

A CLASS ABOVE



WINSTON Churchill once said, "The price of greatness is responsibility". As Sunway University College (Sunway) with the help of its partner Lancaster University strives for world-class status as a university, it is comforting to know that Lancaster University achieved that status over a period of about 44 years ago.

A two-day strategic planning workshop was held recently in which 35 senior staff members of Sunway engaged in an open and meaningful discourse, facilitated by senior staff from Lancaster University Management School (LUMS). The aim of the workshop was for Sunway to come up with strategic action plans towards attaining first class standing within a relatively short time.

Dr. David Collins (*top right*), the lead facilitator from LUMS said, "It was a pleasure to work with such enthusiastic and knowledgeable academic staff who have real passion and commitment to move Sunway forward".

Also discussed at the workshop was a plan for Sunway to achieve full university status in the near future. The development of high quality postgraduate programmes has been identified as a key driver of the process.

A Prime Minister's Initiative (PMI 2) grant awarded through the British Council to Lancaster, with Sunway as its partner, enables Sunway to be on track to offer three new Masters degrees in collaboration with LUMS in Money, Banking and Finance, Management with Law and Management. These part-time joint Masters by coursework will be a first for Sunway and are aimed at fresh graduates as well as experienced professionals aspiring to move into senior leadership roles in their organisations.

Professor John Mackness (*top left*), Programme Director for Masters courses at the LUMS, who prepared the bid for the PMI 2 grant said, "Lancaster University is concentrating its efforts to design the Master's courses which will enable collaborations between lecturers and learning technology experts.

Dr. Casey Wilson, the e-learning director at LUMS has been working with Sunway

staff to develop this innovative teaching model which has been enthusiastically received by staff and prospective students at Sunway".

A further Masters degree by coursework in Mobile and Network Communications has been developed in collaboration with Lancaster's European Centre of Excellence in Computing and Communications Systems, InfoLab 21. Professor Rodger Lea, from InfoLab 21 and a Visiting Professor in Sunway's School of Computer Technology, has been working closely with Sunway staff to devise a world class Masters degree that fulfils the need for skilled computer scientists in a rapidly evolving field.

Professor Mackness said "This is a very exciting partnership that offers benefits to both institutions and we look forward to a long and fruitful relationship with Sunway University College and the future Sunway University". The Lancaster University Management School is ranked fourth in the UK according to the latest Financial Times Survey after London Business School, Oxford and Cambridge Universities. It is No 22 in the world according to this Survey and has the three major MBA accreditations, namely, AMBA, EQUIS and AACSB,

Sunway offers undergraduate Honours degrees in Accounting and Finance, Business Management, Business Studies, Information Systems, Information Technology, Multimedia Systems, Hospitality Management, Tourism Management and Psychology. Graduates receive two scrolls, one from Sunway University College and another from Lancaster University.

The Masters programmes mentioned above have been developed for introduction in 2009 and are awaiting approval from the Malaysian Qualifications Agency (MQA).

□ For enquiries and more information on the Master's programmes please contact Dr Liew Yoke Ying, Director of the Graduate School at 03-7491 8622 Ext: 8360. For undergraduate programmes contact Mrs Lim Tiew Ming, Director of Undergraduate Programmes at 03-7491 8622 Ext: 3861.

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