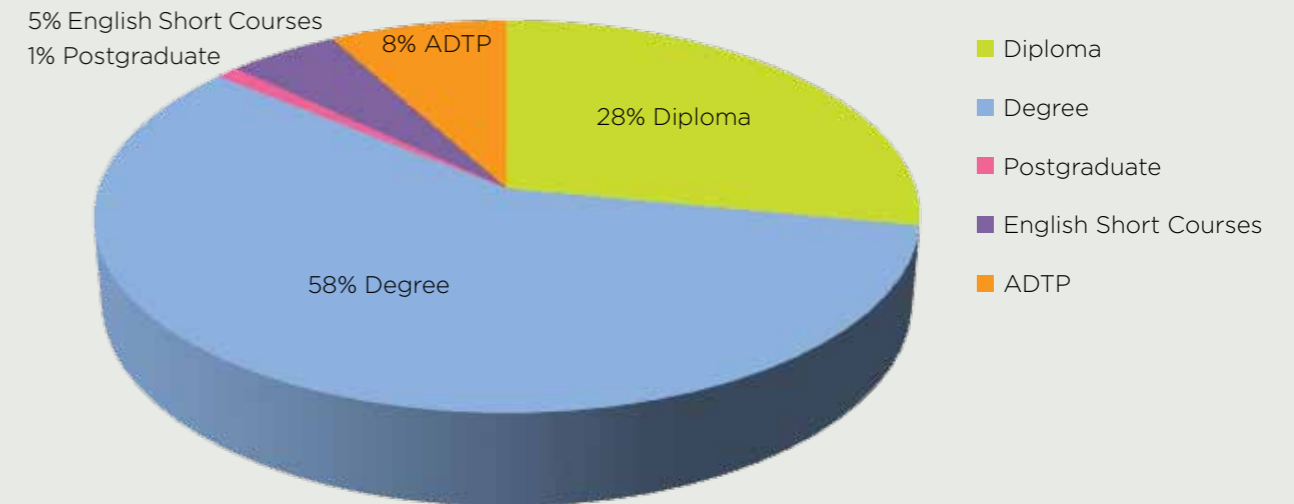
7. Teaching and Learning

In view of enhancing Sunway University's quality of teaching, learning and assessment of academic programmes, the number of academic staff development programmes conducted in 2013 doubled compared to that in 2012. These development programmes include the workshops and seminars on Outcomes-Based Education (OBE), the International Postgraduate Certificate in Academic Practice (CAP), and e-Learning. The OBE workshops are part of the University's ongoing efforts to realise its OBE implementation plan. Academics were further trained to develop curricular and align learning outcomes with the teaching, learning and assessment practices. The CAP programme aims to accredit the knowledge and understanding of academic staff in teaching and learning which will in turn enhance the learning experience of students. The programme leads them to obtain professional qualification in academic practice. Last but not least, numerous efforts were carried out to raise the awareness of e-Learning in 2013. Academics have now begun to embrace the importance of e-Learning in this education era. Further efforts will be carried out in 2014 to increase e-Learning adoption in academic programmes.

Additionally, the Peer Assisted Learning Programme (PALP) was successfully piloted and implemented in two academic programmes. The programme aims to assist at-risk students who are unable to cope with their studies, thus, addressing student attrition in the University. The encouraging results will see a continuation of the programme and training of more Peer Leaders in 2014.

FACULTY HIGHLIGHTS

Distribution of Students by Programme Type



Faculty of Arts

The Faculty of Arts comprises three academic departments – Department of Art and Design; Department of Performance and Media; Department of Communication and Liberal Arts – and the Centre for English Language Studies with a total of 51 academic staff and 13 administrative staff. The Faculty's mission is that the staff and students will be creative in their teaching and learning approaches; international in their graduate attributes and focused in their niche areas of research in the Arts & Social Sciences.

In 2013, the Department of Communication and Liberal Arts also started work on the MA in Communication & MA in Media Studies to be validated by Lancaster University. Work has also commenced for the BA (Hons) Contemporary Music (Audio Technology) to be offered by the Department of Performance and Media and the BA (Hons) Visual Communication to be offered by the Department of Art and Design.

The Faculty of Arts has an eclectic mix of individuals from different academic and industrial backgrounds and they have contributed to a variety of research areas given the Faculty's wide range of expertise. The Faculty strongly believes that good practices in teaching include one that is research-informed and one of the ways to achieve this is through reflective teaching. The research areas in the Department of Communication and Liberal Arts include minority languages and cultural studies; sociolinguistics; face & identity; media studies; the effectiveness of graphic media in advertisements; social media as well as discourse analysis. Staff from the

Centre for English Language Studies are involved in teacher education - reflection in pedagogical best practices and applied linguistics - the teaching of English, and L2 (second language) classroom assessment systems. Whilst the staff from the Department of Art and Design and the Department of Performance and Media are very much engaged in professional output such as art exhibitions and performances.

Faculty of Science and Technology

Since it was first established in 2012, the Faculty of Science and Technology has grown rapidly and now includes five academic departments, together with the Centre for Industry Linkages, which focuses on developing links between the University and industry. The five departments are: Department of Biological Sciences; Department of Computing and Network Systems; Department of Information Systems; Department of Nursing; and Department of Psychology.

The newest of the Faculty's departments, the Department of Biological Sciences has seen some notable successes during the last year. New BSc programmes in Medical Biotechnology, and Biology with Psychology were introduced. From the outset, research has always been a key focus in the Department such as developing therapeutic tools that could kill cancer cells naturally through apoptosis signalling in cancer cells. These tools would in turn help to reduce reliance on chemo-drugs, which are known to have many side effects on the human body.

Graduates of the BSc (Hons) Psychology programme continue to be a source of great

pride to the faculty, with many moving on to postgraduate, professional and research positions both across Malaysia and around the world, including Australia, the UK and the USA. Following feedback from students and employers, the Psychology programme is being enhanced to include more optional modules for students in their final year, broadening the range of careers open to our graduates.

In 2013 the Department of Computer Science and Networked Systems continued to work on a number of projects. Dr Pu Chuan Chin, was awarded RM247,700 under the e-Science Fund for a 2-year project aimed at developing a Surface Acoustic Wave (SAW) sensor for combined gas species and humidity sensing.

Staff from the Department of Computer Science and Networked Systems also received two prestigious UK awards from British Council under the UK-SE ASIA Knowledge Partnership – Collaborative Development Awards 2013. The awards will enable our staff to visit their counterparts at top-ranked UK universities to develop research collaborations.

The Faculty is continuing to develop its range of undergraduate and postgraduate programmes, and broaden its research output. 2013 saw significant steps in this development, with new programmes being developed and significant investment being made during recruitment of new academic staff, all with first class research backgrounds from major universities around the world.

2013 also saw major efforts being made by the Faculty to strengthen links with its alumni. A new Faculty of Science and Technology Alumni website was set-up and a number of events held for both our alumni and present students. The Faculty intends to build on these initiatives during the course of 2014 and plans to run a festival to mark the achievements of students, past and present.

In 2013, two new programmes were developed which would be offered in 2014, subject to ministry approval, they are BSc (Hons) Computer Networking and Security, and MSc in Life Sciences (by Research). Plans are now well underway to re-launch the nursing programme in 2014.

Sunway University Business School

Sunway University Business School is a leader in the field of business education and aspires to be one of the very best business schools in Malaysia. Through academic excellence, global diversity and industry connections, it is committed to delivering high quality education with an energising environment for learning and research. Our global community in the Business School is now represented by students from over 35 countries. The diverse international population enables students to learn and work harmoniously and productively in contributing not only to the business world, but also to the global community of nations.

The School is grouped into five Academic Departments – Department of Accounting, Business and Finance; Department of Management and Economics; Department of Financial Mathematics and Statistics; Department of Law; Department of Business and Marketing; an institute - Sunway Institute for Social Entrepreneurship and a centre - Centre for Tourism, Hospitality and Culinary Management.

In May 2013, a new Dean Professor Colyn Gardner, was appointed to the School. Professor Gardner is a former banker turned academic and his appointment will enable the University to further build on its already significant reputation in the accounting and finance area by expanding academic provision into the banking field.

In 2013, Professor Gardner was also appointed a member of the Financial Services Talent Council (FSTC) by Bank Negara Malaysia to drive the financial sector's talent development agenda and develop strategies to attract, retain and ensure continuous development of talents in the financial sector in Malaysia. Additionally, two academic staff from the School, Associate Professor Dr Foo Yin Fah and Associate Professor Brian Imrie were appointed a member of the CPA Australia Professional Qualification Advisory Committee, Australia, and the 2013 Scientific Research Committee Member for International Research Symposium in Service Management, Malaysia, respectively.

Associate Professor Dr Wong Koi Nyen was awarded 'The Best Professor in Management and Economics' at the 4th Asia Best B-Schools Award

2013 in association with the World Education Congress, CMO Asia and the CMO Council. Senior Teaching Fellow, Shannon Jann Ng was awarded the Sunway University Award for Excellence in Teaching in 2013.

The BSc (Hons) in Actuarial Studies was introduced in March 2013 and had 38 students in its first cohort. The MBA was launched on 9 October and the 1st intake will be in March 2014.

In 2013 the BSc (Hons) Financial Analysis, BSc (Hons) Financial Economics and BSc (Hons) Marketing were developed and are expected to be launched in 2014, subject to ministry approval.

Centre for American Education

The Centre for American Education was established as a University Centre in early 2013 to better facilitate and manage the delivery of the American Degree Transfer Programme (ADTP).

In 2013, over 90 students transferred to various universities in the United States and Canada out of which 78% of these students were admitted to top 200 US universities. In addition, over 20 students who transferred in the year also received scholarships amounting to over USD 220,000.

With the growing reputation of the ADTP at Sunway University, several other prominent non-US universities have also agreed to accept our students. In 2013 this list includes Lancaster University, University of Edinburgh, University of Strathclyde, University of Canterbury, University of Auckland, and Universidad Católica San Antonio de Murcia (UCAM), Spain.

The Centre continues to work closely with the University Placement Office and organises workshops on US application procedures and pre-departure briefings. In 2013, the Centre also hosted presentations and exhibitions by 60 universities from USA.

2013 also saw a number of Memorandum of Agreement and Memorandum of Understanding signed under the ADTP articulation arrangement with the following US institutions - University of Iowa, DePaul University, Northern Iowa University and Plymouth University.



RESEARCH GRANTS

Internal Grants Awarded in 2013

Principal Investigator	Project Title	Amount Awarded (RM)	Duration (months)
Dr Luca Aquili	The Role of the Dopaminergic System in Behavioral Flexibility	50,200	12
Dr Chua Hui Na	A Hybrid Service Composition Model for Converged Communication Services	48,100	12
Associate Professor Dr Ho Chee Kit	Fibonacci Sequences & Analysis of Trends in Financial Markets	29,300	12
	Graph Polynomials and the Search for Chromatic and Flow Unique Graphs - A Combinatorial Approach	31,100	12
Associate Professor Dr Leow Soo Kar	The Impact of Organisational Commitment on Turnover Intention of IT Employees in IT Outsourcing Industry	50,500	12
Dr Ong Seng Kai	Carbon Monoxide Enhances Phagocytosis via Class A Scavenger Receptor	60,000	12
Professor Poh Chit Laa	Harnessing Endogenous miRNA to control EV71 Tissue Tropism as a Strategy for Developing Live Attenuated EV71	60,000	12
Associate Professor Dr Jeff Tan Kuan Onn	The Role of MOAP-1 (Modulator of Apoptosis) and its Homologues as Potential Therapeutic Chemo-Sensitizers that Promote Apoptosis in Cancer Cells Isolated from Primary Tumors	60,000	12
Associate Professor Dr Jeff Tan Kuan Onn	Identification and Characterisation of Natural Products that Promote Apoptotic Signalling Mediated by MOAP-1, RASSF1A, and Pro-apoptotic Members of Bcl-2 Family in Cancer and Cancer Stem Cells	50,000	12
Associate Professor Dr Mourad Tayebi	Molecular Characterisation of Transport Mechanisms of Alzheimer's disease-specific camelid antibody fragments across the blood brain barrier	60,000	12
Associate Professor Dr Anthony Wilson	Consumer and Marketing Practices in the Sunway Pyramid Mall	14,688	12
Dr Wong Kok Keong	Analysis of the Coverage of Political Campaigning in the 13th General Election in Malaysia by Malaysian English Language Mainstream Media - The Star, The Sun and The New Straits Times Newspapers and Alternative media - Malaysiakini, The Malaysian Insider, and Free Malaysia Today Online News Portals	11,474	12
Dr Wong Siew Fan	Organisational Readiness in Cloud Computing Implementation	41,000	12
Dr Yap Kian Meng	3D Smart User Interactive Sensory System with Real-Time Responding Tele-Robotic Information with Haptic Interfaces over MANETS	21,600	12

External Grants Awarded in 2013

Principal Investigator	Project Title	Funding Body	Amount Awarded (RM)	Duration (months)
Associate Professor Dr Lim Tong Ming	The 6-Hop Hybrid Bee Peer-to-Peer System	MOSTI	98,000	14
Associate Professor Dr Jeff Tan Kuan Onn	Toward New Therapeutic Treatment for Cancer through Apoptosis signalling mediated by MOAP-1 Tri-Protein Complex (MTPC) in Cancer Stem Cells	MOE-FRGS	130,000	25
Dr Wong Siew Fan	A Mobile System to Evaluate the Impact of Business Intelligence Systems on Organisational Absorptive Capacity and Performance	MOSTI	125,700	18
Dr Yau Kok Lim	A Spectrum-Aware and Intelligent Routing Scheme for Performance Enhancement in Cognitive Radio Networks	MOSTI	210,660	18

STUDENT EXPERIENCE: SUMMER PROGRAMME

The Sunway-Lancaster Summer Programme has been running successfully for three years since 2011, with an increased number of participants annually going to Lancaster University as well as coming to Sunway University. The purpose of the three-week programme is to give participants exposure to business, government, volunteerism, academics and culture (in the context of both UK and Malaysia). With these opportunities, it is hoped that the participants will develop strong international networks as they move towards building a career.

In March, four Student Ambassadors and three Chancellors Scholars visited Lancaster University to gain cross-cultural and leadership experience in the UK. During their time in Lancaster, they participated in volunteering activities, collaborated with many student organisations on campus, attended lectures, and also visited London and Manchester. Upon their return, they served as student coordinators for the in-bound Summer Programme and spearheaded the 'Buddy Programme'.

The out-bound Summer Programme hosted at Lancaster University was held from 21 July to 11 August 2013. There were 49 students who participated in this programme. Among the highlights of the three-week stay were the networking event in London, the green volunteering activities, "getting to know their buddies", and the visit to Lake District and Old Trafford.

A reciprocal programme was hosted by Sunway University from 1-21 September 2013 with 60 Lancaster students coming over to Malaysia. The highlights for the in-bound programme were the volunteering activities with children, the food tour, visit to local industries, and the homestay at a local village.



Lancaster University students visiting the Tugu Negara, a national war monument

PRIZES, AWARDS AND ACHIEVEMENTS

Awards and notable achievements of Sunway University staff and students in 2013.

FACULTY OF ARTS

Name(s) : Wan Mohammad Farris Zain, Kelvin Kieu Boon Sian, Lim Chee Cheng, Nicole Tiong Kai Xin, Gesty Adelia, Muhammad Alif Afiq, Thurgeshwaren Rajendran, Lau Hui Ci, Qi Ya Ping, Phang Hong Chee, Roshine Thinagaran

Award : 1st Prize (Amazing Race, 7BELAS.2 MIID Interior Design Student's Saturday), Malaysian Institute of Interior Designers (MIID)

Name(s) : Chan Xiu Ming, Andy Goh Ee Leng, Victor Tan Chan Ee

Award : 2nd Prize (Furniture Design, 7BELAS.2 MIID Interior Design Student's Saturday), Malaysian Institute of Interior Designers (MIID)

Name(s) : Darya Golub, Nur Zulaikha Binti Azman

Award : 2nd Prize (Fashion Design, 7BELAS.2 MIID Interior Design Student's Saturday), Malaysian Institute of Interior Designers (MIID)

Name : Melina Petrina Waland

Award : Winner, Ad Unplugged 2013 Series

Name(s) : Lee Jun Haw, Shinta Erdiana, Kek Joo Yan, Kow Shi Teik

Award : Merit Award, Kancil Award 2013

Name : Mohd Azmyl Mohd Yusof

Award : The Voize Independent Music Awards (VIMA) 2013 Hall of Fame Award

FACULTY OF SCIENCE AND TECHNOLOGY

Name : Professor Poh Chit Laa

Award : Special Mention Award Breakthrough Discovery (Development of Antiviral Peptides Against Enterovirus 71), Sunway Innovation Challenge 2013

Name : Dr Lau Sian Lun

Award : Grand Prize (The Student for Student (S4S) Playground), Sunway Innovation Challenge 2013

Name(s) : Dr Lau Sian Lun, Dr Sim Tze Ying

Award : 2nd Runner-Up (Sunway Car Pool System), Sunway Innovation Challenge 2013

Name(s) : Dr Lau Sian Lun, Dr Yau Kok Lim, Dr Pu Chuan Chin

Award : £2,000, UK-SE Asia Knowledge Partnership-Collaborative Development Awards 2013

Name : Dr Yap Kian Meng

Award : £2,000, UK-SE Asia Knowledge Partnership-Collaborative Development Awards 2013

Name(s) : Dr Yap Kian Meng, Eu Kok Seng, Tee Tiam Hee

Award : Silver (3D Smart User Interactive System with Real Time Feedback of Proprioceptive Orientation), 24th International Invention, Innovation & Technology Exhibition (ITEX 2013)

Name(s) : Dr Lau Sian Lun, Leslie Tiong Ching Ow

Award : 1st Prize (MyUniBus Project), McKinsey Youth Leadership Academy 2013

Name(s) : Dr Lee Yun Li, Leslie Tiong Ching Ow
Award : 2nd Best Paper Award, 4th International Conference on Computing and Informatics (ICOCI 2013)

Name : Ahn Ju Hyun
Award : 2nd Prize, eGenting Programming Competition 2013

Name : Ahn Ju Hyun
Award : 2nd Prize, Big E-Genting Bug Hunt 2013

Name(s) : Raymond Tang Yong King, Puvessha Jegathisan
Award : Merit Award, Malaysian Psychology Conference 2013

Name(s) : Sam Lai Sin Hwa, Lim Jing Ying, Sean Louis Chin
Award : 6th Prize, F-Secure National Inter-Varsity IT Security Competition 2013

SUNWAY UNIVERSITY BUSINESS SCHOOL

Name : Associate Professor Dr Wong Koi Nyen
Award : Best Professor in Management and Economics, Asia's Best B-School Awards 2013, World Education Congress, CMO Asia and CMO Council

Name : Associate Professor Dr Walter Tan Teck Hong
Award : Best Conference Paper Award (Re-Positioning Urban-Based New Villages in Malaysia Towards Sustainable Living and A Better Quality of Life), International Conference on Innovation & Sustainability (ICOIS 2013)

Name : Victor Ong Ching Poh
Award : Best Paper Award (Understanding Consumers' Intention in Socially Responsible Purchasing in Malaysia Using the Theory of Reasoned Action), World Business Institute, Australia

Name(s) : Julian Lee Zu Yao, Wong Keit Sean, Tham Kar Kei
Award : 2nd Prize, Nielsen Case Study Competition

Name : Shannon Jann Ng
Award : Award for Excellence in Teaching 2013, Sunway University

CENTRE FOR TOURISM, HOSPITALITY AND CULINARY MANAGEMENT

Name : Patrick Siau Chi Yin
Award(s) : Most Outstanding Master Chef Patissier Award, Silver (Pastry Showpiece (Sugar Works)), Bronze (Pastry Showpiece (Chocolate Works)), Battle of the Chefs 2013

Name : Goh Mei Yin
Award : Gold (Cocktail Category), Ultimate Monin Cup Competition 2013

Name : Chong Wei Tzeh
Award(s) : 1st Prize, Most Outstanding Millac Dairy Whipping Cream Chef, Gold (Millac Dairy Whipping Cream Main Course III (Fish/Seafood)), Bronze (Pastry Showpiece (Sugar Works)), Battle of the Chefs 2013

Name : Nurul Bellena Binti Gunawan
Award : Gold (Hot Cooking Lamb), Battle of the Chefs 2013

Name : Teo Ei Leen
Award : Gold (Hot Cooking Fish/Seafood), Battle of the Chefs 2013

Name(s) : Michelle Tan Yuk Jean, Justin Ng Kah Ching
Award : Gold, Pub Challenge (Cocktail), Food and Malaysia 2013

Name : Renee Liew Hui Min
Award : Silver (Hot Cooking Lamb), Battle of the Chefs 2013

Name(s) : Allison Chin Li Jing, Low Wai Mun, Evelyn Chung Hui Jin
Award : Silver (Plated Dessert), Battle of the Chefs 2013

Name : Goh Mei Yin
Award : Silver, Pub Challenge (Cocktail), Food and Hotel Malaysia 2013

Name : Shireen Tan Pei Mun
Award : Silver, Fruit Flambé Challenge, Food and Hotel Malaysia 2013

Name(s) : Patrick Siau Chi Yin, Queeny Cheong Peg Gie
Award : Bronze (Dress a Two-Tier Cake), Battle of the Chefs 2013

Name : Soon Pau Voon
Award : Bronze (Millac Dairy Whipping Cream Main Course III (Fish/Seafood)), Battle of the Chefs 2013

Name : Allen Lim Fuye
Award : Bronze (Hot Cooking Lamb), Battle of the Chefs 2013

Name : Tan Vi June
Award : Bronze, Pub Challenge (Cocktail), Food and Hotel Malaysia 2013

Name : Kulieva Dinara
Award : Bronze, Fruit Flambé Challenge, Food and Hotel Malaysia 2013

Name(s) : Liew Khar Khiaw, Lee Kai Sean
Award : Bronze (Modern Western Cuisine), Battle of the Chefs 2013

Name : Queeny Cheong Peg Gie
Award : Diploma Award (Plated Desert), Battle of the Chefs 2013

Name : Calvin Tang Koon Kit
Award : Diploma Award (Main Course (Fish/Seafood)), Battle of the Chefs 2013

Name : Tan Rennie
Award : Diploma Award, Flair Tending Challenge, Food and Hotel Malaysia 2013

CENTRE FOR AMERICAN EDUCATION

Name : Sin Li-Jane
Award(s) : Winner (Bowling), Women's Masters in the 46th Singapore International Open 2013

Name : Victoria Chin Quan Weoi
Award(s) : Winner (Bowling), Milo International Junior All - Stars Girls Open, 1st Prize (Bowling, Women), MAPCU Team Event

Name : Dayang Khairuniza Dhiyana Binti Abang Jamallidon
Award(s) : Winner (Bowling), 6th Commonwealth Championship 2013, 1st Place (Bowling, Ladies Doubles), MASISWA

Name : Jacqueline Jenelee Sijore
Award : 1st Prize (Bowling, Ladies Doubles), MASISWA

Name : Geena Yew Shan Shan
Award : Winner, ATV Miss Asia Pageant Malaysia 2013

Name : Cheryl Koh Shao May
Award : Top 20, "The Final 1" Singapore Reality Singing Competition, MediaCorp

CEREMONIES

Scholarships and Awards

The Jeffrey Cheah Scholarships and Awards Ceremony 2013 was held on 27 September 2013 to recognise students for their outstanding scholastic achievements; their exceptional leadership qualities and for those who excelled in sports.

The Ceremony was graced by Malaysia's former Prime Minister, Tun Dr Mahathir Mohamad together with Tan Sri Dato' Seri Dr Jeffrey Cheah, AO, Founder and Chancellor of Sunway University, and Trustee, Jeffrey Cheah Foundation. Also present was Puan Sri Datin Seri Dr Susan Cheah as well as other members of the Board.

The total scholarship amount awarded in 2013, to 569 recipients from the University was RM7.23 million, which brings the total amount of scholarships given out to date by the Jeffrey Cheah Foundation to over RM132 million.



Some of the scholarship recipients posing with Tun Dr Mahathir Mohamad and Tan Sri Dato' Seri Dr Jeffrey Cheah, AO

Graduation

The seventh Graduation Ceremony saw 683 graduates receiving their diploma and degree certificates from Tan Sri Dato' Seri Dr Jeffrey Cheah, AO, Founder and Chancellor of Sunway University and Founding Trustee of the Jeffrey Cheah Foundation.

The celebration on 11 October 2013 marked the successful completion of the 683 students' education journey across a wide range of disciplines, representing the three faculties: Faculty of Arts, Faculty of Science and Technology, and the Sunway University Business School. A total of 434 students at the undergraduate level and nine students at the postgraduate (Masters) level received dual certificates - one from Sunway University and the other from Lancaster University. Two students also received their Post-Graduate Diploma in Management; and Money, Banking and Finance, from the Vice-Chancellor of Lancaster University, Professor Mark Smith who presided on behalf of Sir Christian Bonington, Chancellor of Lancaster University. The Ceremony also witnessed 36 students who graduated with diplomas in Culinary Arts, Events Management and Hotel Management, which are accredited by Le Cordon Bleu International.

At the same auspicious ceremony, Tan Sri Dato' Seri Dr Jeffrey Cheah, AO, received the Doctor of Laws (LLD hc) from Lancaster 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 Cheah has played a key role in the successful collaboration between Sunway University and Lancaster University since 2006.



Graduation Ceremony

PROFILES

New Professorial Hires

Sunway University's professorial rank faculty members who were hired in 2013.



Professor Peter Heard

BSc, PhD, CChem, FRSC

Deputy Vice-Chancellor (Research and Higher Degrees)

Professor Heard is a chemist by background. He was hooked on Chemistry from the first time he stepped into a laboratory and still gets that buzz whenever he is doing or talking about Chemistry today. Professor Heard did his first degree at Durham University before moving to the University of Exeter to do his PhD in Inorganic Chemistry, under the supervision of Professor Edward Able and Dr Keith Orrell.

Following his PhD, Professor Heard moved to the USA to undertake post-doctoral research at Yale University under the supervision of Professor J W Faller, before returning to the UK to take up positions first at Swansea University, then at Birkbeck University of London, where he spent 12 years.

In 2007 Professor Heard moved to Glyndwr University to take up the position of Head of Science, subsequently becoming the inaugural Head of the Graduate School and then Pro Vice-Chancellor for Research. Alongside his responsibilities for research, Professor Heard was also responsible for Glyndwr University London, the University's London campus, with nearly 2000 students and staff and an annual budget close to £10M, as well as for the University's Knowledge Industry Corridor.

In 2013 Professor Heard moved to Sunway University to take up the position of Deputy Vice-Chancellor (Research and Higher Degrees). He brings with him 20 years of higher education experience in research, teaching and management.

In his words...

"Higher Education is now a global industry, with universities competing not just for home students, but for students from around the world. Universities, particularly those in the West, are also opening campuses overseas and seek to extend their reach. As Head of Glyndwr University London, I quickly realised the need to get a truly global perspective and what better place to do that than Malaysia and Sunway University. Sunway University's ambitions match my own and I am delighted to bring some of what I have learned to help the University grow and be successful, but also to learn from those around me."



Professor Colyn Gardner

BA, MSc, PhD, FCIBS, FRSA

*Pro Vice-Chancellor for Enterprise, Sunway University
Dean of Sunway University Business School*

Professor Gardner began his career in banking with NatWest as a graduate entrant. His last appointment in banking was as Vice President of Bankers Trust Company, heading a UK corporate finance team involved in large multinational company transactions. From 1984 he pursued a career of growing his own businesses organically and also making successful acquisitions, mergers and disposals. He was the founder and chairman of the DC Gardner Group plc which was floated as a UK stock market company in 1986 and subsequently acquired by Euromoney plc in 1992. DC Gardner Training is recognised as the leading bank training company in the world.

During his career as a banking consultant, Professor Gardner has worked with many of the world's leading banks. He has been a keynote speaker at many international banking conferences including the IMF Conference in Washington and has advised a number of Central Banks and Government Agencies in various countries. His assignments include working for the World Bank in reforming the Russian Banking System and advising the Saudi Arabian Monetary Agency on establishing the Institute of Banking Centre in Riyadh.

Professor Gardner has authored a number of books and research articles and has retained an interest in the academic world through his Advisory Board Membership of the Bangor Business School, and later as Chief Executive of the Management Centre, Bangor University.

Professor Gardner was invited as a member of the newly formed Financial Services Talent Council (FSTC) established by Bank Negara Malaysia. The FSTC objective is to drive, oversee and coordinate the financial sector's talent development and also to develop strategies to attract, retain and ensure continuous development of talents in the financial sector in Malaysia.

Professor Gardner holds BA, MSc and PhD degrees from the University of Wales. He is a Fellow of the Chartered Institute of Bankers and a Fellow of the Royal Society of Arts. He is also an Honorary Fellow of Bangor University.



Professor Glenda Crosling

*Dip.Teach., BA, MA, PhD
Senior Academic Advisor*

Professor Glenda Crosling has always had a keen interest in promoting excellence and in student access to high quality education, and has worked in universities internationally. Professor Crosling's passion in wanting to make a positive difference in university education has led her from Australian universities to Malaysia.

Professor Crosling is delighted to be part of the progressive approach to educational advancement at Sunway University, where she can contribute through drawing on her previous international and Malaysian experience. In Australia, over more than two decades, she developed programmes and policy to enhance the educational experience and was an Executive Committee member of the prestigious body, the Higher Education Research and Development Society of Australasia (HERDSA). She was inaugural Director of Education Quality and Innovation and Acting Deputy President (Academic) at Monash University Malaysia. Leading the Monash campus in the Malaysian Qualifications Agency (MQA) Audit that resulted in self-accrediting status she then developed the campus' Self-accreditation System. More recently, under her leadership, Sunway University won the bid to host the 2015 European Access Network World Congress. The European Access Network is a peak European-wide, non-governmental organisation for widening participation in higher education.

Professor Crosling brings expertise to Sunway University that has been broadly recognised. She has been an invited MQA Expert Panel Chair and Member in national policy and best practice guidelines development, and is on the Register of Experts for the Australian government Tertiary Education Quality and Standards Agency (TEQSA), having participated in audit of Australian universities. She is also a trained MQA assessor. Her international experience includes being a Visiting Professor at universities in Thailand and China, in Dubai where she is Conference Advisory Board member for Michigan State University Dubai, and in Europe where she is Malaysia's representative for the European Access Network.

Research and publications undertaken by Professor Crosling complement and extend her practical work and focus on educational enhancement, diverse student cohorts and educational settings. Books and chapters she has authored and edited are used in universities worldwide, and her articles are published in key academic journals.

Award Recipients

Sunway University takes pride in its Award-Winning Academics. The list in 2013 include Professor Poh Chit Laa - Dean, Faculty of Science and Technology, Dr Lau Sian Lun - Head, Department of Computer Science and Networked Systems, Faculty of Science and Technology, and Shannon Jann Ng - Senior Teaching Fellow, Department of Management and Economics, Sunway University Business School.



Development of Antiviral Peptide against Enterovirus 71 (EV71)

Professor Poh Chit Laa

Enterovirus 71 (EV71) causes hand, foot and mouth disease in young children (< 6 years old). The symptoms are generally mild with fever, rashes in the hand, foot and mouth. Ulcers can subsequently develop in the mouth and tongue. In some recent outbreaks in Asia over the last few years, severe infections led to brain and spinal cord inflammation and children have died from pulmonary edema. Large massive outbreaks totalling 3.68 million cases with high fatalities of 824 young children were reported in China in 2012 and 2013. Singapore and Malaysia are endemic areas for EV71 infections but there are no mortalities being reported recently. Currently, there is no FDA approved vaccine or antiviral against EV71.

Several biotechnology companies from China and Taiwan are currently developing a formalin-inactivated vaccine against a single genotype of EV71 but it is not known if it will be effective against other genotypes of EV71. Active searches for antivirals against EV71 have been undertaken by many research groups and all are still at the experimental stages. These include small organic molecules which inhibit expression of specific EV71 proteins, benzimidazole derivatives and natural compounds from Traditional Chinese Medicine (TCM).

Professor Poh Chit Laa's breakthrough discovery of the novel SP40 antiviral peptide against Enterovirus 71 (EV71) is postulated to block viral attachment to the cell surface (experiments are on-going to determine the mechanism). It exhibited antiviral activities against all genotypes and sub-genotypes of EV71 infections when tested in vitro. It also displayed antiviral properties against CV-A16 and Poliovirus type I in cell cultures.

A patent was filed in March 2013 for the discovery of the novel SP40 peptide derived from the viral capsid of EV71.

The development of Antiviral Peptide against Enterovirus 71 (EV71) led to Professor Poh winning the Special Mention Award at the Sunway Innovation Challenge 2013.

Professor Poh Chit Laa obtained a *First Class Honours in Science (1976)* and subsequently a *PhD in Science from Monash University, Australia in 1981*.

The Student4Student (S4S) Playground

Dr Lau Sian Lun



Very often we see brilliant ideas emerge from student projects, however soon after these projects are completed, presented and graded, they are forgotten. What happens subsequently is that good ideas and efforts from students go completely to waste as they are not managed properly.

“Unfortunately, because there is hitherto no proper way of managing and tracking the development of student projects, the next batch of students may suggest the exact same idea and re-implement it as a new project,” said Dr Lau who is Head of the Department of Computer Science and Networked Systems. Dr Lau thought about how this problem could be addressed so that student-centred initiatives could be made sustainable and ensuring its continuity in the life cycle of the project.

Dr Lau envisioned the idea of allowing students to have a platform where they can contribute, improve and develop innovative solutions for the community as well as to manage it in an efficient way to minimize wastage, both from the financial and intellectual resources point of view. This led to his brainwaive - an innovation platform!

The innovation platform aptly titled the Student4Student (S4S) Playground is seen as a continuous, collaborative and entrepreneurial approach to how projects are developed and managed, improved upon and finally implemented. Dr Lau hopes to develop and establish a system that collects, manages and retains ideas as well as their solutions; provide students with opportunities to work on real problems to produce useful results; and finally create solutions that may grow into real products.

“Every new batch of students working on a project can either start a completely new project or work on existing projects to further develop it in order to take it to the next level. This will certainly ensure the sustainable nature of all student initiatives,” said Dr Lau.

By setting up such a system, Dr Lau hopes students and staff are encouraged to engage in more research, development and entrepreneurial activities. Dr Lau would like to instil this way of thinking in his department first, and hopes that this culture will permeate to the other departments in his faculty and later to the rest of the faculties in the University. “There is no other place better to facilitate this platform and process than the University,” added Dr Lau.

Dr Lau’s Award-winning proposal earned him the grand prize at the Sunway Innovation Challenge 2013.

Dr Lau Sian Lun received his BEng (Hons) in Electronics and Telecommunications at Universiti Malaysia Sarawak (UNIMAS) in 2000, MSc in Electrical Communication Engineering from the University of Kassel, Germany in 2001 and Dr.-Ing. in Computer Science from the University of Kassel in 2011.

Innovative Teaching

Shannon Jann Ng



For Shannon Jann Ng, 2013 was a deeply challenging year of learning, stretching and growing as a university-level teacher. “Perhaps the biggest and most humbling moment was receiving the congratulatory phone call in early July informing me that I have been chosen to receive the teaching award,” Ng recalls. “This Award,” according to Ng, “is a product of a great deal of help and mentoring I have received, since joining Sunway University in July 2008, from peers, senior colleagues and those whom I consider mentors.” He refers to them as people who take the time to listen to his concerns, address questions, share their experiences and wisdom generously and help him sharpen ideas he is eager to test out in terms of assessment design, in-class learning activities, providing support to students and more. “Without this valuable community of practice, I would not be enjoying my work as a teacher,” Ng said. “I have learnt a great deal about different, creative approaches to teaching and learning just through simple conversations with colleagues from varied disciplines from the sciences and mathematics to communication and drama. Walking around campus and observing the work of students in addition to reading widely across different fields, also helped me immensely in generating, synthesizing and fusing different ideas together,” Ng added. It was these ideas that became major projects that he designed, to help students learn more meaningfully and effectively in an experiential hands-on manner.

The first, called ‘The Leadership Project’, was designed for a course entitled ‘Leadership’ (MGT 3073), a Year 3 course which enables students to learn leadership skills; the art of influencing others; and how to value diversity. In addition, students also learn about communication, problem-solving, negotiation, building compromise and consensus, collaboration and conflict resolution.

The second project was called ‘The Evidence Project’, designed for a Year 2 course for business management majors called ‘Scientific Ideas & Innovation’ (MGT 2024), which is essentially a science and technology literacy and appreciation course geared for non-science, non-technology students studying business. Among the key goals of the course are to help business students appreciate the role of science and technology as the engines of our current global prosperity while developing their critical, evidence-based thinking about how science, innovation and technology issues may impact businesses, organisations, society and the world at large.

Both the abovementioned projects had other goals too, these include: to restore the joy of learning, to unleash student creativity, to help students learn the value of good design, to teach students how to take risks and to ‘learn how to learn’; to allow students to build up their own learning and take responsibility for it and to create greater student engagement and class community.

Ng was the recipient of the Award for Excellence in Teaching in 2013.

Shannon Jann Ng holds a Bachelor of Science in Business Administration from the University of Nebraska-Lincoln, USA, with a major in Finance and liberal arts foundation. He also holds a Master of Business Administration from the University of Southern Queensland, Australia, and is a member of the Academy of Management, USA.

JEFFREY CHEAH DISTINGUISHED SPEAKERS SERIES

Date	Speaker	Topic
7 March	Professor Wang Gungwu, CBE, Chairman, East Asian Institute and University Professor, National University of Singapore	Governance in China: Beyond Communism and Nationalism
9 April	Professor Donald W. Pfaff, Head of Laboratory Laboratory of Neurobiology & Behavior, Rockefeller University	Waking Up The Brain: Mechanisms Underlying Central Nervous System Arousal
17 May	Professor Dwight Perkins, Harold Hitchings Burbank Professor of Political Economy, Emeritus Harvard University	China's Slowing Economic Growth And Its Implications
12 June	Professor Woo Wing Thye Professor of Economics University of California, Davis	The Changed World Of New Economic Giants And Zero Interest Rates: Implications For Economic Management In Malaysia
18 June	Dr Pamela Hartigan, Director Skoll Centre for Social Entrepreneurship Saïd Business School, Oxford University	Needed: Courageous Leaders to Rethink Business and Charity
3 September	Dr Paul Iganski, Senior Lecturer, The Law School, Lancaster University	How Hate Hurts. The Justifications For 'Hate Crime' Laws
19 September	Datuk Seri (Dr) Lim Chong Keat, Chairman Malaysian Forestry Research and Development Board (FRIM) (2001-2004)	Challenges for Malaysian Botanical Research and Conservation
9 October	Professor Jeffrey D. Sachs, Director of The Earth Institute, Quetelet Professor of Sustainable Development, Professor of Economics, and Professor of Health Policy and Management, Columbia University	Alternative Visions of the World Economy in 2030
10 October	Professor Mark E. Smith, Vice-Chancellor, Lancaster University	Nuclear Magnetic Resonance: An Accessible Introduction to a Versatile Technique for all of Science, Engineering and Medicine



Professor Dwight Perkins



Professor Jeffrey D. Sachs

MEMORANDA OF UNDERSTANDING AND OTHER AGREEMENTS

In 2013, Sunway University signed agreements with the following list of universities and institutions.

Date	Type of Agreement	University/Institution	Country
18 January	Memorandum of Agreement	University of Iowa	USA
5 February	Memorandum of Understanding	Catholic University of Daegu	South Korea
14 March	Memorandum of Agreement	DePaul University	USA
16 March	Memorandum of Agreement	University of Northern Iowa	USA
18 March	Memorandum of Agreement	Tamkang University	Taiwan
15 May	Memorandum of Agreement	MIMOS Berhad	Malaysia
11 July	Memorandum of Understanding	HILTI Asia IT Services Sdn Bhd	Malaysia
15 July	Memorandum of Understanding	SAS Institute Sdn Bhd	Malaysia
29 July	Memorandum of Understanding	Tunghai University	Taiwan
5 September	Memorandum of Understanding	Bangor University	UK
20 October	Memorandum of Agreement	Fu Jen Catholic University	Taiwan
12 November	Memorandum of Understanding	University of Kent	UK
13 November	Memorandum of Agreement	University of Kent	UK
15 November	Memorandum of Agreement	Government of Malaysia	Malaysia
28 November	Memorandum of Agreement	Tunghai University	Taiwan

TUN HUSSEIN ONN LIBRARY

In 2013, the major developments of the Tun Hussein Library (THOL) were the upgrading of access to electronic resources and additional services to users.

The total number of books, audio-visuals and bound journals collection as at 31 December, stood at 144,357 items. The total number of electronic collection available to users includes 49,869 e-journals, 109 e-databases and 87,857 e-books.

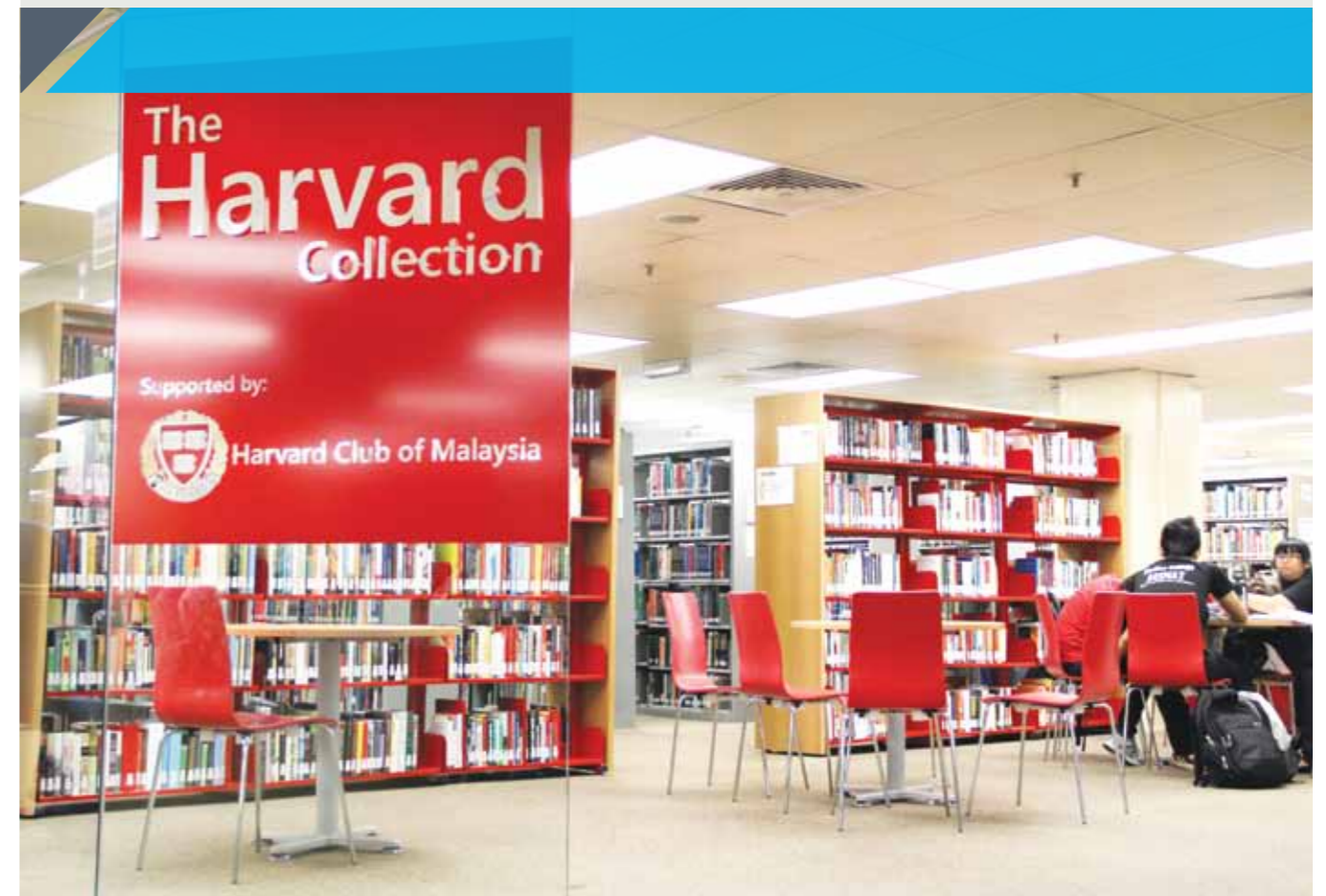
Total membership stood at 17,700 as at 31 December 2013, an increase of 11% from 15,811 members in 2012.

THOL continued to provide a wide range of library services. Improvements included the following:

- Upgrade of THOL's search engine to the Ebsco Discovery Service, a Google-like search engine that enables users to search across all THOL's e-resources, catalogue and Internet resources at one go
- More e-resources were provided to users, with the upgrade of two major e-databases - the Academic Source Complete and the Business Source Complete. Total e-journals available for access grew from 34,865 in 2012 to 49,869 titles in 2013
- Extension of Library opening hours - the Library opened every Sunday, and opened earlier at 8.00 a.m. instead of 8.30 a.m. on weekdays
- Provision of free document delivery to postgraduate students from 1 March 2013 onwards, up to 40 documents per year
- Increase of loan of audio-visual items to two items at a time from 1 May 2013 onwards
- Improvement of wireless access in the Library from March 2013 onwards
- Addition of lighting on Level 2 to make the library brighter
- Creation of a Facebook page for the Library
- Creation of podcasts for library instruction
- Extension of THOL's e-databases to Sunway College Ipoh (SCI).

The Sunway Library Committee, chaired by the Vice-Chancellor, met four times in 2013. One Student representative each from Sunway University and Sunway College KL were invited to sit on the Committee.

THOL was successful in maintaining its ISO9001:2008 certification after a SIRIM Surveillance Audit on 1 July 2013.



EXPANSIONS AND ESTATES DEVELOPMENT

As Sunway University continues to grow in size and number, many upgrades and expansions were carried out in 2013. The Faculty of Arts and the Faculty of Science and Technology were relocated to a larger area on campus to create more working space. Study space was also created on two levels of the North Building to accommodate the rise in student number. Major renovations were done in two laboratories and an additional two laboratories were built. The Cafeteria deck was extended to provide more seating space and additional classrooms were also created at the lower ground floor off the Graduate Centre.

At the same time, construction of the University's new campus building continued at considerable pace during the year with completion scheduled for early 2015. The new building will comprise 12 floors with basement car parking. There will be approximately 880,000 square feet of space with new lecture halls, class rooms, science laboratories, staff offices, an expanded state of the art library, a large auditorium seating 450, new training kitchens and training restaurants, social learning spaces, facilities for specialist institutes including the Jeffrey Cheah Institute on Southeast Asia, executive training suites, business incubation space and a large atrium with social and performance space. The New University Building (NUB) will give Sunway students one of the most up-to-date and dynamic learning environments in the higher education sector in Malaysia.

Extensive work was also carried out on selecting the interior design of the building to ensure that the NUB will provide an aesthetically pleasing fit for a purpose-built environment for staff and students. Major work was also undertaken by the Sunway Group on connectivity - the overhead Sunway Bus Rapid Transit system - which, when completed, will give much improved access to the new campus for commuters using public transport. In combination with the extended canopy walkway linking Sunway University with Monash University Malaysia, the Sunway Lagoon Theme Park and the Sunway Pyramid Mall, the University will be in one of the most integrated locations in Malaysia for ease of access to amenities and facilities of interest in the Sunway Resort City, in the near future.

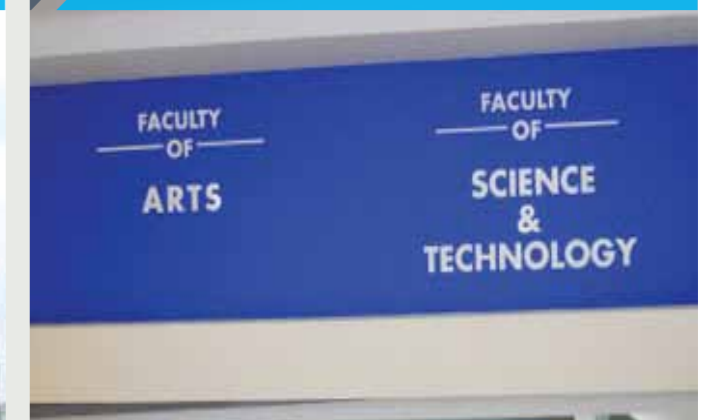
Atrium Garden 2, 1st Floor, North Building



Frontal view of the New University Building



Relocation of the Faculty of Arts and the Faculty of Science and Technology



Night view of the extended Cafeteria deck



Sunway University is a member
of the Sunway Education Group

Owned and governed by the

Jeffrey Cheah
Foundation 
Nurturing the Seeds of Wisdom

sunway.edu.my

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