活力南方
SOUTHERN FORWARD

Issue No.21 · September 2026
SOUTHERN UC MONTHLY E-BULLETIN

SOUTHERN UNIVERSITY COLLEGE
南方大學學院

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.

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FOREWORD

Welcome to Issue 9 of the Southern University College Monthly Bulletin 2026, “Southern Forward”!

Over the past month, we have been delighted to see our lecturers and students achieving excellent results on international academic platforms and competitions, while actively engaging in collaborations and exchanges with partners from around the world. Through continuous efforts in educational innovation and cross-cultural learning, we remain committed to providing students with diverse opportunities for growth and development. These accomplishments not only reflect the efforts and dedication of our faculty and students but also demonstrate Southern University College’s unwavering commitment to excellence and enhancing the quality of education.

September also coincides with the semester break, giving the campus a brief period of rest. We hope students can take advantage of the holiday to relax and recharge, spending time with family, broadening their horizons, or improving themselves, while preparing for the new semester's studies and challenges, ready to embrace the next stage of growth and breakthroughs with renewed energy.

Looking ahead to October, Southern University College will once again celebrate its annual Mid-Autumn Festival Carnival. Last year's carnival, themed “Echoes of Youth”, reminded us to stay true to our aspirations while pursuing our dreams. This year, we look forward to seeing students once again bring their creativity and enthusiasm to campus, filling it with energy and joy. Meanwhile, the Teachers’ Day Celebration will follow shortly after, providing an opportunity to express our sincere appreciation to the lecturers who have guided and inspired us. May this festive season bring our campus community together in gratitude, warmth, and fellowship.

Prof. ChM. Dr. Leong Loong Kong
President
Southern University College

CALENDAR OF EVENTS

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FACULTY OF ART & DESIGN

AI Animation Production Workshop

From 26 to 27 September 2026, the Faculty of Art & Design, Southern University College, in collaboration with Dong Zong, hosted a two-day AI Animation Production Workshop led by lecturer Mr. Chong Chia Min for educators from Chinese Independent High School. The hands-on training empowered participating teachers to transform static textbook content into dynamic instructional videos using generative AI technology.

Throughout the workshop, educators mastered the complete media production pipeline—from drafting pedagogically aligned scripts and designing consistent characters and scenes, to generating fluid animation clips and polishing final videos with voice-overs and subtitles. The event successfully equipped teachers with innovative EdTech tools to drive classroom engagement, highlighting a shared commitment to advancing digital pedagogy across Malaysian Chinese independent high schools.

FACULTY OF BUSINESS & MANAGEMENT

Business Survival Challenge: Can RM500 Build a Successful Business?

The Faculty of Business & Management, Southern University College, organized the Business Survival Challenge for students from SMK Sultanah Engku Tun Aminah (SETA) during their campus visit to Southern University College on 17 September 2026.

From generating business ideas to responding to competitors and handling customer complaints, students worked together to solve real-world business challenges and experience what it takes to think and act like future entrepreneurs.

The faculty would like to extend its sincere appreciation to the teachers and students of SMK Sultanah Engku Tun Aminah for their enthusiastic participation, creativity, and outstanding performance.

FACULTY OF BUSINESS & MANAGEMENT

FBM Students Celebrate Success at IICIPC 2026 with 2 Gold Awards and 1 Silver Award

On 19 September 2026, Students from the Faculty of Business & Management (FBM), Southern University College, achieved outstanding results at the International Innovative & Creative Ideas Poster Competition (IICIPC) 2026, securing 2 Gold Awards and 1 Silver Award.

Gold Award

- Discover Our World: AI-Powered Discovery of Malaysia's Heritage and Local Stories

Leader: Lim Aun Jie, Member: Tee Wei Jie

- HalalFlow Guardian – An Explainable AI Risk Passport for Proactive Halal Cold-Chain Integrity in Malaysia

Leader: Sew Jian Xiang, Member: Law Hong Yik

FACULTY OF BUSINESS & MANAGEMENT

FBM Students Celebrate Success at IICIPC 2026 with 2 Gold Awards and 1 Silver Award

Silver Award

- GreenLoop MY – Circular Low-Carbon Urban Logistics Ecosystem for Malaysia

Leader: Chioh Yi Jie, Member:Yuki Choo Kai Le

The faculty extends its sincere congratulations to all award recipients and their supervisor, Asst. Prof. Dr. Law Chong Seng, for this remarkable accomplishment. Their dedication and collaborative efforts have brought honour to both the Faculty of Business & Management and Southern University College.

May this success serve as an inspiration for continued innovation, academic excellence, and meaningful contributions to society.

FACULTY OF CHINESE MEDICINE

MoU Signing Ceremony between Faculty of Chinese Medicine and Persatuan Tabib Tionghua Johor

On 2 September 2026, Faculty of Chinese Medicine, Southern University College, and Persatuan Tabib Tionghua Johor officially signed an MoU for the external clinical practice. This collaboration aims to provide more practical opportunities for Bachelor of Traditional Chinese Medicine (Honours) students to enhance their clinical skills.

Persatuan Tabib Tionghua Johor will appoint clinical instructors to provide clinical practice guidance and other related resources. Additionally, both parties will collaborate on developing other academic activities.

CONFUCIUS INSTITUTE OF TRADITIONAL CHINESE MEDICINE

Pesta Kebudayaan Cina Malaysia Ke-41 at Malacca

On the occasion of the Pesta Kebudayaan Cina Malaysia Ke-41, Professor Liu Yang, Dean of the Confucius Institute of Traditional Chinese Medicine, Southern University College, was invited to Pay Fong Middle School in Malacca on 20 September 2026. She also attended the special festival performance, which was an immersive theatrical production staged at the renowned Encore Melaka Theatre.

The Confucius Classroom of Pay Fong Middle School has been dedicated to creatively integrating Chinese culture, the local Baba-Nyonya heritage, and Malay cultural traditions. Together with the innovative ideas of its students, these cultural elements have served as the theme and framework of the school's community Mid-Autumn celebrations for three consecutive years. The events have received widespread praise from local residents and have attracted enthusiastic participation from the community.

At 8:00 p.m., the immersive production officially commenced. Malaysia's Prime Minister, Datuk Seri Anwar Ibrahim, attended the event in person to officiate the opening of the cultural festival. The atmosphere was vibrant and festive, while the performers demonstrated remarkable professionalism and artistic excellence.

As an important cradle of the nation's multicultural heritage, Malacca has weathered centuries of change while preserving its rich and enduring cultural heritage. After a thirteen-year hiatus, the city once again shouldered the responsibility of promoting and celebrating local culture. Living up to expectations, the

FACULTY OF ENGINEERING & INFORMATION TECHNOLOGY

SUC Lecturers Shine at SeAIM'26 International Seminar

Southern University College (SUC) proudly celebrates the outstanding participation of its lecturers at the International Seminar on Advancing Innovation in AI, Education and Societal Transformation through Management and Engineering (SeAIM'26). The event brought together researchers and academics from Malaysia, Indonesia, Brunei, and the Philippines, providing a valuable platform for knowledge sharing and international collaboration.

From 15 to 16 September 2026, representatives from the Faculty of Engineering & Information Technology presented their research at the conference. Ts. Nur Shamilla Binti Selamat, Head of the Department of Computer Science, presented her research titled "Bridging AI, Gender, Safety and Tourism: A GSM-ABS Conceptual Framework for Solo Female Travel Safety Discourse." Senior lecturer Ts. Shaffika Bte Mohd Suhaimi showcased two research papers focusing on Digital Education and Trustworthy AI in E-learning Assessment, while Senior Lecturer Ms. Noor Fatihah Binti Mazlam presented her study on Digital Readiness in Malaysian Private Higher Education Institutions.

A highlight of the seminar was the recognition received by Ts. Nur Shamilla Binti Selamat and Ts. Shaffika Bte Mohd Suhaimi, who were awarded the prestigious Best Presenter Award among 78 participants across Southeast Asia. Their achievement reflects Southern University College's commitment to academic excellence, innovative research, and global engagement. Congratulations to all presenters for representing Southern University College and the Faculty of Engineering & Information Technology with distinction and bringing pride to the university.

FACULTY OF ENGINEERING & INFORMATION TECHNOLOGY

i-RICE'26 Concludes Successfully in Johor Bahru

The 4th International Research, Innovation, Creativity & Engineering Project Competition (i-RICE'26) concluded successfully on 27 September 2026 with an Award Ceremony and Dinner at GoodHope Hotel, Skudai. Organised by the IEM–SUC Student Section and the Faculty of Engineering & Information Technology of Southern University College, the event brought together students, researchers, educators and industry representatives from various institutions.

The three-day physical exhibition, held at Sutera Mall from 25 to 27 September 2026, showcased innovative projects and practical solutions. The opening ceremony was attended by distinguished representatives from the Institution of Engineers, Malaysia and Southern University College Management. Several memoranda of understanding were also signed with industry partners, including Xi'an NovaStar Co., Ltd., YES Production Perkongsian Liabiliti Terhad, AgroGreen Asia Sdn. Bhd. and LincoTec (Malaysia) Sdn. Bhd., strengthening collaboration between academia and industry.

Activities such as the STEMBridge competition, AI forum and blood donation drive added value to the event. During the awards ceremony, outstanding participants were recognised for their achievements, including special awards presented to Southern University College, Raffles University and MRSM Gemencheh. Through i-RICE'26, Southern University College continues to provide a valuable platform for innovation, knowledge sharing and professional networking among emerging talents.

FACULTY OF HUMANITIES & SOCIAL SCIENCES

Southern University College Welcomes Konan Women's University Students for Study Visit

Southern University College welcomed students from Konan Women's University, Japan, on 2 September 2026 for a one-day study and cultural exchange programme. The visit provided a valuable platform for students from both institutions to interact, learn from one another and engage in cross-cultural exchange, further promoting international student engagement and cultural understanding.

The study visit commenced with a programme briefing and safety guidelines at Meeting Room 125, followed by an introduction to Southern University College and its learning facilities. The visiting students then joined a campus tour, which included the Library, Language Laboratory, Faculty of Humanities & Social Sciences, and other key learning facilities. The tour offered insights into the University's academic environment and student resources.

One of the highlights of the visit was the Buddy Programme: Student Interaction and Cultural Exchange. Representatives from the Department of Education engaged with the Konan Women's University students through ice-breaking activities, language exchange and small-group cultural sharing. The activities created a relaxed and engaging environment for students from both institutions to get to know one another and share their cultural and life experiences.

In addition to campus visits and student interaction, the programme featured a series of Malaysian traditional cultural experiences. The visiting students participated in traditional Malay games, including Congkak, Batu Seremban, Gasing and Teng Teng, while learning about the cultural values and significance behind these traditional games. The students also took part in a Malay Sarong Cultural Experience and an Onde-Onde making session, gaining hands-on exposure to Malaysia's cultural heritage and traditional food.

The programme concluded with a closing ceremony, graced by the presence of President Prof. ChM. Dr. Leong Loong Kong, who delivered remarks during the certificate presentation ceremony, marking a meaningful conclusion to the study visit.

The visit by Konan Women's University students not only enriched the students' international learning experience but also created meaningful opportunities for Southern University College to further strengthen international collaboration and student exchange. Southern University College looks forward to continuing its engagement with overseas higher education institutions through diverse academic, cultural and student exchange activities, providing students with broader opportunities for international learning and interaction.

FACULTY OF HUMANITIES & SOCIAL SCIENCES

MPU Training of Trainers Southern Region

From 2 to 3 September 2026, Southern University College was proud to host the 2-day General Studies (Mata Pelajaran Umum, MPU) Training of Trainers (ToT), organised by the Department of Higher Education (Jabatan Pendidikan Tinggi, JPT), Ministry of Higher Education.

The programme brought together academics from higher education institutions across the Southern Region, providing a valuable platform for professional development, knowledge sharing, and networking among MPU educators.

We extend our sincere appreciation to the Department of Higher Education, our distinguished speakers, all participants, and the organising committee for their support and contributions in making this programme a meaningful and successful academic gathering.

Together, we continue to strengthen quality higher education and advance excellence in MPU teaching and learning.

FACULTY OF HUMANITIES & SOCIAL SCIENCES

Southern University College Hosts Picture Book Storytelling Sharing Session with National Pingtung University of Science and Technology

On 19 September 2026, the Department of Education, Faculty of Humanities & Social Sciences, Southern University College, in collaboration with Babaiola Preschool, jointly organised a Picture Book Storytelling Sharing Session. The event welcomed Professor Yang Pi-Hui and five students from the National Pingtung University of Science and Technology (NPUST), Taiwan, who shared their experiences in picture book creation, storytelling, and game-based learning with participants.

The sharing session centred on the picture book Animal Friends of Potter Forest, focusing on animal conservation and life education. Through stories that highlight the importance of caring for animals, participants were introduced to various conservation issues while being encouraged to reflect on how children can develop respect for life, care for animals, and awareness of environmental protection.

During the session, Professor Yang Pi-Hui shared insights into the creative process behind the picture book and demonstrated how picture books can be effectively used as a storytelling and teaching tool. Participants gained a deeper understanding of how picture books can go beyond reading to serve as meaningful teaching resources that connect knowledge, emotions, and children's everyday experiences.

The five students also actively participated in the storytelling session, engaging the participants through lively and creative presentations. They further introduced a board game developed based on the story, allowing participants to experience how picture books, games, and education can be integrated to create innovative and engaging learning experiences.

As part of the collaboration, the National Pingtung University of Science and Technology also presented two sets of Animal Friends of Potter Forest to Southern University College. The Southern University College Library will preserve one set for students, staff, and the public to access and read. In addition, the electronic version of the picture book can be accessed by scanning the QR code, allowing the educational content to reach an even wider audience.

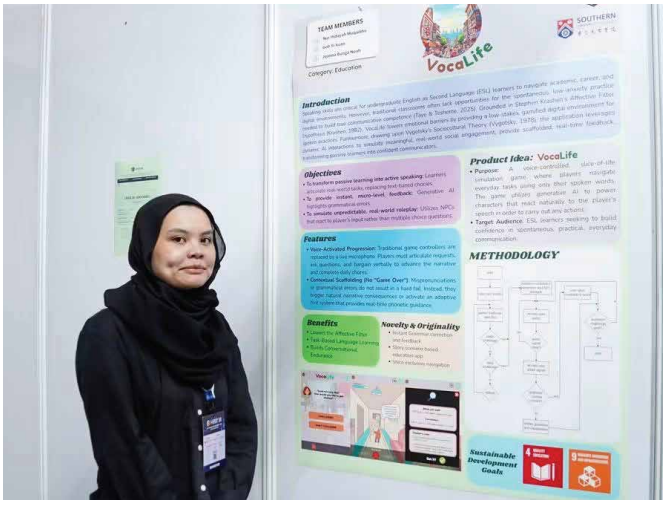
Southern University College sincerely appreciates Professor Yang Pi-Hui and the five students for their visit and inspiring sharing, as well as the National Pingtung University of Science and Technology for supporting this meaningful exchange.

The event not only strengthened academic and educational exchange between the two institutions but also laid a strong foundation for future collaboration in early childhood education, teaching innovation, and professional development.

Southern University College looks forward to establishing more diverse and in-depth collaborations with the National Pingtung University of Science and Technology in the future,

FACULTY OF HUMANITIES & SOCIAL SCIENCES

"VocaLife" Won Silver Award at i-RICE 2026



The Faculty of Humanities & Social Sciences, Southern University College, is proud to congratulate its Year 3 Bachelor of Arts (Honours) in English Language Teaching student, Nur Hidayah Muqaddis, on winning the Silver Award at the 4th International Research, Innovation, Creativity & Engineering Project Competition (i-RICE'26)!

This event was hosted by the Faculty of Engineering & Information Technology, Southern University College, at Sutera Mall from 25 to 27 September 2026. Supervised by Ms. Joanna Bunga Noah, a senior lecturer from the Department of Languages under the Faculty of Humanities & Social Sciences, together with her teammate Goh Yi Xuan from the Bachelor of Electronic Engineering (Honours), Nur Hidayah Muqaddis presented "VocaLife" in the Education category. This app invention idea utlizes generative AI to help ESL learners build confidence through spontaneous speaking practice.

Congratulations to the entire team on this well-deserved milestone!

FACULTY OF FOUNDATION STUDIES

FSFS Motivational Talk Inspires Students to Know Themselves. Find Their Path!

On 25 September 2026, Asst. Prof. Dr. Leong Kah Meng, Director of the School of Foundation Studies (SFS), Southern University College, was invited to deliver a motivational talk at SMK Permas Jaya 2, Masai. The session titled " Unlock Your Strengths with MBTI & Explore Your Future!" was attended by approximately 150 Form 4 & 5 students.

The session encouraged students to reflect on their aspirations, identify their strengths and interests, and understand the importance of making informed decisions when planning their higher education and future careers.

Students participated actively throughout the session, demonstrating keen interest in higher education opportunities and career development. The programme provided valuable guidance on educational pathways while inspiring students to approach their future with greater confidence and purpose.

The outreach programme reflects School of Foundation Studies 's continued commitment to supporting young learners through meaningful community engagement while helping them make informed decisions about their educational journey.

LIBRARY

Letters Across Two Lands — An Exhibition of Qiaopi Materials

In conjunction with the Beyond Mountains and Oceans: An Exhibition of Qiaopi and Teochew Culture, jointly organised by the Research Institute of Chinese Ethnicity and Culture (RICEC) and the Tan Sri Dato' JC Chang Museum and Art Gallery of Southern University College, together with the Teochew Eight Districts Association, the Library curated a selection of books and resources from its collection related to Qiaopi, overseas Chinese history, and cultural studies for the "Letters Across the Sea — Qiaopi Exhibition" from 12 to 15 September 2026. Through these letters that travelled across the seas, readers gained insight into the experiences of Chinese migrants who left their homeland, their enduring ties to family, and the joys and sorrows of a changing era.

Following its initial presentation alongside the exhibition at the Museum and Art Gallery, the "Letters Across the Sea — Qiaopi Exhibition" continued at the Library from 21 September to 30 October 2026. The exhibition features books and research resources from the Library's collection, introducing the history and cultural significance of Qiaopi, as well as its value as a source for historical research. Visitors can gain a deeper understanding of overseas Chinese history, social changes, and connections between communities through the stories recorded in Qiaopi.

MUSEUM & ART GALLERY and FACULTY OF CHINESE STUDIES

Beyond Mountains and Oceans: An Exhibition of Qiaopi and Teochew Culture

Co-organized by the Research Institute of Chinese Ethnicity and Culture (RICEC), the Tan Sri Dato' JC Chang Museum and Art Gallery, and the Library of Southern University College, together with the Teochew Eight Districts Association, and co-presented by the Information Office of Chaozhou Municipal People's Government and the Chaozhou Chaoxiang Drum Troupe, the opening ceremony of the "Beyond Mountains and Oceans: An Exhibition of Qiaopi and Teochew Culture" was successfully held on 12 September 2026 at the Tan Sri Dato' JC Chang Museum and Art Gallery of Southern University College.

The exhibition features a collection of precious Chaoshan Qiaopi (overseas Chinese correspondence and remittance letters) documents, inviting visitors to witness the profound ties between overseas Chinese and their homeland a century ago through these home letters and remittance receipts that crossed oceans. Qiaopi not only carried familial affection and homesickness but also chronicled the historical footsteps of generations of Chinese as they rooted themselves in foreign lands while giving back to their hometowns.

The opening ceremony welcomed breathtaking exchange performances by the Chaoxiang Drum Troupe and the Yixing Yingge (Heroic Dance) Troupe. The intertwining of vigorous drumbeats and Yingge dance steps showcased not only the bold and unrestrained spirit of Teochew traditional culture, but also dynamic cultural exchange and heritage across different regions. In addition, the event featured exquisite Teochew embroidered flags for the "Ying Laoye" (parading the deities) festival ritual, alongside a Teochew Kung Fu tea tasting and exchange session. These allowed participants to experience the living warmth of Teochew culture through tea aroma, craftsmanship, and traditional customs.

MUSEUM & ART GALLERY and FACULTY OF CHINESE STUDIES

Beyond Mountains and Oceans: An Exhibition of Qiaopi and Teochew Culture

The opening ceremony was officiated by Mr. Tay Tark Meng, Deputy President of Teochew Eight Districts Association. Other distinguished attendees included Datin Janice Teh Hwee Tiang, Vice Chairperson of the Board of Directors, Southern University College; Prof. ChM. Dr. Leong Loong Kong, President of Southern University College; Mr. Seng Yan Ping, Vice President of Teochew Eight Districts Association; Mr. Tan Chew Peng, former President of the association; Mr. Yang Ximing, representative of the Teochew Cultural Delegation and former Chairman of the Federation of Returned Overseas Chinese; and Mr. Shi Ruiyan, Secretary-General of the Chaozhou Chaoxiang Drum Troupe, along with Mr. Tan Chai Puan, Director of the Museum and Art Gallery, Southern University College.

In conjunction with the exhibition, a special "Qiaopi Lecture" was held on 14 September 2026, inviting attendees to step into the historical memories behind Qiaopi and gain a deep appreciation for the enduring vitality of Teochew culture as it crossed oceans and persevered to this day.

Examining the subject from historical, social, and cultural perspectives, the lecture analyzed the unique value of Qiaopi as a "Memory of the World" register, guiding the audience through time and space to experience the arduous journeys and profound patriotic sentiments of early Chinese laborers who sailed across the seas.

SC EDUCATION MANAGEMENT SDN. BHD.

Participation in Secondary School Education Fairs

On 22 September 2026, Southern Institute of Technical Education (SITE) participated in SMK Datin Onn Jaafar education fair. The event provided an opportunity for SITE to introduce its technical and vocational programmes to Form 3 to Form 5 students, while sharing insights into further education pathways and future career prospects in technical and vocational education.

Throughout the event, the booth attracted considerable interest from students. The students showed significant interest and actively sought consultations, further enhancing the effectiveness of the education fair's outreach efforts.

SOUTHERN UNIVERSITY COLLEGE
RANKINGS & RECOGNITIONS

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