Sunway University Business School is a leading business school in the ASEAN region. Students will be equipped with cutting-edge skills that are necessary for tomorrow’s dynamic environment as well as have exposure to best business practices. An education in business provides students with the fundamentals, theories and processes for a greater understanding of the principles in business.

Our programmes prepare you for various roles in business management such as in accounting, finance, operations management, marketing and even entrepreneurship. These programmes are also aimed at developing successful graduates who will thrive in a number of organisations be it in the private or public sector.

Here is a list of programmes on offer at Sunway University Business School:

- BSc (Hons) in Accounting and Finance
- BSc (Hons) Financial Analysis
- BSc (Hons) Financial Economics
- BSc (Hons) Business Management
- BSc (Hons) Business Studies
- BSc (Hons) Global Supply Chain Management
- BSc (Hons) Marketing
- BA (Hons) Entrepreneurship
- BSc (Hons) in International Business
**PATHWAY**

PhD

Masters

Bachelor’s
- BSc (Hons) in Accounting and Finance
- BSc (Hons) Financial Analysis
- BSc (Hons) Financial Economics
- BSc (Hons) Business Management
- BSc (Hons) Business Studies
- BSc (Hons) Global Supply Chain Management
- BSc (Hons) Marketing
- BA (Hons) Entrepreneurship
- BSc (Hons) in International Business

Pre-University
- Sunway Foundation in Arts / Sunway Foundation in Science and Technology / A-Level / Australian Matriculation / Canadian International Matriculation Programme / Monash University Foundation Year / STPM / UEC or equivalent

OR

PhD

Masters

Bachelor’s (Year 2)
- Advanced Standing

Diploma
Our BSc (Hons) in Accounting and Finance programme provides you with an in-depth understanding of how accounting and finance fits into the broader context of business and management.

You will be equipped with critical thinking, analytical as well as problem-solving skills needed to succeed in today’s dynamic and ever-evolving business world. The emphasis of our degree is on work-based learning facilitated by our team of attentive, experienced and qualified teaching faculty. This programme is also industry-relevant and recognised by renowned global professional bodies with key areas of focus comprising corporate reporting, financial control, audit engagement, treasury, performance management, regulatory compliance and professional ethics.

This degree is validated by Lancaster University and upon the successful completion of the programme, graduates are awarded two certificates; one from Sunway University and another from Lancaster University.

**DEGREE > MASTERS**

Graduates of the BSc (Hons) in Accounting and Finance can choose to enter the workforce after completion of the degree or undertake further studies at Sunway University, subject to terms and conditions.
**PATHWAY**

- Option A
  - PhD
  - Masters
  - Professional Qualification

- BSc (Hons) in Accounting & Finance

- Option B
  - OR
  - PhD
  - Masters
  - Professional Qualification

- BSc (Hons) in Accounting and Finance
  - Exemption up to a maximum of 1 year
  - Diploma

**DISTINCTIVE SUNWAY EXPERIENCE**

- Produce employable graduates with in-depth knowledge as well as the practical skills and ethical values needed to succeed
- Accredited by all major local and international professional accountancy bodies with exemptions to pursue various professional qualifications as listed below:
  - Association of Chartered Certified Accountants (ACCA)
  - Chartered Institute of Management Accountants (CIMA)
  - CPA Australia
  - Institute of Chartered Accountants in England and Wales (ICAEW)*
  - Chartered Tax Institute of Malaysia (CTIM)
  - Malaysian Institute of Certified Public Accountants (The MICPA)
  - Chartered Accountant, Australia and New Zealand (CAANZ, via the MICPA-CAANZ collaboration)*
  - Chartered Accountant, Malaysia (ICACM, via the MICPA-CAANZ collaboration)*

*Members of Global Accounting Alliance

- Through the Industry Advisory Board of the Sunway University Business School, our network with industry, accountancy firms and professional accountancy bodies ensures that our graduates are constantly meeting the needs of the profession
- Degree is validated by Lancaster University and quality standards set by Malaysian Qualifications Agency

**INTAKES**

- JANUARY
- MARCH
- AUGUST

**DURATION**

- 3 YEARS
- FULL-TIME

**CAREER PROSPECTS**

- Chief Financial Officer
- Corporate Treasurer
- Financial Controller
- Internal & External Auditor
- Investment Banker
- Management Consultant

**VALIDATION**

- Lancaster University
**ENTRY REQUIREMENTS**

**DEGREE**
- **STPM**
  - Average B- or CGPA 2.67 (Minimum Grade C+ in at least 2 subjects)
- **A-Level**
  - *Points are calculated based on grades obtained for 2 or 3 subjects*
  - Minimum 14 points (Minimum Grade D in at least 2 subjects)
- **Australian Matriculation**
  - ATAR 65
- **Canadian International Matriculation Programme**
  - MUFY 65%
- **Sunway Foundation in Arts**
  - CGPA 2.5
- **Sunway Foundation in Science & Technology**
  - CGPA 2.5
- **UEC**
  - Maximum 24 points from 5 subjects (all Grade Bs including Mathematics)
- **IB Diploma**
  - Completed with minimum 26 points (excluding bonus points)
- **Sunway Diploma**
  - *Students may obtain advanced standing if credit transfer requirements are met*
  - CAVG 60% or CGPA 2.50
- **Other Qualifications**
  - Any other equivalent qualifications
  - Applicant with no standard qualification will be considered on a case-to-case basis

**SPECIFIC REQUIREMENT**
- Credit in Mathematics at SPM or its equivalent

**ACCOUNTING AND FINANCE**
- **Average B- or CGPA 2.67 (Minimum Grade C+ in at least 2 subjects)**
- **Minimum 14 points (Minimum Grade D in at least 2 subjects)**
- **Australian Matriculation**
  - ATAR 65
- **Canadian International Matriculation Programme**
  - MUFY 65%
- **Sunway Foundation in Arts**
  - CGPA 2.5
- **Sunway Foundation in Science & Technology**
  - CGPA 2.5
- **UEC**
  - Maximum 24 points from 5 subjects (all Grade Bs including Mathematics)
- **IB Diploma**
  - Completed with minimum 26 points (excluding bonus points)
- **Sunway Diploma**
  - *Students may obtain advanced standing if credit transfer requirements are met*
  - CAVG 60% or CGPA 2.50
- **Other Qualifications**
  - Any other equivalent qualifications
  - Applicant with no standard qualification will be considered on a case-to-case basis

**ENGLISH LANGUAGE REQUIREMENTS**
- **IELTS or equivalent**
  - Band 6.0
- **MUET**
  - B3 or B4
- **SPM English**
  - B4
- **UEC English**
  - Credit
- **O-Level English (1119)**
  - Credit
- **Sunway Intensive English Programme (IEP)**
  - Pass Level 4 with minimum 65%
- **ESL/English**
  - Satisfactory level in Pre-University programmes, where the medium of instruction is English

*For Malaysian students entering using an entry qualification whereby the medium of instruction is not in English, MQA requires the student to possess a MUET or international English proficiency qualification in order to register for the Accounting programme.*

**PROGRAMME STRUCTURE - Subjects**

### Year 1
- Principles of Financial Accounting
- Business Statistics
- Introductory Economics
- Principles of Marketing
- Principles & Practice of Management
- Principles of Business Finance
- Business Computing
- Business Law
- English for Business
- Financial Accounting
- Management Accounting
- Cost Accounting
- Financial Management
- Principles of Auditing
- Malaysian Taxation System
- Company Law
- Financial Institutions & Markets
- Communication Skills

### Year 2
- Corporate Reporting
- Investment Management
- Business Ethics & Social Responsibilities
- International Financial Management
- Corporate Finance
- Strategic Management
- Leadership
- Internship
- Electives (Choose 3)
  - Advanced Taxation
  - Advanced Audit & Assurance
  - Advanced Management Accounting
  - Advanced Financial Accounting
  - Operations Management
  - Entrepreneurship

### Year 3
- Corporate Reporting
- Investment Management
- Business Ethics & Social Responsibilities
- International Financial Management
- Corporate Finance
- Strategic Management
- Leadership
- Internship
- Electives (Choose 3)
  - Advanced Taxation
  - Advanced Audit & Assurance
  - Advanced Management Accounting
  - Advanced Financial Accounting
  - Operations Management
  - Entrepreneurship

### ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS
- Islamic & Asian Civilisations
- Ethnic Relations
- Community Project
- Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)
- Malay Language for Communication 2
- Malaysian Studies 3
- Community Project

For International students:
- Islamic & Asian Civilisations
- Ethnic Relations
- Community Project
To give students an added edge, Sunway programmes include an internship component that helps open doors for Sunway graduates to successfully bridge the gap from university to industry.

- Baker Tilly Malaysia
- BDO Malaysia
- Crowe Horwath Malaysia
- Deloitte Malaysia
- Digi.Com Berhad
- Ernst & Young
- Great Eastern Life Assurance (Malaysia) Berhad
- Henry Tee & Co
- Hong Leong Bank Berhad
- KPMG Malaysia
- Maybank
- Moore Stephens Malaysia
- Morison Anuarul Azizan Chew
- OCBC Bank Malaysia
- Public Bank Berhad
- PwC Malaysia
- Russell Bedford Malaysia Sdn Bhd
- Sime Darby Global Services Sdn Bhd
- SP Setia Berhad
- SJ Grant Thornton
- Sunway Group
- Tricor Services Sdn Bhd
- W.L. Chong & Associates
- William C. H. Tan & Associates

To help graduates transit successfully into the workforce, Sunway University combines a well-rounded academic experience and learning, both inside and outside the classroom, with the goal of using these experiences to prepare graduates for a career.

- BDO
- Dell
- Deloitte
- Ernst & Young
- General Electric
- Great Eastern Assurance
- HSBC
- KPMG
- Maybank
- OCBC Bank
- PwC
- Russell Bedford Malaysia Sdn Bhd
- Sime Darby Global Services Sdn Bhd
- SP Setia Berhad
- SJ Grant Thornton
- Sunway Group
- Tricor Services Sdn Bhd
- W.L. Chong & Associates
- William C. H. Tan & Associates

Sunway University students can choose several different study options, depending on their programme and their individual preferences and financial situation.

As a partner of Lancaster University, our students are given opportunities to spend 3 weeks in Lancaster as part of their studies via the Summer programmes.

The BAF programme at SUBS provided me more than just a degree. In addition to quality academic knowledge, I was exposed to real-world skills such as working in teams, independent research, critical thinking and internship. I believe all of this provided me an excellent foundation in propelling my career.

TARMINDER SINGH A/L HARDEV SINGH
ALUMNUS

The BAF programme provided the essential skills and knowledge I needed to be an all-rounder, which is an added value to differentiate myself from other graduates. The well-structured curriculum covers every aspect of the corporate world and this will enhance your problem-solving and decision-making skills.

MUHAMMAD SHAHMI BIN SHAHIDAN
ALUMNUS

My 3-year experience at Sunway University has equipped me beyond just knowledge. It provided me opportunities to explore my interests and talents, network with friends from different countries and learn from top-notch lecturers, which built strong foundation for my career path in banking right now.

DELLA AVERINA
ALUMNA
BSC (HONS) FINANCIAL ANALYSIS

The BSc (Hons) Financial Analysis programme has been designed to meet the increasing demand for quality skills and expertise in the financial services industry.

Focusing on the quantitative aspects of finance, students will learn about equities, fixed-incomes and derivatives markets. Students will also explore the applications of mathematical and statistical knowledge to the fields of investment and risk management to meet the dynamic needs of the financial services industry in general.

The solid foundation that we provide allows students to either venture directly into a career in finance and investment or to pursue further studies in quantitative finance. Through this programme, students are prepared for the quantitative aspects of all three levels of Chartered Financial Analyst (CFA) professional examinations. A CFA charter is the most recognised professional qualification in the finance world and this will set you up for a successful career in finance.

Graduates of the BSc (Hons) Financial Analysis can choose to enter the workforce after completion of the degree or undertake further studies at Sunway University, subject to terms and conditions.
PROGRAMME STRUCTURE -
Subjects

Year 1
- Principles of Financial Accounting
- Introductory Economics
- English for Business
- Calculus
- Linear Algebra & Applications
- Principles of Business Finance
- Introduction to Probability
- Advanced Calculus
- Theory of Interest
- Programming Principles

Year 2
- Financial Economics I
- Equity Valuation
- Introduction to Statistics
- Financial Management
- Communication Skills
- Bonds with Embedded Options & Structured Securities
- Financial Economics II
- Financial Accounting
- Portfolio Management

Year 3
- Portfolio Management for Institutional Investors
- Business Ethics & Social Responsibilities
- Fixed Income Portfolio Management
- Risk Management Applications of Derivatives
- Internship
- Electives
  (Choose 4)
- Time Series & Forecasting
- Corporate Finance
- Regression Analysis
- Corporate Reporting Theory & Practice
- Discrete Mathematics
- Financial Planning
- International Financial Management

DISTINCTIVE SUNWAY EXPERIENCE
- Offers a wide-range of financial modules in line with the curriculum design of the Chartered Financial Analysts (CFA) qualification
- An extensive focus on quantitative and mathematical approaches applied to financial management and decision making
- Curriculum subjects range from a broad spectrum of personal to private and public financing
- Provides a comprehensive, real-time learning experience of cutting-edge financial know-how that can be applied in the real world

CAREER PROSPECTS
- Chief Financial Officer
- Corporate Treasurer
- Financial Controller
- Internal & External Auditor
- Investment Banker
- Management Consultant

INTAKES
JANUARY
MARCH
AUGUST
DURATION
3 YEARS
FULL-TIME

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS
For Local students:
- Islamic & Asian Civilisations
- Ethnic Relations
- Community Service
- Bahasa Kebangsaan A
  (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Malaysia)

For International students:
- Malay Language for Communication 2
- Malaysian Studies 3
- Community Service
ENTRY REQUIREMENTS

STUDY OPTIONS

FINANCIAL ANALYSIS

STPM
A-Level*
*Points are calculated based on grades obtained for 2 or 3 subjects
Australian Matriculation
Canadian International Matriculation Programme
MUFY
Sunway Foundation in Arts
Sunway Foundation in Science & Technology
UEC

IEILTS or equivalent
MUET
SPM English
UEC English
O-Level English (1119)
Sunway Intensive English Programme (IEP)
ESL/English

4.0
Band 4
B3 or B+
B4
Credit
Pass Level 4 with minimum 65%
Satisfactory level in Pre-University programmes, where the medium of instruction is English

STPM Average B- or CGPA 2.67 (Minimum 2 principals)
Minimum 14 points (Minimum Grade D in at least 2 subjects)

ATAR 65
45%
CGPA 2.5
CGPA 2.5
Maximum 24 points from 5 subjects (all Grade Bs including Mathematics)
Completed with minimum 24 points (excluding bonus points)
CAVO 60% or CGPA 2.50

Any other equivalent qualifications
Applicant with no standard qualification will be considered on a case-to-case basis

Note: For A-Level points calculation
A = 10 points
B = 8 points
C = 6 points
D = 4 points
E = 2 points

Sunway University students can choose several different study options, depending on their programme and their individual preferences and financial situation.

Students could switch to other programmes by attaining prior approval. Switching will be useful at the end of your first year enrollment to help minimise disruption in your ability to cope with the completion of your degree.
The BSc (Hons) Financial Economics programme gives you the opportunity to combine studies in the areas of economics, financial mathematics and statistics for a wider range of careers both within and outside the financial services industry.

Students have more flexibility to move into diverse fields such as financial planning, macroeconomic-financial forecasting, trading, financial-economic research as well as risk and asset management in banking. Ultimately, financial analysts are often proven to be the backbone of the financial services industry.

To remain competitive in an increasingly complex financial ecosystem, this programme also incorporates topics in the Certified Financial Planner (CFP), Registered Financial Planner (RFP) and Securities Commission Licensing Examination modules to prepare students for these certifications. Some students are even recommended to take an additional examination in order to obtain a Certified Financial Analyst (CFA) status.

**DEGREE > MASTERS**

Graduates of the BSc (Hons) Financial Economics can choose to enter the workforce after completion of the degree or undertake further studies at Sunway University, subject to terms and conditions.
DISTINCTIVE SUNWAY EXPERIENCE

• A specialised programme designed to impart conceptual and quantitative skills needed in the financial sector of an economy, especially relating to financial advisory services
• Subjects are taught by experienced and highly qualified professionals who are able to utilise excellent teaching facilities at Sunway University

PROGRAMME STRUCTURE - Subjects

Year 1
• Principles of Financial Accounting
• Introductory Economics
• English for Business
• Calculus
• Linear Algebra & Applications
• Principles of Business Finance
• Introduction to Probability
• Advanced Calculus
• Theory of Interest
• Programming Principles

Year 2
• Financial Economics I
• Managerial Economics
• Introduction to Statistics
• Financial Management
• Communication Skills
• Microeconomics
• Malaysian Taxation System
• Portfolio Management
• Macroeconomics

Year 3
• International Economics
• Regression Analysis
• Business Ethics & Social Responsibilities
• Time Series & Forecasting
• Internship
• Life Insurance & Takaful
• Financial Planning
• Financial Economics II
• Bonds with Embedded Options & Structured Securities
• Financial Institutions & Markets
• Corporate Finance
• International Financial Management
• Electives

INTAKES
3 YEARS FULL-TIME
JANUARY MARCH AUGUST

For Local students:
• Islamic & Asian Civilisations
• Ethnic Relations
• Community Service
• Bahasa Hobangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Malaysia)

For International students:
• Malay Language for Communication 2
• Malaysian Studies 3
• Community Service

ENTRY REQUIREMENTS

DEGREE

STPM
A-Level*
*Points are calculated based on grades obtained for 2 or 3 subjects
Australian Matriculation
Canadian International Matriculation Programme
MUFY
Sunway Foundation in Arts
Sunway Foundation in Science & Technology
UEC
IB Diploma
Sunway Diploma*
*Students may obtain advanced standing if credit transfer requirements are met

Other Qualifications

SPECIFIC REQUIREMENT
Credit in Mathematics at SPM or its equivalent

Note: For A-Level points calculation
A = 10 points  B = 8 points  C = 6 points
D = 4 points  E = 2 points

ENGLISH LANGUAGE REQUIREMENTS

IELTS or equivalent
MUET
SPM English
UEC English
O-Level English (1119)
Sunway Intensive English Programme (IEP)
ESL/English

FINANCIAL ECONOMICS

Average B- or CGPA 2.67 (Minimum 2 principals)
ATAR 65
65%
CGPA 2.5
CGPA 2.5
Minimum 24 points from 5 subjects (all Grade Bs including Mathematical)
Completed with minimum 26 points (excluding bonus points)
CAVG 60% or CGPA 2.50

Any other equivalent qualifications
Applicant with no standard qualification will be considered on a case-to-case basis

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:
• Chief Financial Officer
• Corporate Treasurer
• Financial Controller

For International students:
• Investment Banker

FULL-TIME
3 YEARS
AUGUST JANUARY MARCH

Business
BSc (Hons) Financial Economics
• Uniqueness of the Programme
• Programme Structure
• Entry Requirements
BSC (HONS) BUSINESS MANAGEMENT

The BSc (Hons) Business Management programme provides students with a broad and in-depth knowledge on business management with flexible skills and competencies to work for any organisation or even to establish your own business in the future.

The programme encourages students to explore business in the context of operations, management and the evaluation of critical business information. Students will use the tools and techniques of management to analyse, evaluate, and make informed decisions; all of which play an important role in ensuring employability and profitability in a variety of local or global businesses.

This degree is validated by Lancaster University and Chartered Management Institute and upon the successful completion of the programme, graduates are awarded three certificates; one from Sunway University, one from Lancaster University and Level 5 Diploma Professional Qualification in Management and Leadership from Chartered Management Institute.

Degrees > Masters

Graduates of the BSc (Hons) Business Management can choose to enter the workforce after completion of the degree or undertake further studies at Sunway University, subject to terms and conditions.
**PROGRAMME STRUCTURE - Subjects**

### Year 1
- Accounting for Decision Making
- Business Statistics
- Introductory Economics
- Principles of Marketing
- Principles & Practice of Management
- Principles of Business Finance
- Business Computing
- Business Law
- English for Business

### Year 2
- Managerial Economics
- Operations Management
- Company Law
- Scientific Ideas & Innovation
- Human Resource Management
- International Business
- Research Methods
- Communication Skills

### Year 3
- Business Research Design
- Business Research Execution
- Business Ethics & Social Responsibilities
- Strategic Management
- Entrepreneurship
- Managing Change
- Leadership
- Internship

### Electives (Choose 1 in Year 2 and 2 in Year 3)
- E-Commerce
- International Economics
- Financial Management
- Technology Management
- Project Management
- Contemporary Regional Issues
- Product Development & Commercialisation
- Web Fundamentals
- Marketing Management

**ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS**

For Local students:
- Islamic & Asian Civilisations
- Ethnic Relations
- Community Service
- Bahasa Melayu (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For International students:
- Malay Language for Communication 2
- Malaysian Studies 3
- Community Service

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**DISTINCTIVE SUNWAY EXPERIENCE**

- A specialised programme designed to impart conceptual and quantitative skills needed in various businesses both locally and globally
- Subjects are taught by experienced and highly qualified professionals who are able to utilise excellent teaching facilities at Sunway University
- Validated by Lancaster University and Chartered Management Institute and upon the successful completion of the programme, graduates are awarded three certificates; one from Sunway University, one from Lancaster University and Level 5 Diploma Professional Qualification in Management and Leadership from Chartered Management Institute
- Chartered Management Institute (CMI) Affiliate Members for the duration of the programme (up to 5 years)
  - Management Direct
  - Career Development Centre
  - Mentoring Service
  - CMI Awards
  - Student Ambassador Programme

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**VALIDATION**

Lancaster University

**CAREER PROSPECTS**

- Business Consultant
- Entrepreneur
- Innovation Manager
- Operation/Project Manager
- Strategic Planner

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**INTAKES**

- JANUARY
- MARCH
- AUGUST

**DURATION**

3 YEARS FULL-TIME

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**UNIQUENESS OF THE PROGRAMME**

- Programme Structure
ENHANCED CAREER PROSPECTS

To help graduates transit successfully into the workforce, Sunway University combines a well-rounded academic experience and learning, both inside and outside the classroom, with the goal of using these experiences to prepare graduates for a career.

- AMG Holdings International
- Alpha Home Appliances
- Besten Trading Sdn Bhd
- Carsome.my
- Alliance Bank
- Beyond Borders Co Ltd
- CBRE Sdn Bhd

INTERNSHIP COMPANIES

To give students an added edge, Sunway programmes include an internship component that helps open doors for Sunway graduates to successfully bridge the gap from university to industry.

- AMG Holdings International
- Alpha Home Appliances
- Besten Trading Sdn Bhd
- Carsome.my
- Alliance Bank
- Beyond Borders Co Ltd
- CBRE Sdn Bhd

ENTRY REQUIREMENTS

DEGREE

STPM
A-Level*
*Points are calculated based on grades obtained for 2 or 3 subjects

Australian Matriculation
Canadian International Matriculation Programme
MUFY
Sunway Foundation in Arts
Sunway Foundation in Science & Technology
UEC

IB Diploma
Sunway Diploma*
*Students may obtain advanced standing if credit transfer requirements are met

Other Qualifications

SPECIFIC REQUIREMENT
Pass in Mathematics at SPM or its equivalent

Note: For A-Level points calculation
A = 10 points  B = 8 points  C = 6 points  D = 4 points  E = 2 points

BSc (Hons) Business Management

BUSINESS MANAGEMENT

Average C or CGPA 2.33 (Minimum 2 principals)
Minimum 12 points (Minimum Grade D in at least 2 subjects)

ATAR 60
40%
CGPA 2.0
CGPA 2.0
Maximum 26 points from 5 subjects (all Grade Bs) and a Pass in Mathematics subject
Completed with minimum 25 points (excluding bonus points)
CAV5 50% or CGPA 2.0

Any other equivalent qualifications
Applicant with no standard qualification will be considered on a case-to-case basis

ENGLISH LANGUAGE REQUIREMENTS

IELTS or equivalent
MUET
SPM English
UEC English
O-Level English (1119)
Sunway Intensive English Programme (IEP)
ESL/English

4.0
Band 4
B3 or B+
B4
Credit
Pass Level 4 with minimum 65%
Satisfactory level in Pre-University programmes, where the medium of instruction is English
STUDY OPTIONS

Sunway University students can choose several different study options, depending on their programme and their individual preferences and financial situation.

This programme offers a study abroad option to go to Lancaster University for one semester during the Michaelmas term. Students from this programme will also be given the option of transferring to University of Canterbury upon the successful completion of Year One at Sunway University subject to meeting entry requirements.

TESTIMONIALS

BBM programme contributed a lot in shaping me into an all-rounded individual through various hands-on assignments, presentations and direct exposure to the corporate world. It provided a path to develop my career.

CHAN JINN YEP
REGIONAL INNOVATION MANAGER, JOTUN

The BBM course is an excellent choice for helping you decide your ‘next step’. Through extensive coursework, it enables you to cover a wide selection of business areas with tools you need to excel, whichever path that you choose to take.

YAP JIN HOONG
MANAGEMENT CONSULTING ANALYST, ACCENTURE

BBM is so much different compared to other courses. This course allowed me to obtain knowledge from different areas; for example, finance, marketing and economics. When applying for jobs, there are more opportunities and a variety of choices to explore in different industries.

CHONG KAI NI
INNOVATION ACCELERATION EXECUTIVE, NESTLÉ PRODUCTS SDN. BHD.
The BSc (Hons) Business Studies provides students with a thorough understanding of customers, their preferences and behaviour that make an impact in the business world.

Using real and simulated scenarios, you will be exposed to the challenges and decision-making situations faced by all types of businesses. This programme also equips students with strong theoretical and analytical knowledge as well as the critical thinking skills to respond to the demands of a dynamic global economy. Throughout this programme, students will explore practical measures and strategic planning skills required to create value for both businesses and the customer.

This degree is validated by Lancaster University and upon the successful completion of the programme, graduates are awarded two certificates; one from Sunway University and another from Lancaster University.

DEGREE > MASTERS

Graduates of the BSc [Hons] Business Studies can choose to enter the workforce after completion of the degree or undertake further studies at Sunway University, subject to terms and conditions.
PRoGRAMME STRuCTure - Subjects

Year 1
- Accounting for Decision Making
- Business Statistics
- Introductory Economics
- Principles of Marketing
- Principles & Practice of Management
- Principles of Business Finance
- English for Business
- Business Law
- Business Computing

Year 2
- Consumer Behaviour
- Operations Management
- Marketing Management
- International Business
- Human Resource Management
- Advertising & Promotions
- Research Methods
- Marketing Research
- Communication Skills

Year 3
- Business Research Design
- Business Research Execution
- Entrepreneurship
- International Marketing
- Leadership
- Internship

Electives
(Choose 3)
- Product Development & Commercialisation
- Direct Marketing
- Financial Management
- Marketing Strategy
- E-Commerce
- Services Marketing

ADDITIONAL MOHE COMpulsory General Studies Subjects
- Islamic & Asian Civilisations
- Ethnic Relations
- Community Service
- Bahasa Kebangsaan A
  (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Malaysia)

For Local students:
- Malay Language for Communication 2
- Malaysian Studies 3
- Community Service

For International students:
- Language for Communication 2
- Malaysian Studies 3
- Community Service

DISTINCTIVE SUNWAY EXPERIENCE

- Outstanding international researchers are involved in designing and delivering the programme
- Marketing department's faculty members who are involved in teaching of this programme publish regularly in Internationally Ranked Journals and present at major global conferences such as AMA, AMS, AIB, AOM, ACR, ANZMAC and more
- Membership of respected academic associations such as ACR, AMA, AMS, AIB, AOM, Chartered Marketer, Chartered Statistician, Market Research Association and more
- Simulated business challenges, industry collaborated field work, and professional development training series such as internships, field trips or competitions
- Robust and in-trend marketing curriculum and internship experience
- 3-year Degree Programme validated by Lancaster University
- Dual certificates from Lancaster University and Sunway University
- Emphasis on innovation and creativity through modern technology
- Implementation of video lectures, flipped classrooms and out-of-the-box research poster presentations
- Active classroom learning with talks from industry experts and relatively small class sizes to allow for more interactive bonding between students and teaching staff
- Theoretical knowledge, practical, analytical and critical thinking skills to respond to the demands of global changes and challenges
- Various opportunities for international study and experience gained through student exchange or study abroad programmes
- Amongst the largest and most modern private institutions in Malaysia that is fully equipped with academic, hostel, sports, and other support facilities including Wi-Fi coverage, 24-hour security and more

PROGRAMME STRUctURE - Subjects

Year 1
- Accounting for Decision Making
- Business Statistics
- Introductory Economics
- Principles of Marketing
- Principles & Practice of Management
- Principles of Business Finance
- English for Business
- Business Law
- Business Computing

Year 2
- Consumer Behaviour
- Operations Management
- Marketing Management
- International Business
- Human Resource Management
- Advertising & Promotions
- Research Methods
- Marketing Research
- Communication Skills

Year 3
- Business Research Design
- Business Research Execution
- Entrepreneurship
- International Marketing
- Leadership
- Internship

Electives
(Choose 3)
- Product Development & Commercialisation
- Direct Marketing
- Financial Management
- Marketing Strategy
- E-Commerce
- Services Marketing

ADDITIONAL MOHE COMpulsory General Studies Subjects
- Islamic & Asian Civilisations
- Ethnic Relations
- Community Service
- Bahasa Kebangsaan A
  (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Malaysia)

For Local students:
- Malay Language for Communication 2
- Malaysian Studies 3
- Community Service

For International students:
- Language for Communication 2
- Malaysian Studies 3
- Community Service
ENTRY REQUIREMENTS

DEGREE

STPM
- A-Level*
*Points are calculated based on grades obtained for 2 or 3 subjects
Australian Matriculation
Canadian International Matriculation Programme
MUFY
Sunway Foundation in Arts
Sunway Foundation in Science & Technology
UEC
IB Diploma
Sunway Diploma*
*Students may obtain advanced standing if credit transfer requirements are met
Other Qualifications

SPECIFIC REQUIREMENT
Pass in Mathematics at SPM or its equivalent

Note: For A-Level points calculation
A = 10 points  B = 8 points  C = 6 points  D = 4 points  E = 2 points

ENGLISH LANGUAGE REQUIREMENTS

IELTS or equivalent
4.0
MUET
Band 4
SPM English
B3 or B+
UEC English
B4
O-Level English (1119)
Credit
Sunway Intensive English Programme (IEP)
Pass Level 4 with minimum 65%
ESL/English
Satisfactory level in Pre-University programmes, where the medium of instruction is English

BUSINESS STUDIES

Average C or CGPA 2.33 (Minimum 2 principals)
Minimum 12 points (Minimum Grade D in at least 2 subjects)

ATAR 60
40%
CGPA 2.0
40%
CGPA 2.0
Maximum 26 points from 5 subjects (all Grade Bs and a Pass in Mathematics subject)
Completed with minimum 25 points (excluding bonus points)
CAVSS 50% or CGPA 2.0

Any other equivalent qualifications
Applicant with no standard qualification will be considered on a case-to-case basis

INTERNSHIP COMPANIES

To give students an added edge, Sunway programmes include an internship component that helps open doors for Sunway graduates to successfully bridge the gap from university to industry.

• YTL Corporation
• Procter & Gamble
• Unilever
• L’Oréal
• IKEA
• Malaysia Airlines
• Bank Negara
• Maybank
• Sime Darby
• Sunway Group
• Hewlett Packard
• Maxis
• Ingress Auto (BMW)
• Golden Screen Cinemas
• Media Prima (8TV)
• Air Asia
• Astro

ENTHANCED CAREER PROSPECTS

To help graduates transit successfully into the workforce, Sunway University combines a well-rounded academic experience and learning, both inside and outside the classroom, with the goal of using these experiences to prepare graduates for a career.

• HSBC Bank
• IBM Malaysia Sdn Bhd Penang
• Maybank
• Boston Consulting Group Sdn Bhd
• Branding & Marketing Communication positions within the Sunway Education Group
As a final year, final semester BBS student, I would say that the journey throughout this programme has been beneficial to me in many ways. To name a few, it greatly improved my business knowledge both theoretically and understanding the business world, enhanced my communication skills, and challenges one to think critically about business issues. Moreover, this programme also exposed me to a wide range of business aspects, from advertising, marketing, finance, business law and many more. Well, the journey throughout the programme wouldn't be so enjoyable, if it wasn't because of the lecturers (great, great people!) who will try their best to guide you when you’re facing difficulties in the subject or assignments. One thing I really liked about the lecturers is they are always challenging you to think beyond the textbook. So, for individuals who would like to have a taste of a wide range of subjects and up for some challenges, this is definitely a fit for you!

SOPHIA HONG POAY TZE
STUDENT

I was determined to change to the new course, BMKT (major in Marketing) when it was first offered because I wish to have a specialised major. However, I did not do so as I do not wish to extend my study. I was so demotivated and reluctant to perform my very best when I switched back to BBS (minor in both Marketing and Management). Then, I realised that BBS enables me to navigate through the different departments in a company and we are highly sought after by most employers during this turbulent economic condition that demands for an all-rounded candidate. A huge appreciation to all my lecturers who have supported and shaped me to become who I am today and I will never stop learning to be a better me.

MICHELLE TOH CHIA LING
STUDENT
BSc (Hons) Global Supply Chain Management

The BSc (Hons) Global Supply Chain Management programme aims to meet the increasing demands for professionals in this field. Students will be equipped with the knowledge, skills and abilities to manage supply chain networks to greater operational efficiency.

Supply chain professionals see the big picture and understand how finances, people, information, processes, product, and technology interact within the business ecosystem. You will study core elements of the supply chain in the global business environment, such as in procurement strategies, inventory control, logistics operations, distribution practices and sustainability; and how these elements interact to create value for your organisation.

This degree is validated by Lancaster University and Chartered Management Institute and upon the successful completion of the programme, graduates are awarded three certificates; one from Sunway University, one from Lancaster University and a Level 5 Diploma Professional Qualification in Management and Leadership from Chartered Management Institute.

Graduates of the BSc (Hons) Global Supply Chain Management can choose to enter the workforce after completion of the degree or undertake further studies at Sunway University, subject to terms and conditions.
PROGRAMME STRUCTURE - Subjects

Year 1

• Accounting for Decision Making
• Introductory Economics
• Principles & Practice of Management
• English for Business
• Business Statistics

Year 2

• Operations Management
• Human Resource Management
• Organisational Behaviour & Cultural Management
• Quality Management
• Communication Skills
• Supply Chain Management
• International Business
• Inventory Management

Year 3

• Business Ethics & Social Responsibilities
• Final Year Project 1
• Strategic Management
• Global Logistics Management
• Project Management
• Global Procurement Management
• Final Year Project 2
• Internship

Electives
(Choose 1)

• Elective 1

Electives
(Choose 2)

• Elective 2
• Elective 3

For Local students:
• Islamic & Asian Civilisations
• Ethnic Relations
• Community Service
• Bahasa Kebangsaan A

(addlicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For International students:
• Malay Language for Communication 2
• Malaysian Studies 3
• Community Service
ENTRY REQUIREMENTS

DEGREE

GLOBAL SUPPLY CHAIN MANAGEMENT

• STPM
  A-Level
  *Points are calculated based on grades obtained for 2 or 3 subjects
  Australian Matriculation
  Canadian International Matriculation Programme
  MUET
  Sunway Foundation in Arts
  Sunway Foundation in Science & Technology
  UEC

• IB Diploma
  *Students may obtain advanced standing if credit transfer requirements are met

• Other Qualifications

SPECIFIC REQUIREMENT

Pass in Mathematics at SPM or its equivalent

Note: For A-Level points calculation
A = 10 points  B = 8 points  C = 6 points  D = 4 points  E = 2 points

ENGLISH LANGUAGE REQUIREMENTS

• IELTS or equivalent
• MUET
• SPM English
• UEC English
• O-Level English (1119)
• Sunway Intensive English Programme (IEP)
• ESL/English

• GCE A-Level
  *Points are calculated based on grades obtained for 2 or 3 subjects
  Minimum 12 points (Minimum Grade D in at least 2 subjects)

• Australian Matriculation
  ATAR 60
  40%
  CGPA 2.0
  CGPA 2.0
  Maximum 26 points from 5 subjects (all Grade B+) and a Pass in Mathematics subject
  Completed with minimum 23 points (excluding bonus points)
  CAVS 50% or CGPA 2.0

• Canadian International Matriculation Programme
  60%

• MUFY
  60%

• Sunway Foundation in Arts
  CGPA 2.0

• Sunway Foundation in Science & Technology
  CGPA 2.0

• UEC
  Maximum 26 points from 5 subjects (all Grade B+) and a Pass in Mathematics subject
  Completed with minimum 23 points (excluding bonus points)
  CAVS 50% or CGPA 2.0

• IB Diploma
  Completed with minimum 25 points (excluding bonus points)
  CAVS 50% or CGPA 2.0

• Sunway Diploma*
  *Students may obtain advanced standing if credit transfer requirements are met

• Other Qualifications

Any other equivalent qualifications
Applicant with no standard qualification will be considered on a case-to-case basis

Entry Requirements

BSc (Hons) Global Supply Chain Management

Business
The BSc (Hons) Marketing programme aims to produce marketing maestros and business leaders who exhibit highly ethical and socially responsible behaviour within the workplace.

Graduates can expect continuous learning while developing competencies in problem-solving and decision-making strategies. The programme is designed based on market needs that are assessed through trend analyses, student surveys and market research to develop analysing and planning skills to resolve various marketing and business-related issues. You will get the necessary intellectual underpinning for the theoretical component while also gaining practical marketing experience within various business institutions. Additionally, students will be provided with a broad-based education as this philosophy is a crucial characteristic in future leaders of the industry.

This degree is validated by Lancaster University and upon the successful completion of the programme, graduates are awarded two certificates; one from Sunway University and another from Lancaster University.

Graduates of the BSc (Hons) Marketing can choose to enter the workforce after completion of the degree or undertake further studies at Sunway University, subject to terms and conditions.
Programme Structure - Subjects

Year 1

• Accounting for Decision Making
• Business Statistics
• Introductory Economics
• English for Business
• Principles & Practice of Management
• Business Law
• Principles of Marketing
• Principles of Business Finance

Year 2

• Consumer Behaviour
• Integrated Marketing Communication
• Marketing Management
• Relationship Marketing
• Marketing Channels
• Digital Marketing
• Marketing Research
• Communication Skills

Electives (Choose 1)
• Professional Sales Management
• Publicity & Media Writing
• Brand Management

Year 3

• Business Research Design
• Business to Business Marketing
• Business Research Execution
• Marketing Planning & Execution
• International Marketing
• Services Marketing
• Strategic Marketing
• Business Ethics & Social Responsibility
• Internship

Electives (Choose 2)
• Entrepreneurship
• Sustainable & Social Marketing
• Product Innovation & Commercialisation
• Retail Marketing

Additional MOHE Compulsory General Studies Subjects

For Local students:
• Islamic & Asian Civilisations
• Ethnic Relations
• Community Service
• Bahasa Kebangsaan A

For International students:
• Malay Language for Communication 2
• Malaysian Studies 3
• Community Service

DISTINCTIVE SUNWAY EXPERIENCE

• Outstanding international researchers are involved in designing and delivering the programme
• Marketing department’s faculty members who are involved in teaching of this programme, publish regularly in internationally ranked journals and present at major global conferences such as AMA, AMS, AIB, AOM, ACR, ANZMAC and more
• Membership of respected academic associations such as ACR, AMA, AMS, AIB, AOM, Chartered Marketer, Chartered Statistician, Market Research Association and more
• Simulated business challenges, industry collaborated field work, and professional development training series such as internships, field trips or competitions
• Robust and in-trend marketing curriculum and internship experience
• 3-year Degree Programme validated by Lancaster University
• Dual certificates from Lancaster University and Sunway University
• Emphasis on innovation and creativity through modern technology
• Implementation of video lectures, flipped classrooms and out-of-the-box research poster presentations
• Active classroom learning with talks from industry experts and relatively small class sizes to allow for more interactive bonding between students and teaching staff
• Theoretical knowledge, practical, analytical and critical thinking skills to respond to the demands of global changes and challenges
• Various opportunities for international study and experience gained through student exchange or study abroad programmes
• Amongst the largest and most modern private institutions in Malaysia that is fully equipped with academic, hostel, sports, and other support facilities including Wi-Fi coverage, 24-hour security and more

Career Prospects

• Advertising and Promotions Specialist
• Brand Manager / Advisor
• Customer Relationship Associate / Manager
• Retail Expert

Validation

Lancaster University

BSc (hons) Marketing
ENTRY REQUIREMENTS

DEGREE
- STPM
- A-Level*
  *Points are calculated based on grades obtained for 2 or 3 subjects
- Australian Matriculation
- Canadian International Matriculation Programme
- MUFY
- Sunway Foundation in Arts
- Sunway Foundation in Science & Technology
- UEC
- IB Diploma
  *Students may obtain advanced standing if credit transfer requirements are met
- Other Qualifications

SPECIFIC REQUIREMENT
- Pass in Mathematics at SPM or its equivalent

ENGLISH LANGUAGE REQUIREMENTS
- IELTS or equivalent
- MUET
- SPM English
- UEC English
- O-Level English (1119)
- Sunway Intensive English Programme (IEP)
- ESL/English

MARKETING
- Average C or CGPA 2.33 (Minimum 2 principals)
- Minimum 12 points (Minimum Grade D in at least 2 subjects)
- ATAR 60
- 40%
- CGPA 2.0
- CGPA 2.0

Any other equivalent qualifications
Applicant with no standard qualification will be considered on a case-to-case basis

Note: For A-Level points calculation
A = 10 points  B = 8 points  C = 6 points  D = 6 points  E = 2 points

INTERNSHIP COMPANIES
To give students an added edge, Sunway programmes include an internship component that helps open doors for Sunway graduates to successfully bridge the gap from university to industry.

- Astro
- Golden Screen Cinemas
- Media Prima [8TV]
- AirAsia
- Malaysia Airlines
- Bank Negara Malaysia
- Maybank
- Sime Darby
- Sunway Group
- YTL Corporation
- Precor & Gamble
- Unilever
- L’Oréal
- IKEA
- Hewlett Packard
- Maxis
- Ingress Auto (BMW)

ENHANCED CAREER PROSPECTS
To help graduates transit successfully into the workforce, Sunway University combines a well-rounded academic experience and learning, both inside and outside the classroom, with the goal of using these experiences to prepare graduates for a career.

- Alliance Cosmetics Sdn Bhd
- IBM
- Vin Florist & Gifts Sdn Bhd
- AmBank (M) Berhad
- Nielsen Malaysia
- URC Snacks (M) Sdn Bhd
- Locus-T
- Maybank

Business
BSc (Hons) Marketing
Entry Requirements
List of Internship Companies
Enhanced Career Prospects
Truth be told, marketing was never my first choice as I was and still am passionate about culinary and creative arts. However, my journey in BMKT had made me learn a valuable lesson; one which I would have deeply regretted if I have not learned. To begin, my studying experience in BMKT had enriched my personal knowledge pool. Not only are they engaging, their relevance to today’s current business landscape had helped me understand the nature of today’s competitive landscape. While the course may sometimes be challenging, the lecturers have always got my back, providing me valuable advice and big time connections with several MNCs (Unilever, L’Oréal, BCG) to enhance my work opportunities.

While there are ups and downs, enrolling in BMKT had given me the tools to enhance and sustain my talents in this competitive world; it had given me the understanding and knowledge on how to sell my talents and differentiate myself from others. With this, I say ‘While BMKT may not be the map to my culinary or design dream, it is definitely the key to opening the doors when I get there.’

TEE YUNG AUN
STUDENT

I am a year 2 student currently taking the BMKT course. BMKT is an interesting course which requires a lot of critical thinking. The lecturers of BMKT are more attentive compared to other courses. BMKT students have a tighter bond in comparison with other courses.

WAN CHYI
STUDENT

During my few years as a student in BMKT, I have discovered that the programme does not only provide me academic lessons that merely serve to be used theoretically but also practically. The course has opened my eyes to what’s going on in the industry through the intensive amount of research encouraged to be done in assignments as well as through lecturers with past work experience. I have also found many opportunities within the course of this time, such as visiting a customer experience conference under the supervision of a lecturer with other students. Other than that, there was also a time I worked for my lecturer as a student assistant to his research. That gave me more insight in the research field of marketing. Overall, BMKT provides a holistic learning experience for students to learn more about what marketing is from a broader perspective.

ISAAC KHOO QI WEI
STUDENT

Sunway University students can choose several different study options, depending on their programme and their individual preferences and financial situation. Our students are given opportunities to spend time abroad as part of their studies via the following programmes:

• Lancaster Winter/Summer programme (3 weeks)
• Korean Winter/Summer programme (3 weeks)
• Semester abroad programme (1 semester, Lancaster University)
Entrepreneurs don’t follow a career path - they make their own. Drive and determination are key qualities that make a successful entrepreneur and we provide the resources and directions to transform your goals into reality.

The BA (Hons) Entrepreneurship programme focuses on in-depth knowledge of entrepreneurship through business planning, financing, marketing, management, information technology and consulting. You will have continuous opportunities to explore and practice entrepreneurial behaviour throughout your experience within the programme. The entrepreneurial mindset will grow in you and help you to perform effectively and ethically within the area of entrepreneurship; hence, influencing your personal achievement, lifelong learning and contribution to overall industry development. Through industry speakers and networking opportunities, you will gain a contextual understanding of the dynamism and vibrancy in the entrepreneurial environment throughout your experience within the programme.

Sunway University has a collaboration with UC Berkeley (Sutardja Center for Entrepreneurship & Technology) to further enhance our entrepreneurship programmes and to have access to a high-end collaborative space in the epicentre for startups in Silicon Valley. It will give students the opportunity to participate in experiential learning courses and workshops using the latest methods from one of the best universities in the world when it comes to entrepreneurship and technology education.

This degree is validated by Lancaster University and Chartered Management Institution (CMI). Upon successful completion of the programme, graduates are awarded three certificates, Sunway University, Lancaster University and CMI Certificate Level 5 in Management and Leadership.

Graduates of the BA (Hons) Entrepreneurship can choose to enter the workforce after completion of the degree, start their business venture or undertake further postgraduate studies at Sunway University.
PrOgrAMMe STruCTure - Subjects

Year 1
• Accounting for Decision Making
• Introductory Economics
• Principles & Practice of Management
• English for Business
• Business Computing
• Business Law
• Principles of Business Finance
• Principles of Marketing
• Principles of Entrepreneurship

Year 2
• Communication Skills
• Small Business & the SME Sector
• Operations Management
• Corporate Entrepreneurship & Innovation

In A Global Context

Year 3
• E-Commerce
• Franchising
• Innovation
• Family Business
• Social Context of Entrepreneurship
• Leadership
• Business Ethics & Social Responsibility
• Strategic Management
• New Venture Planning 1
• New Venture Planning 2
• Internship

Electives
(Choose 3 in Year 2 & Year 3)
• Human Resource Management
• Marketing Management
• Financial Management
• Organisational Behaviour & Cultural Management
• Services Marketing
• Project Management
• Consumer Behaviour

For Local students: For International students:
• Islamic & Asian Civilisations • Malay Language for Communication 2
• Ethnic Relations • Malaysian Studies 3
• Community Project • Community Project
• Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

DISTINCTIVE SUNWAY EXPERIENCE
• Start-up incubator aptly named iLabs is a unique, not-for-profit concept where Sunway University, Sunway Group and Sunway Ventures (Sunway's Corporate Venture Capital arm) work closely together in a collaborative space to foster entrepreneurship and stimulate market-driven innovations
• Unique opportunity to access iLabs and to collaborate with its affiliated partners on various exciting entrepreneurial projects
• Experience the exciting journey of a real-life entrepreneur to create and conceptualise new business ventures
• Final year project allows students to learn about identifying and designing an entrepreneurial and innovative business idea of their own plus the opportunity to pitch the business idea to real-life entrepreneurs and potential investors
• Internship presents the opportunity for the students to shadow and to learn directly from an entrepreneur in a real business setting
• Chartered Management Institute (CMI) Affiliate Members for the duration of the programme (up to 5 years)
  • Management Direct
  • Career Development Centre
  • Mentoring Service
  • CMI Awards
  • Student Ambassador Programme
  • Collaboration with UC Berkeley on entrepreneurship education

CAREER PROSPECTS
• Create your own entrepreneurial career in any field
• Start a new venture in a family business
• Work for a startup you are passionate about

VALIDATION

CMI

ADDITIONAL MoHE COMpULSORY GENERAL STUDIES SUBJECTS

For Local students:
• Islamic & Asian Civilisations
• Ethnic Relations
• Community Project
• Bahasa Kebangsaan A
  (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For International students:
• Malay Language for Communication 2
• Malaysian Studies 3
• Community Project

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ENTRY REQUIREMENTS

DEGREE

- STPM
- A-Level*
  *Points are calculated based on grades obtained for 2 or 3 subjects
- Australian Matriculation
- Canadian International Matriculation Programme
- MUFY
- Sunway Foundation in Arts
- Sunway Foundation in Science & Technology
- UEC
- IB Diploma
  *Students may obtain advanced standing if credit transfer requirements are met
- Other Qualifications

SPECIFIC REQUIREMENT

Pass in Mathematics at SPM or its equivalent

Note: For A-Level points calculation
A = 10 points  B = 8 points  C = 6 points  D = 4 points  E = 2 points

ENTREPRENEURSHIP

- Average C+ or CGPA 2.33 (Minimum 2 principals)
- Minimum 12 points (Minimum Grade D in at least 2 subjects)
- ATAR 60
  40%
- CGPA 2.0
- CGPA 2.0
- Maximum 26 points from 5 subjects (all Grade B's and a Pass in Mathematics subject)

Any other equivalent qualifications
Applicant with no standard qualification will be considered on a case-to-case basis

ENGLISH LANGUAGE REQUIREMENTS

- IELTS or equivalent
- MUET
- SPM English
- UEC English
- O-Level English ([1119]
- Sunway Intensive English Programme (IEP)
- ESL/English

- 6.0
- Band 4
- B3 or B+
- B4
- Credit
- Pass Level 4 with minimum 65%
- Satisfactory level in Pre-University programmes, where the medium of instruction is English
The BSc (Hons) in International Business programme equips students with essential knowledge in the area of international business.

This programme provides an opportunity for students to learn how business organisations operate in an international business environment, gain an understanding of development and implementation of international strategies, and to deal with managerial issues related to cross-border business. Our curriculum covers global and contemporary issues affecting the ever-changing business environment. Students will learn the core elements such as International Human Resources Management, International Economics, International Business Law, International Business, Organisational Behaviour and Cultural Management related to the international business environment.

This degree is validated by Lancaster University and Chartered Management Institute and upon the successful completion of the programme, graduates are awarded three certificates; one from Sunway University, one from Lancaster University and a Level 5 Diploma Professional Qualification in Management and Leadership from Chartered Management Institute.

**DEGREE > MASTERS**

Graduates of BSc (Hons) in International Business can choose to enter the workforce after completion of the degree or undertake further studies at Sunway University, subject to terms and conditions.
# Programme Structure - Subjects

### Year 1
- Accounting for Decision Making
- Introductory Economics
- Principles & Practice of Management
- English for Business
- Business Statistics
- Business Law
- Principles of Business Finance
- Principles of Marketing
- Business Computing

### Year 2
- Marketing Management
- Organisational Behaviour & Cultural Management
- International Business
- Communication Skills
- Research Method
- Human Resource Management
- Operations Management
- International Economics

### Year 3
- International Business Law
- Strategic Management
- Final Year Project 1
- Business Ethics & Social Responsibilities
- Managing Change
- International Human Resource Management
- Final Year Project 2
- Internship

### Electives
- (Choose 1)
  - Web Fundamentals
  - Company Law
- (Choose 2)
  - E-Commerce
  - Digital Marketing
  - Project Management

### Additional MOHE Compulsory General Studies Subjects

- For Local students:
  - Islamic & Asian Civilisations
  - Ethnic Relations
  - Community Service
  - Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Malayu)

- For International students:
  - Malay Language for Communication 2
  - Malaysian Studies 3
  - Community Service
ENTRY REQUIREMENTS

DEGREE

STPM
A-Level*
*Points are calculated based on grades obtained for 2 or 3 subjects
Australian Matriculation
Canadian International Matriculation Programme
MUFY
Sunway Foundation in Arts
Sunway Foundation in Science & Technology
UEC
IB Diploma
Sunway Diploma*
*Students may obtain advanced standing if credit transfer requirements are met.
Other Qualifications

INTERNATIONAL BUSINESS

Average C+ or CGPA 2.33 (Minimum 2 principals)
Minimum 12 points (Minimum Grade D in at least 2 subjects)
ATAR 60
40%
40%
CGPA 2.0
CGPA 2.0
Maximum 26 points from 5 subjects (all Grade Bs and a Pass in Mathematics subject)
Completed with minimum 23 points (excluding bonus points)
CAV5 50% or CGPA 2.0
Any other equivalent qualifications
Applicant with no standard qualification will be considered on a case-to-case basis

SPECIFIC REQUIREMENT
Pass in Mathematics at SPM or its equivalent

Note: For A-Level points calculation
A = 10 points
B = 8 points
C = 6 points
D = 6 points
E = 2 points

ENGLISH LANGUAGE REQUIREMENTS

IELTS or equivalent
4.0
MUET
Band 4
SPM English
B3 or B+
UEC English
B4
O-Level English (1119)
Credit
Sunway Intensive English Programme (IEP)
Pass Level 4 with minimum 65%
ESL/English
Satisfactory level in Pre-University programmes, where the medium of instruction is English
## OUR ACADEMIC LEADERS

Our teaching faculty features a combination of experienced senior academics, early career academics and professional practitioners with extensive industry exposure. A team of academics with international backgrounds leads the programme and they all possess a strong academic profile with relevant industrial experience. An excellent team of administrative staff also supports the department.

### DEAN
- Professor Steve Williams

### ASSOCIATE DEAN (UNDERGRADUATE)
- Professor Wong Koi Nyen

### ASSOCIATE DEAN (POSTGRADUATE & RESEARCH)
- Professor Chaiporn Vithessonthi

### DEPARTMENT OF ACCOUNTING
- **HEAD**: Associate Professor Dr Foo Yin Fah

### PROFESSIONAL STAFF

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
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<tbody>
<tr>
<td><strong>DEAN</strong></td>
<td>Professor Steve Williams</td>
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<tr>
<td><strong>ASSOCIATE DEAN (UNDERGRADUATE)</strong></td>
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<td>Professor Chaiporn Vithessonthi</td>
</tr>
<tr>
<td><strong>DEPARTMENT OF ACCOUNTING</strong></td>
<td><strong>HEAD</strong>: Associate Professor Dr Foo Yin Fah</td>
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<tr>
<td><strong>PROFESSOR</strong></td>
<td>Professor Susela Devi K Suppiah</td>
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<tr>
<td><strong>ASSOCIATE PROFESSOR</strong></td>
<td>Associate Professor Dr Foo Yin Fah</td>
</tr>
<tr>
<td><strong>SENIOR LECTURERS</strong></td>
<td>Dr Ho Wai Kee, Dr Jaspal Singh Joginder Singh, Dr Ng Shir Li, Dr Pang Looi Fai, Tan Seng Lee</td>
</tr>
<tr>
<td><strong>LECTURERS</strong></td>
<td>Choo Sook Yin, Nor Irdawati Mahyuddin, Vivi Norazlina Mohd Sidik, Wong Wing Tun</td>
</tr>
<tr>
<td><strong>TEACHING FELLOWS</strong></td>
<td>Caroline Yap Yu Li, Evelyn Wong Mei Ling</td>
</tr>
<tr>
<td><strong>RESEARCH ASSISTANT</strong></td>
<td>Nur Aishah Hamid</td>
</tr>
<tr>
<td><strong>DEPARTMENT OF MANAGEMENT</strong></td>
<td><strong>HEAD</strong>: Professor Yuka Fujimoto</td>
</tr>
<tr>
<td><strong>ASSOCIATE PROFESSOR</strong></td>
<td>Associate Professor Dr Nagiah Ramasamy</td>
</tr>
<tr>
<td><strong>SENIOR LECTURERS</strong></td>
<td>Dr Choy Tuck Yun, Dr Jason Cheok Boon Chuan, Dr Khor Kuan Siew, Dr Koon Yui Yee</td>
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<tr>
<td><strong>LECTURERS</strong></td>
<td>Dr Debjani Ghosh, Dr Hamid Reza, Joanna Claire Miranda, Dr Liew Su Ann, Dr Mary Philomena Anthony, Dr Mohammad Jasim Uddin, Dr Shehbaz Teheeen, Yeong Hui Yan, Dr Zubedda Rossenkhan</td>
</tr>
<tr>
<td><strong>RESEARCH ASSISTANT</strong></td>
<td>Siti Suhana Alias, Chong Soon Meng, Shannah Jann Ng, Teh Shyan Kiaw, Yeong Hui Yan</td>
</tr>
<tr>
<td><strong>CENTRE FOR COMMERCIAL LAW &amp; JUSTICE</strong></td>
<td><strong>HEAD</strong>: Paul Linus Andrews</td>
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<tr>
<td><strong>PROFESSOR</strong></td>
<td>Professor Michael Philip Furmston</td>
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ACCOUNTING FOR DECISION MAKING
This module explores the use of accounting technique in the management and control of a business enterprise. The basic concepts underlying the recording of business transactions, the preparation and presentation of external financial information is discussed in this subject. Issues regarding budgeting and techniques used in making both short-term as well as long-term strategic business decisions will be examined.

ADVANCED MANAGEMENT ACCOUNTING
This module explores contemporary topics and issues in management accounting. Management accounting is in a process of change. While some businesses continue to use conventional methods of costing, performance measurement and cost analysis, increasing numbers are adopting activity-based costing, strategically oriented performance measurement systems and strategic cost analysis.

ADVANCED AUDIT AND ASSURANCE
The module is an extension of "ACC 2034 Principles of Auditing" and is designed to progressively broaden and deepen the knowledge and skills demonstrated by students in the area of audit and assurance. The module examines the critical aspects of undertaking audit and assurance engagements and the impact of current issues and development.

ADVANCED CALCULUS
Infinite series, power series, Taylor and Maclaurin series, vectors and 3-dimensional vector space, lines and planes in 3-dimensional spaces, functions of several variables, partial derivatives, the chain rule, directional derivatives, tangent planes, extreme values and saddle points, Lagrange multipliers and multiple integrals.

ADVANCED FINANCIAL ACCOUNTING
This module focuses on the advanced level of group accounting. Main topics discussed relate to preparation of advanced level of consolidated financial statements of subsidiary companies, associates and joint ventures and complex groups, and their analysis and interpretation. The module also includes related parties, agriculture, advanced financial instruments, segment reporting, employee benefits, share-based payments and the calculation of earnings per share for inclusion in the financial statements.

ADVANCED TAXATION
This module offers students the opportunity to gain knowledge in taxation at the advanced level. It covers the latest issues on income tax and other taxes such as FRGS and stamp duty, tax planning, incentives available to businesses and various special entities in Malaysia, and the tax implications of cross-border transactions.

ADVERTISING AND PROMOTIONS
This course provides opportunities for students to apply and demonstrate their creative ideas and method of communication through assessments for effective marketing campaign development. Lectures, and tutorials sessions are provided to integrate concepts and practical skills.

BAHASA MELAYU KOMUNIKASI 2
Tahap ini adalah tahap lanjutan yang bertujuan mendedahkan pelajar kepada cara-cara menghuraikan pendapat tentang sesuatu perkara dengan berkesan secara individu mahupun melalui perbincangan. Pelajar juga dilatih memberi ucapan ringkas dengan menggunakan intonasi yang betul, perkataan yang tepat serta bahasa badan yang sesuai. Pada akhir tahap ini, kemahiran berbahasa dan berkomunikasi pelajar diaplikasikan secara keseluruhan melalui pengendalian sebuah majlis atau acara.

BAHASA MELAYU KOMUNIKASI 3
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BONDS WITH EMBEDDED OPTIONS & STRUCTURED SECURITIES
This course aims to provide an understanding of bonds with embedded options and structured securities. Students learn theories, methods and tools that will give an indication of how bonds are relevant and important in solving practical problems in the real world. Topics include callable bonds, puttable bonds, convertible bonds, valuation with the binomial model, mortgage-backed securities (MBS), prepayment risk, basic investment tools such as duration, etc.
**BRAND MANAGEMENT**
The subject is designed to develop a framework that provides a definition of branding and its related concept, brand equity, as well as to provide tactical guidelines as to how to build, measure, and manage brand equity. This subject brings out the important issues in planning and evaluating brand strategies as well as to provide appropriate concepts, theories and other tools to make better branding decisions. The outcome will be an enhanced appreciation of the range of issues covered in branding as well as a means to organise thoughts around those issues.

**BUSINESS RESEARCH DESIGN**
This subject is to enable students to understand and learn the entire research process needed to execute a business research.

**BUSINESS RESEARCH EXECUTION**
This subject is to expose students to the real business environment where their knowledge and skills are used to identify, define and analyse problems related to a specific area of research. Topics selected for the study must be directly related to the field of marketing.

**BUSINESS STATISTICS**
This subject gives an overview of statistical concepts that covers basic to intermediate statistical analysis and data presentation. Each week students apply statistical techniques in the analysis of business assessments for effective decision making. Lectures, tutorials and computer laboratory sessions are provided to integrate theory with practical statistical skills (SPSS).

**BUSINESS TO BUSINESS MARKETING**
This course prepares students to appreciate the importance of understanding the exchanges in offer and value, that takes place between organisations through analysing case studies of successful and failed companies in the industry. Some of the key differences between consumer and industrial marketing management, factors influencing the demand for industrial goods and services. Students will also be assessed in using the industrial marketing concept in developing marketing strategy.

**CALCULUS**
Limits, continuity, derivatives, differentiation rule, chain rule, implicit differentiation, the mean value theorem, concavity and curve sketching. Newton’s method, indeterminate forms, L’Hospital’s rule, definite integrals, indefinite integrals, Fundamental Theorem of Calculus, transcendental functions.

**COMMUNICATION SKILLS**
This is an interactive course which combines classroom discussions and a variety of oral activities. Students are expected to participate in classroom discussions with focus on various aspects of communication. In addition, students are expected to demonstrate their understanding of the issues discussed and the skills needed for effective communication.

**COMMUNITY PROJECT**
This subject aims to create awareness of civic responsibility in students and of the role they can play and the contributions they can make in supporting their community. The community service activities may take place in public institutions such as hospitals, non-profit organisations, welfare homes and environmental organisations.

**COMPANY LAW**
This module will consider and examine the legal framework of the limited company including the rights of the shareholders, the rights and obligations of the company’s directors and the regulation of the company’s capital. Finally, the course deals with the problems of corporate insolvency and business rescue.

**CONSUMER BEHAVIOUR**
This subject provides students with an understanding of the various behavioural theories and concepts related to the field of consumer behaviour. This subject examines the impact of both internal and external forces in shaping the buying behaviour and buying decisions of individuals, groups and organisations. This subject will also expose students to a range of issues that affect marketing companies, individuals and society. The topics covered in this subject include the understanding of: individual consumer behaviour such as perception, personality, and attitudes, group consumer behaviour such as family buying, cultures and social class and organisational behaviour such as organisational decision making, ethical behaviour and organisational buying behaviour.

**CORPORATE ENTREPRENEURSHIP AND INNOVATION IN A GLOBAL CONTEXT**
The students will be exposed to the theoretical perspectives and practices of corporate entrepreneurship. The students will learn to appreciate the importance of applying the entrepreneurial spirit while being employed by different organisations. The principle that entrepreneurship is a mind-set will be widely discussed in this subject.

**CORPORATE FINANCE**
The emphasis of this module is on how to enhance the value of a firm through various financial decisions. It looks at the fundamental themes of corporate finance including the financing decisions and market efficiency, payout policy and capital structure, corporate risk management and issues related to corporate restructuring, corporate control and governance.

**CORPORATE REPORTING**
This module introduces students to the financial reporting regulatory environment, the accounting theories which can be used to explain the behaviour of financial report preparers, users and regulators as well as advanced financial reporting standards (IFRS). Current issues, developments and ethics on accounting standards and corporate reports will also be discussed.
CORPORATE REPORTING THEORY AND PRACTICE
This subject introduces students to the financial reporting standards. The focus is on accounting principles, concepts and theories, preparation and presentation of financial statements, preparation of regulations such as the International Accounting Standards Board.

COST ACCOUNTING
Students are introduced to basic tools and techniques for assigning costs to products; separate the costs incurred during a period between cost of goods sold and the closing inventory valuation for cost ascertainment and profit measurement purposes. Students are also provided with the opportunity to make short term decisions on the optimal output of an organisation and the implementation of decisions through the planning and control process.

DIGITAL MARKETING
The subject is designed to expose students to timely and relevant coverage of the field of digital marketing in various business settings. Students will be introduced to various extended marketing theories and conceptual frameworks that are often used in digital marketing context for both online B2C and online B2B players.

Students will understand the role, processes, and objectives of various digital marketing tools available for business adoption. Students will also possess the ability to evaluate, design and integrate the appropriate digital marketing tools and activities to meet specific marketing objectives. Finally, an appreciation of digital marketing as a result of proper understanding, strategising, designing, and the integration of appropriate digital marketing tools and activities will enable students to see a bigger picture of firms’ usage of digital marketing campaigns and how and why it is carried out.

DIRECT MARKETING
This course provides opportunities for students to apply and demonstrate their creative ideas and method of communication through assessments for effective campaign development. Lectures, and tutorials sessions are provided to integrate concepts and practical skills.

DISCRETE MATHEMATICS
Sets, Operations on Sets, Sets of Numbers, Algebra of Prepositions, Quantifiers, Relations, Partitions, Function, Proofs, Division Theorem, Modular Arithmetic and Recurrence Relations.

E-COMMERCE
This course provides the student with the essential elements pertaining to the area of electronic commerce together with its implications upon the commercial environment. The course will introduce students to the various business models that are used within electronic commerce technology concepts, identify marketing issues, and discuss various ethical issues associated with electronic commerce.

ENGLISH FOR BUSINESS
This course emphasises the language skills required in business communication. Students learn reading skills to improve their analytical and critical thinking skills. For authenticity, business-related texts are used.

Students are introduced to different genres of writing at tertiary level such as research report writing and argumentative essays. Students are required to review articles to verify their authenticity and credibility, and then write an annotated bibliography. The course also covers different forms of business correspondence, for example, emails, memos and letters.

ENTREPRENEURSHIP
Entrepreneurship defies precise definition and has different connotations for different disciplines. Rather than attempting to define it in relation to business studies, this subject focuses on its substance, what entrepreneurs do, how they do it in different socio-cultural contexts, and what lessons can be learned from the experience of entrepreneurs. It develops an awareness of opportunities that may arise for starting business ownership as well as the skills needed to make this successful. It is about understanding what entrepreneurship is rather than about how to be a successful entrepreneur. Indeed, many feel that entrepreneurship is born, not taught.

EQUITY VALUATION

FAMILY BUSINESS
The study of family business is in naturally multidisciplinary, drawing on a wide range of management disciplines. Succession is a defining feature of family business and this will be considered on a number of dimensions that cover managerial, structural and emotional issues. The importance of family values, and goals will also be examined.

FINAL YEAR PROJECT 1
The final year international business research project is to expose students to real business environments. Students will use the knowledge and skills acquired to analyse and evaluate business situations. Topics selected for the project must be directly related to their area of specialisation.
FINANCIAL INSTITUTIONS AND MARKETS
This module gives an overview on international financial systems with a focus on the Malaysian financial system which involves the study of financial institutions (banks and non-banks) and the financial markets such as the equity, bond, foreign exchange and the money market. The module also discusses key issues involved in bank management and bank risk management.

FINANCIAL PLANNING
This course equips students with the essential knowledge and key aspects of financial planning affecting individuals, business owners or even entities such as trusts. Some legal requirements and tax implications will also be considered. Topics include retirement planning, tax consideration, Employee Provident Fund (retirement funds), pension planning, defined contribution, defined benefits, Social Security, estate planning, etc.

FIXED INCOME PORTFOLIO MANAGEMENT

FRANCHISING
The subject examines the growth of business format franchising, considering its history, development and components as a business concept. It will also explore the elements/ingredients required for a successful franchise system. Other issues addressed in the subject including the problems and challenges which may arise in the management of franchise networks, and the nature of franchisee/franchisor relationship.

FREIGHT TRANSPORTATION
The transportation of freight is a vital ingredient in enhancing supply chain management. Efficient international supply chains require an effective and efficient freight transportation system which is almost multimodal. Important issues and challenges affecting cross border freight movement need to be overcome so that international supply chains can be designed and implemented successfully.

GLOBAL LOGISTICS MANAGEMENT
This subject accentuates the importance of logistics via movement of product and information from, to, and between members of a supply chain. Apart from describing the roles of logistic activities and functions for value creation, issues that challenges logistics management particularly, logistics design and administration.

GLOBAL PROCUREMENT MANAGEMENT
The purchasing and procurement function has evolved dramatically from an administrative task to an integrated function with a major strategic role. This unit describes what purchasing managers do, and how this strategic activity in the organisation’s value chain impacts competitive success, profitability and other measures of organisational performance.

GREEN SUPPLY CHAIN MANAGEMENT
Green supply chain management orientates business approaches towards a concern for the environment. It will study and analyse key topics such as green supplier and vendor management, green production and manufacturing processes, green logistics, including reverse logistics, and green technologies, which can orientate supply chains towards green approaches.

HUBUBANG ETNIK
Sebagai sebuah Negara yang didiami pelbagai kaum, perhubungan etnik yang amat erat penting supaya pembangunan yang dicapai selama ini dapat diteruskan. Kursus ini memfokuskan perbincangan tentang hubungan etnik di Malaysia yang mana ianya merupakan proses hubungan social yang dinamik.
INTERNATIONAL ECONOMICS
This course introduces the students to a body of knowledge when closed economies are opened to international trade. International economics is divided into two broad subfields: International trade and international finance. International trade analysis focuses primarily on those transactions that involve movement of goods or a tangible commitment of economic resources. International finance focuses on the monetary side of the international economy, that is, on financial transactions and flows.

INTERNATIONAL FINANCIAL MANAGEMENT
Global financial markets, international monetary regimes, balance of payment, multinational corporations, foreign exchange market, international parity condition, purchasing power parity, covered and uncovered interest rate parity, foreign currency derivatives, interest rate derivatives, exchange rate determination, transaction economic and translation exposures, international expansion and diversification, foreign direct investments and international risk factors.

INTERNATIONAL HUMAN RESOURCE MANAGEMENT
The exclusive national perspective within which the study of HRM has traditionally been approached is now considered of declining relevance in a context of globalisation and the evolving international human resource strategies of transnational corporations. This subject aims to provide students with an integrated overview of HRM in the international environment.

INTERNATIONAL MARKETING
Companies participating in international markets require knowledge regarding the global marketplace. These companies rely on global marketers to (1) identify market opportunities, (2) select and execute the appropriate market entry strategy, and (3) design and manage a successful marketing mix. Global marketers face efficiency and cost pressures to standardise their strategies across markets as well as pressures to adapt strategies to meet specific demands within markets. Identifying the optimal mix of standardisation and adaptation to achieve local and international success is the goal that global marketers must accomplish.

INTERNATIONAL INVESTMENT MANAGEMENT
The work-based learning provides students with an opportunity to experience learning beyond the classroom and to relate their academic learning experiences to the workplace. Apart from gaining work experience and professional competencies, students also acquire career contacts and references that will help in their career planning and future employment.

INVENTORY MANAGEMENT
Inventory management is a critical component of supply chain management, addressing how much inventory should be carried across the supply chain, where to carry it, and how much safety stock is required to meet the organisation’s cost and customer service objectives.

INVESTMENT MANAGEMENT
This module is designed to provide a comprehensive analytical approach to the modern theory of investment management. Students are exposed to both analytical aspects of investment theories as well as practical aspects on topics ranging from mean-variance analysis, Markowitz portfolio analysis, portfolio construction, asset pricing theories, behavioural finance and technical analysis, hedging strategies and valuation of derivatives, to investment fund performance evaluation.

LEADERSHIP
This subject focuses on the role of leadership in corporate management in developing strategy. Discussion of theories of leadership sets the stage for more detailed examination of specific leadership skills.

LINEAR ALGEBRA & APPLICATIONS
Matrix algebra, row-echelon form, systems of linear equations, inverse determinants, Cramer’s rule, matrix for linear transformation, vector spaces, basis and dimension, rank and nullity, inner product space, orthogonal and orthonormal bases, characteristic polynomial, eigenvalues, eigenvectors, diagonalization, Cayley-Hamilton theorem and applications.
MACROECONOMICS
The subject covers the key elements of macroeconomics, such as macroeconomic data and measurement, consumption, investment, savings, government revenue. Some advanced ideas are introduced on monetarist theory of inflation, unemployment, and the foreign exchange market, business cycles, fiscal and monetary policy, and the role of public expectations in influencing macroeconomic outlook and the conduct of stabilisation policies.

MALAYSIAN STUDIES
This is a 14-week course which aims at providing students with an understanding of their role in the process of nation building, instilling patriotism and enabling them to meet the challenges of a developing nation – Malaysia. Challenges regarding nation-building in Malaysia locally and internationally will be highlighted.

MALAYSIAN TAXATION SYSTEM
This module introduces students to the Malaysian tax system for each group of taxable persons including the scope of charge and the self-assessment system. It covers the topics on corporate taxation, personal taxation and indirect tax. Simple tax planning issues for individuals will also be looked into.

MANAGEMENT ACCOUNTING
This module focuses on the functions of management accounting, its importance to business, and recent developments in this field. It also addresses the key terminologies and techniques of management and cost accounting. Areas of performance measurement and basic decision-making techniques will be covered as well.

MANAGERIAL ECONOMICS
This course is about managerial economics, which is a branch of microeconomics tailored to business management analysis. Its main point of departure from microeconomics is to recognize that many of the simplifying assumptions of economics need to be relaxed before microeconomic principles are applied to real business situations.

MANAGING CHANCE
In a world of constantly fluctuating demand and supply, of changing customer needs as well as the wider concerns brought about by legitimate expectations of employees and intense global competition, change is essential.

MARITIME LOGISTICS
This course examines key concepts, analytical frameworks and trends in maritime logistics and their relationship with international supply chain management. It covers key developments and practices in the port and shipping industry. Important activities such as port operations, shipping and port competition, terminal handling activities, and container and intermodal operations will be analysed.

MARKETING CHANNELS
This module provides an introduction to marketing channels and an understanding of their effect upon an organisation’s marketing activity. Fundamental aspects of a supply chain that are explored include the management of material flows, information flows and financial flows that cut across multiple business entities towards fulfilling consumer needs. As this is a marketing module the focus is on the latter part of the traditional supply chain, including an exploration of how changing consumer sourcing patterns impact upon marketing channel design. The module also introduces students to the management of links and the importance of effective management of channel relationships.

MARKETING MANAGEMENT
Marketing is often misunderstood to be synonymous with advertising, promotion and/or selling. In clarifying what it really is, this subject introduces students not only to what it is but also what marketing management involves. The subject emphasizes the interrelationships of marketing concepts, decision making, strategy, planning, and systems of control. It examines a broad range of issues, including cultural, economic, technological, political and legal, that affect a company’s marketing efforts. Throughout the study, emphasis is placed on marketing as an integral part of a company’s operations.

MARKETING PLANNING AND EXECUTION
This subject prepares students in appreciating the role played by and the importance of development of corporate and marketing strategies, the understanding of the marketing plan procedure, evaluate and control and the conduct of effective situational analysis and research prior to strategising impactful marketing strategy.

MARKETING RESEARCH
Students will be exposed to the entire scope of marketing research process and will understand the differences between qualitative and quantitative research techniques. Students will be provided with the understanding and skills to conduct a research study by applying appropriate research design techniques and analyse data using industry led statistical tools and interpret results from a marketing perspective. Students will evaluate the relevance of research information for marketing decision making while keeping track of the ethical aspects of marketing research. An appreciation of marketing intelligence as a result of proper market research will enable students to appreciate the result of strategically analysed data for informed management decision making. Finally, they will have an appreciation of the international dimension and complexity involved in international marketing research.

MICROECONOMICS
This course introduces students to the fundamental principles of microeconomics that deals with individual production units and how they interact in markets and compete in industries. It prepares students with the relevant application tools for market analysis and economic decision-making.

NEW VENTURE PLANNING 1
This subject aims to enable students to develop a business plan for a new business venture. It can be an individual, partnership or group-based business project where the students will generate their own business ideas. In the span of two semesters, the students will identify and select an entrepreneurial and innovative business idea and develop it into a comprehensive written business plan. During the course of the first semester, the students will focus on identifying the entrepreneurial idea and analysing the feasibility of the idea from different perspectives.

NEW VENTURE PLANNING 2
This subject aims to enable students to develop a business plan for a new business venture. It can be an individual, partnership or group-based business project where the students will generate their own business ideas. In the span of two semesters, the students will identify and select an entrepreneurial and innovative business idea and develop it into a comprehensive written business plan. In the second semester of the subject, the students will prepare the full business plan where the students are due to make a formal presentation of their plan and be interviewed by an enterprise panel [who should be perceived as potential investors] with the aim of obtaining funding for the venture.

OPERATIONS MANAGEMENT
This subject introduces the various elements that comprise the field of operations management, from understanding the disciplines of operations, managing operations, designing and developing operations to operations strategies. Some of new and evolving concepts within the field of operations management and the contribution of operations management to continuously improve products and services and create value along supply chain are also discussed.

ORGANISATIONAL BEHAVIOUR AND CULTURAL MANAGEMENT
Cultural and organisation module is designed to help students gain insights into the complexities of managing across borders and cultures. Managing within international and cross-cultural contexts will be the focus of this module and students are encouraged to discuss organisational behaviour issues of managing people of international and global firms.
PORTFOLIO MANAGEMENT
This course aims to provide an understanding of portfolio management theories, train students in the methods and tools for competent portfolio management, such as Minimum-variance frontier, efficient frontier, capital allocation line (CAL), capital market line (CML), security market line (SML), estimation of expected returns, etc.

PORTFOLIO MANAGEMENT FOR INSTITUTIONAL INVESTORS
Types of institutional investors, pension plans, foundations, endowments, insurance companies and banks. Setting of capital market expectations, statistical tools, discounted cash flow models, risk premium approach, financial equilibrium models, reallocation of portfolios. Approaches to asset allocation, mean-variance optimisation, resampled efficient frontier, Black-Litterman, Morte Carlo simulation, asset-liability management and international diversification.

PRINCIPLES & PRACTICE OF MANAGEMENT
Management requires understanding of the key activities of an organisation and their roles in meeting its goals. This introductory subject is designed to introduce students to the management function and its role in organisations and society. It lays out the principles behind this function, i.e. the theory, and relates to how these principles are applied in today’s business environment, i.e. the practice. This subject follows a logical sequence. It begins by defining management and managers. A number of management theories are then introduced. The main body of the subject deals with the many tasks a manager performs – planning, organising, strategic management, and decision making, all the way to control. The final part of the subject deals with the role of management in the context of a changing environment to which management must respond if the business is to remain competitive. Management of this change must be accomplished within a framework of business ethics and social responsibility, given the increasing attention now paid to corporate governance.

PRINCIPLES OF AUDITING
This module is the first step in the study of auditing. It aims at introducing students to basic auditing concepts, standards and procedures. It will enable students to understand the significance of materiality, audit risk, procedures and audit evidence in an audit process. It is designed to explain various procedures and methods applicable in auditing. This module also includes an overview of sampling, audit independence and audit reporting in the context of the external regulatory framework, and for business control and development.

PRINCIPLES OF BUSINESS FINANCE
This course is the first subject in the study of finance. It aims to introduce students to basic finance concepts. Topics covered include sources of finance, capital and stock market, basic investment appraisal techniques, risk and returns, capital structure, dividend distribution policies and working capital management.

PRINCIPLES OF ENTREPRENEURSHIP
The subject is systematically organised around the initiation, planning, growth, and development of new and emerging ventures. The subject begins with introduction to entrepreneurial mind-set and examines the entrepreneurial revolution that has taken root across the globe. Contemporary issues and challenges in entrepreneurship will also be discussed in the subject.

PRINCIPLES OF FINANCIAL ACCOUNTING
This module introduces students to the basic principles and conventions underlying the measurement, recording of business transactions and the presentation of financial records and reports. It provides a strong foundation to enable students to take on more advanced areas of accounting, auditing and corporate reporting later in the programme.

PRINCIPLES OF MARKETING
This subject also highlights the important areas in marketing that deserve emphasis in today’s globally challenging business world. These areas include creating customer satisfaction through superior value, quality and service.

PRODUCT INNOVATION AND COMMERCIALISATION
New business development is an integral part of an organisation’s strategy to maintain competitiveness and achieve growth. Students need to understand the importance of innovation to new business development and how to sustain business innovation. They will learn to recognise the need to adapt organisational resources and capabilities to create and/or capitalise on new business opportunities. Understand that organisations have to be knowledgeable about the competition and the requirements of the market, and its dynamics arising in part from technological innovation. Be exposed to the market penetration and exit strategies business alliance modes, structure of deals and the types of distribution channel to adopt.

PROFESSIONAL SALES MANAGEMENT
Organisations can live or die on the strength of their sales force and sales leadership. Frontline sales producers provide essential services to their clients and bring in critical revenues to fund the growth of their businesses. This course will provide the tools required for sales and sales leadership success.

PROGRAMMING PRINCIPLES
This course introduces basic programming to students. A middle-level language, which comprises a combination of both high-level and low-level language features, is used to demonstrate the basics to the students. The course also selects a case study where students apply programming skills in a selected real application domain.
PROJECT MANAGEMENT
This module aims to provide a holistic and integrative view of project management: its definition; nature of projects; strategic objectives of the organisation; management of project costs, risks, quality and resources invariably, within time constraints. This also includes project estimating and control which will determine the performance of the organisation. Students shall develop skills required to analyse, evaluate and control projects.

PUBLICITY AND MEDIA WRITING
This subject introduces students to the various writing styles for media ranging from print news to copywriting. To discuss the different aspects of media writing and understand the different nuances and adaptations necessary for effectively communicating in different media. This subject also introduces students to the various techniques of media relations, testing and evaluating publicity, and understanding the various types of publicity collaterals for the media. This would prepare students to have the basic writing skills for operating in the various areas of media.

QUALITY MANAGEMENT
Quality management advocates an approach to doing business that focuses all the resources of an organisation on the continual and simultaneous improvement of quality and productivity. The subject encompasses all of the various elements of quality management, including Lean, Six Sigma, and Lean Six Sigma, to help students understand the big picture and the specific details of quality management.

REGRESSION ANALYSIS
In this course, students learn to apply regression analysis to answer common empirical questions relating to financial economics. Statistical techniques, such as regression analysis, are tools that help provide answers to possible patterns in empirical data. Students learn the skills of conducting simple and multiple linear regression models while they also learn how to draw statistical inferences.

RELATIONSHIP MARKETING
This subject introduces relationship marketing and suggests why it has grown in importance over the past decade. It reviews the current state of marketing and suggests that relationship marketing was seen as a response to traditional marketing’s ‘mid-life crisis’ although to claim ‘new marketing paradigm’ status may be a little premature. The subject looks at the antecedents to relationship marketing and the important part played by services marketing and business-to-business marketing in particular. Generally accepted definition where the objectives of relationship marketing as to ‘identify and establish, maintain and enhance and, when necessary, terminate relationships with customers and other stakeholders at a profit so that the objectives of all parties are met, and this is done by mutual exchange and fulfilment of promises’.

RESEARCH METHODS
This course provides the basic skills needed for business students to undertake research and write a research report or project paper. It takes students through each step of the research process, emphasises to them the significance of each step, makes them aware of alternatives and alerts them to potential pitfalls.

RESEARCH METHODS IN BUSINESS
Modern society is driven by research. From shopping for a shampoo to buying a new car, we engage in research every day. ‘Research literacy’ is therefore important to everyone. Without being conscious of how we arrive at a decision beyond the fact that it takes time and thought, we are nevertheless making use of the research process. For students regardless of discipline, understanding this process is vitally important. Research projects form an integral part of academic programmes even at undergraduate level. It is therefore vital that students learn the skills necessary to undertake meaningful research. This course provides the basic skills needed for students of business to undertake research and write a research report or project paper. It takes students through each step of the research process, emphasises to them the significance of each step, makes them aware of alternatives and alerts them to potential pitfalls.

RETAIL MARKETING
Students will be exposed to the entire scope of the retail industry process, design and delivery decisions. Students will be provided key knowledge of the processes involved in the retail market which are important to building a sustainable retail industry including pricing, product placement, customer relationship management, store management, branding and advertising. Students will also upon completion be able to critically evaluate the changing trends in the retail industry as the industry transitions from traditional modes to new means of effectively reaching today’s consumer (e.g. e-tailing). The scope of the retail industry covered in this module will extend from understanding the retail marketing activities of traditional consumer products manufacturers to the role of retailers in branding and selling their own generic and premium private label brands. The module will also address the retailer’s differentiation, branding and customisation of retail stores and management activities within an increasingly intense competitive environment.

RISK MANAGEMENT APPLICATIONS OF DERIVATIVES

SCIENTIFIC IDEAS & INNOVATION
This subject specifically aims to help business students gain a basic knowledge and appreciation of scientific ideas and how these ideas have been developed into technological innovations that have transformed, and continue to transform, the world in which we live along with every aspect of our lives and work, including the way we communicate and travel, execute financial transactions, manufacture, manage people and resources, engage in research and development, run operations and organisations, and market products and services.
SMALL BUSINESS AND THE SME SECTOR
The subject begins by looking at the overall SME sector locally and globally. Topics include the contribution of SMEs to economic development, the entrepreneur and SMEs and the role of government in developing SMEs. The subject then focuses on the specific management functions within small businesses. Mainstream management subjects such as finance, strategy, HRM and marketing are discussed from the specific viewpoint of the small firm and its stakeholder.

SOCIAL CONTEXT OF ENTREPRENEURSHIP
The subject provides an alternative view of entrepreneurship and enterprise development by examining the social context of entrepreneurship. Topics to be discussed in the module include the power and dominance of a particular enterprise discourse, organisational legitimacy, theories of trust, responsibilities, altruism and stewardship. Other topics to be discussed include social entrepreneurship and social enterprise, philanthropy, fairtrade, community enterprise, enterprise in deprived communities and developing economies, and collective entrepreneurship.

STRATEGIC MANAGEMENT
Strategic management is about running the total business enterprise. This course focuses on understanding the challenges and the environment in which the business operates, the direction that management intends to pursue, the strategic plans for getting the organisation moving in the intended direction, and the tasks of implementing the chosen strategy successfully.

STRATEGIC MARKETING
This subject will cover areas of learning that will enable students to conduct an effective situational analysis and research prior to strategising impactful marketing strategy and also the consolidation of marketing theories and concept learned and applying it to the case analysis.

SUPPLY CHAIN MANAGEMENT
This subject introduces the fundamental understanding and concept of supply chain management to help student comprehend the impact of operational issues on the competitiveness of value chain. The module focuses on the integration of supply chain participants across three major areas of supply chain management and they are the purchasing, operations and logistics or distribution.

SUSTAINABLE AND SOCIAL MARKETING
This subject prepares students to appreciate the importance of understanding current development in the marketing environment and the emerging trends that are stimulating and impeding the progress of sustainability. The subject will also cover the identification of the underlying attitudes of consumers towards sustainable consumption. The subject will introduce students to the development of social marketing for planning and implementing behavioural change in consumers toward a sustainable lifestyle.

TIME SERIES & FORECASTING
This course is about the properties of time series data with the aim how such a series is used for building forecasting models. Time series occurs in a variety of areas of finance, economics and business. The methods of analysing time series constitute an important area of statistics, which in turn form the backbone for many financial applications. Some forecasting techniques and methods will also be explored.

WEB FUNDAMENTALS
The course introduces students to the fundamentals of web development which includes web design principles, usability issues to the core of web technologies. Students will be exposed to the techniques of web design, the different types of website layouts, website design themes and the architecture that is deployed.
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