

THE UCSI GAZETTE

THE UNIVERSITY MAGAZINE

QS WORLD 
UNIVERSITY 
RANKINGS 

TOP 500

2019

UCSI

Malaysia's #1 Private University

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 **UCSI University**[®]

UCSI SABE x KLAF 2018

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DATE:

13TH JULY TO 15TH JULY 2018



In conjunction with the Kuala Lumpur Architecture Festival, UCSI SABE is curating a three day architecture exhibition/ talk/ workshop in collaboration with One Bite Design Studio, Hong Kong + Young architect offices from Korea, Taiwan, Singapore and Malaysia + the Hong Kong Design Institute. Participating students will have the chance to work alongside international designers and gain knowledge on curating public architecture events.

We see the project as the beginning of the documentation and rejuvenation of traditional markets. The interaction between international architects and the local public will facilitate cultural exchange and the sharing of knowledge in the discussion about markets. Our project will carry out the investigation of traditional markets through their heritage significance, environmental challenges and cultural relevance. The investigation in these three areas will help to create a methodology to develop markets in the new era for long-lasting repositioning.

COVER STORY



MALAYSIA'S #1 PRIVATE UNIVERSITY

UCSI, nation's top private varsity

UCSI ranked 491st in the top 500 of QS World University Rankings 2019

Rank	University
487	Universiti Kebangsaan Malaysia
488	Universiti Teknologi Malaysia
489	Universiti Pendidikan Sultan Ismail
490	Universiti Teknologi PETRONAS
491	UCSI
492	Universiti Islam Al-Farooq
493	Universiti Kuala Lumpur
494	Universiti Teknologi MARA
495	Universiti Islam Antarabangsa Malaysia
496	Universiti Islam Malaysia
497	Universiti Islam Sultan Ibrahim
498	Universiti Islam Kuala Lumpur
499	Universiti Islam Selangor
500	Universiti Islam Terengganu

Coverage from The Star



UCSI universiti swasta terbaik di Malaysia

KUALA LUMPUR 7 Jun - Universiti UCSI telah diiktiraf sebagai universiti swasta terbaik di Malaysia dalam senarai QS World University Rankings memaparkannya dalam senarai 500 universiti yang terbaik daripada semua universiti di dunia.

Berada di kedudukan 491, UCSI adalah satu-satunya universiti swasta di Malaysia yang berada di kedudukan hingga 500 terbaik dalam ranking itu.

UCSI juga merupakan satu daripada hanya enam universiti tempatan dengan pencapaian membanggakan ini, bersama dengan lima universiti penyelidikan tempatan yang lain.

Nadi Curahan dan Presiden UCSI, Profesor Kanan Dato Dr. Mohd Yusoff Azizi dalam kenyataan yang dikeluarkan hari ini membaratkan, inisiatif kali pertama UCSI diiktirafkan dalam senarai QS World University Rankings di satu pertandingan tahunan yang memberikan pengiktirafan pada universiti-universiti terbaik di seluruh dunia.

Dr Azizi ini mengucapkan tahniah yang mendalam kepada UCSI kerana telah diiktirafkan QS World University Rankings Asia 2019 sebagai universiti yang paling pantas meningkat naik di Asia dan berada di kedudukan 100 terbaik untuk reputasinya sebagai universiti seni persembahan di senarai QS World University Rankings by Subject 2019.

Di samping universiti ini untuk terus mengiktiraf naik di peringkat global adalah kerana gabungan faktor yang menunjukkan keghairahan daya usaha untuk memajukan kekompleksan dan prestasi terbaik sebagai universiti memajukan kekompleksan dan prestasi terbaik sebagai universiti.

Coverage from Utusan Online

UCSI Becomes Top Private University In Malaysia

Universiti UCSI telah diiktirafkan sebagai universiti swasta terbaik di Malaysia dalam senarai QS World University Rankings memaparkannya dalam senarai 500 universiti yang terbaik daripada semua universiti di dunia.

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Coverage from New Straits Times



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UCSI features in the QS World University Rankings for the first time by breaking into the top 500.



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Professor Dr Ooi Keng Boon



▲ A group shot of the participants of the UCSI Awards and Scholarship Presentation Ceremony 2018.



▲ Aisha Mohamed and Joshua Sim thankful to UCSI University Trust for their scholarships.

THE UCSI AWARDS AND SCHOLARSHIP PRESENTATION CEREMONY 2018

May 5, 2018 was certainly a day to remember as scholarship and award recipients went up on stage to be recognised for their achievements in and outside the academic sphere at the UCSI Awards and Scholarship Presentation Ceremony 2018.

In 2018 alone, a total of RM30 million worth of scholarships has been allocated by the UCSI University Trust to assist deserving students who have the ambition of attaining a world-class education for their studies at either UCSI University or UCSI College.

The category of awards included the Tan Sri Ahmad Razali Merit Scholarship Awards, the UCSI University Trust Graduate Scholarship, the UCSI University Trust Principal's Award, the UCSI University Trust A-Level Scholarship, and the UCSI University Trust Pre-U Scholarship among others.

Additionally, the UCSI Prestige Scholarship Awards recognised the top 30 achievers based on their academic performance as well as extra-curricular activities and leadership.

Coming from different walks of life, these students have demonstrated a sustained level

of excellence and have been singled out to receive these awards and scholarships.

For Foo Hui Ying, it was the ability to shoulder responsibility at a young age and sheer hard work that put her on the list of recipients for the UCSI University Trust Pre-U Scholarship.

Also, it was her determination and perseverance that shone as she related what it was like to lose her father at a young age, to stop studies after SPM to support daily expenses and take on a full time job.

“Personally, one of the challenges I have had to face was holding back the desire to study. I have learned to be independent and that there is no easy way out. UCSI accepted me regardless of the gap in studies after my SPM when no other university would.”

Currently, she works as a tuition teacher and will be pursuing her degree in Medicine in UCSI University this year.

A recipient of the UCSI Prestige Scholarship Award and the UCSI University Trust Scholarship, Khor Phoey Fang, also lost her father at a young age while having financial

burdens to bear.

She started working part time at the age of 15 years as a sales assistant in a pharmacy to pay for her allowances.

According to her, “You reap what you sow. I had to work hard. These awards mean a lot to me and it is a good opportunity to further my studies. I am thankful to the UCSI University Trust and my lecturers.”

For Eunice Lim, recipient of the UCSI Prestige Scholarship Award and the UCSI University Trust Scholarship Principal's Award, being an only child had its share of challenges. But she has not let the hard lessons in life keep her from pursuing her goal of being an architect.

“As I was always alone, having no older siblings made me independent. I tend to be shy, so my studies at UCSI helped me be more open to social groups and gain interpersonal skills. These awards are a huge motivation to do better in the future.”

True to UCSI's philosophy of embracing students from all cultures, Aisha Mohamed originally from Egypt was another recipient of the Pre-U



▲ Foo Hui Ying receiving the UCSI University Trust Pre-U Scholarship from UCSI's Vice-Chancellor and President, Senior Professor Dato' Dr Khalid Yusoff.



▲ Khor Phoey Fang delighted to receive her award at the ceremony.



▲ Lee Yee Jeat receiving the UCSI University Trust Scholarship from UCSI University Trust Chairman, Dato' Dr Haji Mohd Karim Bin Haji Abdullah Omar.

Scholarship. Having come to Malaysia at the tender age of five, she shared that it was initially hard to assimilate to Malaysian culture as learning the Malay language was a challenge to her.

“Growing up in Malaysia, I had to get used to the culture, the people and even the food. However, in Form Four my Malay became better and I did well in my SPM. Upon joining UCSI University, I found that the multi-cultural environment made it easier to learn.”

Joshua Sim's story is also one that draws attention. Having been home-schooled most of his life, he is thankful to his parents for supporting him in pursuing Music, specifically the cello, as some would think it is more of a hobby than a profession. Joshua received the UCSI University Trust Scholarship at the ceremony.

According to Lee Yee Jeat, receiving the UCSI University Trust Scholarship will help her in her quest to become a nutritionist. This is the second scholarship she has received, the first one being the UCSI University Trust Pre-U Scholarship.

“UCSI has provided a good study environment

for me to increase my knowledge holistically. This includes leadership, communication and presentation skills. I also plan to contribute to society by providing nutrition advice to refugee children in the country.”

The ceremony included a speech by UCSI's Vice-Chancellor and President, Senior Professor Dato' Dr Khalid Yusoff, who applauded the awards and scholarship recipients urging them to use the opportunity given to them to excel in their studies and make a difference in society.

There was also a speech by UCSI University Trust Chairman, Dato' Dr Haji Mohd Karim Bin Haji Abdullah Omar, in which he said he was proud of the achievements of the recipients and to challenge themselves to go further.

During the ceremony, UCSI University's Institute of Music student Nurul Aina accompanied by pianist Sylvia Wong both of whom are UCSI's scholarship recipients, rendered an electrifying performance with the songs “Mimpi Kita” and “Doubt”.

The ceremony ended with a group photo collectively celebrating the achievements of the students and the bright future that they have in store for them.



▲ Eunice Lim, a proud recipient of the UCSI Prestige Scholarship Award and the UCSI University Trust Scholarship Principal's Award.



ucsiuniversitytrust.com



FOOTBALL MEETS ART



▲ His Excellency Valery N Yermolov with UCSI's Deputy Vice-Chancellor of External and International Affairs, Professor Dato' Dr Ahmad Haji Zainuddin admiring an art piece.

The Football Art. Design. Showcase organised by UCSI's De Institute of Creative Arts and Design (ICAD) was an event that featured the best of football and art at its finest.

At the event, there were 32 football art pieces representing each finalist in the upcoming FIFA World Cup 2018. These appealing art pieces truly brought out the diverse overtones of the finalist countries and put them in the limelight. Among the art pieces were the Matryoshka doll, the Eiffel Tower and a matador pitting his skills against a raging bull representing Russia, France and Spain, respectively.

Four 10-foot fashion displays inspired by the World Cup trophy and a 10-piece sportswear collection were also launched. These also reflected the duality of football and art which have the capacity of bringing people together regardless of nationality and background.

All designs were created by students from ICAD and makeup was sponsored by Amber Chia Academy. The sportswear collection, in particular, turned many heads as students displayed poise and elegance in modelling the

various designs which were trendy, contemporary and practical at the same time.

The launch was graced by the Guest of Honour, His Excellency Valery N Yermolov, Ambassador Extraordinary and Plenipotentiary of the Russian Federation to Malaysia. He was first shown the art pieces and the displays, while admiring the work and creativity of the students from ICAD.

He was accompanied by the Cultural Counsellor of the Russian Embassy, Dr Ayrat Akhmetov and Second Secretary and Press-Secretary of the Embassy, Maxim Salnikov.

"Pozdraveniya and spasibo, congratulations and thank you, to UCSI's De Institute of Creative Arts and Design (ICAD), and all participating students for your ingenuity in making this event a momentous success," said Yermolov.

"Football and art are both universal languages. They are also unifying factors. And by combining them, you have set the perfect stage for a fantastic World Cup countdown on campus" he said.

"UCSI has always been a great patron of sport, art, music and culture in Malaysia hosting many leading Russian musicians in recent years who have conducted concerts and masterclasses," he added.

"Today's event is the latest milestone in a long history of cultural appreciation and exchange. May it continue for a long time," said Yermolov.

UCSI's Deputy Vice-Chancellor of External and International Affairs, Professor Dato' Dr Ahmad Haji Zainuddin who was also present at the event said:

"We encourage students to hone their talents constantly and this sees them pushing the frontiers of creativity – imagining things others don't, designing things others can't and coming up with creative solutions that are both timely and timeless."

ICAD's Event Coordinator, Lucas Lim was overwhelmed with the response of the art showcase. For him, the event was much more than just a celebration of football and art. It was significant in making students mindful of what is happening in the world around them.



▲ One of the stunning art pieces at the event.

“As educators, we are well aware that most students nowadays are addicted to their phones, social media, online gaming, etc. and unfortunately have less knowledge in social, political and economic matters,” he said.

“This is why we decided to organise this showcase, to create more awareness for the upcoming World Cup and also to expose our students to a different form of creativity,” he added.

Eunice Chan, a first-year student pursuing the Diploma in Graphic Design said that “participating in this showcase helped me to understand better the process of creating an art piece.”

“At first, I had no idea how to decorate the football but upon conducting a lot of research on the Russian culture and their tradition, I discovered new ideas and was inspired. Finally, I chose the Matryoshka doll,” she said.

“I would like to thank ICAD for this experience because it allowed me to have more exposure to the various types of artistic inspirations from all around the world,” she added.

Eunice’s efforts were rewarded and she received a sponsored prize worth RM899 from Gene Code Global.

The event was one which struck a chord in everyone as they celebrated the meeting of football and art, and discovered the common ground between them.



▲ Art pieces for Tunisia and Uruguay.



▲ Students showcasing the 10 piece sportswear collection.



▲ His Excellency Valery N Yermolov giving a speech at the event.



▲ Student describing an art piece to His Excellency Valery N Yermolov and UCSI's Deputy Vice-Chancellor of External and International Affairs, Professor Dato' Dr Ahmad Haji Zainuddin.



▲ A group photo with the winners and participants of The Next Big Chef 2018 competition.

Next Big Chefs Serve Up A Surprise At UCSI



▲ The delicious seafood aglio e olio pasta made by Afiqah and Rabiatul.



▲ Strawberry trifle to end the meal.

Plan Bs are often taken as a last resort but doing so resulted in a sweet ending for Afiqah Bastrisyia and Rabiatul Adawiyah Radzuan who won UCSI University's Next Big Chef 2018 grand final.

Initially planning on a beef-based dish, the duo from SMK Bandar Baru Sri Petaling tore up the script when they concluded that they would struggle with the preparation time.

Their fallback plan: Seafood aglio e olio pasta and strawberry trifle, the latter being a quintessential British cold dessert that passes as a sponge cake with layers of fruit, custard, jelly and cream.

The sugar rush turned the heads of the judges who deemed their trifle to be of the highest quality – the indulgence one would normally find in five-star hotels. Their main dish also received praise but with other teams coming up with their own epicurean delights, there was little to choose from.

"We are in total disbelief," said Afiqah after winning the grand prize that comprised bursaries worth RM20,000 from UCSI and RM1,000 cash.

"We certainly did not expect to win today after changing the game plan. In fact, we did not expect to reach the finals as many of the other contestants are really good.

"Changing our original plan was a tough call but we decided that it would take too much time to prepare the main dish well. This competition is a race against the clock too and we had to adapt."

This year's Next Big Chef finals carried a western-centric theme that required contestants to prepare the main course and dessert in two hours or less.

Sponsored by Nestlé Professional and Era D Mansion Sdn Bhd, all teams were also required to include Maggi's mash potato instant mix as part of their final dish.

The Next Big Chef 2018 grand final was adjudicated by Rossham Rusli, the executive chef at Sunway Putra Mall and Mohammad Sabri Abdul Ghafar, the executive chef of O'Coffee Club Kuala Lumpur. They were joined by Loke Hoi Weng, Hanafi Hamzah and Chan Kok Fai, chefs from UCSI's Faculty of Hospitality and Tourism Management.

Also present at the grand final was Aziah Amir, the head of the academic unit at the education office of Bangsar and Pudu. Hailing the competition, she encouraged the contestants to pursue their passion and hone their culinary craft.

"If you have a passion for cooking, take it seriously and make it your career path," she said. "Times have changed and cooking can be a lucrative career if you make your name in the industry.

"I'm sure parents understand this and I hope they do not discourage their children from pursuing culinary art if they are passionate and talented about it."

The latest edition of UCSI's Next Big Chef culinary competition drew record numbers with 50 two-man teams from schools across the Klang Valley – up from 20 teams in 2017.

To cater to the growing numbers, the competition was broken into two legs, with the top 20 teams advancing to the grand final.

UCSI ENGINEERING STUDENTS VISIT UM HIGH VOLTAGE LAB

The UM High Voltage Lab.

The visit to the UM High Voltage Lab by UCSI University's Electrical and Electronic Engineering students proved to be an informational and enlightening one as students were exposed to research in high voltage as well as various high voltage equipment.

The visit started with a brief presentation by Associate Professor Ir Dr Hazlee who introduced the University of Malaya's High Voltage Laboratory (UMHVL), the equipment available and different research groups. He also described the organisational chart of UMHVL, ongoing research projects, publications and facilities available in UMHVL.

The UMHVL serves as a teaching and research lab in the Department of Electrical Engineering. Taught courses and lab experiments associated are provided to undergraduate and postgraduate students.

The lab also serves as a training centre, a place to hosts seminars and to provide consultation and professional services in the field of high voltage engineering.

Among the important equipment available are the high voltage kit (generation of AC, DC and impulse voltages), partial discharge testing and measuring equipment, soil resistivity and

grounding measuring equipment and oil breakdown strength test equipment.

There are also other equipment such as the potentiostat/galvanostat, tan delta and capacitance measuring equipment, leakage current measuring system, cable fault location equipment, thermal imager and workstations.

There were a few demonstrations for students to understand the workings of the high voltage equipment and students got the opportunity to try it out themselves. This knowledge is very beneficial for Electrical and Electronic Engineering students especially those who are in Year 3 and Year 4.

The Electrical and Electronic Department holds many site visits, workshops and technical talks to give its students the opportunity to see the practical and technical applications of engineering.

These activities also give students hands-on experience in what they learn in their courses at UCSI. Some of their visits included Muzium Telekom and the National Metrology Institute Malaysia as well as activities such as the PCB and IoT Workshop and a technical talk on VLSI Design Industry in Malaysia.



▲ Associate Professor Ir Dr Hazlee demonstrating how the equipment works.



▲ Dr Hazlee giving a talk on the UMHVL equipment at the lab.



▲ A group photo of the visit to the UMHVL Lab.



Professor Dr Ooi Keng Boon, Dean of UCSI's Faculty of Business and Information Science, talks about his experiences, his opinions and what motivates him.

GETTING TO KNOW PROFESSOR DR OOI

Prof Ooi, you have been awarded the Outstanding Reviewer Award recently. How did you get started as a reviewer and what keeps you going?

Most of the reviewer jobs are by invitation. The editor of a journal will send a manuscript that is relevant to your field of research after they have gone through the manuscript and your publication profile. In the beginning, I was involved in reviewing papers because I wanted to learn from others by reading their manuscripts. It was later that I realised it is the reviewers who ensure the paper has attained a certain set quality before it is accepted for publication.

What does it take to get one's research published in high impact journals that are ISI-indexed?

ISI-indexed journals are considered the gold standard for research all around the world, especially in areas of science, technology, engineering and mathematics. There are no short cuts to getting published in ISI-indexed journals. One has to have a good piece of work that is not only technically sound and novel, but also one that is in line with the current trends in research in that particular area.

You worked for eight years as an IT engineer before venturing into academics. What made you decide to change your path?

Ever since I was young, I have wanted to be a teacher. Nonetheless, I also believed that with working experience, I could contribute more to my students. Therefore, I worked as an IT engineer first before switching my role to an academician. After a few years of working in the commercial sector, I was given a chance to switch professions. After completing my Doctor of Engineering in Engineering Business Management, I did not hesitate to take the plunge.

With such a heavy IT background, how did you adapt to your current role as the dean of the Faculty that is predominantly business-oriented?

Although I come from an IT background, I worked in a corporate setting and part of my day-to-day job required me to liaise with people from different sections of the company, thereby making it necessary for me to understand the entire business process of the company. It is from here that I also picked up some management skills, and these skills were further honed in my subsequent jobs in other universities where I served as the Head of Department, and also Dean. I was also very lucky to have worked with great people who have advised and guided me throughout my academic career.

We have seen the fall of corporate giants like Enron, Vivendi Universal and Nokia since the new millennium. What are your thoughts on the constant flux in business? How do you keep your students abreast of change?

The business sector is dynamic. It is an interesting area to work on and to do research in. I constantly remind my staff to read and to do research in order to keep themselves updated on the changes that are happening in the business world. This is so that they can pass on their knowledge to their students, and in turn, make sure they are aware of these changes too.

How does one practice ethical technopreneurship in light of data theft and breaches such as those occurring in the US?

A successful society needs ethical values in order for it to function well. We can't have laws to govern everything that we do. In UCSI, we do emphasise ethical value education in the university curriculum so that our graduates will have certain moral and ethical values when they become leaders in the society, and they would be able to stand tall.

In your opinion, which is more relevant today, leadership or management?

To me, it is leadership. A successful leader can influence and change others by inspiring them. I always believe in "leading by example". That is to say, for others to follow your footsteps, you would need to demonstrate to them how things are done. In this way, we would always be motivated to change ourselves for the better so that others can follow.

There has been much debate that the MBA has lost its relevance in today's business climate. What are your thoughts on this and how has your faculty designed its MBA to stay ahead of the curve?

I believe MBA students need to be inspired. This can't happen just by teaching in the classroom. Other than textbook knowledge, we need to feed them with real life experiences and examples. In our faculty, we make sure that lecturers teaching the MBA programme have enough real-world working experience so that they are able to guide the students, in addition to having adequate educational qualifications. With this, I believe that the MBA graduates produced by our faculty could be really competent in the business world and easily stand out compared to graduates of other universities.

Lastly, your students and alumni have won many prestigious competitions and awards. How do you and your faculty keep this going?

We motivate them by letting them know these awards not only matter to the faculty, but also to themselves. These awards carry their names, and therefore, should be considered as one of their achievements. This, in turn, could also be very helpful in their future endeavours.



▲ WWF-Malaysia Director, Dato' Dr Dionysius S.K. Sharma at the signing of the MoU.



▲ UCSI's Vice-Chancellor and President, Senior Professor Dato' Dr Khalid Yusoff supporting the partnership between UCSI and WWF-Malaysia.



▲ WWF-Malaysia Marine Conservation Head, Dr Rebecca Jumin talks about working together.



▲ The signing of the memorandum (left to right) UCSI's Faculty of Applied Sciences Dean, Associate Professor Dr Bimo Ario Tejo, UCSI's Vice-Chancellor and President, Senior Professor Dato' Dr Khalid Yusoff, WWF-Malaysia Director Dato' Dr Dionysius S.K. Sharma and WWF-Malaysia Marine Conservation Head, Dr Rebecca Jumin.



UCSI SIGNS MOU WITH WWF-MALAYSIA

As a university that supports biodiversity and sustainable development, conservation of the environment should be our main agenda. In line with this, UCSI strives to make the most of our partnerships with established national conservation trusts like WWF Malaysia.

May 24, 2018 marked the beginning of a commitment between UCSI University and WWF-Malaysia in which both parties signed an MoU solemnly pledging to work together in addressing environmental issues and concerns.

“We are excited with the pursuit of our vision to increase awareness and excellence through education by having this collaborative arrangement and partnership with WWF Malaysia” said UCSI University’s Vice-Chancellor and President, Senior Professor Dato’ Dr Khalid Yusoff at the signing ceremony.

“We acknowledge its full commitment to safeguarding Malaysia’s natural resources and unique biodiversity,” he added.

In terms of goals, both UCSI and WWF-Malaysia already share the common ground of preserving and regenerating aquatic and marine life. However, the signing of MoU will see both parties continuing its aquaculture

improvement projects and other sustainable seafood-related activities.

It is evident that WWF-Malaysia’s ultimate goal is to achieve long-term and sustainable conservation impact in the country. This is in line with the UNDP’s Sustainable Development Goals (SDGs), which are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.

“With this collaboration, we can make the world a better place. Together it is possible!” stressed WWF-Malaysia Director Dato’ Dr Dionysius S.K. Sharma, sharing on the mutual benefits of the MoU.

Senior Professor Khalid and Dato’ Dr Dionysius S.K. Sharma both encouraged the public to have an open and enquiring mind in order to transform and create a better environment, to protect our Mother Earth.

Specifically, both parties envisage the collaboration to increase the awareness and knowledge base that contributes towards reducing the environmental footprint of aquaculture, supplying farmed fish with economically and environmentally sustainable

feed and fish-in/fish-out ratios (FIFO).

Additionally, both parties may also benefit from the organisation of seminars, conferences, workshops or courses in the related fields that contribute towards knowledge building and dissemination.

After the signing ceremony, WWF-Malaysia Marine Conservation Head Dr Rebecca Jumin gave a presentation on the WWF Malaysia-Sustainability Marine Programme and showed a short video on marine issues.

“The technology support from our partnership will make our marine projects move forward, which have been often overlooked,” said Dr Rebecca Jumin.

“We hope we can work together to improve methods and standards towards the development of the aquaculture industry in Malaysia and come out with a scalable and sustainable solution for seafood-related activities,” she said.

The MoU signing ceremony signified the consensus of both parties in preserving the environment and initiating projects that will bring about more progress in the pursuit of sustainable living.

Colour Festival 2018



▲ Students having fun at the Colour Festival.

◀ A group photo of the colourful event.



▲ Excited students at the Colour Festival.



▲ Students registering for the Colour Festival.



▲ Colours everywhere!

It was a day of colour, music, dance and food at the Colour Festival 2018 organised by UCSI's Faculty of Pharmaceutical Sciences.

The festival was inspired by Holi, a traditional Hindu festival marking the beginning of spring. It is a celebration of fertility and love as well as the triumph of good versus evil where participants throw colourful powders on each other.

The festival was held with the aim of raising funds to support World Pharmacist Day and to

break the ice between students and lecturers. It was also to provide a relaxing and enjoyable atmosphere for the students and lecturers away from their hectic routines.

The colours used were eco-friendly (natural and easily washable) and there were traditional snacks including items such as samosas and gulab jamun as well as song dedications and dances.

The organising committee consisted of 6 staff members and 18 students guided by UCSI's Faculty of Pharmaceutical Sciences Deputy

Dean, Assistant Professor Dr Mogana Sundari Rajagopal.

A total of 203 participants were registered for this event which was also supported by Students Affairs and Alumni. The allocated ELE points for the participants were 14.

The majority of participants appreciated the efforts of the committee and supported this event. Overall, the event was a success and it is hoped that there will be a better response next year.





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UCSI ranked 481 in top 500 of QS World University Rankings

2019	2018	Institution
37*	114*	Universiti Malaysia (UM)
184*	230*	Universiti Kebangsaan Malaysia (UKM)
202	229	Universiti Putra Malaysia (UPM)
207	254*	Universiti Sains Malaysia (USM)
228	253	Universiti Teknologi Malaysia (UTM)
481*	-	UCSI University
521-530	601-650	Universiti Teknologi Petronas (UTP)
601-650	-	Taylor's University
801-850	701-750	Universiti Utara Malaysia (UUM)
651-700	701-750	International Islamic University Malaysia (IIUM)
701-750	-	Universiti Tenaga Nasional (UNITEN)
751-800	751-800	Universiti Teknologi MARA (UiTM)
801-850	-	Multimedia University (MMU)

KEBERKUALAHAN
The QS World University Rankings 2019 is the 15th annual ranking of the world's top universities. It is based on a combination of peer-review, research output, and other factors. UCSI's position in the rankings shows that Malaysian universities could achieve marked improvement.

There are also four new Malaysian universities in this year's rankings. They are UCSI University, Taylor's University, Universiti Tenaga Nasional and Multimedia University. Ranked 481, UCSI is the only Malaysian private university in the top 500. This is also the first time it is featured in the QS World University Rankings. UCSI vice-chancellor and president Senior Professor Datuk Dr. Khalid Yusoff said that the continued rise in global stature was a culmination of university-wide push for excellence and performance with specific strategies to reach out and reach in, a commitment to synergise with the future for its students and staff, and the dedication and hard work of its staff and students in pursuing these ideals and aspirations. "We welcome this development as it shows we are moving in the right direction," he said. "Our focus is to push UCSI further and higher. We are building the strengths of the university. Quality education is our priority and we want to be a standard bearer of thought leadership." Khalid added that UCSI's position in the rankings showed that Malaysian universities can achieve marked improvement. "Over the years, UCSI has focused extensively on improving its research output, curriculum development and delivery, as well as industry partnerships. UCSI also works closely with the great universities around the world while partnering with newer tertiary institutions in the region. It has elevated its engagement with the world's best universities. UCSI students are annually selected by Harvard University, Imperial College London, University of Chicago, Tsinghua University and the University of Queensland for involvement in their various research programmes. Additionally, the University of Melbourne has arrangements for UCSI's three-year medical students to pursue the Bachelor of Medical Sciences (MedB) programme at the University of Melbourne."

Coverage from The Star



HOME / MALAYSIA

UCSI rated best local private university in QS Rankings 2019

Published 1 week ago on 07 June 2018
By Dhanial Dzulkifly



Khalid said that UCSI's position in the rankings showed that Malaysian universities could achieve marked improvement. - Reuters pic

PETALING JAYA, June 7 - UCSI University have been ranked as the nation's best private university according to the QS World University Rankings 2019.

The ranking placed the private tertiary institution out of the top 500 university globally, placing it at 481st position.

Coverage from Malay Mail



Universiti UCSI diiktiraf universiti swasta terbaik di Malaysia

Tarikh kemaskini: 07/06/2018

KUALA LUMPUR, 7 Jun (Bernama) - Universiti UCSI diiktiraf sebagai universiti swasta terbaik di Malaysia dalam penilaian Quacquarelli Symonds (QS) World University Rankings 2019/2019, memetakannya dalam dua peratus yang terbaik daripada semua universiti di dunia.

Berada pada kedudukan ke-481, UCSI adalah satu-satunya universiti swasta di Malaysia yang berada pada kedudukan 500 teratas dan satu daripada enam universiti tempatan dengan pencapaian membanggakan ini.

Perkara itu diumumkan Menteri Pendidikan, Dr Maszlee Malik pada sidang media di Kementerian Pendidikan Tinggi di Putrajaya, hari ini.

Dalam satu kenyataan di sini, UCSI berkata ini merupakan kali pertama universiti itu disertakan di dalam penilaian QS World University Rankings - satu penilaian tahunan yang memberi pengiktirafan pada universiti-universiti terbaik di seluruh dunia.

Naib Canselor dan Presiden UCSI Profesor Kanan Datuk Dr Khalid Yusoff berkata kemampuan universiti untuk terus meningkat di peringkat global adalah kerana gabungan hebat yang menunjukkan keghairahan daya usaha universiti yang sentiasa ingin mencapai kecermerlangan dan prestasi terbaik dengan strategi tertentu untuk capaian secara dalaman juga luaran.

"Kejayaan ini juga disebabkan oleh komitmen untuk meningkatkan nilai kerjasama kami kepentingan masa depan pelajar dan pekerja serta dedikasi dan daya usaha pelajar dan pekerja dalam mencapai aspirasi ini," katanya dalam kenyataan itu.

Beliau berkata fokus UCSI kini adalah menyempurnakan kualiti pendidikan dan menjadi perintis dan pelopor yang mendahului.

Coverage from Bernama

Menurut Khalid, kedudukan UCSI dalam penilaian itu menunjukkan universiti di

There are also four new Malaysian universities in this year's rankings. They are UCSI University, Taylor's University, Universiti Tenaga Nasional and Multimedia University.

Ranked 481, UCSI is the only Malaysian private university in the top 500. This is also the first time it is featured in the QS World University Rankings. UCSI vice-chancellor and president Senior Professor Datuk Dr. Khalid Yusoff said that the continued rise in global stature was a culmination of university-wide push for excellence and performance with specific strategies to reach out and reach in, a commitment to synergise with the future for its students and staff, and the dedication and hard work of its staff and students in pursuing these ideals and aspirations.

"We welcome this development as it shows we are moving in the right direction," he said. "Our focus is to push UCSI further and higher. We are building the strengths of the university. Quality education is our priority and we want to be a standard bearer of thought leadership."

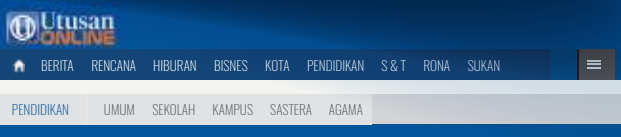
Khalid added that UCSI's position in the rankings showed that Malaysian universities can achieve marked improvement.

"Over the years, UCSI has focused extensively on improving its research output, curriculum development and delivery, as well as industry partnerships. UCSI also works closely with the great universities around the world while partnering with newer tertiary institutions in the region.

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Additionally, the University of Melbourne has arrangements for UCSI's three-year medical students to pursue the Bachelor of Medical Sciences (MedB) programme at the University of Melbourne."

Coverage from New Straits Times



BERITA RENCANA HIBURAN BISNES KOTA PENDIDIKAN S & T RONA SUKAN

PENDIDIKAN UMUM SEKOLAH KAMPUS SASTERA AGAMA

UCSI universiti swasta terbaik di Malaysia

KUALA LUMPUR 7 Jun - Universiti UCSI telah diiktiraf sebagai universiti swasta terbaik di Malaysia dalam penilaian QS World University Rankings memetakannya dalam kelompok dua peratus yang terbaik daripada semua universiti di dunia.

Berada di kedudukan 481, UCSI adalah satu-satunya universiti swasta di Malaysia yang berada di kedudukan tangga 500 terbaik dalam ranking itu.

UCSI juga merupakan satu daripada hanya enam universiti tempatan dengan pencapaian membanggakan ini, bersama dengan lima universiti penyelidikan tempatan yang lain.

Naib Canselor dan Presiden UCSI, Profesor Kanan Datuk Dr. Khalid Yusoff UCSI dalam kenyataan yang dikeluarkan hari ini memberitahu, ini adalah kali pertama UCSI disertakan di dalam penilaian QS World University Rankings & satu penilaian tahunan yang memberi pengiktirafan pada universiti-universiti terbaik di seluruh dunia.

0Tahun ini merupakan tahun yang memberi impak kepada UCSI kerana telah diiktiraf oleh QS University Rankings Asia 2018 sebagai universiti yang paling pantas meningkat naik di Asia dan berada di kedudukan 100 teratas untuk reputasinya sebagai universiti seni persembahan di penilaian QS World University Rankings by Subject 2018.

0Kemampuan universiti ini untuk terus meningkat naik di peringkat global adalah kerana gabungan hebat yang menunjukkan keghairahan daya usaha universiti yang sentiasa ingin mencapai kecermerlangan dan prestasi terbaik dengan strategi tertentu untuk capaian secara dalaman juga luaran 0katanya.

Coverage from Utusan Online

UCSI名列500強



Coverage from China Press

UCSI Becomes Top Private University In Malaysia

Published by John Lim - 07 Jun 2018, 07:17 PM

Congrats, UCSI University!

UCSI University students, be proud. The Cheras-based tertiary institution just became the local private university to breach the top 500 of the 2019 QS World University Rankings.

UCSI is ranked 481st, placing it in the top 2% of all universities in the world. The Star Online wrote. The fifteenth edition of the QS World University Rankings was released today, 7 June, by global higher education analysts Quacquarelli Symonds (QS).

To commemorate the milestone, UCSI posted a newspaper write-up of its achievement on Facebook, calling it a "record-breaking".

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Coverage from SAYS.com

UCSI大學晉身500大

此外，UCSI大學現在可以以稱為馬來西亞頂尖的私立大學，因為該大學已經晉身2019年QS世界大學排名前500行列，排名在第481位，位居全球所有大學的前2%。

UCSI大學副校長李祥利表示，這個新的里程碑為該校帶來了難忘的一年。

“這是我們大學通過特定戰略推動卓越績效的成果。”

QS研究主管本索特表示，UCSI大學展現雄心勃勃，它還擁有很好的學生比例，並且在國際學生比例中位居前200名。

他說，UCSI大學似乎是一個具備發展潛力的大學，也是一個可以被觀望的大學。

泰萊：入榜是最大成就

泰萊大學校長邁克爾教授指出，被列入世界大學排名是他們最大的成就。

學校	2018/2019 2019排名	2017/2018 2018排名
馬大	87	114
國大	184	230
博特拉大學	202	229
理科大學	207	254
工藝大學	228	253
UCSI大學	481	-
國油大學	521-530	601-650
泰萊大學	601-650	-
北方大學	601-650	701-750
馬來西亞	651-700	701-750
國際伊斯坦堡大學	701-750	-

Coverage from Sin Chew Daily



UCSI features in the QS World University Rankings for the first time by breaking into the top 500.

UCSI University made history when it was ranked as Malaysia's best private university in the QS World University Rankings 2019, placing it in the top 2% of all universities in the world.

Ranked 481, UCSI is the only Malaysian private university in the top 500. This is the first time UCSI is featured in the QS World University Rankings – an annual exercise that ranks the world's best universities.

Apart from UCSI and the nation's five research universities, no other Malaysian institution made it to the top 500.

The latest milestone caps a memorable year for UCSI – one that also distinguished it as Asia's fastest rising university (QS University Rankings: Asia 2018) and a global top 100 university for performing arts (QS World University Rankings by Subject 2018).

UCSI Vice-Chancellor and President Senior Professor Dato' Dr Khalid Yusoff said that the University's continued rise in global stature was a culmination of a university-wide push for excellence and performance.

This involved specific strategies to reach-out and to reach-in, a commitment to synergise with the future for its students and staff, as well as the dedication and hard work of its staff and students in pursuing these ideals and aspirations.

"We welcome this development as it shows we are moving in the right direction," he said. "All of us at UCSI have been working consistently to improve ourselves and I'd like to thank all UCSI staff and students for their efforts. Alhamdulillah.

QS World University Rankings 2019		
2019	2018	Institution
87	114	Universiti Malaya (UM)
184	230	Universiti Kebangsaan Malaysia (UKM)
202	229	Universiti Putra Malaysia (UPM)
207	264	Universiti Sains Malaysia (USM)
228	253	Universiti Teknologi Malaysia (UTM)
481		UCSI University
521-530	601-650	Universiti Teknologi Petronas (UTP)
601-650		Taylor's University
601-650	701-750	Universiti Utara Malaysia (UUM)
651-700	701-750	International Islamic University Malaysia (IIUM)
701-750		Universiti Tenaga Nasional (Uniten)
751-800	751-800	Universiti Teknologi MARA (UiTM)
801-1000		Multimedia University (MMU)

Source: QS Quacquarelli Symonds 2004-2019

"Our focus is to push UCSI further and higher. We are building the strengths of the University. Quality education is our priority and we want to be a standard bearer of thought leadership."

Senior Professor Khalid also mused that UCSI's position in the rankings showed that Malaysian universities could achieve marked improvement.

"The rankings prove that we can do it if we want to," he added. "We can't do it if we've already decided not to. UCSI shares the aspiration and takes up the challenge and responsibility of making Malaysia the regional hub of higher education."

UCSI's strong debut in the rankings was also highlighted by QS research director Ben Sowter who told The Star that the University stood out as an ambitious institution that enjoyed a good reputation amongst local and regional recruiters.

He added that UCSI enjoyed much potential for growth and earmarked it as an institution to watch in future rankings.

"UCSI also boasts a good rank for faculty-student ratio and it is in the top 200 for the proportion of international students," said Sowter from London.

In Putrajaya, Malaysian Education Minister Dr Maszlee Malik congratulated UCSI and other private providers for doing well to feature in the competitive annual rankings.

Encouraging Malaysian universities to continue the upward trend, Dr Maszlee also acknowledged the private sector's

contributions to the nation's education landscape.

These developments were quickly picked up by the local media and UCSI was prominently featured in many news outlets.

Over the years, UCSI has focused extensively on improving its research output, curriculum development and delivery, as well as industry partnerships. UCSI also works closely with the great universities around the world while working together with newer universities in the region.

It has elevated its engagement with the world's best universities. UCSI students are annually selected by Harvard, Imperial College London, Chicago and Tsinghua and the University of Queensland for involvement in various research programmes at those universities.

Additionally, the University of Melbourne has arrangements for UCSI's third-year medical students to work for the Bachelor of Medical Sciences (Melb.) after one year of studies in Melbourne, indicating recognition of the three years of UCSI's MD programme. The students will then return to UCSI to complete their MD programme, graduating with two degrees from two universities.

In light of the latest rankings, UCSI can bank on its improved standing to pursue further collaboration with global companies and leading universities in the Ivy League, Russell Group, Universitas 21 and Australia's Group of Eight.

More high impact tie-ups are in the pipeline and exciting times lie ahead for UCSI. Here's to another great year.



STRIVING TOWARDS SUSTAINABILITY

Sustainability is the way forward. And UCSI University is part of this movement. Holding its first ever Sustainable Development Goals Conference 2018, UCSI University engages with top industry players to reach a consensus on how it can implement these goals day-to-day, especially as an educational institution. Also, you can get involved in the SDGs through the MySDGStep. The Gazette presents the efforts of UCSI University in advocating this worthy cause.

Implementing Sustainable Development Goals



UCSI University's Vice-Chancellor and President, Senior Professor Dato' Dr Khalid Yusoff and UCSI's Faculty of Engineering, Technology and Built Environment Dean Associate Professor Ir Dr Jimmy Mok Vee Hoong presenting a certificate and token of appreciation to UCSI's Faculty of Engineering, Technology and Built Environment Professor Dr Tajuddin Mohd Raddi who was also the moderator for the conference.

According to the United Nations Development Programme, the SDGs are a "universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity."

There are 17 SDGs in total, ranging from eradicating poverty and hunger to having quality education, gender equality as well as forming peaceful, just and strong institutions. They also include climate action and responsible consumption and production.

In line with this, UCSI University held its first ever Sustainable Development Goals Conference (SDGC) with the theme "SDGs: Is Malaysia Prepared?" to bring important world issues closer to home.

The conference focused on introducing the concept of SDGs to student leaders of higher learning institutions in Malaysia, and to evaluate the readiness of Malaysia in meeting the goals of SDGs.

"As a leading private higher education institution in Malaysia, UCSI University is firmly committed to implementing the SDGs," said UCSI University's Vice-Chancellor and President, Senior Professor Dato' Dr Khalid Yusoff during the opening of the conference.

"This is why we have launched a series of events and activities like today's conference to initiate the practice of SDG at a tertiary level", he said. The first-panel session discussed the current practices of SDGs in Malaysia. The panel

(left to right) Universiti Teknologi Malaysia's Perdana School of Science, Technology and Innovation Policy Professor Dato' Ir Dr Abu Bakar Jaafar, Department of the Prime Minister, Economic Planning Unit Director Mohamad Razif Hj Abdul Mubin, Malaysia Palm Oil Council, Science and Environmental Division Director Dr Ruslan Abdullah, UCSI's Faculty of Engineering, Technology and Built Environment Professor Dato' Ahmad Ibrahim and Centre for Environment, Technology and Development, Malaysia (CETDEM) Chairman Gurmit Singh.

expressed that there is a need for strategic planning by the government and ministries to ensure that SDG is properly implemented, especially for natural resources.

Malaysia Palm Oil Council, Science and Environmental Division Director, Dr Ruslan Abdullah shared that government agencies should work collaboratively and in partnership instead of creating new divisions.

He was accompanied by Centre for Environment, Technology and Development, Malaysia (CETDEM) Chairman Gurmit Singh, Department of the Prime Minister, Economic Planning Unit Director Mohamad Razif Hj Abdul Mubin, UTM's Perdana School of Science, Technology and Innovation Policy Professor



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EDUCATION

HEALTHCARE

HOTEL



Dato' Ir Dr Abu Bakar Jaafar, and UCSI's Faculty of Engineering, Technology and Built Environment Professor Dato' Dr Ahmad Ibrahim.

The implications of SDG on talent, research, and business and how universities can be preparing was the topic discussed at the second-panel session.

Moderated by UCSI's Faculty of Engineering, Technology and Built Environment Professor Dr Tajuddin Mohd Rads, the panellists agreed that the practice of SDG can be cultivated by injecting values and compassion amongst the future generations.

There was also the understanding that the introduction of the integrated cumulative grade point average (iCGPA) by the Ministry of Education will strongly encourage SDGs.

"This assessment will groom students to be more pro-active, to involve themselves in student activities which will eventually promote the values of SDGs," said UKM's Institute for Environment and Development (LESTARI) Professor Dato' Dr Mazlin Mokhtar.

iCGPA will be implemented in all public universities, alongside the existing academic-driven CGPA system in 2019.

Ministry of Higher Education Malaysia Secretary General Tan Sri Dr Noorul Ainur Mohd Nur together with Malaysian Industry-Government Group for High Technology (MIGHT) Senior Vice President Dr Raslan Ahmad and University Malaya Professor Dr Nik Meriam Nik Sulaiman



▲ Participants of the Sustainable Development Goals Conference 2018.



▲ Ministry of Higher Education Malaysia, Secretary-General Tan Sri Dr Noorul Ainur Mohd Nur giving a talk at the conference.

were also part of the second panel.

The conference challenged all participants to look beyond their existing world views and be united in coming up with sustainable practices that will benefit self, the community and the nation at large.

Undoubtedly, one of the main advantages of the conference was that it was inclusive of the part that educational institutions can play in making a difference. Hence, it is with SDG 4 (Quality Education) in mind that UCSI's role becomes clear, that is, in striving towards making excellent education available for all.

After all, it is through the never-ending pursuit of a sustainable future that we have confidence in living today and tomorrow. It is the drive towards positive change that keeps us believing and hoping for a better planet.

MYSDGSTP

Do it yourself with MySDGStep!

As an online platform initiated by UCSI, the 'MySDGStep' is aimed at garnering sustainable development ideas which change the way we live and encourage others in the process.

The 'MySDGStep' was launched during the UCSI SDG Conference 2018 and brings together SDG advocators from all walks of life to contribute to one common cause: Making the planet better for people.

It is a practical way to contribute to this cause and we can raise the awareness and understanding of SDGs to the society at large, both locally and internationally.

Together, let us be part of this monumental movement. Share your journey in contributing to the SDGs and let's make the world a better place!

mysdgstep.ucsiuniversity.edu.my



BUSINESS AS USUAL

▲ Participants of the HSBC-Enactus Malaysia Case Study Workshop 2018.

In the field of Business, stock markets fluctuate and profits may fall but last year marked a sweet victory for UCSI University's Business and Information Science students Wong Chun Weng, Shia Siaw Hui, Sandra Ooi Ping Nyee and Eric Ling Kaiyue.

They were the winning team for the 2017 HSBC-Enactus Malaysia Business Case Competition and represented Malaysia at the HSBC/HKU Asia Pacific Business Case Competition 2017 in Hong Kong.

In talking about their win, the team emphasised trust and team work most of all. They also said adequate preparation as well as recording themselves during their presentation also helped in identifying weak points.

This year, UCSI University played host to the HSBC-Enactus Malaysia Case Study Workshop 2018. The trainer for the workshop KPMG Director (Financial Risk Management Services), Joseph Chan presented the case study for the workshop and let the students get down to the nitty-gritty of doing an analysis.

Titled "E-Business Transformation In The Banking Industry: The Case Of Citibank", students were given 30 minutes to understand, examine and dissect the study.

After this, Chan gave some input on the appropriate way to analyse a case. He said it was common practice for students to highlight the main points deciding which parts were most important but that this was not very effective.

He went on to assure students that although this method was quite normal, it was better to focus on the case requirements, to engage in mind mapping techniques where ideas and relationships are linked as well as to concentrate on processes and interdependencies.

Chan also talked about learning steps in developing strategies such as practicality, measurability, long term and short term as well as actionable strategies mentioning key phrases such as "compartmentalising", "attainable strategies" and "good team versus winning team".

Students were required to discuss the case study given to them based on the topic "Evolution of the relationship between major financial institutions and major MNCs driven by technological change: The evolution of the strategic landscape."

The next few hours were intense requiring total concentration and complete absorption. Students were given time to work on their transparencies before their actual presentation.

The mentors for the workshop were on the sidelines in case students needed advice. The workshop then proceeded with Chan highlighting the dos and don'ts of the students' presentations. He said that their slides should be uncluttered, to be mindful of spelling and grammar mistakes as well as to be detailed and concise.

He said not to "report" but rather to bring out key points and that there should be a connection from the first to the last slide.

Six teams were selected and through their presentations it was obvious that they had put a lot of effort and work into slides.

Each team brought out salient points and presented their own analysis of the case. Each showed clarity of thought, attention to detail and most of all good presentation skills.

This year, Team UCSI consists of four members: Tiew Kin Pong, Yap Kah Seng, Daphne Lim and Chan Wan Teng.

They are reading Financial Economics, Finance and Investment, Logistics Management and Accounting and Finance respectively.

With regards to the preparation for the workshop, according to Daphne, "We were quite prepared for the workshop as our training was intense where we had analysed over 20 case studies."

For Pong, "The mind-mapping was helpful in organising thoughts and enhancing critical thinking in our daily lives."

More than 20 universities participated in the workshop. It was challenging and beneficial to students as they learned how to improve their presentation and analytical skills while promoting team work as well as broadening one's knowledge in key business strategies.

▼ Participants find the workshop challenging and informative.



▲ An engaging talk by KPMG Director (Financial Risk Management Services), Joseph Chan.



▲ Raj Kumar Ganeson giving a talk on "Be The Next Blue Ocean Entrepreneur".

THE BREADBOARD

INCUBATOR PROGRAMME



▲ UCSI students learning the traits of being a successful entrepreneur.



▲ Kim Lim, co-founder of the Picha Project, speaking on entrepreneurship.

The Breadboard Incubator Programme has the objective of turning business ideas into reality. Essentially, a breadboard is a base for electronic prototypes used in the field of Engineering and serves as a connector for electrical components.

The current Breadboard Incubator Programme held from June to August 2018 has a cohort consisting of 11 teams with 3 members per team.

It aims to drive innovative entrepreneurial solutions providing avenues to equip aspiring students with knowledge to experiment, build and test their ideas while connecting with stakeholders and key players in the industry.

In line with this, UCSI University welcomed Raj Kumar Ganeson, CEO of UCSI Consulting Group and Certified Blue Ocean Strategy Consultant to give a talk on "Be The Next Blue Ocean Entrepreneur". Also invited was UCSI alumni and co-founder of the Picha Project, Kim Lim, who talked about her experiences as a student to a rising entrepreneur.

Interestingly, Raj highlighted the differences between conventional (red) versus blue ocean thinking inspiring students to be passionate, diligent and persistent.

He explained that Red Ocean thinking encompasses entrepreneurs having animal instincts and they learn from trial and error where the focus is on supply.

In Blue Ocean thinking, on the other hand, entrepreneurs can be cultivated with creative education where methods are employed to reduce failures and the focus is on demand. Blue Ocean Strategy (BOS) is all about business models and market space where value, profit and people come into play.

He said that being an entrepreneur is about "having the spirit within" and BOS is the winning formula. He encouraged students to join the Breadboard Incubator Programme as it connects aspiring student entrepreneurs with experienced and diverse mentors that will help propel business ideas to greater heights.

Kim Lim, in her talk, also empowered students to make a difference in the lives of others through their own initiatives, such as the Picha Project.

She is an alumni of the UCSI's Institute of Music and co-founder of the Picha Project, a social enterprise which aims to empower refugees in Malaysia through a sustainable food catering and delivery business.

She gave a touching presentation on the difficulties of people from war-torn countries such as Syria in finding work and sustaining themselves. Therefore, through the Picha Project, job opportunities are provided to these families by creating a platform for them to cater food to the public.

To her, these families may come from different backgrounds but "there are no barriers in the Picha family". Dinners are often hosted where the families share their refugee issues and talk about their difficult circumstances.

Values such as courage, kindness and compassion go a long way. "It is amazing to affect so many lives despite differences in culture and religion," she added. "We are part of this journey to help people live better lives."

It is such programmes that motivate and edge students to go beyond their comfort zone and achieve their aspirations. With role models such as Raj and Kim Lim, being a successful entrepreneur may not be very difficult after all, especially if one has the right mind set.





▲ The first runner-up, Khalawatliman Abu Bakar, and her designs “rock the wave” was inspired by a recent trip to Pulau Perhentian.



▲ Winners of the Runway Designer Search 2018.



▲ Winner -Tan Chun Yong with his futuristic designs themed “the secret beauty of the crawlies – d insects”.

RUNWAY DESIGNER SEARCH 2018

Uncovers New Talents

Held at the Gurney Paragon Mall, Penang from 14-22 April 2018, this year’s Penang Fashion Week saw UCSI University’s De Institute of Creative Arts and Design (ICAD) hosting its fashion design competition “Runway Designer Search”.

The Runway Designer Search competition was organised to discover new and fresh Malaysian talents and to provide them with a platform that will challenge their creativity and research skills.

It was also held to serve as a guide for them to understand and meet the international standards of runway fashion.

The grand prize winner, Tan Chun Yong won the hearts of the judges with his futuristic design themed “the secret beauty of the crawlies – d insects” which was inspired by Lady Gaga and her music video, Bad Romance.

He used mostly PVC and PU fabrics, netting as

well as glittered-velvet fabric. He also attempted a laser cutting on one of his outfits.

“From the bottom of my heart, I am beyond words to describe my win today. It is like receiving recognition from the experts in the industry,” he said.

“It all started when I was a kid. I always assisted my grandmother in sewing and this sparked my interest in fashion designing. My beloved family is the reason I am here today”, shared Yong upon winning the competition.

He received a full UCSI University Trust scholarship for the Bachelor of Fashion Design with Marketing worth RM70,000 and a 2 day 1 night stay at DoubleTree Resort by Hilton Penang worth RM1000.

The judging of the competition took place in late March with 12 finalists finally chosen to showcase a three piece fashion collection. Qualities such as originality of expression,

creativity and stage presentation were some of the criteria considered. Finals were held on 17th April 2018 at Gurney Paragon Mall.

“At De Institute of Creative Arts and Design, we continuously try to form a strong bond with the Malaysian fashion industry to expose fashion graduates and our students to the real world of fashion,” Lucas Lim, event coordinator from ICAD.

The first runner-up was Khalawatliman Abu Bakar whose designs “rock the wave” was inspired by a recent trip to Pulau Perhentian. She used a mixture of new and purchased denim for her collection. The second runner-up was Nur Amylia Azahar with her theme of sporty chic.

Overall, the competition was a good way to tap the potential of young talent and to give them the opportunity to showcase their designs to the public. It also adds to their experience and expertise in the evolving field of fashion.



▲ The second runner-up, Nur Amylia Azahar presenting her theme of “sporty chic”.

UCSI PSYCHOLOGY STUDENTS CONNECT WITH THE COMMUNITY



▲ UCSI students talking to the children of Yayasan Sunbeams Home.



▲ Group photo with UCSI's Psychology department Head, Tan Yen Teng and Pastor Alvin Tan of YSH.

Often we take the necessities in life for granted. Having a good home, loving family members, friends as well as mental and emotional well-being are things we consider important. But how do we reach out to those who are less fortunate, who have serious problems and those struggling in life?

As an example of showing that they truly care, UCSI's Psychology students recently had the opportunity of visiting the Yayasan Sunbeams Home in Kuala Lumpur and Kenosis Home Mantin in Negeri Sembilan. The visits were organised as a way to engage with people from different walks of life and to realise the students' responsibilities in helping those in need.

The students from the department also organised ARTmoSphere, a musical showcase in support of local artists in their journey to become performers in Malaysia.

Yayasan Sunbeams Home (YSH) is a non-governmental, self-supporting multi-racial foundation for displaced, abused and neglected children of single parents.

It was established in 1995 and is the brainchild of a husband and wife team, Pastor Alvin Tan and his late wife, Pastor Lucy. It now shelters a total of 106 children across three branches in Kuala Lumpur, Selangor and Melaka.

The purpose of the visit to YSH was to discover how a non-governmental home operates and also to understand the ethical and professional challenges faced by the staff.

There was a Q & A session during which students gained a deeper understanding on the operations of the home, the staff's responsibilities, and the children's experiences in YSH.

The trip left a deep impression on all the students as they gained valuable knowledge on proper and appropriate methods to deal with children from troubled backgrounds.

The trip was a success as students were able to get a glimpse of the lives of child educators who have dedication, passion and love for their jobs.



▲ Spending time with the children at YSH.



Trips like these allow students to meet those who need psychologists and enable them to learn how to prevent issues like drug addiction from arising.

– TAN YEN TENG

Head of Department, Psychology





▲ A talk on drug abuse at Kenosis Home, Mantin.

Kenosis Mantin is a non-profit organisation focused on helping individuals and families facing drug addiction to experience freedom, hope and life.

The Kenosis rehabilitation programme is faith-based and rides on Christian values. It offers a caring, supportive and disciplined

environment to empower drug addicts to live a purposeful and drug-free life.

The visit aimed at exposing the students to the lives of recovering drug addicts and for them to learn rehabilitation methods.

UCSI University's Psychology department Head, Tan Yen Teng shared that "As future psychologists, it is important for students to understand the needs of the addicts and the proper methods in giving counselling and motivational sessions to help them regain their confidence back to adapt to society."

UCSI University's Psychology Club secretary, Sammi Cheng, said "This was a very meaningful trip as it allowed me to learn about people from different backgrounds and also explore the treatments for drug addicts."

After the trip, students were expected to apply

the knowledge learned to communicate with drug addicts and help them overcome their addiction.

They were expected to provide fresh solutions to curb drug addiction and raise awareness among other Psychology students on the same issue.



▲ Kenosis Home, Mantin in Negeri Sembilan.



▲ A performance by group, An Honest Mistake.

ARTmoSphere, spearheaded by the Professional Development students of the UCSI's Psychology Department, was held in support of local performers striving to emerge in the contemporary arts and music scene in Malaysia.

ARTmoSphere was not only about music and art but also saw the artists sharing their struggles and challenges of being performers in Malaysia. It was hoped that through this event, the featured performers would be appreciated for their talents and be given further opportunities to passionately live out their dreams.

Performances included that by Isaac Ho, singing and playing his acoustic guitar, Lofrine, with the mystic vibe of Sarawak's traditional "sape", belly dancers from the Middle East Dance Academy and Amrita Soon with the gentle chords on her guitar. Rock band, An Honest Mistake also performed punk-rock



▲ A stunning show by one of the performers at ARTmoSphere.

ballads, entertaining the audience with their upbeat tempo.

The Psychology department of UCSI is constantly organising field trips and activities to encourage their students to connect with the

community and apply psychological concepts and theories in various situations. Through these activities, it is hoped that students will adopt approaches to real-life problems and come up with solutions for the betterment of society.



▲ Amrita Soon serenades the audience.



CULTURAL VALUES AND MOBILE SHOPPING

Professor Dr June Wei incorporates both Eastern and Western perspectives into her research, having studied in China and the US. Her recent talk on the effects of cultural values on mobile technology usage was reflective of her experiences and expertise in analysing patterns in both countries.

Thus, her ability to relate to both cultures puts her at an indisputable advantage especially when it comes to studying the similarities and differences between the two.

Her talk was titled “Investigating the Effects of Espoused Cultural Values on Mobile Shopping Continuance”. She explained how the espoused values of masculine or femininity, uncertainty avoidance, power distance, individualism or collectivism and long- or short-term orientation all play a part in mobile shopping continuance.

Her study indicated that the espoused cultural value of individualism and collectivism has a strong influence on perceived privacy protection toward mobile shopping continuance intention. Perceived protection as well as perceived effort expectancy, performance expectancy and mobile social influence were the key determinants of her study.

The espoused cultural value of long-term orientation, where the inclination is to plan for the future, exerts a direct impact on mobile shopping continuance intention for the Chinese mobile shoppers.

Using a US sample of 656 and a Chinese sample of 866, the practical implications were that cultural orientation will continue to differ among countries. There was also evidence on the dynamic roles of espoused cultural values in determining individual continuance decision processing.

Despite the limitations, this study is one of the initials to provide empirical evidence of the cross-cultural similarities and differences in mobile shopping continuance between China and the US, incorporating the espoused cultural value perspective.

The current study provides insights into how culture can manifest at the individual level and influence a mobile shopper’s continuance decision in China, as well as in the US.

Professor Dr June Wei has a PhD in Industrial Engineering from Purdue University with a focus on human computer interaction and human factors.

She has more than 100 publications in refereed journals and conference proceedings. The journals include Electronic Commerce Research, Behavior and Information Technology, Journal of Computer Information Systems and Journal of Database Management.

She is also the Senior Editor of the International Journal of Mobile Communications, and Editor in Chief of the Electronic Government: An International Journal, and the International Journal of Electronic Finance.

Her work experience includes being a research engineer at the Bausch and Lomb Oral Care Division in Atlanta, Georgia and a software engineer at Marconi Communications in Dallas, Texas.

She has received numerous awards such as the Outstanding Educator Award, from the Southwest Decision Sciences Institute, 2016 and the University Distinguished Teaching Award from the University of West Florida, 2011-2012.

A TALK ON CANCER AND IMMUNOTHERAPY

UCSI's Faculty of Applied Sciences recently welcomed Professor Brad Nelson, Director of the Immunotherapy Programme from the British Columbia Cancer Agency in Victoria, BC Canada for a talk at the UCSI University Kuala Lumpur campus.

Professor Nelson obtained his PhD from UC Berkeley and became the Founding Director of the BC Cancer Agency's Deeley Research Centre in Victoria BC in 2003.

His talk was on how cancer immunotherapy helps the immune system recognise attacks of certain types of cancer including melanoma, lung cancer and leukaemia.

According to him, often when we come to know of cancer patients who live many years more than expected, it's because their immune system is strong and this helps control the tumour. With such strong immune responses, there is a three-fold higher survival rate.

He went on to talk about the immunotherapy modality which includes adoptive T-cell therapy. He described T-cells as a type of white blood cell in the immune system which circulate throughout the body looking for signs of infection from viruses or bacteria. When they detect infection, they destroy these foreign bodies.

With T-cell therapy, "T-cells will be taken out of the tumour sample, grown in a lab, activated and rejuvenated, and about a month later, the patient will receive an IV infusion of these T-cells and their body will be flooded with these cancer-fighting T-cells," Nelson said.

The genetic modification that happens in the lab involves introducing an extra gene into the T-cells that carries instructions for a new component called a Chimeric Antigen Receptor (CAR).

The CAR-carrying designer genes are a powerful way to give T-cells the ability to recognise and destroy cancer cells in a very precise manner.

In the past year, the BC Cancer teams have also developed techniques that make it possible to identify a greater number and variety of tumour-specific T-cells.

They are currently testing strategies to generate T-cells with greater activity. They are also working to separate the most active T-cells from those that are less likely to be effective.



▲ The audience listening attentively to the talk.



Professor Nelson also talked about research opportunities and grants in Canada citing major funding agencies such as the Canadian Institute of Health Research, Natural Sciences and Engineering Research Council of Canada and Genome Canada.

To attract funding, he said, the research should indicate the problem (cancer) and solution (immunotherapy). The research should address what the world thinks is a problem and include identification of strengths and weaknesses.

One also needs to collaborate with the best people in the field and be a team player. Furthermore, his advice was not to take failure personally and aim for a win-win situation.

Professor Nelson's talk was helpful in that UCSI researchers including students may understand the latest trends and advances in cancer immunotherapy.

As his institute is now carrying out several clinical trial studies on cancer treatment, it serves as a valuable case study on how to develop fundamental research groups into more established research centres and centres of excellence.

◀ Professor Brad Nelson giving his talk on cancer and immunotherapy.

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Alvin Teo Kuo Jing

Bachelor of Pharmacy (Hons), graduated 2010

PhD student in Public Health at Saw Swee Hock School of Public Health, National University of Singapore. Worked at Hospital Melaka, Ministry of Health Malaysia and Médecins Sans Frontières (MSF)/Doctors Without Borders.

The UCSI Gazette dedicates this column to our prominent alumni, celebrating their achievements and accomplishments after their education at UCSI. These individuals stand out in one way or another and are now pursuing their dream careers, furthering their studies or involved in other exciting endeavours. In this issue, we catch up with Alvin Teo, a Bachelor of Pharmacy (Hons) graduate now pursuing his PhD in the National University of Singapore.

Did you always want to study Pharmacy or were you inspired by someone or something? Tell us about some of your work experiences in Hospital Melaka, for example.

I have always wanted to be involved in the medical and health sector. As a provisionally registered pharmacist in Hospital Melaka, I underwent a one year training in various departments — out-patient, in-patient departments, cytotoxic drugs reconstitution, therapeutic drug monitoring, ward pharmacy, drug information and parenteral nutrition.

Progress in the field of Pharmacy undoubtedly requires certain attributes that are of essence. What are some attributes that you acquired in your education at UCSI that you think are irreplaceable?

For one, problem-solving skills and the ability to perform under pressure. And of course, tenacity! The curriculum was demanding but we pulled through.

What made you decide to join Médecins Sans Frontières (MSF)/Doctors Without Borders and what were some of your responsibilities?

I've been on humanitarian missions with MSF between 2013 and 2015. I have always wondered how could I use the skill sets I acquired in school and at work to help people in need. That motivated me to apply to be a field worker with MSF. As a field pharmacist, I worked with logistics and the supply team to ensure that drugs and medical supplies are adequately procured and distributed to the hospitals/clinics. I was also responsible for

drug or medical supply related issues (e.g. quality, information). I worked very closely with the medical team to ensure that we have the right drugs/supplies to respond to the medical needs of the population that we are serving.

What were some of your favourite courses at UCSI and what did you enjoy most about them?

Pharmacotherapy problem-based learning: the simulations were similar to actual scenarios I faced in my day-to-day professional life as a hospital pharmacist. Also aseptic dispensing/dispensing and compounding: this gave us insights into how medicines are formulated and compounded for consumption.

Intercultural experiences are enriching and rewarding at the same time. How would you compare your study experiences both here in UCSI and in NUS?

From the academic perspective, both were demanding. My undergraduate studies at UCSI gave me the tools to perform at work and subsequently scoring a place at NUS.

What excites you most about the field of Pharmacy?

Versatility: It is a broad field that encompasses clinical medicine, pharmaceutical chemistry, dosage form design, ICT, marketing, business, management, education, and research. There is something for everyone.

What stands out the most with regards to your education at UCSI University especially in preparing you for your MSF missions in Doro Refugee Camp, Jebel al Akkrad, Donetsk, Islamabad, etc.? Tell us a

little about your experiences in these places.

Most importantly were the skill sets and training required to perform as a pharmacist. It was very impactful to witness. It could get quite difficult with the bare living and working conditions, a plethora of problems that we had no solutions for and at times, security and safety was a concern. Yet, it was a rewarding journey on both the personal and professional level. I am grateful to have had the opportunity to contribute to humanity.

What made you choose Public Health as your postgraduate study?

The medical humanitarian stints not only raised my awareness about the poor medical status in these regions but also gave the impetus that sparked my interest to understand how epidemiology and public health studies can positively impact both operational and population health outcomes.

What is next for you, after completing your PhD in Singapore?

Toughest question of the lot! I enjoy research and at the same time, I'd like to be involved in operationalising public health programmes. Probably a marriage of both.

Besides immersing yourself in contributing to the community and studying, what other interests do you have? And what is your advice to Pharmacy students at UCSI who want to follow in your footsteps?

I like travelling, watersports and reading (I try!). My advice is to follow your passion. Step out of your comfort zone (difficult but worth it) and go do what you want to do. It is a cliché but it is true.

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