

**Staff name: Elsa Phung**

**About me:**

Ms Phung area of expertise lies in data mining, specifically in Educational Data mining and eLearning.

Her current research focuses on modality of teaching & learning. The focus is on collecting and analysing educational data from online management system on students learning styles and learning behaviour.

Ms Phung also supervises Master by Minor thesis students, including:

MIT Programme: "An Intelligent Subject Selection Systems for Universities" July 2001 - Mar 2003

MIT Programme: Master by Minor thesis - "Text Mining for Stock Movement Predictions" July 2003 - Dec 2004

Ms Phung is also a Member of Malaysian National Computer Confederation (MNCC)

**Research and Education:**

**Areas of Expertise**

1. Educational data Mining
2. eLearning

## Teaching

Chief Examiners for the following units:

- ETW2472 – Project management Analytics
- ETW3482 – Data Mining for Business
- MGX2700 – Project Management for Small & Medium Enterprises
- BUS3112 – Database Systems and Data Management
- GCO1821 – Multimedia and Internet Computing
- FIT2033 – Computer Models for Business Decisions
- FIT2018 – Network and Systems Administration
- FIT2019 – Network Standards and Specifications
- FIT3002 – Applications of Data Mining
- FIT5158 – Customer Relationship Management and Data Mining

Teaching Commitments (Units taught in Monash):

- BEW1601 – Introduction to e-Commerce
- BUS1010 – Introductory Computing for Business Applications
- BUS1021 – Business Information Systems
- BUS1060 – Computer Programming for Business A
- BUS1110 – Computer Models for Business Decisions
- BUS2021 – Advanced Business Information Systems
- BUS2120 – Computer Concepts and Software Systems
- BUS2176 – Project Management
- BUS3112 – Database Systems and Data Management
- BUS3150 – Computer Facilities and Network Management
- ETW1010 – Data Modelling and Computing
- FIT1001 – Computer Systems
- FIT1004 – Data Management
- FIT1012 – Website Authoring
- FIT2010 – Database
- FIT2018 – Network and Systems Administration
- FIT2019 – Network Standards and Specifications
- FIT2033 – Computer Models for Business Decisions
- FIT3002 – Applications of Data Mining
- FIT3047 – Industrial Experience Project 1
- FIT3048 – Industrial Experience Project 2
- FIT5158 – Customer Relationship Management and Data Mining
- FIT9003 – Database Systems Design
- GCO1815 – Computer Systems and Technology
- GCO1821 – Multimedia and Internet Computing
- GCO2812 – Computer Organisation
- IMS2071 – Systems Analysis and Design

## Publications:

### Scholarly Journals

1	<b>Phung, Y.C.</b> and Lim, T.M. (2001) " <i>An e-Procurement Prototype Simulating B2B Internet Commerce Using XML</i> ", (REDECS 2001). A referred paper published in the Proceeding of National Conference on Research & Development in Computer Science (22-25 Oct, 2001, UNITEN)
2	<b>Phung, Y.C.</b> and Lim, H.T. (2002), <i>An Intelligent Subject Selection System for Universities : A Knowledge Management Perspective</i> , The sixth International Research Conference on Quality, Innovation and Knowledge Management, Malaysia, Feb 17-20, 2002
3	<b>Phung, Y.C.</b> , (2005), " <i>Text Mining for Stock Movement Predictions: A Malaysian Perspective</i> ", 6th International Conference on Data Mining, 25-27 May, Skiathos, Greece
4	<b>Phung Y.C.</b> , Amnuaisuk P.S., and Komiya. R. (2008), " <i>Integrating text mining and genetic algorithm for subject selection</i> ", International Joint Conference on Computer, Information, and System Sciences, and Engineering (CIS2R08), 5-13 December, E Conference, USA.

## 5.

### Analysis of Learning Preferences and Learning Styles for an Undergraduate Teaching Unit

Authors	Yet Chin Phung, PDD Dominic, Rohiza Ahmad
Publication date	2018/8/13
Conference	2018 4th International Conference on Computer and Information Sciences (ICCOINS)
Pages	1-5
Publisher	IEEE

## Research Grants:

Nil

## Supervision:

### Completed Supervision

Student	Lim Haw Tian
Program of study	An Intelligent Subject Selection Systems for Universities, MIT, 2003
Awarding University	Monash University Malaysia
Student	Chan Pei Pei
Program of study	Text Mining for Stock Movement Predictions, MIT, 2004
Awarding University	Monash University Malaysia

## Awards and Achievements:

### Local Award

<b>Award Name</b>	Pro Vice Chancellor Award of Excellence in Teaching/Admin
<b>Awarding Body</b>	Monash University Malaysia
<b>Year of award</b>	S1 2012, S2 2011, S2 2010, S1 2010, S2 2009, S1 2009, S2 2008
<b>Project Title</b>	S1 2012: Nurturing Students' Skills and Capabilities S2 2011: Improving Teaching Methods Through Innovative Means S2 2010: Action Learning for Excellence (Teaching) S2 2010: Teamwork, Collaboration and Results (Administration) S1 2010: Learning by Doing for Excellence S2 2009: Project "Protocol" S1 2009: NA S2 2008: NA

### Local Presentation

<b>1</b>	Education Quality and Innovation Series of seminar/workshop titled: Teaching innovations for high quality teaching outcomes
<b>2</b>	School Teaching and Learning Seminar: PVC's Award for Excellence in Teaching, Research and Administration
<b>3</b>	School PASS Program: Information sessions for Unit Coordinators/Lecturers
<b>4</b>	Workshops for PASS Leaders