

Assoc. Prof. WONG BEE SUAN
Academic Director, APIIT

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Strengths

I am a passionate educator with clear, logical mind and practical approach to problem-solving and a drive to see things through to completion. I have more than 20 years' of experience as a lecturer, motivator, students recruiter both local and international and continuously designing university's courses and programmes. I am an excellent communicator who enjoy overcoming challenges and have a genuine interest in bridging the gap between the education sector and the industry.

Education
1996 – 1997

University of Lincoln, UK (formerly known as University of Humberside)
M.Sc In Information Technology in Business

Currently pursuing PhD

My research area is in Organic User Interface and how it provides a better learning interface for pre-schoolers in learning mathematic concepts. My research interest is in User Experience and I have done extensive study in looking at the effectiveness of using technology (interface particularly) to provide a better learning experience for learners.

Work Experiences

Current position
Academic Director, APIIT

My main role as an Academic Director involve providing leadership in the areas of resources planning, day to day operations, marketing strategies, quality assurance, industrial linkage, staff development and continual growth and expansion of APIIT. Some of the main are to:

- Develop and maintain strong institutional ties for improved collaborations to enhance support for students and overall performance
- Analyse and adhere to programme compliance with Malaysian policies and regulations and to benchmark against partner universities
- Continue to brand and rebrand the institution, streamlining processes to be student friendly

- Identify gaps in student services, academic processes and policies to enhance the overall student experiences.
- Identify, monitor and counsel students on Academic matter together with the academic team
- Provide a senior leadership role in the Senior Management Team of the University
- Collaborate with all schools within the University to encourage communication, shared services and policy development across schools
- Strategise and implement marketing plan with students recruitment team

Experince in Erasmus Mundas

I have had the opportunity to involve in Erasmus Mundas Joint Master Degree (EMJMD) previously as I was the coordinator representing the University. My main role was to create awareness for EMJMD among students and to encourage & assist students in applying.

Involvement in recruitment of international students

I have had the opportunity to travel internationally to recruit students from Kenya, Rwanda, Tanzania, Zambia, India, Mauritius, China, Vietnam, Indonesia and others. I am well exposed to work and communication with the recruitment agents as well as students from various background. During the recruitment process, I am expected to conduct seminar, workshop, talk to students at the exhibition or at the local schools. I have supervised, mentored and advised students in selecting their study options at our University in Malaysia.

In my years of service as an educator, I have either taught or interacted with students from various countries namely the middle eastern, Asia, central Asia, European and South America.

Personally, I have travelled extensively to countries mentioned above and also to Japan, Korea, Turkey, UK, France, Germany, Italy, Netherland, Portugal, Belgium, Australia and others. I have stayed in UK and New Zealand for more than a year while pursuing my Masters degree and PhD.