

THE UCSI GAZETTE

THE UNIVERSITY MAGAZINE



UCSI AWARD AND *Scholarship* PRESENTATION CEREMONY 2019

VOLUME 21



UCSI Education Sdn Bhd (185479-U)
ISSN: 2590-3616 • KDN:PQPP18824/08/2015(034277)

ucsiuniversity.edu.my

 **UCSI University®**



PRIVATE UNIVERSITY

IN MALAYSIA

HERE'S WHY

**#1 ACADEMIC
REPUTATION**

**#1 FACULTY-
STUDENT RATIO**

**#1 INTERNATIONAL
FACULTY***

**#1 INTERNATIONAL
STUDENTS**

*Note: *Amongst non-GLC private universities*

Source: 2019 QS World University Rankings, among Malaysia's private universities.

ucsiuniversity.edu.my

Contents

COVER STORY



12 UCSI AWARD AND SCHOLARSHIP PRESENTATION CEREMONY 2019

A Day Full Of Promises



02 Orientation May 2019

ACADEMIC SPOTLIGHT



08 Professor Dr Shameem Rafik-Galea



14 A Musical Odyssey



19 The Student Investor Challenge



Orientation Day May 2019.

Orientation May 2019



With nearly 1,400 students in attendance, this year's May Intake Orientation Day was the biggest ever held at UCSI University!

Held over two days on May 2 and 3, 2019 the event was graced by all the top brass of the University. Giving the speech was UCSI University's Vice-Chancellor and President Academician Senior Professor Dato' Dr Khalid Yusoff.

"To all our new students and their parents and guardians, welcome to UCSI University, and congratulations on your success. To the students, welcome to your future," he announced to the crowd.

"May I ask you to imagine that there is no 'you'. Imagine that there are no youths. What will happen? The answer is – there is no future for this country. The future depends on today's youths. That means you," he said.

"The future, in this 4th Industrial Revolution, is characterised by the term 'VUCA' – volatile and vulnerable, unpredictable and unknowable, complex and complicated, ambiguous yet amenable," he added.

"But we know a bit about what it will be like. It will be spurred by NIBC, and I would add a V, such that it's NIBCV – nanotech, infotech, biotech, cognatec and values. This would be a fusion of the physical world with life sciences, geared by IT. It will be guided by universal values where AI, robotics, IoT, IIoT, machine learning, block chain, self-driving vehicles and 5G will be the features of the day," he continued.

Academician Senior Professor Khalid said in his speech that 50% of current jobs will be erased from the face of the earth by 2030, with the closure of shopping malls in the US because of direct home-delivery sales, bank teller jobs being taken over by ATM machines,

taxis and buses being replaced by Uber, and home delivery of food from restaurants – where the world would be run by machines and technologies.

"That's where universities come into the picture. In universities, we don't just teach you skills – as that would be in the realm of technical colleges and we are not – we get you to think, to solve and preferably anticipate and avoid problems. We also exhort you to be intelligent and wise. We teach you how to sort things out, but also require you to ask why, and to explore the question 'What if?' he said.

"Hence students, today that journey begins. You have done well thus far – not all can achieve the credentials to be accepted by the University. A big round of applause for yourselves. You are welcome to this University which has quite a number of achievements," he emphasised, referring to the QS World University Rankings 2019 accorded to UCSI University as Malaysia's top private university and one of Malaysia's top 10 best universities.



Muay Thai performers at their best.

"Be engaged in all facets of university life: academics, research, extra-curricular activities, industry placements, social and



UCSI's Wushu performance.

community outreach. Push yourselves hard. Know that there is no limit to excellence, so why place barriers and boundaries to it?" he concluded.

With the ending of the speech, there was a musical performance by IMus (UCSI's Institute of Music) students, which continued with the sombre Student Pledging Session held by the Student Council president Lim Teik Jin. The UCSI University Wushu Club also featured powerful martial arts moves in front of the crowd, along with an energetic Muay Thai performance.

There was also a United Nations SDG video presentation and speech by the SDG Secretariat executive director Norani Abu Bakar who reiterated the importance of the SDG goals and how UCSI University is committed to its values in all its activities.

"UCSI is now actively incorporating the UN's Sustainable Development Goals. This includes addressing key challenges such as ending poverty, promoting sustainability of Mother Earth and advocating human rights. Our aim is to champion the SDGs. We are the first and only private university in Malaysia to be recognised as a Regional Centre of Expertise (RCE) by the United Nations University (UNU)", she said.

Here are some excerpts from a few May intake students about their new journey at UCSI:



Jasmine will be studying the Diploma in Logistics at UCSI.

"I am Jasmine and I will be studying the Diploma in Logistics here at UCSI University.

I chose UCSI University because my friend, who studies here, mentioned it's a great place to study. UCSI University also has great world rankings, and it has these two courses (Logistics and Supply Chain) that I was looking for.

My message to myself four years from now: To not give up and not be stressed out over everything! I also hope you will be more confident, make more connections, friends, and to be a better version of yourself."



21 year old Ayman Zahid from Bangladesh will be studying Mechatronic Engineering at UCSI University.

"I am Ayman Zahid, 21 years old, and I come from Bangladesh. I will be studying the Bachelor of Engineering (Honours) in Mechatronic Engineering after I finish the Foundation in Science programme.

My friends studying here at UCSI University told me that it is a good place to study, so here I am, and of course, UCSI offers the degree in Mechatronics.

My message to myself four years from now: Give your 100 percent - and succeed!"



Christine chose UCSI because of course selection and convenience.

"I'm Christine. I'm 18 years old and I will be doing the Foundation in Arts, leading to Marketing. I decided on this course because of my family's influence, and the fact that I want to discover more about the world and what is happening around us. I was comparing UCSI University with other private universities, and eventually decided to come here because there are more courses offered here and it's more convenient to study here as it is near my house.

My message to myself four years from now: Hope you will be more confident and that you will have a great career!"



Jenny chose UCSI because of its impressive rankings.

"I'm Jenny and I will be studying the Foundation in Science, leading to the Bachelor of Quantity Surveying (Hons).

The reason I chose UCSI University was because of its QS World University Rankings. It is the best private university in Malaysia. I don't see any reason why I should go elsewhere.

My message to myself four years from now: I hope you didn't regret giving up your dream of becoming a lawyer! And I hope you are able to provide for the family..."

With anticipation and eagerness, these new UCSI students can look forward to a new journey in life; one that brings hope and fulfillment to all that are determined, perseverant and hard working.

Celebrating Women

5 GENDER EQUALITY



International Women's Week Fashion Show and Charity

On March 7, 2019 UCSI's Mass Communication Student Association (MCSA) held an International Women's Week Fashion Show and Charity led by its advisor Kenny Choong.



UCSI Group founder and CEO Dato' Peter Ng and Petaling Jaya MP Maria Chin Abdullah exchanging a few words.

The Association pledged to donate all proceeds generated from their event to EMPOWER Malaysia, a Malaysian human rights group working towards a society where there is equality and a thriving democracy that respects diversity.

"All in all, I am pleased to announce that we manage to raise RM1,580 in donations and this could have never been possible without your strong support and active participation," said MCSA organising chairperson Michelle Chang.

Present at the event were founder and CEO of UCSI Group Dato' Peter Ng, Petaling Jaya MP Maria Chin Abdullah, sponsors, and UCSI University staff and students.

Maria highlighted the significance of the theme #BeingMore and how it is important for both men and women.



The hall was filled with applause at the end of the showcase.



One of the captivating performances that day.

"The theme signifies giving more opportunities and changing how countries view and work with men and women. It also means changing laws and policies to understand how both genders have their rights and that is what International Women's Day is all about; human rights," she said.

"To bring about more and real change, we must start looking at not just our workplace, but our communities, families, and ourselves," she advised.

Cleaner And Greener For A Better Life

UCSI Group held another event to celebrate the 108th International Women's Day with the theme 'Green for Better'. In line with this theme, recycled flower pots were given to more than a hundred women on campus to decorate based on their own creativity.

On March 8, 2019 these beautiful flower pots with attractive designs were up for grabs where proceeds from the sale were channeled to all of Landskap Malaysia's initiatives for our society.



(left to right) Pahang Royalty Princess, YM Datuk Tunku Kaiyisah Tunku Kamil Ikram awarded with a token of appreciation, UCSI International School chairperson Datin Lily Ng as well as UCSI College president and CEO Associate Professor Dr Mabel Tan.



A group photo to commemorate the special day.

Landskap Malaysia is a non-profit organisation which aspires to create a Malaysian society ingrained with a culture of caring for and appreciating our natural landscape and rainforest.

Present at the event were Pahang Royalty Princess, YM Datuk Tunku Kaiyisah Tunku Kamil Ikram, UCSI International School chairperson Datin Lily Ng as well as UCSI College president and CEO Associate Professor Dr Mabel Tan.

"Without a doubt, a greener environment could actively contribute to the quality of one's life. I applaud UCSI University's efforts with Landskap Malaysia in celebrating and promoting a greener life," said the Pahang princess.

On that note, Dr Mabel relayed how she hoped that after the day's event, the knowledge and awareness of women empowerment, their position in society and their achievements will be an essential part of the curriculum in schools.



The End Is The Beginning – The Story of James Lee

UCSI University was proud to host the famous Korean-American artist James Lee of the rock band Royal Pirates, in a heart-to-heart session where he shared his story of how a tragic accident brought his downfall – and his eventual rise back to the scene.

James Lee began his career as a bassist for the Korean-American rock band by the name of Royal Pirates, which debuted into the world of K-Pop. He played bass for 13 years as a member of different bands across several genres including metal, indie rock and K-Pop.

The debilitating accident resulted in his left hand being almost severed and reattached after five surgeries with minimal function, ending his career as a worldwide touring bassist. James then moved back to LA and started a kick-starter crowd-funded project called 'The Light EP' including music written post-accident detailing his journey.

James describes his life story in which the end turned out to be the beginning:

"My name is James and I'm from LA, California. I used to tour Asia with my band Royal Pirates so this is my third trip to Malaysia. I was asked to speak about overcoming hardship and share what I've gone through since I left my band.

I'm here to tell you that becoming the next Tiger Woods, LeBron James or the next Drake is probably not going to happen. But I want to let you know that your ability to focus and persist and persevere can be your most valuable qualities.

I grew up in LA, and being Asian, I was a minority. I was bullied by the other kids who said our family was so poor they thought any nice things we had were stolen. My dad had a severe nerve pinch in his lower back and was paralysed at one point.

To make it worse, my father's four surgeries to fix his back unfortunately restricted his ability to pretty much do anything and confined him to a world of pain for the last 20 years. When we lost our house, I had to work three part-time jobs. Eventually, slowly, I made my way up with my musical talent into the world of entertainment.

Being a famous K-Pop star is not something that anyone can prepare you for. Our music company invested and groomed us into a 'suitable product' for the market.

I learnt how to smile in front of a camera and keep my composure, and despite me not speaking much Korean I had to fake it – and in truth I had never felt so lost in my life.

I found myself hungry for any opportunity to 'make it' and I ended up shooting more commercials than playing shows at one point. I was pursuing fame and that 'big break', when my family was back home struggling to find money for food. I was getting deeper and deeper into debt.

Cut to June 10 2015, the day that my life changed forever, when my left hand was cut off and reattached and I could no longer play the bass guitar.

Long story short, I've had five surgeries ever since. Looking back, leaving the Royal Pirates was the best choice I made because I was able to start over again and bury the part of me that I hated. I was finally able to just focus on healing.

I eventually decided to do a crowd-funding project for a collection of songs called 'The Light EP'. It was about my recovery and rehab. It was the first time I ever felt like I was really doing something for myself. Without the thought of money or success or fame, I focused on rehab and being honest with myself.

We tripled our goals and raised nearly USD90,000. I was able to invest in myself and give 'The Light EP' a better production value."

Despite the challenges he has faced, James had these words of advice for everyone, especially students:

"In the game of life, there will be failures and crushing disappointments with not only your circumstances, but with yourself.

Everything you think you love might be taken from you, but you must persevere. You must prepare yourself for the tests you will face ahead by staying true to yourself.

Your integrity will save you when you've lost everything else; you must stay relentless and rise again and again; because getting knocked down is inevitable, but staying down is up to you; better days, are ahead."

The Third International Conference on Molecular Biology and Biotechnology



UCSI University's Vice-Chancellor and President Academician Senior Professor Dato' Dr Khalid Yusoff giving his speech.

Almost all innovation happens by making connections between fields that other people fail to realise; Leonardo da Vinci did exactly that when he 'connected the unconnected'.

His greatest breakthroughs came from the insights gained by bringing different perspectives together. Vinci's expertise in anatomy abetted him to understand mechanics and engineering which led him to make better portraits and sculptures.

So by connecting the dots and pushing the boundaries of science even greater, the Third International Conference on Molecular Biology and Biotechnology (ICMBB) was co-organised by the Malaysian Society of Molecular Biology and Biotechnology (MSMBB) and UCSI University.

The Conference welcomed an arena of research scientists, industry professionals, small enterprises and young scientists to discuss research findings and acquire cutting-edge scientific information.

Present at the ceremony were UCSI University Vice-Chancellor and President Academician Senior Professor Dato' Dr Khalid Yusoff, MSMBB president Associate Professor Dr Kanthimathi M. S. Subramaniam and UCSI's Faculty of Applied Sciences dean Associate Professor Dr Bimo Ario Tejo.

While remaining inclusive and sustainable, the conference covered multidisciplinary topics on advances in research areas such as Agriculture, Environment, Medicine, Industry, Food and

Microbiology. The Third ICMBB sought to promote the best of local, regional and international research and development while creating a platform for interdisciplinary collaborative partnerships.

'Fostering Innovation Through Research', the theme of the conference, was reflective of efforts to encourage innovative minds and breakthrough research to benefit humanity and the planet towards a better tomorrow.

"Innovation is a key factor in driving STEM further. Thus, the theme of this conference could be a watershed for many scientists, industry professionals, small enterprises and young scientists to formulate how innovation can be fostered and implemented in our ecosystem," said Academician Senior Professor Khalid.

Approximately 150 to 200 participants attended the scientific conference.

The first keynote speaker was Professor Datin Paduka Dr Khatijah Mohamad Yusoff from Universiti Putra Malaysia who is currently researching on the development of the Newcastle disease virus for oncoviritherapy and shared her take on the Newcastle disease virus and whether it is a friend or foe.

Khatijah graduated with First-Class Honours in Microbiology and DSc (*honoris causa*) from La Trobe University, Melbourne, Australia. She has been at the forefront of science working on the development of a cancer vaccine. She was



Science SLAM Junior winners.



Professor Datin Paduka Dr Khatijah Mohamad Yusoff from Universiti Putra Malaysia, the first keynote speaker.

accorded with UNESCO's Carlos Finlay Prize for Microbiology in 2005 and was identified as one of the Top 20 Most Influential Women in Science in the Islamic World for 2014 by Muslim-Science.com. In 2015, she won the prestigious Merdeka Award.

She is a Fellow of the Academy of Sciences Malaysia, Vice President of the Islamic World Academy of Sciences and Vice President of the World Academy of Sciences for East, Southeast Asia, and the Pacific region.

As an exponent of Science, her five-year stint as the Deputy Secretary General of the Ministry of Science, Technology and Innovation (MOSTI) gave her an opportunity to promote science through policies and a strong framework development.

She believes firmly in the need for translating science into tangible global benefits and has previously sat on the Board of Trustees of the International Livestock Research Institute (ILRI), the SEAMEO-BIOTROP Governing Board and the Advisory Board for La Trobe Asia.

The second keynote speaker was Professor Dr Chiaki Ogino from Kobe University, Japan, who is actively working on the development of novel drug and gene delivery systems based on nano-biotechnology.

A Professor from the Department of Chemical Science and Engineering, he relayed his thoughts on yeast breeding for bio-refinery by collaboration with Asian partnerships. Chiaki received his BSc, MSc, and PhD in Chemical Engineering at Kobe University and has supervised more than 50 Masters and 10 Doctorate students there.

He has authored over 230 peer-reviewed journals as well as 40 reviews and book chapters. His research interests and concerns are broad, from production of biofuels and chemicals to biomass based synthetic biotechnology by yeast, fungi and actinomycetes.

The conference also welcomed plenary abstracts from Professor Dr Denis Murphy (University of



The committee members of the Third ICMBB.

South Wales), Professor Dr Akira Kurisaki (Nara Institute of Science and Technology), Professor Dr Jo-Shu Chang (National Cheng Kung University), Professor Dr Tan Chin Ping (Universiti Putra Malaysia) and Professor Dr Mohd Nazalan Mohd Najimudin (Universiti Sains Malaysia).

Technical talks were also included in this scientifically stimulating conference. Presenters were Dr Lee Chee Yang who discussed the advancing discovery of next generation sequencing on the Agilent target enrichment solution, as well as Dr Ching Xiao Teng who discussed how stain-free technology could save 80% of your time.

The conference strived to connect delegates with shared interests and provided extensive networking during coffee break sessions.

Through its innovation in communicative approaches for scientific sharing across all ages, the conference programme included opportunities for plenary talks, oral presentations, poster sessions, Pecha Kucha competitions for MSc and PhD students, Science SLAM competitions for undergraduates, booth exhibitions and a social networking dinner.

The scientific oral competitions placed significant emphasis on appreciating scientific communication, an important skill that scientists can hone to allow more innovative ideas to flow freely between different layers of society.

For the first time in MSMBB history, a community engagement segment was incorporated into the annual conference.

"We present the Science SLAM Jr session for kids below 18 years of age which is open to public as a community engagement effort by MSMBB and UCSI University to encourage a greater interest in Science among the general community," said MSMBB president Dr Kanthimathi.

She added how their aim was to inculcate an interest in scientific research among younger students so that they will lead innovation in the future.



UCSI University's Faculty of Applied Sciences, the host of the Conference, won the Green Gold Award for Sustainable Practice awarded by the UCSI SDG Secretariat Office.

The award was given for meeting the Green Certification Standards including having agendas displayed electronically or displayed at a common place, not using styrofoam products and going entirely paperless.



A group picture to commemorate the Conference.



From The Desk of Professor Dr Shameem Rafik-Galea

What is your area of expertise in the field of Social Sciences and Liberal Arts?

It is in Applied Linguistics and Professional Practice with a focus on Discourse Studies, Language Use and Acquisition.

What is your advice to students who are intending to pursue a degree in this field?

Students should have a passion for understanding how language is used in and for diverse contexts in and for different situations. In addition, they should have a passion to explore and understand how language cuts across disciplines. A strong word of advice would be to have a strong background in linguistics.

What do you think the areas of Psychology, Language and Mass Communication have in common?

Language involves psychology and communication. One can study the psychology of the language of advertisements or interviews, etc. There is also the social psychological perspective on communication, language use and language learning in different contexts. When we talk about language we are talking about communication and one can actually see how they are related. When we communicate, we are in fact creating, maintaining, and changing human behaviour through interpersonal relationships, perceptions and emotions, etc.

Growing up, did you always know that you would end up in this field as opposed to Business, Engineering, etc.

I never ever saw myself in this field. Instead I was interested in studying International Relations. History and Political Science but later found the

field to be interesting and developed an interest in Applied Linguistics and Professional Practice.

What excites you the most about your profession?

Exploring the countless areas that can be researched on in terms of the interdisciplinary aspect of language use and communication. One of the things that I really enjoy about my work is the fact that I am able to share my expertise and knowledge in supervising students' research work both at the undergraduate and postgraduate levels and seeing how they progress from knowing so little at the onset and then blooming into graduates who can walk tall among their peers. I strive on research work and enjoy doing research in my field with like-minded colleagues from across the globe and sharing the findings through teaching and dissemination of information at conferences, workshops, talks and through my publications.

What were some of your work experiences before you came to UCSI?

I began my career as a school teacher. My foray into academia started while I was in the USA where I was an English as a Foreign Language (EFL) teaching assistant before coming home to join Universiti Teknologi Malaysia and then Universiti Putra Malaysia before joining UCSI.

What are some of your hobbies, interests outside of your profession?

I love to read and I read all kinds of materials. Apart from that I love to bake and cook. I find cooking and baking therapeutic.

What are some of your accomplishments that stand out?

My contribution to Workplace Communication in which I am well-published; the organising of the International Conference on Thinking (14th ICOT) which I bid for and brought to Malaysia in 2009 and which later led to a series of thinking conferences in Malaysia. The conference won an award and of course seeing the many PhD students who have graduated and who are now Professors themselves. Also, my work in institutional branding and ranking.

What motivates you?

To make a difference – I strive on making a difference; helping others and empowering them; mentoring and coaching others. One of the things that really motivates me is coming up with ideas to improve something, or to develop something new. Hence, my interest in research and supervision of postgraduate students. I am always looking to see what more can be improved and don't believe in doing things in the same old way.

What is the most important thing you wish to convey to Faculty of Social Sciences and Liberal Arts (FOSSLA) students?

I am a very determined person and like to help people. One of my strengths is patience. I am a very patient person even if my feathers are ruffled. I have a dynamic personality and I am an extrovert. I do not wait for things to fall from the sky. I am a go-getter. When I believe that I am not in the right place or when I believe that I am not in a right team or group of people when engaging in my work, I will walk away rather than sit and feel sorry for myself.

In your opinion, what are some of the attributes of an effective communicator?

Empathy, the ability to be flexible, focused, responsive and calm.

In your opinion, what is the importance of the media in everyday life?

Today, we are surrounded and bombarded by both print and digital media. The media plays a big role in shaping the life of society today. Media informs, educates and entertains people. Most importantly, it also shapes and influences the way we look at the world. The media can influence people to change their perspectives or change their minds about things. Public opinion is very much influenced by all forms of mass media and that is why it is very important to train young minds to filter and digest information carefully.

What are some of the characteristics that one would need to succeed in this field?

Passion, grit, determination, communication skills and the drive to read and do research.

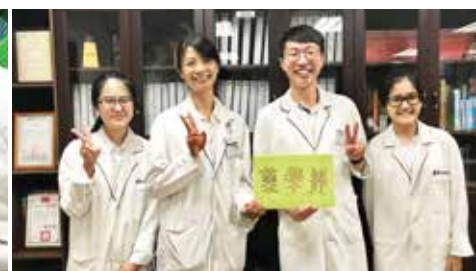
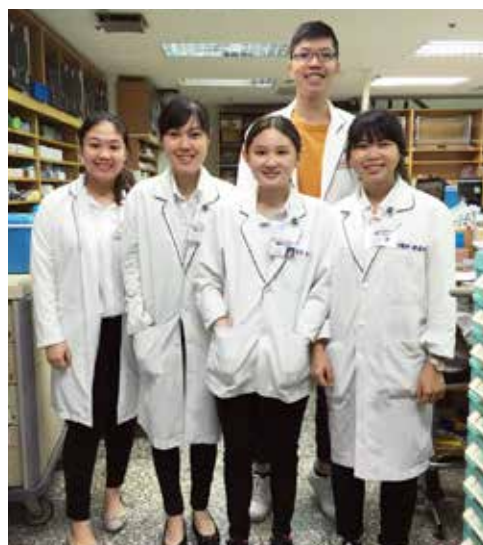
Lastly, how would you describe your journey as an academician in this field?

My journey in this field and attaining full Professorship including peer recognition has been a long one with lots of ups and downs along the way. It has been a journey of self-discovery of my own strengths and weaknesses. I would say that it has been an interesting journey with the support of my co-researchers, postgraduate students and like-minded colleagues.



A Learning Experience

By UCSI Pharmacy Students



UCSI University and Tzu Chi Pharmacy students along with pharmacists.

First of all, we would like to thank UCSI University for giving us an opportunity to experience a clerkship at Taipei Tzu Chi Hospital, Taiwan. As there were many departments in the pharmacy, we were lucky enough to explore the out-patient and in-patient pharmacies and got the chance to be involved in ward rounds along with the physicians.

In the first week, we were introduced to different kinds of oral and external use medication and learnt to recognise which class these drugs belong to. We had the chance to prepare medicine according to prescriptions under the guidance of the pharmacists.

We were required to take the correct type of medication and correct quantity which were stated on the prescription. Our mentor also explained to us ways to monitor controlled medication such as morphine and the fentanyl patch. He also taught us how to register the patient's name and the quantity of medication taken in a record book to keep track of the usage of drugs.

During our second week of clerkship, we had the chance to join the seniors for a discussion on the in-patients' sicknesses and progression. It was an eye-opener for us to learn new facts and knowledge about diseases and medications.

The senior pharmacists at Tzu Chi were good in handling complicated cases of patients. They had enough knowledge and experience to find the best treatment for the patients by considering which drug to use, how to avoid drug interactions, adverse effects and dose adjustment for patients with renal or hepatic failure.

For the third week, we were taught how to check whether the correct medication is prescribed according to the patient's chief complaint, and that the correct dose is used. We were then given the chance to go to the dispensing counter, where we observed how the pharmacist educated the patients regarding their medication.

During the last week of clerkship, we learnt to check the appropriateness of the prescription to the patient. We learnt the methods to report the prescription errors to the physicians and rectify those errors before dispensing the medications. One of the interesting parts was the role play where we all took turns to act as the pharmacist and patient.

We gained a lot of knowledge and experience during our hospital attachment at Tzu Chi, Taiwan. We had the great opportunity to apply as well as revise the knowledge which we gained during our first three years of the Pharmacy programme at UCSI University. This hospital exposure really helped us to be well-prepared for our hospital clerkship attachment in Year 4.



A picturesque view of Taiwan.

The Foodilicious Fest

3 GOOD HEALTH AND WELL-BEING



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



The Organising Committee of the Foodilicious Fest.

The theme for the Foodilicious Fest last year was 'Healthy Food, Happy Life', which aimed to promote healthy eating and lifestyles among the UCSI community and public.

That year, the Faculty of Pharmaceutical Sciences included a pre-event seminar which aimed to educate the participants on food nutrition and supplements in maintaining health - The Nutrition, Supplement and Wellness Seminar.

The learning outcomes of the seminar were to understand the importance of healthy food and lifestyles, to understand the selection of correct food for a healthy body and to develop the interest in learning the types of food that are good and bad for health.



Food for Thought.

Also the seminar aimed to provide understanding on the importance of evidence-based knowledge on supplements and functional food to health, to understand the types of supplements available in the market and understand the importance and usage of supplements in maintaining a healthy life.

60 UCSI students from various faculties signed up and attended the seminar. Organising chairpersons Assistant Professor Dr Chew Yik Ling and Assistant Professor Soh Yee Chang, invited two speakers for the seminar.

The speakers were Alyssa Ng, naturopath and nutritional therapist/health educator from Blackmores Malaysia, and Dr Chong Pei Nee, lecturer cum nutritionist from the Faculty of Applied Sciences, UCSI University.

The seminar started with a talk given by Alyssa Ng on 'Complementary Medicine, Immune and Skin Health', followed by Dr Chong's talk on 'Eat To Live Or Live To Eat?'

The Foodilicious Fest itself was held to promote healthy eating and healthy food practices among

the participants. This event was also one of the fundraising activities organised by the Faculty to support the celebration of World Pharmacist Day.

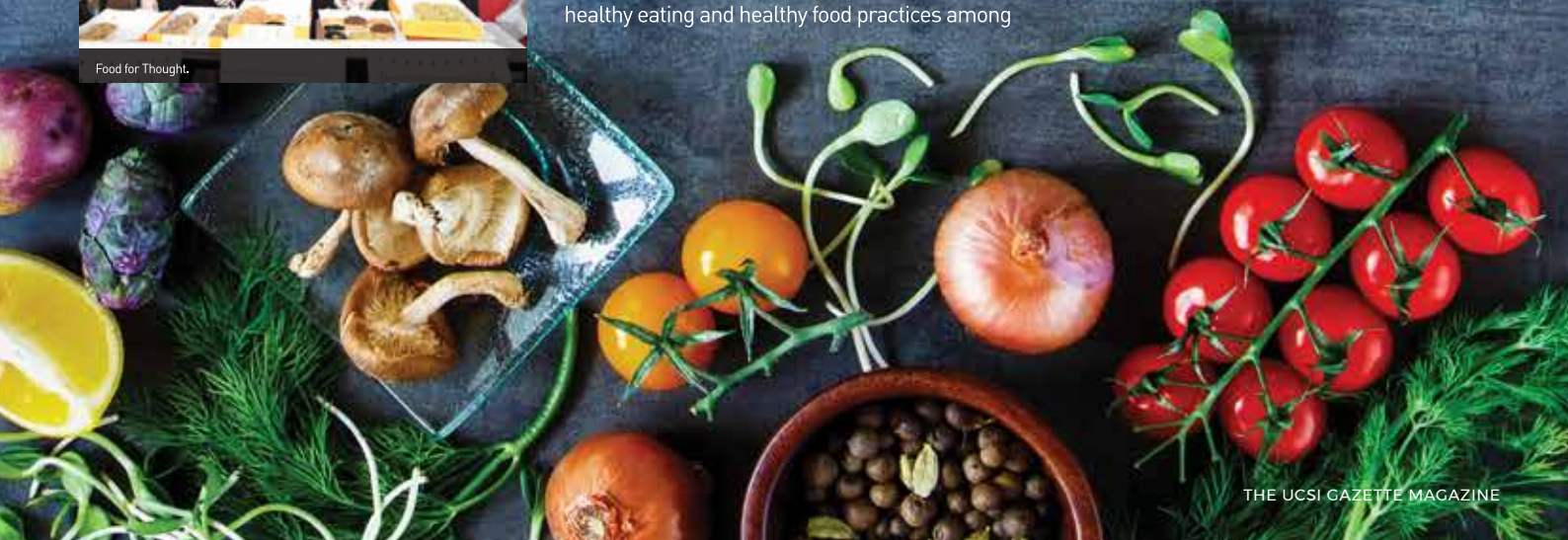
50 students from the Bachelor of Pharmacy programme volunteered to help in the event, including event planning and publicity, food preparation and sale, post-event management, etc.

Numerous healthy food options were on sale during the Foodilicious Fest such as chicken wraps, 'popiah', garlic bread, mushroom soup, sushi, fruit smoothies, mocktails, grape juice, honey herbal jelly, banana pops, sweet corn, etc.

Almost 200 UCSI staff and students participated in the event; the response was extremely overwhelming. 40 student visitors from SMK Cheras also participated in the food fair as they had come to UCSI University for a campus tour.



Students learn to make healthy food.



UCSI Award and Scholarship Presentation Ceremony 2019



A Day Full Of Promises



Pictured with the UCSI Prestige Scholarship Award recipients (left to right) Dato' Peter Ng, Tan Sri Datuk Seri Panglima Dr Abdul Rahman Arshad, Teo Nie Ching, Dato' Dr Haji Mohd Karim Haji Abdullah Omar and Academician Senior Professor Khalid.

It is the 5th of April, and the air is filled with feelings of anticipation and hope as nearly 1600 UCSI University students wait for their names to be announced at the UCSI Award and Scholarship Presentation Ceremony 2019.

The event was graced by the Deputy Minister of Education Teo Nie Ching, UCSI University Chancellor Tan Sri Datuk Seri Panglima Dr Abdul Rahman Arshad, UCSI Group founder and CEO Dato' Peter Ng, UCSI University Trust chairman Dato' Dr Haji Mohd Karim Bin Haji Abdullah Omar, UCSI Vice-Chancellor and President Academician Senior Professor Dato' Dr Khalid Yusoff and other guests.

"I understand that UCSI is pledging RM30 million in scholarships and I am certain every deserving student will receive this opportunity to persevere at UCSI regardless of the challenges that they may face in their studies. Students, in return, must not take this lightly and work towards achieving greater results," said Teo in her speech.

She reaffirmed that the Ministry of Education is fully aware that the young talents of today will be the main driving force in accelerating the nation's economy.

"Without bright minds, there will be no creativity and without creativity there will be no innovation and novelty – thus resulting in stagnation," she said.

"The only way forward is to emphasise education; the masses must be taught the importance of being educated," she added.

Adding to her congratulatory remarks was Academician Senior Professor Dato' Dr Khalid Yusoff, Vice-Chancellor and President of UCSI University, who also applauded the recipients on having demonstrated meritorious academic performance and commitment towards excelling in their academic endeavours.

"They are indeed well on their way to carve their future. They receive these awards because of their innate ability, their grit and their belief in a brighter future," he said.

"Indeed they do deserve our applause and our continuing encouragement and support. They have made it thus far. This is a testament to their tenacity to struggle and carry on despite whatever challenges, difficulties or even distractions that they might have encountered along the way," he pointed out.

Teo also highlighted another initiative by the Ministry of Education, which is to work with higher education providers like UCSI to improve the quality of education and research, as it is through research and development that we see new achievements.

She commented how the exemplary students who had gone to universities like Harvard and

University of Chicago to advance high impact research and work at top companies around the world was not only a proud moment for the university but for the Ministry and the country as well.

The students who received the UCSI University Prestige Scholarship Award, presented to the crème de la crème among UCSI University Trust Scholarship recipients, were selected based on their exemplary qualities and achievements in academic, extra-curricular involvements and leadership.



(left to right) Eugene Low Yi Ming, Kingsley Cheah Tian Chee, Doris Lee Shuo Yu and Fonita Theresia Yoliando – four of the UCSI Prestige Scholarship Award recipients.

23 year old Eugene Low Yi Ming, fourth year student in the Bachelor of Pharmacy programme, was one such student who also received the Student Overseas Visitation Award.

"Last year I went for an eight week research attachment at the University of Chicago. Every

year the Faculty of Pharmaceutical Sciences sends students around the world for research, and I was there with my partner, Doris. We spent the summer learning pharmacogenomics, which is related to drugs and genetic material in our body, focusing on how drugs work within our bodies. We did hands-on research work,” he said.

“I really appreciate the opportunity as the first batch to go to the University of Chicago; it was an eye opening experience. It supplemented what I learned from my degree, going in-depth and I was given the chance to operate the instruments of research and genetic testing machinery which are normally seen in textbooks only. It was valuable to have hands-on opportunities in these aspects,” he added.

“I would like to convey my appreciation to those who have made this programme possible: from my own Faculty, to the Trust Scholarship Office for their financial support, my parents and the lecturers at Chicago including Dr Jerry Yeoh and the ex-Dean who initiated this programme”, he continued.

Doris Lee Shuo Yu, who also went with Eugene, stated that this was an impactful event in her life as she had never thought of going to a well-known university, having begun her studies here at Malaysia.

“We have to be humble in everything that we do so that you are open to learning new things. Don’t give up,” she commented.

Another student was Kingsley Cheah Tian Chee who is 20 years old and is currently in his first year studying the Bachelors in Chemical Engineering.

“I received the UCSI Prestige Scholarship Award and the UCSI University Trust Scholarship Award. I am grateful because my dad works as a salesman and my mother is a full time house wife,” he said.



(Fourth from left) Deputy Minister of Education Teo Nie Ching with one of the student recipients.

“So I feel it’s a burden to my dad and I am thankful to UCSI for sponsoring me. It is my way of giving back to him, so that he does not need to take up this burden”, he shared. His advice to his juniors:

“Study hard because without knowledge you won’t be able to go far in life. You have to be more competitive in the world. The world is changing, so if you are still slacking you have to work your way up to keep up with the people who are ahead of you”.

Indonesian student Fonita Theresia Yoliando, currently studying the Masters in Art and Design at UCSI University, received the UCSI Prestige Scholarship Award, as well as the UCSI Trust Graduate Scholarship.

“Honestly I feel really grateful for these awards, especially since I come from a single-parent family and it lightens the financial burden a lot. My mom makes large quantities of handbags and goodie bags for retail. So, I have a responsibility to help my family in terms of financial support,” said Fonita.

“I also wish to become a lecturer and am currently working at a local university in Indonesia. After graduating I hope to become a full-time lecturer back home in Arts and Design,” she said.

UCSI’s Vice-Chancellor and President Academician Senior Professor Khalid reasserted that the university has a winning formula for the students and that it is on the right track in providing the correct educational experience to them.

“Remember that ‘Success is not final; failure is not fatal.’ Indeed, it would be a great relief and a confidence-building exercise for students to receive these scholarships and bursaries today. Yet, this is but a new springboard for something greater – if you persist and believe in the future”, he added.

Finally, Teo warmly encouraged the students to aim higher in life:

“To the scholars and award winners at this ceremony, by getting here today, all of you already stand out as achievers. But it does not end here. You have more to achieve after this. Aim high, reach higher, and continue to push yourselves to be the best you can be,” she urged.

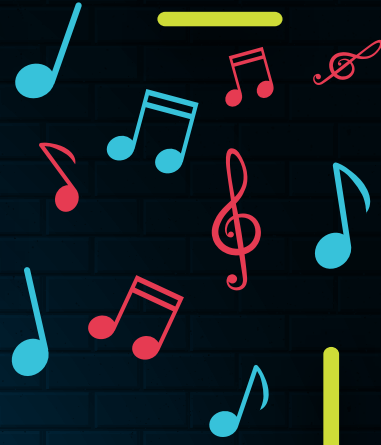
“Remember this and have this ingrained in your memory: as you leave this ceremony, think of what you need to do to be the better version of yourself,” she said.

“When you become someone successful tomorrow, don’t forget to give back to the community, your peers, and the future generation so growth is perpetual,” she reminded.



Group photo with all the scholarship recipients.

A MUSICAL ODYSSEY



UCSI Orchestra performed the 'Pirates of the Caribbean Medley', conducted by Andrea Sim.

Time and time again, UCSI's Institute of Music (IMus) creates lyrical and celebratory performances that are positive and promises excitement for all. The IMus Showcase Concert, for instance, was a two-day phenomenon that took music to another level amidst tremendous applause and appreciation from the audience.

It all started on the evening of February 27th, which saw guests arriving at the Recital hall of Block G, both expectant and ready for an evening of music, melody, fun and stellar performances.

Kicking off the night was none other than the band Justin Lim Trio with Justin himself on the piano, Chow Ken Chung on the bass, and Terrence Ling on the drums. They performed 'Ikan Kekek', which is literally a type of Malaysian fish; also a famous children's song, on the first night.

They then performed 'Lata Hammer', named after the well-known waterfall that pours into an Olympic-sized pool in Bentong, Pahang, on the second night. Their performances perfectly captivated the audience and had them wanting an encore.

Not long ago, the academy award winning movie earning the most number of Oscars, 'Bohemian

Rhapsody', had been the talk of the town for many weeks. So when the emcees announced the next item was by the UCSI Wind Ensemble and that they would be performing Bohemian Rhapsody, the audience was left eagerly waiting.

Before they had even made it to the second verse, you could hear the crowd singing along to this catchy opera rock and that undoubtedly certified the good cheer everyone was feeling that evening.

Next up on stage, the crowd welcomed Ng Yun Han who played the harmonica and Sharon Tang who played the piano as they turned the excitement down a notch with Tommy Reilly's 'Valsentino' and James Moody's 'Duo Baroque' which warmed everyone's hearts.

And what's a musical event without a band playing an original? The band Cyanus led by Kok Choy Foong on the vocals, Wong Wai Ken on the saxophone, Teo Lee On on the guitar, Ting Sing



Tan Chee Shen (tenor) and Seow Chee Chuan (baritone) performed 'Au fond du temple saint' from The Pearl Fishers by G. Bizet.





UCSI Wind Ensemble performed the famous 'Bohemian Rhapsody'.

Hau on the bass, and finally El Roy on the drums presented to us two of their masterpieces – 'Place of Place' and 'Trueness'.

Notably, the performances were nicely sequenced whereby the tempo kept the audience excited and anticipating what was to come. IMus presented the UCSI Orchestra next as they performed the 'Pirates of the Caribbean Medley', conducted by Andrea Sim; this favourite classic leaving smiles on many faces that night.



Joshua Sim (cello and feature) and Siew Wan Ying (piano and accompanist) performed 'The Swan' by Saint-Saens and Moses Fantasy.

The audience then welcomed Tan Chee Shen (tenor), Seow Chee Chuan (baritone), and Joyce Wang (piano) as they performed 'Au fond du temple saint' from The Pearl Fishers by G. Bizet, one of the best-known pieces in Western opera.

The piece is about two characters singing and acknowledging that they are both in love with the same woman, but they decide to give her up. Surely, the men declare with deep emotion, that no woman is worth jeopardising their lifelong bond.

The irony behind this apparent eternal friendship is that when she reappears in their lives, the result is a life and death struggle, and as the final curtain falls, their whole village burns to the ground.

A slowly moving cello and piano melody then filled the hall as Joshua Sim (cello and feature) and Siew Wan Ying (piano and accompanist) performed 'The Swan' by Saint-Saens and 'Moses Fantasy'. Light to the listeners' ears, it almost felt melancholic; an image of ballerinas dancing by a lake as the night skies were filled with twinkling stars.

Saving the best for last, IMus featured its very own talented dean, Professor Dr P'ng Tean Hwa, performing that night. It was remarkable and touching to witness both staff and students come together, celebrating music as their passion whilst dedicating their time and effort to ensure the audience had an amazing time.

Not settling for anything less or easy, Professor P'ng on the piano, Associate Professor Dr Goh Chia-Chien on the violin, and Dr Joyce Wang on

the cello wonderfully serenaded the audience with the Piano Trio No. 1 in D minor, Op. 49, Mvt. 1 by Felix Mendelssohn.

Everyone in the Recital Hall was transfixed by their performance. The three professional performers didn't miss a beat as they went up on stage completely mesmerising the audience with every stroke of the violin and cello, as well as the playing of the piano.

As the night came to an end, the audience was left with delightful and sweet memories of the concert. No doubt this outstanding concert would not be the last one by UCSI's IMus, as it stands out as one of the world's top 100 music schools in the QS World University Rankings by Subject 2018 and 2019, for the second year in a row.



Terrence Ling in his zone.

THE BATTLE OF THE CHEFS

2 ZERO HUNGER



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



An excellent and creative display of the famous 'nasi kerabu' (a Kelantanese dish).

UCSI University hosted the third Next Big Chef (NBC) on March 16, 2019, a competition held in order to widen the horizons of the younger generation in the culinary world.

Proving their mettle and showing us what they can do, the participants of this competition were Form 5 students from secondary schools all over Malaysia. This year, 42 secondary school students participated and 50 teams made the cut to the final round.

Over the years, NBC has identified talent, recognised culinary prowess and rewarded excellence. The types of challenges varied including participants' skills and creativity in ingredients, meal preparation, taste tests and signature dish presentations.



'Nasi dagang' has never looked so good!

Organised by UCSI's Faculty of Hospitality and Tourism Management (FHTM), headed by Assistant Professor Mohamad Fadzly Che Omar, Assistant Professor Loke Hoi Weng as well as Chef Muhammad Haziq Muizzuddin Jamalulail and assisted by students, the NBC exposed the participants to the exacting standards expected by the industry's best establishments and the discerning taste of food critics.

The competition was separated into the semi-final and final rounds. Every year, the theme changes accordingly and this time, FHTM chose 'Malaysian Heritage Cuisine'. The chosen theme was to appreciate and witness how this classic cuisine would be presented by the younger generation.

It was also aimed at helping them understand and being familiarised with the broad delights of Malaysian cuisine. As of late, Malaysian cuisine has been getting more popular for the cooking skills involved and unique ingredients used. Many find the taste and flavour of the cuisine also unique and remarkable.

For example, the intense debate of whether chicken rendang should be crispy or not after Masterchef UK judge and presenter Gregg Wallace remarked that Malaysian-born chef Zaleha Kadir's "chicken skin isn't crispy" in April 2018, Malaysia's cuisine has slowly begun to make its mark in the culinary world.

The NBC competition was judged by in-house chefs as well as invited professional chefs. The Faculty also invited chefs from the Gastronomy Association of Malaysia to be judges for the

competition. The event was supported by Bestari Sales and Marketing Sdn Bhd as the main sponsor, NIS Spice Manufacturing Sdn Bhd, Pacific Oils and Fats Industries Sdn Bhd and Lactasoy Brand from Caldbeck Macgregor (M) Sdn Bhd.



(left to right) UCSI's Faculty of Hospitality and Tourism Management (FHTM) headed by Chef Muhammad Haziq Muizzuddin Jamalulail, Assistant Professor Mohamad Fadzly Che Omar, and Assistant Professor Loke Hoi Weng.

Instead of coming in for the preliminary round and preparing the dishes, this year, participants in teams of two submitted their recipes to FHTM and the top 50 recipes were shortlisted to compete in the Grand Finale. The participants needed to prepare one type of rice, one type of protein, one type of vegetable and one type of side dish. The dishes prepared were to be presented in the 'hidang' style.



The Executive Chef for the Johor Crown Prince Tunku Ismail Sultan Ibrahim, Chef Fakhru Alif Arifin examining the participants' cooking.



REAL School Cheras Campus (Station Number 22) took home the championship.

Each round was also judged by none other than the executive chef for the Johor Crown Prince Tunku Ismail Sultan Ibrahim, Chef Fakhrul Aliff Arifin.

"Firstly, I would like to congratulate UCSI for having this event. I participated as a judge two years ago, and this year, as I return to judge again, I can see a tremendous difference in quality by the secondary school students; they have improved so much," shared Chef Fakhrul excitedly.

As to what factors may have influenced these improvements, the popular chef, whose favourite Malaysian cuisine is Negeri Sembilan's 'masak lemak cili padi', claims it could be from the extensive sources provided such as on social media and YouTube.

"And through competitions like NBC, they will be able to challenge themselves to develop skills and passions that they were unaware of," he added.

Chef Fakhrul was most impressed by how these secondary students could balance the taste of their dishes very much like actual chefs!

Surprisingly enough Chef Fakhrul kept asking most of the participants during their judging session, how they arrived, whether their teachers were with them and if not, how they were going back home.

In directing his concerns towards the students' chaperones, Chef Fakhrul replied, "It is very important that these students receive enough support from their teachers and family. Unfortunately, although they are representing their schools, I noticed that only 40% had their teachers with them and 60% had their family and friends for support.

"There was even a student who was dropped off by their teacher but would be picked up by the parents after the competition," he said. He added that if the students had actually received full



Perfect succulent prawn fritters for a rainy afternoon.

support from their school, it would have definitely motivated them differently.

The champion of the competition was REAL School Cheras Campus (Station Number 22); the first runner up was SMK Assunta (Station Number 42) and the second runner up was SMK Subang Jaya (Station Number 14). The Most Outstanding Chef Presentation went to Kwang Hua Private High School (Station Number 36).

The top three winners received the UCSI University Trust Bursary worth RM70,000 and cash prizes worth RM1,800 in total. Additionally, 10 schools received the UCSI University Trust Bursary consolation prizes worth RM20,000 in total.

Congratulations to all Next Big Chef 2019 participants!



A group photo to commemorate the lively day.



(Left to right) Aisyah Aziz, Dewi Serietha, Jeryl Lee, Dennis Lau, Lee Elaine, NAMA and Fara Dolhadi.

Dennis Lau Does It Again

Distinguished UCSI University alumni Dennis Lau has done it again - bringing together a 'full scale mega concert' by the multi award-winning violinist!

Calling it 'The Chosen 2019 Concert', this performance will have a portion of the ticket proceeds contributed to Teach For Malaysia (TFM) to mark Dennis Lau's 'Give Back' movement which also includes a masterclass and mentorship programme for four lucky students from TFM.

"The concert is called 'The Chosen' because we are all chosen for a specific purpose in our lives, to contribute for the greater good," Dennis commented.

"And we are delighted to go on a musical journey with the students who have been chosen - to inspire and provide them with the platform to discover their musical talents", he said.

"I'm also very passionate about education and it's my dream to have a creative or education hub. We worked with TFM whereby I hunted and searched for students to train, teaching them how to be a performing artist. This life changing opportunity has empowered them to pursue music as a future career," he added.

Also present was TFM co-founder and managing director, Dzameer Dzulrifli who reaffirmed their

belief at TFM in giving all children the opportunity to attain an excellent education so that they can live the lives they truly desire.

"Over the last six months Dennis and Fara Dolhadi have mentored four students who come from diverse backgrounds. They've never had formal training on singing, vocal training or music, nor shared a video of themselves on YouTube before this", he said.

"Our students are honoured to be selected to perform the song that Dennis composed for them during the Chosen Concert, titled 'Esok', he continued.

"I believe that everyone can be on stage. But you need to be disciplined and go to your classes in those six months. I wanted to prove to everyone that I can train someone in six months to be able to perform on stage and to perform at a concert. If they do well I will sponsor and award them a scholarship," Dennis added.

Dennis Lau's impressive violin was made in Ireland by a guitar maker called Alistair Hay.

"It is an electric violin, made from carbon fibre, and the finish is gold plated. The design is of a wing that wraps around me. I convinced Hay to make one for me, and it costs about RM200,000 and above to make one", related Dennis.

Dennis' personal life story goes back to when he was young, when his mother nurtured his passion for music, while he did not do so well academically.

"I'm not very good theoretically (in music). I'm much better practically. I think the education structure can be revamped and the proper skills can be cultivated when young. You have to share with them the reason and vision of the future and the 'why' they are learning this", he said.

"If it's just to 'pass the exams' that is not a good enough reason - they need to see the bigger purpose. Also, you can always be financially sustainable in any career, as long as you are good at it. I hope the students will recognise their own talents and to see a future in music", he added.

Sharing the same mission, UCSI University is proud to support our alumni and current students in pursuing their dreams and actively encouraging them to always go 'beyond boundaries'.

The concert will be held on 29th June 2019 at Mega Star Arena at Viva Mall and will include rising stars namely Aisyah Aziz, Jeryl Lee, Dewi Serietha, Lee Elaine, Jimmy Sax, Dennis Yin, NAMA and Fara Dolhadi. A mystery guest artist who will be announced soon is also expected to make an appearance.



The Student Investor Challenge



-Photos courtesy of Thomas Wong Yu Wei (Student Enrolment Centre)-



The winners from Yong Peng High School.

The Student Investor Challenge, a joint venture event between Bursa Young Investment Club (BYIC) representing the Faculty of Business and Information Science (FoBIS) and Student Enrolment Centre (SEC), was held on April 27, 2019.



During the challenge, the students approached the event committee which acted as brokers to place their order.

SEC handled the registration of the participants and BYIC introduced LifeChamp for the coordination of the whole competition.

LifeChamp is a youth training and marketing company dedicated to accelerating the success of youths. LifeChamp provides a series of trainings from financial education, entrepreneurship to leadership to nurture youths so they can excel as 'champions in life'.

The Student Investor Challenge is a stock simulation game that is designed for students to experience a simulated stock market and have a chance to invest in a safe environment.

The objective of this event is to increase students' investment knowledge and improve their financial literacy. During the challenge, participants had to analyse the backgrounds of different companies and financial situations to decide whether to buy or sell shares.

The top three groups gaining the highest profit were the winners. There were around 110 participants mainly from different secondary schools including Yong Peng High School, Beaconhouse Newlands International School, SMK Taman Connaught and SMJK Confucian.

The event started with a welcome speech by Accounting and Finance Department head Radha Nair.

Before the challenge started, Deputy Vice-Chancellor, Student Affairs and Alumni and Dean of Faculty of Engineering, Technology and Built Environment Associate Professor Ir Dr Jimmy Mok Vee Hoong gave a talk on 'What is the Current and Future Education Trend' to provide new insights to the students.



The speaker, Shane Choo, briefing the students on the challenge.

According to LifeChamp, their mission is to empower youths to reach their greatest potential so they can develop the right skills and knowledge to excel and succeed in life.

For BYIC, this event was meaningful and memorable where students not only got to know more about investment but also was able to connect with other students. Students had fun and at the same time gained knowledge during the event.





SEOW CHENG CHIEN

BA (Hons) Electrical and Electronic Engineering, graduated 2004

Since graduating from UCSI University, Seow Cheng Chien has not let his ambitions fall short. Currently the founder and CEO of Massive Dynamic (M) Sdn Bhd, Hiton Industry Solutions Sdn Bhd and Hiton International Sdn Bhd, he is passionate about his work and has the determination to climb the corporate ladder. From his initial working experiences as a mobile phone sales personnel and even a part-time tuition teacher, he has definitely come a long way.

As always, the UCSI Gazette catches up with our alumni and gets the inside scoop on what they are doing or have been doing since graduating from UCSI. We also get them to reflect on their time at UCSI and how they benefited from it. Some have ventured into their own businesses, some have gone on to further their studies while others are pursuing careers in their respective fields. Yet others are involved in projects that benefit the community. Here we get a fresh perspective on life from Seow Cheng Chien.

What motivated you to pursue your programme at UCSI?

For me, it was the desire to achieve a professional status; to pursue a career in the industry I have dreamed of ever since I was a kid. Even at a young age, I was always fascinated with the inner workings of machines which later translated into a passion to understand and develop ideas of my own.

Tell us more about how you came to love the field of Engineering.

When I was a kid, I admired my eldest brother and brother-in-law who are also in the Engineering field. They showed me how engineers are like magicians; always making things work with professional theory and solutions. So, I took the challenge and got involved in this field and found not only how to build or design, but also how you convince others about your vision, and build things based on your theory.

Tell us about your learning experience at UCSI.

My learning experience at UCSI was fun and challenging. One of the most significant skills that I learnt throughout my years in UCSI was the hands-on practical approach which I was able to put in good use other than the theories learnt in lectures. The soft skills I developed while pursuing my degree was public speaking which, in turn, evolved to become my strongest trait in my trade.

What was your favourite course at UCSI?

Embedded System and Power Control System because it is all about logic and coding. There is no such thing as a grey area; the same goes for life!

How have your lecturers, mentors and peers helped in your achievements so far?

Dato' Peter Ng - the person who showed me the meaning of 'realising the vision' and how to start a small business to what UCSI is today. Dr Rodney - the person who taught me about 'system troubleshooting', a theory which any engineer needs to learn and use. It is about finding the main source that causes the problem and solving it accordingly. Dr Jimmy - the person who inspired me on the importance of theories and practical ways to implement them in reality.

Tell us about your work experiences while studying.

As a mobile phone sales personnel, I discovered that negotiation and people skills are as important as communication skills. As a tuition teacher I learnt that relaying a message requires patience and understanding the target audience. It is very important that we understand what the students are thinking so that they are able to grasp and absorb

knowledge that is passed to them correctly. It requires a lot of self-discipline and time management skills as well as sacrifice.

Describe your job at Massive Dynamic.

This is the time that I put into good use the skills that I learnt throughout my previous working years. The realisation of the hardship in starting a business and the ways and methods to survive is not as glamorous as society paints. I had learnt to be resilient and persistent. Of course, the passion to be successful was the motivation to keep me moving forward.

What did you learn at Hiton International?

I discovered and was inspired by the beauty of the 'technology crossover'. I was passionate about 'realising the vision' and this was also the time that I fully learnt the meaning of failure. I also learnt how to do damage control and risk analysis. Never limit ourselves with the limit set by others. This helped me pull through and motivated me to feel that 'everything that drowns me makes me wanna fly!'

Where or from whom specifically do you get your inspiration?

My family members - they showed me that inspiration is 'no matter which field you are in, as long as you are committed to your efforts, you will achieve your desires in your career and daily life'. Also, partnership and friendship as well as the values of trust and support are needed to make a team and platform grow.

How do you spend your leisure time?

With my loved ones, and family members for family bonding as well as with friends not necessarily in the same industry, having sharing sessions with them, learning from them on their methods in solving similar problems they might have. Also basketball, golf and darts, especially after a long and challenging working day.

Who is your role model and how would you encourage UCSI students?

Steve Jobs, one of the greatest inventors and trend setters in the world. My advice is to be patient and perseverant in the pursuit of your goals. Be optimistic when you face your problems; learn to find the root cause of what happened and try to solve it, not avoid it.

UCSI UNIVERSITY STUDENT AMBASSADORS AWARD PROGRAMME



WHO ARE WE?

The Student Ambassador Programme is a leadership opportunity for students who are dedicated to connecting and sharing their UCSI experience with prospective students, learning invaluable new skills, creating their own online branding and representing UCSI University on a public platform. Student Ambassadors who have completed the 1 year programme will be given the UCSI Student Ambassador Award!

MODULES



Digital Content Ambassador



Social Media Ambassador



Event Ambassador



Student Ambassador Award

THE UCSI GAZETTE

ucsiuniversity.edu.my

UCSI Education Sdn Bhd (185479-U)