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Sunway University’s School of Hospitality provides high quality education and training in the hospitality, culinary and events-related industries. With two decades of scholarly achievements, the School provides students with a holistic approach to learning through the integrated involvement of curricular, co-curricular and extracurricular activities. The School delivers innovative teaching approaches and flexible learning methods which are at the forefront of hospitality education and training.

Given the ever-changing nature of the hospitality industries, the School’s Degree and Diploma programmes continually embrace new trends, technologies and learning practices. The objective is to equip students with the vital skills necessary to work in this vibrant service sector industry. Therefore, dynamic subject content is a core feature of the programmes, along with a clear focus on experiential learning and a form of education that is very relevant to the industrial setting.

In addition to various forms of classroom learning, significant emphasis is also placed on industry engagement and training, site visits and case studies, and international and domestic field trips, as well as other industry activities relevant to the specific hospitality industries. The School has dedicated staff with substantial industry experience and high-level teaching abilities.

Students will be able to experience state-of-the-art facilities in the School, which include a hotel suite, beverage laboratory, event studio, and cuisine, pastry and demo kitchens. The School also boasts of a student training restaurant and a commercially-oriented restaurant, known as the Athanor.

For its quality of teaching and learning in the hospitality field, the School of Hospitality has been awarded a 5-Star (Excellent) rating for its programmes in the D-SETARA 2012, a Discipline-Based Rating System developed by the Malaysian Qualifications Agency (MQA). In 2017, the University achieved a Tier 5 “excellent” rating in the Malaysian Rating for University and University College Excellence (SETARA-2017).

Here is a list of programmes offered by our renowned School of Hospitality:

- Diploma in Culinary Arts
- Diploma in Events Management
- Diploma in Hotel Management
- BSc (Hons) in Culinary Management
- BSc (Hons) in Conventions and Events Management
- BSc (Hons) in International Hospitality Management
Employment Opportunities

- BSc (Hons) in Culinary Management
- BSc (Hons) in Conventions and Events Management
- BSc (Hons) in International Hospitality Management (3 Years)
- Diploma in Culinary Arts
- Diploma in Events Management
- Diploma in Hotel Management (2 Years including internship)
- SPM / O-Level / Equivalent

Affiliations with Le Cordon Bleu

Le Cordon Bleu is one of the most highly respected organisations in the world devoted to the culinary arts and hospitality education. Founded in Paris 120 years ago, it has a prestigious history and is renowned as arguably the most distinguished culinary arts school in the world. It is an organisation which stands for expertise, innovation, tradition and refinement in the culinary arts and for world-class excellence in hospitality education.

Sunway’s partnership with Le Cordon Bleu means that programmes in the fields of the culinary arts and hospitality management are certified as meeting the very highest standards, as laid down by Le Cordon Bleu.

In practice, this means that graduates from certified programmes receive a degree or diploma award from Sunway University together with a parchment from Le Cordon Bleu confirming that the graduate has completed a programme certified by Le Cordon Bleu as meeting its standards. Graduates therefore receive both academic recognition and industry recognition in the certificates that they receive. This very special arrangement gives Sunway graduates the edge in the highly competitive international hospitality industry. This is another example of Sunway’s excellence.
INSTITUTIONAL MEMBERSHIPS & INTERNATIONAL RECOGNITIONS

WORLDCHefs Recognition of Quality Culinary Education (ROCE)

The WORLDCHefs Recognition of Quality Culinary Education recognises educational institutions which offer culinary and pastry art programmes of various designs and sizes, so that the global standards for the quality culinary education could be met.

Malaysian Association of Housekeepers (MAHIR)

MAHIR is a professional organisation committed to providing a platform for housekeepers in the hospitality and healthcare sectors to network, exchange knowledge and insights, and discuss industry needs, trends and challenges.

Malaysian Association of Conventions and Exhibitions Organisers and Suppliers (MACEOS)

MACEOS is an NGO established in 1990 representing the business events (formerly known as MICE) industry to promote and advocate sustainable growth of the business events industry in Malaysia. As the leading professional association and the voice of the industry, MACEOS strives to establish standard codes of practice and professional developments to elevate Malaysia as the preferred global business events hub in the region.

Pacific Asia Travel Association (PATA)

PATA is a not-for-profit membership association that acts as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region. The Association provides aligned advocacy, insightful research and innovative events to its more than 800 member organisations. PATA’s network also extends to include a youth network of over 4,000 members, who are a part of PATA Young Tourism Professionals and PATA Student Chapters worldwide.

Professional Culinaire Association (PCA)

The PCA is a national network of chefs, and is a proud member of the World Association of Chefs’ Societies (Worldchefs), a leading global culinary authority. A membership with PCA allows the School of Hospitality, Sunway University to be part of PCA’s culinary excellence, quality, education, innovation and advancement.

Tourism Educators Association of Malaysia (TEAM)

TEAM provides a platform for collaboration and alliances within the tourism and hospitality industry with local and international educational partners, and tourism sectors. Furthermore, this membership ensures that the development of curriculum and course design will be able to meet the needs, requirements and expectations of the industry.
The Diploma in Hotel Management provides you with a solid foundation in hotel operations, planning and managing accommodations as well as foodservice establishments.

Students will be trained to undertake various supervisory and operational functions effectively in helping them meet local and international industry standards.

Essential practical experience will be gained through a 20-week industry internship. This diploma is accredited by Le Cordon Bleu and upon successful completion of the programme, graduates are awarded two certificates; one from Sunway University and another from Le Cordon Bleu, a leading institution in culinary arts and hospitality.

DIPLOMA > DEGREE

Graduates of the Diploma in Hotel Management can choose to enter the workforce after completion of the diploma or undertake degree studies at Sunway University, subject to terms and conditions.

- BSc (Hons) in International Hospitality Management
- BSc (Hons) in Culinary Management
- BSc (Hons) in Conventions and Events Management
PROGRAMME STRUCTURE - Subjects

Year 1

- Culinary Kitchen Operations I
- Culinary Kitchen Operations II
- Pâtisserie
- Food and Beverage Operations I
- Food and Beverage Operations II
- Beverage Studies

Year 2

- Rooms Division Operations I
- Rooms Division Operations II
- Purchasing and Cost Control
- Introduction to Events Management
- Business Environment
- Hospitality Management

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:
- Malaysian Studies 2
- Moral Education
- Community Service
- Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain Credit in SPM Bahasa Melayu)

For International students:
- Malay Language for Communication 1
- Moral Education
- Community Service
The BSc (Hons) in International Hospitality Management is designed to develop global players for the hospitality industry.

This 3-year programme offers a blend of technical know-how and management theories in an applied and practical context within hospitality operations, foodservice operations as well as culinary operations. This programme also equips students with life-long learning skills that emphasise on industry practices, management skills and research competencies to prepare them for a seamless transition into the working world.

Essential practical industry experience will be gained through an 18-week internship. This degree is accredited by Le Cordon Bleu and upon the successful completion of the programme, graduates are awarded two certificates; one from Sunway University and another from Le Cordon Bleu, a leading institution in culinary arts and hospitality.
PROGRAMME STRUCTURE - Subjects

Year 1
- English for the Tourism Service Industry
- Basic Restaurant Operations
- Intermediate Restaurant Operations
- Beverage Studies
- Basic Culinary Operations
- Hotel Accommodation Operations
- Business of Tourism and Hospitality
- Accounting for Decision Making
- Business Environment
- Principles of Marketing

Year 2
- Communication Skills
- Food and Beverage Management
- Hotel Accommodation Management
- MICE Management
- Sustainable Tourism Development
- Branding and Promotions
- Business and Hospitality Law
- Quality Management
- Business Statistics
- Research Methods for Hospitality

Year 3
- Managing People in the Hospitality Industry
- Revenue and Profit Management
- Strategic Management for Hospitality Business
- Research Project
- Internship

Elective 1 (Choose any 1 in Year 2 or 3)
- Concerts and Entertainment
- Wine Studies

Elective 2 (Choose any 1 in Year 2 or 3)
- Hospitality Facilities Development & Management
- Small Business Venture

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 Melayu)

For International students:
- Malay Language for Communication 2
- Malaysian Studies 3
- Community Service
I consider it a privilege that I was able to graduate from Sunway. The reason why I chose Sunway was because I always had a passion for the hospitality industry. At that point in time, I had many friends who chose Sunway. Naturally, that meant that I would choose Sunway Uni to kick start my learning curve. The course was very interesting for me – especially since I was coming from a non-cooking background! All the cooking classes were eye openers – especially when I had to dig through the innards of a chicken, or fillet a fish! After graduating, I had the opportunity to be in the sales department, where I was responsible for strategies to sell the hotel at the right price, to the right people, at the right time. This was very interesting, because by planning ahead, you could see revenue going up – or in some cases with bad decisions, you can see the revenue going downwards. I am currently the Director of Revenue Management with the Hotel Jen Puteri Harbour. For me, this is just the starting point. I am ever ready to discover new ways of doing things.

Jung Chul Soon
Hotel Manager, Hotel Jen Puteri Harbour, Johor

When talking about hospitality, we talk about the ‘moment of truth’. We cannot rely merely on academics but must balance it with fieldwork as well. Sunway University really excelled in this area. During my time there, the School provided a real restaurant for students to operate, 5-star kitchens and experienced lecturers to lead the classes. This was a great platform for us to put what we learnt into practice, learning to serve real customers. Patient and professional lecturers not only taught us from books, but also shared their experiences with us, equipping us well before stepping into the industry. Today, I am the Managing Director of Thai Syok Seafood Restaurant, a restaurant serving authentic Thai delicacies. My role is to oversee all aspects of the business from guest satisfaction to profit and loss. I also manage over 13 full-time employees working within the restaurant.

Jeffred Tham King WY
Managing Director, Thai Syok Seafood Restaurant

I joined Sunway in August 2000. I have always loved baking and cooking and was delighted whenever family and friends complimented me on the cakes and meals I prepared. It was therefore very natural for me to choose a course in hospitality. Sunway provided 5-star facilities for us to be trained and equipped for the industry such as working in the kitchens, restaurant, library and computer lab. Lecturers were wonderful, they recognised talents in me which I could not see then. They taught me not just from books but how to be a successful person. I always thought I would be a chef one day and was working towards becoming a great chef, but later discovered that I had such creativity and entrepreneurial talent for the events industry. I started an event company about 10 years ago and today I have a thriving business with 20 plus staff. I have never regretted taking up the course. All the skills, knowledge and exposure received while studying at Sunway provided me with a head start in my career.

Cyrus Chin Jeng Zhong
Owner, Bravo Events and Entertainment Sdn. Bhd.

I graduated from Sunway University in the year 2004. I am currently working with Padini as the Head of Training. Prior to this, I was attached with Star Cruises, Sunway Resort Hotel & Spa, Concorde Hotel Kuala Lumpur and Sunway University. I initially chose Sunway University due to its reputation in providing quality education, good facilities and vibrant study environment. I knew I have made the right choice because it has provided me a great platform to enter the industry and has given me a better opportunity to move up the career ladder faster than others around me. I am especially thankful to the lecturers because the programme not only equipped me with the necessary operational and management skills required in the workplace, it has also groomed and shaped my personality to be successful in this challenging and fast-paced industry. The lecturers were very experienced and classes were exciting and fun. I was thirsty for more knowledge and my passion for the industry has grown so much deeper than I ever expected. Thanks again to Sunway University for making me who I am today!

Jonathan Lee Chao Wei
Head of Training, Padini Holdings Sdn. Bhd.
Enrolling in the Diploma at Sunway was like a dream come true. I made many friends from Korea, China, Pakistan, Uzbekistan and even Botswana. It has been 10 years now and I can still remember the smell of pastries and the sound of clinking silverware which we had to polish before a dining service. Theories were enhanced through practical hands-on sessions requiring us to perform different service styles in front of real guests. We were given the opportunity not only to taste the beverages and wines, but we were taught how they were made and which main course to pair with. What was most memorable was how we were trained, exposed and evaluated on the check-in process for Front Office classes. Emphasis was given on how to achieve extra-mile services through service error recovery. I am currently entrusted to lead a sales team in my region for Procter and Gamble (P&G). Here, I manage and develop the growth of multibillion dollar brands such as Pantene, Pampers and Gillette. Everything I learnt on campus has indeed turned into assets in my career life. I also believe in the motto of “Work Hard Play Hard”. Go out and make as many friends as possible, don’t be choosy because you will learn new things only from new people. Have fun!

Mikhail Hendro
P&G District Manager, Procter & Gamble

Hi I’m Hui Ling, graduated with a Diploma in Hotel Management in the year 2012. I have been working here with UOB for about 3 years. Although it is a different industry, the skill set that I learnt from the programme complements what I’m doing in the bank.

Yu Hui Ling
Service Associate, United Overseas Bank Ltd.

Hi, I am Liyuan, a student who graduated with a Diploma in Hotel Management from Sunway University. I am currently working with Miri Marriott and have been there for the last 5 years. Before joining as a permanent staff, I was a trainee with the hotel for my 5-month internship training. During this internship period, I worked in several departments and gained a lot of skills and knowledge. I am currently working in the finance and accounting department, something which my diploma programme has also prepared me for. Finance and accounting is also an operating department within the hotel. The diploma programme has given me lots of knowledge on the various functions within a hotel, how each department works together, the importance of teamwork and many more.

TAN LIYUAN
Assistant Accounts Manager, Miri Marriott Resort & Spa

I have always had a fascination with hotels and my dream was to work in a hotel one day. For that reason, I always knew that I would further my studies in hospitality. As I browsed through the different websites, Sunway struck me as the best place to further my studies. Its facilities stood out as among the best and thus I enrolled into Sunway for the Diploma in Hotel Management programme and later gained a direct entry into the 2nd year of the BSc (Hons) in International Hospitality Management. I enjoyed both the programmes, particularly the housekeeping and front office subjects. After graduating, I managed to secure a job with the Marriott group in Johor Bahru. Marriott placed me in its Room Voyager programme, a management trainee programme which focuses on Rooms Division. After the programme, within a short period of time, I was promoted to become the Duty Manager. I have recently been promoted again and am now an Assistant Front Office Manager. I truly appreciate what I have been taught at Sunway. The lecturers have prepared me well to face the daily challenges that I now face and theories have become more real.

Magdelin Sim Hui Wen
Assistant Front Office Manager, Renaissance Johor Bahru Hotel

Hi, I am Liyuan, a student who graduated with a Diploma in Hotel Management from Sunway University. I am currently working with Miri Marriott and have been there for the last 5 years. Before joining as a permanent staff, I was a trainee with the hotel for my 5-month internship training. During this internship period, I worked in several departments and gained a lot of skills and knowledge. I am currently working in the finance and accounting department, something which my diploma programme has also prepared me for. Finance and accounting is also an operating department within the hotel. The diploma programme has given me lots of knowledge on the various functions within a hotel, how each department works together, the importance of teamwork and many more.

TAN LIYUAN
Assistant Accounts Manager, Miri Marriott Resort & Spa
I was born in Kuching, Sarawak, East Malaysia. After completing my Form 6, I was awarded a scholarship under the Star Education Fund for the BSC (Hons) in International Hospitality Management at Sunway University. I graduated with Second Class Honours (Division One) in 2012. Being at Sunway University has taught me a lot about the importance of presenting yourself well to others and how to manage your time effectively as there were many projects, presentations and group work. These have prepared me for the real world. I have worked with Hilton Worldwide in Maldives and in Kuching, the Starwood (now Marriott) in Singapore and am now an Assistant Executive Housekeeper with Cheval Blanc Randheli Maldives. I am currently in charge of a team of 50 ambassadors and oversee the daily operations which includes the villas, laundry and the public area of the resort.

My message to others who are interested in the hotel industry would be that you should never be afraid of taking up new challenges even if it means moving around a lot to different countries and getting out of your comfort zone. Always grab the opportunity that is right in front of you and even if you think that you are not ready for the position, just take it and learn as you go and as fast as you can. You should always be open to different ideas and concepts and also be willing to sacrifice a lot of time learning from others all around.

ROWENA MICHELLE ANAK TWEEDIE
ASSISTANT EXECUTIVE HOUSEKEEPER, CHEVAL BLANC RANDHEL I MALDIVES

I have always loved to travel. I chose to study hospitality because I thought it was one of the ways for me to pursue my passion to travel and was always curious about how a hotel operates. I therefore decided to enrol at Sunway Uni, first, for the diploma programme in hospitality and later, continued with the BSc (Hons) in International Hospitality Management programme. I truly enjoyed the programmes, particularly in food and beverages where I was taught the different service techniques, how to manage a restaurant, how to evaluate wine and wine service.

Armed with a hospitality diploma and degree qualification, I started my career as an Event Coordinator at Shangri-la Rasa Sayang, Penang. From there, I had the opportunity to move on into sales and marketing which exposed me to the digital marketing field where digital platforms are used to market and manage hotel products. I am now a Digital Marketing Manager with The Andaman, a Luxury Collection Resort. For me, I still feel this is just the starting point. I find that the hospitality industry is truly an exciting industry. It allows me to explore something new each day. The only thing which you need is an adventurous spirit which will allow you to eventually create your own story.

WENDY KEW
DIGITAL MARKETING MANAGER, W KUALA LUMPUR

My dream of being a hotelier could only be a reality after I joined the BSc (Hons) in International Hospitality Management programme. It opened and enhanced my knowledge, equipped me with useful ‘weapons’ that I could use confidently to face daily challenges in my operations. I am proud to have completed the programme and enjoyed the programme.

RILEY PHAM QUYET
DEPUTY CHIEF EXECUTIVE OFFICER, AGRITOUR VIETNAM
GENERAL MANAGER, MY LE HOTEL

Without a doubt in my mind I can say that completing the BSc (Hons) in International Hospitality Management at Sunway University has equipped me with analytical and practical skills, which have become incredible assets for my daily work life. The structure of the subjects is an ideal reflection of what the business world requires. Moreover, the very international and supportive environment in classes have also been a plus both in terms of making new friends and working with multicultural groups.

DIAS KAMILA
CONFERENCE AND EVENTS EXECUTIVE, HOLIDAY INN ALMATY, KAZAKHSTAN

This programme has strengthened my thoughts and enabled me to apply what I have learnt and to contribute new ideas and solutions to my company. One thing I treasure the most in this programme is the lecturers’ expertise and their passion. They have never failed to provide me guidance throughout my studies here.

MICHELINE TAN YUK JEAN
ASST. AREA MANAGER, SUPER SUSHI MALAYSIA
The Diploma in Events Management ensures students will be grounded with strong fundamental knowledge and practical skills in planning and executing events.

The theoretical component of the programme enhances the learning experience through practical applications in project management. Ultimately, the learning of crucial knowledge and technical skills will lead to the development of key practical business skills involved in designing, marketing and managing events.

Essential practical experience will be gained through a 20-week industry internship. This diploma is accredited by Le Cordon Bleu and upon the successful completion of the programme, graduates are awarded two certificates; one from Sunway University and another from Le Cordon Bleu, a leading institution in culinary arts and hospitality.

DIPLOMA > DEGREE

Graduates of the Diploma in Events Management can choose to enter the workforce after completion of the diploma or undertake degree studies at Sunway University, subject to terms and conditions.

• BSc (Hons) in Conventions and Events Management
• BSc (Hons) in International Hospitality Management
• BSc (Hons) in Culinary Management

**PROGRAMME STRUCTURE - Subjects**

**Year 1**
- Introduction to Events Management
- Events Support Services
- Events Graphic Design
- Technology for Events
- Events Operations I
- Conventions and Exhibitions
- Introduction to Hospitality and Tourism Industry
- International Cultural Studies
- Principles of Marketing
- Publicity for Events
- Sales Management for Events
- Business English I
- Business English II
- Communication Skills

**Year 2**
- Events Operations II
- Incentive Tours Management
- Business Environment
- Hospitality Management
- Introduction to Entrepreneurship
- Principles of Accounting
- Internship

**ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS**

**For Local students:**
- Malaysian Studies 2
- Moral Education
- Community Service
- Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain Credit in SPM Bahasa Melayu)

**For International students:**
- Malay Language for Communication I
- Moral Education
- Community Service

**INTAKES**
- JANUARY
- MARCH
- AUGUST

**DURATION**
- 2 YEARS FULL-TIME
The BSc (Hons) in Conventions and Events Management offers an industry-inspired programme to set you up for a professional career in the events industry.

The programme deals with conceptualising and pitching an event, promotion and production, management and evaluation, covering all aspects of events management. Students emerge as competent, industry-ready professionals with great leadership abilities, technical competencies, communication techniques and problem-solving skills when working as a team or independently. The project management skills taught are also easily transferrable to other sectors of business including marketing, business development and public relations.

Essential practical industry experience will be gained through an 18-week industry internship. Having close connections with industry practitioners, conference associations, convention centres and the tourism bureaus will make it easy for students to secure internship placements and future employment opportunities across various industries.

Graduates of the BSc (Hons) in Conventions and Events Management can choose to enter the workforce after successful completion of the degree or undertake further postgraduate studies at Sunway University.
A study trip to the Borneo Jazz Festival for the subject: Festival and Hallmark Events.

- Account Director
- Business Development Manager
- Business Exhibitions Planner /Director
- Convention Services Manager
- Meeting, Convention & Event Planner/Director
- Sales Director

**PROGRAMME STRUCTURE - Subjects**

**Year 1**
- English for the Tourism Service Industry
- Creative Design for Events
- Conventions and Events Support Services
- Emerging Technology for Events
- MICE Management
- Business of Tourism and Hospitality
- Accounting for Decision Making
- Business Environment
- Principles of Marketing

**Year 2**
- Communication Skills
- Concerts and Entertainment
- Conventions and Events: Planning and Design
- Exhibitions Management
- Sustainable Tourism Development
- Business and Hospitality Law
- Branding and Promotions
- Publicity and Media Writing
- Business Statistics
- Research Methods for Tourism and Hospitality

**Year 3**
- Conventions and Events: Production and Operations
- Corporate and Incentive Travel
- Festival and Hallmark Events
- Managing People in the Tourism and Hospitality Industry
- Small Business Venture
- Research Project
- Internship

**ADDITIONAL MOHE COMPELLARY 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 Melayu)

For International students:
- Malay Language for Communication 2
- Malaysian Studies 3
- Community Service
I graduated in 2007 and am currently working with Hot Shoe Show and Company Sdn. Bhd. I am the Group Account Director, leading 5 client servicing teams. I am responsible for delivering yearly targets; coming out with events and marketing strategies for events. The Diploma in Events Management equipped me with the basic fundamentals of how to conceptually organise an event. It was a comprehensive programme that exposed me to not only events subjects but provided me with business/management knowledge and skills such as human resources, accounting and economics. The programme also provided me with a realistic picture of what the industry would be like which gave me a right footing when I started my career in events.

DANIEL LEE WEI REN
GROUP ACCOUNT DIRECTOR, HOT SHOE SHOW AND COMPANY SDN BHD

The Diploma was a great platform in providing the skills and background for the events industry as it exposes students to both theory and practice with internship opportunities. The programme allowed me to be exposed to a little of everything and I particularly enjoyed that we were given the opportunity to organise our own charity events. Anyone can run an event but to be quick thinking, multi-tasked and have good attention to details, to be frantically dealing with problems backstage while at the same time maintaining a calm composure in front of the clients and guests; these come with experience, and the programme at Sunway prepared me well when I stepped into the industry. Today, I am the PR and Communication Manager for LVMH Perfumes and Cosmetics. Although events management is no longer my day-to-day responsibility, it has trained me to be adaptable to situations and thorough in my work as I treat all my tasks as part of an event. It has also helped in my creativity to think out of the box and handle situations from more than one angle whilst being a team player.

CLARISE CHING
PR & COMMUNICATION MANAGER, LVMH PERFUMES & COSMETICS (M) SDN BHD

Events management is all about developing concepts and ideas into reality. To tell a story of a brand in every way possible from the concept, theme, design, and activity engagement. Moreover, this field requires good social and negotiation skills especially when it comes to dealing with the suppliers which will eventually affect your bottom line.

PATRICK CHONG MUN KEAT
SENIOR KEY ACCOUNT EXECUTIVE, BRANDME ASSOCIATE SDN BHD

I am a graduate of 2011. Five years ago, I started a company called Adnology Group. Today, under the Group, I have Adnology Labs, Adnology Works and Falloutgaming. As of today also, my company has over 40 plus staff and we have worked with companies such as Redbull, Mountain Dew, Spritzer, MSI, Logitech, Turkish Embassy, Daikin, Heineken, to name a few. My business has also expanded to China and all over South East Asia.

Completing the Diploma in Events Management at Sunway has allowed me to understand what events management is and the demands of the industry. The subjects provided me with a good foundation to be able to handle the challenges of the business. It also equipped me with management skills which came in very handy when I had to manage staff, financial matters and clients. In fact, the internship programme gave me a glimpse of the industry which provided me with a head-start and an idea to start my own business. Lecturers and administrative staff were always there to help students. I truly enjoyed the programme and now, the business, because this is where my passion is! Remember, passion creates!

CHAI WEI KEN
DIRECTOR, ADNOLGY GROUP

Hi, I am Sophie. I graduated from the Diploma in Events Management in 2015. I am currently working in Astro Productions Sdn Bhd, under the Chinese Content Creation Team. I have been working here for one year now and things which I have been taught at Sunway have helped me a lot. Although what I am doing is more towards broadcasting, the position I am in now is somehow related to events management. I was involved in the production of Miss Astro Chinese International Pageant 2016 and 2017.

SOPHIE YEONG SIO W HUI
PRODUCTION MANAGER, ASTRO PRODUCTIONS SDN BHD

I can positively say that Sunway University has shaped me to be a better person. Studying the Diploma in Events Management programme has allowed me to discover a new world of opportunities. Without a doubt, one of the best decisions I have ever made. Experience gained has been unforgettable!

MELVIN MIN THU KHA
HEAD OF MARKETING COMMUNICATIONS & PR, ROCKET INTERNET (MYANMAR)
The Diploma in Culinary Arts provides you with culinary training of the highest quality with state-of-the-art kitchen and classroom facilities.

Headed by an award-winning team of culinary experts, our aim is to produce quality graduates who are not only confident with their culinary skills but also able to communicate fluently, work independently and display leadership qualities that will enhance their credentials in the hospitality and foodservice industries here in Malaysia and globally.

Essential practical experience will be gained through a 20-week industry internship. This diploma is accredited by Le Cordon Bleu and upon the successful completion of the programme, graduates are awarded two certificates; one from Sunway University and another from Le Cordon Bleu, a leading institution in culinary arts and hospitality.

**DIPLOMA > DEGREE**

Graduates of the Diploma in Culinary Arts can choose to enter the workforce after completion of the diploma or undertake degree studies at Sunway University, subject to terms and conditions.

- BSc (Hons) in Culinary Management
- BSc (Hons) in International Hospitality Management
- BSc (Hons) in Conventions and Events Management
PROGRAMME STRUCTURE - Subjects

Year 1

- Culinary and Kitchen Operations I
- Culinary and Kitchen Operations II
- Pâtisserie
- Viennoiserie and Boulangerie
- Food Safety and Sanitation
- Food and Beverage Operations I
- Food and Beverage Operations II
- Introduction to Hospitality and Tourism Industry
- Business English I
- Business English II
- Communication Skills

Year 2

- Classical French Cuisine
- Contemporary Cuisine
- Culinary Artistry
- Purchasing and Cost Control
- Business Environment
- Hospitality Management
- Introduction to Entrepreneurship
- Principles of Accounting
- Principles of Marketing
- Internship

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:
- Malaysian Studies 2
- Moral Education
- Community Service
- Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain Credit in SPM Bahasa Melayu)

For International students:
- Malay Language for Communication I
- Moral Education
- Community Service
The BSc (Hons) in Culinary Management integrates experiential learning with academic rigour to prepare students for the competitive culinary industry.

From practical culinary skills along with management and leadership skills, this 3-year programme will give students an edge to excel in this professional industry. Through lectures, demonstration, work-based learning and hands-on experiences, students will be exposed to the techniques of quality food preparation and presentation. On the business side, courses such as marketing, communication skills, managing people, small business ventures and quality management ensure graduates are well-rounded to meet the demands of the industry.

Essential practical industry experience will be gained through an 18-week internship. This degree is accredited by Le Cordon Bleu and upon the successful completion of the programme, graduates are awarded two certificates; one from Sunway University and another from Le Cordon Bleu, a leading institution in culinary arts and hospitality.

**DEGREE > MASTERS**

Graduates of the BSc (Hons) in Culinary Management can choose to enter the workforce after successful completion of the degree or undertake further postgraduate studies at Sunway University.
## Programme Structure - Subjects

### Year 1
- English for the Tourism Service Industry
- Basic Culinary Operations
- Intermediate Culinary Operations
- Principles and Techniques of Baking and Pastry
- Food Safety and Sanitation
- Basic Restaurant Operations
- Beverage Studies
- Accounting for Decision Making
- Business of Tourism and Hospitality
- Principles of Marketing

### Year 2
- Communication Skills
- Advanced Culinary Techniques
- Advanced Pastry
- Food and Nutrition
- Food Supply Chain Management
- Quantity Food Production
- Food and Beverage Management
- Cuisine and Culture of Malaysia
- Quality Management
- Business Statistics
- Research Methods for Hospitality

### Year 3
- Hospitality Facilities Development and Management
- Managing People in the Hospitality Industry
- Small Business Venture
- Research Project
- Internship
- Elective 1 (Choose any 1 in Year 2 or 3)
  - MICE Management
  - Wine Studies
- Elective 2 (Choose any 1 in Year 2 or 3)
  - Branding and Promotions
  - Revenue and Profit 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 Melayu)

- For International students:
  - Malay Language for Communication 2
  - Malaysian Studies 3
  - Community Service
Enrolling in the first batch of Diploma in Culinary Arts at Sunway University had its privileges. We were trained by all three chefs, namely, Chef Patrick Siau, Chef Chong Wei Tze and Chef Soon Pau Voon. These chefs mentored and trained us in cuisine, pâtisserie, sugar and chocolate works and bakery. Each semester was a new and exciting challenge for both the lecturers and ourselves as students. We were taught and trained in many skills and techniques which have become very useful once we embarked into the industry. All equipment and amenities were given to us to ensure our learning process would be smooth and efficient and I must say, the kitchen equipment was top of the line! My favourite was the Combi Oven and the Induction Cooker. Although most hotels and restaurants do not use these due to high costs, it was interesting and exciting to get a chance to use such hardware.

I wasn’t exactly the best student during my days at Sunway, but somehow I managed to pull through to do what I felt was best and right for me. Hard work always pays off but there is a difference between working hard and working smart. If you need help, ask for it. There is no shame in requesting for assistance. Always remember, being part of the kitchen is being part of a team. Teamwork and unity is the key to moving forward and achieving success in this industry.

SHIVASHANKAR A/L MOORTHY
OWNER, MOORTHY’S MATHAI RESTAURANT

As a culinary student at Sunway University, I had the chance to learn from a group of very experienced chefs and lecturers who were always guiding me towards my dream of becoming a chef. I believe I was trained in one of the best kitchens and the library was wonderful too, with so many cooking books for us to expand our knowledge!

ALLEN LIM FUYE
JUNIOR SOUS CHEF, RESTAURANT 108, COPENHAGEN, DENMARK

I have always been intimidated by the complexity of assembling starred dishes; that was until I stumbled upon Sunway University’s Diploma in Culinary Arts programme which changed my views almost instantly. If you are looking for a culinary programme that will stir up your confidence in food, then look no further.

JEREMY CHAN YEW FOOK
CONSULTANT, PRIVATE FOOD CONSULTANCY

Overall, classes are academically stimulating, especially case studies. The case studies reflect real life scenarios that, in fact, prepared us for work. Furthermore, the assignments encouraged us to think ‘out of the box’ which sparked endless possibilities which could be used in the industry.

TEO EL LEEN
CAFÉ OPERATIONS MANAGER, ISETAN

The BSc (Hons) Culinary Management programme will provide you with the skills and knowledge to be able to prepare various types of food and beverages; ranging from western to Asian cuisine and even bread and pâtisserie. The programme will also provide you with the skills to manage and operate a foodservice business since the degree incorporates business/management based subjects such as Quantity Food Production, Business and Hospitality Law, Managing People in the Hospitality Industry and Small Business Venture. All of these are useful when you step out to the industry and working world.

STEVEN KUA KEAN KWANG
SENIOR PROJECT EXECUTIVE, CRAFS EQUIPMENT MALAYSIA SDN. BHD.

The BSc (Hons) Culinary Management programme has given me a head-start with my career in the foodservice industry. It has helped to widen my views and perspective about the industry. This degree not only helped me to further develop my culinary techniques, I was also equipped with skills to run an establishment. Other than that, it has enhanced my personal development.

LIEW KAR KIAW
SALES EXECUTIVE, ASIA EURO WINES & SPIRITS SDN. BHD.
ENTRY REQUIREMENTS

DIPLOMA
CULINARY ARTS / EVENTS MANAGEMENT / HOTEL MANAGEMENT

- SPM/SMK/O-Level: Pass with minimum 3 credits
- UEC: Pass with minimum 3 Grade Bs
- Other Qualifications: Any other equivalent qualifications

For International students entering with an English qualification:

- IELTS or equivalent: 5.0
- Sunway Intensive English Programme (IEP): Pass Level 3

DEGREE
CULINARY MANAGEMENT / CONVENTIONS AND EVENTS MANAGEMENT / INTERNATIONAL HOSPITALITY MANAGEMENT

- STPM: Average C or CPA 2.0 (Minimum 2 principals)
- A-Level*: Minimum 8 points
- Australian Matriculation: ATAR 55%
- Canadian International Matriculation Programme: 55%
- Sunway Foundation in Arts: CPA 2.0
- Sunway Foundation in Science & Technology: CPA 2.0
- UEC: Maximum 28 points from 5 subjects (all Grade Bs)
- IB Diploma: Completed with minimum 24 points (excluding bonus points)
- Sunway Diploma*: Satisfactory level in Pre-University programmes, where the medium of instruction is English

*Students may obtain advanced standing if credit transfer requirements are met.

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

ENGLISH LANGUAGE REQUIREMENTS

DIPLOMA
- IELTS or equivalent: 5.0
- Sunway Intensive English Programme (IEP): Pass Level 3

DEGREE
- IELTS or equivalent: 6.0
- MUET: Band 4
- SPM English: B3 or B+
- O-Level English (1119): Credit
- Sunway Intensive English Programme (IEP): Pass Level 4
- ESL/English: Satisfactory level in Pre-University programmes, where the medium of instruction is English

STUDY OPTIONS

Students undertaking the diploma and degree programmes in culinary, hospitality and events management have the option to transfer to Bournemouth University*.

Upon successful completion of Year 1 and Year 2 of the degree programme or upon successful completion of the diploma programme followed by Year 2 of the degree programme at Sunway University, students can gain direct entry into Year 3 of Bournemouth University’s International Hospitality and Tourism Management and Events Management degree programmes.

*This is subject to meeting the entry requirements and conditions set by Bournemouth University.
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. The following are just some of the organisations where our students can intern with:

- AHEM Ideas Sdn Bhd
- Aloft Kuala Lumpur Sentral
- ADS Conventions & Events Sdn Bhd
- Ascott Sentral Kuala Lumpur
- Big Bash Media Sdn Bhd
- Bravo Events & Entertainment Sdn Bhd
- C.I.S Network Sdn Bhd
- Club Med Malaysia
- Console Communications Sdn Bhd
- Din Tai Fung
- DoubleTree by Hilton Hotel, Kuala Lumpur
- Eastern & Oriental Hotel, Penang
- Eastin Hotel Petaling Jaya
- Elite Expo Sdn Bhd
- Embassy Alliance Travel Sdn Bhd
- Empire Hotel Subang
- Epic Evolution IM Sdn Bhd
- Fairs & Events Management Sdn Bhd
- Four Points by Sheraton Puchong
- Gastrodome Management Services Sdn Bhd
- Genting Malaysia Berhad
- Grand Hyatt Kuala Lumpur
- Grand Millennium Hotel Kuala Lumpur
- GFower Hotel, Kuala Lumpur
- Haco Asia Pacific Sdn Bhd
- Hilton Kuala Lumpur
- InterContinental Kuala Lumpur
- JW Marriott Kuala Lumpur
- Komugi
- Le Meridien Hotel Kuala Lumpur
- Malaysia Convention & Exhibition Bureau
- Mandarin Oriental Kuala Lumpur
- Milestone Production Sdn Bhd
- Moments Wedding Planning
- Nebu Kuala Lumpur
- Nuffnang Sdn Bhd
- One World Hotel Petaling Jaya
- PICO International IM Sdn Bhd
- RT Pastry House Group of Companies
- Sarawak Convention Bureau – KL Office
- Shangri-La Kuala Lumpur
- Shangri-La’s Tanjung Aru Resort & Spa
- Sheraton Imperial Kuala Lumpur
- SKT Media & Entertainment Group Sdn Bhd
- Star Event International Sdn Bhd
- Sunway Resort Hotel & Spa
- Tanahmas Hotel Sibu
- The Big Group
- The Hot Shoe Show & Co Sdn Bhd
- The Idea Hut Sdn Bhd
- The Livescape Group
- The Westin Kuala Lumpur
To help graduates transition successfully into the workforce, Sunway University produces well-rounded academic and professional individuals both inside and outside the classroom, with the goal of providing graduates with a head-start in their career. Just a short list of where our graduates are today:

- AirAsia Berhad
- AirAsia X, Malaysia
- Aloft Kuala Lumpur Sentral
- Asia Euro Wines & Spirits Sdn Bhd
- Astro Productions Sdn Bhd
- Black Star Pastry, Melbourne
- Bravo Events & Entertainment Sdn Bhd
- Bvlgari Resort Bali
- Centara Hotels & Resorts
- Club Med Cherating Beach
- CRAFS Equipment Malaysia Sdn Bhd
- Double Tree by Hilton, Houston Downtown, USA
- Emirates Airline
- Four Seasons Hotel, Seoul Korea
- Galaxy Macau
- Good Gourmet Holdings Sdn Bhd
- Grand Hyatt Kuala Lumpur
- Hard Rock Café, Bali
- Hilton Kuala Lumpur
- Hotel Atlantis the Palm, Dubai, UAE
- InterContinental Hotel Group, Kazakhstan
- InterContinental Kuala Lumpur
- InterContinental Regency Bahrain
- Isetan Kuala Lumpur
- Jumeirah at Etihad Towers, Abu Dhabi, UAE.
- JW Marriott Kuala Lumpur
- Le Meridien Hotel Kuala Lumpur
- Malaysian Exhibition Services Sdn Bhd
- Mandarin Oriental Kuala Lumpur
- Mövenpick Hotel Karachi
- Nobu Kuala Lumpur
- Parfums Christian Dior
- PICO International (M) Sdn Bhd
- Rosewood Phnom Penh, Cambodia
- RT Pastry House Group of Companies
- Shangri-La Kuala Lumpur
- Sheraton Port Douglas, Australia
- Singapore Airlines
- Star Cruises (HK) Ltd
- Star Media Group Berhad
- Sunway Pyramid Sdn Bhd
- Sunway Resort Hotel & Spa
- The Andaman, A Luxury Collection Resort, Langkawi
- The Hot Shoe Show & Co Sdn Bhd
- The St. Regis Langkawi
- The St. Regis Singapore
- The Westin Kuala Lumpur
- W Kuala Lumpur
- W Singapore – Sentosa Cove
- Wynn Macau

A ‘Battle of the Chefs’ Competition.