

INSIDE THIS
ISSUE:

- A Glimpse into the Ministry of Foreign Affairs 3
- UTAR Welcomes International Interns 5
- Photo-Taking Frenzy at Kampar 6
- UTAR Makes Debut Participation in PECIALTA 2009 8
- Talk on Integration of Western Medicine and Traditional Chinese Medicine 10
- 拉大与外界合办基金筹募策略课程 13
- 拉大与工业界携手打造优质学生 15

UTAR CAMPUSES

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(KPT/JPS/DFT/US/B07)

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Kuala Lumpur Campus
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Jalan Genting Kelang
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Sungai Long Campus
(KPT/JPS/DFT/US/B12)

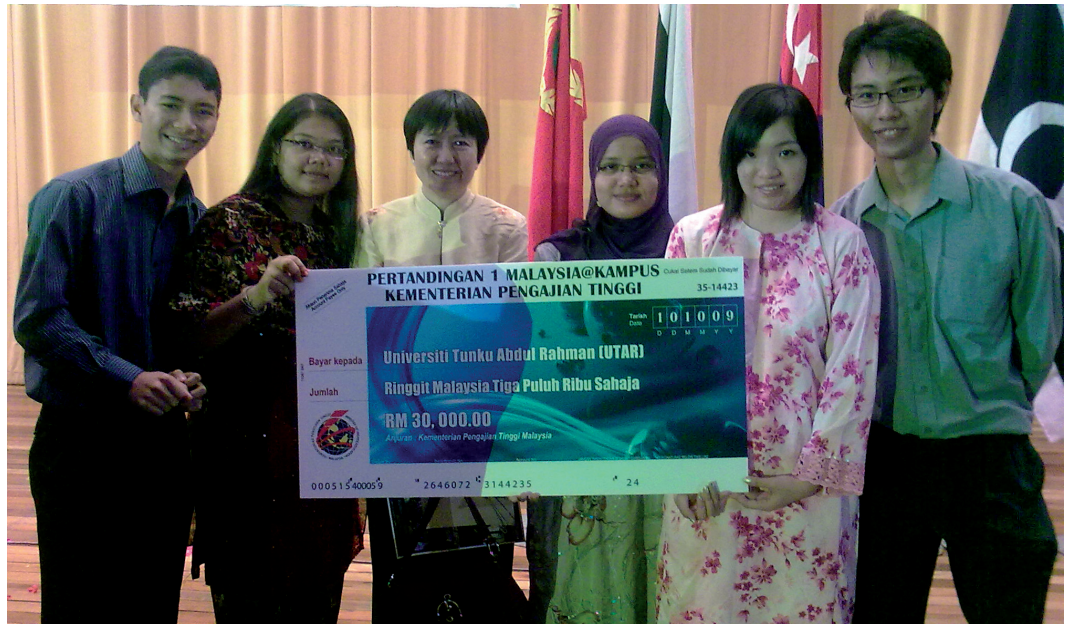
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UTAR WINS 1MALAYSIA@CAMPUS COMPETITION



UTAR Vice-President (Student Development and Alumni Relations) Assoc. Prof. Dr. Yeoh Suan Pow (third from left), with the winning team at the presentation ceremony.

A multi-ethnic team of five students from UTAR Perak Campus submitted their ideas on promoting the 1Malaysia concept in the University for the 1Malaysia@Campus Competition and emerged as one of the five winners.

They produced a blueprint on viable programmes that can be implemented at the University to cultivate the 1Malaysia concept among the students. They won a financial grant of RM30,000 to execute their winning ideas. The mock cheque for the grant was presented to the team by the Minister of Higher Education Dato' Seri Mohamed Khaled Nordin at a ceremony held at Universiti Putra Malaysia on 10 October 2009.

The team, comprising three Psychology students - Pathmapriya A/P Ganasan, Lawrence Lye Chao Ping, Karen Goh Yee Yiing, and two Foundation students - Fatin Kamalia Ahmad and Lee Thawatchae, was elated at the victory.

On their winning ideas, team leader Pathmapriya said, "Our proposal consists of various activities that we had brainstormed together. Rather than focusing solely on the students, we also try to involve everyone in the University such as lecturers and staff. We came up with educational-based activities like Mentor Programme, Home Stay during Festive Seasons, One M Camp, Malaysian Food Carnival, One Malaysia

Society, Multi-Lingual Learning Campaign, and Soft Skills Learning Programme, that could be fun at the same time."

She continued, "All these activities involve great interaction among students of different ethnicity and religions. We hope that we can create and promote a more united University community as echoed by the 1Malaysia campaign."

In an inspiring tone, Pathmapriya added, "We hope to get strong support from UTAR community, including the management, to ensure the implementation of the 1Malaysia activities at our Campus are successful."

The competition aimed at inspiring students of higher learning institutions to come up with a blueprint of what 1Malaysia is to them and how it should be implemented in their campuses. The participants were required to list the activities that can be implemented for one year to achieve 1Malaysia in their campuses. A survey had to be conducted at the respective campus to get ideas and views from all parties and the outcome of the survey must be included in the proposal. Besides incorporating the values of 1Malaysia in all the planned activities, it must also include learning outcomes, soft skills, implementation methods, expectations of the participants and evaluation of the effectiveness of the proposed programmes and activities.

UTAR Researchers Brainstorm

A University-wide research workshop was held at the Perak Campus on 12 October 2009. More than 200 academics from all of UTAR Campuses participated in the workshop.

UTAR Vice President (R&D and Commercialization) Prof. Lee Sze Wei welcomed the participants and gave a briefing on matters related to research. Besides touching on the objectives and targets of the workshop, Prof. Lee stressed on UTAR's research policy and direction.

He said, "Research and teaching are key pillars of UTAR." "We want to make UTAR to be a sustainable research-focused University with teaching excellence," Prof. Lee added.

On the workshop, Prof. Lee remarked, "The big number of participants clearly demonstrated our collective commitment to research. The workshop also marked a big stride forward towards UTAR's goal of becoming a research-focused University."

The scenarios of the day-long workshop showed that much of what had been planned was carried out accordingly. All the participants took their places in the rooms according to themes. Once they got into their respective groups, brainstorming and group discussions commenced with the coordinators leading the discussions. The coordinators were true to their mettle and proved themselves to be effective.

After the group discussions, the group reports were presented to all the participants at the Heritage Hall. Prof. Lee explained that all the group reports



Participants listening attentively to Prof. Lee at the workshop. Insert: Prof. Lee enthusiastically expounding on the need for research.

would be compiled by the respective Research Centres for further action. "In more ways than one, the UTAR Research Workshop was a success. It was a testimony of teamwork at its best," Prof. Lee enthused.

He added, "The workshop also serves to update the participants on Malaysia's current and future trends in research and UTAR's roadmap towards being a research University. It allowed the participants to put their ideas together into new research proposals that are multidisciplinary, justifiable and feasible. It enriched them with experiential knowledge, new insights and fresh perspectives."

Prof. Lee hoped, "The UTAR Research Workshop would galvanise the participants into action and set in motion more research activities to enhance UTAR's research capacity and reputation."

GROOMING BUSINESS INTELLECTUALS THE CIMA WAY

CIMA and UTAR Perak Campus Accounting Society organised the CIMA-UTAR Business Game 2009 on 29 August 2009.

The Business Game challenged the students' wit with a business concept where the students have to maximize their analytical and decision making skills in a simulated competitive business world. Participants showcased not only their various skills in managing a business but also their business leadership capabilities. Among the areas covered were analysing business data and competitors' strategies, forecasting demand, knowing the customers, satisfying a market, working as a team, showing creativity in advertising, making business decisions and utilising presentation skills.

The Business Game comprised several rounds where participants submitted their analyses and recommendations for action for a given case study. These rounds represented the quarterly financial cycles, and the team with the highest score was selected as the champion. The team *Youth Biz* whose members were Chia Ying Kai, Cynthia Ng Hui Min, Loo Boon Ching, Ng Chai Nee and Tan Chang Tsen, won the

championship and walked away with medals and cash. The first runner-up was won by team *The Ultimate 5* comprising Ooi Chee Li, Caroline Choo, Chang Sue Wei, Hin Zhan Hong and Jonathan Tan Yong Ping. The elated winners attributed their victory to the high team spirit and benefited tremendously from the competition.



The champions and runners-up share their happiness on stage.

A Glimpse into the Ministry of Foreign Affairs

Fostering and safeguarding the country's name and image at international stage is part and parcel of the international relations spearheaded by the Ministry of Foreign Affairs. UTAR staff and students had the opportunity to look into the roles and functions of Wisma Putra, as the ministry is popularly known, and its many diplomatic missions abroad at a Public Diplomacy Programme organized by the Ministry at Ipoh City Hall on 2 October 2009.

This nationwide programme was aimed at invoking the public's interest to foster an understanding of government policies and issues that relate to and have impact on Malaysia's foreign policy.

In his speech, Deputy Minister of Foreign Affairs Dato' Lee Chee Leong, said that the Ministry hoped to raise the interest among young people about career prospects in the foreign and diplomatic service which makes up the core service of the Ministry. He said that fresh graduates, especially non-bumiputera citizens, were encouraged to join the Ministry as there was no quota for the intake of non-bumiputras and the recruitment drive for the ministry's workforce was an on-going effort.

The two-day event featured a series of talk which included diplomatic career opportunities, experiences by diplomats from Perak, introduction to ASEAN, and introduction to the Malaysia's foreign policy and its achievements. Other activities included meetings and a photograph exhibition of the Ministry's history, mission, functions, bilateral and multilateral affairs, evolution of Malaysia's foreign policy and Malaysia's involvement in numerous international activities.

Perak Campus Student Representative Committee Vice Chairman Careena Yeoh Pui Ling said, "This event has been very informative. It is exciting since I would like to be a diplomat. I found out that one must be a high achiever in academic as well as extra-curricular activities. Via this talk, I learnt how we Malaysians can contribute through serving in the diplomatic missions. Even as students we can play our role by creating good impressions of our country through our activities."



Yeoh (right), at the exhibition with UTAR staff and students.

HABITAT FOR HUMANITY PARTNERSHIP PROJECT

In a positive community service through a partnership with Habitat for Humanity Malaysia, UTAR Civil Engineering Year Three students from the Kuala Lumpur Campus designed and volunteered to build two Orang Asli concrete houses, including carrying out ground soil investigation. The *Kampar Orang Asli Housing Project 2009* was started in June 2009. It was completed in August 2009 and the Home Dedication Ceremony was held on 10 October 2009 at Batu Berangkai, Kampar.

The students' involvement in this project was part of an assignment for their Structural Concrete Design subject under the supervision of their lecturer, Lam Soong Sin. According to Lam, she first approached Habitat for Humanity Malaysia for this partnership as she felt the students would understand their subject better when applying their knowledge in a real life situation. "The major aims of this problem-based community service learning assignment were to introduce student-centred learning which places greater responsibilities on the students to undertake their own learning and to meet some of the most important Civil Engineering programme outcomes like the ability to formulate and solve civil engineering problems, the ability to communicate their intentions and actions effectively in written and oral form, and the recognition of the need to undertake life-long learning," she said.

"When I first told my students that they would be involved in this project, they expressed their worries as they had yet to learn the subject in depth. But I encouraged them to go out there and experience extra learning curve themselves as it would definitely be useful when they stepped out of the University to work and apply their engineering skills," Lam explained.

As it turned out, the students enjoyed themselves during the whole process from pre-construction to actual construction. "They were glad to participate in a community project to help the poor build the houses," Lam said. "The students were satisfied that they were able to learn more effectively through the hands-on experience of applying the skills necessary in their future profession," she added.



The completed house. Insert: Pre-construction, students at the site carrying out JKR probe test.

Rakan Muda Training for UTAR Students

In conjunction with the establishment of UTAR Rakan Muda Secretariat, UTAR organised two one-day Group Binding (Rakan Muda) programme on 30 September 2009 and 2 October 2009 at UTAR Perak Campus and UTAR Petaling Jaya Campus respectively.

The programme which saw the participation of over 30 students was organised to train UTAR future members of Rakan Muda to be more independent and to work as a team.

During the programme, the students were trained to enhance various soft skills such as leadership, team building and communication skills. The programme included a number of fun games, ice-breaking activities and group projects as they may use these skills in their future involvement in Rakan Muda activities and also in their personal lives.

Many of the participants enjoyed their involvement in this Rakan Muda Secretariat programme. According to Yee Hui Juin from UTAR Petaling Jaya Campus, the programme was not only a lot of fun but also gave her many opportunities to hone her leadership skills.

Yee explained, "In a particular group activity held during the programme, we were required to work as a team to create boxes using the instructions given

by the programme facilitator. Through this activity, I learned that a leader has to be good at following instructions, good in coordination and also good in delegating various tasks to team members according to their best talents."

Apart from obtaining soft skills from the programme, the students were also briefed on the objectives of Rakan Muda, principles of Rakan Muda as well as guidelines in running the Rakan Muda Secretariat and Rakan Muda activities.



Participants of the Group Binding (Rakan Muda) programme from UTAR Perak Campus.

UTAR and MACS Discuss Future Partnership

Six representatives from the Malaysian Association of Company Secretaries (MACS) visited UTAR Petaling Jaya on 16 October 2009 for a meeting to discuss with UTAR senior officials on possible collaborative efforts that both parties can undertake to underpin the future of the Company Secretary profession.

MACS Council Member Phang Kee Kin who was present at the meeting said, "The development and growth of businesses in Malaysia is expected to increase the demand for professionally qualified company secretaries of the country in future."

"As practitioners, MACS members play a vital role in providing professional and business advisory services to businesses, in particular businesses under the small and medium sectors," he informed.

He added, "Company Secretaries have generally better working hours compared to other business professionals. However, there is still a low demand from students wanting to pursue this profession because they don't know much about it."

Phang proposed that UTAR students who wish to obtain their MACS membership be given maximum exemptions according to their programmes and syllabus structures. He explained, "For some advanced standing cases, students may be required to complete as few as only two professional subjects in the 'Professional Stage' examination to satisfy the

examination requirements to obtain their MACS membership."

In return, MACS members who wish to complete their postgraduate studies in UTAR would be given advanced standing into the entry level of the postgraduate programmes of their choice.

To further anchor the proposed partnership, an MoU between UTAR and MACS was suggested to be sealed in the near future.

Phang also extended an offer from MACS members to give talks to UTAR students.



MACS representatives posing with UTAR senior officials during the visit.

UTAR Welcomes International Interns

Four students from TELECOM Lille1, Lille, a leading French Engineering School, had a taste of work and life in Malaysia when UTAR opened its doors for internship placements to foreign students through the University's partnerships with various institutions of higher learning worldwide.

These interns were Ismail El Hatimi, Jérôme Lainé, Marie Letort, and Tatiana Messiant. They were second year Telecommunication Engineering students who were offered a two-month comprehensive internship at UTAR Kuala Lumpur Campus.

Lainé said, "I chose to carry out my internship in Malaysia because I wanted to discover a different culture from another country. When I reached Malaysia, I was pleased to know that there were so many cultures that I could learn about because of its multi-cultural society."

He admitted, "Besides gaining hands-on work experience during my internship in UTAR, my stay in Malaysia gave me the opportunity to speak English more frequently. This gave me the opportunity to improve my command in this language."

"Besides the warm welcome from the UTAR staff, I found the University to be well equipped with the scientific tools needed to conduct my research and internship," said Messiant.

Letort also shared her experience. She said, "Apart from the Malaysian cultural mix, there are a lot of interesting places to visit. During the weekends, I managed to visit some of the country's major attractions such as the Kuala Lumpur Tower, Petronas Twin Tower, Batu Caves, Central Market and Suria KLCC."

Ismail El Hatimi said, "During my internship in UTAR, I worked on a project that dealt with Software Defined Radio. It required me to use specific electronics and programming tools previously unknown to me."

The recruitment of international interns is another step forward in internationalization for UTAR as it continues its quest in attracting international students to the University to provide an international environment for its students.



The French interns with their supervisors at UTAR.

New Group of Students Welcomed

Freshies from UTAR Sungai Long Campus were extended a warm welcome by UTAR President Ir. Prof. Dato' Dr. Chuah Hean Teik when they attended the Mass Call ceremony held on 15 October 2009 at UTAR Sungai Long Campus during the UTAR Orientation Week for the October 2009 intake.

Speaking at the ceremony, Prof. Chuah elaborated to the students on UTAR's history and vision, the University's expectation of its students as well as common challenges that freshies may face while adjusting themselves to campus life.

He advised, "Do not let the challenges you face deter you from excelling in here. Overcome your challenges and you will find that you will soon emerge as a stronger person."

He emphasised the point that UTAR students are not only expected to excel academically but also called to be active participants in extra-curricular activities. Prof. Chuah exhorted, "Be actively involved in sports and other activities because this enables you to interact with one another and get to know students from other classes, programmes, faculties and Campuses."

"The *UTAR Soft Skills Development Certificate* is a certificate awarded to UTAR graduates who have accumulated a number of points through their participation in co-curricular activities. To be awarded this Certificate, students must also attend at least three soft skills training programmes organised by UTAR. I encourage you to obtain this Certificate in addition to your degree qualification as it will be an added advantage to you in the future," he added.

He further highlighted the importance of cultivating a creative and innovative mind as well as the desire to adhere to high professionalism, and moral and ethical values during university days so that students will become respectable professionals when they graduate.



Prof. Chuah (far left) speaking at the Mass Call.

Disciplinary & Domestic Inquiry Procedures Workshop

S.M Rajah arrived at UTAR Centre for Extension Education (CEE) on 2 October 2009 carrying with him copies of books on Acts, Labour Laws and even the Malaysian Constitution. His duty was to conduct an in-house training called *Disciplinary & Domestic Inquiry Procedures*. The participants were mainly Heads of Department and Deputy Deans.

Rajah has invaluable hands-on knowledge on the subject. He gave examples of disciplinary problems which participants could relate to. His examples were specific so that not only the participants from the Human Resource Department but also everyone else could relate to without second guessing.

The training itself was very participant-centred rather than trainer-centred. For example, he called out participants throughout the sessions, gave them a scenario and asked them to act out what they would do if they faced that particular problem or situation. Once done, he himself acted out how he would have dealt with the scenario. It kept the participants fully engaged because they could see completely different styles of dealing with problems and situations; therefore, they could decide for

themselves which was the better way to handle them.

When the day ended, many participants were still in their seats, reluctant to leave as they felt they still had so much of knowledge to acquire from Rajah. Every participant felt enlightened by the whole training.



Rajah conducting a lively workshop to UTAR staff.

Photo-Taking Frenzy at Kampar

The serene town of Kampar became the focus of shutterbugs in a photography competition on 9 August 2009. The competition aimed at exploring the hidden treasures of Kampar town. Themed 'Footprint', the competition was organised by UTAR Perak Campus Photography Society with the co-operation of the Persatuan Foto Imej Perak (FIP).

Some 60 participants had a photo-taking frenzy around Kampar town during the competition. Five members from FIP led the participants in the outing and shared their photo-shooting skills and experiences. The participants snapped away with their cameras at the old town market, the railway station, the temple, the waterfalls, Westlake Garden and other tourist attraction spots of Kampar.



The participants eagerly taking photos during the outing.

There were a total of 105 photos submitted for the competition and an open judging for the photographs was held on 18 August 2009.

Kampar, which means 'precious gold' in Cantonese, at first glance did not seem to have much to offer but there is more to this small town than meets the eye judging from the photographs snapped by the young photographers.

The black and white photo of an old coffee shop captured the heart of the judges and won Chew Ming-Y the first prize. The thrilled Chew said, "I just felt that this particular photograph captured a lot of history in its own unique yet simple way. I actually never took so much interest in the art of photography until I came to UTAR two years ago. I guess having close friends who are into photography influenced me a lot and soon sparked an interest in me. And all thanks to them, I proudly say that my eye for photography has grown a lot sharper now since I first began."

Kan Kok Hoh, an Advertising student, walked away with the second prize and the third prize went to Cannisius Sylvester, a Public Relations student.

Photography Society Chairperson Ooi Chee Choon enthused, "This competition aims at encouraging UTARians to explore and appreciate the beauty of this former mining town. We will showcase the winning photos in an exhibition next semester. There are a few interesting activities lined up for our society members so we hope more photography enthusiasts will join us in these activities."

UTAR Students Dazzled in Merdeka Traditional Costume Competition

UTAR students dazzled in style with their traditional costumes during the 'Merdeka Traditional Costume Celebration' on 26 August 2009, an event held in conjunction with the UTAR 'Merdeka Week Celebration' at UTAR Sungai Long Campus.

The 'Merdeka Traditional Costume Celebration' was organised by the UTAR Student Representative Committee to commemorate the rich legacy of traditional costumes of various ethnic groups and communities in Malaysia that shaped the Malaysian cultural identity. The event also aims to create awareness among students to appreciate the various cultures of the various races that exist in the country and to remind them that all these races can live together as one nation in harmony.

During the competition, contestants paraded along a catwalk in their traditional costumes to the audience. Some of them wore Malay costumes while others wore the different styles of Chinese, Indian and other races' costumes. The contestants were each given the opportunity to showcase their costumes on stage between two to three minutes. They also had to answer several questions pertaining to their respective costumes.

The contestants were judged based on their costume designs, the precise fitting of the attire, their

creativity in pairing accessories with the costumes and also their level of knowledge on the costumes.

Emerging as the champion of the competition was Mandy Lim Yoke Yan, a Banking and Finance student. The first runner-up of the competition was Joyce Tan Yoke Tieng, from the Accounting programme while the second runner-up was Harvinder Singh, a Finance undergraduate.



Contestants of the 'Merdeka Traditional Costume Celebration' on stage.

Fun with Colours at the Merdeka Kolam Competition

Some 30 students took their skills and talents to the test as they battled it out during the 'Merdeka Kolam Competition 2009' organised on 25 August 2009 in UTAR Sungai Long Campus by the UTAR Arts and Crafts Society in conjunction with UTAR's high-spirited Merdeka Week Celebration.

Themed 'Merdeka', the participants in the kolam competition were required to work in teams of three to come up with appealing kolam designs that reflected the spirit of 'Merdeka'.

Although with little or no experience in kolam art, the participants fervently demonstrated their talents by putting together their kolam artworks, spending 2½ hours to painstakingly and patiently draft their kolam designs on polystyrene boards and put their designs into place by using coloured rice and glue prepared by the competition organisers.

The participants' hard work was proven to be worthwhile as they came up with beautiful kolam designs that showcased not only their

creativity and talents but also group work. There were numerous designs including designs that featured the national flag and the national flower - the hibiscus.

Upon completion of the kolam artworks, the participants presented their artworks to a panel of judges and explained to the judges how their artworks

reflected the theme 'Merdeka'. Their works were judged based on the colour coordination, design and creativity. Extra points were given for teamwork demonstrated throughout the competition and their presentation skills.

Members of the team that emerged as champion of the competition were Tan Hui Zhen, Siew Meng Yen and Esther Ling San San. Winners of the competition received hampers and swirl bottles. Other participants who did not win in the competition did not go home empty handed as they received certificates for their participation of the competition.



The participants putting coloured rice on the polystyrene board.

UTAR MAKES DEBUT PARTICIPATION IN PECIPTA 2009

The International Exposition of Research and Invention of Institutions of Higher Learning 2009 (PECIPTA) was held from 8 – 10 October 2009 at Kuala Lumpur Convention Centre with the theme '*Driving Research Innovations Towards Value Creation*'. Deputy Prime Minister Tan Sri Muhyiddin Yassin officiated at the launching ceremony.

PECIPTA 2009, jointly organised by the Ministry of Higher Education and the University of Malaya, aimed to exhibit the products, inventions and innovations from the institutions of higher learning in Malaysia as well as overseas. Held every two years, this exhibition not only attracted the participation of mainly institutions of higher learning, but at the same time, it also opened its doors to the private companies and industries which have an interest in research and development. Over 500 inventions and projects were showcased during the three day exhibition.

UTAR was one of the three private universities that participated in this event. The University was represented by Asst. Prof. Dr. Chong Kok Keong, Asst. Prof. Dr. Say Yee How and Asst. Prof. Dr. Victor Tan Hock Kim from the Faculty of Engineering and Science.

Dr. Chong presented his team's project titled 'Universal Sun Tracking System', whereas Dr. Say presented his team's project on 'Genetic Polymorphisms in Obesity and Metabolic Syndromes'. Dr. Tan, meanwhile showcased his team's project on 'Graphical Authentication Schemes for Protection Against Phishing'.

Research activities at UTAR have been intensified in recent years with UTAR academics having been granted various research grants from both the government and private sectors. In addition, UTAR researchers have won grants from abroad and locally. With the establishment of endowed chairs supported by large corporations like S P Setia, The Star Foundation and Public Bank, UTAR has cemented its reputation as a credible institution with highly credible academics, worthy of endowment for research purposes.

PECIPTA has been one of the numerous platforms where UTAR academics and researchers were able to exhibit their current research projects. In addition, they have also participated in national and international conferences, and published their reports and projects in journals, refereed publication and other academic publications.



Participants at the PECIPTA 2009 launching ceremony. Insert: Deputy Prime Minister Tan Sri Muhyiddin Yassin officially launching PECIPTA 2009. Looking on is the Minister of Higher Education Dato' Seri Mohamed Khaled Nordin.

UTAR AT PECIPTA 2009

The project titled *Satiety Genes as Markers for Obesity and Metabolic Syndromes* was led by Asst. Prof. Dr. Say Yee How. Dr. Say said that a deep fascination on how hormones in a human brain can work to control food intake as well as a personal interest in food and dining were the key driving factors that inspired him to work on this project.

"My team will be looking into developing a better understanding on leptin, a protein hormone produced by human fat cells to reduce one's appetite and food intake. The project will include researches on mutation of leptin receptors and on other human genes as well," he explained. He expressed his hopes for the research to bring new light to the production of anti-obesity drugs so that such drugs may be of safer consumption in the future.

Asst. Prof. Dr. Victor Tan Hock Kim led the team for *Graphical Authentication Schemes for Protection Against Phishing*. Currently, when it comes to identity verification and authentication especially in high-security sectors like banking, online business transactions and intelligence protection, normally a user has to enter a password. However, this system is not totally safe. One's identity and/or private information could still be compromised, and the system itself is still exposed to hacking as well as phishing.

This project seeks to solve this problem through the usage of another layer of security measure using the graphical one-time password scheme. It involves the process for emulation of a one-time password through embedded graphical images. This results in higher security strength but the scheme makes it easier for the user due to its easily remembered graphical sequence.

Universal Sun Tracking System was led by Asst. Prof. Dr. Chong Kok Keong. From the sustainable development research group in UTAR, Dr. Chong and his team aim to produce a higher concentration of solar technology via the highly-efficient photovoltaic system.

At PECIPTA 2009, Dr. Chong's team displayed a photovoltaic system which attracted lots of interests from the visitors. He also stated that this project was part of a larger project under the energy sub-group for sustainable development research group from the Faculty of Engineering and Science.



Visitors at UTAR booth.



UTAR representatives at PECIPTA 2009.

UTAR Global Research Network (UTARGRN)

The UTAR Global Research Network (UTARGRN) takes research in UTAR to a global level. UTARGRN is a network that links up academics, researchers, scientists and technologists who are at the forefront of research and technology developments, and who aspire to be at the forefront, or who are already involved or associated with the education and research activities of UTAR.

UTARGRN is envisioned to be the premier avenue for the formation of research relationship and collaboration among academics, researchers and technologists with the aim of knowledge creation and technology innovation. The areas of interest of UTARGRN are in line with the academic and R&D interests of UTAR which include but are not limited to the areas of engineering, science, social sciences, business management and accountancy.

Members of the UTARGRN are designated as International Collaborative Partners (ICPs). Currently, 25 ICPs have been appointed under the UTARGRN scheme. Information on the areas of focus and contribution of the ICPs can be found on <http://research.utar.edu.my/utargrn/icp.jsp>

CEE English for Business Trainees Fête Trainers

In the marketing classic "Positioning", Al Ries and Jack Trout said: "If you want to be successful in the business world, you must appreciate the importance of getting into the minds of your targeted audience first, failure of which is a clear indication that you have a positioning problem."

That statement succinctly underscores the importance of communication in the business world. With globalisation and English widely accepted as the language of business, it is important to acquire the skills and knowledge to communicate in English.

Thirty-three working adults who recently completed *English for Business* training programme were fully aware of the importance of such ability in the conduct of their daily roles and responsibilities. They took a pro-active step to improve their command of the language by enrolling in the 30-hour short course *English for Business* organised by UTAR Centre for Extension Education. Their comments and suggestions registered in the course evaluation forms were strong testimonials that they had benefited tremendously from the programme.

A small party was organised by the

participants on the last day of the programme. As hosts, the participants feted the instructors and guests with refreshments, but most of all, they put up short sketches, and gave speeches and recitals in English to verbalise some of what they had learnt from the programme over the past few months.



The happy trainees showing their certificates.

Talk on Integration of Western Medicine and Traditional Chinese Medicine



Prof. Liu Xiao Hang, a Professor at Nanjing University of Traditional Chinese Medicine and currently a doctor at Tung Shin Hospital, Kuala Lumpur, presented a talk on traditional Chinese medicine (TCM) on 3 October 2009 at UTAR Petaling Jaya Campus.

Prof. Liu, being a qualified practitioner of both TCM and western medicine himself, enlightened the participants on many aspects of both TCM and western medicine. He highlighted not only the differences of both schools of thought and medicines but also the strengths and weaknesses of both systems of medication.

Prof. Liu took the effort to explain stage by

stage as to how the two different types of medicines from different millennia and continents could be integrated.

However, there are certain principles that Prof. Liu lives by. Firstly, he prefers to treat patients using only TCM if the TCM has been proven to cure effectively compared to western medicine. Secondly, if the cure can be found in both TCM and western medicine, he would opt for TCM. He will only use western medicine if he finds it absolutely necessary.

There is no doubt TCM and western medicine could be integrated to benefit humankind in many ways. Besides that, TCM could also be used to treat the side effects caused by western medicine.

Prof. Liu made it a point to emphasise that one should not depend solely on TCM. He emphasised that a diagnosis by TCM could not be used to carry out a surgery. Fatal diseases such as heart attack could only be treated with western medicine. Prof. Liu suggested that one should not avoid either western medicine or TCM altogether but instead use both hand-in-hand as it is quite safe to do so.

Prof. Liu ended his presentation by showing pictures of patients being treated in TCM at Tung Shin Hospital. Participants were glued to their seats even after the talk ended as they had many questions on their minds that needed answers from Prof. Liu.

COURTESY VISIT BY A REPRESENTATIVE FROM THE SCHOOL OF ORIENTAL AND AFRICAN STUDIES, UNIVERSITY OF LONDON

The University of London School of Oriental and African Studies (SOAS) International Programme Officer Devina Sivagurunathan visited UTAR Petaling Jaya Campus on 9 October 2009. UTAR was one of the stops in her tour to several universities in Asia.

She was met by the Dean of the Faculty of Creative Industries (FCI) Asst. Prof. Dr. Carmen Nge, and the Dean of the Faculty of Arts and Social Sciences (FAS) Assoc. Prof. Dr. Teh Chee Seng. The Head of Internationalisation and Institutional Relations Cheong Chew Seong was also present to welcome her.

The meeting started off with an introduction on UTAR by Cheong, followed by Dr. Nge's presentation on FCI. Dr. Teh then made his presentation on FAS. Both Deans emphasised on their respective faculties' development and research activities.

Sivagurunathan then introduced SOAS to them. SOAS is part of the University of London, situated in central London. It is one of the largest centres for studies on Asia, Africa and Middle East, and currently offers more than 350 programmes at both undergraduate and postgraduate levels. The School also has a vast collection of resources for research.



Sivagurunathan (third from right) with UTAR officials.

During the meeting, both parties expressed interests in research collaboration and possible student and staffs exchange exercise. As SOAS is part of the larger University of London entity, students, lecturers and researchers have the advantage of better selections of credible resources in their studies. Sivagurunathan also expressed her willingness to help liaise the meetings and discussions between interested parties in starting an academic collaboration.

The meeting ended with a simple presentation of a token of appreciation to Sivagurunathan for her interest in UTAR.

Taiwan Professors Insightful Visit to UTAR

A delegation of eight distinguished professors from the National Tsing Hua University (NTHU), Taiwan visited UTAR Perak Campus on 11 September 2009.

The delegates were the Director of the Research Center for Humanities and Social Sciences Prof. Yi-Long Huang, the Dean of the College of Humanities and Social Sciences Prof. Wei-An Chang, Prof. Jue Chen from the Department of Chinese Language and Literature, Prof. Kuang-Tai Hsu from the Center for General Education, Prof. Swee-Fo Lai from the Institute of History, Prof. Feng-Fu Tsao and Prof. Yueh-Chin Chang from the Institute of Linguistics, Prof. Chien-Yu Huang from the Institute of Anthropology, and the Administrative Assistant of the Research Center for Humanities and Social Sciences Hsin-Yi Hsu.

The Faculty of Arts and Social Science (FAS) Deputy Dean Asst. Prof. Dr. Siah Poh Chua and Asst. Prof. Dr. Wong Wun Bin from the Centre for Chinese Studies Research, together with staff from Department of Chinese Studies welcomed the visitors. Dr. Siah started off with a brief introduction of the organisational structure, programmes and research in FAS. Then, Dr. Wong highlighted the role of UTAR in the development of Chinese Studies education and research in Malaysia to the visitors.

In reciprocation, Prof. Wei-An Chang talked about NTHU and in particular, the College of Humanities and Social Sciences of the university. Prof. Yi-Long Huang alluded to the signature area of their centre's research interest which included history, sociology, linguistics, anthropology, religion, culture and Chinese studies. The professors of the respective areas of specialisation from NTHU then presented details of their research interests.

Both parties exchanged views on their respective university's areas of interest and discussed in length the possibility of research collaboration and other beneficial partnerships.



The visitors from NTHU with their UTAR counterparts.

HAPPY HOMECOMING FOR UTAR ALUMNI

Tears of joy, hugs, noisy chatter and laughter were the order of the day as some 110 UTAR alumni were given a rousing welcome and warm homecoming reception at the Inaugural UTAR Homecoming Celebrations 2009 on 5 September 2009. Aloha greetings, hula dancers and garland of flowers were some of the welcome gestures awaiting the alumni as they stepped into the exotically lavish Hawaiian setting at the Heritage Hall at Perak Campus.

The lighting of tikki torch by UTAR President Ir. Prof. Dato' Dr. Chuah Hean Teik marked the opening of the event. In his welcoming speech, Prof. Chuah fired up the alumni with the development and aspiration of their beloved alma mater. Highlighting the several milestones charted by the University since its beginning, Prof. Chuah enthused, "Today, UTAR has seen 16,480 graduates passed through the University portal and currently contributing positively in different parts of the world. I am especially encouraged to see that many of you have made great achievements and are contributing significantly to the development of our nation. The success of a university is judged by the performance of its alumni. I must give special emphasis to this, as you, our alumni, are a critical part of our community."

Donning colourful casual beachwear, the alumni enjoyed the relaxing mood of reminiscing yesteryears and rekindling relationship with fellow alumni and University's staff. Like a family reunion dinner, they recalled the old days at the University, sharing memories and experiences over a buffet dinner.

Alumni Liaison Representative Chan See

Kean, who is currently pursuing his Master in Business Administration (Corporate Governance) at UTAR, said, "This Homecoming event is a very good effort on the part of the University to bring home the alumni especially to this new Perak Campus. I hope the alumni will remain connected to our alma mater and make the effort to attend this annual reunion."

Alumna Loh Pei Ling, a Biotechnology graduate, currently a Production-cum-R&D Chemist at the world's largest rubber glove manufacturer, Top Glove Sdn. Bhd., shared, "It is good to be here to meet up with fellow alumni and also to witness how much our alma mater has developed since we left UTAR. I am amazed with the rapid expansion the University has undergone within a short span of time. I constantly keep in touch with my university mates and university staff. In fact, my company participated in UTAR Career Fair and recruited a number of UTAR graduates. I suppose this speaks well of the performance of our graduates."

A series of activities were carried out to make this homecoming memorable. Earlier that afternoon, a carnival and a telematch were organised at the open space in front of Heritage Hall. Apart from that, a highly interesting talk on "Thinking Out of the Box" was presented by an accomplished speaker, Frances Penafort. The alumni also put their fitness to test the next day when they went for a white water rafting and caving adventure at Gopeng, located 15 minutes from the Perak Campus. Overall, the alumni had a great time bonding and created sweet memories of their touching reunion.



Some shots of the happy faces and activities captured during the Alumni Homecoming Celebrations 2009.

拉大喜迎中国广西师范大学来访

拉曼大学自2002年成立后，至今已和许多享有盛誉的海外大学缔结合作关系。随手拈来的例子就有英国雪菲尔哈南大学、香港中文大学、台湾国立交通大学、韩国国立木浦大学等，当中也包括了于2009年9月4日上午来访的中国广西师范大学。

拉大与中国广西师范大学于2008年签署了合作协议。促成这项合作关系的是我校中国研究组主任谢爱萍副教授。在得悉该校美术学院院长帅民风教授和该院油画教研室主任秦剑副教授来马筹备画展后，她便邀请他们前来拉曼大学参观，顺道商讨合作事宜。

出席当天会谈的除了谢副教授，尚有我校继续教育中心处长吴谨慎博士、创意产业学院副院长 Thinavan a/l Periyayya先生和国际与院际部主任张秋祥先生。一如既往，在会议开始前，两位来宾观赏了我校的发展史短片。尔后，帅教授也简单地向与会者介绍广西师范大学。

帅教授表示，广西师范大学位于山水甲天下的桂林，创立迄今已有77年历史。帅教授希望，两所大学之间可以有各种交流形式，如互派老师和学生到彼此的大学；或结合双方师资，串联成一个国际型的研究小组。另外，帅教授亦建议我校开办有东南亚特色的课程。这样一来，两国教师可以负责传授课程，借此进行交流。同时，他也欢迎本地学生到广西师范大学深造。

吴博士认为，交换学生计划是可行的。同时，她也乐见广西师范大学的学生到来与我校学生交流。

吴博士亦表示，华族地方戏曲一类行业在马来西亚逐渐没落。因此，她希望可以在继续教育中心开办相关的短期课程，振兴这些行业。对此，帅教授表示，他们可以推荐或指派具水平的老师前来授课。

席间，吴博士对他们举办的画展表示兴趣。询问了相关细节后，她也邀请他们到拉大办画展，同时为我校学生演讲。帅教授对此建议表示赞同，认为这将有效地促进两地学者、教师和学生之间的交流。过后，双方便讨论这项合作计划的细节。

在这项会议中，两校代表对即将合作展开的计划达成了一致的共识。相信在不久的将来，便可看到双方共同合作的成果。



众人在会谈结束后合影。

拉大与外界合办基金筹募策略课程

拉曼大学继续教育中心与南洋报业基金，以及The Resource Alliance从2009年9月30日至11月21日，联合开办基金筹募策略课程。这项课程于每个星期三至星期五傍晚6时30分至晚上9时30分在拉大八打灵再也校区上课。为了吸引更多公众参与，拉大联同南洋报业基金曾经于今年5月22日上午在拉曼大学八打灵再也校区召开记者招待会。

课程的主要宗旨是协助非营利社团增强各种筹募基金的技巧，进而为社会作出更大的贡献。此课程将分为六个单元：资源调动简介、资源调动初探、人际关系的建立、如何与基金捐赠者保持联系、资源调动之技巧以及策略与规划。

这项课程从2005年开始举办，并已成功传授大约200位非政府组织、私人与公共机构人员和个人关于新世纪的筹款秘诀。南洋报业基金执行董事胡安表示，时代不断地转变，因此传统的筹款方式已不适用，非政府组织也因此面对筹措经费的问题。在这经济发展放缓的紧张时刻，这样的情况尤甚。

她补充道：“这个课程的目的是让参与者学习如何有效地计划与实行筹款策略，使他们能够更专业地调动组织的资源。”

继续教育中心处长吴谨慎博士指出，是项课程除了邀请拉大的讲师教授人际沟通、电脑使用等技巧，也将邀请经验丰富的募捐者与学员分享他们的募款经验及心得。这些技巧都是筹措款项策略的必要知识，尤其是沟通技巧，因为非

政府组织的成员须学习如何说服原有及潜质捐款者，继续支持及捐献给相关的组织。

她表示：“目前这项课程一年举办一次。我们希望能将开班的次数增加至一年两次。”今年的课程共有14位服务于非政府组织的人士参加，当中也包括了外籍人士。

虽然参加基金筹募策略课程的学员必须缴付1800令吉的学费，不过南洋报业基金提供首十位报名参加的学员各1000令吉的学费赞助，而The Resource Alliance则提供4000令吉的赞助费用。

Nigel Jones是此课程的第三届毕业生。他同时也是救世军公关主任。他表示：“虽然我在非政府组织工作了超过19年，但从来没有学习过有关筹措捐款的知识。得悉有这么一项课程后觉得很开心，所以就参加了。作为一个超龄的学生，一开始我对于要‘重返校园’有一点犹豫。直到后来上课，发现同学和导师们都很友善、平易近人，才不再那么害怕。我们通过圆桌讨论、角色扮演等得到很好的学习经验。”他认为，这项课程不仅适合非政府组织，有意参与慈善工作的人也能从中学习，进而为社会作出贡献。

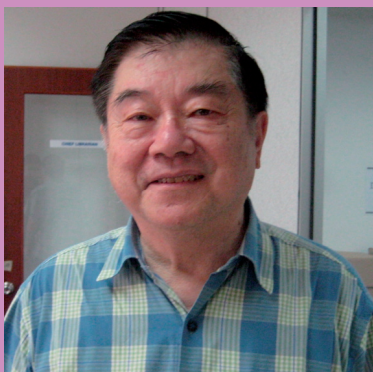


学生们正聚精会神地上课。

陈千祥医生出书分享经商之道

拉曼大学创办以来，不管是在财力抑或人力资源上都持续得到社会的支持。她作为一所新兴的大学，尽管得到了众多教职员的协助，使之稳健向卓越大学的目标迈进，然而宝贵的参考资源如书籍等依然是相当匮乏的。庆幸的是，我国著名收藏家陈千祥医生在过去三年里，陆续地将他珍藏多年的书籍（当中包括罕见和已绝版的古书）捐赠给拉大图书馆。迄今，他已捐赠了约2000本书籍给拉曼大学图书馆。此等善举使我校师生受惠无穷。

陈医生除了是纸币、邮票、书籍、手表、瓷器、马来短剑等物品的收藏家，同时也是个成功的企业家。他曾经担任森那美有限公司、合众种植有限公司、土著银行有限公司等公司董事要职，也曾出任大马国家银行董事。在他那骄人的履历表中，最为人津津乐道的，要数他曾经在80年代时，将几家濒临破产边缘的公司起死回生，以及成功使上市公司玲珑（Renong）摆脱债务。这两项事迹让他的名气如日中天，也因此得到了“企业医生”之美称。



陈医生的档案照。

近来，陈医生将自身纵横商界近50年的宝贵经验和心得结集成书，授予欲创业者与企业家。这本《The Creation of Money without Money》是他继1991年出版的《海峡

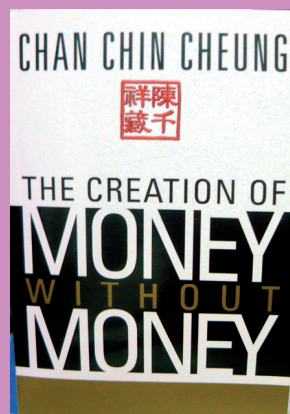
殖民地、马来亚、英属北婆罗洲、砂拉越和汶莱纸币》后的第二本著作。

这本英文书籍由MPH书局出版，长达100余页的书共分成20个篇章。陈医生以说故事的方式，带领读者进入他在商界遇到的人事中，并在文末向读者提出忠告。当中一章也引用了《孙子兵法》的三十六计，因为他认为“商场就是战场”。

在这本书中，他也记述了其父亲，即我国早期“吉隆坡地王”陈振永如何从一个默默无闻的厨房帮手，一跃成为20世纪吉隆坡最富有的华人之一。所谓“虎父无犬子”，虽然陈医生的专业领域是病理学，但转往商界发展后也同样做得有声有色。与其父的成绩相比，可谓有过之而无不及。

他在书中这么写到：有人说金钱是万恶之首。但是，许多成功的企业家却以金钱来回馈社会。我的朋友曾经建议我，将从商的经验编写成书。我希望，这些简短的文字，能够帮助到有意在这现实世界的“蛇梯子”游戏（一种棋盘游戏）中闯关的人。

陈医生叱咤商界几十年，他的从商经验不仅可供欲创业者参考，同时也是我校商学系学生可以从中得益的可贵资料。



大马颁赞助金 拉大研究生受惠

从2005年开办5项硕士学位课程，直到目前提供13项硕士学位课程和8项博士学位课程，拉曼大学这四年来优秀的办学成绩已成功吸引了许多学生前来深造。同时，我校亦有幸成为其中一所获得我国政府颁发特别赞助金予研究生的私立大学。这项赞助金是由我国政府通过第二振兴经济配套，拨款给有意求取更高学位者，承担他们在国内攻读研究生课程的费用。

初时，这项赞助金仅颁发给所有在国立大学、国能大学、多媒体大学和国油科技大学的研究生。自高等教育部开放更多学额予私立大学（包括拉曼大学）后，我校的申请者及成功申请者人数剧增。至今，我校已有60位学生成功得到这份赞助金。是故，我校特于2009年10月5日在八打灵再也校区举办了一场颁发赞助金典礼，并且邀请了高等教育部副部长何国忠博士前来担任颁奖嘉宾。

拿督蔡贤德教授在致词时说：“我们感谢政府能够开放更多学额予私立大学。60位受惠的研究生将在拉曼大学修读硕士学位课程，当中有18位攻读理科硕士课程、14位攻读中文系硕士课程、8位攻读理工科硕士课程、7位修读工商行政硕士课程、6位修读大众传播硕士课程、5位修读电脑科学硕士课程以及2位修读数学科学硕士课程。”他也透露，攻读硕士学位课程的学生最高可获取一万令吉的赞助金，而博士生则最高可得到两万令吉。

何国忠博士表示，能够看到拉曼大学在朝卓越大学的道路上稳健发展，他感到很欢欣。同时，他也说道：“拉大非常注重教员和学生的研发活动，这将为相关领域带来更多的机会与益处，为学术界、社会和国家带来更多的贡献。”

林德成同学是其中一位成功获取特别赞助金的学生。他目前正修读中文系硕士学位课程。问及当初申请的原因，他说：“我的双亲年事已高，妹妹也尚在大学念书，所以家里的经济压力可说相当重。因此我希望能得到这项赞助金，以减轻家人的负担。”现在能够如愿以偿，现年24岁的他坦言感觉非常高兴和幸运。他过去曾在报章上阅悉关于这项赞助金的新闻，然而当时赞助金仅开放予国立大学和前述三所私立大学的学生申请。所幸拉大学生如今也得到了这个赞助金的学额，让他有机会提出申请，并且成功获取。



部分成功申请者与众嘉宾合影留念。前排坐者（左起）为陈智强博士、尤芳达教授、何国忠博士、蔡贤德教授、李仕伟教授

各大专学者齐聚高教国际创意博览会展研发成果

研究与开发活动是推动专业知识发展的不二法门。因此，拉曼大学非常鼓励学术人员从事研发活动。其目的不仅是希望提升研究生的基础和才能，同时能够提供咨询服务予公共和私人领域，为国家的发展作出贡献。

拉曼大学有幸成为参与2009高等教育机构国际创意博览会（PECIPTA 2009）的三所私立大学之一。这项以“推动创新研究，达到创造价值”为主题的博览会于10月8日至10日一连三天在吉隆坡会展中心举行，由我国副首相兼教育部长丹斯里慕尤丁主持开幕典礼。这项两年一次的博览会主要让本地及海外大专院校展示他们研发的研究成果和作品，促进工业领域和高教学府之间的合作机会，进而使研发产品商业化。

这项由我国教育部和马来西亚大学联袂举办的博览会展示超过500个研发产品，及政府大学、政府企业公司和工业合作伙伴的各项计划。

三位代表我校参与这项盛会的是来自理工学院的钟国强博士、谢宇豪博士和陈福金博士。钟博士以“通用太阳能系统”为其参展作品；谢宇豪博士以“基因控制肥胖”研究计划为其参展作品，陈福金博士则以“图像鉴定计划防御网络欺诈”为他的参展计划。

钟国强博士带领两位参与该计划的电机及电子工程系的研究生出席这项博览会。他在会场上表示：“这是我们第二次参与类似的展览。我们以同样的作品参加了今年五月的马来西亚ITEX发明展，当时参与主要是为了训练学生，让他们开阔眼界。这次选择再参加，我只是扮演监督和带领的角色，其他参展的事情便放手让他们安排和负责。我认为这是很好的培训，因为他们将能学习到课堂以外的知识。”由于已是二度参与，因此他亦觉得这次的准备工作比之前更完善。

此外，钟博士也认为这项博览会让学生有机会走出课堂，与校外研究者交流，看看别人的研究，而非只局限于自己研究的框框里。他补充：“研究生不应该只是做自己的研究。他们应该到外面见识一下，因为接受别人的意见、和别人交流更能启发他们的灵感。”

在这个生活步伐快速的年代，快餐、零食、加工食品等简易方便但热量超标的食物是许多人的充饥首选。这致使了不少文明疾病的发生，当中尤以肥胖症为甚。首度参加此类博览会的谢博士便以此为研究焦点，尝试从基因着手控制肥胖问题。他在谈及参展目的时说：“我希望让外界人士看一看我的研究计划，所以便选择参加。同时，我想看看其他大学的研究成果，也好借机汲取经验。”

谢博士也表示：“这项计划已进行了一年。我也希望可以通过参加这次的博览会，得到更多的研究基金，以继续这项计划。”

拉大与工业界携手打造优质学生



我校教员与工业咨询委员们于吉隆坡校区合影。

我国政府至今设立了约20所国立大学，私立大专院校亦如雨后春笋般林立，每年培养出数以万计的大学毕业生。当两者共同努力培育专业人才以应付国家发展需求时，大学生失业率却还是节节上升。要如何提高大学毕业生的就业率，避免出现“毕业等于失业”的窘况，找出问题源头，然后对症下药解决，已是当务之急。

究其原因，不外乎大学教育与就业市场出现失衡现象，以致大学培育出来的所谓“人才”，并非市场所需。拉曼大学意识到与企业保持密切互动与交流的重要性，设立了工业咨询委员会（Industrial Advisory Panel），让企业界代表对我校课程提出建议，以确保学生在校所学习的知识能够真正符合职场或雇主的要求，让他们能在毕业后觅得工作，发挥所学。

是故，拉大理工学院于2009年10月9日上午，召开了今年第二度的工业咨询委员会会议。这项会议集合了17位来自各大机构的专业人士和理工学院各科系的课程主任，会议最终目的是培养出一流素质的人才，来迎合就业市场的走向，进而提高我校学生的就业率。

理工学院院长黄展群副教授说：“工业咨询委员会的委员全部都是理工领域中有一定的份量和地位的专才。校方希望通过与企业界代表的沟通，了解企业界对毕业生的期望，比如怎样的毕业生才是他们愿意聘请的。”他表示，委员们将针对我校现有的工程科系课程内容和学生的素质给予建议，校方则会根据他们的建议，改进课程的不足，提升学生的水平，确保他们毕业后在市场上能“称职”。

我校工业咨询委员之一的陈志仁博士来自云顶杉原电力私人有限公司。云顶杉原电力属云顶集团所有，同时也是我国生产力非常高的发电厂之一。陈博士担任我校工业咨询委员已有约四年的时间。他认为，让企业界人士参与大学应用学科的课程内容设置是非常重要的，因为他们能够直接向大学反映他们对毕业生的要求，好让大学培育出来的学生能够迎合职场上的人力资源发展。

陈博士也透露，拉大工业咨询委员会成员人数庞大，可见拉大得到工业界充分的支持。对于我校学生的素质，他表示：“拉大毕业生是其中一群受就业市场欢迎的学生。相较于其他学校的毕业生，企业界更喜欢、更愿意聘请拉大的毕业生。拉大毕业生的态度和资历，都证明了他们是值得被聘请的。”拉大课程的水平之优秀，给予了工业界很大的信心。陈博士以他服务的机构为例，说：“我们赞助学生到这里进修。目前我们的机构已有一位职员到拉大深造，修读博士学位课程。”

拉大“新村研究计划”

中国人移民海外的现象自古有之。他们或为经商或为逃难，或为其他因素而选择居留海外，当中一些人更从此于迁居国生根。就东南亚这片土地而论，在很早以前，中国人已移民到此，但人数不多。在明代永乐年间三宝太监郑和下西洋后，始出现大批中国人移民至南海诸国的情况。

自明清至民国数百年间，陆续有中国福建、广东、广西、海南等省的居民迁徙至马来半岛，并逐渐成为半岛的一个大族群。他们的踪迹虽然遍布半岛各地，但在初期并不集中居住。到了1950年代，马来亚英殖民政府为杜绝共产势力的蔓延，阻止中国移民及其后裔（简称“华人”）垦耕者与马来西亚共产党（简称“马共”）联系，而把分散在马来半岛各地的华人聚集起来，安置于“集中营”里以便能共同管理。华人新村由此产生。

华人新村遍布西马各个州属，大大小小共有452个，居于新村的华人占了大马华裔总人口的百分之二十六。华人新村至今已走过约60个年头，可谓见证了马来西亚独立前、独立后乃至今天的发展。然而，当中的辛酸与悲愤，只有当事人最清楚。事过境迁，许多新一代的华人子弟，不论是否来自新村，已无法体会先辈们从前经历的坎坷日子，对新村的历史不了解，亦不明白其存在的意义。再者，除了少数新村毗邻大城市，许多新村皆离主流经济发展中心较远。不仅交通不方便，资讯不发达，经济活动和村里的社会亦闭塞，因此许多年轻人都选择往城市迁移。这种情况直接促使新村人口逐渐老化，更进一步阻碍新村的经济发展。

拉曼大学向来非常鼓励学生参与社区服务活动，因此推展了“拉曼大学新村研究计划”。拉大相信，这项计划将能让年轻一代回馈社会，同时在校内营造健康文化。校方推行这项计划的宗旨有五：第一、鼓励学生发掘我国新村的特点，增进他们对新村的认识；第二、利用先进科技提高新村的生产力和竞争力，进而推动社会发展；第三、促进学生与新村村民的交流，同时贡献自己的力量，为村民们提供社区服务；第四、发展本地旅游业；及第五、开创新村的其他经济潜能。

校方鼓励学生积极参与此计划，以更了解所处的社会环境。通过这项计划，将有助于开拓学生的视野、激发其创意灵感和企业精神，并且提高团队协作凝聚力以及增强个人的软技巧能力。与此同时，他们更可以获取软技巧培训文凭的分数，可谓一举数得。

参与的学生必须选择一个新村作为研究对象，从其历史、人口、经济活动、教育、宗教风俗、商机和旅游潜能等各方面进行探讨。此外，他们亦须设法了解村民们所面对的问题和需求，同时提供解决问题的对策和建议。完成后，学生应撰写研究报告，并将报告呈交给软技巧学系部。软技巧学系部则将会根据他们的研究报告，在沟通与语言、修为与道德、情感智力、团队与领袖精神、创新战略思维和企业精神这五个类型中进行评分。

同时，他们可自由决定组员人数和进行研究的期限。这意味着，若学生欲独自进行计划，或希望用较长的时间来完成也绝无问题。

软技巧学系部鼓励出身新村或居住地靠近新村的学生协助这项计划的进行，同时资讯与通讯科技系和工程系的学生可协助将研究成果上载至拉曼大学的新村研究网。该部也希望文学与社会科学学院的学生能够贡献他们的力量，进行调查工作和其他相关作业。

这项计划自今年五月开始推行，至今已完成两份研究报告。巧合的是，这两份报告都以霹雳州内的两座新村为研究对象。第一组由六位来自中文系和财务经济系的学生组成，他们研究的新村是万邦刁湾（Mambang Diawan）。第二组共有五位来自电脑科学系、生物科技系、生物医学系和中文系的成员，他们选择了双溪古月（Malim Nawar）为研究对象。这两组的研究报告皆对该新村的设施如公路、交通、学校，人口、宗教风俗等进行了相当详细的调查和研究。

就读中文系一年级的叶宏明是万邦刁湾新村研究报告的组长。他在受访时说道：“我进行这项研究的主要目的，是想帮助新村的村民，让外人更了解他们。与此同时，我也能够学习到课本以外的知识。”本身来自新村的他表示，选择万邦刁湾为研究对象，除了因为这座新村靠近霹雳金宝，地点方便，也因为没什么知名大特产或景点，因此希望通过研究，尝试发掘它的经济潜能。

谈到研究进行期间所遇到的困难，他指出，新村资料都未曾经过系统的整理，因此除了拜访当地的政府官员以获得准确的数据和资料，他们也冒着烈日，骑着铁马到该村访问当地村民，及进行田野调查。不仅如此，他们还抄录了刻于庙宇匾额的文字，使报告的资料来源更丰富。叶同学表示，虽然查找资料不容易，但进行这项计划提供了他们一个很好的机会，将这些零零散散的资料找出来，结合及整理，然后才展示于外人前，让外人对新村有更进一步的认识。

询及进行这项研究后的感想，叶同学叹道：“我们发现，实际上地方政府有发展新村的计划，但很多都没有落实进行，这是相当可惜的。”

目前，尚有其他新村研究报告正在进行。同时，软技巧学系部也正在努力展开更多让学生能够服务社会、贡献自己的计划。相信在不久的将来，可以看到更多我校学生为社会的发展献出自己的一份力量。



一位村民（左）正接受我校学生的访问。