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ABOUT US



Welcome to UCSI Swimming Academy, the best swimming training centre for adults and children in Cheras. The academy is fully operated by UCSI Child Development Centre, a strategic business unit under UCSI Group.

It is our belief that swimming is a vital life skill that helps keep one fit and relaxed. Our passion is to teach swimming and with our qualified teachers, excellent pool design and facility as well as a dedicated customer service team, we will help you become a skilled swimmer.

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We support all swimmers who want to take the plunge and progress, whatever their level of ability. Our classes are inclusive and suitable for all age groups:

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- Children Swimming Lessons for 7 years and above
- Children Aquatic Skills
- Adult Swimming Lessons
- Competition and Endurance Lessons, High-performance Coaching
- School Holiday Crash Course

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UCSI UNIVERSITY HOSTS INAUGURAL WORLD PHARMACIST DAY

Launch of two new postgraduate Pharmaceutical Sciences programmes



UCSI University's (UCSI) pharmacy students received a glimpse into the future of health care from industry leaders when the University's Faculty of Pharmaceutical Sciences hosted its inaugural World Pharmacist Day.

The event was held in conjunction with the widely celebrated annual event introduced by the International Pharmaceutical Federation (FIP).

Aptly themed 'From Research to Health care: Your Pharmacist is at Your Service', the event featured talks by professionals in the pharmaceutical industry such as Andrew Tan Eng Joo, the Deputy President of the Malaysian

Pharmaceutical Society, and Tan Ann Ling, Pharmaceutical Enforcement Department Director of the Pharmaceutical Services Division from the Ministry of Health Malaysia, who was present as the Guest of Honour.

The event also saw the launching of the Faculty's latest postgraduate programmes, namely Doctor of Philosophy (Pharmaceutical Sciences) and Master of Clinical Pharmacy Practice.

UCSI Vice-Chancellor and President Senior Professor Dato' Dr Khalid Yusoff, who was also present at the event, highlighted the



importance of anticipating the changes the Fourth Industrial Revolution will make to the health care industry.

“The world is now moving into a new phase of existence. It is very destructive, innovative and creative. We should strive for exceptionalism and excellence to reach out for success, and not just for survival in the Fourth Industrial Revolution. The question now is, are we ready in the pharmacy to embrace these challenges, what should we do to fit ourselves in this new reality?”

“At UCSI University we are imploring all faculties to re-evaluate the programmes as well as design new programmes and to include new teaching, learning landscapes that suits the needs of the Fourth Industrial Revolution. Our Faculty of Pharmaceutical Sciences’ two programmes aim to inculcate working pharmacists and scientists with the advance knowledge in pharmaceutical care as well as research skills to address the challenge of the ever-changing health care environment.”

According to Senior Professor Dato’ Dr Khalid, the theme of the event also resonates with the University’s initiatives to cultivate postgraduate level pharmacists and scientists to enhance the pharmaceutical services locally and globally, and commended the Faculty for organising it.

“This is a step in the right direction, a move to elevate our research talent and stature, and our commitment to enhance our research accomplishments. It will further consolidate our thrust into creating a viable and living research culture, while at the same time facilitate our students and lecturer’s career development.”

The itinerary of the event included performances such as singing, dancing and skit by the pharmacy students as well as the Pledge of Professionalism ceremony.

The event was well-attended by students, Faculty members, and industry leaders from pharmaceutical companies.

- ◀ (bottom left)
UCSI Vice-Chancellor and President Senior Professor Dato’ Dr Khalid Yusoff, highlighted the importance of anticipating the changes the Fourth Industrial Revolution will make to the health care industry.
- ▼ (bottom)
Andrew Tan Eng Joo, Deputy President of the Malaysian Pharmaceutical Society, delivering his keynote address titled ‘Pharmacists: Your Partner in Health Care.’
- ▶ (bottom right)
Audience entertained by the students’ and alumni’s performances.

“
At UCSI University we are imploring all faculties to re-evaluate the programmes as well as design new programmes and to include new teaching, learning landscapes that suits the needs of the Fourth Industrial Revolution.”

– SENIOR PROFESSOR DATO’ DR KHALID YUSOFF
UCSI Vice-Chancellor and President



Four of UCSI University's (UCSI) Bachelor of Engineering (Hons) Petroleum Engineering students recently triumphed over 36 student delegates from Curtin University Malaysia, Diponegoro University, Bandung Institute of Technology, University of Indonesia, and Sepuluh Nopember Institute of Technology at the inaugural Borneo Oil and Gas Symposium (BOGS) 2017.

Mansoor Ali Khan, Taj Uddin, Aban Nobel Bonan Kimo and Marwan Mohammed Abdullah Al-Murisifrom walked away with a cash prize of RM1,500 for the Mud Innovation Competition, where a case study was presented and the students were required to produce a suitable water-based mud to tackle its conditions. The competition aimed to further enhance the understanding of different mud properties and the entire process of designing mud to match specific requirements.

For Aban, it was a remarkable experience as it was his first time participating in an international competition. "To be able to win against some of the brightest minds from one of the best universities, and to see our hard work pay off, was a great experience."

Echoing his sentiments was Mansoor, who credited UCSI's academicians — Professor Dr Hikmat Said A. Al Salim and Mohd Azraai Bin Mohd Miswan, in particular — for their

accomplishment. "We had to consult different lecturers for this competition as it covers a wide range of topics, apart from petroleum engineering. They were all very helpful and knowledgeable, giving us the foundation to win this competition."

The five-day symposium was organised by the Curtin Malaysia Society of Petroleum Engineering (SPE) Student Chapter.

Focused on developments in the oil and gas industry, the symposium aimed at enhancing students' analytical, critical and creative thinking skills while also promoting a spirit of healthy competition among the participants. The symposium also hosted a Setegap Ventures Paper Contest, Oil Rig Design Competition and Smart Quiz.

According to organising chairperson Chong Yun Jia, it is crucial for tertiary students to start their professional careers by building their professional networks, and acquire as much industry knowledge and experience, even when they are still in university. He said symposiums such as BOGS 2017 provide an excellent platform for students and industry experts to meet and exchange knowledge and ideas.

"The oil and gas industry is a dynamic industry that demands highly-qualified and talented individuals, hence SPE Curtin Malaysia

is committed to giving opportunities to our students and students from other universities to acquire essential knowledge and skills through symposiums like this," said Chong.

The symposium included a technical exhibition by Oceancare Corporation Sdn Bhd, and talks by Curtin Malaysia petroleum engineering lecturer Dr Raof Gholami Mian Poshteh and senior petrophysicist Benard Ralpie from Petronas Carigali Sdn Bhd.

“To be able to win against some of the brightest minds from one of the best universities, and to see our hard work pay off, was a great experience”

— ABAN NOBEL BONAN KIMO

*UCSI Bachelor of Engineering (Hons)
Petroleum Engineering student*



UCSI STUDENTS VICTORIOUS IN INTERNATIONAL OIL AND GAS SYMPOSIUM

UCSI Petroleum Engineering students (standing, from left) Mansoor Ali Khan, Aban Nobel Bonan Kimo, Marwan Mohammed Abdullah Al-Murisifrom and Taj Uddin along with academician Prof Dr Hikmat Said A. Al Salim returned victorious from the Borneo Oil and Gas Symposium 2017.



UCSI AQUATIC SCIENCE STUDENT ASSOCIATION CELEBRATES ANNIVERSARY

▲ UCSI's Founder and Group CEO Dato' Peter Ng (right) and Associate Professor Dr Bimo Ario Tejo engaging in a round of Mystery Feel Box.

Celebrating its second anniversary on 15 September 2017, UCSI University's (UCSI) Aquatic Science Student Association (AQSA) under the Faculty of Applied Sciences hosted conservation talks, games and an aquascaping — the craft of gardening underwater — competition, as well as exhibitions to promote the importance of caring for our aquatic ecosystem.

UCSI's Founder and Group CEO Dato' Peter Ng, who was present at the event, commended the students for making an effort to cultivate conservation habits and encouraging the public to participate in aquatic conservation.

"It is humanity's responsibility to preserve marine habitats, but there is a lack of awareness about the aquatic ecosystem in the country. This is when I thought: no, I can make a difference, all I have to do is start with UCSI."

"And that is how I encouraged the launching of our Aquatic Science programme and this club. It makes me really proud to see our younger generation making an effort to cultivate conservation habits and encouraging the outside community to participate in aquatic conservation."

"I hope that upon leaving the University, you will continue to help save the environment."

Students were treated to talks by professionals from EcoHealth Alliance Malaysia, MareCet and Reef Check Malaysia with topics ranging from caring for whales and dolphins within the country to safeguarding our underwater environment.

Creative game stations such as Mystery Feel Box where participants are required to reach their hands into dark boxes to feel items while

blindfolded, attracted massive crowds throughout the day.

Buoyed by the success of its aquatic science degree, the University launched the AQSA for students with an interest in discovering more about aquatic life and conservation. The club members actively participate in beach clean-up programmes, organise Earth Day events in conjunction with the worldwide celebration, as well as host various workshops to educate and engage the public and the younger generation.



Students participating in the aquascaping competition.



ICAD
DE INSTITUTE OF CREATIVE ARTS AND DESIGN

Akintola Abiola Kudirat's fascination towards butterflies for its intrinsic and fragile nature bagged her the Best Collection Award in the Degree category.

Recipient of the Best Collection Award in the Diploma category, Evelyn Woon (middle), impressed the jury with her unique and bold designs.

UCSI UNIVERSITY'S MIX GRADUATION FASHION SHOW 2017

At 2 pm, one Thursday in September, a file of eager spectators comprising of prominent figures in the fashion industry, families and friends mobbed the outside of UCSI University's (UCSI) brand new academic building's Le Quadri Ballroom. They were all excitedly waiting for De Institute of Creative Arts and Design's (ICAD) sixth graduation fashion show.

As the models calmly strutted down the runway to raucous tempos, the audience feasted their eyes on evocating ensembles by 10 graduating students of the Bachelor of Arts (Hons) Fashion Design with Marketing programme and four from the Diploma in Fashion Design programme.

Aptly themed 'MIX', the fashion show essentially is about cultural diversity and the beauty of cultural exchange. The event displayed a mix of talent and creative ideas from seven different nationalities. Among the inspirations for the designs by the graduating students are the Chinese traditional costume Qipao and Hanfu, the Moroccan architecture, and the military uniform design during World War II.

A tribute to her Nigerian roots and fascination towards butterflies for its intrinsic and fragile nature, Bachelor of Arts (Hons) Fashion Design with Marketing Akintola Abiola Kudirat incorporated the said insect's structure and surface motif into her designs along with the

message of the Butterfly Effect theory, which implies that a little change or detail can make a huge difference.

It represents the collection — diversifying each piece by adding or removing a detail to change the overall outcome of the design. And it was this unique concept that won her the Best Collection Award in the Degree category.

"I am so honoured to have received this award, I did not expect to win it," said Akintola breathlessly, "Being a mother and a full-time student was challenging and trying but I have made it. This proves that even as a mother, I can still accomplish both."

Evelyn Woon, with her collection titled 'Queen of Hearts' walked away with the Best Collection Award in the Diploma category.

Deputy Director General (Promotion) from the Malaysia Ministry of Tourism and Culture Yang Berbahagia Dato' Sri Abdul Khani Daud who was present at the event as the Guest of Honour, commended the University for providing its students with a platform to conceptualise their ideas and showcase their capabilities.



Guest of Honour Malaysia Ministry of Tourism and Culture Deputy Director General (Promotion) Yang Berbahagia Dato' Sri Abdul Khani Daud lauding UCSI for providing its students with a platform to conceptualise their ideas and showcase their capabilities.

“The power of youths cannot be underestimated. According to the Global Youth Development Index, an initiative of the Commonwealth Secretariat, the world’s youth population is at an all-time high, at 1.8 billion people aged 15 to 29. They are the largest generation in history.

“There is no better time than now to cultivate our generation of youths, to prepare them for the future, to provide the best in education that matches the needs and demands of the creative industry. You are truly preparing your students to hit the ground running once they enter the world of fashion.”

The event was also attended by UCSI Group Founder and CEO Dato’ Peter Ng, as well as representatives from the Malaysian Design Council and the Ministry of Science, Technology and Innovation Malaysia.

Senior Professor Dato’ Dr Khalid Yusoff, Vice-Chancellor and President of UCSI University who was also present at the event, encouraged the graduates to find a deeper meaning in their craft to create a lasting impact.



Senior Professor Dato’ Dr Khalid Yusoff urged the design graduates to find a deeper meaning in their craft to create a lasting impact.

“The glamour and glitz of the fashion industry are just the tip of the iceberg. Fashion is often viewed as transitional and highlights the trivialities rather than the depth and its ability to change lives. Fashion has a responsibility and stake in the environment, in creating livelihoods for artisans, in the economy, and in making society an inclusive place.”

“Ponder this: Can fashion be more sensitive to

the disabled and take into account the needs of different body types? What is fashion’s role in sustaining the environment? It is in these answers that we will find deeper meaning, satisfaction and long-lasting success.”

The event also featured an opening show by students of BINUS University — a prominent private higher education institution in Indonesia.



Participants working diligently on preparing a review of the selected journal article.

MASTERING PEER REVIEW

Peer review is a necessary and trusted step of scientific communication to maintain standards of quality, improve performance, and provide credibility for research work. Research manuscripts are subjected to reviews by counterparts from the same field before they are accepted to be published in a research journal and may take the form of a blind review, double-blind review or open review.

Both publications and peer review take a long time but remain the touchstone for any scholar's work. The research work one does is not considered complete until it is published and peer reviews help to validate one's work and build networking amongst the research community.

Every researcher will encounter peer review either as an author when they submit their work

to journals for publications or as reviewers themselves when they are asked to comment on a manuscript by a journal editor. In light of this, business academics from UCSI University took part in a review writing workshop cum competition recently to sharpen this particular skill.

The workshop/competition was organised for the very first time by UCSI's Faculty of Business and Information Science (FoBIS) in joint collaboration with the United Kingdom-based academic journal publisher Emerald Publishing Limited and was attended by 30 academicians from UCSI University, UCSI subsidiaries as well as from other universities.

An expert on scholarly publishing, Mr. Ben S'ng, senior consultant at Emerald Publishing, presented tips and guidance on successfully publishing research articles before giving out a selected journal article to be reviewed to the



Speakers and participants appreciated the experience of learning and sharing from one another at the workshop.

participants/contestants.

Reviewing articles requires critical skill and academic rigor to ascertain the theoretical contribution and methodologies within the research context. It is not merely a summation but involves a thorough analysis of the contributions and demerits according to designated parameters of evaluation. It has to be comprehensive yet balanced and unbiased in nature and substance.

The participants were given two hours to complete their review process and the submissions were assessed by an expert panel made up of Mr Ben S'ng as well as Dr. Siong-Choy Chong, Chief Technical Officer (Quality Assurance) at Finance Accreditation Agency (FAA), Mr Garry Wei-Han Tan, Senior Lecturer at Universiti Tunku Abdul Rahman as well as Dr Ooi Keng-Boon, Professor of Industrial Management & Information Systems and FoBIS' Dean.

The same team then also shared their experience and pointers on reviewing articles. The top three winners were Hew Jun Jie, Wong Lai Wan and Rajat Subhra Chatterjee while all other participants received a certificate of participation. FoBIS hopes to organise more initiatives like this workshop to strengthen the research capacity and capability of academicians as part of its mission in being leading business education provider informed by research insights.



Mr. Ben S'ng, shares pointers on getting one's research article published in top peer-reviewed journals.

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ASIA 2018

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UCSI charts a meteoric rise by climbing 131 spots in the
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COVER STORY

LONG SERVICE AWARD 2017

The bedrock of any successful institution is its people – individuals who set aside differences and focus on commonalities to work towards a mutual purpose. At UCSI, many have come to call it their home, serving in various capacities and being a part of the group's rise from an unassuming computer training institute to a reputable leader in education today. In recognition of their dedicated service and contributions towards UCSI's growth and success, 116 staff members (who have been with UCSI for more than 10 years) were honoured with UCSI's Long Service Award this year. *UCSI GAZETTE* speaks to a few selected awardees about their journey with UCSI and their hopes and wishes for this institution that they have grown to love and cherish.



TAN SEE MIIN

*Principal of Secondary School, Sekolah Sri UCSI Sdn Bhd
15 years, 7 months (Join Date: 15 May 2002)*

What is your wish for UCSI and its community, moving forward?

My wish is that UCSI will continue to grow and become well-known as the best education provider, from preschool to university.



DR CHLOE THONG CHEE LING

*Assistant Professor, Faculty of Business and Information Science
(School of Information Technology), UCSI University KL Campus
16 years, 3 months (Join Date: 6 Sept 2001)*

Can you share with us one of your fondest memories here at UCSI?

When Sedaya College was upgraded to a full-fledged university status (UCSI University), after the celebration ceremony, UCSI Group Founder, Dato' Peter Ng came forward and shook the hands of the staff and I was one of them! Dato' Peter was grateful and thankful to all the staff. I was very touched by his recognition and appreciation to staff for such an achievement.



LEE PUAY JOO

*Senior Accommodations Officer, Student Affairs & Alumni
UCSI University KL Campus
15 years, 11 months (Join Date: 10 Jan 2002)*

What is your favourite aspect of working with UCSI that attracted you to stay on?

I love working in a big family environment as all my colleagues in SAA always call me 'mummy'.



DOROTHY DZRANDIMAY A/K DESSON

*Assistant Librarian, UCSI University Sarawak Campus
16 years, 9 months (Join Date: 19 March 2001)*

What is your favourite aspect of working with UCSI that attracted you to stay on?

During my journey with UCSI, despite the obstacles I faced due to my past health and personal issues, it was by God's grace and strength, my faith, the love of the community especially at UCSI that pulled me through. I thank God for His grace, strength, love, faithfulness and for the gift of the UCSI family and the good, strong, faithful and humble leaders at UCSI.



JEYASEELAN A/L RAJAGOPAL

*Driver, Logistics Management Office
UCSI University KL Campus
16 years, 11 months (Join Date: 15 Jan 2001)*

What is your favourite aspect of working with UCSI that attracted you to stay on?

The founder of UCSI Group, Dato' Peter Ng is very generous, honest, caring and understanding. I like his principles and they compelled me to stay on and work over all these years. I take this opportunity to thank Dato' Peter Ng from the bottom of my heart because he helped me provide for my daughter's education.



ASSOCIATE PROFESSOR DR YEONG SIEW WEI

*Deputy Vice-Chancellor, Academic & Research
18 years, 4 months (Join Date: 2 Aug 1999)*

What is your favourite aspect of working with UCSI that attracted you to stay on?

UCSI's unwavering principle of providing an education for all deserving students and Dato' Peter's indefatigable leadership attracted me to take up the challenge in starting the pharmacy programme and continue to lead my journey in contributing to higher education. Best wishes to UCSI!



DR CHAN HOR KUAN

*Lecturer, Faculty of Applied Sciences,
UCSI University KL Campus
19 years, 11 months (Join Date: 12 Jan 1998)*

What is your wish for UCSI and its community, moving forward?

May UCSI Group Founder Dato' Peter Ng continue his passion to groom tomorrow's leaders. May he and the group carry on the commitment to touch and improve the lives of others and may every endeavour place a premium on value innovation and consumer understanding.



ASSISTANT PROFESSOR DR AMMAR ABDULAZIZ AL-TALIB

*Head of Postgraduate, Faculty of Engineering, Technology &
Built Environment, UCSI University KL Campus
16 years, 7 months (Join Date: 2 May 2001)*

What is your wish for UCSI and its community, moving forward?

UCSI University has attained a good reputation in Malaysia and in the Middle Eastern region according to UCSI students originating from there and my two daughters who are studying here. My wish is that UCSI and its community will continue to gain global recognition as a world-class institution of higher education.



ABU BAKAR BIN JALALUDDIN

*Vice President, Group Legal & Group Registrar,
UCSI Education Group
15 years, 6 months (Join Date: 5 June 2002)*

Can you share with us one of your many fondest memories here at UCSI?

In 2004, when tsunami hit our shores and Aceh, UCSI was the only private university who went all the way to Aceh with the military. I am proud to say UCSI played its role in a humanitarian relief of that magnitude and showcased Malaysian welfare and hospitality and UCSI's generosity. The follow-through from that was when Dato' Peter adopted a survivor who washed ashore at Penang and he sponsored and looked after the young man. The young man is with us now as part of UCSI's family and that will be an unforgettable experience/memory for me.



WONG MING FANG

*Chief Finance Officer, Group Finance Office, UCSI Education Group
17 years, 9 months (Join Date: 27 March 2000)*

What is your favourite aspect of working with UCSI that attracted you to stay on?

Overall, it's a good place to work, relaxed environment, good people to work with. I feel comfortable working here. This is an environment where I am allowed to lead, to learn and to manage. This is a place where I can show my ability, where I can shine. I am grateful to be here.



THILAGA KUMAR A/L RAJU

*Executive, Computer Services Department
UCSI University KL Campus
20 years, 6 months (Join Date: 1 June 1997)*

Can you share with us one of your many fondest memories here at UCSI?

My most memorable moments at UCSI was in 2006 when I became a committee member in the UCSI Staff Recreational Club. At that time, there were only two male staff in that club and the rest were females and it was fun working with them. While at the Club, I organised some sporting events for UCSI staff and it was an enjoyable experience when the events turned out smoothly and staff had fun.



PROFESSOR P'NG TEAN HWA

*Director, Institute Of Music, UCSI University KL Campus
20 years (Join Date: 1 Dec 1997)*

What is your wish for UCSI and its community, moving forward?

I would like to see UCSI play a stronger role in nation-building by impacting and creating a better next generation who can achieve greater things and reflect better values.

UCSI'S LONG SERVICE AWARD 2017 RECIPIENTS

Division	Name	Designation	Join Date	Tenure
Chairman's Office	Ng Chee Kiong	Group Project Specialist	1 Mar 1989	28 Years, 9 Months
Logistics Management Office	Siow Kim Lian	Manager, Asset Management	1 Oct 1990	27 Years, 2 Months
Computer Services Department	Quah Eng San	Group Chief Information Officer, Group Computer Services	15 July 1992	25 Years, 5 Months
Logistics Management Office	Cheah Ah Wah	Cleaning Supervisor	1 March 1993	24 Years, 9 Months
Chairman's Office	Ong Siok Bee	Secretary	22 Aug 1997	20 Years, 4 Months
Sekolah Sri UCSI Sdn Bhd	Adeline Tan Cheau Leng	HR Director	4 May 1998	19 Years, 7 Months
College	Ernie Chitra Dzureen Binti Awalludin	Manager, International Collaborations	3 Nov 1998	19 Years, 1 Month
Logistics Management Office	Sevakumar A/L Subramaniam	Senior Charge man	10 March 1999	18 Years, 9 Months
Group Legal Office	Kesavaraj A/L Veloo	Security Officer	5 Apr 2000	17 Years, 8 Months
Group Finance Office	Ting Yieng Sing	Head, Student Operations (Finance Division)	29 May 2000	17 Years, 7 Months
Group Finance Office	Chew Pay Yin	Head, Account Operations	22 Aug 2000	17 Years, 4 Months
College	Nalina A/P Thurairajah	Head Of Department, A Level Academy	1 Sept 2000	17 Years, 4 Months
Institute Of Music	Ng Wooi Wah	Senior Course Administrator	11 Sept 2000	17 Years, 3 Months
College	Mabel Tan Hwee Joo	President And Chief Executive Officer	1 May 2001	16 Years, 7 Months
Faculty Of Engineering, Technology & Built Environment	Shahruzaman Bin Abdullah	Technician	29 Oct 2001	16 Years, 2 Months
Student Affairs & Alumni	Muthu A/L Kuppusamy	Warden	9 Oct 2001	16 Years, 2 Months
Sekolah Sri UCSI Sdn Bhd	Yap Lai Leng	Senior Assistant, Student Affairs	26 Dec 2001	16 Years, 0 Months
Faculty Of Business & Information Science	Ho Min Yoong	Lecturer	1 March 2002	15 Years, 9 Months
College	Law Li Fern	A-Level Course Coordinator (Biology)	29 July 2002	15 Years, 5 Months
Faculty Of Pharmaceutical Sciences	Bontha Venkata Subrahmanya Lokesh	Assistant Professor	18 Nov 2002	15 Years, 1 Months
Faculty Of Applied Sciences	Saravana Kumar A/L Perumal	Assistant Laboratory Technologist	19 March 2003	14 Years, 9 Months
Sekolah Sri UCSI Sdn Bhd	Ding Mee Hiong	Head, Administration	7 July 2003	14 Years, 5 Months
Faculty Of Engineering, Technology & Built Environment	Rodney Tan Hean Gay	Associate Professor	4 Aug 2003	14 Years, 4 Months
Faculty Of Engineering, Technology & Built Environment	Lee Yuen Kong	Technician	1 Oct 2003	14 Years, 2 Months
Library Services	Normadina Abdul Razak	Assistant Librarian	7 Oct 2003	14 Years, 2 Months
Faculty Of Social Sciences & Liberal Arts	Kenny Choong Eng Soon	Lecturer	14 Jan 2003	14 Years, 11 Months
Sekolah Sri UCSI Sdn Bhd	Kadiresan A/L Karuppiah	Lab. Technologist	3 Jan 2003	14 Years, 11 Months
Sekolah Sri UCSI Sdn Bhd	Kor Yee Neo	Senior Assistant	6 Jan 2003	14 Years, 11 Months
Sekolah Sri UCSI Sdn Bhd	Tee Swee Lee	Senior Assistant	1 Jan 2003	14 Years, 11 Months
Peterson	Leong Tack Ming	Managing Director	5 March 2003	14 Years, 10 Months
Faculty Of Pharmaceutical Sciences	Walter Benedict Xavier	Laboratory Assistant	10 Nov 2003	14 Years, 1 Months
Faculty Of Pharmaceutical Sciences	Gabriel Akyirem Akowuah	Head Of Department, Pharmaceutical Chemistry	1 Nov 2003	14 Years, 1 Months
Faculty Of Applied Sciences	Chua Kim San	Laboratory Manager	1 Dec 2003	14 Years, 0 Months
Sekolah Sri UCSI Sdn Bhd	Muhyi Bin Samuri	Maintenance Officer	6 May 2004	13 Years, 7 Months
Sekolah Sri UCSI Sdn Bhd	Halindah Binti Yusop	Prefect Master	7 June 2004	13 Years, 6 Months
Faculty Of Business & Information Science	Quah Kheng Siong	Assistant Professor	23 Aug 2004	13 Years, 4 Months
Logistics Management Office	Ting Ling Ho	Senior Manager, Maintenance	13 Sep 2004	13 Years, 3 Months
Logistics Management Office	Selwa Bt Abdullah	Cleaner	6 Sept 2004	13 Years, 3 Months
Sekolah Sri UCSI Sdn Bhd	Mohammad Huzaili Bin Ramli	Maintenance Officer	1 Sept 2004	13 Years, 3 Months
International Office	Ng Chwah Tuoh	Senior Director	25 Oct 2004	13 Years, 2 Months
Logistics Management Office	Jaya Lalitha A/P Dorairaj	Assistant Cleaning Supervisor	1 Oct 2004	13 Years, 2 Months
Student Enrolment Centre	Haji Abdul Patah @ Fatah B. Abdul Karim	Senior Director, Sponsored Scheme	18 Oct 2004	13 Years, 2 Months
Faculty Of Engineering, Technology & Built Environment	Zaiton Binti Mokhtar Shah	Assistant Professor	1 March 2005	12 Years, 9 Months
Faculty Of Medicine & Health Sciences College	Foo Yong Ngee	Chief Technologist	1 Apr 2005	12 Years, 8 Months
Faculty Of Engineering, Technology & Built Environment	Tai Kon Yew	Lecturer	4 July 2005	12 Years, 6 Months
Faculty Of Engineering, Technology & Built Environment	Baizura Hanim Binti Bidin	Assistant Professor	1 Aug 2005	12 Years, 4 Months
Vice Chancellor's Office	Low Jan Li	Special Assistant, Vice-Chancellor's Office	17 Aug 2005	12 Years, 4 Months
Group Legal Office	Anthony Xavier A/L S M Arokiasamy	Security Supervisor	17 Jan 2005	12 Years, 11 Months
Sekolah Sri UCSI Sdn Bhd	Norazura Binti Bakri @ Hashim	Teacher	24 Jan 2005	12 Years, 11 Months
Chairman's Office	Shi Hui	Director Of Business Development (China)	21 Feb 2005	12 Years, 10 Months
De Institute Of Creative Arts & Design	Dennis Wong Chee De	Head Of Department, Digital Media	13 March 2006	11 Years, 9 Months
Chairman's Office	Chan Chee Kin	Vice President, Property Division UCSI Group	1 April 2006	11 Years, 8 Months
Faculty Of Applied Sciences	Lim Lay Hong	Associate Professor	19 April 2006	11 Years, 8 Months
Logistics Management Office	G. Gunaseelan A/L Ganasan	Driver	1 Apr 2006	11 Years, 8 Months
Faculty Of Applied Sciences	Yap Wai Sum	Head Of Department, Biotechnology	2 May 2006	11 Years, 7 Months

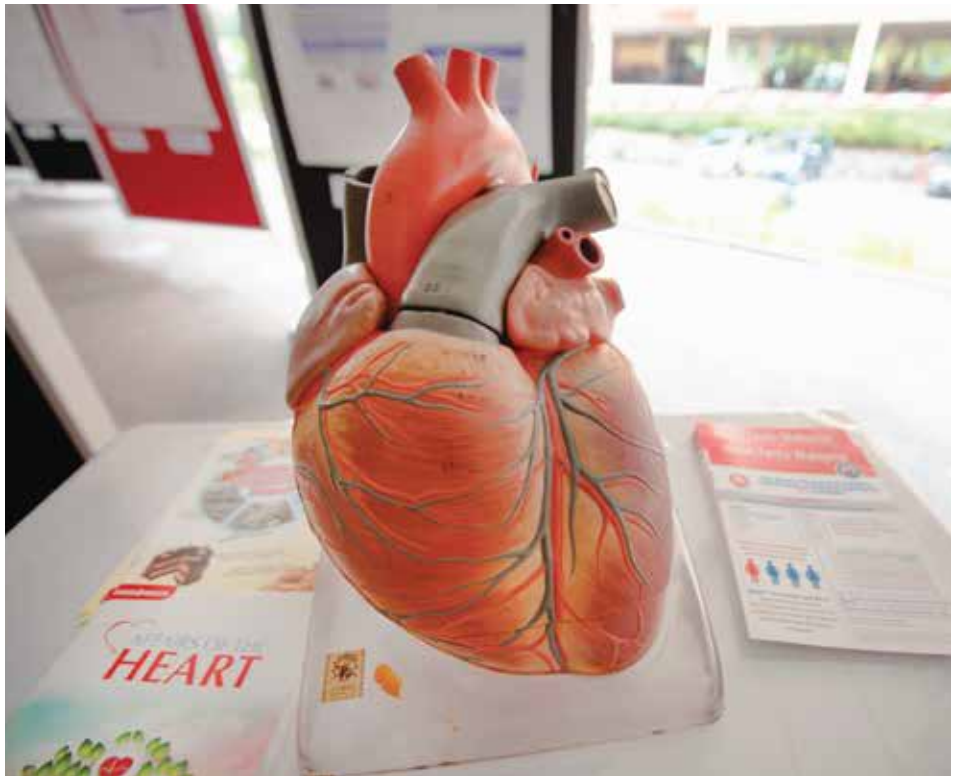


Faculty Of Engineering, Technology & Built Environment	Teoh Chee Keong	Assistant Professor	4 May 2006	11 Years, 7 Months
Faculty Of Engineering, Technology & Built Environment	Chia Lin Lin	Head Of School, School Of Architecture And Built Environment	2 May 2006	11 Years, 7 Months
Faculty Of Applied Sciences	Anbalakan A/L M. Govindan	Assistant Laboratory Technologist	12 Jun 2006	11 Years, 6 Months
Centre For Pre-U Studies	Alice Phua Choon Yen	Director	7 Aug 2006	11 Years, 4 Months
Faculty Of Applied Sciences	Patrick Nwabueze Okechukwu	Assistant Professor	28 Aug 2006	11 Years, 4 Months
Faculty Of Applied Sciences	Santosh Kumar A/L Kenaisan	Assistant Laboratory Technologist	7 Aug 2006	11 Years, 4 Months
Faculty Of Applied Sciences	Gunalan A/L Ayanan	Assistant Laboratory Technologist	7 Aug 2006	11 Years, 4 Months
Faculty Of Applied Sciences	Stephenie Wong Yoke Wei	Assistant Professor	1 Aug 2006	11 Years, 4 Months
Student Enrolment Centre	Regina Andhiwinata	Manager	1 Aug 2006	11 Years, 4 Months
Faculty Of Applied Sciences College	Ho Chun Wai	Associate Professor	1 Sept 2006	11 Years, 3 Months
	Tan Hui Ling	A-Level Course Coordinator (Mathematics)	18 Sept 2006	11 Years, 3 Months
Faculty Of Applied Sciences	Pakiraji @ Pakiraju A/L S. Ramaya	Laboratory Technologist	11 Jan 2006	11 Years, 11 Months
Faculty Of Engineering, Technology & Built Environment	Mok Vee Hoong	DVC, Student Affairs & Alumni	6 Jan 2006	11 Years, 11 Months
Faculty Of Medicine & Health Sciences	Sheiladevi A/P Sukumaran	Lecturer	11 Jan 2006	11 Years, 11 Months
Centre For Pre-U Studies	Sri Rahayu Binti Saharudin	Assistant Manager, Laboratory	27 Feb 2006	11 Years, 10 Months
Sekolah Sri UCSI Sdn Bhd	Hoo Hui Nghoh	Senior Executive, Administration	6 Feb 2006	11 Years, 10 Months
Faculty Of Business & Information Science	Kasthuri A/P Subaramaniam	Assistant Professor	4 Dec 2006	11 Years, 0 Months
Faculty Of Medicine & Health Sciences	Than Soo Nyet	Assistant Professor	5 March 2007	10 Years, 9 Months
Faculty Of Business & Information Science	Dazmin Bin Daud	Assistant Professor	23 Apr 2007	10 Years, 8 Months
Sekolah Sri UCSI Sdn Bhd	Joan Vasanthi Rajaratnam	Head, Language & Cambridge Exam	16 Apr 2007	10 Years, 8 Months
Faculty Of Applied Sciences	Yim Hip Seng	Associate Professor	4 May 2007	10 Years, 7 Months
Group Legal Office	Vallaido A/L Akolanduvello	Security Supervisor	25 May 2007	10 Years, 7 Months
Student Enrolment Centre	Steve Goh Tse Ti	Head, Admission Office And Advertising & Promotions	3 May 2007	10 Years, 7 Months
Sekolah Sri UCSI Sdn Bhd	Lee Pek Wah	Teacher	21 May 2007	10 Years, 7 Months
Kuala Terengganu Campus	Mohd Farizal Bin Abdullah @ Musa	Senior Executive, Maintenance	24 June 2007	10 Years, 6 Months
Kuala Terengganu Campus	Noorizan Binti Zainal	Assistant Security Supervisor	24 June 2007	10 Years, 6 Months
Kuala Terengganu Campus	Mohd Hadi Bin Yatim	Security Guard	24 June 2007	10 Years, 6 Months
Kuala Terengganu Campus	Mohd Pozei Bin Idris	Security Guard	24 June 2007	10 Years, 6 Months
Kuala Terengganu Campus	Zaidi Bin Mat Amin	Cleaner	24 June 2007	10 Years, 6 Months
Logistics Management Office	Ng Ha Leek	Manager, Cleaning Services	18 June 2007	10 Years, 6 Months
Centre For Pre-U Studies	Annie Mathews	Head Of Department, Foundation In Science	2 July 2007	10 Years, 5 Months
Faculty Of Pharmaceutical Sciences	Fatimah Khursiah Binti Amiruddin	Senior Laboratory Technologist	9 July 2007	10 Years, 5 Months
Faculty Of Pharmaceutical Sciences	Fatokun Omotayo Oladuntoye	Assistant Professor	21 Aug 2007	10 Years, 4 Months
Logistics Management Office	Norman Ben Bin Abdullah	Maintenance Executive	1 Aug 2007	10 Years, 4 Months
Group Finance Office	Tang Yih Shan	Senior Manager	25 Sep 2007	10 Years, 3 Months
Group Legal Office	Misri Bin Midi	Security Supervisor	1 Sept 2007	10 Years, 3 Months
Kuching Campus	Tan Ling Tee	Assistant Manager	11 Sept 2007	10 Years, 3 Months
Kuala Terengganu Campus	Hasmadi Bin Mat Hassan	Cleaner	16 Oct 2007	10 Years, 2 Months
Extension	Stephen Corneilius A/L N. Joseph Maniam	Chief Executive Officer	14 Sept 2007	10 Years, 2 Months
De Institute Of Creative Arts & Design	Shahfida Binti Abdul Manap	Assistant Professor	8 Jan 2007	10 Years, 11 Months
Faculty Of Business & Information Science	Marcia Edna A/P Santhana Rajan	Lecturer	3 Jan 2007	10 Years, 11 Months
Faculty Of Pharmaceutical Sciences	Mohamed Saleem Abdul Shukkoor	Head Of Department, Pharmaceutical Biology	2 Feb 2007	10 Years, 10 Months
College	Chan Lee Pin	A-Level Course Coordinator (Chemistry)	19 March 2007	10 Years, 10 Months
Peterson	Bhagyaraj A/L Veeran	Maintenance Technician	5 March 2007	10 Years, 10 Months
De Institute Of Creative Arts & Design	Nur Mashita Binti Kamalun Ariffin	Head Of Department, Art & Design	3 Dec 2007	10 Years, 0 Months
Faculty Of Engineering, Technology & Built Environment	Hikmat Said S. Al. Salim	Professor	17 Dec 2007	10 Years, 0 Months
Group Legal Office	Dass A/L Sinnappan	Security Guard	1 Dec 2007	10 Years, 0 Months
Kuala Terengganu Campus	Ros Asmani Binti Rashid	Cleaner	2 Dec 2007	10 Years, 0 Months
Logistics Management Office	Jaya Pragasam A/L Perumal	Supervisor, Facilities Maintenance	10 Dec 2007	10 Years, 0 Months

UCSI PHARMACY STUDENTS' FIGHT AGAINST CARDIOVASCULAR DISEASES



▲ Various health screening tests were conducted for the residents of Rumah Pangsa Lima Tingkat.



In Malaysia, the number one killer in terms of diseases and health-related problems is coronary heart disease. In 2010, the total number of deaths in Malaysia resulting from coronary heart disease was at 22,701 according to the World Health Organisation (WHO). This constitutes to about 22.18% of the total deaths in the country.

The fight against this disease gained traction as UCSI University's (UCSI) pharmacy students made it the theme for this year's UCSI 16th Annual Public Health Campaign 2017. Held three times over a span of three months at a Cheras housing area, the campaign aimed to promote greater public awareness towards heart diseases and a healthier lifestyle.

Themed '*Lead Your Life to a Healthy Heart*', the four-day campaign was graced by Yang Berusaha Dr Sirajuddin bin Hashim, Deputy State

Health Director of Wilayah Persekutuan Kuala Lumpur and Putrajaya (Public Health), as the guest of honour.

During his speech, Dr Sirajuddin commended the University for promoting public awareness in the fight against cardiovascular diseases.

"There is so much to be done but we cannot depend on the government alone to tackle this worrisome phenomena; this is why what UCSI is doing right now, is so important. I trust this Annual Public Health Campaign will continue to succeed in educating and instilling awareness among members of the public."

The event was also attended by Senior Professor Dato' Dr Khalid Yusoff, Vice-Chancellor and President of UCSI, as well as Associate Professor Dr Yeong Siew Wei, Deputy Vice-Chancellor of Academic and Research and

the founder and advisor of the annual campaign.

According to Organising Chairperson Foo Jun Hoe, a second-year student in the Bachelor of Pharmacy (Hons) programme, organising the Campaign has been a challenging and fun experience.

"The experience of organising and participating in the Public Health Campaign has been memorable and has benefitted me a lot. It taught me how to shape myself to be a tougher person, and to cope with my studies and at the same time, organise this event under stressful situations."

"I have also learned how to be humble and understanding when serving the public. Lastly, being able to share our knowledge and raising health awareness among the public has been very satisfying."



A student demonstrating to a group of children on how to create a simple ointment for bug bites.

To date, the UCSI Annual Public Health Campaigns have been held in states like Malacca, Pahang and Selangor. More than 10,000 members of the public have been positively impacted by these campaigns throughout the years.

The UCSI University Public Health Campaign is a community project by the Pharmacy Student Association (UCSIUPSA) of the Faculty of Pharmaceutical Sciences. It aims to promote and educate the public on health-related issues and encourage healthy lifestyles.

The campaign included various health screening tests such as the waist-to-hip ratio measurement, blood pressure tests, body fat tests and blood glucose tests. An interactive session with the public on the safe use of drugs titled, 'Know Your Drug' was also held. Talks focusing on health and lifestyle were given by cardiologist and pharmacists.

Organised by UCSI's pharmacy students since 2002, the campaign seeks to help bridge the community-academia divide and to provide an excellent platform for members of the community and students to learn from each other.

“
There is so much to be done but we cannot depend on the government alone to tackle this worrisome phenomena; this is why what UCSI is doing right now, is so important. ”
— YANG BERUSAHA DR SIRAJUDDIN BIN HASHIM
 Deputy State Health Director of Wilayah Persekutuan Kuala Lumpur and Putrajaya (Public Health)



▲ Deputy State Health Director of Wilayah Persekutuan Kuala Lumpur and Putrajaya (Public Health) Yang Berusaha Dr Sirajuddin bin Hashim commended UCSI for spreading awareness in the fight against cardiovascular diseases.



The students' responsibilities include educating the public on ways to maintain a healthy lifestyle.

WRITE RIGHT

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

Poetry is something that is quite grey — it is rather subjective to someone's taste. Some may enjoy deciphering the actual meaning the poet wishes to convey through the means of words. While others may find it too 'flowery' for their liking and stick to the more direct form of writing instead. That was what **Charissa Ong Tse Ying**, a graphic designer from Subang Jaya, thought before she picked up her first poetry book and was immediately entranced by how relatable the words used and how it was able to pick up her actual feelings and place it on a large platter for her to see. From writing on her blog to gaining popularity on Instagram, to now self-publishing her own book all at the young age of 24, it's intriguing to think it all started with a break-up.

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

I began my career as a writer officially and professionally in 2016. Before that, it was just blogs and Instagram poetry for 2-3 years. I used to write a lot when I was in primary school. Wrote a bunch of fantastical and comedic stories on my blog which no one ever reads.

I read and researched for two years before actually penning down a story or a poem. Back then I just got out of a relationship and had a lot of time on my hands (emotions too) so I started posting short emotional quotes on Instagram until it gained some attention. People suggested for me to make it into a book but at that time, it was just a really far-fetched idea for me. It is really quite difficult. And boy, was I right.

I did research on Google a lot. I got a gist of what the publishing world is like but I only really got to know it when I talked to a family friend who is an educational book publisher. I visited printers in my neighbourhood and around my college to understand more and asked many simple questions, which led to more intelligent questions. Back to the family friend, he suggested that I create my own company if I were to publish more than one book and if I was going retail.

I took it up and headed over to SSM and founded Penwings Publishing. Penwings was a branding project I had during my tertiary education. I graduated with a first class honours bachelor's degree in Interactive Media Design at The One Academy in collaboration with the University of Hertfordshire.

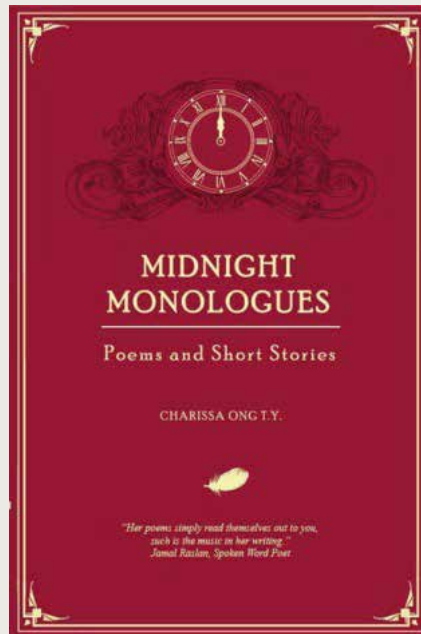
For those who don't know anything about your book *Midnight Monologues*, how would you briefly describe it?

Midnight Monologues is an English Poetry and Short Stories book that is divided into four parts: *Lost, Found, Hope* and *Short Stories*. It is easy to understand and pretty deep at the same time. It is different every time you read it. *Midnight Monologues* is currently a best-selling book and you should really go get it at an MPH, Kino, Popular, Times bookstore near you.

***Midnight Monologues* is the finalist for the International Book Awards 2017 for both Best Cover Design and Poetry categories. It has also been MPH's Best Books of 2016 and**

remained in the Best-sellers list for a year. How does it feel to be named as one of the top local best-selling authors and to see your book receiving such amazing buzz?

It was unbelievable. I was pretty stoked that it got into the local best-sellers list during the first month. But I was really happy when they moved *Midnight Monologues* to the international fiction best-sellers list and it managed to nab the No.1 spot, beating out books by international competitors like Lang Leav, Mitch Albom and Jojo Moyes. It was exhilarating to have the people you respect, compete against you now. Then came the awards results. I never knew



that I would be a finalist in both categories among the other 1,500 entries. It only validates my double life of writing and designing.

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

They are very supportive. My mom is the only other employee in my company that helps me out with logistics and the important tasks such as taxes and accounting, especially during our recent feat to put *Midnight Monologues* into the National Bookstore in the Philippines. My dad and sisters always promote my happenings too and help whenever they can. Friends, I am glad that I have ones that actually buy my book. Haha!

What are the main challenges you faced while writing *Midnight Monologues*?

Getting it ready for print. I had to go through about 11 revisions before it could be finalised. I did not know who to use Adobe InDesign so I put it in Adobe Illustrator, page by page. It was tedious.

Since when did you develop a passion for writing?

I developed a passion for writing when I was in primary school. But it was all light-hearted writings until I got my heart broken in university. I post my stuff on @cotypoems and things blew up from there.

How do you hone your writing skills?

I challenge myself frequently. I write 2 new pieces every week to be consistent and read one book per week. I read quite a lot, my goal for this year is 50 books and I record it on my Goodreads account — the world's largest site for readers and book recommendations.

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?

I really look up to Neal Shusterman and Khaled Hosseini. These writers invoke deep feelings in me when I read their novels. It is something I wish to replicate in my poems and short stories.

What is the next adventure in Charissa Ong's life?

Getting my books out of the Southeast Asia market and into Europe / India / Australia / UK or US markets.

What advice would you give to those who also dream of publishing their own book?

Have discipline and complete a full manuscript draft. Even if it is not good, at least you have started. And getting started is one of the hardest things to do. Submit it to publishers and do not give up. For me, I could not find one in Malaysia so I just set up my own company. I have a plan and am committed to Penwings Publishing, so it is okay to start small and look around first before heading off to SSM and establishing a company that you are ready to maintain.



UCSI Hospitality and Culinary Arts students Kueh Wun Thiin (right) and Kingsley Chuo Meng Han bagged Gold and Silver respectively in the Cooking Category at the Worldskills Malaysia Sarawak 2017 Competition.

UCSI UNIVERSITY SARAWAK CAMPUS BAGS GOLD AND SILVER AT WORLDSKILLS INTERNATIONAL COMPETITION

Two UCSI University (UCSI) students studying BA (Hons) Hospitality Management and Diploma Culinary Arts at the Sarawak campus recently bagged Gold and Silver medals in Worldskills Malaysian Sarawak 2017's Cooking Competition.

Worldskills Competition is one of the largest vocational skill competitions in the world and is held once every two years. Covering over 51 categories including Culinary, Beauty Therapy, Floristry, and Mechatronics, among many others, the Competition is participated by youths from over 70 countries.

Kueh Wun Thiin and Kingsley Chuo Meng Han accomplished this feat after enduring exhausting hours of preparation and presentation of their dishes at the Borneo Convention Centre, Kuching from 27 to 29 October 2017. After the qualifying round, they were required to prepare a full course set meal consisting of an appetiser, a main course and a dessert during the finals.

First-year degree student in BA (Hons) Hospitality Management Kueh Wun Thiin, who bagged the Gold medal, expressed his gratitude to UCSI for giving him the opportunity to participate in numerous competitions.

"I did not think I would win in this competition. I told myself, just focus and do your best for the competition. Thanks to all the guidance and ideas given by my lecturers, I managed to win my first Gold medal. Going through a month of sleepless nights is never easy, but I enjoyed the process," he enthused.

Silver medallist Kingsley Chuo, who is pursuing his Diploma Culinary Arts, concurred, "Halfway through the first day of the competition, I thought of giving up. I had a fever, and with the headache that I was experiencing, it was hard for me to handle the stress from the competition."



“

I told myself, I cannot give up before I try my best. This is the day where all my hard work will pay off. ”

— KINGSLEY CHUO MENG HAN

UCSI's Diploma in Culinary Arts student



Silver Medallist, Kingsley Chuo Meng Han, in deep concentration as he adds the finishing touches.

“

Thanks to all the guidance and ideas given by my lecturers, I managed to win my first Gold medal. ”

— KUEH WUN THIIN

UCSI's BA (Hons) Hospitality Management student



Gold Medallist, Kueh Wun Thiin, is grateful to UCSI for the opportunity to participate in numerous competitions.



“However, when I thought about the preparation and months of practice that I had gone through in the kitchen, as well as the expectation and high hopes given by the University and my lecturers, I told myself, I cannot give up before I try my best. This is the day where all my hard work will pay off.”

As William Anthony, the Head of Department of the Hospitality and Culinary Arts, has so aptly explained, “Indeed, UCSI Sarawak takes pride in the outstanding results of our student participants. It certainly requires an immense amount of hard work from the students but the results are worth cherishing.”

“In my opinion, the most important thing to note is that the competition journey is a process, and not an endpoint. Any success or failure is just another stepping stone to the next point along the way. So my advice to anyone who is trying to develop excellent skills, whether they be in culinary arts or not, is not to focus on the present outcomes but instead, focus on what you have gained and how you can keep on improving.”

Competitions like this provide a great platform to display knowledge and skills which the students have amassed over the years studying at UCSI. The experienced panel

of judges provided critical analysis and feedback on the students' performances at the end of each category that they participated in.

In this way, competitions can prove to be a useful source of self-evaluation for students which will inevitably help nurture their experience and skills further.

MALAYAWOOD: ROAD TO OSCARS

Bad Boy turns Golden Boy

Setting out on a career path in the creative arts instead of popular ones like lawyer or doctor is never easy, especially in Asia, where mindsets and beliefs are strongly entrenched in academic qualifications as being the only guarantee for a stable job and successful life.

JAGAT



Movie still from Jagat

For Sanjhey Kumar Perumal, the award-winning film-maker of *Jagat* which became a critical success including winning the Best Malaysian Film award in last year's Malaysia Film Festival, his rise to recognition and success has been nothing short of tumultuous and remarkable.

He shared his journey as well as his take on the Malaysian film industry with communications and mass media students from UCSI University (UCSI) and University Malaya during the *Malayawood: Road to Oscars* event. He was joined on stage by the film's producer, Siva Perianan, for a panel after a screening of the movie.

Jagat, an offbeat social realism story, brings to light the plight of the Malaysian Indians, who are forsaken by the estate owners and are forced to move to the cities and survive under harsh circumstances, shown through the eyes of the movie's young protagonist, Appoy.

According to Sanjhey, *Jagat* refers to a slang derived from Malay word '*jahat*', loosely translated as 'bad'. He added that the story is a semi-autobiography of his own life and the characters and storylines are based on his personal experiences and observations.

Made on a budget of RM300k for production and RM200K for marketing, the movie became

a sleeper hit amongst Malaysians including the non-Tamil-speaking audience, and continues to garner praise and recognition at top film festivals worldwide even today.

Sanjhey and Siva shared their struggle on getting resources and funding for *Jagat* which was a 10-year labour of love despite cynicism and absence of support. They also spoke candidly about the banes of the Malaysian film industry

pertaining to censorship constraints and poor support for local films from distribution lines such as cinema chains.

When asked about their future projects and ambitions, the dynamic duo shared that apart from their next project which is an action Malay movie, they would continue to help build a robust Malaysian film industry with its own brand of uniqueness for



Jagat Director
Sanjhey Kumar Perumal



Jagat's movie screening received a hearty round of applause from mass media students who were eager to know the story behind the film.

a worldwide traction.

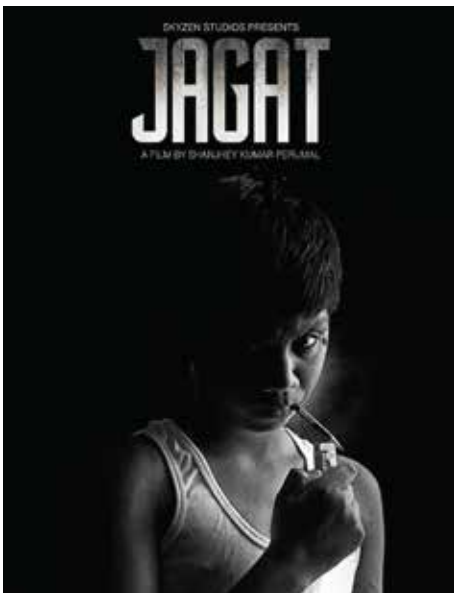
They also hoped that film literacy will grow in Malaysia and Malaysians will come to love local works of art as much as they do Hollywood or Bollywood movies. Sanjhey also lamented the lack of creative expression amongst Malaysian film-makers which he attributes to the overemphasis on techniques and formats in Malaysian film studies.

His advice for aspiring film-makers or actors: find out the 'why' — why does one want to make films or act. Speaking from a decade of experience, he insists this inner motivation will help to anchor and guide during trying times in an industry that remains challenging.

The movie screening and talk show was organised by the Mass Communication department of UCSI's Faculty of Social Sciences

and Liberal Arts under the diligent supervision of the department's lecturers, Ghazila Ghazi and Mohd Farizi.

The department invites and engages industry leaders and reputable media personalities in their forums and discourses on media issues and trends to enable students to acquire current and invaluable perspectives and exposure to the industry.



Jagat: Behind the scenes

Kendrik Ng Tiong Heng

Bachelor of Science (Hons) Computing, graduated 2010
Director, Social Groove Solutions Sdn Bhd
Founder, Kendy Life Creative

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 Kendrick Ng Tiong Heng, a Bachelor of Science (Hons) Computing student who upon graduation has accumulated a notable amount of working experience in the field.



Please describe your career journey.

An entrepreneur and director by day, a CEO, comic artist and a music producer by night. I run the Social Groove Solutions, a Digital Branding agency and the Kendy Life Creative, a creative agency which utilise my creative ideas with technology.

Prior to becoming an entrepreneur, I joined the property industry and was involved in building websites as well in digitising companies' marketing and sales infrastructure. After spending years in the property industry, I decided to pursue and expand my knowledge by venturing into the digital marketing industry where I joined Social Groove Solutions Sdn Bhd as the director.

Please share with us why you decided to establish the Kendy Life Creative and how was your experience incorporating it into a company in 2017?

Back at UCSI University, my friends often called me the creative programmer due to my hidden hobby of drawing comics and doodling. During my corporate years, I utilised my knowledge and combined them with my comics to assist in my daily work. At first, I only indulged in this as a freelancer. But all that changed after I joined Social Grooves. When I became the director of the company, I decided to be an entrepreneur as well and that's how I founded Kendy Life Creative which provides an avenue to boost my skills even further.

Is your current working experience similar to what you imagined when you were still a student?

I envisioned that the future for IT is bright and irrespective of the industry that I will be joining, IT will always be present as it will shape the world and we all need it no matter what, and I was right!

What are your favourite aspects of the job?

As an entrepreneur, my favourite aspect of the job is solving client's difficult issues. For me, it is like solving the missing piece of a puzzle and with the help of IT and creativity, you can create that missing piece. Sounds magical, right? That is what I do every day!

What motivated you to pursue Bachelor of Science (Hons) Computing at UCSI University?

I have always been fascinated by Information Technology and how programming can solve human's difficult tasks and how technology can help people to brand themselves. For me, choosing that course was not a difficult decision.

How did your interest in this field come about?

It all started when I got frustrated and intrigued with an internet connection problem at home. — how to connect one LAN cable to two computers. Little did I know, I became besotted with this field.

Can you describe to us your experience studying in UCSI?

As a Sabahan studying in another state far away from home, being homesick is common but studying at UCSI made me feel like I never left home. Throughout my studies in UCSI, I was involved in clubs and associations and I was lucky to be able to be a part of UCSI University Student Council's board of directors. During the period, I learned leadership and networking, and the experiences I gained were priceless.

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

My years at UCSI changed how I understand the world. Prior to my second year in UCSI, I thought I wanted to work in a large IT corporation and be their best system analyst. However, my studies and experience in UCSI spurred me to want to achieve more, and that

is when I decided to be something more, by becoming an entrepreneur and a Creative IT consultant.

Who are the lecturers that you bonded with at UCSI University and why? Is there anything you would like to tell them?

I have been keeping in touch with a few lecturers from different faculties especially the Faculty of Business and Information Science. Their guidance and assistance have aided me in enhancing my experience in the IT and mobile industry. I would like to tell each of them: "Thank you, from the bottom of my heart, for believing the potential in me and allowing me to grow. Technology has made it easier for students to learn with devices, but nothing can come close to the experience of being taught by an inspirational teacher like you all."

Can you share with us two or three accomplishments that you are most proud of and why?

One of my unforgettable accomplishment is receiving the Social Media Excellence Awards in 2015 and the FIABCI Asia Pacific Property Awards - 5 Star Best Developer Website. Besides that, I was also invited to represent Malaysia at the ASEAN Student Symposium, to be one of the keynote speakers. I was also featured in the media locally and internationally. I am thrilled that I have been bestowed with such recognitions.

Do you have any words of advice for students who wish or are currently pursuing an education in computing?

The world is constantly changing, and you will face obstacles. My advice is to be patient because everything happens for a reason and do not feel bad or sad because there is lots to do and achieve! Never give up!

DID YOU KNOW?

UCSI University is the **first** private university in Malaysia to adopt the new **Learning Management System (LMS) CourseNetworking** system.

UCSI University is also the **biggest** CourseNetworking adopter in the country by student number.

ADVANTAGES OF THE NEW LMS



Social Learning Environment

Encourages peer-to-peer learning through an engaging easy-to-use social platform.



Reward System

Transform learning environment with gamification!



Lifelong Social e-Portfolio

Customisable Lifelong Social e-Portfolio that tracks a student's learning experience and showcases student's personal, academic and professional achievements.



Micro Credentials

Recognise outstanding students by awarding them with badges as a form of micro-certificate. Badges may be displayed on the student's e-Portfolio and shared in social media sites.



Global Connectivity for Limitless Collaboration

Connect with students or academicians from the CourseNetworking's global network.



Live Broadcast

Leverage on the Live Broadcasting tool to conduct and view virtual lectures from anywhere, anytime, with playback capability.

Other universities that have adopted the same system include Singapore Nanyang Technological University, Thailand Chiang Mai University, and United States California State University and Indiana University.

THE UCSI GAZETTE

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