

# THE UCSI GAZETTE

THE UNIVERSITY MAGAZINE



**FACULTY OF BUSINESS AND INFORMATION SCIENCE**



**VOLUME 12**

UCSI Education Sdn Bhd (185479-U)  
ISSN: 2590-3616 • KDN: PQ/PP/1505/(18824)-(8)



Melawati  
Mall

city shopping at your doorstep

# WELCOME TO THE HEART OF MELAWATI

## FAMILY IS WHERE THE HEART IS

This is what Melawati has been waiting for. A vibrant lifestyle hub that promises **excitement for all the family**. Shop, meet and share in comfort and style. Enjoy fabulous food and fun. Discover the great brands right on your doorstep.



A joint development by:



Sime Darby CapitaLand (Melawati Mall) Sdn Bhd  
UP2-01, Centre Management Office, Melawati Mall, 355, Jalan Bandar Melawati,  
Pusat Bandar Melawati, 53100 Kuala Lumpur.

  melawatimall  
[www.melawatimall.com](http://www.melawatimall.com)





12

## UCSI'S FACULTY OF BUSINESS AND INFORMATION SCIENCE: KEYS TO SUCCESS

05

The launching of **UCSI's new academic building** and 2017 **#SaySomethingNice** Campaign.



07

### **Congratulations graduands!**

UCSI University celebrates 30th Convocation Ceremony.

19

### **Write Right**

Insights from some of Malaysia's most experienced authors and journalists.

21

### **Collaboration with**

**Melawati Mall:** Providing UCSI students a platform to showcase their creativity.



## UCSI expands its internationalisation initiative with ABCHorizon

UCSI University (UCSI) expanded its internationalisation initiative by inking a Memorandum of Agreement (MOA) with ABCHorizon, a private educational centre that offers academic and vocational learning in Turkey, paving the way for their students to pursue UCSI's undergraduate and postgraduate studies within their homeland.

The collaboration will see ABCHorizon students who have completed their Higher National Diploma programme given considerable exemptions before transferring into these programmes offered at UCSI's Kuala Lumpur campus: Bachelor of Arts (Hons) Business Administration, Bachelor of Science (Hons) Computing, and Master of Business Administration.

According to ABCHorizon's Chief Executive Officer Abdulsamad Chikh Wassouf, the partnership with UCSI could not have come at a better time as it is an increasing necessity within the country.

"There was a need for more higher education programmes as there are about three million Iraqi

and Syrian refugees in Istanbul where the institute is located and bringing in new programmes can cater to demands of the many young people who could not finish their studies because of the war."

The Agreement was signed by UCSI's Vice-Chancellor and President Senior Professor Dato' Dr Khalid Yusoff and Abdulsamad.

"I believe that this MOA will lead to many new initiatives that will add academic value for both parties in the years to come," said Willie Tan Moh Leong, UCSI's Vice-President of Student Enrolment Centre, who was present as a witness at the signing ceremony. "We look forward to educating the leaders of tomorrow with ABCHorizon, as we grow closer as nations."

The signing ceremony was also witnessed by ABCHorizon's Computing Department Programme Leader Ahmed Hikmat Saeed.

Also in attendance were UCSI's Vice-President of Group Legal Office and Group Registrar of UCSI Education Group Abu Bakar Bin Jalaluddin

and Dean of UCSI Faculty of Business and Information Science Professor Dr Ooi Keng Boon.

“

**We look forward to educating the leaders of tomorrow with ABCHorizon, as we grow closer as nations.**

— WILLIE TAN MOH LEONG

UCSI's Vice-President of Student Enrolment Centre

”





## UCSI students bagged medals at the biggest multi-sports event in Southeast Asia



Keith Lim Kit Sern (far right) and his team won two medals for swimming in the SEA Games.

The euphoria and pride of winning a medal for your country is indescribable, as any national sportsperson who has ever done so would attest to. What tops that? The adrenaline-infused moments of competing, buoyed by the deafening roar of thousands of people cheering your name, as you carry their hope and wishes for a name and place in history.

For Keith Lim Kit Sern, who competed in the KL2017 SEA Games for the very first time and won, his journey has been nothing short of remarkable; from the tough training hours to the moment he stood on the winners' podium and received his medals.

Keith and his team won 2 medals for swimming — silver for Men's 4x100m Freestyle Relay and bronze for Men's 4x200m Freestyle Relay. Ahead of the games, Keith had to juggle his first year degree studies in Finance and Investment at UCSI University (UCSI) and an average 22 hours per week training — but he persevered and believed it was all worth it.

He started off swimming at the age of seven, following in the footsteps of his sister but soon found his passion in the sports and started competing professionally the following year. He hopes that he can continue to represent Malaysia as long as he can and graduate with good grades to secure a stable job.

Conversely, Civil Engineering student Tan Yi Xun proved third time's a charm, when he finally won his first medal on his third SEA Games outing. Winning the bronze medal for water polo in their home ground has never been sweeter for Tan and his squad, after coming in fourth placing twice at the 2013 SEA Games in Myanmar and 2015 SEA Games in Singapore.

Tan started out with swimming at the age of five but switched to water polo at 11 when his curiosity got the better of him and he joined his brother's training team. It turned out that he preferred this team water sports to swimming and proved to be good at it.

After winning a silver medal at the ASEAN School Games 2011 in Singapore and later a gold medal at the 2011 Baker Challenge organised by Anglo-Chinese School (Barker Road), Singapore, he was selected for the national water polo squad at 17 and started training professionally under the Amateur Swimming Union of Malaysia (ASUM) programme.

When asked about his challenge in balancing his studies and training, Tan explains that it is all about revolving priorities and time management — he spends more time on his studies when it is exam period and more time on training when nearing a competition.

While he hopes to continue competing and representing Malaysia in water polo as long as he can, Tan has set his sights on becoming a geotechnical engineer and is already charting his career trajectory by interning with an established engineering firm in Cheras during his third year.

It takes a certain amount of talent to excel in any sports but there is much more to it. Tan believes its grit — which translates into courage and resolve or strength of character. "Everyone needs inner motivation, it is very important to achieve anything in life because no one can push you to greatness until you do it yourself."

Both Keith and Tan have demonstrated that perseverance and hard work are the bedrock for

achieving eminence in any field, and that one can excel both in academic and non-academic pursuits. The University wishes both athletes many more successes in their endeavours as they continue to make a mark for themselves and the country.



Tan Yi Xun and his KL2017 SEA Games bronze medal for water polo.

# THE LAUNCHING OF UCSI'S NEW ACADEMIC BUILDING AND 2017 #SAYSOMETHINGNICE CAMPAIGN

Malaysia Minister of Higher Education Dato' Seri Idris Jusoh was present at UCSI University (UCSI) to officiate the launching of its brand new academic building at its Kuala Lumpur campus recently.

The event was held in conjunction with the launching of UCSI and Zubedy (M) Sdn Bhd's #SaySomethingNice Campaign themed 'Through the Eyes of a Malaysian'.

The campaign — with the aim of promoting unity among Malaysians — covers over 30 unity-related projects with more than 10,000 participants nationwide. UCSI is proud to organise student-led projects in support of the campaign.

The campaign held between National Day and Malaysia Day annually has been running since 2011.

According to Anas Zubedy, the Managing Director of Zubedy, for unity to exist one must choose to see Malaysia as Malaysians instead of viewing the nation through racial lenses.

"When we choose, we pay attention. And when we pay attention, it becomes our reality. When we are conscious of something, it becomes a part of our daily lives."

Anas also highlighted the importance of focusing on words like '*muhabbah*' to promote unity. "*Muhabbah* makes values like respect, tolerance, empathy and love a part of our daily practices, while guiding us away from words like 'pendatang' and pariah.



"We also want to focus on the Rukun Negara because it generates important keywords like democratic, fair, progressive, just, and liberal," he said.

Dato' Seri Idris Jusoh, who also launched the Campaign, emphasised on the importance of instilling unity values among the students, to produce holistic graduates as the future leaders of the country. Besides putting academic excellence as key, the Ministry of Higher Education

is also paying attention towards producing graduates with good life skills such as communication, volunteerism, and self-confidence.

"One of the important values to be embedded is unity. Good academic results and enhanced employability are important, but the real value comes from a strong sense of appreciation, respect, and understanding of multicultural Malaysia."





Minister of Higher Education Dato' Seri Idris Jusoh officiating the 2017 #SaySomethingNice Campaign.

The signing of UCSI's new building Block E plaque by the Minister of Higher Education Dato' Seri Idris Jusoh, witnessed by (middle) UCSI Founder and Chairman of UCSI Group Dato' Peter Ng, UCSI's Vice-Chancellor and President Senior Prof Dato' Dr Khalid Yusoff, and the University's higher management personnel.

Minister of Higher Education Dato' Seri Idris Jusoh officiating UCSI's new academic building as Higher Education director-general Datin Paduka Dr Siti Hamisah, the University's higher management personnel and the Managing Director of Zubedy watch on.



Managing Director of Zubedy, Anas Zubedy, emphasising the importance of instilling unity among the people.

UCSI's Vice-Chancellor and President Senior Professor Dato' Dr Khalid Yusoff, who was also present at the event, expressed his gratitude to the Minister for his presence, which signifies his support for wholesome moulding of future leaders of the universities. The University believes in unity and has taken initiatives to produce well-rounded graduates with the virtue of unity.

"It is easy to be critical, but much more difficult to be creative. #SaySomethingNice Campaign is a step towards fostering responsibility in our acts and speeches, and a shift from being critical to being creative."

The Launch was also attended by UCSI Founder and Chairman of UCSI Group Dato' Peter Ng and Chairman of UCSI University Trust Dato' (Dr) Haji Karim Bin Haji Abdullah Omar. Officials from the Ministry of Higher Education, government agencies, and members of the higher education community and #SSNC supporters were among those who attended the launch event.



# UCSI UNIVERSITY CELEBRATES 30<sup>th</sup> CONVOCATION CEREMONY



Every year, UCSI University (UCSI) presents its Chancellor's Gold Medal Award to one exceptional graduate who demonstrates excellence in their study as well as outstanding personal attributes such as kindness and dedication — someone who stands over and above their peers, made a difference and inspired others in the process.

This year's recipient, Suzanne Ling Sook Shian, stands out for her astounding accomplishments over the past three years. Widely acclaimed as one of Malaysia's young leaders and seed planter, she co-founded the path-breaking Picha Project, a social enterprise that has helped uplift refugee families by providing them with a source of income.

The Picha Project, an online food catering and delivery business that employs refugee families as cooks, was one of the 25 projects selected for the Social Enterprise Track acceleration programme by the Malaysian Global Innovation and Creativity Centre (MaGIC) in 2016.

For a social initiative that started with no capital, the enterprise has generated over RM600,000, serving 32 thousand meals to some of the biggest Malaysian companies. Half the revenue is returned to the nine refugee families who were responsible for preparing the meals.

Recognising her passionate leadership to drive change, Suzanne was selected to represent Malaysia in the Young South East Asian Leadership Initiative (YSEALI) in 2016 and Ashoka Changemakerxchange Asia in 2017. Recently, her team was awarded The Edge Inspiring Young Leaders Award together with young luminaries such as Datuk Nicol David.

Amazingly, Suzanne started The Picha Project even before graduating. The seeds for the initiative



*Suzanne Ling, the Chancellor's Gold Medallist, credits her success to her parents for their support and encouragement.*

were planted when as President of UCSI Scholars' Circle (U-Schos), Suzanne first co-founded Hands of Hope to help educate underprivileged children such as refugee children.

When she realised that the same refugee children she teaches were dropping out of school to help their family earn money, she was compelled to look into long-term solutions; she decided to empower the families financially by giving them a livelihood and thus, the start of The Picha Project with her friends, Kim Lim and Lee Swee Lin.

Named after a three-year old Myanmar child who inspires Suzanne and her friends, the business caters and delivers authentic traditional Syrian, Gaza and Burmese meals cooked by refugee families. Through this initiative, The Picha Project not only gives them financial independence but equally important, a sense of dignity and pride.

Suzanne's optimism and passion are infectious and conspicuous. "If we just do a little more, care a little more for our family, community and others around us, the world can be a much better place.





"The world might seem to be spiralling downwards, but together, we can make it spiral upwards," asserts the first-class honours graduate with a degree in psychology.

This year's Valedictorian, Soh Wei Ming, is not the stereotype academic genius growing up but he had grit and the drive. Figuring out that his calling is in the sciences and encouraged by his parents, he worked hard and made the grade to study chemical engineering at UCSI.

He sated his ardour for unravelling and solving engineering enigmas through the various platforms and opportunities the University provided. Combining his engineering knowledge and inventive streak, he and his team won many top engineering competitions.

His proudest achievement — being one of the few Malaysians selected for a cutting-edge research programme where he held his own and advanced research on functional particles working alongside world-renowned scientists at the prestigious Imperial College London.

His research on the optimal production of cenosphere from coal fly ash — a by-product of coal combustion — has wide-ranging implications for reducing environmental pollution from coal-fired power plants. His resolute approach to research pursuits emboldened his juniors to do the same in leading universities such as Tsinghua and British Columbia.

Today, Soh works as a remote operations centre (ROC) engineer with the world's largest industrial gas company, the Linde Group, overseeing gas supply systems and processes and resolving technical problems. He looks forward to developing and optimising processes and systems for leading companies in the future.

Suzanne and Wei Ming were among the 2,373 graduates who threw their mortarboards into the air during UCSI's 30th Convocation Ceremony, a two-day event which was attended by UCSI Chancellor Tan Sri Datuk Seri Panglima Dr Abdul Rahman Arshad, Vice-Chancellor and President Senior Professor Dato' Dr Khalid Yusoff, and UCSI Group Founder and Chairman Dato' Peter Ng.

◀ *Soh Wei Ming, Valedictorian class of 2017, is not the stereotype academic genius growing up but he had grit and the drive.*







The young vocalists of UCSI's Concert Choir before the competition.



## HITTING THE CRESCENDO

The elation on the faces of the group of young vocalists was indescribable. Their hard work and sacrifice paid off when UCSI University's (UCSI) Concert Choir recently bagged the 10th International Choir Festival Overall Champion title after besting other choirs from Malaysia, Indonesia, South Korea, Thailand, and Lithuania.

The 50-strong choral group was led by conductor and Institute of Music (IMus) lecturer, Terrence Ling Hung Shu, rendered 'Lux Aurumque' by Lux Whitacre, 'Daemon Irrepi Callidus' by György Orbán, and 'Bohemian Rhapsody' by Freddie Mercury in the Mixed Voices category. They also won the gold medal in said category.

UCSI's vocal ensemble performs a diverse repertoire ranging from the European Renaissance to Malaysian folk songs to Contemporary music. The Choir competes regularly, winning numerous awards in both national and international music competitions such as the 3rd Orientale Concentus in Taiwan, the 9th Orientale Concentus in Singapore, and the 11th China International Choir Festival.

In addition to the Concert Choir, the IMus also trains other ensembles such as Chamber, Mixed, Women and Junior Choirs under the direction of Adjunct Professor Ian Lim Kean Seng, Chaing Yi Ling and Terrence. The Chamber Choir is the school's premier vocal ensemble and they too, competes professionally on international stages.

Recently in June, the Chamber Choir triumphantly bagged both a gold medal and the 1st runner-up title in the 5th Vietnam International Choir Competition 2017 Mixed Choir category. Together with the Concert Choir, they performed Mahler's Symphony No. 2 with the Malaysian Philharmonic Orchestra under the baton of Maestro Benjamin Zander, a feat no other university student choir has ever done before.

All IMUS undergraduate students — both contemporary and classical — are required to either join the choir or orchestra as part of their course module. Many of the young choir members are appreciative of their experience and exposure, pointing out the many benefits they have gained from it.

"Joining the choir has helped me to be more disciplined as we need to work together. I also learned that everyone is important to achieve a desirable end result," shares UCSI's Bachelor of Classical Music (Hons) student Jason Low Lik How, who is also the Secretary and Assistant Bass Sectional Leader of the UCSI Chamber Choir.

Others pointed out that being a choir member has taught them better vocal and aural techniques, better teamwork, and discipline. Diligently showing up for choir practices whilst juggling assignments, studies and extra-curricular activities reflects the inherent motivation in these youngsters in wanting to be the best they can be and making others proud.

"Seniors motivate me to be better, whether through performance or verbal encouragement. It also helps to be constantly surrounded by good music, because it shows that there is always another level to achieve," shares Concert Choir leader Jessica Teh Ann Ling who is pursuing UCSI's Bachelor of Contemporary Music (Hons).





Group photo of UCSI's Concert Choir with the panel judges.

## UCSI'S CONCERT CHOIR IS CHAMPION OF THE 10TH INTERNATIONAL CHOIR FESTIVAL

Over the years, IMus has carved a unique niche for itself in the heart of the Malaysian music ecosystem. As the leading private music school, IMus excels in discovering, nurturing and propelling young talents to realise their highest potentials.

Boasting a distinguished teaching faculty including renowned musicians and artists-in-residence, robust curriculum, first-class facilities and numerous performance opportunities, IMus enables students to explore and hone their craft by learning and performing with the who's who of the music industry in a creative and supportive environment.

Some of the choir alumni have gone on to chart great careers and some are pursuing postgraduate studies to advance the discipline of choral conducting. IMus also share a strong association with Dithyrambic Singers (DS), a leading semi-professional choir — ranked 179 in the Musica Mundi World Ranking List for the top 1,000 choirs — founded by Adjunct Professor Lim.

The vital role of music schools such as IMus in generating human capital for the expanding creative industry cannot be downplayed. Cultural Times, a global study commissioned by International Confederation of Societies of Authors and Composers (CISAC) found that music is the third biggest employer which contributed to US\$65 billion and approximately 4 million jobs worldwide in 2015.

According to a study for the Recording Industry Association of Malaysia (RIM), the music industry contributed approximately RM6 billion annually and created about 80 thousand jobs for the period of 2011-2015 in Malaysia.

Apart from the monetary value attached to music, it is an irrefutable fact that this creative force fosters social cohesion and diversity by being the cement that binds entire societies and nations. That intangible value is definitely worth nurturing and supporting; something which IMus has always believed in and strives to realise through its students.

“

**Seniors motivate me to be better, whether through performance or verbal encouragement. It also helps to be constantly surrounded by good music, because it shows that there is always another level to achieve.**

— JESSICA TEH ANN LING

UCSI's Bachelor of Contemporary Music (Hons) student,  
UCSI Concert Choir leader

”



*Teryl Lee Pei Ling*

SING! CHINA TOP 6 FINALIST

*Gajen Nad*

MALAYSIA'S FIRST  
CHINDIAN COMEDIAN

*Koujee*

INTERNATIONAL  
BEATBOXER &  
MALAYSIA'S  
PIONEER  
BEATBOX  
INSTRUCTOR

**6PM - 10PM**

(Cocktail session starts at 6pm)

**15TH OCTOBER 2017,  
SUNDAY**

BLOCK E, GRAND BALLROOM,  
LE QUADRI HOTEL KL



*Maxi Chan*

GOLD AWARD IN ASIA  
PIANO COMPETITION  
2013 & 2014



*Aina*

MENTOR 1ST  
RUNNER UP



# Mid - Autumn Variety Show

Buy your tickets at  
**[www.ucsiticket.com](http://www.ucsiticket.com)**



**TEL: (+603) 9131 7700**

[infoKL@ucsihotels.com](mailto:infoKL@ucsihotels.com)

[reservation@lequadrihotel.com](mailto:reservation@lequadrihotel.com)



## COVER STORY

# Faculty of Business and Information Science

# KEYS TO SUCCESS

A culture of excellence grooms success. At one of the largest faculties in UCSI University, we challenge our students to benchmark themselves against the best in the world. If you want your degree to translate into full-time employment, your lectures to be delivered by world renowned academics and a passport to the world, then this is the place for you.



## AT A GLANCE



### PASSPORT TO THE WORLD

29 international degree pathways to universities in Australia, Ireland, New Zealand, UK and more.



### GLOBAL PERSPECTIVES

External assessors from Australia, Singapore, USA and more.



### STRONG CONNECTIONS

Regular seminars and workshops conducted by UCSI's industry partners.



### INDUSTRY ALIGNED

Valuable industry insights from an Industry Advisory Panel and affiliates like Oracle.



### STRATEGIC PARTNERSHIPS

An R&D laboratory established with Ricoh Malaysia within the university to encourage research in information technology.



### INTERNATIONAL RECOGNITION

Accreditation and paper exemptions from 11 global professional bodies.

To give our students a head start in their careers, the Faculty has an excellent relationship with accrediting and professional bodies which has resulted in professional papers exemptions for its degrees.

#### • BA (HONS) ACCOUNTING

#### • BA (HONS) ACCOUNTING AND FINANCE



CHARTERED TAX INSTITUTE OF MALAYSIA  
7 out of 10 papers



CERTIFIED PUBLIC ACCOUNTANT  
All 6 foundation papers



ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTANTS  
All 9 papers in Fundamentals



CHARTERED INSTITUTE OF MANAGEMENT ACCOUNTANTS  
8 papers



INSTITUTE OF CHARTERED ACCOUNTANTS IN ENGLAND AND WALES  
4 papers



THE CHARTERED INSTITUTE OF PUBLIC FINANCE AND ACCOUNTANCY  
6 papers

#### • BSC (HONS) ACTUARIAL SCIENCE

#### • BSC (HONS) ACTUARIAL SCIENCE AND FINANCE



Institute and Faculty of Actuaries

- CT1 module exemption for the Fellowship and Certified Actuarial Analyst exams.

- UCSI is also the first private institution in Malaysia recognised by IFoA.



SOCIETY OF ACTUARIES

- Obtain all three VEE (Validation by Educational Experience) credits before graduation - the equivalent of core subjects needed to attain a membership.
- VEE credits may go towards other actuarial qualifications such as from the Casualty Actuarial Society and Canadian Institute of Actuaries.
- UCSI is one of a few Malaysian private universities recognised as one of SoA's UCAP (Universities and Colleges with Actuarial Programmes) schools.
- UCSI provides the most comprehensive SoA exam coverage in Malaysia.

#### • BA (HONS) BUSINESS ADMINISTRATION

#### • BA (HONS) ACCOUNTING AND FINANCE



MALAYSIAN INSTITUTE OF CHARTERED SECRETARIES AND ADMINISTRATORS  
Full exemption for Professional Diploma in Corporate Administration 3 out of 8 papers towards ICSCA International Qualification

#### • BSC (HONS) FINANCE AND INVESTMENT

#### • BACHELOR OF FINANCIAL ECONOMICS (HONS)



FINANCIAL PLANNING ASSOCIATION OF MALAYSIA  
Module 2 out of four towards Certified Financial Planner certification examinations

#### • BA (HONS) LOGISTICS MANAGEMENT



THE CHARTERED INSTITUTE OF LOGISTICS AND TRANSPORT (CILT), MALAYSIA  
Full exemption for the Professional Qualifying Examination

#### • DIPLOMA IN MANAGEMENT



MALAYSIAN INSTITUTE OF CHARTERED SECRETARIES AND ADMINISTRATORS  
6 papers (Students need only complete remaining 2 professional papers to obtain the Professional Diploma in Corporate Administration offered by MAICSA)

“Choosing UCSI was my best decision as it shaped and prepared me to face the challenges in the logistic and supply chain industry. A million thanks to this amazing university for getting me to where I am now.”



#### SARI AL HASSAN

BA (HONS) LOGISTICS MANAGEMENT  
VICE-PRESIDENT,  
LOGISTICS STUDENT ASSOCIATION (2011-2012)  
ACTING LOGISTICS OPERATION MANAGER  
AT ARAMEX INTERNATIONAL, SAUDI ARABIA



# INFINITE IN FACULTY

## Distinguished teaching staff who wins multiple awards and research grants each year.

The Faculty is home to some of Malaysia's leading academics who are at the forefront of their respective fields. With added strengths in research and innovation, their guidance ensures that their students are consistently challenged, inspired and enriched. These are just a few who you will learn from at UCSI.



### PROFESSOR DR OOI KENG BOON

Dean, Faculty of Business and Information Science

- PhD Applied Statistics (UM)
- DEng Engineering Business Management (UTM)
- PgA Engineering Business Management (University of Warwick UK)
- MBA (University of Southern Queensland, Australia)
- B. IT (Distinction), (University of Southern Queensland, Australia)

- Authored and co-authored over 100 papers in international refereed journals
- Current Harzing's publish or perish H-index of 40 with over 4,200 citations received
- Outstanding Reviewer Award, Emerald Literati Network Awards in 2011, 2014 and 2016
- Highly Commended Award (Research/Academic), University of Southern Queensland Alumnus of the Year Awards 2016
- Most Cited Article by Telematics and Informatics (Elsevier, ISI; SSCI) in 2015 and Highly Cited Article by Decision Support Systems (Elsevier, ISI; SSCI) in 2016



### PROFESSOR DR ABU BAKAR SADE

Head, Research and Postgraduate Studies

- PhD Marketing (Strathclyde University, UK)
- MBA International Business (Strathclyde University, UK)
- BBA Business Administration and Computer Science (Central State University, USA)

- Adjunct senior research fellow at International Graduate School of Business, University of South Australia
- Sponsored by the Ministry of Education for Harvard's advanced senior management programme
- Member of the PEMANDU Education Lab working on the National Key Economic Areas (NKEA)



### ASSISTANT PROFESSOR DR GANESHSREE SELVACHANDRAN

Department of Actuarial Science and Applied Statistics

- PhD Mathematics (UKM)
- MSc Mathematics (UKM)
- BSc (Hons) Mathematics (UKM)

- Lifetime member of the Young Mathematicians' Network in USA
- Lifetime member of the Malaysian Society of Mathematical Sciences
- Active member of the Association for Women in Mathematics in USA

# IMPRESSIVE TRACK RECORD OF SUCCESS

This sees them competing against and surpassing other students and even working professionals in various professional examinations. They also win competitions and are selected to represent the country. All of them hit the ground running when they enter the working world and the Faculty regularly receives positive feedback on the capability, innovativeness and professionalism portrayed by our graduates.



### WONG HAO YI AND KOK YAT SING

Bachelor of Science (Hons)  
Actuarial Science

National Champions in the CIMB ASEAN Stock Challenge 2015. Edged out 2,400 teams from 188 universities across five ASEAN countries at CIMB's annual cross-border simulated stock trading challenge to score the highest Net Realised Percentage from simulated trading based on real time prices.



### FATIN AREENA BINTI AZLAN

Bachelor of Business Administration (Hons)  
Oil and Gas Management, First Class Honours

Spoke up on environmental issues at President Obama's Young Southeast Asian Leaders Initiative (YSEALI) 2015 in Montana and was one of the 10 ASEAN young leaders selected to discuss energy initiatives at the YSEALI Generation Workshop in Ho Chi Minh. She also joined the International Student Energy Summit 2015 in Bali to address the world's energy challenges.



### LEE SWEE LIN

Bachelor of Arts (Hons) Accounting and Finance

Co-Founder of The Picha Project — one of Malaysia's path-breaking social enterprise which aims to empower marginalised communities in the country through a sustainable food catering and delivery business.



# UNRAVELLING BUSINESS CHALLENGES

◀ The UCSI team trumped 24 other local teams to take home the grand prize of RM15,000 and represent Malaysia at the international level.

▲ Sandra and Eric presenting their business proposal and solutions.

Analysing the future of a global automated investment service company, the competition between industry giant Facebook against budding Tencent and the innovative growth of China Starbucks — these are just some prominent business case studies in today's dynamic and increasingly disruptive business environment.

Eric Ling Kai Yue, Kelvin Wong Chun Weng, Sandra Ooi Ping Nyee, and Shia Siaw Hui from UCSI University's (UCSI) Faculty of Business and Information Science analysed and presented these very same cases at the HSBC/HKU Asia Pacific Business Case Competition and made it to the top eight, beating prestigious universities such as Tsinghua University.

Organised for the 10th year by the Asia Case Research Centre (ACRC) of The University of Hong Kong and sponsored by Hong Kong and Shanghai Banking Corporation Limited (HSBC), the Competition saw teams from Asia Pacific countries such as Indonesia, Mauritius, and Vietnam, among many others, and other countries beyond the region such as Serbia, Lebanon, Mexico, the United States of America, and Canada.

The competition is the world's largest business case competition for undergraduate students and to date has benefitted more than 55,000 students.

Boasting a multidisciplinary line-up of diverse backgrounds such as logistics management, financial economics and actuarial science, UCSI's team represented Malaysia after edging out 24 local universities to win the national championship.

The competition allows business students to hone their business strategy-making and presentation. Each team is required to analyse a particular business challenge, provide pioneering ideas and solutions for that challenge, and present it to a distinguished panel of judges who consists of senior business leaders — all done with no access to the web.

"This would also be useful in building global business insights among students while sharpening their business acumen and analytical skills which are critical when entering the business world," stated HSBC Bank Malaysia Chief Executive Officer Mukhtar Hussain.

Case studies are a staple resource in business courses and used by academics to show students why some businesses fail and why some succeed. Classic ones include why Apple changed its name and how Microsoft challenged Google at its home turf.

Competing with elite teams to solve business challenges in the most innovative and cost-efficient way helps business students improve their business acumen and learn vital skills such as communication, problem-solving, prioritisation, creativity and public speaking techniques which would prove valuable in their line of work.

In addition, participants also obtain a myriad of benefits by networking with other international business students, travel and see other cultures, gaining valuable experience in various business topics, and enhancing their prospects for jobs or internships.

But most importantly, the participants can make an immediate impact as many of the competition cases are real-world business challenges.





# PREVIEW DAY

# BLUE OCEAN STRATEGY

## RETHINK YOUR BUSINESS. RETHINK THE MBA.

Business leaders advocate Blue Ocean Strategy. Global companies apply it. Now, make it work for you. The MBA (Blue Ocean Strategy) is designed to equip you with insights on strategy formulation and execution. Discover value innovation through the simultaneous pursuit of differentiation and low costs. Create uncontested market space. Make the competition irrelevant. Delivered in a format that fits your personal and professional commitments, this MBA exists for one purpose: The impact you will make on your work.

**MBA (BLUE OCEAN STRATEGY)** (R/340/7/0720)

### OTHER MBA AND DBA PROGRAMMES AT UCSI :

- **Doctor of philosophy (Business and Management)** (N/345/8/1016) • **DBA** (R/340/8/0877)
- **MBA** (R/345/7/0793) • **Online MBA** (MQA/PA8414) • **MBA Oil and Gas Management** (R/340/7/0525)

**UCSI EDUCATION SDN BHD** (185479-U) **UCSI University Kuala Lumpur Campus** DU020(W)  
No.1, Jalan Menara Gading, UCSI Heights (Taman Connaught), 56000 Cheras, Kuala Lumpur, Malaysia.

**T** (03) 9101 8882 **W** [ucsiuniversity.edu.my](http://ucsiuniversity.edu.my) | Kuala Lumpur • Sarawak • Terengganu

### TO RSVP, PLEASE CONTACT:

<b>Joyce</b>	T: +603 9212 4044	E: <a href="mailto:joyce.lee@ucsiblueoceanstrategy.com">joyce.lee@ucsiblueoceanstrategy.com</a>
<b>Louis</b>	T: +6017 699 4388	E: <a href="mailto:Louisliw@ucsiuniversity.edu.my">Louisliw@ucsiuniversity.edu.my</a>
<b>Rizal</b>	T: +6014 611 1384	E: <a href="mailto:rizal@ucsiuniversity.edu.my">rizal@ucsiuniversity.edu.my</a>

**14 OCTOBER 2017 • 10.30AM – 12.30PM**  
**UCSI UNIVERSITY KUALA LUMPUR CAMPUS**

Showroom Gallery, Block A, Level 1,  
UCSI University, Cheras (Taman Connaught)

### Topic

**CREATING UNCONTESTED MARKET SPACE  
DESPITE ECONOMIC CHALLENGES**

### Speaker

**Raj Kumar**

*Blue Ocean Strategy consultant,  
practitioner and CEO of UCSI Consulting Group*

### Topic

**BUILDING BOS INTO THE CURRICULUM**

### Speaker

**Professor Dr Geoffrey Williams**

*Director, Academy of Responsible Management S/B*





# NURTURING YOUNG RESEARCHES

## *Student Research Colloquium 2017*



UCSI University (UCSI) Faculty of Social Sciences and Liberal Arts (FoSSLA) recently organised its third annual Student Research Colloquium titled 'Nurturing Young Researchers'.

Organised by the Research and Scholarly Activity Committee in the Faculty, the event aimed to motivate undergraduate students to produce quality research work. A total of 48 students participated in the Colloquium.

The event was officiated by the Dean of FoSSLA Associate Professor Dr Tan Bee Hoon. In her opening speech, she shared her thoughts on research and encouraged students to not be afraid of making mistakes.

"Research is to see what everybody else has seen and to think what nobody else has thought. It is okay to doubt what you have been taught to believe," she said, quoting Albert Einstein and the 1937 Nobel Prize in Physiology or Medicine recipient, Albert Szent-Györgyi.

A parallel session was conducted under five different themes: Movies, Novels and Short Stories; Personalities, Emotions and Relationships; Language, Culture and Identities; Media and the Internet; as well as Marketing Communication. Students from the departments of Mass Communication, Psychology, and English Language and Communication discussed a range of topics related to their field of study. Each session was moderated and graded by a panel consisting of the Faculty's academicians.

The half-day event concluded with an award presentation to the six best presenters. From the Mass Communication department, Mohamed Nabeeh Ibrahim, Hew Shiao Juen, and Yap Li Li walked away with the Best Paper award. Joel Hiew Wei Xian and Alexandra Anusha Van Huizen from the Psychology department took the honours while Wong Mei Kian from the English Language and Communication department stood out among her peers by receiving the award.

Passionate in Mass Communication, Hew and Mohamed Nabeeh were both surprised and ecstatic to receive the award.

"It felt great to have been awarded the Best Paper, I am really grateful for all my hard work finally paid off," said Mohamed Nabeeh as he recalled how far he has come.

To many students, this was their first independent research endeavour and to see their efforts receiving approval was definitely one of their biggest triumphs. It was a bittersweet process.

As UCSI moved towards encouraging a strong research culture, the Colloquium functions not only as a platform for students to gain experience in research but also motivates them to engage in the scholarly field.

"The journey was rewarding and being awarded motivates me to do even better in the future," Hew mused.





# BIG BROTHER IS WATCHING YOU

*Navigating Media Censorship in Malaysia*

The questions raised by George Orwell's cult dystopian tale, *Nineteen Eighty-Four*, of a highly-controlled society in which government surveillance and thought control was the order of the day, remain relevant today as media censorship continues to be imposed in various ways and to various extents globally, including Malaysia.

Censorship is a prickly issue because freedom of expression as a basic human right, at times, collides with the obligations of the appointed 'gatekeepers' to insulate the public from potentially damaging ideas or information — question is determining whose voice should be heard. Nonetheless, four ingenious media professionals claim that despite numerous hurdles and difficulties, one can still tell their intended story to the world, just like they have.

Amir Muhammad, founder of FIXI and Matahari Books, and Jovian Lee Lit Hong, creative group head at Leo Burnett Malaysia, discussed at length the state of censorship in Malaysia and shared their personal experiences with over 300 media and creative arts students at a forum titled 'Media Censorship: Censored Creativity in Malaysia?' at UCSI University (UCSI) recently.

They were joined by Patrick Lee, a journalist with TheStarTV; Zai Azlee bin Zainal Abidin, founder of Fatbidin.com; and Zurairi Abd Rahman, assistant news editor at Malay Mail Online, who moderated the forum.

During the three and a half hour session, panel members shed light on the definition of media censorship in Session 1 and moved on to explain how media content is censored citing particular events in Session 2. Lastly, in Session 3, the panel looked at the importance of censorship and discussed the pros and cons.



Throughout the sessions, the panellists entertained questions from the audience. The panellists also shared their own experiences with regards to writing and expressing opinions and gave valuable advice on how to handle censorship and expressing opinions in a safe manner whether through writing, film or video.

One cannot help but be enraptured by the panel members' personal accounts of their work and struggles in finally being able to tell their stories. Malaysia is known for its strict censorship laws that are often used to clamp down on books, films, news and even comics 'claimed' to be a threat to national security or to safeguard society's morals and values.

Both traditional and new media professionals and outlets are bound by numerous limitations and restrictions through media laws such as the

Communications and Multimedia Act (CMA) and the Printing Presses and Publications Act 1984 (PPPA). In recent years, too many unfortunate events have marred Malaysia's media freedom reputation, earning it a bad reputation amongst international media watchdogs such as Reporters Without Borders.

In her opening speech, Head of the Faculty of Social Sciences and Liberal Arts' Mass Communication Department Gloria Chan Choi Sim highlighted the importance of industry exposure to media students.

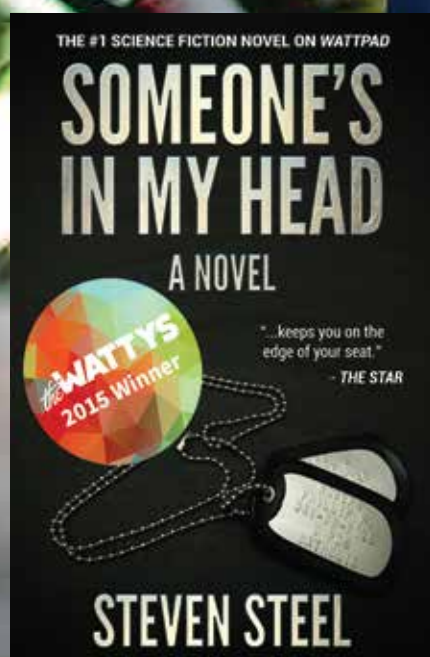
"Media students must be well-equipped with not only a strong foundation in theoretical knowledge but also hands-on and practical skills, as they prepare to enter the media industry, especially one that is being fundamentally changed by the Fourth Industrial Revolution."



# WRITE RIGHT

*Insights from some of Malaysia's most experienced authors and journalists.*

Proving that age is nothing but a number, Steven Steel whose real name is Tey Feng Nian, bagged a 2015 Wattys Award — an international competition hosted online by Wattpad, the platform where most of today's bestselling authors are discovered — for his science fiction novel *Someone's In My Head* when he was just 18 and recently in July, clinched the top prize in the fiction category of the 10th Popular-The Star Readers' Choice Awards (RCA). His first published book was a science fiction novel, *Pentalements*, which sold over 1,000 copies.





**Please share with us how did you begin your career as a writer and what was the journey towards publication like.**

To be honest, I would not call it a career — instead, I prefer to refer to it as a life-long passion. I have been writing since I was seven, and I have never stopped since. I still remember the book that made me fall in love with literature — the book adaptation of the movie *Finding Nemo* — and also the fun times I had with my buddies in primary school writing *The Underland Chronicles: Gregor* fan fiction and comics. And despite just writing for fun at that time, it had always been my dream to hold a published copy of my book in my hands. The journey towards publication was a long and arduous one, and I still remember during the bare beginnings, I was struggling to find a way to gain more exposure for my story. Today, I am really grateful that it all worked out in the end and I can finally say that I am a published author.

**How did the idea for *Someone's In My Head* come about? For those who don't know anything about your book, how would you briefly describe it?**

*Someone's In My Head* started out as this really mind-blowing idea my friend June and I had thought up during PE class — the notion of a person finding out that he has another person's consciousness in his head after an automobile accident. For some reason, I got really excited and started drawing plans and plot lines. A day later, I started writing it, and the rest is history. So whatever reason that was, I am grateful that it occurred to me.

*Someone's In My Head* tells the story of Jarod Wickernham, a 19-year-old teenage boy who goes through a horrific automobile accident, and when he wakes up, realises that there is another person's consciousness in his head. From that point on, he is launched into a series of fast-paced and heart-pounding adventures as he tries to find out the person's identity. But, as he digs deeper, Jarod uncovers more and more shocking truths that have been buried for decades, and secrets that people would kill to protect.

**What inspired you to make the novel into a trilogy?**

I am not going to lie — at first, my plan was for *Someone's In My Head* to be a standalone novel. However, when I was finishing the second last chapter of the novel, I had a Eureka moment — what if I leave the story on a cliff-hanger, extend the plot of the story and turn the book into a trilogy? And here we are.

**Your first novel clinched the 2015 Watty's Award in Best Use of Visuals category and the top prize in the 10th Popular-The Star Readers' Choice Awards (RCA) fiction category. How does it feel to see your book receiving such amazing buzz?**

It is crazy. I have never thought that so many people would read the story that I have concocted out of my imagination, let alone relate to and fall in love with the characters that I have created. It is a really humbling experience to be granted these coveted awards, and it gives me a huge token of encouragement to know that my hard work has paid off.

**How have your family and friends responded to you self-publishing your works?**

Oh, they have always been incredibly supportive of my writing endeavours. In fact, my aunt was the first person to buy my first ever literary masterpiece — a parody newspaper publication called *The Moon*. Also, I am greatly indebted to the multitude of people who supported me throughout the years either by purchasing a copy of my book or simply by spreading the word. Shout-out to my peers from my high school, Chung Ling High School, and my juniors from my primary school, Shih Chung Cawangan, for the constant love and support. And of course, my parents, who gave me everything from invaluable advice to funding. Without these people, I would never have gotten to where I am today, so thank you so much.

**What are the main challenges you have met as a writer?**

Pleasing everybody, which is virtually impossible. Everyone has their own preferences and their own favourite genres, and it is important for you to understand that so you would not be stumped if you receive negative comments about your story. There will be tons of people who will love your story, but there will also be tons of them who will hate it. You just have to make sure that there are more lovers than haters (that does not sound weird at all).

**Have you ever encountered a writer's block while writing your novels and how do you overcome it?**

I do have my fair share of writer's block,

during which I got frustrated and even felt hopeless, wondering if I could continue my story all the way to the end. Here is how I overcome the block and finished my novel: take a few deep breaths and calm yourself down — it is not the end of the world. At this point, several methods can help you to get yourself out of the pit — reading a book, watching a short film, going for a brisk walk are some of the most effective methods. Try retracing your steps — go back a few chapters and find out what went wrong along the way. Do not be afraid of a writers' block. After all, where is the fun without all the toils and troubles along the way?

**Do you have any writers that you look up to? Who are the Malaysian and non-Malaysian writers that have left a deep impression on you and why?**

Of course! My favourite writer that I would ever consider idolising would be the man, the myth, the legend himself — Dan Brown. I love his ability to create suspense at every nook and cranny of his story, making his novels nearly impossible to put down.

As for Malaysian writers, I would say the author who inspired me to publish my novel would be Zen Cho — when I read that she was published by an imprint of the Pan Macmillan publishing house, it spurred me to finish my novel and get it published.

**What is the next adventure in Steven Steel's life?**

Ah, this is an interesting question! Well, for now, I will be heading to the States in about a week (San Francisco, to be precise) to further my studies. In the meantime, I will also be working on the — long-overdue — sequel to *Someone's In My Head*.

**Your current career is one of the future career options for UCSI students reading Mass Communication and English Language and Communication programme. Do you have any recommendation or advice for the students pursuing a career in the mentioned field?**

I do have a few friends who are currently taking that programme, and from what I have heard, the course is not as easy as it sounds. Nevertheless, do not worry — as long as you have a burning passion for literature and keep working hard, you will survive. Good luck!



# COLLABORATION WITH MELAWATI MALL

Providing UCSI students a platform to showcase their creativity



Priding itself as an institution that advocates the application of theory to practice, UCSI University's (UCSI) De Institute of Creative Arts and Design (ICAD) recently partnered with Melawati Mall to provide their students with a platform to display their creativity through a friendly hoarding board design competition.

Held in conjunction with Malaysia's 60th Independence Day, the collaboration saw 15 students across various ICAD programmes decorating their hoarding boards with antiques, cultural items, old posters and photographs to reflect the country's different periods.

Speaking on behalf of Melawati Mall where the hoarding boards are exhibited, Centre Manager Kow Shih Li commended the students for their artistry and congratulated the University for bringing students out to the public realm.

"I think it is a good effort on UCSI's part for exposing their students to a commercial environment. Without a bit of industry exposure,

the students will remain in the classroom without the practical experience. Right now they are working on a larger scale instead of just doing things on paper or mock-ups in a studio, and this exposure will help them when they enter the working world.

"We started off with a selection of background graphics for the hoarding boards, but never did we imagine the enhancement would look like this and we are very happy with it. I am very happy to see different styles with a local flavour as the students kept with the National Day theme."

Kow also expressed that the Mall is looking forward to working with more UCSI students on different projects.

Sourcing the display items from relatives or delicately crafting it from scratch by hand, Diploma in Graphic Design students Yap Jing Lu and Lee Zhe Xian's hard work paid off when their 1950's themed barber shop and vintage café emerged as the grand prize winner.

“

**I think it is a good effort on UCSI's part for exposing their students to a commercial environment. Without a bit of industry exposure, the students will remain in the classroom without the practical experience.**

— KOW SHIH LI

Melawati Mall Centre Manager

”





▲ An exhibition of UCSI's design students using antiques, cultural items, old posters and photographs to reflect the country's different eras.

► Grand prize winner Yap Jing Lu and Lee Zhe Xian proud of their 1950's themed barber shop and vintage café.

"It was a great learning experience having the opportunity to express our art styles and display our work for the enjoyment of the public. But it was an even greater experience having our project announced as the grand prize. I am thankful to UCSI for giving me this opportunity," Yap said with a smile.

Apart from receiving the RM1,500 cash prize, the two Diploma in Graphic Design students along with the first runner-up team — which received a cash prize of RM600 — will be working with Melawati Mall again in October to design the Indian folk art Kolam in conjunction with the Deepavali festival.

This collaboration is a testament to ICAD's determination of providing students with a platform to gain constructive feedback and polish their craft.







# JOINING FORCES FOR

UCSI University's (UCSI) Sarawak campus is well on its way to becoming a key player in collaborative efforts to bring about positive, innovative, and environmentally sound practices within Kuching and its surrounding areas. Since 2016, UCSI's Sarawak campus has been teaming up with WarmingUp, a Kuching-based social enterprise that aims to reduce food waste by providing food waste management service to food and beverage companies, to provide workshops and projects for secondary school students to develop their soft skills and career-based skills, in addition to fostering social responsibility.

Last year, with some guidance from WarmingUp, UCSI Foundation programme students from the Centre for Pre-University Studies (CPU) facilitated workshops titled 'The Chemistry of Used Cooking Oil' and 'The Joy of Used Cooking Oil' at various secondary schools. During the workshops, participants learned how to convert used cooking oil into soap, candles and biodiesel. At the same time, they were made aware of the waste management problem in Malaysia and taught various ways to help reduce its negative impact on the environment.

This experience was a perfect opportunity for UCSI students to develop their leadership, time management, problem-solving and critical thinking skills. It was also very much in line with the University's Praxis model — a theory to practice academic approach.

UCSI Foundation programme student Michelle Hu who was part of the team concurred. "Both volunteers and participants left the workshop with a variety of new practical skills. The event was full of educational experiments on how to reuse old cooking oil, which cannot be found in textbooks.

"It was an honour to guide the secondary students, as I learned not only to make soap and candles but also the importance of leadership and discipline."

This year, UCSI's Sarawak campus once again teamed up with WarmingUp for two projects, both of which focused on helping the urban poor. Brought on board to distribute the food produced from the two projects was the Society for Kuching Urban Poor (SKUP).

SKUP is a local non-governmental organisation that focuses on providing basic needs to the urban poor as well as training, financial assistance and job placement opportunities to end the vicious cycle of poverty.

With the objective of instilling civic responsibility towards the local urban poor community, 18 UCSI students from various programmes farmed beds of local crops at the WarmingUp Farm. They were educated on ways to reuse food waste as nutrients for the plants. The crops were later harvested and distributed to the underprivileged families a month later.

In March, both organisations conducted another project called the 'Hungry Warrior Event'. The project aimed to benefit the 400 individuals under







# A BETTER SOCIETY

the care of SKUP, while inculcating the attitude of reducing food waste and encourage community engagement amongst UCSI students. Coordinated by Joseph Martin Pudun, the advisor of UCSI's Gastronomy Enterprise Club (GEC) and a lecturer with the Faculty of Hospitality and Tourism Management (FHTM), a total 50 UCSI students participated in a charity drive to collect donations and ingredients to bake 20 trays of cakes which was later distributed to the needy.

According to Joseph, the event was a good platform for inculcating social responsibility and teamwork among the students. "The students had to work 3 days consecutively in order to bake and pack all the cakes. I am proud of them for working so diligently and for successfully baking such high-quality cakes."

Both the University and WarmingUp are pleased with the results of their collaborative efforts and looks forward to introducing more community projects in the future. When asked how important community-based activities are for the development of students, Chief Operating Officer of UCSI Sarawak campus Mukvinder Kaur Sandhu said, "It is absolutely necessary for our students to be engaged in these activities. They should see the importance and value of giving back to the community and should continue to do so proactively even after graduation. As a university that is gearing up for the future, it is vital that we impact the society positively, and working with organisations such as WarmingUp is one of the ways to achieve that."

“

**As a university that is gearing up for the future, it is vital that we impact the society positively, and working with organisations such as WarmingUp is one of the ways to achieve that.**

”

— **MUKVINDER KAUR SANDHU**  
Chief Operating Officer of  
UCSI University Sarawak campus



# JEROLD YAP HOCK LAI

**Master in Business Administration, graduated 2007**

As UCSI University marks three decades as an exceptional education provider, we have inadvertently created a tradition of incredible achievers. To honour these individuals, The UCSI Gazette catches up with the University's alumni to shine a spotlight on their career and achievements after graduation, and glean some words of wisdom from the alumni themselves. This issue, we liaised with **Jerold Yap Hock Lai**, a Master in Business Administration student who upon graduation has accumulated a notable amount of working experience in the field.



## **Please describe your career journey.**

My journey is like a roller coaster. It goes up and down but it was a good journey because through this I met a lot of new friends, gained lot of new experiences and appreciate more of what I have in life. I am enjoying my journey even though sometimes it is tough as it brings out the survival skills in me and sometimes, you do not even realise you are capable of doing that until the tough time arises. I hope whatever I have picked up through my journey will bring me to the destination that I aim for. Fingers crossed!

**As the founder of Jerold's Restaurant, Managing Director of Bloomgate Technology Sdn Bhd and London English Academy, please tell us what does your current job scope involves as a Managing Director and how was your experience running your own restaurant establishment.**

Basically part of my job includes planning, strategising and managing people. Different companies with different products and market segmentation have disparate plans and strategies to ensure that you are able to capture your market. When you plan, you must be flexible enough to change according to the situation. In other words, your plans should not be fixed. For example: when I setup a restaurant called Jerold's Restaurant, our initial plan was to create a fast food restaurant with simple standard operation procedures. We ventured into this after we have studied the location possibility and calculate our return of investment. However, in our first two to three months, our sales were roughly RM150 to RM300 per month. We had to reassess the situation and make the changes to our initial plan, with some skills of Blue Ocean Strategy that I have learned during my time with UCSI, our restaurant made a big turnaround. We started making profit

in between the fourth to fifth month of operation.

## **What is your favourite aspect of the job?**

I like what I am doing but my favourite aspects of my job is studying the market and strategising for the company. It is satisfying when you see your strategy works. It is like being the manager for a basketball team — sorry, this is because I like to play basketball — when you plot a strategy for your team and it breaks the opponent's defence and wins the game.

**What motivated you to pursue Master in Business Administration at UCSI University? How did your interest in this field come about?**

I always look up for new knowledge and during that time, MBA at UCSI University was still new. My mentor — one of the most knowledgeable person that I have ever met — encouraged me to pick up the MBA course at UCSI. He is like Google to me; whenever I ask him something, he seems to have the answer. He inspires me to keep on improving myself. Coincidentally MBA in UCSI was new and I know this course will help me with my management skills therefore without hesitation, I registered for the programme.

## **Can you describe to us your experience studying in UCSI?**

I am glad that I picked up this course in UCSI. I enjoyed my time studying here. The programme is good as it invites industry practitioner to teach and share their industry experiences. I remember Encik Abu Bakar who taught us the law subject and until now his teaching has helped me with my business today.

**How did UCSI affect you in terms of personal and professional growth?**

UCSI has given me a good platform to build my foundation especially in my career.

## **What two or three accomplishments have given you the most satisfaction? Why?**

When I first started London English Academy (LEA) my friends' advice were to not go into this business. It is too competitive an industry as we are competing against prominent brands and also indirect competitions from all the giant universities. However, due to my stubbornness I still went in. Today, LEA is among the six language centres awarded 5-Star by the Minister of Education, Malaysia. We also won the Quality Award from the International Standard Organisation back in 2012.

Another accomplishment is Jerold's Restaurant. We were able to make a profit in the fourth to fifth month of our operation. It is a rare situation especially in the F&B industry where others normally take more than a year. In the end, we sold the business entity and got back our investment with some profit. We are now looking into other opportunities, which can generate a quicker and larger return of investment as compared to the F&B industry.

## **Do you have any words of advice for students who wish or are currently pursuing an education in business administration?**

Yes, if I may share my experience. I came from marketing and IT background before I took my MBA with UCSI. The MBA I took was a general MBA, which covers law, accounting, finance, logistics, and so on. This programme has opened doors for me to manage different departments. If you are looking to climb the corporate ladder or venture into opening your own business, this programme will definitely be beneficial to you.



# INDUSTRIAL PhD IN ENGINEERING

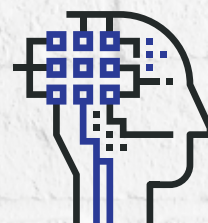
N/520/8/0101

**REGISTER NOW**



## THE WORLD IS CHANGING. STAY AHEAD.

At UCSI University, gearing the curriculum to meet the demands of industry 4.0 is the focus of our newly refreshed strategic plan. For starters, the new programme of Industrial PhD in Engineering will focus on the many disciplines of engineering. With the launching of this programme, practising engineers in areas related to resource efficiency, automation, big data and the internet of things now have the opportunity to enrol for a PhD study designed to directly involve their existing projects and assignments.



## WHY INDUSTRIAL PHD IN ENGINEERING?

The programme will provide graduates with the ability to carry out advanced research in their various engineering disciplines related to industry 4.0. They will be equipped with the tools and skills to solve complex industrial problems. At the same time, the programme aims to facilitate the discovery of new knowledge which will contribute to the further improvement and enhancement of the industry's productivity. Better research collaboration between the academia and industry will be the outcome of the programme. The topics chosen for the programme will be crafted to closely address the research and technology needs of the industry. The programme will go a long way in sharpening the innovation capacity of the industry.

# THE UCSI GAZETTE

[ucsiuniversity.edu.my](http://ucsiuniversity.edu.my)

UCSI Education Sdn Bhd (185479-U)