





“The police are our friends. Therefore, students, we must appreciate the harmony and safe environment in Kampar, and at the same time, contribute towards safety and security in Malaysia,” urged UTAR President Ir Prof Academician Dato’ Dr Chuah Hean Teik at the launch of a high-profile policing programme at Dewan Tun Dr Ling Liong Sik of UTAR Perak Campus on 16 January 2013.

With the objective to reduce crimes in the country, the Royal Malaysian Police (PDRM) has initiated the high-profile policing programme of conducting crime-prevention awareness talks and exhibitions at schools nationwide, which has now extended to institutions of higher learning such as UTAR. The programme provides a platform for the men in blue to establish closer rapport with students nationwide to create better awareness among the latter on crime prevention.

“I am glad and proud that UTAR students can be involved in such a programme that benefits not only themselves, but also the people around them and the nation,” Prof Chuah added in his welcome speech. He also thanked the police force for ensuring security of the Perak Campus since its first student intake in 2007, particularly to the Kampar district police who had been patrolling the campus daily and giving talks on safety to students during orientation

## PDRM raises crime-prevention awareness



A group photo after the talk

weeks.

Present for the event from PDRM were Director of Management CP Datuk Mortadza bin Nazarene, Perak Chief Police Officer DCP Dato’ Pahlawan Mohd Shukri Dahlan, Principal Assistant Director of Management (Human Resource) SAC Dato’ Aishah binti Mohammad, Commandant of PDRM College SAC Dr Yew Chong Hooi and other police officers. From UTAR, Planning and Development Committee Advisor Tan Sri Dato’ Hew See Tong, Vice President (Student Development and Alumni Relations) Dr Teh Chee Seng

were also present.

“The community knows best about their surroundings and can provide useful information for the police to combat crime. Students can also be the eyes and ears of the police,” said Datuk Mortadza to the audience of UTAR students and staff, calling for closer cooperation and interaction between the community and the police. In his talk interjected with humorous jokes, the down-to-earth officer assured that PDRM would continue to be devoted in protecting the citizen by preventing crimes.

In the Q&A session after the talk, Datuk Mortadza answered questions from several students about social issues, career in the police force and others.

The accompanying exhibition at the pavilion of the grand hall showcased useful information on crime prevention and road safety.



Public Relations student Moo Hong Yuen directing a question to Datuk Mortadza



Prof Chuah (left) receiving a souvenir from Datuk Mortadza



A packed hall for the talk

# Sun Tzu in supply chain management



Dr Tan (standing) in a lecture

- 02 Collaboration at Work
- 04 From Talks to Forums
- 08 Students in Action
- 10 Special Feature
- 12 In Search of Excellence
- 16 Community at Heart
- 17 拉大视野
- 19 Sudut Utarian

UTAR Faculty of Accountancy and Management Dean Dr Ong Seng Fook invoked the famous Sun Tzu's Art of War in a workshop on 'Art and Science of Supply Chain Management' at the Malaysia Institute for Supply Chain Innovation (MISI) in Shah Alam from 14 to 16 January 2013.

In July 2012, UTAR and MISI signed a memorandum of understanding to collaborate to advance the professionalism of the supply chain industry. The three-day workshop, organised by UTAR Centre for Extension Education and MISI, was one of the collaborative activities of the two partners.

This inaugural workshop was unique as it incorporated the teachings from the Sun Tzu's Art of War into supply chain management. Sun Tzu or Sunzi, a military strategist and general who served the state of Wu near the end of the Spring and Autumn Period (770–476 BC), is traditionally considered the author of Bingfa (The Art of War), the earliest known treatise on war and military science.

Dr Ong enlightened the participants on the applications from each of the 13 chapters of the book in supply chain management. It was indeed an eye-opener to the industry practitioners among the participants to learn that the ancient teachings were still relevant today. He also revealed that the book is also well-received in the West as it has been

translated into many languages.

Besides Dr Ong, the other workshop trainer was MISI Education Director Dr Albert Tan who covered the topics on strategic planning, supply chain and operation strategies, redesigning the supply chain process and the organisational structure for capability development. He also pointed out the various strategies of Sunzi that had been incorporated into today's trends in supply chain management.

Throughout the workshop, the participants actively took part in the lectures,

case studies, and group activities including a SWOT (strengths-weaknesses-opportunities-threats) analysis based on the Art of War. The case study on AirAsia attracted the most attention of the participants who actively asked and provided feedback in the discussion.

Most of participants indicated that the workshop had been informative and applicable to their jobs. The charisma and magnetic personality of the two trainers had brought out the best in every workshop participant.



From left: Dr Ong, Dr Tan and participants



# Francis Yeoh speaks

“So how did the Western civilisation, who invented only a 26-lettered alphabet in their literary paradigm, succeed in superseding the rest of the world’s civilisations?” A question posed to the audience by YTL Corporation Berhad Managing Director Tan Sri Dato’ (Dr) Francis Yeoh Sock Ping at UTAR Perak Campus on 30 January 2013.

Tan Sri Yeoh, who is also executive chairman of YTL Communications Sdn Bhd, was presenting a talk on ‘Power Yourself with Mobile Internet’ with the aim of enlightening the audience, primarily UTAR students, on the entrepreneurial opportunities offered by mobile technology.

Trained as a civil engineer, Tan Sri Yeoh took over the running of his family’s company in 1988 and grew it into a business conglomerate comprising six listed companies, with a combined market capitalisation of over RM38 billion. Ranked by both Fortune Magazine and Business Week Magazine as one of Asia’s 25



Tan Sri Yeoh presenting with a tablet

most powerful and influential business personalities, he has won many business awards including Ernst and Young’s Master Entrepreneur in Malaysia, CNBC’s Malaysia CEO of the Year, and Asiamoney Asia’s Top Executives 2008. In 2010, he was awarded the Oslo Business for Peace Award – the highest distinction given to a business person in the area of ethical business.

He was invited by UTAR Department of Consultancy and Commercialisation to give the talk under the UTAR Entrepreneurial Talk Series – a



Tan Sri Yeoh (right) launching the ‘Light Bulb’ campaign with (from left) Prof Lee and Tun Dr Ling

series of talk that promotes entrepreneurship among the University’s community.

Aided by slide and video presentations, the business tycoon stressed the importance of technology and its power that has revolutionised the world. He brought the audience through the history of communication from cave drawings of the Palaeolithic Era and Gutenberg’s printing press in the 15th Century to today’s digital media. It was the advancement in communication that had led to the rise of the Western

civilisation. He urged the audience to exploit the pervasive mobile technology to advance education and betterments in society.

After the talk, Tan Sri Yeoh accompanied by UTAR Council Chairman Tun Dr Ling Liong Sik and UTAR Vice President (R&D and Commercialisation) Prof Ir Dr Lee Sze Wei launched the ‘Light Bulb’ – symbolising inspiration – campaign that aimed to inspire and foster entrepreneurship among students by using mobile technology as a platform.



Tan Sri Yeoh (fifth from right) arriving on private helicopter

# Taxi! Taxi!

It was a great thrill for the audience at the Faculty of Creative Industries, UTAR Petaling Jaya Campus when they got up close with Singaporean celebrities Gurmit Singh (picture) and Mark Lee on 17 January 2013.

The two celebrities, together with director Kelvin Sng and cast member Gan Mei Yan, a local celebrity from My FM, were on a tour to promote their latest movie 'Taxi! Taxi!', which was released in cinemas on 24 January 2013.

In the movie, a veteran taxi driver Ah Tau (Lee) meets a science institute researcher Professor Chua (Gurmit) who is suddenly out of a job. Ah Tau manages to convince Chua to

become a taxi driver and that is when the fun begins.

The audience cheered when Gan, the emcee for the day, introduced her team-mates, Gurmit, Lee and Sng. The crowd were further exhilarated when Gan teased Gurmit on his role as contractor Phua Chu Kang in a Singapore sitcom of the same name that made him famous.

Gurmit said that Phua Chu Kang Pte Ltd first started off with a very low budget and did not have places for rehearsals that were conducive. But eventually and fortunately, the response was overwhelming. He advised that one must be flexible and prepared to do hard work to survive in the film industry.

"Filmmaking follows a



domino effect where everybody must do their part in an orderly fashion, making everybody's role just as important. That is why Lee and I always make it a point to thank the crew when we receive awards," Gurmit

concluded.

The one-hour dialogue session ended with the students getting autographs from the celebrities.

# Animal ethics, lab safety and design

"Bad practices, sloppiness and lazy attitude are all causes of failures in research," said Gaia Science (M) Sdn Bhd CEO Dr Chua Teck Mean (picture) at a seminar on 'Animal Ethics, Laboratory Safety and Design' held at UTAR Perak Campus on 14 January 2013.

In the seminar, a brainchild of UTAR Centre for Biodiversity Research, Dr Chua, a former World Health Organisation technical advisor with 16 years of experience in the field of biohazard containment, first addressed on animal bio-safety in research where he stressed the importance of stringent adherence to standard operating procedure in all researches on animals.

He also advocated the use of certified specific-pathogen-free (SPF) animals in research but said that although these thoroughbreds came with authenticated documents, they must still be methodologically quarantined to segregate them according to breed, purpose



and duration of research. There should be no room for discrepancy and compromise to avoid research products being rendered irrevocable and disposable as they could not facilitate future researches.

"The fact is that a lab may look good outside but it can brew troubles inside," he said,

when addressing on design and operation for research animal facilities. He said that research was often multidisciplinary and required a holistic approach involving all the parties. Engineers and building contractors might be oblivious to the intricacies in bio-security and it would be the researcher's

onus to enlighten them.

Dr Chua displayed his humorous side in the seminar. At one juncture, he quipped, "While humans may treat themselves in five star hotels, so let's pamper our test animals with six star hotels since they are not going to make it out alive!"



# Panglima Bukit Sadok

“To produce a good animation, we have to observe the characteristics of artworks from other countries such as Japan and Europe. However, we cannot use it, as for a good animation, the characters must portray their unique characteristics,” said lecturer Aloysius Yapp from UTAR Faculty of Creative Industries.

Yapp was sharing about his research on ‘A Study of Developing an Ethnic Visual Identity for Borneo 2D Animation’ in a talk titled ‘The Art of Panglima Bukit Sadok’ held at his faculty on 16 January 2013. He added, “We can adopt those characteristics that we observed. However, we have to come out with our own creativity to produce our own unique protagonists with combination of our own research.” There were four major parts to his research, the justification of research



A screen shot of the animation

problem, theoretical framework, practise based research to produce a prototype design development, and final test and evaluation.

Yapp’s research was based on a historical character Libau Kudi Benua aka Panglima Bukit Sadok

(General of Mount Sadok), a Skrang landlord who became a main Iban leader resisting Rajah James Brooke from his fortress at Bukit Sadok during the War of Sungai Lang at Bukit Lanjak from 1842 to 1861. Together with Lanang, Libau defeated

the Brooke army in 1842 and became the guardian of East Borneo, a position he held until his defeat in Brooke’s third expedition in 1861.

The animation of Panglima Bukit Sadok earned Yapp the Asia Digital Arts Award at Fukuoka, Japan in 2004. It was picked for viewing in Venice Film Festival and Cannes Film Festival in 2005.



Ideation of Panglima Bukit Sadok

“I hope to bring out the true beauty of Malaysia to the world,” said Hong Kong director Stanley Law during a preview of the movie ‘Paper Moon’ at UTAR Petaling Jaya Campus on 21 January 2013.

In response to a student’s question on whether ‘Paper Moon’ was his first movie shot in Malaysia, he said that it was and added that he had lived in Malaysia for a number of years, and he wanted to bring Malaysia to world’s stage. He added that they took about two years to prepare for the movie before it was filmed in 25 days.

The movie preview was organised by the UTAR Film Club at Petaling Jaya Campus. The session began with the preview of the movie before Law and local actor Tedd Chan made their appearance.

The plot of the movie is a love story set in present day Malaysia with several flashbacks to the 1980s. The main character Tian Song is a traditional *wau*

## Movie preview: Paper Moon



Law (left), Chan (right) and fellow crew members at the preview

*bulan* (moon-shape kite, hence the title of the movie) maker in a coastal village in the scenic Kelantan. Present day Tian Song was acted by Hong Kong actor

Gordon Lam Ka Tung while Chan acted the young Tian Song in the 1980s. Gao Man Hua, acted by Hong Kong actress Chrissie Chau, was a tourist

who visited Kelantan in the 1980s where she first met Tian Song. Chau also acted as Gao’s daughter who visits Kelantan and meets with Tian Song.



## Career in the 21<sup>st</sup> Century

“Start with a dream,” advised Advocators Education Pte Ltd CEO Kong Yew Kiin (picture) in a workshop titled ‘Chart Your Career in 21st Century’ at UTAR Petaling Jaya Campus on 19 January 2013.

Kong’s talk, organised by UTAR Centre for Extension Education (CEE), revolved around three main questions: What is your dream? What do you value most in your ideal career? Where do you want to be?

Kong said that one could either chart his career towards

his dreams or envision a dream to correspond to his career. He also emphasised that one’s dream must be in detail to give a clearer direction for one to achieve the desired designation. He added that the foundation of charting a career in the 21st century was for one to first understand oneself.

Inspired by the great entrepreneur and inventor Steve Jobs, Kong founded Advocators Education Pte Ltd in Singapore. He claims that over the years his programmes have improved the grades of thousands of students.

## Turn lights on with Feng Shui

“The year of the Snake will be a prosperous year for tourism,” predicted by Feng Shui Master Elaine Kwan (picture) at her talk titled ‘Use Feng Shui to Turn the Lights on’ at UTAR Petaling Jaya Campus on 12 January 2013. Some 60 members of the public attended the talk which was organised by UTAR CEE.

Kwan has many years of practice and research in the Chinese geomancy, Feng Shui, and prediction using Bazi, after learning the skills from masters from Hong Kong, Taiwan and Malaysia. She claims to have accurately predicted the depreciation of Euro, outcome of the British elections, and bloodshed in Thailand, and

a clientele of not only from Malaysia but throughout the region.

Kwan said, according to Feng Shui, there were only three elements – the main door, bedrooms, and stove – of a house were considered of significance. She illustrated this point by inviting a volunteer from the audience to indicate the positions of the three elements of his house. Using the Annual Star Chart, she calculated and advised the volunteer to re-orientate his children’s beds in the year of the Water Snake.

Kwan also predicted that there would be drastic changes in the northern states and deterioration in the agriculture sector.





# CFS physics whizzes



Participants: CFS physics whizzes

More than 100 final-semester UTAR Foundation of Science students showcased their wits in Physics at an exhibition at Petaling Jaya Campus on 7 December 2012.

This was the second time the exhibition was organised by UTAR Centre for Foundation Studies (CFS). The objective of the exhibition was for related CFS students to demonstrate what they had learnt in Physics by applying it. It was part of the course requirements for the topics Waves and

## Modern Physics.

To raise the standards of projects being showcased, CFS held a competition. Students' projects were judged based on four criteria: creativity, project presentation, application of scientific concepts, and oral presentation with the focus on using recycled materials. There were four prizes for three best projects and a people's choice project.

The first prize was nabbed by a six-member team comprising Rajwinder Singh Mahinder Singh, Ng Bin Hong, Thong Ching



First prize winning project was 'Tower of Light'

Fung, Tan Kok Tong, Yeoh Yu Xian, and Lee Jia Yan. Their winning entry 'Tower of Light' also won them the people's choice prize.

The second prize went to a team comprising Nicole Chew Yee Ker, Lim Zhi Yi, Ling Kee Hung, Low You Jian, and Lim Yah May, and their entry was 'Lie Detector'. The trio, Tan Chee Yuen, Chieng King Heng and Johnson Jap Pau Min won the third prize with their entry 'Pendulum Wave'.



Third prize winning project was 'Pendulum Wave'



# FESTival'13 ushers in the Snake

Every year the Student Representative Council (SRC) of UTAR Faculty of Engineering and Science holds its FESTival, spelt with 'FES' in uppercase to indicate the organising faculty. The annual event is a platform for encouraging new students to participate in extracurricular activities so that they learn extra skills beyond the classroom. A membership drive for the many clubs and societies of the faculty is also held during the festival.

The sixth annual FESTival this year was held on 30 January 2013 at the faculty in UTAR Kuala Lumpur Campus. It was themed 'Enter the Snake' in celebration of the upcoming Chinese New Year.

"As a university that advocates holistic education, UTAR always encourages students to learn beyond the classroom and this is in fact the main objective of holding this festival," said UTAR Vice President (Student Development and Alumni Relations) Dr Teh Chee Seng, who later officially launched the event on behalf of UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik.

Present at the ceremony from the faculty were Dean Ir Prof Dr Yow Ho Kwang, Deputy Dean (Student Development and Industrial Training) Dr Lai Soon Onn and SRC Chairman year-three Mechanical Engineering student Bryan Ng Horng Heng.

At the festival, there were games, food and drinks stalls. The sales proceeds of the

stalls went to fund the clubs and societies concerned. The clubs and societies set up booths to exhibit their activities and recruit new members. Local artistes Orange and Da.Mon.Ster were invited to perform on stage together with song, dance and band performances by students from the faculty. There was also a lucky draw.



The lion and from its left, Dr Lai, Prof Yow, Dr Teh and Ng at the opening

## CNY celebrations at UTAR



Chinese yo-yo performance



Let's lou sang (from left): Ooi, Loh, Dr Teh and event organising chairman Lee Yee Chern

UTAR Student Representative Council and Chinese Language Society held a full-day Chinese New Year celebration at Sungai Long Campus on 5 February 2013.

In conjunction with celebrating the Lunar New Year, funds were raised during the day for the 18 clubs and societies in the campus. The day event started with games and fundraising activities in the morning and ended with a gala evening filled with performances by students including lion dance, bucket drumming, Chinese yo-yo, instrumental duo band, and songs.

Present in the evening were UTAR Vice President (Student Development and Alumni Relations) Dr Teh Chee Seng,

Chinese Language Society Advisor Ooi Ciat Hui and Student Affairs Department Head (Klang Valley campuses) Loh Nyuk Leung.

At UTAR PJ campus, another Chinese New Year celebration organised by Centre for Extension Education was held for all staff and it was a potluck event.



**“ The BCI wheelchair we are developing will provide better mobility to a movement-impaired person such as those who are affected by stroke or MND [motor neuron disease] and hence improving their quality of life.”**

## ■ Prof Dato’ Dr Goh Sing Yau

UTAR was awarded in July 2012 RM2.79 million under the Flagship Programme of Ministry of Science, Technology and Innovation (MOSTI) for a two-year project to develop a pre-commercial prototype brain-computer interface (BCI) wheelchair in collaboration with the University of Malaya Medical Centre (UMMC) and Diesel Engineering Services (DES) Sdn Bhd.

Spearheading the research project as project leader from the UTAR Faculty of Engineering and Science is Prof Dato’ Dr Goh Sing Yau. His fellow co-researchers from the same faculty are Tan Lee Fan, Danny Ng Wee Kiat and Tan Yin Qing. Their collaborators from UMMC are Prof Dr Goh Khean Jin and Assoc Prof Dr Norlisah binti Mohd Ramli, and the industrial collaborator from DES Syed Putera bin Syed Mokhtar.

Hence, the research project meets the eligibility criterion of MOSTI Flagship Programme that it must involve at least three organisations including academic, research and industry. The project also meets another criterion that it must be multi-discipline as it involves brain science, electronic engineering and mechanical engineering. It falls under the research priority area of medical and healthcare. The other research priority areas of MOSTI Flagship Programme are

# Flagship research



The lab prototype BCI wheelchair being tested

cybersecurity, energy security, environment and climate change, food security, and plantation crops and commodities.

“The BCI wheelchair we are developing will provide better mobility to a movement-impaired person such as those who are affected by stroke or MND [motor neuron disease] and hence improving their quality of life,” says Prof Goh Sing Yau. He adds, “For movement-impaired persons who are also speech-impaired, we have designed our system to enable them to communicate with another person such as their caregiver.”

According to him, there is no study in Malaysia on the incidence of MND. For a predominantly Caucasian population, there are 1.3 to 3.3 cases of MND per 100,000 persons in a year. Prof Goh Khean Jin

did a study of 73 patients at the University of Malaya hospital from 2000 to 2009 and reported that stroke is the third most common cause of death in many countries and its incidence varies from 182 to 342 per 100,000 persons in Asia.

The present project is a further development of two previous projects. The team first developed a lab prototype BCI wheelchair under the MOSTI Science Fund from January 2007 to June 2009. It uses a BCI system to enable a movement-impaired person due to paralysis to operate the wheelchair. The user on the wheelchair uses motor imagery to activate electroencephalography (EEG) signals to operate a binary or on-off switch in the BCI system to select one of the predefined



# Research: BCI wheelchair

destinations. The selection prompts a controller to navigate the motorised wheelchair, which is fitted with sensors that enable it to negotiate past obstacles, to reach the destination.

To benefit more movement-impaired users, the team is also developing under the MOSTI Science Fund from March 2010 to September 2013 to further improve their system to include a communication module that enables users who also have speech disability to use their brain signals to select pictures or phrases on a display to communicate with another person such as their caregiver.

The current MOSTI Flagship project, from January 2013 to December 2014, intends to bring the research closer to eventually benefiting the end users. The team is further developing the lab prototype to turn it into a clinically tested pre-commercialised prototype. It involves complete redesign of the wheelchair control and BCI hardware modules using the latest embed technology to improve reliability and reduce production costs. The design and development of the embedded communication module will take three months and that of embedded wheelchair controller module will be another six months. After that, it will take six months to fabricate and integrate the embedded systems before the pre-commercialised prototype is ready for eight-month clinical trials.

The team will fabricate 20 pre-commercialised prototype BCI wheelchairs and test them on MND/stroke patients in UMMC. Before the clinical trials, each of the prototype BCI wheelchairs will be customised to individual participating patients who may have other disabilities. During the clinical trials, necessary adaptations, modifications and improvements will be made on the BCI wheelchairs to enhance their performance so that an improved version of pre-commercialised prototype BCI wheelchair will eventually emerge.

“To encourage patients to participate in the clinical trials, we allow them to continue to use the prototype BCI wheelchairs after the clinical trials until they no longer need them,” says Prof Goh Sing Yau, adding that the BCI wheelchairs will then be returned and refurbished for use by other patients.



The team, standing from left, Prof Goh Sing Yau, Ng, and Tan Lee Fan and sitting, Tan Yin Qing

## UTAR math whiz makes history



Wong with his award



Flags of Memoriad and participating countries

The success of alumni is a testament to the quality education provided by the alma mater. Therefore, UTAR is proud to have produced its alumnus West Wong Woon Chieng, a 25-year-old bronze medallist in the category 'Mental Arithmetic Flash Anzan' at the World Mental Olympics which was held at Antalya, Turkey on 24 and 25 November 2012.

Wong's feat is first for Malaysia as he is thus far the only Malaysian to win a medal at the event. He also finished fifth in the

'Mental Addition' category.

"I would like to thank my coach, Andrew Richards, for his unwavering believe in me," says Wong, adding that it was his coach who motivated him all along to take part in the competition. He also thanks his family and friends for their support.

Wong, who graduated from UTAR with a Bachelor of Science (Hons) Actuarial Science in 2009, discovered that he had a flair for numbers at the age of nine. The Math whiz has been aptly nicknamed as the

'Human Calculator'. Exploiting his talent, he co-founded with friends a centre for mental calculation training where he serves as a trainer. He intends to produce winners from his training centre in the upcoming 2016 World Mental Olympics.

Also known as 'Memoriad', the World Mental Olympics, which is held every four years, is the only better known world-level competition on memory, mental calculation, mental arithmetic and photographic reading.



Wong and Yusnier Viera, World Mental Calendar Champion



Wong with other Mental Champions



# Sime Darby scholar shares

“UTAR proved to be a place where I have grown tremendously,” says UTAR Business Administration graduate Kenneth Chew Han Ming.

Chew was among the pioneer group who was under the Sime Darby ICSA Sponsorship Programme. The sponsorship covers tuition, examination, membership and other related fees for the Institute of Chartered Secretaries and Administrators (ICSA) professional qualification programme. He is currently studying part-time for the professional qualification with the Malaysian Institute of Chartered Secretaries and Administrators (MAICSA) at UTAR Centre for Extension Education (CEE).

As an advocate of lifelong learning, UTAR set up CEE to offer a wide spectrum of courses ranging from those for languages and general interests to professional development and part-time academic programmes to cater to the learning needs of every strata of the population. Besides ICSA programme, the other professional development programmes offered by the centre

include those for the Association of Chartered Accountants (ACCA), Chartered Institute of Management Accountants (CIMA), and Malaysian Institute of Accountants (MIA).

“It [UTAR] has given me the necessary competencies to succeed,” he further says, adding that the UTAR Bachelor of Business Administration (Hons) programme is recognised by MAICSA with full exemptions, hence allowing him to fast-track into the ICSA programme. He adds, “I only need to complete the final four professional papers.”

“The window of opportunity to work with Sime Darby would not have been opened to me, had it not been for the recommendation, encouragement, strong credentials and support from UTAR,” says Chew, who now works in the Group Secretarial Department of Sime Darby Berhad. He adds that studying at UTAR, a reputable university, has not only provided him with a well-recognised degree, but also the essential practical exposure.

“The strong support I receive from UTAR places me ahead of my competition,” Chew concludes.



Chew at the peak of Mount Kinabalu



Graduation: Chew (left) receiving his scroll from Prime Minister Dato' Sri Najib Tun Razak

## First gold from maiden debut



The champion team with Yeap (second from right) and Leong (third from right)

UTAR women basketball team participated in Perak-Ipoh Women's Open Basketball Championship 2012 for the first time and snatched the first place in the championship.

The Perak-Ipoh Women's Open Basketball Championship, started in 2011, is a state-level annual tournament. UTAR team was the champion in the second annual tournament which was held at KSK Gunung Rapat Basketball Court from 24 November

to 9 December 2012. The team did not participate in the inaugural tournament.

There were five competing teams in the finals, UTAR team beat a team from Ipoh and won the match with a 55-49 score. As champion, the UTAR team received a trophy and a cash prize worth RM800 and team members received individual gold medals.

"They fought hard and never gave up till the final whistle was blown. It was the toughest match we had fought so far, as the

opponent team had some senior and junior state players," said Adrin Yeap Wai Kuan, coach and manager of UTAR men and women basketball teams. He added that the performance of the team had improved; the team was in third placing in the Perak-Kampar Women's Open Championship 2011.

Also present was the organiser of the championship Leong Kar Seong.

## Two wins three medals in national Tang Soo Do open

Two UTAR students won three medals in the 19<sup>th</sup> Tang Soo Do National Championship 2012 held at an indoor stadium Tapian Gelanggang in Kuching, Sarawak from 14 to 17 December 2012.

The two UTAR exponents were Accounting student Tan Tze Xiang and Marketing student Chen Choy Soon. They were two of the three exponents picked by Perak Tang Soo Do Association to represent the state at the national championship after they had shown extraordinary performance at the state championship.

The Perak team won a silver medal in the team formation event and a bronze medal in the free fighting team event. Chen won

a bronze in the heavyweight free fighting individual event.

Organised by the Federation of Malaysia Tang Soo Do, the three-day championship was held in collaboration with the various state youth and sports departments. About 160 participants from Kelantan, Melaka, Perak, Sarawak and Selangor took part in the championship.

According to the organisers, among the objectives of this annual championship were to improve mental discipline and emotional equanimity, to achieve physical fitness through positive participation, and to develop a sense of responsibility for oneself and others.



Chen (left) and Tan at the championship



# 24 awards won in wushu tourney

Nineteen of the 20 in UTAR wushu team won 21 medals (seven gold, 10 silver and four bronze), a fifth place award and two certificates of merit at the Perak State Wushu Championship 2012 in Ipoh.

The two-day annual state championship, open to both young and mature players,

was organised by the Federation of Wushu, Dragon & Lion Dance Perak. It was held at Ipoh Fu Joh Seah Cultural and Sports Association hall and Pasir Pinji Chinese Primary School in Ipoh on 29 and 30 December 2012. It was the third time that UTAR wushu team participated in the

championship.

The four male gold medallists were Chee Kok Seang and Mui Kai Meng in the 60-kg and 75-kg *sanda* events respectively, and Liew Yi Kai and Wong Kah Wai in 56-kg and 60-kg *taiji* push-hand events respectively. The three female gold medallists were Lim Kit Yin, Puang Yi Tian and Tan Sze Cia in *quanshu* event, and 56-kg and 60-kg *sanda* events respectively.

Male gold medallist Wong also won a silver medal in 60-kg *sanda* event. Teoh Jin Hui won two silver medals in *quanshu* and 56-kg *taiji* push-hand events. Other male silver medallists were Chee Mao Han in 60-kg *taiji* push-hand, Cheong Cheah Wang in long weapon event, Tan Ding Yao in 52-kg *sanda*, and Yap Khong Ooi in *jianshu* event. The three female silver medallists were Lim Hwee Mein, Foong Hew Mun and Loo Hui Jun in *quanshu*, and 56-kg and 60-kg *sanda* events respectively.

Male silver medallist Tan also won a bronze in 56-kg *taiji* push-hand. Female gold medallist Puang also won a bronze in *quanshu*. The other two male bronze medallists were Chuah Fore Hein in *changquan taolu* event, and Ooi Cheng Wei in 60-kg *sanda*. Heng Chun Hiang won the fifth place in men's *quanshu* event. Lim Shan Rou won two certificates of merit in women's *changquan taolu* and *jianshu* events.



UTAR wushu team with instructors and supporters

# All-winners push-hand team

All six UTAR participants won a medal in the fourth Chang Choy Wong's Push Hand Championship held at Kuala Lumpur Nan Kai Chinese Primary School on 13 January 2013.

Push-hand is a form of wushu, the Chinese martial art. The six-member UTAR wushu team won one gold, three silver and two bronze medals.

In the men's event of the championship, UTAR Business Administration student Ong Ghee Leong won the gold medal, Public Relations student Wong Kah Wai and Psychology student Yeoh Wei Wan each won a silver medal and Chinese Studies student Teoh Jin Hui and Marketing student Yow Chong Sen each won a bronze medal.

Biomedical Science student Lim Hwe Mein won a silver medal in the women's event.



The all-winners UTAR push-hand team



## Gotong-royong to start 2013

For 40 students from UTAR Community Service Society, there was no better way to celebrate the New Year than having a *gotong-royong* at Bukit Pagar Chinese Primary School near Tapah, Perak on 19 January 2013.

Gotong-royong, a Malay word meaning joint bearing of burdens, is the communal

way of solving problems together, the Malaysian style.

The students from different faculties arrived at the school as early as 8.30am. Their objective of the day was to beautify the school in a green way. The students divided themselves into groups to lead the schoolchildren to handle different tasks. A



The beautified fence

group cleaned up the classrooms and school compound. Another group painted a piece of art on an external wall. Others neatly hung plants in pots made from recycled water bottles on a high fence.

“The project provides an opportunity for us, students, to serve the community, while creating greater awareness among the schoolchildren in taking better care of the environment,” said the society chairman Tan Zong Yan, summarising the objective of the project. He added that the project also provided a platform for students of different faculties to network with each other.

The gotong-royong activity ended at 2.00pm.



UTAR volunteers at the school

“If you can’t feed a hundred people then feed just one,” said UTAR One Malaysia Society Chairman Aravin Ravi, quoting a famous line from Mother Teresa. He added, “I think everyone should keep this in mind and always do our part for the society.”

The society together with UTAR Indian Cultural and Language Society decided that since they could not make underprivileged children happy everyday, why not just one day. Therefore, the two societies organised a community service project called ‘A Day with the Underprivileged Children’ where they visited three charity homes – Precious Gift Home, Good Shepherd Family Home and Praise Girls & Boys Home – on 25 August 2012.

On that day, 20 UTAR student volunteers visited the homes and had fun playing a series of educational activities with the kids. The students taught the children arts and crafts, gave them books to read, and played games such as alphabet match-up, puzzles and act guessing with them. They hoped the day would be a constant reminder to the children about the importance of education. Apart from the interactive activities, the students also brought the children vegetarian food.

## A day with three homes

“I love children. They are like angels sometimes,” said UTAR Indian Cultural and Language Society Chairman Poobalan Seetha

Raman, adding that it was one of his most enjoyable days.



UTAR volunteers with the children



年轻人养生·未雨绸缪

# 养生靠自己不假他人之手

何谓中医养生？依据中华中医网，中医养生即以传统中医理论为指导，遵循阴阳五行生化收藏之变化规律，对人体进行科学调养，以保持生命健康活力。养生的范畴概括了精神养生、饮食养生、运动养生等。其中尤为重要的精神养生，是通过怡养心神，调剂生活等方法，从而达到保养身体、减少疾病、增进健康、延年益寿的目的。

为配合拉曼大学继续教育中心（CEE）一系列的中医健康讲座，该中心于12月23日举办了一场名为《中医养生方法面面观》的讲座，并有幸邀请到拉曼大学医学与保健科学学院中医系主任翟亚春教授亲临霹雳金宝校区主讲。

## 养生是老年人的专利吗？

当翟教授发现席间多数是年轻人的时候，大感欣喜，因为根据他以往给养生讲座的经验，对象都是老年人。翟教授表示年轻人能够及早学习养生，是种未雨绸缪的表现，终身受用。由于当天也是拉曼大学开放日，所以此讲座也吸引了不少家长的到来。

讲座上，翟教授奉劝大家可别盲目追捧时下流行的养生方法，应当考虑该方法的合理性且是否对身体有害。翟教授与出席者分享了之前一度盛行的饮尿法、五青汁、五黑谷食法、多摄取碱性食物等方法的小故事，并从中指出与之相关的养生误区。在饮尿法上，翟教授幽默地向来宾们



提问说“透过饮尿法来强制自己改变饮食习惯，和自觉性的改变饮食习惯的效果是一样的，那为什么还要饮尿呢？”

此外，翟教授也分享了几项简单的养生小习惯，如梳头、叩齿、摩耳、挤眼、快走、“放风筝”等。其中，“放风筝”的方法最为有趣，因为一般人认为必须准备好风筝及风筝线，然后踏步辽阔的空地才能“放风筝”。其实，每个人随时随地都能够“放风筝”，只要把头往后靠，

然后仰望上方。每天大概30分钟的“放风筝”时间，有助于舒缓我们颈部和肩膀的胫骨，这对长时间面向电脑荧幕的人尤为有效。

“把自己活好了，家人也就活好了，社会保障也就有了，”翟教授表示。养生贵于有智慧的养生，而且自己的身体得靠自己来保养及照顾，而不是依赖医生。

## 中医讲座：中医如何诊病



拉曼大学医学与保健科学院于12月22日上午10时至12时在双溪龙校区举办“中医如何诊病”讲座，主讲人为中医系助理教授张雯君博士。

张博士首先指出，“诊”即察看、验证犹如侦探查案，对于确定病证的依据必需仔细收集；“断”即分辨、断定又如法官判案，必需明确病情来龙去脉才能作出最佳判断，确立治疗方案。

中医师从见到患者的第一眼就开始综合诊断。中医通过望、闻、问、切四诊来收集各种身体发出的异常讯号，简称“四诊合参”。“望诊”是医生运用视觉观察病人的神色气血经络形态、舌象、分泌物和排泄物色质变化等；“闻诊”包括听声音及嗅气味；“问诊”的内容包括问现在症状

及问病史；“切诊”是对病变局部进行触摸按压的诊法，包括了脉象变化以及胸腹的痞块、皮肤的肿胀、手足的温凉、疼痛的部位等。

接下来，中医师把这些异常讯号，在中医基础理论指导下，用来判断脏腑气血功能的强弱以及疾病的轻重，从而确立治疗方案，称为“辨证论治”。中医师根据疾病的性质与部位分类，包含阴阳、表里、寒热、虚实、六淫、七情、气病、血病、水液病、经络、脏腑等等。

张博士总结，这是由于中医对于人体的生理病理变化的仔细观察，从而作出系统的区分，并且制定相应的治疗方案，因此有同病异治、异病同治、见痛不止痛等这类玄乎其玄但却又切合临床实际的治法。

# 中华研究院讲师梅州谈客家

拉曼大学中文系副院长黄文斌师与张晓威师于2012年12月6日至10日受邀到中国广东省梅州的嘉应学院客家研究院参与以“客家文化多样性与客家学理论体系建构”为题的国际学术研讨会。

“客家文化多样性与客家学理论体系建构国际学术研讨会”共分为四大专题组，即“主题报告”、“客家学理论研究建构”、“客家文化多样性研究”以及“交叉学科领域内的客家研究”，并分为9

个场次以展开深入研讨。会上的150多名参与学者分别来自马来西亚、新加坡、美国、日本、台湾、中国等国家。

黄老师和张老师在会上联合发表了两篇论文，分别题为《梅州客籍企业家在海外创业的经验：以马来西亚丘思东为案例》和《马来西亚客家聚落的形成与发展：以柔佛州古来县加拉巴沙威新村为个案》。

《梅州客籍企业家在海外创业的经

验：以马来西亚丘思东为案例》一文中主要探讨了于1933年在中国梅州诞生的丹斯里丘思东局绅在马来西亚霹靂州金宝发迹的创业历程。此外，文中主要分析了丘氏创业成功的原因，以及这些成功的因素又和客家文化及其家庭教育的影响。

以柔佛州古来县加拉巴沙威新村为个案的《马来西亚客家聚落的形成与发展：以柔佛州古来县加拉巴沙威新村为个案》一文，主要探讨马来西亚客家聚落的形成与发展，以及该新村经历半世纪的发展之后，如何保留和维系其“客家色彩”和“客家乡情”。

嘉应学院位于具有“世界客都”美誉的中国广东省梅州市。梅州市是客家人的主要聚集地，且保存着丰富的客家人文资源，所以具有开展客家历史文化研究得天独厚的地缘优势。基于其客家文化资源的优势，所以嘉应学院在办学理念 and 学科建设上着重于客家研究和客家文化教育传承工作。因此，形成了以客家研究院为主体的客家民俗研究；以文学院、客家学院为主体的客家方言和客家文学研究；以美术学院、音乐学院、土木工程学院为主体的客家艺术和客家音乐研究等。长期以来，嘉应学院客家研究院属中国举足轻重的客家研究机构。

此行中，黄老师与张老师亦参观了嘉应学院的客家文物馆，且参访了客家研究院及客商研究院两学术研究单位，并获得嘉应学院客家研究院院长房学嘉教授热情的招待。



## 雪隆精武体育会拜访团



雪隆精武体育会拜访交流团摄于大礼堂。

拉曼大学霹靂金宝校区于1月1日迎来了本年度首个拜访单位——雪隆精武体育会拜访交流团。雪隆精武体育会的出席者包括副会长李秀琴、秘书长周其辉、智育部主任谭笑连、副财政吴启志医生、武术部副主任李玉玲、智育部副主任

苏文明、游艺部副主任曹国贞、会务顾问杨柏志、精武华小董事长胡敬宽及会员、教练、职员等。

拉曼大学以短片介绍作为序幕，让来宾们对本校有更深入的了解。交流环节中，丹斯里丘思东局绅联同拉曼大学职员

与来宾们交谈甚欢。来宾们对拉曼大学的课程、学生入学资格等方面相当感兴趣。稍后，本校职员带领来宾环校一圈为此拜访团画上美丽的句点。



丹斯里丘思东局绅、雪隆精武体育会秘书长周其辉先生、副会长李秀琴女士。



## Kenali Korea dalam sehari



Pusat Pendidikan Lanjutan UTAR telah menganjurkan 'Korean Language Camp' (Kem Bahasa Korea) pada 15 Disember 2012 di Kampus Petaling Jaya UTAR.

Program tersebut dimulakan dengan sesi pengajaran bahasa Korea oleh seorang guru dari pusat pengajaran bahasa Korea tempatan iaitu Korean Language House. Sesi permulaan tersebut

telah membolehkan para peserta program mengenali abjad Korea serta beberapa asas perbendaharaan kata.

Satu pertandingan yang menarik serta berinformasi yang dikenali sebagai 'Obstacle Race' turut diadakan untuk para peserta mempelajari dan memahami bahasa serta adat dan tradisi masyarakat Korea secara lebih mendalam

lagi. Antara aktiviti yang dipertandingkan ialah penulisan kaligrafi Korea, cara pemakaian pakaian tradisi Korea *Hanbok*, permainan tradisi Korea dan beberapa siri aktiviti lain yang mempunyai hubungkait dengan bahasa, adat-resam serta kebudayaan Korea.

Aktiviti-aktiviti pendedahan seperti ini telah memberi laluan kepada para peserta untuk

mendekatkan diri mereka dengan bahasa Korea di samping dapat memupuk minat mereka untuk menguasai bahasa tersebut dengan lebih lanjut lagi.

Para peserta melahirkan rasa gembira serta kepuasan setelah mereka berpeluang melalui satu pengalaman pembelajaran yang singkat, menarik dan berkesan.

Keindahan Kampus Perak UTAR di Kampar telah menarik minat 60 ahli Pertubuhan Foto Imej Perak (PFIP) untuk melakukan kunjungan ke sana pada 28 Januari 2013 bagi satu sesi fotografi yang bertemakan 'Kostum Tradisional Cina'.

Dengan berlatarbelakangkan Dewan Tun Dr Ling Liong Sik yang tersergam indah, para peserta lawatan yang tiba seawal jam 8.30 pagi tersebut telah menggunakan segala kemahiran teknikal mereka untuk merakamkan detik-detik indah lagi menarik bersama beberapa peraga kostum tradisional Cina.

Para peserta lawatan/ahli pertubuhan tersebut juga telah melahirkan rasa kagum bukan sahaja terhadap keunikan senibina Dewan Tun Dr Ling Liong Sik yang tersergam indah tetapi juga terhadap keindahan suasana semulajadi kampus yang dikelilingi oleh beberapa buah tasik yang membiru.

Beberapa peserta turut

## Lawatan PFIP ke UTAR



menyatakan komitmen mereka untuk merakamkan keindahan Kampus Perak UTAR di dalam projek-projek fotografi mereka.

Presiden pertubuhan Encik Law Cheng Thean juga turut

merakamkan penghargaan kepada pihak UTAR kerana telah membenarkan ahli-ahlinya menjalankan sesi fotografi di kampus. Beliau turut berharap agar lebih ramai pelajar UTAR

menyertai PFIP supaya lebih ramai lagi yang berbakat dalam bidang fotografi dapat dilahirkan.

# Prospek kerjaya perhubungan awam di Korea



Para peserta khusyuk mendengar ceramah yang disampaikan oleh Profesor Kim

Tiada siapa yang menyangka seorang pemuda yang berasal dari wilayah kepulauan kecil di Korea dan tidak mendapat pendedahan secukupnya dalam Bahasa Inggeris kini telah beroleh kejayaan sebagai seorang profesor dalam bidang kewartawanan di salah satu universiti terkemuka di Korea.

Begitulah kehebatan Profesor Kim Chang Yong, graduan bidang Kewartawanan Antarabangsa dari London City University dan Cardiff University, Great Britain, yang telah dijemput oleh Pusat Pendidikan Lanjutan UTAR ke Kampus Perak UTAR, pada 17 Januari 2013 untuk berkongsi pengalaman tentang prospek kerjaya perhubungan awam di Korea.

Sepanjang sesi ceramahnya, Profesor Kim menyampaikan pelbagai informasi yang bermanfaat mengenai budaya, tradisi, dan sistem pendidikan di Korea. Beliau juga berkongsi pengetahuan tentang beberapa garis panduan yang amat penting dan harus dipatuhi dalam bidang perhubungan awam. Antaranya ialah perhubungan yang baik dengan pelanggan, kaedah promosi yang menarik, perhubungan yang erat dengan media dan sebagainya.

Di samping itu, beliau turut menghuraikan beberapa ciri yang harus ada pada pengamal perhubungan awam. Beliau berkata seseorang pengamal perhubungan awam haruslah bersikap profesional, bersemangat tinggi, tabah, kreatif dan sanggup menerima cabaran.

Antara pengalaman menarik Profesor Kim termasuk beliau pernah berkhidmat sebagai guru seni mempertahankan diri, taekwondo, di Israel pada tahun 1985. Dalam bidang kewartawanan pula, beliau pernah berkhidmat sebagai seorang wartawan di

Associated Press (AP) dan Kookmin Daily Newspaper di Seoul, Korea. Sepanjang tugasnya sebagai wartawan, beliau pernah menjalani tugas yang mencabar seperti membuat liputan perang di Afghanistan (1989) dan Israel (1991). Pada tahun 2012, beliau telah dijemput untuk menyampaikan beberapa siri ceramah kempen anti-rasuah kepada penjawat awam di Korea. Kini, Profesor Kim berkhidmat sepenuh masa di Inje University, Korea.



Profesor Kim berkongsi pengalaman dengan pelajar jurusan Perhubungan Awam UTAR.

## UTAR CAMPUSES

### Petaling Jaya Campus

(KPT/JPS/DFT/US/B07)

9 Jalan Bersatu 13/4  
46200 Petaling Jaya  
Selangor Darul Ehsan

### Kuala Lumpur Campus

(KPT/JPS/DFT/US/W05)

Jalan Genting Kelang  
53300 Kuala Lumpur

### Sungai Long Campus

(KPT/JPS/DFT/US/B12)

Lot PT 21144  
Jalan Sungai Long  
Bandar Sg. Long  
Cheras, 43000 Kajang

### Perak Campus

(KPT/JPS/DFT/US/A04)

Jalan Universiti  
Bandar Barat  
31900 Kampar