



A-LEVELS

- EDEXCEL INTERNATIONAL ADVANCED LEVELS
- · CAMBRIDGE ASSESSMENT INTERNATIONAL EDUCATION









THE ANALYTICS-DRIVEN **ENTREPRENEURIAL UNIVERSITY**

To prepare for the future, we are transforming to become the Analytics-Driven Entrepreneurial University. Our effort is recognised by MDEC which conferred us the Premier Digital Tech University Award. We also received the MDEC Recognition for Certificate Training in data science for students.

To support this transformation, HELP invested RM25 million in the Business Analytics and Technology Innovation Centre (BATIC) which will be used to innovate and incubate technoentrepreneurship. We are also planning the Phase 4.1 expansion of Subang 2 which will incorporate the signature Green-Digital Technology Campus. We are getting bigger, better, bolder in our innovative education investment.

Besides using analytics to drive our management and teaching, we are also building our research capability in analytics application. Part of the research grant from the Ministry of Education and internal funding is allocated for analytics research.

To complement the above development we have signed up with Bloomberg to set up the largest Bloomberg Finance Lab in Malaysia. This resource facility boosts the economics, business, financial and analytics training in our Faculty of Business, Economics and Accounting, the ELM Graduate School and the Faculty of Computing and Digital Technology.

In addition, we have internship collaboration with Al companies and techno-entrepreneurs.

During the last 33 years HELP has been exploring and experimenting with innovative ways to evolve our education philosophy, principles and practices. To achieve the 3 Cs (character development, competency in leadership, and competency in a profession), we have designed the TEA culture to nurture the right skills and predisposition in our students.

ALL HELP STUDENTS TEA is the acronym for **ARE ELIGIBLE FOR THE FREE CERTIFICATE IN** DATA AND BUSINESS ANALYTICS COURSE

Thinking mind. Entrepreneurial attitude, Analytics skills: T is about robust thinking skills; E is about having a problemsolving mindset; A is about the skills in applying evidence-based management

using data analytics. Each of these is supported by a programme of skills training and attitude development, viz the Critical Thinking Skills Programme, the Entrepreneurship-Leadership-Management Programme (ELM), and the Analytics Certificate Programme. This is the core education culture of HELP University as we prepare our students to be IR 4.0 future ready.









A LEVEL ABOVE THE REST



Our proven record of achievements speaks for itself.

With a total of 104 World Top Awards to date, including this year's record of six, the Malaysia Toray Science Foundation (MTSF) Science Education winners for 24 years running, and not surprisingly, being declared the "Best and Biggest Edexcel A-Level Centre in the World" in 2011 (World Conference, Hong Kong), HELP is indeed more than a centre of excellence. The long list of top achievers continues to expand, with an increasing number of annual graduates gaining both admission as well as scholarships to top universities worldwide.

So the big question to many who are interested to learn is: How do we do it every time? Is it our dedicated A-Team, the quality of our students, the facilities, or something else besides the specially built-in GTE (Getting the Edge) programme? Perhaps, but the answers are much simpler to understand.

Firstly, it is all about ambition. A-Level students are very ambitious. They want to gain admission to the best universities and to find the most rewarding careers for their future. Secondly, it is all about beliefs. These students believe nothing

can stop them from exploring for the best options. Whether they walk in after school with their 10 As, 7 As, 5 As or even much less, the A-Levels will always be one more opportunity to achieve, a one-stop preparation.

Finally, they have to make their choice between best campus, best location, or best academic results.

I congratulate all who have joined us and contributed to such an impressive record of excellence, and to the many more to come who will likely surpass their own expectations with a little help from us.

Cheers, all are welcome to HELP - always a level above the rest.

Jahn Cheah

Dean, Faculty of University Foundation Studies HELP Academy Director, Department of A-Levels Senior Lecturer in Mathematics

IE REST

HELPA-LEVELS



SUCCESSFUL UNIVERSITY PLACEMENT (partial list)

University of Cambridge
University of Oxford
London School of Economics
University College London
Imperial College London
King's College London
University of Edinburgh
Royal College of Surgeons Ireland

University of Hong Kong
National University of Singapore
University of Melbourne
Australian National University
Harvard University
Stanford University
Princeton University
University of Chicago

University of California
Massachusetts Institute of Technology
Trinity College Dublin
University of Bristol
University of Warwick
University of Bath
Seoul National University
Korea Advanced Institute of Science
& Technology (KAIST)

HELP HAS COACHED A-LEVEL STUDENTS TO ENTER THE WORLD'S TOP UNIVERSITIES

Cambridge, Oxford, Imperial College London, Harvard, Yale, Princeton, Stanford, Chicago, Melbourne and the Australian National University, with many gaining both admission and scholarships either from prestigious scholarships boards or directly from the universities.

CENTRE OF EXCELLENCE

The Department of A-Levels was the first centre to be awarded the Centre of Excellence by Edexcel International UK for exceptional delivery of the London GCE A-Levels in recognition of its superior facilities, outstanding quality of teaching, excellent pastoral support and, above all, academic results (with a track record of 104 Outstanding Pearson Learner Awards).

STATE-OF-THE-ART FACILITIES

The Curie Science Labs are equipped with top quality apparatus and safety features. These labs are acclaimed to be among the best in the world by the Edexcel A-Levels Chief Examiner from

STUDENT PLACEMENT CENTRE

Dedicated staff members assist A-Level students in their application for admission to universities worldwide and in their bid to secure scholarships.

UNIQUE PASTORAL CARE

Each student is assigned to a mentor who monitors and guides him or her on academic performance and provides advice on applications for university admission. Counsellors from the Department of Psychology also provides a range of mental health and leadership programmes and personal counselling services.

THE GETTING THE EDGE (GTE) PROGRAMME

This unique programme cultivates leadership and organisational skills among students who work closely with our most experienced lecturers on award-winning science projects. Our students also participate in creative writing, drama as well as challenging yet fun mathematics workshops; and develop technological skills through multimedia workshops.

GLOBAL RECOGNITION

Recognised by the Qualifications and Curriculum Authority (QCA), UK and fully accredited by the Malaysian Qualifications Agency (MQA).

DUAL PROGRAMMES

HELP now offers a 'dual option' advantage, the first centre in the country to conduct both the Edexcel International Advanced Levels and the Cambridge Assessment International Education.

CONGRATULATIONS TO THE 2019 ACHIEVERS* *Partial list







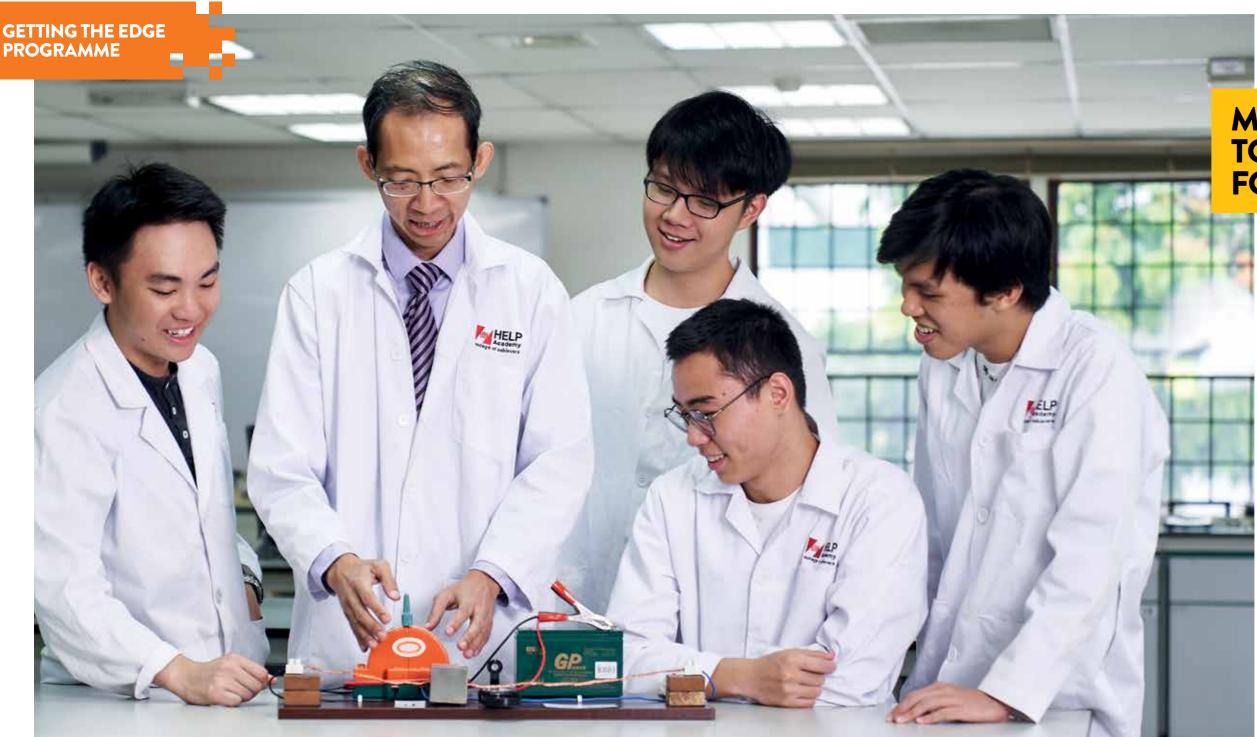












MALAYSIA TORAY SCIENCE FOUNDATION

Malaysia Toray Science Foundation (MTSF) is a foundation set up to promote and advance science and technology in Malaysia through various competitions and research grants. Inspired by the noble effort of MTSF, the Department of A-Levels has introduced a workshop called MTSF Workshop with a similar aim to inspire our students to develop a greater interest in and a deeper understanding of science and technology.

A culture of creativity and innovation is encouraged in the workshop through various fun and exciting activities and projects. Apart from that, students are also encouraged to turn their novel idea into functional and effective projects with the emphasis not only on creativity but also on practicability and costeffectiveness.

HELP lecturers, working together with their students, have won countless awards in the MTSF Science Education Awards over the years.

Left: Mr. Seow Yoke Hock with his award-winning MTSF project entitled "Electromagnetism in a Current-carrying Wire"

GETTING THE EDGE

It is a personal development programme that is offered only by the Department of A-Levels, HELP Academy.

This workshop aims to groom participants and guide them with the right skills on how to write an excellent personal statement and win an interview in order to get into World Top Universities.

GTE students are entitled to 2 hours per week added to their normal academic timetable, where they will

work with lecturers to develop their inter-personal skills such as critical thinking, public speaking, writing, analytical thinking, creative thinking, acting, etc.

It is strategically designed to consist of 4 workshops:

- Speech, Writing and Presentation
- Malaysia Toray Science Foundation
- Current Affairs
- Mathematics

CURRENT AFFAIRS

The student's life of classroom and textbook is far removed from the events that shape the real world. At this age, students need to learn to apply their critical thinking skills to the world beyond the exam hall.

To this end, a comprehensive knowledge of current affairs and an ability to critically analyze these issues enables the student to mature, distinguishing them from other candidates.

This component aims to give students a deeper understanding of how to deconstruct the factors behind the events occurring in the world. The aim of the classes is to introduce an event, look at the causes behind the event and explore the wider repercussions of the event. Knowledge of current events will also help students widen their outlook on the world.

Issues tackled in this unit include global conflicts, politicals, economic crises and the socio-economic impact of technological developments. The lesson plan of the class is not rigid but will adapt to where the discussion takes it.

SPEECH, WRITING AND PRESENTATION

"Confidence, like art, never comes from having all the answers; it comes from being open to questions."

– Earl Gray Stevens

Designed in three modules, the SWP workshops coach you to come out of your comfort zone and put on your thinking cap in a collaborative learning environment.

Module 1

Effective presentation skills

You will be taught how to confidently face an audience, adopt the right body language, and the best tonal quality and eye-contact, with the aid of PowerPoint presentations. In the process, you will say goodbye to your stage fright and find your own voice and identity.

Module 2

How to write effective personal statements for college admissions

You will be encouraged to identify your strengths and weaknesses, evaluate your experiences and talents, arrange your line of thought in the most convincing manner and thus write the best personal statements.

Module 3

How best to prepare for college admission interviews

You will be taught specific skills and best practices that mould you into an effective interviewee capable of answering unexpected questions from interviewers, thus improving your chances of getting admission in your university of choice.

MATHEMATICS

GTE Mathematics workshops provide a platform for students to explore mathematics in different ways by applying mathematics in our daily lives. The aim is to thrill students with an engaging piece of mathematics and to initiate a fundamental paradigm shift in how the world perceives and enjoys mathematics.

Having the opportunity to discuss and share experiences on the strategies of application to real life problems deepens their understanding and makes mathematics more exciting. Mathematics takes on new meaning when students can collaborate with other students by sharing their ideas.

Different activities are conducted each semester to encourage creativity in mathematics, with the help of computer software, eg drawing a diagram or perhaps a concept map or an animation with math equations.

Technology is one avenue through which students can use their creativity by describing a mathematical concept with imaginative computer animation, live action, music and special effects.

GTE workshops transform and declutter mathematics content to reveal its coherence, meaning and joy where they could explore the realistic applications of math skills and concepts to the real world.

Our A-Level students are attracted to mathematics through the workshop, where sharing and discussions help Mathematics to become more understandable, exciting, and eminently worthwhile.



3D printing is a process of making three dimensional solid objects from a digital file. Students will create their own project and print the design at the end of the session.



Create a visual by graphing a series of functions. Multiple functions of different types is used to recreate a chosen picture and then graphed out.



12th National Mathematics Marathon 2019 hosted by the Department of A-Levels: Champion from SM Tsun Jin KL.



HELP'S A-LEVELS
CENTRE - YOUR
CAREERS JUNCTION.
ALWAYS A LEVEL
ABOVE THE REST

- Recorded 104 Outstanding
 Pearson Learner Awards in
 Accounting (32), Law (15),
 Chemistry (13), Physics (12),
 Biology (8), Mathematics (11),
 Economics (4)
 Further Mathematics (8),
 English Literature (1)
- Malaysia Toray Science
 Foundation Science Education
 Awards for 24 years running
- 47% Straight As in one year alone
- Declared "Best & Largest
 A-Levels Centre in the World"
 (Edexcel World Conference in
 Hong Kong, 16 March 2011)
- Increasing list of scholarship recipients for admission to top universities in the UK, USA, Australia, Hong Kong and South Korea

Note: First year undergraduate studies structured to allow for entry by students from diverse subject backgrounds. Hence, universities have advised that it is not necessary for potential Law, Economics or Accounting and Finance students to study these subjects at A-Levels, while science students will continue to enjoy the variety of options for careers in science and the arts.



SCHOLARSHIPS WON BY HELP A-LEVEL STUDENTS (partial list)

- Jabatan Perkhidmatan Awam (JPA)
- Bank Negara Scholarship
- Maybank Scholarship
- CIMB ASEAN Scholarship
- Yayasan Sime Darby Scholarship
- Maxis Scholarship for Excellence
- Khazanah Nasional Global Scholarship
- ASEAN Scholarship
- Shell Scholarship
- YTL Scholarship

- Securities Commission of Malaysia Scholarship
- University Scholarships
- Petronas Scholarship
- Ministry of Education (MOE)
- Bank Pembangunan Scholarship
- Yayasan Sabah
- The AlBukhary Foundation Scholarship

and many more....

A-LEVEL ACHIEVERS AND ALUMNI



From left:

MELISSA PHOON JIA WEN

Highest mark in Malaysia for Economics

Studying Accounting and Finance at University of Warwick

LUM PEI WEN 2 A* 1 A 1 B

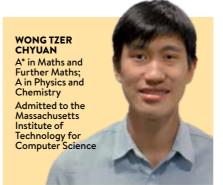
Highest mark in Malaysia for Accounting

Studying Biomedical Science at Nottingham University, Malaysia

ROSAMUND KOO WEI XIN 3 A* 1 B

Highest mark in Malaysia for Accounting Studying Pharmacy at Monash University, Malaysia Campus





JAMES TAN

Chemistry, Biology

Studying Biology in Imperial College

A* in Maths







AVINAASH SUBRAMANIAM A-Levels 4 As. Harvard University on a Harvard Faculty Scholarship. First runner-up in the 2008 Oxford Cambridge Society Public Speaking Competition. HELP Academy Distinction Scholarship Award. SPM 10 A1s and 1 A2 from SMK Damansara Jaya . United Nations Youth Achievement Award.

CAMBRIDGE UNIVERSITY COMPLIMENTS HELP ACADEMY



"Two former students at your school have achieved Firsts in recent

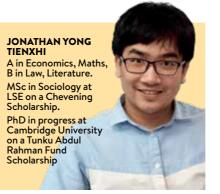
Grace Ng for Part I of the Chemical Engineering Tripos Melissa Chee for Part IIB of the Chemical Engineering Tripos

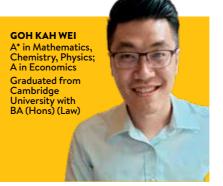
Much of the credit for this must go to the education they received before coming to Cambridge. We are always keen to receive applications from students of such calibre."

Professor Dame Carol Black, Principal of Newnham College, Cambridge to HELP Academy

"I am delighted to tell you that Andrew Foong has finished his year at Fitzwilliam with a First Class result in Engineering. We would be delighted to receive applications from any of your students who promise such outstanding achievement... our Admissions Tutors are keen to stay in close touch."

Dr Paul Chirico, Senior Tutor, Fitzwilliam College, Cambridge

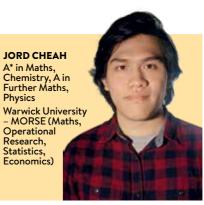


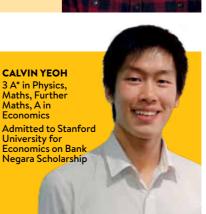


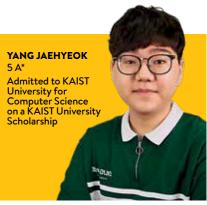












CHUN HAO ZHE 4 A* in Maths, Further Maths. Physics and Chemistry Admitted to **Fmmanuel** College, Cambridge for Chemical Engineering





NURTURING A-LEVEL STUDENTS INTO TOP ACHIEVERS

The HELP Counselling Team comprises distinguished academics and specialists who nurture students to become all-round achievers, giving them the advantage to succeed.

ACADEMIC COUNSELLING

Identification of universities offering high quality programmes aligned to students' goals and aspirations, while inculcating in them the need for mental and academic discipline, and cultivation of a scholarly aptitude.

PASTORAL COUNSELLING

Lecturers are assigned to mentor and monitor students to ensure they are in the best emotional and psychological health to succeed.

ADMISSIONS COUNSELLING

Members of HELP's Pastoral Team are able to give first-hand advice on preparation for interviews and admission to good universities. In the process, the counsellors identify, tease out and nurture inherent characteristics, talents and strengths that students are not aware they possess.

CAREER AND PROFESSION

HELP offers students avenues for career upgrade, change and diversification through its 13 Master's and two Doctoral programmes at the ELM Graduate School; HELP's industrial and international university partners as well as HELP's alumni, industrial and professional contacts - all of which enables graduates to access and form alliances for business and entrepreneurial success through seminars and dialogues, continuing professional development courses, SME Corp-sponsored programmes, and mentorship by successful business and corporate personalities.

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TEAM MEMBERS



DATUK DR PAUL CHAN

President and Vice-Chancellor of HELP University BEcon (Hons) (Malaya), MSc (McMaster), PhD (ANU) Strategic management; educational entrepreneur and pioneer



PROF DATO' DR ZAKARIA AHMAD

Deputy Vice-Chancellor (Research) BSocSc (Pol Sc) (Singapore), MA (McMaster), PhD (MIT) Political scientist; diplomacy, military and strategy studies



DR KHONG KIM HOONG

Deputy Vice-Chancellor (Academic) BEcon Hons (Malaya), MPIA, MA, PhD (Pittsburgh) Geo-politics of Asia Pacific: political economy of ASEAN



PROF EVA LATHAM

Professor of Human Dignity MSc (Ed) (Utrecht), PhD (magna cum laude) (Essen) Unesco award winner for initiatives in human dignity and ethics; consultant to governments and NGOs in Europe



MR JAHN CHEAH

Dean, Faculty of University Foundation Studies BSc (Maths), DipEd (Malaya), MSc (App Stats) (UPM) Ex-maths examiner for government schools; industry leader with many breakthroughs in A-Level education; creator of maths quick solution techniques



DR GERARD LOUIS

Dean, Faculty of Behavioural Sciences, Education and Languages BScEd Hons (Malaya), MSc (Guidance & Counseling), PhD (Counseling Psych) (De La Salle, Manila) Counselling Psychologist



DR PAOLO CASADIO

Assoc Professor, ELM Graduate School Course Leader, Master of **Business Analytics** BA (Rome), MSc (Southampton), PhD (Rome) Financial and investment planner, risk analyst and econometrician.



MR JAMES PETER DEGRAZIO

BA (Theatre) Dalhousie, Cert RADA, Postgrad Cert Ed (City and Guilds) Performing arts practitioner and teacher in both classical and contemporary theatre.



MR BALDEV SIDHU

Head, Department of University of London International Programmes, HELP Academy BA (Geog) Hons (Portsmouth), MA (SEA Studies) (SOAS London) Asian business; business, globalisation & socio-economic context of Asia Pacific



MS SARAH YUNG KAH YAN

Manager, MCounselling (HELP), BPsych (Hons) (HELP)



PROF JAYATI ROY

LLB (Hons) (London), BA (Hons), MEd (TESOL) (SUNY, Buffalo). PhD (OU, UK), Diplome D'Etude Francais (Caen, France); NLP Practitioner (ABNLP); Hypnotherapy Master Practitioner (ABHUSA) Research/Teaching interests Coaching, Poetry, Mind Science



JAHN CHEAH THEAN LYE

Dean, Faculty of University Foundation Studies, HELP Academy Director, Department of A-Levels Senior Lecturer in Mathematics MSc (App Stats) (UPM), BSc (Maths), DipEd (Malaya)

MATHS TEAM



AW SENG HONG Senior Lecturer MApp Stats (Malaya), BSc Ed (Maths/ Chem) Hons, (UM)



ANUAR BIN SHAMSUDDIN **Senior Lecturer**





Senior Lecturer

MSc (Maths) (London), BA (Tionghoa & Pure Maths) Hons (Malaya), CertEd (Birmingham)



PHILIP LOH SOO MING

Senior Lecturer BSc (Maths) Hons (Malaya)



LAM SOW YEE

Senior Lecturer BSc (Maths) Hons, DipEd (Malaya)



LILIAN WONG TAN LI

Senior Lecturer BSc (Act Sc) Hons (City University, London), DipEd (UKM)



TAN CHIN SIN

Lecturer MAppStats, BA (Maths/Econ) Hons



POON CHONG KHIM

Lecturer MEd (Tech), BTech with Ed (Mech)



ANTHONY LEONG

Lecturer BSc Mechatronics Eng Hons (Liverpool), MSc Mech Eng (Oakland)



SHEE YU SHEN

Lecturer BSc (Statistics), MSc (Maths) UKM



LAW TEAM

MD SYAZNI BIN IDRIS Senior Lecturer BLS, LLM (UiTM)



Lecturer BLS, LLM (UiTM)

ADAM IDRIS

PHYSICS TEAM



LEE SIEW MENG Senior Lecturer BSc (Physics), DipEd (Malaya)



A7IS RIN ALIAS

Senior Lecturer MEd (Distinction) (Malaya), BSc (Tasmania), Dip (General Translation) (ITBM)



SEOW YOKE HOCK

Senior Lecturer MEd (OUM), BSc (App Physics) First Class Hons (Malaya)



CHEW CHENG LIM

Lecturer MSc (Physics) (Bristol)





TAN KIMMIE

Senior Lecturer MEc, BEc (Western Australia)



LEONG SET WEI

Senior Lecturer MEd, BEc, DipEd (Monash)



LAWRENCE LOW CHIA WEI Senior Lecturer

MEcon (Malaya), BEcon Hons (UKM)



SUBASHINI A/P MANIAM

Lecturer MSc Econs (UPM), BSc Maths with Econs (UMS)

ACCOUNTING TEAM



FRANCIS DUNN-YU Senior Lecturer MICPA (TAR)



LOW YIING TING Senior Lecturer

BSc Accounting and Finance (LSE)

CHEMISTRY TEAM



YEAP SOON CHYE Senior Science Master / Senior Lecturer BSc (Ed) Hons (USM)



KANAGAMBIGAI MANICKAVASAGAR Senior Lecturer



MSc, BSc (Biochem) Hons (Malaya)



PhD in Polymer, BSc (App Chemistry)

Senior Lecturer

Senior Lecturer

MSc (Chem),

DR KHONG YOKE KUM

Hons (Malaya) **PANG HUEY SHEN**

BSc (App Chem) Hons (Malaya)



MARIE DASHANI A/P MATTHEWS

Lecturer BSc (Biochem) Hons (UTAR)

BIOLOGY TEAM



JASLINDER KAUR DHILLON Senior Lecturer BSc (Biotech) Hons (USM)



RONNIE KUEH BOON LIN Senior Lecturer MSc (Plant & Animal Physiology)



FOONG YOKE TING Senior Lecturer MPhil (Malava).

BSc (Bio) Hons (UPM)

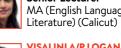


LOW CHIANG HENG Senior Lecturer

BSc (Gen) Hons (UKM)

MEnvr (UPM), BSc (Biochem) Hons (Malaya)

ENGLISH LITERATURE TEAM



PARVATHY NETHIAR Senior Lecturer MA (English Language and



VISALINI A/P LOGANATHAN Lecturer

BA English Language & Literature Studies (USM), CELTA



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