

企业与管理学院

Faculty of Business & Management

字 Stu

南方商业园区

Southern Business Park

多功能 Multi-Purpo



南方大学学院现在是







生活动中心 Ident Activity Centre

研究中心 Research Centre

き广场

se Centre

图书馆

Library



看一砖一瓦·皆血汗

南方大学学院发展史



1975

宽柔中学成立专科部,开办商学系。 并于1976年开办马来学系。

Foon Yew High School set up the programmes of Advanced Studies in 1975 and Malay Studies in 1976.



1988

慈善老人萧畹香献议捐献金芭山 一块土地予南方新校园之用。

Philantropist Mr. Siow Wan Heong proposed to donate a piece of land at Impian Emas to be the new college campus.



1990

获准创办南方学院,为马来西亚第 一所华社民办非营利高等学府。

Southern College was established as the first non-profit institute of higher education in Malaysia.



2001

学生宿舍正式启用, 电 系正式开课。

Students dormitory was officially and the Electronics Engineering Department launched.

1996

耗资马币两千万新校舍竣工。 The new college building worth RM 20 million was completed.





EX



2008

综合大楼正式启用,并举行 17届毕业典礼。

The 17th Convocation ceremony was held in the officially completed Multipurpose Building.



举行筹募千万元"百年树人 教育基金"推介礼。

Launching the ceremony of RM10 Million Tree-planting Educational Fund.



工程

pened

003

园及专家楼—星辰楼 行开幕。

inese Garden and perts Building(Stars Building) ening ceremony held.



2012

南方学院升格为南方大学学院。 Southern College was upgraded to Southern University College.

2016

南方大学国际教育 感恩大楼正式启用。 International Education Building officially opened.





2011

"丹斯里拿督张愈昌暨<mark>潘</mark>斯里拿汀程赛菊中医大楼"落成,中国驻马大使柴玺阁下主持 启用典礼;中医门诊部也正式启用。

The Tan Sri Dato' Chang Joo Chiang and Puan Sri Datin Chen Sai Chee TCM Building was completed. The opening ceremony of the TCM Building was officiated by his excellency, Chai Xi, the ambassador of China to Malaysia.



南方大学学院简介

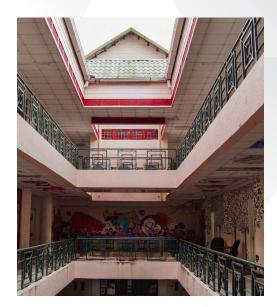
Introduction to Southern University College

南方大学学院的前身为宽柔中学于1975年成立的宽柔专科部。1986年,宽中董事会正式向马 来西亚教育部申请于宽柔专科部的基础上成立一所民办学院。在华社人士的坚持和极力争取 之下,终于在1990年获教育部批准创办南方学院,为马来西亚第一所华社民办非营利高等学 府。经历二十二年的苦心经营, 高等教育部于2012年8月正式批准南方学院升格为南方大学 学院。迄今经历了44年的发展进程。

南方大学学院坐落于马来西亚柔佛新山士古来区,位于"马来西亚依斯干达"(Iskanda Malaysia)经济特区内随着经济特区的建设发展,南方大学学院在未来将跃升为国家重点发 展院校之一,走向国际舞台。南方大学学院的校园风景宜人,富有浓厚的中华民族色彩及多 元文化气息,体现多姿多彩、共荣共存的特色。

目前,南方大学学院共有7个学院2个学部及4个研究机构。7个学院为:人文与社会学院、企 业与管理学院、艺术与设计学院、电机与电子工程学院、中医药学院、教育与心理学学院以 及南方技职学院(SITE)。2个学部为:大学基础学部及专业教育与推广学部(SPACE),4个 研究机构: 华人文化与族群研究所, 亚洲文艺复兴与跨文化书院, 研究生与研究院, 马来 语言与文化研究所。南方大学学院在新发展愿景中,规划于2021年前升格为完整的大学,在 2030年成为国际知名的大学。





Southern University College (also known as Southern UC) attained its current status in 2012. It was previously known as Southern College - established in 1990 as the first non-profit institute of higher education in Malaysia to provide a local educational channel for high school graduates who were unable to further their studies in foreign countries or gain admission to other local tertiary educational institutions.

Historically, Southern UC has its origin 44 years ago (in 1975) in Foon Yew High School, Johor Bahru, offering an Advanced Studies Programme. In 1986, the Foon Yew Board of Directors applied to the Ministry of Education to set up a community funded college. Through the persistent effort of the Chinese community leaders, approval was subsequently obtained from the Ministry of Education in 1990 for the establishment of Southern College.

Southern UC is located in Skudai, Johor Bahru, Malaysia; an area within the Iskandar Malaysia Economic Zone. Following the development of Iskandar Malaysia Economic Zone, Southern UC will be one of the important educational institutions in Malaysia, and has poised itself to become an international educational institution. The Southern UC campus is a scenic spot, rich in Chinese traditional colours and a multicultural atmosphere that encompasses the spirit of co-existence and multi-culturalism.

Currently, Southern UC has seven faculties, three schools, and four research institutes. The seven faculties include Faculty of Humanities and Social Sciences, Faculty of Business and Management, Faculty of Art and Design, Faculty of Engineering and Information Technology, Faculty of Chinese Medicine, Faculty of Education and Psychology and Southern Institute of Technical Education (SITE). The three schools comprised the School of Foundation Studies, School of Tourism Hospitality Management (THM), and School of Professional & Continuing Education (SPACE). The four research institutes include the Institute of Graduate Studies and Research (IGSR), Research Institute of Chinese Ethnicity & Culture, Asian Renaissance and Literature Lyceum, and Research Institute of Malay Language and Culture. Southern UC is planning to become a full-fledged university by 2021, and to become a well-known International University by 2030.



献辞

南方大学学院
——董事长拿督陈洺臣
Speech by
Dato' Tan Meng Seng
Chairman of the Board of Directors
of Southern University College

南方大学学院作为马来西亚第一所华社 民办大学,在过去的44年中经历了各种严峻考验,发展道路虽崎岖不平,却秉承先贤奠定的 强稳基础,竭力传承优秀办学精神。在各个发 展阶段中,有幸获各界热心人士、社会贤达和 工商俊彦给予鼎力支持与捐助,才达致今日办 学规模,本校全体同仁铭感五内!

在各方面的紧密配合之下,本校在软硬体设施、招生、师资及科系课程等方方面面都有不俗的进展。硬体建设始于主楼,随后逐步增设了综合大礼堂、中医大楼、专家楼、学生宿舍楼及国际教育感恩大楼;软体设施也跟随学生学习需要而跟进,朝向校园全面电子化的目标。

本校学生人数已从2012年升格大学学院时的1500人逐步跃升至今日的近3000人。7大学院、2大学部、3个研究单位和研究生与研究院为教学和学术研究,通过逾50个各级课程,含两项博士研究学位、3项硕士研究学位、20项本科学士学位、20项专业文凭课程及多项与外国著名大学联办的优质大专课程,尽心尽力培养专科生、本科生及硕博研究生。

教育的目的乃发挥教化解惑功能及为国家培训各行各业所需要的精英人才,需有精良师资团队才能达致此重大教育目标。本校目前拥有强大的师资阵容,拥有硕士以上学位的资深教学人员占讲师总数的95%强,而当中近三分之一拥有博士学位,有充分的能力为学生提供高水平教

学服务。

本校已开展《第三个五年转型革新发展计划》,涵盖第二校园建设规划及达成升格为完整大学的宏愿。通过全体同仁的积极努力及华社和政府的支持,我们有信心在不久的将来达成升格为完整大学,实现华社创办最高学府的宏伟目标。

本校当务之急乃尽快缩小新旧校舍及学生宿舍的差异鸿沟,让全体师生享用相近的服务。急需处理的项目包括提升主楼校舍的各项设施、维修已残旧的4栋旧学生宿舍及达致校园全面电子化的目标。有鉴于此,南方大学董事会决定筹募教育基金来应付发展需求。

我们将通过庆中元与神庙庆典义标活动、916慈善高尔夫球赛及校庆晚宴等活动进行募款,筹款目标为500万令吉。在此经济前景不太明朗时期,大型筹款对新届董事会可说是一项严峻的挑战和考验。任务虽然艰巨,为了满足教学需求及塑造优良教学环境,我们将竭尽所能,全力以赴。

为了达致此庞大筹款目标,恳切希望各界商翁及社会热心人士能够再次给予鼎力支持与协助,参与本校的《教育慈善家俱乐部》计划,为伟大教育事业贡献力量。对于大家的仁风义举及慷慨解囊,我谨代表南方大学学院全体董理事、教职员和学生致以最崇高的敬意和谢意!

As the first Chinese community-based university in Malaysia, Southern University College has been through many ups and downs throughout the past 44 years. With the challenges in its development, Southern UC strives to pass on the spirit laid by the pioneers with a strong foundation in education. We are honoured and grateful to receive substantial support from people from all walks of life, which makes the development journey this far.

With the close cooperation of all parties, Southern UC is able to have remarkable progress in software and hardware facilities, student enrolment, lecturing qualities, and the number of courses. The hardware facilities that were first set-up in the main building have been gradually extended to the multipurpose hall, Southern TCM Centre, the experts quarter, students hostel, and International Education Building. The development of the software facilities is tailored to the students' learning needs, heading toward a fully electronic supported campus.

The number of students in the University College has increased from 1,500 people in 2012 to nearly 3,000 today. There are seven faculties, two schools, three research units and an Institute of Graduate Studies and Research forming the academic and research team, with more than 50 courses at various levels, including two PhD programmes, three Master programmes, 20 Degree programmes, 20 Diploma programmes and a number of high-quality tertiary courses jointly organised with prestigious universities around the world, aiming to offer quality education for the students.

Education plays a crucial role in enlightening people and developing well-rounded individuals to contribute to society. A professional academic team is indispensable to achieve this important educational goal. Currently, more than 95% of the teaching staff hold a master's degree or above, with nearly one-third of them are PhD holders. Hence, Southern UC is undoubtedly ready to provide students with quality education.

Southern UC has launched its "3rd Five-Year Transformation Plan," including the formation of a second campus, and the vision of a full-fledged university. With support from the Chinese community, the government, as well as the commitment of all colleagues, we are confident that we will be able to attain the vision in the near future and thus realising the ultimate goal of establishing the highest education institution ever in the Chinese community.

Currently, the urgent task of Southern UC is to narrow down the gap between the old and new campus buildings, and also between the old and new student hostels as soon as possible, so that all lecturers and students will be able to enjoy similar service quality. The projects that are urgently addressed include upgrading the facilities of the main building, repairing four blocks of old student hostels and achieving the goal of a fully electronic supported campus. In response to the financial needs, the Board of Directors of Southern UC decided to raise education funds to meet its future development needs.

A variety of activities will be held including, the Zhong Yuan Festival charity, 916 Charity Golf Tournament, and Anniversary Dinner during to raise RM5 million fund. During this economic uncertainty, fundraising can be a serious challenge for the new board of directors. Despite the arduous task, we will do our very best to meet the teaching needs and create a conducive learning environment for our future generation of students.

In order to achieve this enormous fundraising goal, we sincerely urge all entrepreneurs and enthusiasts from all walks of life to show us support by participating in the Education Philanthropist Club and contribute to the great cause of educating our next generations. On behalf of all directors, staff, and students of Southern University College, I would like to express my utmost respect and gratitude for your benevolence and generosity.



献辞

南方大学学院 ——董事会执行顾问暨永久名誉董事长 Speech by Datuk Teo Ah Khiang Executive Advisor and Permanent Honorary Chairman to the Board of Directors, Southern University College

从1975年的宽柔专科部,到1990年代的南方学院,再至2012年南方升格为大学学院,作为马来西亚华社民办的第一所高等学府,南方大学学院的一砖一瓦都有着各位社会贤达、善心人士的献力和付出。

这些年来,南方大学学院的校务发展不断 前进,学生人数也有所增加。在建校发展过程 中,各项软硬体建设亟需巨资,才能更有利于 学校整体素质的提升。而南方大学作为民办高 等学府,是各位贤达合力建起来的高等学府, 社会的献力一直是南方大学学院建设发展一支 强而有力的资源。从新山中华公会整合力量共 建南院,至萧畹香先生在关键时刻的慷慨献 地,长青松柏献南院,展开植树人运动,各善 心人士和团体通过义演、义宴、义卖、义驶、 义剪、义走、会庆、神诞、庆中元、祝寿、新 婚、新张启业和丧礼节约等都为南方大学学院 献出了爱心和善款。 筹款过程虽艰辛,热心人士四处奔波,却 也感动人心,句句是感恩。而一些个人或团体 的巨款捐资,更是南方教育慈善家的典范,儒 商之风范。

如今,南方教育慈善家具乐部的成立,旨 在对长期以来捐助南方大学学院的社会贤达、 善心人士的肯定。也希望各位继续支持南方大学 学院的发展,共为民办高教而努力。感激感恩。

From Foon Yew Advanced Studies Centre in 1975 to Southern College in 2012, as the first Chinese community-based higher education institution, Southern University College is truly blessed to receive so much dedication and support from people of all walks of life.



Recreation Park HUA YUAN, Southern UC 南方大学学院 华园

Throughout the years, Southern University College has been showing improvements in its development and the number of students. During the development stage, Southern UC is always in need of huge sums of fund for various software and hardware facilities so as to enhance the overall quality of the education provided. The contribution and donation from the general public have always been a strong and powerful foundation for the establishment and development of Southern UC. From the efforts by Johor Bahru Tiong Hua Association in gathering strength for the setting up of Southern College, Mr Siow Wan Heong's generous donation of land at the crucial moment, to the launch of Evergreen Tree Planting activity, charitable individuals and organizations have been showering Southern UC with lots of generosity and support through a variety of events such as charity performances, charity dinners, charity sales and all kinds of events.

Although the fundraising process is difficult, it is truly encouraging and touching to see enthusiastic individuals helping out here and there for the development of education. The donation collected from individuals or organizations who are the role models of Southern education philanthropists, demonstrating the spirit of Confucianism.

Today, the aim of establishing the Southern Education Philanthropist Club is to acknowledge the commitment and contributions of philanthropists to Southern UC all these times. I sincerely hope that everyone can continuously support Southern UC for the great cause of community-based higher education institution. Every effort counts, your generosity and support will be greatly appreciated.

浩浩然 兴学精神



再出航

Again we set-sail with Spirit of Education





南方教育慈善家俱乐部——缘起

从宽柔专科班到南方学院,再升格到大学学院,本校正朝着完整大学迈进。这40多年间,有无数的热心人士为兴办教育出钱出力,筹得无数的善款,得以发展本校的硬体建设。同时,每年的庆赞中元节组织也为本校筹得无数的奖助学金,造福本校的莘莘学子。

随着本校学术上的进步,学生人数的增加,依靠华社各阶层人士的支持,本校方能茁壮成长。但本校仍然需要扩大与加深社会热心人士的支持与认同。

对外,本校为了让捐款人知道、认识、认同本校的办学理念,熟悉学校的运作与方针。对内,为了集思广益,将学校办得更好,及获得全国华社的支持,本校发展委员会成立"南方教育慈善家俱乐部",鼓励与表扬为本校积极付出的热心人士成为俱乐部的一员,以表达对他们的敬意与谢意。同时将所有的筹款力量整合,达成更好更有效的沟通平台,让捐款人或社团组织的领导,能够为本校未来发展提供意见与咨询。大家团结一致,让本校在办学上与社会的认同上有更加突出的表现。

俱乐部的成立,也起了号召与宣传的功用,号召更多的善心人士一起共襄盛举,极力发展教育,让中华文化得以发扬光大,造福更多的莘莘学子,让南方学院大学秉承"宽柔以教,南方之强"的概念,朝一间完整大学迈进。

The Origin of Southern Education Philanthropist Club

From the Foon Yew Advanced Studies Centre to Southern College and later Southern University College, Southern UC is moving towards becoming a full-fledged university. Over the past 40 years, many education enthusiasts have been contributing to and supporting the development of Southern UC. The donation raised has helped to upgrade both hardware and software facilities. The Zhongyuan Festival group also raises a number of donations every year for the scholarships and study grants for students studying in Southern UC.

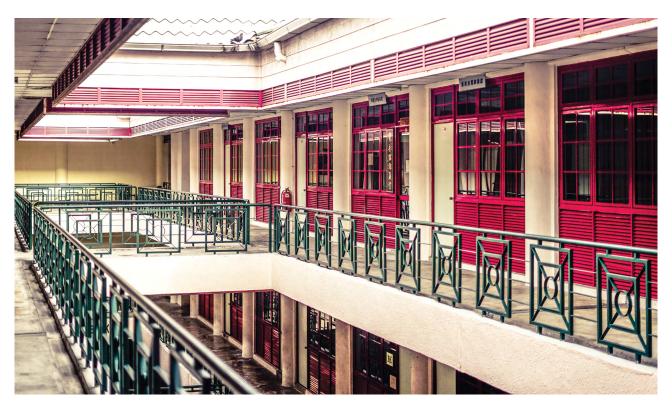
As Southern UC grows academically, the students' enrolment shows improvements, and with the support of people from all walks of life, it enables Southern UC to continue striving forward. However, Southern UC will still need continuous guidance, support, and recognition from the community.

To introduce the university's educational philosophy, operation, and mission to every donor, Southern UC always encourages and inspires all colleagues to brainstorm towards the common goals. To ensure continuous support from the public, the Development Committee of Southern UC sets up Southern Education Philanthropist Club, and with utmost respect and gratitude, the committee invites those who have actively contributed to the university to be members of the club. This club serves as a platform towards achieving a better and more effective communication for community and organization leaders in providing advice and consultation on the future development of the university college. With united spirits, Southern UC will definitely show prominent achievements in the future.

The establishment of the Club will inspire and encourage more charitable people and education enthusiasts to join and put effort together to develop education while promoting Chinese culture and benefiting more students. With this, Southern UC will move forward on the path and hurdle through all challenges and obstacles, towards the vision of becoming a multi-paradigm university.



♀ Early Childhood Simulation Room, Southern UC 南方大学学院 幼儿教育模拟教室



◇ Corridor of Main Building, Southern UC 南方大学学院 校园走廊



南方教育慈善家俱乐部——简章

General Regulations of Southern Education Philanthropist Club

- 1. 南方教育慈善家俱乐部乃隶属南方大学董事会的一个特殊俱乐部。
- 2. 俱乐部之办事处设於南方大学学院。
- 3. 俱乐部会员必须是南方大学学院的捐款人, 並获得董事部邀请方可加入。
- 4. 俱乐部会员了解、认识并认同本大学之办学理念, 熟悉大学发展方针,集思广益,为大学未来献计献策。
- 5. 俱乐部会员可为大学未来发展提供意见与咨询, 并协助大学与校外社会及企业 界建立更宽广、更多元的接触与交流渠道。
- 6. 本大学董事会得定时、适时与俱乐部成员保持交流联系,并每年举办诸如圆桌 会议,交流餐会等活动。
- 7. 获董事会邀请与委任,俱乐部会员可受委为董事或顾问。
- 8. 若有需要,经董事会授权,此规章可增删或修订。
- 1. Southern Education Philanthropist Club is a club affiliated with the Board of Directors of Southern University College.
- 2. The office of the club is located at Southern University College.
- 3. The club member must be a donor to Southern University College, with the invitation of membership participation from the Board of Directors.
- 4. Club member shall understand, recognise, and agree with the university's educational philosophy, familiar with the university's development guidelines, and can contribute ideas to the future developments of the University College.
- 5. Club members may provide advice and consultation on the future development of the university to establish a broader and more extensive contact and interaction with the social and business communities.
- 6. The Board of Directors of the University shall maintain regular meetings and interaction with club members by organising annual activities, such as round table and meal gatherings.
- 7. Upon invitation and appointment by the Board of Directors, a Club Member may be appointed as a director or consultant to the Board of Directors.
- 8. If necessary, these regulations may be added, deleted, or revised under the authorisation by the Board of Directors.

赞助级别

Donation Tiers

前贤有云: "泰山不拒细壤,故能成其高;江涛不择细流,故能就其深。"聚沙成塔,集腋成裘,众人拾柴火焰高。南方大学学院欢迎各种数额的慈善捐款,并感恩回馈捐款人士。每笔捐款都记录在册,大额捐赠更设立特别奖励。

凡是捐献以下款额可成为: We offer four sponsorship tiers with different room-naming categories:

- RM 5,000,000 或以上成为永久名誉董事(以学校大楼命名) RM 5,000,000 and above: Permanent Honorary Director with naming right on a building.
- **RM 3,000,000** 或以上成为荣誉董事(以学校某中心命名) **RM 3,000,000** and above: Honorary Director with naming on a centre.
- **RM 1,000,000** 或以上成为荣誉赞助人(以学校某建筑大厅或大讲堂命名) **RM 1,000,000** and above: Honorary Sponsor with naming on a hall.
- **RM 500,000** 或以上成为赞助人(以讲堂命名) **RM 500,000** and above: Sponsor with name on an auditorium.



- 1) 永久名誉董事——以学校大楼命名 Permanent Honorary Director - Tan Sri Datuk Chang TCM Building
- PUSAT PENDIDIKAN TAN SRI DATO' KONG HON KONG

 A 斯里拿普斯漢克教育中心

 K 基本

 K 基本
- 全 荣誉董事——以中心命名
 Honorary Director
 Tan Sri Dato' Kong Hon Kong
 Education Centre



3 荣誉赞助人——以学校某建筑大厅或 大讲堂命名

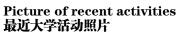
Permanent Honorary Director
- Tan Sri Datuk Chang Museum and Art
Gallery



使助人——以讲堂命名
Permanent Honourable Chairman
- Mr. Goh Hui Beng's Lecture Hall











奖励与表扬

Rewards & Appreciations

- 本校发出正式收据、奖状予捐款者。
- 邀请出席学校毕业典礼及学校重要庆典。
- 定期收到大学刊物出版资讯。
- 校庆典礼上颁发委任奖状(赞助人或以上)。
- 成立场地展览各位捐款人事迹及短片介绍注:捐款可以累积数目同时自动升级及接受分期付款
- Sponsors will receive an official receipt and Certificate of Appreciation from Southern University College.
- Sponsors will be invited to university college anniversary or other events.
- Sponsors will receive premiere positioning of the name listed in University College Publication
- Sponsors will be conferred Certificate of Appointment during University College Anniversary.
- Sponsor's act of generosity will be presented through a short video clip or exhibition.

书

南方大学学院乃大马华社在百年树人的教育事业上众志成城的珍贵成果,南方校园无处不見植树芳名,楼室厅堂也皆命名感念,以显大学对所有捐献者永存感恩之心。兹将大宗义举仁风表扬于此,以立典范。

We would like to acknowledge and thank our donors and their families for their generous donations and support in instituting the community-initiated higher education.

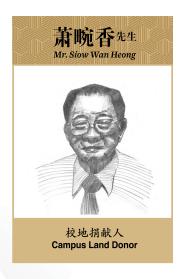
Southern Connection

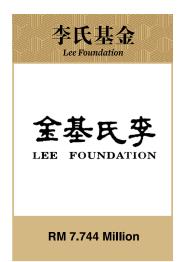


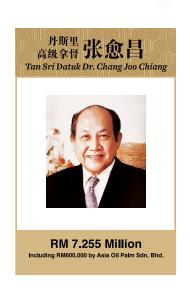
南方教育慈善家俱乐部——创会成员

Southern Education Philanthropist Club (Chartered Member)

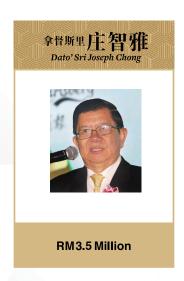
捐款人 Donors List













捐款人Donors List

郭氏基金 Kuok Foundation Berhad

KUOK FOUNDATION BERHAD

RM 1.5 Million
Including RM1 million jointly contributed by
Kuok Brothers Sdn. Bhd. & Cempaka Sdn. Bhd.

华仁教育基金 Huggen Education Foundation

华仁 教育基金

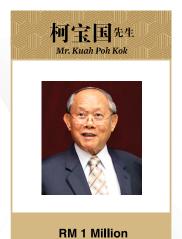
RM 1.5 Million

苏玉华先生

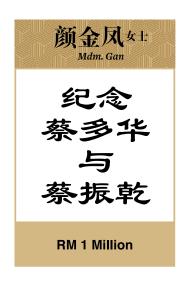
Mr. Soo Ye Wah

DOU YEE MANUFACTURING SDN. BHD.

RM 1 Million







萧光涛^{先生} Mr. Siow Kuan Tow

萧畹香 货学金

RM 1 Million

RM 500,000及以上 and above

吴惠明局绅 Goh Hui Beng , JP

郭明忠先生

Iskandar Waterfront Sdn. Bhd.

Dr Richard Lansmon Spear

马华振林山区会 Mca Bahagian Gelang Patah

捐款不忘教育

慈善家回馈本校并分享成功历程

南方大学学院企业家大讲堂系列讲座

The Entrepreneurial Leaders Seminar Series Sharing of Successful Story of Philanthropist



丹斯里拿督邝汉光先生 Tan Sri Dato' Kong Hon Kong 1/6/2014



柯宝国先生 Mr. Kuah Poh Kok 16/6/2016



丹斯里陈群川先生 Tan Sri Tan Koon Swan 13/4/2017



郭明忠先生 Mr. George Guek 15/7/2015

南方大学学院 教育慈善家俱乐部

DONATION FORM

Name 姓名	
Chinese 中文:	English 英文:
Gender 性别:	
Organization 团体 / Company 公司名称: _	
Telephone/ 电话	
Home 住家 / Company 公司:	Mobile手机:
Fax 传真:	Email 电邮:
Address 地址	
Herewith attach cash / cheque / money or	der No.
兹附上现金/支票/汇票列号:	amount at / 志银 RM
as donation to Southern University Colle 教育基金。	ge for Education Fund / 作为捐献南方大学
Note/注: cheque to be addressed to/支	票请致: Kolej Universiti Selatan
Signature / 签名与盖章:	DATE / 日期:

Note: For any enquiry, please contact PRO office Director, Mr.Tan 012-7354820 or PRO office Deputy Director, Ms. Goh 012-7307031, Thank you very much!

注: 若蒙赐教,请联络本校公关处陈主任: 0127354840或吴副主任: 012-7303031。感激不尽!





柯宝国先生(上图)与吴惠明局绅(下图)于慈善家俱乐部推介典礼上受领会员证。 27/10/2018 Mr. Kuah Poh Kok (top) and Goh Hui Beng, JP (bottom) receiving their membership certificates.

欢迎您加入 **WELCOME ON BOARD**





- Southern University College Jalan Selatan Utama, Off Jalan Skudai, 81300 Skudai, Johor, Malaysia.
- www.southern.edu.my
- **f** Southern University College