

# THE UCSI GAZETTE

THE UNIVERSITY MAGAZINE

*30<sup>th</sup> Anniversary*  
THE FUTURE SYNERGISED  
SINCE 1986



## YEARS OF EMPOWERMENT

VOLUME 03

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 **UCSI University**<sup>®</sup>

# A NEW ERA OF RESORTS WORLD GENTING



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The stunning new Sky Avenue and Sky Plaza are nestled right in the heart of the refreshed Resorts World Genting, with easy access from all adjoining hotels and leisure attractions.

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Resorts World Genting has the honour of being the host of the first dedicated Twentieth Century Fox World theme park in the world. The theme park is expected to draw in more than 3 million visitors when it opens in late 2016.



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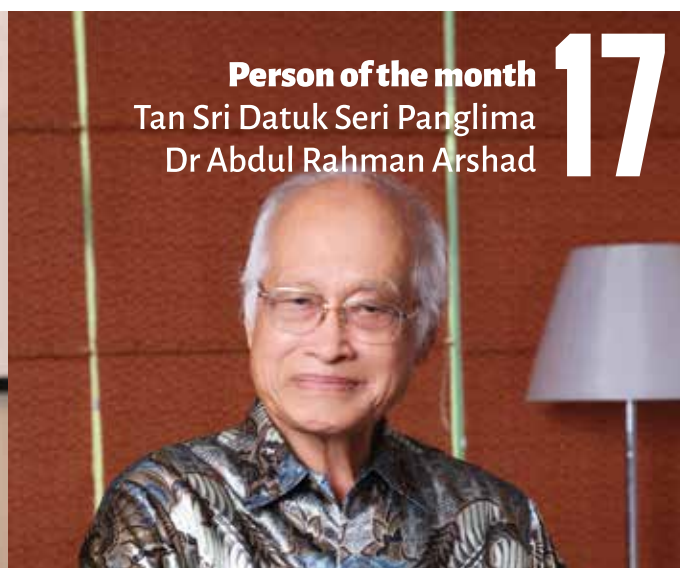






Malaysia's Youth  
& Sports Minister  
inspires students  
at UCSI

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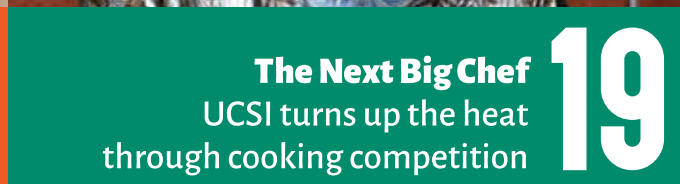
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Tan Sri Datuk Seri Panglima  
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UCSI's 30th Anniversary comes at a time of great uncertainty. The recent plunge in global oil prices, the increase in the interest rate by the US Federal Reserve and the slowing down of China's economic growth are financial headwinds poised to disrupt many nations. But in the midst of this potential turmoil, globalisation – with its increasing interconnectedness as well as trade and cultural exchange – means that today is also a time where opportunities abound to make that giant leap into the stratosphere. And education, having traditionally elevated mankind out of the darkest of times into the age of enlightenment, remains the way forward and upward.

2016 can be, and must be our Sputnik moment. The events of the world are challenging us and we are already redoubling our efforts to catch up with the rest of the world. At the core of our efforts is our three-pronged focus on **review** and **revamp** (R&R), **differentiate** and **distinguish** (D&D) and **StarTrek**. All our programmes are accredited by the Malaysian Qualifications Agency (MQA) and are reviewed yearly and revamped every three years. We ensure our programmes are differentiated and distinguished to help you stand out among the sea of graduates in the working world. And through our StarTrek programme, our students are sent to conduct research with the world's best universities. This year, we have sent two medical students to Harvard Medical School in the US, to pursue the one year Pre-Doctoral Research Training Programme. Our first student who underwent this programme in 2014/2015, Cherish Chong, has returned and is in the midst of publishing two research papers from her work in Harvard. This is not all; we are already identifying more research universities for future collaborations under this stellar initiative.

As we celebrate our 30<sup>th</sup> Anniversary, our legacy has always been empowering our students to fulfil their potential. But UCSI cannot just focus on this year, or even the next 30 years. We must focus on the future. We must synergise with the future. And when it comes to education, the future lies with close partnership with the industry – the future employers. The days of the ivory towers are long gone. Through our Co-Op Premier Partner initiative, our Co-Op partners are now able to identify their future human resource from among the best of our students. We are taking this even further and talks are underway to increase student and lecturer mobility with the industry.

The pace of change will only accelerate. Last year saw the establishment of the ASEAN Economic Community, offering opportunities in the form of a huge market of US\$2.6 trillion with over 622 million people. UCSI will be ready to harness these opportunities by setting up a centre for ASEAN higher education partnership. At the same time, as much can be learned from the small yet globally important countries in Scandinavia so we are setting up a Centre for Scandinavian Studies. These are poised to make a great impact in the education landscape.

For the last 30 years, UCSI has opened doors by enhancing access to education. This year, we are allocating RM30 million in scholarships to continue this tradition. Thank you for being part of UCSI's 30-year journey.

Go beyond; Be profound: Make a difference.

**Senior Professor Dato' Dr Khalid Yusoff, FASc.**  
Vice-Chancellor and President  
UCSI University

DPSK, PSK, MBBS (Melb.), DMedSc (*honoris causa*) (Melb.),  
MRCP (UK), FRCP (Lond.), FRCP (Glasg.), FRCP (Edin.),  
FACC (USA), Hon. FRACP (Aus.), Hon. FPCP (Phil.),  
FIAS, FNHAM, FMSA, FAMM



# MALAYSIA'S YOUTH AND SPORTS MINISTER INSPIRES STUDENTS AT UCSI

The UCSI University (UCSI) Scholars' Circle (U-Schos) recently engaged Malaysia's Youth and Sports Minister, Khairy Jamaluddin as the latest keynote speaker in their ongoing Rise Up with Leaders series. U-Schos is formed by scholarship recipients of UCSI University Trust – UCSI's scholarship arm. The event took place on 23 November last year.

Themed, 'Youth Beyond Boundaries', the talk was participated by close to 100 national and international students from higher education institutions across the country. Members of the IM4U community also attended the event.

In his speech, Khairy said that the theme, 'Youth Beyond Boundaries' also means students should focus on creating a global impact.

"Going beyond boundaries means looking at a problem from a universal context. And looking at the experiences of other countries, and thinking maybe this can work in my country as well," he said.

He applauded the fact that an increasing number of Malaysians are leaving their mark around the world.

UCSI University Trust Chairman, Dato' Dr Hj Mohd Karim bin H. Abdullah Omar, encouraged the participants to always push themselves further.

"Your biggest challenge is not someone else. It is that voice in your head that will

try to convince you that you cannot do it. But you must not cave into the temptation of taking the easy way out," he said.

It was the second time Khairy had visited UCSI University. The first was in 2010, where he spoke in the UCSI 10th Malaysian Plan Forum.

The event also saw the Youth and Sports Minister launch the new U-Schos logo and motto, 'Youth Beyond Boundaries'.

According to the U-Schos President and Organising Committee Chairperson, Bernard Chin, the event was one of the initiatives by the club to empower young leaders.

"The Rise with Leaders series connects students with leaders in the political,

corporate and sporting arena. We are happy to share this opportunity with students from other universities in line with our club's new motto 'Youth Beyond Boundaries'."

UCSI's Founder and Group CEO Dato' Peter Ng and Vice-Chancellor and President, Senior Professor Dato' Dr Khalid Yusoff were also present at the event.

Among the leaders who have shared their experience with university students in Malaysia through the Rise Up with Leaders series are Yang Amat Mulia Tunku Zain Al-'Abidin Tuanku Muhriz, Founding President of the Institute of Democracy and Economic Affairs (IDEAS); world number one squash player Datuk Nicol David; as well as AirAsia Berhad CEO and Executive Director, Aireen Omar.



Khairy Jamaluddin signing a T-shirt to mark the occasion at the latest Rise Up with Leaders series.

*"Going beyond boundaries means ... looking at the experiences of other countries, and thinking maybe this can work in my country as well."*

**– KHAIRY JAMALUDDIN,**  
MALAYSIA'S YOUTH AND SPORTS MINISTER

# UCSI RECEIVES SOFTWARE WORTH USD2 MILLION



Senior Prof Dato' Dr Khalid Yusoff, Vice-Chancellor and President of UCSI University exchanging the MoU with Dmitry Eydinov, Global Business Development Manager of Rock Flow Dynamics.

## Close industry collaboration sees UCSI receiving petroleum engineering software from Rock Flow Dynamics.

On 12 November last year, UCSI University (UCSI) received a donation of 25 tNavigator software licenses from Rock Flow Dynamics. The licenses are worth slightly over US\$2mil and are expected to enrich the learning experience of UCSI's BBA (Hons) Oil & Gas Management students.

Through collaboration with Rock Flow Dynamics and its Malaysian partner, Onyx IES Sdn Bhd, UCSI will provide its students with the new state-of-the-art dynamic reservoir simulation technology for their classroom learning. The tNavigator software is Rock Flow Dynamics' flagship product with capabilities far exceeding any industry standard dynamic simulation tools.

The licences were received by Senior Professor Dato' Dr Khalid Yusoff,

Vice-Chancellor and President of UCSI University. Rock Flow Dynamics was represented by Global Business Development Manager, Dmitry Eydinov.

"Today marks the first collaboration between UCSI University and Rock Flow Dynamics. This will pave the way for value realisation in UCSI University in terms of enriching students' experience, improving research capabilities and academic delivery while providing an industry-driven education for our students," said Senior Professor Dato' Dr Khalid.

"By providing UCSI with the software, our organisation is hoping to do our part in bringing about changes that would contribute to this industry in the future," Eydinov said.

Also present at the ceremony were Associate Professor Dr Jimmy Mok, Dean of the Faculty of Engineering, Technology and Built Environment;

Faiz Sulaiman, Asia Pacific Manager of Rock Flow Dynamics; and Gordon, Managing Director of Onyx IES Sdn Bhd.

**"This will pave the way for value realisation ... simultaneously providing an industry-driven education for our students."**

**– Senior Professor Dato' Dr Khalid Yusoff**

VICE-CHANCELLOR AND PRESIDENT



# 30<sup>th</sup> Anniversary

## THE FUTURE SYNERGISED

### SINCE 1986

UCSI's 30<sup>th</sup> anniversary celebration has officially begun with the unveiling of its commemorative logo during the orientation day for its January 2016 intake.

The logo captures the metamorphosis of UCSI, from its humble beginning as an unassuming computer training institute to its position today as one of the Top 300 in the QS Asian University Rankings 2015.

The seven golden stars in the logo mark each year when UCSI achieved a notable milestone. These are 1986 – the founding of the Canadian Institute of Computer Science, 1990 – its evolution into Sedaya College, 1998 – the launch of UCSI's Sarawak Campus, 2003 – the year when UCSI received its University College status, 2007 – the launch of the Terengganu Campus,

2008 – the year when UCSI received its full-fledged university status from the Ministry of Higher Education. The last star represents 2016 when UCSI marked its 30 year anniversary.

The celebratory event was attended by Dato' Peter Ng, Founder and CEO of UCSI Group, Senior Professor Dato' Dr Khalid Yusoff, Vice-Chancellor and President of UCSI University, staff, 700 new students from across the globe and their parents.

Speaking at the event, Dato' Ng credited all the staff for their efforts and contributions to the University. He also encouraged the new students to work hard and write their own success stories like their seniors before them.

Sharing the university's vision and plans for internationalisation was Senior Professor Dato' Dr Khalid.

"For the past few years, the team at UCSI has done much groundwork running around and visiting countries all over the world to discuss potential collaborations and to sign the Memorandum of Understanding (MoU). This year will see many of our efforts come to fruition," he said.

As part of the year-long anniversary celebrations, a variety of events will be held by UCSI. These include charity and community events such as a marathon, a carnival and Family Day followed by a Gala Dinner at the end of the year.

Several new blocks at the UCSI KL Campus are also expected to be completed this year.



# Actuarial science duo becomes national champions for the CIMB ASEAN Stock Challenge 2015.

'Never give up' is the approach that guided UCSI University (UCSI) students Wong Hao Yi and Kok Yat Sing to emerge as national champions for the prestigious CIMB ASEAN Stock Challenge 2015. The boys will now represent Malaysia in the regional leg of the competition, going against winners from four other Southeast Asian countries, namely, Singapore, Thailand, Indonesia, and Cambodia.

This is an impressive feat – they were only among the top 600 when they participated in the competition last year.

"We changed our trading strategy and decided to give this competition another try," said Wong.

The new strategy worked. The team, aptly named Beacon, outshone the others with an astounding 58% Net Realised Percentage from the virtual capital of USD 80,000 given to them.

Each team received the same amount of virtual capital to invest real-time in securities listed in Bursa Malaysia, the Indonesia Stock Exchange (IDX), Singapore Exchange (SGX), the Stock Exchange of Thailand (SET) and the Hong Kong Stock Exchange (HKEx).

The top three teams were then invited to present their strategy paper and the national champion was selected based on that.

According to Wong, the team set their strategy paper apart by putting themselves in the judges' shoes.

"We asked ourselves, what would the judges look for? And we realised that our paper needed to clearly detail our approach," he explained.

The team used the 'scalping strategy' for trading and explained their strategy using specific figures and charts.

They credit their lecturers at UCSI for instilling in them the soft skills such as report writing and presentation that they needed.

Both are pursuing UCSI's BSc (Hons) Actuarial Science programme – one of the flagship programmes under the Faculty of Business and Information Science. Designed to groom students to pass the Society of Actuaries preliminary professional papers, the programme has a sterling track record. Its students are known to pass all five professional papers even before their third year of undergraduate study – a remarkable achievement.

The Society of Actuaries (SoA) is a leading global professional organisation for actuaries. It provides continuing education for students and practicing actuaries, maintains the standards of the profession and conducts research on actuarial trends and public policy issues.

Thus, it is noteworthy that UCSI University became the first private university in Malaysia that the SoA has approved to be listed as a UCAP (Universities and Colleges with Actuarial Programmes). Other UCAP institutions include the University of California Los Angeles (US), and the University of Toronto (Canada). The former is ranked number 12 on the Times Higher Education University Rankings 2013 – 2014 while the latter was at a respectable 109<sup>th</sup> place.

Taking its legacy of excellence further, the faculty has also designed the unique BSc (Hons) Actuarial Science and Finance. Completing its offerings in this field is the new MSc in Actuarial Management. This postgraduate programme will groom graduates who

have research abilities in the fields of actuarial and risk management. Scholarships and stipends for research assistants are also offered.

The faculty is also well known for its outstanding lecturers who not only have top academic qualifications, but also industry experience. Both Wong and Kok are grateful to their lecturers for the knowledge and moral support shared throughout their studying years at UCSI.

This keen understanding of industry know-how provides students the edge they need to hit the ground running upon entering the working world.

Another unique UCSI advantage that both students find highly useful is the university's Co-Operative Placement Programme where students have the option of pursuing two months of internship for every year of study.

"This approach is much better, because you can work for three different companies and in different positions. It really helps you understand your work and studies," shared Wong.

Kok agrees, noting that the Co-Op experience is "a bonus to every UCSI student".

"It is a very practical way to prepare us for our careers," he said.

To date, UCSI has about 3,500 Co-Op partners where its students can pursue internships. Oftentimes, these partners will absorb the student interns as permanent staff upon graduation.



**It is a very  
practical way  
to prepare us  
for our careers.**

**– KOK YAT SING**

**BSc (HONS) ACTUARIAL SCIENCE  
(THIRD FROM RIGHT)**





# HOW IT ALL BEGAN

*UCSI marks three decades of changing lives through education*



**HUMBLE BEGINNINGS:** Dato' Peter Ng in his office in 1991, two years after UCSI grew from a computer institute to a college.

The world was a different place three decades ago yet 1986 was marked with the rise of notable personalities and remarkable events. Argentinian football player Diego Maradona scored the world's most famous handball – nicknamed the 'Hand of God'. Argentina went on to hoist the World Cup. Pixar Animation Studios was opened. The Simpsons was created. Also hitting 30 years old is rock band Bon Jovi's song 'You Give Love a Bad Name', which became the band's first number 1 hit.

In Malaysia, 1986 was when Peter Ng – then without the prefix Dato' – first started the Canada Institute of Computer Science. It was just a shoplot with two computers and one

staff – Peter himself. Little did anyone know then, that it was the beginning of UCSI University.

How did a humble computer centre in SS2, PJ evolve into UCSI University – a top-ranked private university in Malaysia with three campuses and over 10,000 students from 80 countries?

"With RM2,000," is the pragmatic answer the UCSI Founder and Group CEO would often give.

Frequently speaking to university students, it is no surprise that they would press him for further explanation.

Often their questions would contain phrases like "It's impossible" or "Today, a mobile phone alone would cost RM2,000". Their questions stem from a combination of disbelief and yet, despite themselves, a wishful hope that there really is a secret to business success and that Dato' Peter was willing to share it.

## AGAINST THE ODDS

In the early eighties, fresh from his studies in Canada where he received his computer science degree, Dato' Peter initially worked for a computer shop before deciding to start up his own business. It was a time when





**THE FIRST OF MANY:** A college then, UCSI had its second graduation ceremony in 1992. It was officiated by Dr Fong Chan Onn, the Deputy Minister of Education at the time. Since it received its University status in 2003, UCSI has been known simply as 'UCSI University'.



**DOWN TO EARTH:** As a self-made man, Dato' Peter remains humble and often good-naturedly takes part in student events like this 1995 Orientation Night.



**LEAPS AND BOUNDS:** The campus when UCSI was presented the University College status in 2003.

computers were first introduced and senior management members, like CEOs and Vice-Presidents, needed to know how to use them.

"The personal computer was so foreign then, that asking these C-suite professionals to insert the floppy disc would see them pushing it in gingerly – as if afraid the entire contraption would explode," he said with a chuckle.

Exclusive, one-on-one training for high-ranking professionals and the low rent prices brought on by the uncertain economy of the time meant Dato' Peter could stretch his RM2,000 capital. During the day, he worked for another computer shop and opened

his institution for night classes. The business grew tremendously and within just a few years, the institute was upgraded to a college in 1990.

***"The personal computer was so foreign then (in 1986)."***

**- Dato' Peter Ng,**  
UCSI Group Founder and CEO

Dogged hard work brought on more good news and in 2003, UCSI was accorded the University College status. The success of its students in the workplace and the fact that UCSI's home-grown programmes could be



compared favourably to other education institutions that partnered with foreign universities to offer twinning programmes.

It became Malaysia's best kept education secret and this saw a rapid increase in its enrolment. To meet the rising student population and the ever growing demands of providing quality education, UCSI moved to its present 15-acre South Wing campus in UCSI Heights, Cheras in 2003.

Within five years, on 7 October 2008, UCSI was accorded full university status from the Ministry of Higher Education. It expanded its offerings with the launch of its 5-acre North Wing campus in 2011.

By then, the University offered a full range of education programmes, including medicine, engineering and pharmacy. It was also endorsed by the Association of Chartered Certified Accountants (ACCA) to run its courses.

Today, UCSI University is a place where the pursuit and expansion of knowledge are characterised by passion and perfectionism. It is ranked in the top 300 in the 2015 QS Asian University Rankings. UCSI is also rated Tier 5 – the highest rating achieved by universities in Malaysia – in the last 2013 Rating System for Malaysian Higher Education Institutions.



**THEN AND NOW:** The Sedaya College campus (above) in 1992 was upgraded to a purpose-build campus in 2003 when UCSI received its full university status.

## AN EDUCATION FOR LIFE

Accreditation and professional recognition aside, many would say that the true test of an education institution is this: does it actually improve a graduate's prospects in life? After all, paper qualifications lose their significance if graduates are

unable to succeed in the real world or fulfil their true potential.

One of the ways to measure graduate success is through their employability and how they adjust to the working world. UCSI understood this through its years of close contact with its industry partners and some of the biggest employers in the business.

With keen foresight, UCSI launched its flagship Co-Operative Placement Programme.

Known as Co-Op, the programme places students under the guidance of industry professionals for two months of every year of study. UCSI has the distinction of being the first university in Southeast Asia to introduce this



*UCSI has the distinction of being the first university in Southeast Asia to introduce this formal internship programme in 2004, that requires students to undergo two months of internship annually*

formal internship programme in 2004, that requires students to undergo two months of internship annually. Being introduced to potential employers from the beginning of their studies, the students benefit from an early understanding of the industry's needs and wants.

The partnership between academia and industry has created vast opportunities for students to learn in an environment where they will be exposed to real-life working experiences. A special Co-Op Education Centre & Job Placement Centre team was set up to facilitate this and provide the best outcomes for both students and employers.

And the numbers speak for themselves – Co-Op started with just 30 students and 21 participating companies. Today, UCSI has the largest industry placement programme in the country having placed thousands of students in 3,500 leading companies not just within Malaysia but around the world. Overseas internships are becoming more and more common and UCSI students have enjoyed stints in Japan, Hong Kong, China and Singapore, among others.

Hands-on learning and opportunities for professional networking mean the students have an early head start in propelling their careers forward.



**MILESTONE FOR PHARMACY:** Dato' Peter (centre) at the launch of UCSI's pharmacy programme back in 2000. Today, the Faculty of Pharmaceutical Sciences has trained nearly 900 pharmacists.



(far left and far right) Dato' Peter Ng and Senior Prof Dato' Dr Khalid Yusoff with a happy graduate and his parents at last year's graduation ceremony.

## RESEARCH WITH THE BEST IN THE WORLD

While higher education should improve the prospects of the next generation, universities also have a responsibility to cultivate mankind's highest aspirations and ideals. The way forward is through research.

Spearheading the university's research endeavours is its Vice-Chancellor and President, Senior Professor Dato' Dr Khalid Yusoff. A clinical cardiologist by training, Senior Professor Dato' Dr Khalid is a respected name in medical research – he has won numerous awards and research grants for his contribution in medicine and science. Senior Professor Dato' Dr Khalid has been instrumental in establishing collaborative links with the world's best universities, opening doors for UCSI's students and staff.

The University's top students advance research at the world's best universities annually and the initiative started last year when UCSI sent its top medical student, Cherish Chong, for a year-long research programme at Harvard Medical School.

This research stint is remarkable in itself, but what is even more impressive is this: Cherish is publishing two research papers in the United States. Her research papers will be published in high impact international scientific journals.

"When I got there, I thought it would be nice if I could just tag along for a research project. I never thought of conducting one by myself!" she quips.

In fact, Harvard is so impressed with Cherish that they have already allocated another two research spots for UCSI students.

The students were sponsored by UCSI University Trust – the university's scholarship arm.

More partnerships are in place with other universities around the world, including RMIT, University of Melbourne, King's College London, and the Parisian L'Institut Supérieur des Arts Appliqués.

At the same time, UCSI is working on various collaborative programmes with institutions of higher learning in China, India, Indonesia, Sri Lanka, Mauritius and Nepal.

With these unique strengths and more, for the last 30 years, UCSI stands out as a university that offers an education few can, provides experiences others cannot and delivers life-defining outcomes for students everywhere.

**And it will continue onwards and upwards for years to come.**



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## STANDING ON THE SHOULDERS OF GIANTS

*Top researchers appointed as UCSI's visiting professors.*

UCSI's research credentials are further bolstered through its collaborations with notable researchers from top universities and institutions.

Professor Dr Gordon Williams, Professor Dr N. Sreeharan and Professor Jaye Chin-Dusting are from Harvard Medical School (United States), King's College London (United Kingdom) and Baker IDI Heart and Diabetes Institute (Australia), respectively.

Senior Prof Dato' Dr Khalid (right) has been instrumental in establishing collaborative research endeavours with Prof Dr Gordon Williams from Harvard Medical School.

All three have been appointed as UCSI's visiting professors and will engage the UCSI community through formal lectures and collaboration with postgraduate students and staff.

Professor Williams' appointment comes on the back of a number of previous engagements with UCSI. In August 2015, he delivered a lecture titled *Mentoring your Students: The Dos and the Don'ts* to UCSI staff and students on campus. He also mentored UCSI medical student Cherish Chong who pursued cutting-edge research under Harvard Medical School's Global Clinical Scholars Research Training Programme.

A well-respected clinician and scientist, Professor Williams leads the influential Hormonal Mechanisms of Cardiometabolic Injury Programme at Harvard's Brigham and Women's Hospital. He has published over 500 papers in top journals.

He was instrumental in setting up UCSI's links with Harvard Medical School—a link that will open doors for more UCSI medical students in the future.

A visiting professor at King's College London, Professor Sreeharan is an authority in pharmaceutical medicine. He stands out as a drug development expert and he is involved in several governance and education initiatives. He was also the chairman of an integrated European medical department with responsibilities in research and development, as well as medical affairs.

Just as illustrious, Professor Chin-Dusting is known for her ability to bring research outcomes to clinical application. She is currently the chief investigator for numerous Australian National Health and Medical Research Council Programmes on clinical cardiology as well as clinical research excellence.

# UCSI GIVES BACK

At UCSI, our students are groomed to be movers and shakers of the world, who have a keen sense of duty and accountability. Throughout the years, they have made a name for themselves among members of the public by spearheading community events and projects that make a difference.







Prof Nor from UCSI with a group of Laskar Mughiddin youths in Banda Aceh. The youths searched for bodies of the tsunami victims to provide them a proper burial.

## DISASTER RELIEF

In the wake of the 2004 tsunami, UCSI dispatched a medical relief team to Banda Aceh, Indonesia. UCSI staff and students spent a week there providing medical and teaching assistance, besides psychological and emotional support to the victims. They also raised about RM20,000 in donations of cash and kind for the people of Banda Aceh.



Children with intellectual and developmental disabilities performing during one of the events organised by UCSI's Best Buddies Chapter – the only chapter in Malaysia that is part of the international non-governmental organisation.

## BEST BUDDIES

UCSI University's Best Buddies chapter – established in June 2014 – is the only chapter in Malaysia. It is part of Best Buddies International – a US-based international non-governmental organisation dedicated to providing life-long friendships between students and those with Intellectual and Developmental Disabilities. UCSI's Best Buddies chapter often organises events to connect university students and those with intellectual and learning disabilities.



From raising funds to conducting free health checks, UCSI's annual Public Health Campaign has served about 9,000 members of the public since its inaugural event in 2002.

## UCSI PUBLIC HEALTH CAMPAIGN

The UCSI University Public Health Campaign (PHC) is an annual community project by the Pharmacy Student Association. Free health checks, talks about disease prevention and drug compounding demonstrations are among the activities held during the campaigns. Held yearly since 2002, the PHC has served more than 9,000 members of the public all over Malaysia.



Students enrapture the audience with the sounds and styles of the percussions.

## CHARITY CONCERT AND FUND FOR FLOOD VICTIMS

In December 2014, Malaysia had one of its worst floods in history. Approximately 250,000 people in the east coast were forced from their homes. In collaboration with the Ministry of Education, the community of UCSI organised a fundraising concert, 'Together We Care'. The UCSI Education Fund 2015 for Flood-affected Families was also launched during the event. A total of RM700,000 was pledged by UCSI University Trust – UCSI's scholarship arm.



Manjula Murugesan, Environment Manager at Tetra Pak Malaysia, Singapore & Philippines (left) holds a sample of the sturdy roof tile made from drink cartons similar to the one held by Asst Prof Dr Crystale Lim.

## UCSI AND TETRA PAK

UCSI is the first university in Malaysia to be a CAREton Project member – Tetra Pak's collaboration with Nestlé to recycle used beverage cartons into roofing tiles for aboriginal (Orang Asli) families in need. Championed by the Faculty of Applied Sciences, the competition has seen a steady increase in support and last year saw a total of 200kg of used beverage and food packages collected.



UCSI's architecture students working on their project in a fishing village in Kuala Sepetang, Perak.

## BUILDING COMMUNITIES

A group of 50 architecture students from UCSI University and Chung Yuan Christian University, Taiwan, sparked social change when they transformed an abandoned shophouse in the fishing village of Kuala Sepetang, Perak into a hub for learning and discovery. The project is named *The Corner*, and the architecture students redesigned it into a communal centre that houses a children's library, a play centre and a homestay.





**FAMILY AFFAIR:** Jia Wei (left) and Pei Yee with their parents having a celebratory meal with Senior Prof Dato' Dr Khalid, Vice-Chancellor and President, Dato' Peter Ng, UCSI Group Founder and CEO (fourth and fifth from left) and Shannen Choi, Head of UCSI University Trust (first from right)

# MORE UCSI UNIVERSITY STUDENTS SELECTED FOR HARVARD PROGRAMME



**READY TO GO:** UCSI medical students Tan Jia Wei (left) and Ting Pei Yee can't wait to get started on their respective clinical research projects at Harvard Medical School.

Two more UCSI University medical students have been selected for the year-long Pre-doctoral Research Training Program at Harvard University, boosting UCSI's track record of engagement with the world's best universities.

UCSI medical students, Tan Jia Wei and Ting Pei Yee, recently left for Boston where they will conduct clinical research at Harvard Medical School. They will be allowed to focus on their own research projects after an initial period of supervision and training.

At Harvard, the duo will be attached to the research team led by Professor Dr Gordon Williams, a leading clinician-scientist who has published over 500 papers in high impact scientific journals. He also heads the Hormonal Mechanisms of Cardiometabolic Injury Program at Harvard's Brigham and Women's Hospital.

"You can only advance medicine through research and I cannot wait to get started," enthuses Jia Wei who intends to be an oncologist. "It is a privilege to work with the world's best minds and I will be analysing big data to understand as much as I can about patients, diseases and the correlations that drive important decisions in medicine."

Jia Wei's and Pei Yee's selection marks the second straight year UCSI has sent its best medical students to Harvard for cutting-edge research – the latest development in an annual arrangement between the two universities.

"The selection of our medical students by Harvard shows how far UCSI has come as a university," said UCSI Vice-Chancellor Senior Professor Dato' Dr Khalid Yusoff, "The first student we sent to Harvard was happy with her experience. More importantly, her supervisors are delighted with her contributions."

"We have provided a scope for our students to perform at the world's best universities and it is gratifying to see them making an impact through the advancement of science. We will continue engaging – and aligning ourselves with – leading universities from around the world to provide our students with more opportunities."

Presently, UCSI is the first and only private university in Malaysia that provides such opportunities for students. More two-way arrangements with the world's best universities will be announced in 2016 as UCSI celebrates its 30<sup>th</sup> anniversary.

**"The selection of our medical students by Harvard shows how far UCSI has come as a university."**

**– Senior Professor Dato' Dr Khalid Yusoff**

VICE-CHANCELLOR AND PRESIDENT



# TAN SRI DATUK SERI PANGLIMA DR ABDUL RAHMAN ARSHAD

A lifelong interest in knowledge and the determination to never be at a standstill has shaped the life and illustrious career of the first Chancellor of UCSI University.





**A man with an impressive résumé, Tan Sri was recently interviewed by The UCSI Gazette editorial team and he shared his journey from growing up in a small village in Masjid Tanah, Malacca to becoming Malaysia's youngest Deputy Director General of Education. Prior to that, he was also the country's youngest Director of Education for Kelantan and the youngest Director of Examinations.**

A living legend in the field of education, Tan Sri's accolades are many. And he believes it all began with a fateful decision he took when he was 10 years old, studying in a small vernacular Malay school in Masjid Tanah, Malacca.

"One day, a British education officer came in and asked the class if any of us wanted to study in the English-medium Special Malay Class," he said.

Nobody raised their hands. Back then, studying in these English-medium schools were usually for rich children.

His teacher then selected a few boys who had the means to go – one had a father who owned a coffee shop, another had a brother who was a clerk, and the third had a cousin who was a teacher.

Rahman – then without his honorific prefixes – was not chosen because his father was merely a rubber tapper.

"I was the first in class, but I was poor, very poor." He decided to try anyway and walked into the Headmaster's office to volunteer for the entrance examination.

After school, the selected boys told his mother that, "Rahman wants to go to this school as well."

His mother cried. She said they could not afford it.

"I told her I was not going to the English School, and when she asked why then did I put my name down for the entrance exam, I said I just wanted to beat them," he recalled with a chuckle.

When the examination results were out, he was one of the top scorers. Thanks to a scholarship, he was set for Malacca High School – the oldest school in the state and the second oldest recorded school in the whole country.

That anecdote sums up Tan Sri's approach to succeeding in life. In his own words, he would always "do the right thing." And he would strongly advise students to do the same and to learn as much as they can from their teachers.

Elaborating, he explained that students should like what they do. That is the general approach when it comes to choosing a career field.

"For example, I like education and education is what I chose to do. And in my various positions, when people ask me to do something I would say 'no'. I made decisions based on what I wanted to do not what other people wanted me to do," he said, adding that it made all the difference.

His resolve to follow his calling saw him switching jobs from being the Assistant District Officer to become a teacher. It was during the time of the British then, and being an Assistant District Officer was a prestigious job.

After all, as an Assistant District Officer, he had his own office, his own phone and a clerk.

"As a teacher, I had to share a room and a phone with 30 colleagues, and I had to line up to pay my own bills!"

After teaching, he eventually became the Deputy Director of Education for Penang and Kedah. He was then transferred to Kelantan as its youngest Director of Education.

Even in these roles, his courage to 'do the right thing' helped him achieve results. The powers that be, soon took notice and he was then transferred to the Ministry. Soon, he became Malaysia's youngest Deputy Director General of Education in history.

Having retired from public service in 1991, at the age of 55, there are many memorable instances in Tan Sri's illustrious career.

But the three that gives him the most satisfaction, are simple moments that speak volumes about his down to earth personality.

The first took place when he was the Director of Education from Kelantan.

"The first time I went to work, I saw a school with an *attap* roof and pillars made from tree trunks. I told myself things were going to be terrible," he said.

But by the time he left the state, he had 30 new projects approved to be implemented.

The second was when he saw the touching sight of school children lining up to wave goodbye to him as he left Kelantan for the Ministry of Education.

The third was having the Deputy Chief

Minister of Kelantan lead his farewell convoy of 49 cars from Kelantan all the way to Jertih, Terengganu.

It is remarkable to note that education is not just a profession for him, it is a personal passion. After all, he obtained his PhD from the University of East London at the age of 68 in 2004.

This was on top of taking on the role of chairman for eight companies, five of which are listed on the Kuala Lumpur Stock Exchange.

For his contributions to the field of education, he has been conferred nine honorary doctorates out of which, three are awarded by universities abroad, which are the University of Saskatchewan, Canada; Heriot-Watt University, Scotland and the University of East London, England.

With his illustrious career, what advice would he give to young students trying to make an impact in the world?

Tan Sri marks academic success as a key component to succeed.

"These days, people judge you first by your qualifications before they give you a chance to prove your ability. So you must be academically qualified," he emphasised.

Throughout his career, Tan Sri adhered to his personal code of honour, which dictates that one should never make enemies out of others. Instead, he prefers to focus on doing a good job so that the detractors will appreciate his work and come around.

His strong focus on doing what is right and his single-minded pursuit to raise the nation's education standards meant that he was never interested in joining politics – even though he was invited to do so not just once, but twice.

Tan Sri Datuk Seri Panglima Dr Abdul Rahman Arshad's story is an example of how success in life comes when you take the path less travelled and refuse to give up in the face of obstacles.

"It is funny how things can turn out for one person," he said with a smile on his face.

"I came from a poor family but if I had not insisted on taking that test, I would not have progressed so far in life. If I had not switched my career from being the Assistant District Officer into education, I would not have the privilege of being chosen as UCSI's first Chancellor."

# UCSI TURNS UP THE HEAT THROUGH COOKING COMPETITION



Judges Thomas Schmid, Executive Chef, Borneo Convention Centre Kuching (BCKK) and Jasbir Kaur, MasterChef Asia finalist evaluating one of the dishes.



The young culinarians, UCSI culinary arts staff and students, judges and VIPs happy at the end of the two-day competition.

Budding chefs cooking a three-course meal using mystery ingredients – all within 1 hour 45 minutes. While this may sound like a reality cooking show, it was actually an event held in Kuching, Malaysia.

The Next Big Chef (NBC) cooking competition was organised by UCSI University's Faculty of Hospitality and Tourism Management (FHTM) in collaboration with the Malaysian Pepper Board (MPB) and Nestlé Products Sdn Bhd (Nestlé).

Open to secondary school students, the competition was preceded by the preliminary round – the 'Next Big Chef School Series' – held during the months of May and August last year. About 80 secondary school students participated and six teams made the cut to the final round. The groups were from SMK St Teresa, SMK St Mary, SMK St Thomas, SMK DPHA Gapor, SMK Sungai Tapang and SMK Batu Kawa.

On 12 and 13 December, the six teams went head on during the NBC competition held at CityOne Megamall, Kuching.

Similar to MasterChef, the NBC featured the 'black box' concept where participants were required to use the mystery ingredients provided by Nestlé in their dishes. These included pepper-based products.

The focus on pepper is in line with UCSI being selected by the MPB to promote the Malaysian spice locally and internationally. UCSI is the first university to be given this honour by the MPB, which oversees the trade of pepper in the country.

The esteemed panel of judges consisted of Jasbir Kaur, the MasterChef Asia finalist as well as Executive Chefs, Azahari Aziz from Riverside Majestic Hotel and Thomas Schmid from the Borneo Convention Centre Kuching (BCKK).

The dishes were evaluated based on flavour and presentation.

***“UCSI takes its role as the leading Hospitality and Tourism education provider in Sarawak seriously, and uses its position to help budding chefs further their careers.”***

**– CHRISTOPHER WAN SAGENG**  
HEAD OF UCSI CULINARY ARTS DEPARTMENT

Champions of the competition were May Ivanna and Valerie Michelle from SMK DPHA Gapor. They won a RM20,000 UCSI bursary and RM1,000 cash.

Coming a close second were Gloria Cumai Romano Romie and Hafiza Nurisha Abdullah from SMK St Mary. The budding chefs brought home a RM10,000 UCSI bursary as well as RM500 cash.

Jordan Ajeng and Ahmad Rifqi Mohd Jerome Rinjes from SMK St Thomas were placed third, bagging a RM5,000 UCSI bursary and RM300 cash prize. The

competition aims to continuously raise the standards of culinary excellence in Malaysia.

According to Christopher Wan Sageng, Head of the Culinary Arts Department from UCSI's Kuching campus, UCSI takes its role as the leading Hospitality and Tourism institute in Sarawak seriously, and uses its position to help budding chefs further their careers.

“We started NBC two years ago and we organise it annually. The response has always been fantastic and we want to channel this interest in cooking to professional careers by offering bursaries as prizes,” he said.

The two-day event also included other exciting competitions namely the 'Junior Next Big Chef' for children aged below 12 and the 'Eat All You Can' buffet, both opened to the public.

Other exciting activities included the showcase of local products by the SME companies under MPB, cooking demonstration by UCSI's culinary arts lecturers and food tasting.

Present at the event were also Dato' Grunsim Ayom, Director General of the Malaysian Pepper Board; Mukvinder Sandhu, Chief Operating Officer of UCSI's Kuching campus; Jenny George, Senior Director of the Malaysian Pepper Board; Darryl Wee Ho Nyan, Regional Sales Manager of Nestlé Products Sdn Bhd and Ir. Stephen Long, the Managing Director of Kenbest Sdn Bhd.

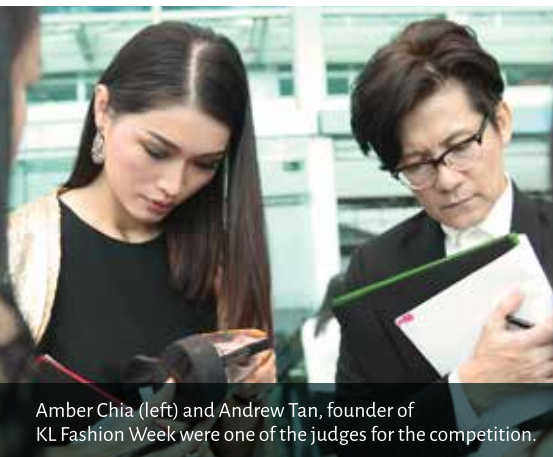


# UCSI STUDENT WINS TWO AWARDS AT PRESTIGIOUS SHOE COMPETITION



**Congratulations!**

UCSI Fashion Design with Marketing student, Melissa Ng, clinched an award in two categories during the competition.



Amber Chia (left) and Andrew Tan, founder of KL Fashion Week were one of the judges for the competition.



One of the many shoe designs presented at the finals.

It was a notable moment for UCSI University when UCSI's BA (Hons) Fashion Design with Marketing student, Melissa Ng Wai Theng, clinched two awards from the prestigious 8<sup>th</sup> Malaysia Footwear Design Competition (MFDC).

The final-year student won first runner-up and second runner-up in the Evening Shoes Category and Men Shoes Category, respectively. Melissa was among the four UCSI students shortlisted from over 70 entries from higher learning institutions all over the country.

"I am very honoured but at the same time, it was very shocking to me as I did not expect to shine in the two categories I participated in," she said.

Hosted by the University to support the Selangor and Kuala Lumpur Shoe Industry Association's efforts of revolutionising the Malaysia's fashion industry, UCSI is the first private higher education institution selected as a supporting partner for this prestigious event.

According to UCSI Vice-Chancellor and President, Senior Professor Dato' Dr Khalid Yusoff, UCSI's collaboration with the Selangor and Kuala Lumpur Shoe Industry Association is the perfect opportunity to expose the younger generation to the industry's lofty standards. At the same time, the competition nurtures their interest to be more passionate about the country's footwear industry.

"Its goals are in line with that of UCSI and we are committed to develop our students' potential by elevating their learning experiences through high-quality curriculum and engagement with outstanding industry players.

"We believe that talent must not, and cannot, only be taught. It must be challenged and given opportunity to shine," he added.

The panel of judges included the founder of Andrews Models and KL Fashion Week, Andrew Tan; founder of Amber Chia Academy and Malaysian supermodel, Amber Chia as well as Managing Director of Folio Apparel Sdn Bhd and Fashion Designer, Sonny San. Other judges include representatives from the Penang and Perak Footwear Associations, Malaysia Footwear Manufacturers Association, Oscar Footwear Marketing Sdn Bhd, and Arch KL City Gallery.

Vincent Soo Khoo Poh, President of the Selangor and Kuala Lumpur Shoe Industry Association and Wong Siew Wah, Vice-President of the Selangor and Kuala Lumpur Shoe Industry Association, as well as representatives from MFMA, the Penang Footwear Industry Association and the Perak Footwear Industry Association were also present at the MFDC awards ceremony.

# UCSI University hosts the International Conference on Innovations, Shifts and Challenges (ICISC) in Learning & Teaching 2015

**WHERE GREAT MINDS MEET:** Speakers and delegates joined Datuk Mary Yap Kain Ching (middle) in a group photo.

UCSI joined efforts with UCSI Group subsidiary UCSI Extension and Methodist Pilley Institute – one of the pioneering private higher learning institution in Sarawak – to host the inaugural International Conference on Innovations, Shifts and Challenges (ICISC) in Learning & Teaching 2015. The event happened on 20 and 21 November 2015 on campus grounds.

Notably, the Conference was officiated by Datuk Mary Yap Kain Ching, Deputy Minister of Higher Education.

In her speech, Datuk Yap mentioned that the Conference is a step in the right direction as it corresponds to the ministry's focus on educational reform.

"Education must be redefined, revamped and constantly improved upon to ensure the best learning experiences and outcomes," she said.

She added, "That is why this Conference is important. It is a platform to share our ideas and views on the shifts in education – from the large-scale delivery model to an innovation model that is driven by technology, especially in expanding the access to education in accordance with the students' aptitude."

Senior Professor Dato' Dr Khalid Yusoff, Vice-Chancellor and President of UCSI University echoed Datuk Yap's emphasis on the need to continuously improve education. One of the ways to do so, he shared, was through collaboration and exchanging ideas with universities around the globe.

"UCSI is privileged to engage with some of the world's renowned keynote speakers from the UK for today's Conference," he said, adding that UCSI has collaborations with universities including Harvard

University, Imperial College London and RMIT University.

The two-day Conference was participated by almost 200 educators, researchers and education professionals from more than 20 different countries.

ICISC 2015 featured keynote speakers from across the globe including Professor Ray Land, Director of the Centre of Academic Practice and Professor of Higher Education, Durham University, United Kingdom; Professor Dr Alma Harris,

Professor of Educational Leadership at the Institute of Education, London and Professor and Director, Institute of Educational Leadership, University of Malaya, Malaysia; and Senior Professor Dato' Dr Khalid Yusoff, Vice-Chancellor and President of UCSI University, Malaysia.

During his presentation, Professor Land spoke at length about the increasingly uncertain nature of education in an age characterised by globalisation and the digital revolution.

*"Education must be redefined, revamped and constantly improved upon to ensure the best learning experiences and outcomes."*

– DATUK MARY YAP KAIN CHING,  
DEPUTY MINISTER OF HIGHER EDUCATION



**TOWARDS A BETTER CHANGE:** Datuk Mary Yap Kain Ching, Deputy Minister of Higher Education applauded UCSI University for its effort in organising ICISC 2015.

"There is a need to develop pedagogies of uncertainty to provide students with the capacity to deal with the challenges of a diverse, complex world," he said. He also drew similarities between the knowledge and skills that employers and universities look for.

"Knowledge is now accessible to the world through digital means where having access to speed equates to having access to power and information."

The Conference also saw plenary speakers – Professor Dr Glenda Marian Crosling, Dean of Quality, Sunway University, Malaysia & Director of Education Quality and Innovation, Monash University, Malaysia; and Dr Daniel Tan Tiong Hok, Group Chief Learning Officer, Taylor's Education Group, Malaysia presented their abstract.



# UCSI ORGANISES FIRST OF ITS KIND ART EXHIBITION WEEK



**GRAPHICS ON THE WALL:** The ICAD Graphic Graduation Exhibition saw mesmerising works by UCSI graphic design students on display.

The foyer of C180 Piazza was transformed into an outdoor art gallery and a fashion runway on 12 December 2015 for the opening night of UCSI University's (UCSI) week-long art and design exhibition – 'artREKA Week 2015'. This marks a notable milestone for UCSI, as it is the first private university to host this first of its kind art and design exhibition in Malaysia.

Officiated by Dato' Izuldin Hani, President of Kuala Lumpur Design Week, the event showcased a series of unique and creative artworks by emerging young artists and designers. Among the competitions and activities held were the Malaysia Footwear Design Competition Showcase and the LOVIT Tee Shirt Showcase.

Unique creations by the students of UCSI's De Institute of Creative Arts and Design (ICAD) did not go unnoticed. They were highlighted and recognised through the ICAD Young Fashion Designers Showcase. This included the creations by ICAD's BA (Hons) Fashion Design with Marketing student, Lee Bao En who was the winner of the AirAsia Runway Ready Designer Search 2015.

In his speech, Dato' Izuldin said that the event was indeed a step in the right direction in nurturing artistic practices among youths.

"artREKA Week 2015 is an important avenue for us to hear and see – as well as be amazed – at what our young Malaysian students are capable of. I must commend UCSI for initiating and spearheading this event as you are one step closer in sharpening the minds of the younger generation and future leaders – through education," he said.

Also present at the event was Senior Professor Dato' Dr Khalid Yusoff, Vice-Chancellor and President of UCSI. In his speech, he emphasised that artREKA Week 2015 demonstrates the University's commitment in supporting the arts.

"The world we live in today is moving into a new economic rhythm known as the creative economy. This refers to the economic activities where the individual's creativity is the main source of value. I am happy to share that UCSI is putting its full support behind the arts," he said.

Senior Professor Dato' Dr Khalid also announced that UCSI University Trust is offering the UCSI-ICAD Education Funds to those who are interested to study in ICAD. The fund will cover up to the full tuition fees for any diploma and degree programme for the 2016 intake. All Malaysian SPM and STPM leavers, as



**PROUD WINNERS:** (second from right) Dato' Izuldin Hani and Senior Prof Dato' Dr Khalid with one of the winners of the LOVIT Tee Shirt Design Competition.

well as those who are finishing their foundation studies, are invited to apply for the fund.

“Through this boost, UCSI hopes that potential talents can take their artistic abilities beyond the ordinary and create art that is profound,” he added.

The event also featured the LOVIT Tee Shirt Competition Awards Ceremony, in which Grand Prize winner – Xexus Chong Hua Jian from Dasein Academy of Art walked home with a RM3,000 cash prize. Coming a close second was Chew Kin Lek from Silver Ant Polygon Pictures Inc (SAPPI) who won the RM2,000 cash prize while the third prize winner – Chong Woei Luen, a freelance graphic designer, bagged the RM1,000 cash prize. All three winners also brought home a Click Watch, and an Intuos pen along with a printed tee shirt of their own design.

Other notable guests who attended the event were Dato’ Peter Ng, Founder and

CEO of UCSI Group; Eddie Wong Wah Sun, General Manager of Mitraland Group; and Yap Soon Teng, CEO of C180.

Fully sponsored by Mitraland Group, the event also featured the artREKA Design Market that saw artists and designers sell handmade crafts, artworks and jewellery, among others.



A model wearing one of the designs for the LOVIT Tee Shirt Design Showcase.

*“artREKA Week 2015 is an important avenue for us to hear and see – as well as be amazed – at what our young Malaysian students are capable of.”*

**– DATO’ IZULDIN HANI**

PRESIDENT OF KUALA LUMPUR DESIGN WEEK

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Your wellbeing is at the heart of all our services. This ensures that our treatments are backed with scientific evidence and research.

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Our operations consist of four distinct services, namely, Aesthetics, Healthy Aging & Wellness, Diagnostic Services and the Medical Clinic.

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### Healthy Aging & Wellness

Our Healthy Aging & Wellness Centre is a haven of relaxation and wellbeing. Custom-made treatment programmes range from health-related ones like the Hormone Optimisation and Quit Smoking programme to those that realign your mind, body and spirit such as the Himalayan Sea Salt Jacuzzi treatment and the 12-month Detox Programme.

### Diagnostic Services

When it comes to disease detection and prevention, we believe that skill and care must be matched with cutting-edge medical technology. At the Laurent Bleu Diagnostic Services, we invest in the continuous professional improvement of our medical experts as well as upgrading our medical equipment.

### Medical Clinic

In the Laurent Bleu Medical Clinic, in addition to daily outpatient treatments, our services include general health consultations, nebuliser treatments and a wide range of health screenings. We also offer a full range of family planning and health advice for men and women of all ages.

We are proud to be part of the UCSI Group, a leading multi-industry conglomerate with a track record of excellence. This tradition of excellence sets the bar for the Laurent Bleu Skin Science and Wellness Centre and motivates us to continuously provide competent, comprehensive and improved medical care to our community.



## SOUP KITCHENS: FOOD FOR THOUGHT

By **Nathelie Tay**, BA (Hons) English Language and Communication, former intern at the Malaysian Insider & UCSI's Group Corporate Affairs Department.

In major cities around the world, soup kitchens have become a crucial social welfare institution. It is, however, not a uniquely modern phenomenon. At different points in human history, diverse civilizations have observed the establishment of soup kitchens as a means of feeding the poor. The concept first emerged during the Ottoman Empire in line with Muslim teachings that encouraged charitable acts and only gained widespread popularity when Sir Benjamin Thompson established the idea of a public kitchen in the 18<sup>th</sup> century that was soon exported to other European nations. But in the past decade, soup kitchens have been on the rise, mostly as a means of assisting low-income populations in a global climate of rising costs of living.

Like any well-meaning charitable or philanthropic endeavor, soup kitchens have become a subject of much contention where opinions vary depending on one's position on the socioeconomic ladder. For years, soup kitchens have been integral to the survival of the homeless and downtrodden in Kuala Lumpur, and for good reason. Many of Kuala Lumpur's urban poor are heavily reliant on soup kitchens across the city center to provide meals that they could not afford themselves and would even go so far as making the commute from the suburbs to the city to queue for food daily.

Supporters of soup kitchen initiatives oftentimes consider it their civic responsibility to give back to those in need, especially when the recipients could barely afford food. It is easy to assume that it is a choice to feed themselves through food handouts but

for many, it is a necessity to wait in line for their daily bread. Those who come to soup kitchens are, almost always, either homeless, addicted, elderly, physically challenged, families with many children or the working poor. Many of them are victims of circumstance and resorting to soup kitchens is their only hope of survival. The popular opinion is certainly that we should all do our bit for others down on their luck.

Be that as it may, soup kitchens have come under heavy criticism for providing a service that attracts opportunistic individuals as much as they do those with a real need of sustenance. The very fact of its beneficial impact extending well beyond the needs of impoverished individuals is an inevitability that stems from its service to the community as a whole. At the heart of soup kitchen initiatives is its function as an entity facilitating the desire of the general public to do good and its ability to harness the will of do-gooders for the betterment of a stranger in need. Many who volunteer their time or donate their earnings are simply in search of moral, or perhaps existential fulfilment, and are simply content to help in any way they can. As an economic model, faith-based charities are undeniably flawed but it is often forgotten that soup kitchens can do a whole lot of good for the soul of both the giver and recipient.

Another criticism levelled at soup kitchens is that they encourage people to remain on the streets rather than move into proper housing. It is also commonly regarded as a potentially damaging street lifestyle that indirectly



Many who  
or donate their ear  
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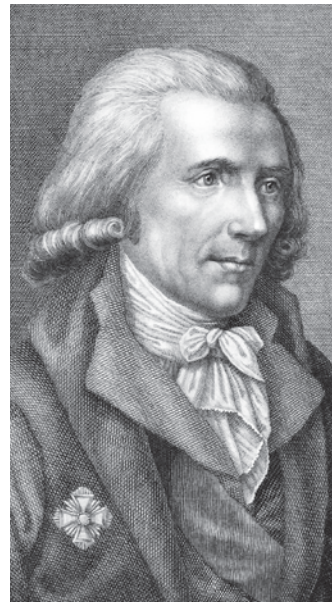




*volunteer their time  
nings are simply in search of  
s existential fulfilment*

supports those with drug or alcohol addictions instead of helping homeless people to strive for a life off the streets. Clearly this argument is only valid where the recipients are homeless but soup kitchens are also targeted at helping the urban poor. Unsurprisingly, soup kitchens are often believed to be counterproductive to efforts by local authorities in eradicating homelessness on their streets. For instance, a Malaysian minister once infamously said that soup kitchen agencies made the street people complacent and lazy. Such opinions, however, has remained largely unsubstantiated.

Soup kitchens are also frequently associated with attracting anti-social behavior and crime, a viewpoint that has been vigorously argued against by soup kitchen operators. To them, their efforts of feeding, sometimes clothing and comforting, are for the most vulnerable of the downtrodden. Food poverty is endemic among poorer sections of society and the central ethos of their altruism is to provide help in meeting immediate food needs. There have been suggestions that soup runs actually help to prevent survivalist crimes by meeting the needs of vulnerable people who may otherwise be forced into unlawful actions. Following the rise in the rates of food insecurity and obesity, several soup kitchens have also made the determined decision to procure healthy and fresh food donations for the health, wellness, and recovery of the community they serve.



## FUN FACT

**Sir Benjamin  
Thompson  
(Count Rumford)**

Invented the  
**Rumford's Soup**, a  
cheap but nutritious  
meal, that became  
the basis for the  
soup kitchen.

Underscoring the argument by opponents and proponents is how easily it really is for homelessness and financial difficulty to affect anyone of us. Even with a good job, things can go wrong very quickly in a bad economic climate and it would only take a month for an unexpected drop in income to have a knock-on effect on everything else you have worked so hard for. A breakdown in a relationship, or some sort of trauma or a death or a tragic event is enough to bring us much closer to that situation of dependency.

# MQA CEO CONGRATULATES UCSI AWARD AND SCHOLARSHIP RECIPIENTS

The CEO of the Malaysian Qualifications Agency (MQA) encouraged more than 900 UCSI award recipients to have vision and foresight when it comes to their education.

Professor Dato' Dr Rujhan Mustafa shared his insights during UCSI's annual Award and Scholarship Presentation Ceremony, which he attended as the guest of honour.

"Success is not permanent — it must be earned again and again. Come tomorrow, you will be treated and judged based on what you do then. Do not dwell on short-term glory but plan for long term brilliance," he said.

926 students received various awards, scholarships and bursaries amounting to more than RM18 million during the ceremony.

Held within the multipurpose hall of the University, the event recognised high-achieving students in academics, sports and extracurricular activities. Nearly 1,000 people attended the event, including parents and guardians of the award recipients.

According to Dato' (Dr) Hj Mohd Karim Bin Hj Abdullah Omar, the Chairman of UCSI University Trust, the ceremony is part of the Trust's efforts to improve society by enabling scholarly excellence.

"To date, the Trust has awarded over RM70 mil in scholarships and bursaries to more than 2,800 students since 2006," he said.

In conjunction with the University's 30th anniversary, a total of RM30 million worth of scholarship and bursaries have been allocated for 2016.

Among some of the awards that were presented include the UCSI Prestige Scholarship Award, the Tan Sri Ahmad Razali Merit Scholarship Award, and the Kementerian Pendidikan Malaysia Bursary.

BEng (Hons) Electrical & Electronic Engineering student, Hasan Mohanad Rifaat Al Hussein was one of the recipients of the UCSI Prestige Scholarship Award. He credits his lecturers for his success.

"Without the dedication from UCSI academicians, I will not be able to

stand where I am today. They helped me excel in my studies and I am forever grateful to them."

Another highlight of this year's ceremony was the presentation of external scholarships including the Hong Leong Foundation Scholarship as well as the Jabatan Perkhidmatan Awam Scholarship and also Yayasan Peneraju Pendidikan Bumiputera Scholarship.

***"Success is not permanent — it must be earned again and again."***

**– PROFESSOR DATO' DR RUJHAN MUSTAFA**

CEO of the Malaysian Qualifications Agency (MQA)



UCSI University Trust Chairman Dato' (Dr) Haji Karim handing Malaysian Qualifications Agency CEO Prof Dato' Dr Rujhan Mustafa (middle) a token of appreciation. (from left) UCSI Vice-Chancellor and President, Senior Prof Dato' Dr Khalid Yusoff, UCSI Founder and Group CEO Dato' Peter Ng.



More than 900 students received awards, scholarships and bursaries from UCSI University Trust.





# A PLATFORM FOR UNDERGRAD RESEARCH

UCSI holds milestone Health and Pharmaceutical Sciences Undergraduate Research Symposium

**ON THE SHOULDERS OF GIANTS:** (centre in brown) Senior Prof Dato' Dr Khalid flanked by Prof Dr Syed Azhar (right) and Assoc Prof Dr Yeong (left) during a group photo.

UCSI University recently marked a new milestone with its inaugural Health and Pharmaceutical Sciences Undergraduate Research Symposium. Organised by the Faculty of Pharmaceutical Sciences on 10 October 2015, the symposium was attended by over 100 pharmacy and health sciences students from private and government institutions of learning in Malaysia.

The plenary speaker for the symposium was Professor Dr Syed Azhar Syed Sulaiman, the World Health Organisation consultant in clinical pharmacy and respected academician. His other accolades include being on the board of directors for international pharmacy associations like the American College of Clinical Pharmacy and the Asian Association of Schools of Pharmacy. Professor Dr Syed Azhar is currently a professor in Clinical Pharmacy with the School of Pharmaceutical Sciences, Universiti Science Malaysia.

UCSI's Vice-Chancellor and President, Senior Professor Dato' Dr Khalid also graced the event. A keen researcher and cardiologist by training, Senior Professor Dato' Dr Khalid delivered the keynote address during the symposium.

Among the key themes addressed during his speech, he also included the need to inculcate the interest in research not just among postgraduate students, but undergraduate students as well.

"Research should not be withheld till one pursues postgraduate studies. That awareness should be energising and empowering, and bring in excitement and relevance to all those concerned – the teachers and more so the students."

This emphasis on research comes on the back of various internationalisation efforts of UCSI with top universities like Harvard University and Imperial College London. To date, UCSI has sent medical students to Harvard for a one-year intercalated research programme at Harvard's medical school and two chemical engineering students have recently returned from three-month research stints at Imperial College London. UCSI's pharmacy undergraduates have also made their presence felt in international conferences. Bachelor of Pharmacy (Hons) student, Goh Chuhn Hung recently returned from the 7th Asian Association for Schools of Pharmacy (AASP) Conference held in Taipei, Taiwan, where he presented his research findings.

According to Associate Professor Dr Yeong Siew Wei, the Dean of the Faculty of Pharmaceutical Sciences, the idea to organise such a symposium stemmed from the realisation that, "good platforms are needed for undergraduate students to present their research findings, just as much as it is needed for postgraduate students".

"It is undeniable, that the many research findings from undergraduate student projects have often lead to further application in bigger research work," she revealed in her welcoming speech.

Awards were also presented to outstanding symposium participants. Leading the way was UCSI's pharmacy student Choong Yin Leng who the Best Oral Presentation Award her research titled, 'Evaluation of Acetylcholinesterase Inhibitory Effect of Hesperetin in vitro'. The Most Innovative Research Award was

won by Nur Ain Shaheza Bt Mohd Sabri, a BSc Biomedical Sciences student from Universiti Kebangsaan Malaysia. Her research was titled, 'HIPFarm – Health Intervention Program for Agricultural Farmers'.

Syed Mohd Syahmi Syd Mohmad Faudzi, a BPharm (Hons) student from International Islamic University Malaysia, clinched the Best Abstract Award for his presentation titled, 'The Effect of Dose on the Intensity of Dependence in Morphine Dependent Mice'. The last award, for Best Participant in Q&A Skills was received by Low Huey Thing, a BPharm student from AIMST University for her work titled, 'Why Women Need Knowledge On Folic Acid Supplementation? – A Cross Sectional Study'.

***"Research should not be withheld till one pursues postgraduate studies"***

**– Senior Professor Dato' Dr Khalid**  
Vice-Chancellor and President

An event that took months of organising and collecting of research abstracts, the symposium was well received and saw undergraduates eagerly presenting their research findings.

The symposium included a Career Preparatory Workshop conducted by JobStreet Malaysia and a workshop on 'Conducting Quality Research in Health and Pharmaceutical Sciences' conducted by the Faculty academicians.

# UCSI UNIVERSITY & HONG LEONG ISLAMIC BANK TO SET BENCHMARK IN DIGITAL ON-CAMPUS PAYMENTS

In commemoration of its 30<sup>th</sup> anniversary this year, UCSI will fully adopt a digital, cash-less payment environment through a strategic collaboration with Hong Leong Islamic Bank (HLISB) and its digital banking brand — Hong Leong Connect.

This milestone is set to raise UCSI's profile as one of the first few tertiary education establishments to promote digital on-campus with a UCSI student card, power-packed with digital capabilities.

UCSI will soon empower its students with the ability to make payments on and around campus electronically, without the need for physical cash. The University's effort to evolve into a cashless lifestyle is also in support of Bank Negara Malaysia's Electronic Payment agenda to transform Malaysia into a value-added, high-income economy by the year 2020.

The new UCSI Student Card will carry dual-functionalities — a debit card with contactless capabilities while serving its primary function as a full-fledged student card with photo identification.

The MasterCard-branded student and debit card will also enable students to enjoy a plethora of existing retail and online merchant payment services, further injecting its global acceptance, appeal and usage longevity.

"This digital payment transformation by UCSI University is a testament to the institution living up to its third strategic thrust under its Strategic Plan — to provide delivery systems that keep up

with the times, and to leverage on technology," says Dato' Peter Ng, UCSI Founder and Group CEO.



Raja Teh Maimunah,  
CEO/MD, Hong Leong Islamic Bank

"We are proud to be amongst the pioneers to aggressively heed Bank Negara Malaysia's e-payment vision for the country, and there is no better way to inculcate this behaviour than to make it widely available and accessible to our students and faculty members," he added.

The collaboration would also allow students to fully utilise Hong Leong Connect, the award-winning online and mobile banking services, through the setup of their Hong Leong Islamic Bank accounts.

Awarded the prestigious 'Malaysia's Best Internet Bank' title last year by the

Global Banking & Finance Review Magazine, Hong Leong Connect will enable UCSI students access to the highly-acclaimed Payment Express (PEX) function on the Hong Leong Connect mobile app — a peer-to-peer mobile payment function that allows them to send money to anyone, by just entering their mobile phone numbers.

"We are indeed pleased to collaborate with UCSI to wire the entire campus and drive the cashless lifestyle for a 10,000 strong community. We see the perfect partner in UCSI University as it shares a similar vision with us — to leverage on technology to provide a seamless, safer and more secured financial environment. The fact that payment processes are made simpler, easier and more cost-efficient by itself is a given bonus as well," quipped Yang Mulia Raja Teh Maimunah Raja Abdul Aziz, Managing Director / Chief Executive Officer of Hong Leong Islamic Bank.

When asked about HLISB's criteria in identifying partners to strategically collaborate with, Raja Teh says, "We are constantly on the lookout for establishments, regardless of size, that are open, explorative and adventurous by nature, particularly in the field of payment, to promote financial inclusion amongst society. To truly innovate, decision makers must switch from the age-old mentality of asking 'why', to now ask themselves 'why not'. UCSI asked exactly that, so are fully committed through-and-through to let the success of this collaboration answer that question."

Apart from the innovative Student Card and digital banking services, UCSI students will also be able to make payments at retail and F&B outlets surrounding the campus grounds by using PEX+, a retail merchant payment function on the Hong Leong Connect Mobile app that allows users to pay for their purchases by simply scanning merchant-generated QR code with their smartphones. The purchase amount will automatically be deducted from their Hong Leong Islamic Bank accounts, eliminating the need to carry cash around, therefore giving peace of mind to both students and parents alike.

The ground-breaking collaboration between UCSI University and Hong Leong Islamic Bank is set to make waves in the second quarter of 2016 with the launch of the Student Card, followed by a series of releases progressively over the months that follow.



# OPENING NEW FRONTIERS WITH CUTTING-EDGE INNOVATION

Introducing UCSI University's **Cashless Campus** Transformation

Very soon, UCSI University's vibrant community will no longer have to carry physical cash around. In collaboration with UCSI Group and powered by Hong Leong Connect, you will be equipped with an all-new UCSI student card with contactless debit card capabilities. You will also have access to Hong Leong Connect – an innovative, award-winning online and mobile banking platform, that will change how you make payments around campus.

**Coming to you in Quarter 2 of 2016.**



In collaboration with



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