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 **UCSI University®**

A STEADY RISE TO THE TOP



THE **BEST**
347
UNIVERSITIES

UCSI is one of the world's top 350 universities after climbing 44 spots to be ranked 347 in the 2022 QS World University Rankings.

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BEYOND BOUNDARIES**



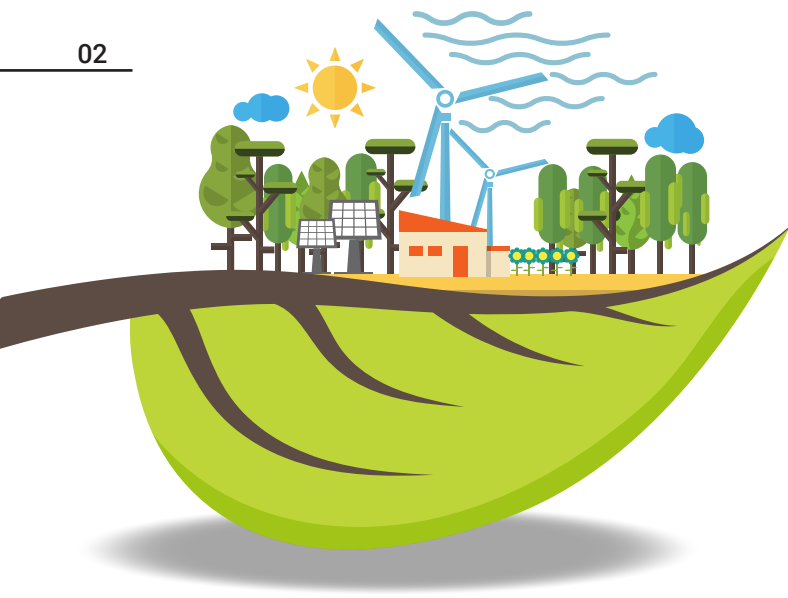
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UCSI University celebrated SDG month in June 2021 with an array of competitions and “green” events. Students and staff came together to showcase their knowledge and initiatives relating to the SDGs.

“SDG Month connects community members, partners and the public to create greater awareness and spark collaborative action for creating a regenerative and sustainable community,” said UCSI Group SDG Secretariat Office, Executive Director, Norani Abu Bakar.



The Top Student SDG Project Proposal was by Stephanie Marian Chun Mei Mei from UCSI's De Institute of Creative Arts and Design (ICAD) on “Life After Life”. The idea was mainly inspired by the desire to leave this world in a beautiful, memorable, sustainable and eco-friendly manner. It was an initiative to protect coral reefs, allowing these reserves to flourish into a sustainable habitat for sea creatures.



Ts Alan Ong, Head of Digital Media at ICAD, was one of the winners of the Top Performance For SDG Related Subject Or Course. The SDGs were applied to the DA316 Proposal Writing course where students were required to prepare a written proposal to propose a solution to one or more SDG goals, with the integration of suitable design elements into their proposal.



One of the faculties that emerged winners in many of the competitions was the Faculty of Engineering, Technology and Built Environment.

A Memorable SDG Month

“

SDG Month connects community members, partners and the public... to create greater awareness for a sustainable community.

- Norani Abu Bakar -

”

“SDGs are important to lecturers and students because it serves as an excellent platform for them to be part of the global movement and address the worldwide agenda that requires local, national and international actions and collaborations,” said Dean of the Faculty of Engineering, Technology, and Built Environment, Associate Professor Ir Ts Dr Ang Chun Kit.



An example of SDG Month events was Teens Celebration for World Environment Day. This was a UN initiated annual celebration –the only programme for teens that was run in Malaysia. Other than that, the Peace and Unity Youth Virtual Gathering was also held which had around 150 participants, advocating SDG 16 – Peace, Justice and Strong Institutions and SDG 4 – Quality Education.

“

SDGs are important because it serves as an excellent platform.. to be part of the global movement and address the worldwide agenda.

- Dr Ang Chun Kit -

”

Winners Of UCSI SDG Month

Top Performance For SDG Awareness Quiz 1 & Quiz 2

University Faculties & Institutes:

Faculty Of Engineering, Technology & Built Environment
Institute Of Music
Faculty Of Hospitality & Tourism Management

Non-Faculties

Sekolah Sri UCSI (Subang Jaya)
Registrar Office
UCSI International School (Springhill)

Top Performance For SDG Related Subject Or Course

Ts Alan Ong
De Institute Of Creative Arts And Design

Dr Ammar Abdulaziz Majeed Al-Talib, Dr Thung Wei Eng
Faculty Of Engineering, Technology & Built Environment

Top Performance For SDG Related Research

Staff

Ir Bonavian Hasiholan, Dr Chai Pui Vun, Ts Dr Lim Wei Hong
Faculty Of Engineering, Technology & Built Environment

Top Performance For SDG Awareness Quiz And MySDG Step

Students

Au Shi Rou, Siaw Xue Ni, Yvonne Ang
Faculty Of Engineering, Technology & Built Environment

Top 3 Overall Performance For UCSI University Faculties and Institutes

Faculty of Engineering, Technology and Built Environment
Faculty of Applied Sciences
Faculty of Pharmaceutical Sciences

Top Performance For SDG Related Community Engagement Project

University Staff

Doris Quek Shu Han:
Public Plays A Sustainable Playscape

Nor Syawallina Azman:
Community Architecture: Community Bench: Towards Zero Waste In Architecture: Rethink, Reduce, Reuse And Recycle

Por Choo Shiuan:
UCSI Pharmcare

Non-Faculties

Laurent Bleu:
Affordable COVID-19 Swab Test

UCSI International School, Springhill:
Eco School Silver Award

UCSI College:
Beach Clean-up Programme

Students

Lee Ling Ching:
Volunteering Programme Mindflu X MMHA 2019

Regina Leong Zhi Ling:
Towards Zero Waste – Feel And Heal

Yap Li Xuan:
Hands Of Hope Volunteering Project

Top 3 Overall Performance For UCSI Group Subsidiaries and Departments

UCSI International School, Springhill
UCSI College
Student Affairs and Alumni, UCSI University



54th National Pharmacist Convention 2021

The 54th National Pharmacist Convention 2021 was a collaborative effort between UCSI University's Faculty of Pharmaceutical Sciences and The Malaysian Pharmacist Society. The convention was held from 8 to 11 July 2021. The theme for this year was "Exploration, Inspiration and Transformation of Pharmacists", held virtually.

This theme is in keeping with the tremendous growth and advances seen in the pharmacy workforce with its direct involvement in public health planning measures, contributions, and research efforts to combat the pandemic, all the while coping with other burdens of diseases affecting the public. The

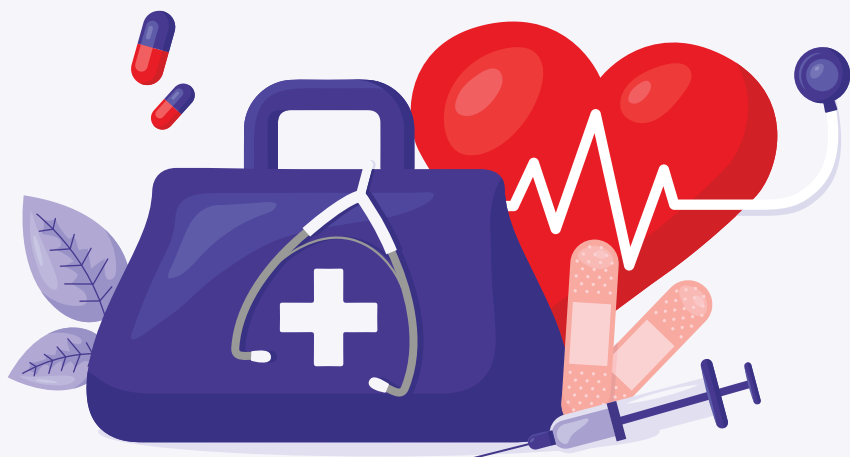
convention aimed to highlight these contributions by inviting pharmacists around the country to share their personal stories and struggles during the past year and a half.

The convention featured speakers from the pharmacy and medical backgrounds from Malaysia and countries such as Japan, the United States, Singapore, and Spain imparting their knowledge on a broad range of topics ranging from Halal Pharmaceuticals, Military Pharmacy, Technology-Enabled Pharmacy Services to Healthy Aging, Traditional Medicine and even Veterinary Pharmacy.

The Malaysian Pharmacist Society has played an important role in the development of the practice of pharmacy, pharmaceutical invention, and research as well as pharmacy education in the country since its conception in 1967. It has also continuously fostered the intra-professional relationship among its members by holding an annual national convention as well as focusing on current issues and trends affecting the profession and public health.

**The theme for this year was
"Exploration, Inspiration
and Transformation of
Pharmacists".**





The Convention brought in top pharmaceutical companies as sponsors and virtual booth exhibitors such as Bayer Co, GlaxoSmithKline Consumer Healthcare, Blackmores, DKSH Holdings, Menarini, Duopharma, Boehringer Ingelheim, Pfizer and many others.

The convention highlighted contributions by inviting pharmacists around the country to share their personal stories.

UCSI University's Faculty of Pharmaceutical Sciences played a significant role in organising the convention. Dean, Associate Professor Dr Mogana Sundari Rajagopal served as the Scientific Committee Chairman, while academic staff members Assistant Professor Dr Muhammad Junaid Farrukh, Hee Mei Qi, and Yap Chuan Sheng were members of the Scientific Committee (Publicity Coordinator, Secretariat and Programme Coordinator respectively). Lecturer Por Choo Shiuan was elected as Head of Social Media and Marketing while Anabelle Rose Joykin, his team member, was also committee member of the Content and Copywriting Team.

Former Minister of Health YB Dato' Sri Dr Adham Bin Baba officiated the convention. In his opening speech, he thanked pharmacists for being a part of the essential services and acknowledged them as crucial frontliners in the face of the COVID-19 pandemic. To him, pharmacists complement doctors in tackling many health problems together especially with regards to chronic disease management.

Perhaps the biggest draw to the event was Vaccine Advocacy Forum organised by the Scientific Committee. It featured a Q&A session with YB Khairy Jamaluddin Abu Bakar, Former of Science, Technology, and Innovation on the current progress and issues pertaining to the National COVID-19 Immunisation Programme. During the Q&A, YB Khairy indicated that it was not impossible for community pharmacists to administer COVID-19 vaccinations and encouraged the society to further pursue the matter with the Ministry of Health.

This is in view of several other countries where trained and certified pharmacists have vaccination administration authority like in Canada, the US, the UK, and Portugal and have greatly sped up their countries' Covid-19 vaccination programmes. These certainly left no doubt regarding the capabilities and skills of pharmacists in Malaysia, further solidifying their roles in public healthcare.

The involvement of Faculty of Pharmaceutical Sciences in this convention has highlighted the impactful contribution brought upon by academic pharmacists to the profession of pharmacy on the national and international stage. The faculty is looking forward to making a difference again in next year's convention.

YB Dato' Sri Dr Adham Bin Baba thanked pharmacists for being a part of the essential services and acknowledged them as crucial frontliners.



IN AND AROUND CAMPUS

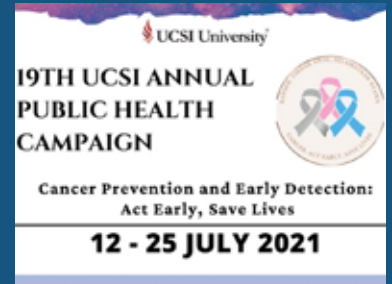
Prominent Alumni Lecture Series – July 29, 2021

This event organised by Student Affairs and Alumni, and supported by UCSI University's Alumni Association, featured alumnus Eric Yee Chee Yin, Founder, and Managing Director of Miko Food Enterprise Sdn Bhd and James Koo Jian Wei, Co-Founder and CEO of Kewdoo as speakers. Eric and James are students of Bachelor of Food Science With Nutrition and Bachelor of Science (Hons) Actuarial Science respectively, shared their experience on being entrepreneurs, tips on getting employed in this pandemic era and answered questions from the audience during a roundtable forum.



19th UCSI Annual Public Health Campaign – 12-25 July 2021

Organised by UCSI's Faculty of Pharmaceutical Sciences, this event was themed "Breast, Colorectal and Lung Cancer" to raise awareness on the early detection and prevention of various types of cancer. The two-week campaign involved many activities such as cancer awareness webinars, viewing of informational videos, and free basic health screening tests, in hopes of breaking the stigma associated with cancer which prevents patients from getting diagnosed and treated.



**Phuket International
Tourism Conference 2021
– 15 June 2021**

This event, co-hosted by UCSI's Faculty of Hospitality and Tourism Management, aimed to address the challenges, responses and recovery strategies faced by the tourism industry not only nationally, but globally as well. As travel and tourism has become one of the most important sectors in the world economy, the conference focused on crisis management and let viewers gain perspective of the industry in the current setting due to COVID-19.



World Oceans Day – 8 June 2021

In conjunction with World Oceans Day initiated by The United Nations, UCSI community celebrated the importance of the ocean with a series of talks featuring experts from the Centre for Marine and Coastal Studies (CEMACS), the Institute of Oceanography and Environment (INOS), the Marine Technology Centre (MTC) as well as UCSI's Faculty of Engineering, Technology and Built Environment. The objective was to celebrate the ocean and educate the society on how one's actions can affect the ocean, so we must protect it and sustainably use its resources.



New Programme at UCSI University

MASTER OF PHILOSOPHY IN BUILT ENVIRONMENT

(N/580/7/0021)(02/2026)(MQA/PA14224)

This research programme aims to stimulate and develop learners' research competency while nurturing them to be independent thinkers, with creative thinking and problem-solving skills as the leaders in the field of built environment. The School of Architecture and Built Environment provides a unique graduate learning experience, specially designed to enhance knowledge on the Sustainable Development Goals through interdisciplinary thinking in research. Apart from being a stepping-stone towards the PhD degree, students may work as a Public Administrator or Policy Researcher, Urban or Rural Development Strategist, Property Marketing Strategist, Environmental Analyst or Community Development Planner.



The Synergistic Power of Financial Technology



The Fintech world has undoubtedly matured and diversified creating a huge demand in the market in various specialisations.

UCSI University successfully launched the latest programme under its umbrella, Bachelor of Financial Technology (Honours) on 24 July, 2021 held virtually via UCSI University's official Facebook page. This Fintech programme is said to change the conventional functions of financial market and institutions nationally and globally allowing students to secure future-proof careers worldwide.

“It does not matter what background you are from, you can always jump into Fintech.

- Jenna Huey - ”

Dean of the Faculty of Business and Management, Associate Professor Dr Pek Chuen Khee, emphasised in his welcoming address that this specially curated programme enables students to understand latest trends, impacts, innovations and applications using both financial and technological innovations in finance such as digital finance channels, blockchain, cryptocurrency, machine learning and artificial intelligence.

“It is no longer a time where people do not really understand Fintech like many years ago. It is a very lucrative market now, and if you are thinking of really jumping into the Fintech world by taking up a degree, this is very good time,” shared Co-Founder and Chief Executive Officer of FortNynja, Jenna Huey who was one of the forum speakers present at the virtual launch.

She also added, “I did not start off from the financial or technological background; so it does not matter what background you

are from, you can always jump into Fintech.”

The other distinguished guest speaker, Dr Jeannie Hoh, Finance and Accounting Consultant of Global Shared Services shared her insights on the topic “Digital Transformation of Multinationals’ Finance and Accounting” which focused on how Fintech is associated to banking industries specifically from the perspective of multinationals.

“This is a new degree which is very much sought-after in the marketplace today. The next generation will not just encounter Fintech in the banking or other familiar industries but to a large extent in most of the medium to large organisations,” said Dr Jeannie also the former Finance Director of Hewlett-Packard.

She expressed that the synergy of finance and technology with its expectations has always been on the table where multinational employers seek to hire graduates with combined skills in finance, technology and management enabling

“This is a new degree which is very much sought-after in the marketplace today.

- Jeannie Hoh - ”

humans to work along with machines to develop, automate and improve current workforce, complex processes, time efficiency as well as business solutions.

The Fintech world has undoubtedly matured and diversified creating a huge demand in the market in various specialisations. Hence, one should not just be book-keepers but strive to become successful business partners and perform business advisory roles in multinational organisations. This Bachelor of Financial Technology (Honours) will not only provide the opportunities but also the platform to connect with experts and industry players to help shape an industrial revolutionised mindset.

...this specially curated programme enables students to understand latest trends, impacts, innovations and applications...

- Dr Pek Chuen Khee -



Assistant Professor Ar Chia Lin Lin: Creativity And Non-Conformity

When did you start your career at UCSI University and tell us about your experience working as Deputy Dean at School of Architecture and Built Environment (SABE)?

I joined UCSI University in 2006 as a lecturer, taking up the position as Head of Programme in 2013. At that time, the architecture programme was small and intimate with less than 150 students. We were a close-knit family and constantly shared our vision and mission of a responsible design school. We were young and ambitious and compassionate at the same time. I became Head of School in 2015. Being then promoted to the position of Deputy Dean did not change my involvement with the dynamics of the school. The ever-strong support from the University has brought us where we are today, and that has been my motivation; to gather the strength of every member within the School and expand to greater horizons.

How did SABE then evolve?

The architecture programme evolved through vigorous and active involvement with the community. Though not intentionally targeting industry players, more and more like-minded organisations and professionals came on board. The architecture programme slowly but steadily grew as we gained clarity in our direction.

What made you pursue a career in Architecture?

During high school, I was inclined to creative work and non-conformity that at times, landed me in trouble but most of the time led me to think out of the box. I studied architecture in Universiti Sains Malaysia and graduated with a Part 2 qualification, I got attached with an architect firm. I worked with

The ever-strong support from the University has brought us where we are today, and that has been my motivation...



many great people, learning the trade with projects ranging from single residential house to condominium and retails. It is fulfilling when we see our design transformed from drawings on screen to life-sized buildings. Walking within the completed building compound and enjoying that moment of pride is just overwhelming.

Please describe your specific interest in this field.

When I pursued my Master in Environment, the sustainability of built environment became my focus as I learnt that 40% of the world's resources are utilised in this field. I was intrigued with the choice of materials in construction and their potential to be de-constructed for reuse. Thus, people and environment are the two main interests of mine.

“**Walking within the completed building compound and enjoying that moment of pride is just overwhelming.**”

How has UCSI impacted your life and career so far?

Apart from management, UCSI provided me with a level platform to progress in developing goals, strategic plans, school policies as well as making decisions on the direction of the school.

What are some challenges you face in this role and how do you overcome them?

To seek clarity in the school direction is the very first challenge; followed by bringing individuals of different backgrounds and values together with a common goal. There is only one solution to all these challenges in my opinion. It is honest and open communication where you not only seek understanding, you listen to others' concerns and find a common ground to work with.



Enjoying the lighter moments with students.



The SABE family remains a close-knit one.

What is a characteristic that one would need to succeed in this field?

Empathy is the key characteristic of an architect as the dominant role of architect is to map users' needs, ways of life and desires.

What is your advice to students?

To be a good person. We need to be constantly reminded of this key value as a professional.

What are some of the goals and visions of SABE moving forward?

We aim to embrace empathic design gearing SABE to be an intellectually resilient Praxis school in built environment renowned for its leadership in academic pursuits and engagement with the industry and the community.



A team of different backgrounds and values following a common goal.

“**Empathy is the key characteristic of an architect...**”

Sowing Seeds Of Change

Hands Of Hope (HOH) is a long-term volunteer project with the mission to sow seeds of change within the refugee community through education. HOH is one of the initiatives of Youth Beyond Boundaries (YBB). YBB is a fraternity led by students that turn game-changing ideas into consequential outcomes, purposed to empower UCSI University scholars with holistic leadership development.

HOH has organised many events to bring awareness of refugees in Malaysia and raise funds to provide quality education for refugee children. Among all the events organised, the Charity Musical Night was held on a big scale. Proceed from this event was contributed to the Sponsor-A-Child Project (SAC), a project which helps prevent refugee children with financial difficulties from dropping out from their community schools.

Despite the pandemic, the HOH team did not lose hope and organised a virtual campaign to make sure the SAC Project still sailed successfully.

The virtual campaign was called 'Sowing Seeds of Change (SSOC)' Fundraising Campaign 2021 and aimed to raise funds and create awareness of refugee children in Malaysia. Three events were organised. They were SSOC Charity Virtual Run, a forum session called "Go Beyond Boundaries" and a talent contest called "I Have A Talent". Apart from raising funds and creating awareness, there was a desire to develop a better understanding of the refugee community in Malaysia and to empower the refugee community.

SAC sponsors the fees of selected students from several refugee learning centres.

I Have A Talent

This was an online talent contest for refugee children to showcase their talents. 26 videos from the participants were collected for the first round and were judged on social media based on the number of 'likes'. The top 6 participants with the highest number of 'likes' were eligible to join the grand finale of the contest.

**YOUTH
BEYOND
BOUNDARIES**

The SAC project helps prevent refugee children... from dropping out of schools.





...there was a desire to develop a better understanding of the refugee community in Malaysia.

Forum: Go Beyond Boundaries

A forum session on the topic 'Why Education for Refugees Matter?' was organised online. The speakers of the forum were Min Chia, the Co-founder of E-Illuminate and Tony, a refugee student who graduated from Ruth Education Centre and worked as an intern at UCSI Living Lab. The interviewee of this series was Deborah Henry, Co-Founder of Fugee and the Founder of Fugeelah. Likewise, the proceeds of the events were fully channelled into the SAC Project, thereby supporting the main objective of the campaign.

A total of RM6,000 was successfully raised from 2 platinum sponsors namely Yong Family Charity Trust (YFCT) and Tan Boon Ming (TBM) Sdn Bhd. YFCT is a self-funded charity that focuses on motivating underprivileged children in creating a better life for themselves through education and mentorship. TBM is an electronic chain store that offers a wide range of electronic appliances.



SSOC Charity Virtual Run

Participants were required to run virtually in a 5km challenge with no limitations and the running distance was collected on a cumulative basis throughout the month. To spark the competitive spirit in the participants and to make the run more interesting, the Runner Leaderboard System and Weekly Quest were included. The quests were designed to increase public awareness about refugee issues and increase participants' engagement.



Deborah spoke on empowerment of the refugee community.

Joel Phua: To Life “In” Harvard

“I am convinced that computational research is a viable career pathway in pandemic times following the social distancing and work-from-home culture.”

Not many people, because of the pandemic, have been able to pursue their dream career or educational journey as much as they would have liked to do so. However, UCSI University's alumnus Joel Phua Jia Meng was one such person who was fortunate enough to embark on his journey right before the peak of the pandemic chaos. In late 2019, he began his research with Massachusetts General Hospital (MGH), a Harvard University Hospital and did not let time and tide determine his success.

Joel Phua, a Biotechnology student at UCSI, was one of the few students selected to do high impact research at a renowned institution of higher learning under UCSI University's Star Trek programme. The programme aims to award the university's brightest students with opportunities to obtain exposure working or studying with top corporations and universities.

“Initially I felt a plethora of emotions; shock, gratefulness, intimidation and excitement all at the same time,” he said.

According to Joel, the bioinformatic work of the project proved challenging and his saving grace was the initial few months of the project where he went through a crash course with one of his supervisors from MGH to familiarise himself with the basics required to execute the project. Otherwise, he said, most of the learning was on-the-job.

“Being computationally driven, I didn't have to go to the laboratory to do any of my work. Instead, simply sitting in the comfort of my home with a computer and an internet connection was sufficient. On one hand, one could say that I didn't have the opportunity to exercise my laboratory skills, but I'd say that the light coding and computer logic skills I learnt will go a long way,” he added.

“As a result, I am convinced that computational research is a viable career pathway in pandemic times following the social distancing and work-from-home culture,” he remarked.



Joel Phua's research at MGH was a computational genomics project that involved identifying genetic changes from the treatment of clinical depression using alternative treatments.

“I was working on a project determining the kinds of viable treatments for depression and their mechanisms. Specifically, my project involved comparing the genetic expressions between people who receive different treatments to determine their genetic mechanisms in alleviating depression.” Joel shared.



Being part of the UCSI Christian Fellowship club felt like being part of a big, loving family.

“
The best courses in my university life were those with lecturers who communicated the syllabus well and connected with their students.
 ”

As Joel reminisced about his time at UCSI, he had this to say: “The best courses were the ones where I had lecturers who communicated the syllabus well. As a plant lover, I was excited for cell and tissue culture because it featured a plant culture subsection. I also liked molecular cell biology and human molecular genetics.”

He said that the entire UCSI experience would continue to hold a profound impact on his life; a unique learning experience, irreplaceable in his lifetime.

“I owe my success to God - this life is dedicated to living for Him I was brought through the whole project by Him - he gave me supportive and patient supervisors and collaborators; a family that was really understanding through this stressful process; and friends who were just there for me.”

For those students following in his footsteps, he advises them to: Remember to enjoy university life; make friends - both with course mates and lecturers; know that university is much more than the qualification you'll get at the end - it's also about

understanding other humans, expanding your horizons, and exploring your talents, amongst a myriad of other things.

Joel's story is a testament for other students who are aspiring to study and do research in a prestigious school overseas. However even through his success, he has kept himself grounded and holds truly to his religion as a moral compass.

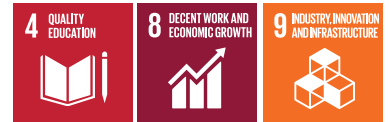


Joel looking back on a hectic pandemic year with his lab team.

“
..university is also about understanding other humans, expanding your horizons, and exploring your talents, amongst a myriad of other things.
 ”

Senior Professor Ooi

Staying Dedicated In The Field



If you were to ask Senior Professor Ts Dr Ooi Keng Boon now what is his passion in life, he would say, teaching. However, like most people, he had the chance to pursue his dream career only later in his life. He started lecturing in 2006, and after being Dean of Faculty of Business at UCSI University for six years, he became Dean of what is now known as UCSI Graduate Business School. And the journey continues...

Senior Professor Ooi made it to the World's Top Scientists Ranking for Computer Science and Electronics by "Guide2Research" 2021.

Over the years at UCSI, Senior Professor Ooi has been in the limelight of the university in terms of research, the many national and international awards he has received and most of all, his dedication in the field of industrial management and information systems. He is well-known for his many highly cited articles on mobile commerce and most recently in 2021 has made a name for himself as the #1 Top Author in the field of "Mobile Social Commerce" based on Microsoft's Academic Search result (2008-2021).

Earlier in the year, he was also ranked as one of the World's Top 3% Scientists based on Google's Scholar H-index in Engineering & Technology/Industrial & Manufacturing Engineering by *AD Scientific Index* (Alper-Doger Scientific Index) 2021. Perhaps one of his defining moments was when he made it to the World's Top Scientists Ranking for Computer Science and Electronics by "Guide2Research" 2021.

When asked how he feels about these achievements and what he attributes his success to, he says, "I am delighted and thankful at the same time for these recognitions. I would also like to thank the UCSI University community for all the opportunities and support it has provided over the years."

Not one to get carried away with his achievements, he remains dedicated in the field providing guidance to the PhD students and spurring them on to excel in research themselves. According to him, hard work and dedication always pay off and there is nothing impossible if you put your mind to it.

As for writing an impactful article, he stressed that it is important to submit one's manuscript to well-known and reputable international journals to bring more visibility to one's publications. According to him, "This may not be easy as the reviewers can be very critical with one's work. But at the end of the day, the feedback will help to improve the quality of one's existing manuscript to a publishable standard."

Undoubtedly Senior Professor Ooi has come a long way but the excitement and novelty of getting another award have not worn off. Also, recognitions and accomplishments may come and go but it is the dedication and commitment that one has in the field that makes them stand out the most and be respected by colleagues and students alike.

Senior Professor Ooi has been in the limelight of UCSI University in terms of research,...awards and most of all, his dedication in the field.

An Eye For An Art



UCSI University's De Institute of Creative Arts and Design (ICAD) celebrated yet another successful year with L'OCCITANE as they joined together to make a difference in society through Caring For Sight Design Competition held virtually. This meaningful competition opened doors for budding new designers wanting to showcase their talents apart from the noble cause of funding eye care projects nationwide.



Elida Wong, Brand General Manager of L'OCCITANE Malaysia impressed by the students' creativity in expressing their interpretations.

"Caring For Sight Charity Project is one of L'OCCITANE Malaysia's many philanthropic efforts toward raising funds for local eye care projects. After the success of last year's competition, we were impressed by the students' creativity in expressing their interpretation of our 'Caring For Sight' commitment. Hence, this year we wanted students to continue gaining industry experience through a design project, while motivating them to channel their talents to help the visually impaired receive eye care", shared L'OCCITANE Malaysia Brand General Manager, Elida Wong.

This year, one of ICAD's students won the RM1,000 for her digital sketch design which strictly followed the colour scheme given by L'OCCITANE featuring a boy gazing at the beautiful view of a night sky with his eyes wide open in the dark.

"I decided to go with a whole visual that represents inner peace, and about how being blind doesn't take away your happiness. We can still enjoy things without having to see it through our eyes," said Prisca Misyel Wewengkang, the 19-year-old Graphic Design student. "We are very proud to see our students put

"I started from zero, without knowing anything and here I am, able to experience this great opportunity together with L'OCCITANE and UCSI."

- Prisca Misyel Wewengkang, ICAD Graphic Design student -

their design skills to the test for a good cause like L'OCCITANE Malaysia's Caring For Sight Charity Project. We believe that they have gained invaluable industry experience that will inspire them to further apply their creative talent in the corporate world," said ICAD lecturer, Muhammad Bathoulullah bin A. Aziz.

To date, L'OCCITANE Malaysia has donated more than RM844,000 which has helped more than 39,000 Malaysians receive proper eye care including eye screenings, spectacle donations, cataract surgeries and training in collaboration with partner NGOs who support the visually impaired community. It is envisioned that competitions like this will not only be used for talent showcases but to educate the nation about blindness prevention and the importance of proper eye care as well.



Prisca Misyel wanted to show the representation of inner peace through her sketch that inability to see does not restrict happiness.

"We believe that students have gained invaluable industry experience that will inspire them to further apply their creative talent in the corporate world."

- Muhammad Bathoulullah bin A. Aziz, ICAD lecturer -



The winning digital sketch designed by Prisca which speaks a thousand words.

One Kuih At A Time: Cross Cultural Delicacies



UCSI University celebrates diversity and social inclusion among the many cultures of its students. Fostering a nature of cross-cultural acceptance and tolerance are part of the values at UCSI. In light of this, the UCSI University Mass Communication students embarked on a project “Lu Ho Baba Nyonya” which aims to take you through a holistic journey in celebration and appreciation of the Baba Nyonya people in Malaysia. In this article, Darinee talks about the rich culture of these people in terms of one of their delicacies, the “kuih”.

By Darinee Durairaja
BA (Hons) Mass Communication

Talking Terms: What's in a Name?

Kueh or kuih? Enunciating the word like most Malaysians do, does not help one determine the spelling. Conclusively, the word is ‘correctly’ spelled ‘kuih’ in Malaysia. Over in Indonesia, this same word is formally ‘kue’. Since this is an article pertaining to a very specific Malaysian race written by a Malaysian writer in Malaysia, the spelling will remain as ‘kuih’ consistently throughout the article.

It is quite a daunting task to define what the seemingly unfettered kuih is. It is a confectionary and a snack – the serving size is usually one that can be comfortably eaten in a single bite. It can be either sweet or savoury – sometimes, it is both. It is made with a myriad of ingredients with the usual suspects taking various forms.

Kuih is made and enjoyed by many of Malaysia's ethnicities with the most commercially successful ones being made by Baba Nyonyas in the southern parts of Malaysia; the northerners have quite a formidable repertoire of kuih recipes as well.

Tasty Trinity: What's in a Recipe?

For the sake of clarity, the Baba Nyonyas that are referenced here are the progeny of Chinese male traders from China and local women of mostly Malay descent prior to the Islamification of Malaya.

The ‘desserts/snacks’ of this complex cuisine are made using the same staples one will find in most Nyonya kitchens - yet the variations are quite astounding. For the purpose of analogies, there will be three ingredients that make up the ‘aunties’ of the kuih world.

Rice makes one of the trinities of kuih ingredients that is quintessentially Baba Nyonya. Kelapa or coconut is the second ‘aunty’. The last ‘aunty’ of the trinity is the sweetener. The usage of such a broad term is necessitated by the fact that Nyonyas use all sorts: from cane sugars, brown sugars, and honey to the multitudes of palm sugar.

Kuih is made and enjoyed by many of Malaysia's ethnicities with the most commercially successful ones being made by Baba Nyonyas.



An wide array of kuihs prepared for any occasion.

Tricky Technicalities: What's in a Skill?

One can infer that Nyonyas are extremely prideful of their cooking and will do things as they are taught. These days though, as fewer Baba Nyonyas are taking up this back-breaking job of making kuihs the 'original way' and with the rampant influx of 'not-made-by-Babas-or-Nyonyas' kuihs, it's harder to discern what the authentic ones would be like. Authentic here is set to mean the proper techniques and ingredient ratios, because if one is to be honest, tastes differ from household to household.

I have chosen to equate the trinity of ingredients to aunties because, based on my observation, the Baba Nyonyas are quite a matriarchal culture - the Nyonyas are the jewels of the culture. The aunties are instrumental in a lot of the traditions and practices, hence why I have used them as an analogy in kuih-making.

With students from a multitude of backgrounds and ethnicities around the world, UCSI University stands for equality and cultural awareness. Articles such as this will provide insights and information on specific cultures as well as explaining the intricate nuances that make a culture unique from others.

Authentic here is set to mean the proper techniques and ingredient ratios, because tastes differ from household to household.



Kuihs vary in taste – some are sweet and some are savoury.



Sago gula Melaka - a popular dessert made with coconut milk.



The ubiquitous kuih lapis.

Reaching Out To The Needy

Essentially the aim of the UCSI Food Bank is to provide those in need with food and positive energy to continue their lives.

In light of the pandemic, it is crucial for us to remember the needy and underprivileged who may not have the basic necessities of life or are having a rough time. In order to reach out to this marginalised community, UCSI Group has set up a food bank at Ground Floor, Block G at UCSI University donating food and supplies to those in need, especially the B40 group, those who are jobless and poor as well as refugees and foreign workers.

“May our donations bring them some cheer and relief. I don’t want this food bank to be just like other food banks; I wish to provide more because whatever food we provide may only last for a few days to a few weeks; they need more support. The UCSI Group Food Bank also provides counselling with help from NGOs and help centres,” said De Institute of Creative Arts and Design event head, Ts Lucas Lim.

As the person who founded and came up with the idea of the UCSI Group Food Bank, Lucas says that the group has already reached out to 552 poor families and hopes it can do so for 1000 families in total.



Towards a good cause.



Supporters and main sponsors are LINACO, Lions Club of KL Capital, Kawan, TAPPAULAH.com.my, SMI Electric Automation, the public and UCSI friends. Some of the donations were rice, oil, instant noodles, canned foods, biscuits, mihun, cash and sponsorship all worth RM70,000.

“We were able to help a single mum of two kids with a work-from-home job, a second-hand laptop and RM500 for 3 months with the help of one of our sponsors. We will also help another single parent family, where the mother works in Korea, and there is only an 8-year-old and his brother at home. We will visit this family next week to give them more support,” added Lucas.



UCSI volunteers doing their part.

According to Lucas, the aim of the UCSI Food Bank is simple; essentially it is to provide those in need with food and positive energy to continue their lives.

Staff from various departments within UCSI also showed their support by helping at the food bank including those from Institute of Music, UCSI College, Group Corporate Affairs, Faculty of Applied Sciences, students from LEO Club and University Trust, to name a few.



UCSI Food Bank handing out supplies for the needy.



UCSI Food Bank aims to bring cheer and relief.

Altogether it was a team effort and all organisers and participants left with a sense of goodwill and hope for those who were in need and who managed to receive assistance in one way or the other. UCSI's Food Bank will continue to receive donations for those in need and those interested to volunteer or donate can contact Lucas Lim at 012-9429218.



“May our donations bring them some cheer and relief. I don’t want this food bank to be just like other food banks; I wish to provide more...”

- Ts Lucas Lim -

Engineer Your Future: Leaders in Industrial Revolution 4.0



This informative talk, held on 29 June, 2021, was organised by the Mechanical and Mechatronics Department of UCSI's Faculty of Engineering, Technology and Built Environment (FETBE). Deputy Dean, Assistant Professor Eur Ing Ts Dr Lim Wei Hong and Mechanical Engineering lecturer, Dr Alex Teng Kah Hou shared their extensive knowledge during this session which was moderated by Tey Wah Yen, also a lecturer from the Mechanical Engineering department.

The objective was to enrich the students' knowledge and get them to be ready to step into the job market once they graduate.

Tey shared the history of the eras dating back to Industrial Revolution 1.0 where the first mechanical production machines powered by water and steam were introduced in 1780. Industry Revolution 2.0 in 1870 involved the mass production line powered by electric energy which made a huge impact on the industrial economics.



Dr Alex also talked about how in current IR 4.0 technology, machine to machine communication has been expedited.

Automation using electronics and computers progressed rapidly in Industrial Revolution 3.0 impacting low-cost economics by offshoring the production practice. Nowadays, there is a paradigm shift from mass production and efficiency focus into digitalisation. Industrial Revolution 4.0 works toward connecting devices, data analytics and artificial



Deputy Dean, Assistant Professor Eur Ing Ts Dr Lim Wei Hong emphasised that it is crucial for students to know the skills expected of them in the workforce.

“IR 4.0 is not some futuristic idea. In fact, all of us are experiencing the impact of IR 4.0 in daily life.”

- Assistant Professor Eur Ing Ts Dr Lim Wei Hong -

intelligence technologies to automate processes further into “smart” technology.

Dr Lim and Dr Alex added that in the current IR 4.0 technology, machine to machine communication is expedited by multiple developed research areas such as internet of things, big data analysis, advanced robotics, 3D printing technology, mobile technologies, cloud computing, cybersecurity, cognitive computing (machine learning), etc.

According to Dr Lim, “IR 4.0 is not some futuristic idea. In fact, all of us are experiencing the impact of IR 4.0 in daily

life. It is crucial for our students to know the skills expected of them in the workforce in order for them to be well-equipped and competitive in the era of IR 4.0.

UCSI University has invested RM28 million in building over 15 engineering labs powered by IR4.0 leading technologies. These provide our students a conducive learning environment coupled with hand-on experience in industry-based equipment. Hence, in this way, UCSI University aims to produce highly skilled and industry-ready students.

UCSI University has invested RM28 million in building over 15 engineering labs powered by IR4.0 leading technologies.



Tey Wah Yen, moderator of the talk, shared about the different eras of the Industrial Revolution.



Engineering Alumni From Africa

This edition of UCSI's Alumni Spotlight is a special one as it features three alumni from Africa, who have all graduated from UCSI's Faculty of Engineering, Technology and Built Environment. They are working at Wilmar International Limited in its African branch. Wilmar is based in Singapore and is a agri-business group.

Hear about their experiences at Wilmar and how they felt about their time at UCSI and what made the most impact on them during their time here. Also get to know what their advice is for students and what made them choose UCSI University.

Moses Syabuleka Musoki

Bachelor of Petroleum Engineering with Honours, graduated 2017.

What do you do at Wilmar?

I am currently employed with Wilmar Africa's upstream operations in Uganda involving plantations and mills. As a petroleum engineering student, there was a lot of overlap with oil and gas. It was a good fit professionally.

What was your experience at UCSI University?

My time at UCSI was a transformational experience, both in academics and social life. Engineering at UCSI was quite rigorous; it is not surprising that graduates fare well in their working life.

What did you learn at UCSI University?

Most important thing I learnt at UCSI was continuous improvement. From the moment we walked into the door it was clear that one had to work on improving themselves on a daily basis.

What made you choose UCSI University?

I chose UCSI because it is a well-ranked university, offering a wide range of programmes. It is always nice to see news of UCSI moving up in the rankings. It is proof that I made the right choice.

Sufyanu Abubakar

Bachelor of Electrical & Electronics Engineering with Honours, graduated 2013.

Tell us your experience at UCSI University

My experience was awesome as I got to meet different people from all over the world and learnt from the best teachers as well.

What was the most important thing you learnt at UCSI?

To be excellent and stand out in whatever endeavour I undertake.

How did your time at UCSI prepare you for work after graduation?

Well, my time at UCSI was a tough one. From the academics to the environment. Overcoming these challenges prepared me for other challenges at work.

Your advice to students?

My advice to students is to enjoy the moment, work harder and graduate with the best possible results.

Masimba Shonhiwa

Bachelor of Chemical Engineering with Honours, graduated 2016.

What do you do at Wilmar?

At Wilmar, Tanzania, I am the Oil Production Manager dealing in production planning, refinery operations, packaging plant operations, effluent treatment plant operations and production, etc.

How did your time at UCSI prepare you for work after graduation?

The Co-Op programmes were really good and exposed me to working life even before I completed my degree. It improved my relationships with people and how to communicate with others.

What is one thing you learnt at UCSI University?

I learnt that to achieve a set target, you have to consistently work towards it.

What was your experience at UCSI University?

I experienced a lot of cultural diversity and how to live and blend in with different people who have different beliefs, values and religion. This experience prepared me as I can easily blend in with different people now and work well.





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