

活力南方

SOUTHERN FORWARD

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SOUTHERN UC MONTHLY E-BULLETIN



[Second Semester Opening Ceremony]
《第二学期开学仪式》
30.05.2025



Launching Ceremony 开学启动仪式



SOUTHERN
UNIVERSITY COLLEGE
南方大学学院



The 50th Anniversary of
Southern University College

Southern Forward is a monthly e-bulletin of Southern UC, designed to deliver information and share updates with all stakeholders of the University College.

自强不息 · 厚德载物 Self-Renewal · Virtue · Nature

CONTENTS

Foreword	03
Calendar of Events	04
Faculty Achievements & Featured Activities	
Faculty of Art & Design	06
Faculty of Business & Management	09
Faculty of Chinese Medicine	12
Faculty of Engineering & Information Technology	14
Student Affairs Office	17
Southern Institute of Technical Education (SITE) and School of Professional & Continuing Education (SPACE)	19
Library and Malaysian Chinese Literature Centre	21

FOREWORD

Welcome to the Southern University College Monthly Bulletin 2025 “Southern Forward” Issue 5!

This issue captures the vibrancy and dedication of our academic community as we continue to advance in teaching, research, student development, and international collaboration. Across all faculties, students and staff have demonstrated outstanding achievements that reflect our institution’s commitment to holistic education and global engagement.

In May, Southern University College’s faculties and departments continued to excel across various domains. Highlights include national recognition in design competitions, strengthened industry engagement, impactful cultural and academic exchanges, award-winning research initiatives, and dynamic student development programmes. The institution also advanced international dialogue and sustainability efforts through scholarly collaborations and specialised training on green energy solutions.

As we look ahead to June, Southern University College anticipates a series of exciting initiatives and cross-border collaborations including research exchanges, student mobility programmes, and capacity-building workshops. We invite you to explore these stories of progress, partnership, and passion that define our institution’s journey.

We remain deeply proud of every member of our Southern community and the remarkable energy they bring to our shared mission. May this issue inspire you as much as it has inspired us.

Prof. Ir. Ts. Dr. Chuah Joon Huang
President
Southern University College

CALENDAR OF EVENTS

DATE	Event/Activity	Faculty / Department
May 6	Department of Computer Science Explores Strategic Collaborations with Huawei Singapore and SIM to Advance Tech Education	Faculty of Engineering & Information Technology
May 10-12	Southern University College and Xiamen University Malaysia Co-organized a 3D2N Leadership Exchange Programme	Student Affairs Office
May 16	Lecturers of FAD and FHSS being appointed as Judges for the 7th Stellar Prize Award	Faculty of Art & Design and Faculty of Humanities & Social Sciences
May 21	FAD students shine in the Adobe Certified Professional Malaysia National Championship	Faculty of Art & Design
May 22	Cross-Strait Literary Exchange: New Books from National Museum of Taiwan Literature Now Available	Library and Malaysian Chinese Literature Centre
May 22	Prize Giving Ceremony Celebrates Creative Excellence in FBM Reel Stars TikTok Competition	Faculty of Business & Management
May 23	EdUHK Students and Faculty Visit Southern University College for Cultural Exchange	Faculty of Chinese Studies
May 23-24	Participating in the Asian Chinese Literature International Conference: Promoting Transnational Academic Exchange	Library and Malaysian Chinese Literature Centre
May 24	FAD student won Outstanding Award in the "Forest City Best Shot Contest"	Faculty of Art & Design
May 24	Seminar on eCommunity & E-Invoicing and Impact on Future Property Management	Faculty of Business & Management
May 24-26	International Training Course on Sustainable Energy Solutions for Big Data Centres Successfully Held at Southern University College	SC Education Management Sdn. Bhd.

CALENDAR OF EVENTS

DATE	Event/Activity	Faculty / Department
May 30	Opening Ceremony and New Student Orientation for Semester 2, 2025	Faculty of Chinese Studies
May 30	FBM Representatives Participate in Road Traffic Safety Seminar Promoting MS ISO 39001 Adoption	Faculty of Business & Management
May 30	Forging Future-Ready Leaders: Strategic Visit to Marrybrown HQ to Explore Education-Industry Collaboration	Faculty of Engineering & Information Technology
May 30	Southern UC Team Wins Silver at SIRIS IV for Innovative Research Integrating Machine Learning with Traditional Chinese Metaphysics	Faculty of Engineering & Information Technology
May 30	Southern University College 2025 Semester B Orientation Opening Ceremony	Student Affairs Office

FACULTY OF ART & DESIGN

Lecturers of FAD and FHSS being appointed as Judges for the 7th Stellar Prize Award



Five esteemed lecturers from Faculty of Art & Design (FAD) and Faculty of Humanities & Social Sciences (FHSS) of Southern University College have been appointed as judges for the 7th Stellar Prize which organized by Xiamen University Malaysia.

The appointed judges are Asst. Prof. Ts. Dr. Teo Pei Kian, Ms. Ong Ei Lin, Asst. Prof. Dr. Tan Si Min, Asst. Prof. Ng Chee Fong and Asst. Prof. Dr. New Kuwi Hoi.

In addition to their roles as judges, they were also invited to serve as prize presenters at the award ceremony which took place on 16 May 2025 at Xiamen University Malaysia.



FACULTY OF ART & DESIGN

FAD students shine at the Adobe Certified Professional Malaysia National Championship



Two outstanding students from Faculty of Art and Design (FAD), Lau Guan Ler and Choo Lee En, demonstrated exceptional performance at the 2025 Adobe Certified Professional Malaysia National Championship. Among over 1,300 participants from 52 universities, both students successfully advanced to the Top 30 after a live test conducted on April 18 at Asia Pacific University.

Lau Guan Ler further advanced to the National Top 10 during the final round held on May 21 at University of Cyberjaya, a remarkable accomplishment! Though Choo Lee En didn't place in the Top 10, her growth, determination and resilience were highly commendable.

Faculty of Art and Design proudly celebrate their talent, perseverance, and unwavering commitment to creative excellence.



FACULTY OF ART & DESIGN

FAD student won Outstanding Award in the “Forest City Best Shot Contest”



Tey Chong Yong, a student from Bachelor of Design (Honours) Computer Graphic Design, for winning the Outstanding Award in the "Forest City Best Shot Contest."

With a keen designer's eye and a profound appreciation for nature, he captured a breathtaking view of Forest City where contemporary architecture seamlessly integrates with lush greenery. The reflection on the tranquil waters and the vibrant surroundings beautifully illustrate the essence of this eco-conscious city.

Under the guidance of Asst. Prof. Dr. Tan Si Min, Tey Chong Yong outshone numerous photography enthusiasts from diverse backgrounds, earning this prestigious recognition. Both the student and lecturer attended the prize-giving ceremony held on 24 May 2025 at Forest City, Johor Bahru. The Faculty of Art & Design takes great pride in this outstanding achievement and expresses sincere gratitude for the recognition and support extended by Forest City.



FACULTY OF BUSINESS & MANAGEMENT

Prize Giving Ceremony Celebrates Creative Excellence in FBM Reel Stars TikTok Competition



On 22nd May, Department of Marketing under Faculty of Business & Management hosted a prize-giving ceremony for “FBM Reel Stars Tik Tok Competition”, a recently organized online event. Two winning teams were invited to attend the ceremony.

In her opening remarks, Ms. Renugala, Senior Lecturer and Head of the Department of Marketing, emphasized the success of the competition in achieving its objectives which included encouraging students to showcase their creativity, enhancing digital content creation skills, promoting a positive image of the faculty, and providing a platform for generating or regenerating innovative ideas. She also extended her gratitude to all lecturers involved and expressed her appreciation to the panel of judges for their contributions.

The Dean, Prof. Dr. John Eng in his address, conveyed his appreciation to the organising committee and encouraged the winning students to continue striving for excellence in their future endeavors. Cash prizes were presented to the winners, and the ceremony concluded with a group photo session to commemorate the occasion.



FACULTY OF BUSINESS & MANAGEMENT

Seminar on eCommunity & E-Invoicing and Impact on Future Property Management



Faculty of Business & Management organized a seminar titled “eCommunity & E-invoicing Feature and its Impact on Property Management” on 24 May 2025 at the campus. The event was held in collaboration with YMF Group of Companies, a leading corporate services provider and Eco Community Sdn. Bhd. renowned as the developer of the intelligent app e-Community Smart Community.

The seminar welcomed industry professionals as well as staff and students of Southern University College. Distinguished speakers shared engaging topics and valuable insights, providing attendees with a deeper understanding of the evolving landscape of property management driven by advanced technology and the adoption of e-invoicing.

An interactive launch ceremony was also held to introduce the latest version of the property management mobile application, App eCommunity Version 3, developed by e-Community Smart Community.



FACULTY OF BUSINESS & MANAGEMENT

FBM Representatives Participate in Road Traffic Safety Seminar Promoting MS ISO 39001 Adoption



Ms. Renugala, Senior Lecturer and Head of the Department of Marketing, together with two students from Diploma in Logistics Management programme, participated in a seminar held on 30 May 2025 at Grand Paragon Hotel. The seminar focused on promoting the adoption of MS ISO 39001, the Road Traffic Safety Management System, among Malaysian transport operators.

Key contributors from the Department of Standards Malaysia (JSM), Jabatan Pengangkutan Jalan (JPJ) and Malaysian Institute of Road Safety Research (MIROS) delivered presentations during the event. Several government agencies including Pertubuhan Keselamatan Sosial (PERKESO) and Human Resource Development Corporation (HRDC) also lent their support to the initiative, demonstrating a national commitment to fostering safer road environments.

The seminar enriched the students' knowledge of the ESCAPE MS ISO 39001 initiative, which aims to enhance safety standards within public transportation

and the logistics sector. The case study presented illustrated that achieving road safety and international compliance is feasible not only for large corporations but also for small and medium-sized enterprises.



FACULTY OF CHINESE STUDIES

EdUHK Students and Faculty Visit Southern University College for Cultural Exchange

On 23 May 2025, students and faculty from Bachelor of Arts (Honours) in Heritage Education and Arts Management at The Education University of Hong Kong (EdUHK) visited Southern University College. The delegation was led by Dr. Yip Tak Ping, Senior Lecturer from the Department of Curriculum and Instruction, accompanied by Research Assistant Ms. Zhang Siyang. They were warmly welcomed by Vice President Prof. ChM. Dr. Leong Loong Kong; Head of the Department of Chinese Studies, Prof. Dr. Khor Boon Eng; Lecturer Ms. Wong Wai Kuan; Senior Executive Ms. Chua Zhe Qian; and Asst. Prof. Dr. Bak Jia How, Director of the Research Institute of Chinese Ethnicity and Culture.

The visit held under the theme “The Maritime Silk Road and Chinese Diaspora Culture,” featured a series of enriching activities. Both institutions exchanged souvenirs and participated in a campus tour joined by students from the Department of Chinese Studies. A cultural sharing session entitled “Minnan Culture and the Chinese Diaspora” offered students a platform to discuss their backgrounds and share insights on preserving intangible cultural heritage.

The exchange was warm and engaging with both parties expressing enthusiasm for future collaboration. This visit not only strengthened academic ties but also promoted a deeper mutual understanding of the rich diversity within Chinese culture. Furthermore, it laid a solid foundation for future cross-border cooperation and youth exchange, broadening students’ global perspectives and enhancing their appreciation of Chinese cultural diversity.



FACULTY OF CHINESE STUDIES

Opening Ceremony and New Student Orientation for Semester 2, 2025



On 30 May 2025, Faculty of Chinese Studies warmly welcomed 21 new students enrolling in the diploma, bachelor's, master's, and doctoral programmes for the second semester (2025B). This marked a significant increase from 10 new students at the same time last year, an encouraging sign of the faculty's growing appeal.

During the orientation session, Prof. Dr. Khor Boon Eng, Head of the Department of Chinese Studies, extended a warm welcome to the incoming students on behalf of the entire faculty. He introduced the faculty members and wished all students a fulfilling and memorable university journey at Southern University College.

Asst. Prof. Dr. Chan Yew Loong, Coordinator of the Diploma and Bachelor's programmes, also addressed the new cohort providing valuable guidance on course selection and offering helpful advice as students embarked on their academic journey.

With a promising future ahead, all faculty members at Faculty of Chinese Studies extend their heartfelt wishes to the new students, hoping that Southern University College will be where their dreams take flight.

FACULTY OF ENGINEERING & INFORMATION TECHNOLOGY

Southern UC Team Wins Silver at SIRIS IV for Innovative Research Integrating Machine Learning with Traditional Chinese Metaphysics



Department of Computer Science under Faculty of Engineering and Information Technology received outstanding achievement at the Semarak International Research Innovation Symposium IV (SIRIS IV).

The team was awarded the Silver Award in the category of Applied Sciences and Advanced Technology/Engineering for their research paper entitled “Integrating Machine Learning with Four Pillars of Destiny and Five Elements: A Study on Career Selection Strategies.”

The award-winning team comprises of Lecturer Ts. Chan Ler-Kuan, Lecturer Ms. Noor Fatihah Binti Mazlam, Asst. Prof. Ts. So Yong Quay, Lecturer Ts. Khairunnisha Binti Ismail, Student Yeo Hongyi, Gan Wei Bin and Jeremy Chan.

This prestigious recognition reflects the team’s dedication to academic excellence, interdisciplinary research, and the innovative application of machine learning in novel contexts. Southern University College is proud of their accomplishments and commends their valuable contributions to the fields of computer science and applied technology.

We extend our best wishes for their continued success in future academic and research endeavors.

FACULTY OF ENGINEERING & INFORMATION TECHNOLOGY

Department of Computer Science Explores Strategic Collaborations with Huawei Singapore and SIM to Advance Tech Education



Department of Computer Science under Faculty of Engineering and Information Technology, represented by Dr. Chng Chern Wei and Ts. Nur Shamilla recently conducted a productive visit to the Huawei Innovation and Sustainability Centre, Singapore, and the Singapore Institute of Management (SIM) to explore potential collaborations with Huawei Academy

At the Huawei Innovation and Sustainability Centre, the delegation observed cutting-edge innovations in ICT and digital transformation. The dynamic exchange of ideas underscored the strong alignment between Southern University College's academic aspirations and Huawei's commitment to cultivating future-ready talent.

The visit to Singapore Institute of Management (SIM) was equally inspiring. The delegates toured the state-of-the-art campus and engaged in fruitful discussions focused on fostering synergies in holistic education and industry partnerships. SIM's impressive integration of academic excellence and industry engagement further inspired the team's vision for future collaboration.

These engagements mark the beginning of what promises to be transformative partnerships, opening new avenues for faculty and students to excel in technology education. The faculty is eager to explore collaborative programs that will elevate academic and industry engagement to new heights.

Special thanks are extended to our gracious hosts at both institutions for their warm hospitality and insightful discussions. We also wish to express our sincere appreciation to Ms. Delia, Ms. Fiona, Ms. Celia, Mr. Shawn, Mr. Calvin, Dr. Nan, and Dr. Mariyam for facilitating these meaningful connections.



FACULTY OF ENGINEERING & INFORMATION TECHNOLOGY

Forging Future-Ready Leaders: Strategic Visit to Marrybrown HQ to Explore Education-Industry Collaboration



Faculty of Engineering and Information Technology had the valuable opportunity to visit Marrybrown's headquarters, gaining firsthand insight into the company's steadfast commitment to fostering employee growth and leadership development.

During the visit, the delegation explored meaningful avenues to support Marrybrown's vision of nurturing the next generation of leaders through comprehensive education and training initiatives.

Equally remarkable is Marrybrown's success as a homegrown Malaysian brand expanding its global presence while remaining deeply committed to uplifting local communities, a true embodiment of "glocal" impact. Looking ahead, the faculty anticipates more collaborative opportunities that will benefit students through industry-linked initiatives, practical training, and joint projects.

We extend our sincere gratitude to the Marrybrown team which are Dato' Joshua, Mr. Daniel Chan, Mr. Raihan, Ms. Laila, and Dr. Irliana for their warm hospitality and the inspiring exchange of ideas. We are proud to explore partnerships with a forward-thinking organization that prioritizes investment in people.



STUDENT AFFAIRS OFFICE

Southern University College 2025 Semester B Orientation Opening Ceremony



Southern University College successfully held its 2025 Semester B Orientation Opening Ceremony on 30 May 2025, warmly welcoming approximately 250 new students into the Southern UC community.

During the ceremony, members of the University's top management delivered inspiring messages, encouraging students to remain curious, embrace personal and academic growth, and move forward with confidence and determination as they embark on their university journey.

In recognition of academic excellence, 16 new students were awarded scholarships during the event. This semester, Southern University College awarded a total of approximately RM 350,000 in scholarships to students underscoring the institution's commitment to nurturing talent and promoting educational equity.



STUDENT AFFAIRS OFFICE

Southern University College and Xiamen University Malaysia Co-organized a 3D2N Leadership Exchange Programme



To broaden students' horizons and promote intervarsity collaboration, Student Affairs Office of Southern University College organized a three-day, two-night leadership exchange programme involving student society and club representatives from 10 to 12 May 2025. The delegation visited Xiamen University Malaysia (XMUM) and participated in a cultural exploration tour in downtown Kuala Lumpur.

Guided by the idea of “learning through play, practicing through learning,” the exchange aimed to enhance students' communication, planning, and teamwork skills through interactive lectures, group challenges, and cultural experiences. Over the first two days, participants explored the theme of “The Role of Student Organizations in University Life,” covering topics such as club management, campus culture promotion, and cross-campus collaboration. Students from both institutions exchanged insights and experiences, deepening mutual understanding.

The highlight of the program was the “Project Writing Challenge,” where cross-university teams were tasked with designing a feasible project within 48 hours. During the closing ceremony, each group presented their

proposals through creative and structured briefings. The students impressed judges with their innovative ideas, clear articulation, and exceptional teamwork. The evening group performances further showcased the vibrancy and creativity of the university students.

On the third day, the group embarked on a historical and cultural exploration in Kuala Lumpur to gain deeper insights into the city's development. This was followed by participation in the Letterpress Workshop hosted by Lostgens' Contemporary Art Space, where students experienced the traditional art of typesetting and printing, witnessing the fusion of culture and creativity firsthand.

This exchange not only provided students the opportunity to step beyond the classroom and campus but also inspired leadership, teamwork, and intercultural understanding through real-life collaboration and engagement. Southern University College remains committed to holistic student development and will continue to design diverse platforms for inter-university exchanges, allowing students to grow through learning and thrive through meaningful connections.

SC Education Management Sdn. Bhd.

International Training Course on Sustainable Energy Solutions for Big Data Centres Successfully Held at Southern University College



Jointly organized by AETDEW, ISTIC, and Southern University College, the “Sustainable Energy for Big Data Centres” training course was successfully held at Southern University College from 24 to 26 May 2025. The event brought together numerous experts, professionals, and students to address the pressing energy challenges accompanying the rapid expansion of data centres and to explore viable strategies for sustainable development in the digital era.

The training course offered a rich mix of keynote lectures, case studies, and hands-on workshops, equipping participants with valuable knowledge on energy-efficient technologies and the application of renewable energy in data infrastructure. It emphasized the critical importance of green development and promoted international collaboration towards building a low-carbon future.

The programme was tailored specifically for professionals in data centre management, energy operations, and infrastructure design. A highlight of the event was the participation of esteemed trainers from the South China University of Technology (SCUT), led by Professor Chen Haoyong, SCUT Professor and AETDEW Fellow, who shared insightful perspectives and technical expertise with attendees.

SC Education Management Sdn. Bhd.

International Training Course on Sustainable Energy Solutions for Big Data Centres Successfully Held at Southern University College



The event was officially launched by Ms Tan Hiang Kee from the Iskandar Puteri City Council, who also delivered a motivating keynote address as the Guest of Honor. Her speech reinforced the importance of sustainable practices in urban and technological planning.

Southern University College was also honoured by the presence of several distinguished guests, including Prof. ChM. Dr. Mohd Basyaruddin Abdul Rahman, Chair of the ISTIC Governing Board; Dato' Vincent Tan Meng Seng, Chairman of the Board of Directors of Southern University College; Dr. Md Fauzi bin Md Ismail, Registrar

of the Malaysia Board of Technologists (MBOT); Mr. Lawrence Tan Koon Peng, Treasurer of AETDEW (representing the President of AETDEW); and Prof. Ir. Ts. Dr. Chuah Joon Huang, President of Southern University College.

The training course concluded on a high note, leaving participants with lasting insights and renewed commitment to advancing sustainability in the field of digital infrastructure. Thank you to all involved for your unwavering support and contributions to this impactful initiative.



LIBRARY AND MALAYSIAN CHINESE LITERATURE CENTRE

Cross-Strait Literary Exchange: New Books from National Museum of Taiwan Literature Now Available



This donation features a diverse and rich selection of titles covering various aspects of Taiwanese literature.

Key highlights include *The Compilation of Contemporary Writers in Taiwan*, *The History of Taiwan Literature*, and volumes from the NMTL Series.

Notably, *The Compilation of Contemporary Writers* offers comprehensive resources, including author biographies, rare photographs, original manuscripts, bibliographies, scholarly articles, and critical essays on influential Taiwanese authors serving as a highly valuable reference for literary scholars and enthusiasts alike.

The collection is currently displayed in the New Arrivals section of the library. All students and faculty are warmly invited to explore these exceptional resources and deepen their understanding of Taiwan's rich literary heritage.

LIBRARY AND MALAYSIAN CHINESE LITERATURE CENTRE

Participating in the Asian Chinese Literature International Conference: Promoting Transnational Academic Exchange



Mr. Kho Tong Guan, Chief Librarian of Southern University College and Head of the Malaysian Chinese Literature Centre, was invited to present a paper titled “We Are Not Just Dry Noodle Fanatics: The Transregional Flow of Sibu, Sarawak’s ‘Dry Noodles’ from Fuzhou to East and West Malaysia” at the International Conference on “Local and Cross-Regional Mobility: Asian Chinese Literature,” held on 23–24 May 2025 at the International Conference Hall (A302), 3rd floor of the First College of Literature Building, National Central University, Taiwan. This prestigious academic event was co-organized by the Center for the Humanities and Arts, the Undergraduate Program of the College of Liberal Arts, and the Department of Chinese Literature at National Central University.

The conference was convened in honour of Professor Lee Jui-Teng, Honorary Professor of the Department of Chinese Literature at National Central University, in celebration of his retirement. It featured a distinguished lineup of speakers, including Professor Luo Xiumei from Department of Chinese Literature at National Chung Hsing University; Professor Xu Wenwei, Dean of the College of Liberal Arts and faculty of the Department of

Chinese Studies at National Taiwan Normal University; Professor Wang Yuting, Director of the Institute of Taiwan Literature at National Tsing Hua University; Associate Professor Li Xinlun from the Department of Chinese Literature at National Central University; Associate Professor Yang Zonghan from the Department of Language and Creative Writing at National Taipei University of Education; Adjunct Research Fellow and Associate Professor Zhang Jinzhong from the Department of Foreign Languages and Literature at National Sun Yat-sen University; Professor Kim Sang-ho, Dean of the College of Tourism and Creativity at Hsiuping University of Science and Technology; and Professor Zhang Tangqi from the Department of Chinese Literature at National Chengchi University.

The conference concluded with a comprehensive summary delivered by Associate Professor Gao Jiaqian, Deputy Head of the Department of Chinese Studies at National Taiwan University. The discussions spanned a wide geographical range from Taiwan and Hong Kong to Southeast Asia and India highlighting a rich and vibrant exchange of scholarly perspectives on Asian Chinese literature and transregional cultural flows.

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