CONTENTS
03 ■ Introduction
04 ■ Distinctive Sunway Experience
06 ■ Our Academic Leaders
07 ■ Entry Requirements
08 ■ BSc (Hons) Accounting & Finance
10 ■ Bachelor of Business Analytics (Hons)
11 ■ BSc (Hons) Business Management
12 ■ BSc (Hons) Business Studies
13 ■ BA (Hons) Entrepreneurship
14 ■ Bachelor (Hons) in Finance
15 ■ BSc (Hons) Financial Analysis
16 ■ BSc (Hons) Financial Economics
17 ■ BSc (Hons) Global Supply Chain Management
18 ■ BSc (Hons) in International Business
19 ■ BSc (Hons) Marketing
20 ■ Bringing you further
22 ■ Where are our graduates now?

SUNWAY IS ONE OF THE TOP 150 UNIVERSITIES IN THE WORLD UNDER 50 YEARS OLD

Sunway University is a leading not-for-profit private university committed to the pursuit of educational excellence through scholarship, research and enterprise.

The University is ranked among the top 750 universities in the world according to the QS World University Rankings 2021 and ranks #172 in the QS Asia Rankings 2021. It has a 5-Star institutional rating in the QS Stars University Ratings in its latest assessment, demonstrating excellence in the individual categories of “Teaching”, “Employability”, “Facilities”, “Inclusiveness” and “Social Responsibility”.

The University also enjoys the 5-Star “Excellent” rating in the National SETARA quality assessment, a rating that has been consistently maintained since 2009.

All these accolades bear testament to Sunway’s resolve in ensuring high quality teaching, research and service excellence.

The University is a top 150 universities in the world under 50 years old.

VALIDATED BY:

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 businesses such as accounting, economics, finance, marketing, entrepreneurship, management and business analytics. 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.

*SUNWAY UNIVERSITY is owned and governed by the Jeffrey Cheah Foundation. Registration no : 200701042913 (800946-T)

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DISTINCTIVE SUNWAY EXPERIENCE

THE SUNWAY ADVANTAGE FOR SUNWAY UNIVERSITY BUSINESS SCHOOL

- Most programmes are validated by Lancaster University
- Maximum exemptions for the BSc (Hons) Accounting & Finance degree
- The management degrees are validated by Chartered Management Institute (CMI)
- Active participation of a high level Industry Advisory Board

Sunway University is ranked in the Top 2% of universities in the world in the discipline area of “Business and Management Studies”

STRONG INDUSTRY LINKAGES

Global Supply Chain Management Study trip to Continental Tires (Malaysia) Pte Ltd

Curriculum trip to Parliament of Malaysia by Sunway University Business School students

HSBC Malaysia Business Case Competition 2020 - Champion and 3rd Runner-Up

Field trip to Kementerian Belia dan Sukan Putrajaya by Sunway University Business School students

ROBUST ENTREPRENEUR DEVELOPMENT ECOSYSTEM

iLabs Makerspace

A unique, not-for-profit concept where Sunway University, Sunway Group, and Sunway Ventures (Sunway’s in-house venture capital arm) work closely together in a collaborative space to stimulate market-driven innovations. The university community can explore their interests, create ideas and develop prototypes, testing functionality and effects of their creations and providing market insights.

Berkeley Method of Entrepreneurship Bootcamp

Led by the top faculties of UC Berkeley, the Berkeley Method of Entrepreneurship Bootcamp offers a one-of-a-kind, immersive learning experience for new venture creation.

Alibaba GET

Alibaba Global eCommerce Talent (GET) syllabus is integrated into Sunway’s curriculum to build talents, sharpening and empowering Malaysian entrepreneurs for a digital economy.

PRODUCING HIGHLY ADAPTIVE & EMPLOYABLE GRADUATES

Sunway Career Services organises on-going career fairs online and also webinars. There are also many other career-oriented events such as internship fairs and LEAF employability programmes.

At Business School, Student Professional Development Programmes is carried out to introduce current students to essential personal and professional skills that are necessary to compete for internship and full-time jobs. This programme will help business school students to develop a balanced portfolio of academic, career readiness and leadership skills to place them on the path to professional success.

It offers a comprehensive overview of resume writing, presentation skills and job placement along with workshops where students will be exposed to interviewing scenarios, networking and business etiquette.

The programme focuses on three key areas:

- Experiential Learning
- Industry & career awareness, knowledge, skills and attitude.
- Leadership Development
- Leadership and personal development.
- Communication Skills
- Professional interactions with confidence.

RECOGNITION BY PROFESSIONAL BODIES:

- ACCA
- Think Ahead
- ICMA
- ICAEW
- CPA Australia
- CIMA
- Chartered Accountants Australia + New Zealand
- CTM
- Shalvi Najia Jamil
- Alumni
- BSc (Hons) Business Management

'Student Professional Development Workshop'

Prisheeni Prakas

Business Development Manager; CPA Australia

2019

Nellie Hew Wew Lie

Alumni

BSc (Hons) Business Management

'Student Professional Development Seminar'

YBhg Dato’ Mohammad Azlan Abdullah

Group Chief Executive Officer, Project Lintasan Kota Holdings Sdn Bhd (PROLINTAS)

Asian Business

'Student Professional Development Workshop'

Shahira Najia Jamil

Alumni

BSc (Hons) Business Management

'Student Professional Development Seminar'

Nellie Hew Wew Lie

Alumni

BSc (Hons) Business Management

'Student Professional Development Workshop'

Prisheeni Prakas

Business Development Manager; CPA Australia
## ENTRY REQUIREMENTS

### PROGRAMME ENTRY REQUIREMENTS

<table>
<thead>
<tr>
<th>Programme</th>
<th>ENTRY REQUIREMENTS</th>
<th>SPECIFIC REQUIREMENTS</th>
<th>ENGLISH REQUIREMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BSc (Hons) in Accounting &amp; Finance</strong></td>
<td>STPM Average C+ or CGPA 2.33 [Minimum 2 principals]</td>
<td>Credit in Mathematics at SPM or Pre-University or its equivalent</td>
<td>IELTS or equivalent 6.0</td>
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<tr>
<td></td>
<td>A-Level Minimum 14 points (Minimum Grade D in at least 2 subjects)</td>
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<td>MUET Band 4</td>
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<td></td>
<td>A-Level Minimum 14 points (Minimum Grade D in at least 2 subjects)</td>
<td></td>
<td>SPM English B3 or B+</td>
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<td></td>
<td>AusMat ATAR 60</td>
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<td>UEC English B4</td>
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<tr>
<td></td>
<td>CIMP 66%</td>
<td></td>
<td>O-Level English (1119)</td>
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<tr>
<td></td>
<td>Sunway Foundation in Arts CGPA 2.50</td>
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<td>Credit</td>
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<td></td>
<td>Sunway Foundation in Science Technology CGPA 2.50</td>
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<td>Sunway Intensive English Programme (IEP) Pass Level 4 with minimum 65%</td>
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<td></td>
<td>UEC Maximum 25 points from 5 subjects (all Grade Bs)</td>
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<td>ESL / English</td>
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<td></td>
<td>IB Diploma Completed with minimum 27 points (excluding bonus points)</td>
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<td>Satisfactory level in Pre-University programmes, where the medium of instruction is English.</td>
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<td></td>
<td>Sunway Diploma CGAV 55% or CGPA 2.50</td>
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<td>Note</td>
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<td></td>
<td>Other qualifications</td>
<td></td>
<td>Additional requirements for</td>
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<tr>
<td></td>
<td>Any other equivalent qualifications. Applicants with no standard qualification will be considered on a case-to-case basis</td>
<td></td>
<td>BSc (Hons) in Accounting &amp; Finance:</td>
</tr>
<tr>
<td><strong>Bachelor of Business Analytics (Hons)</strong></td>
<td>STPM Average C or CGPA 2.00 [minimum 2 principals]</td>
<td></td>
<td>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.</td>
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<td>A-Level Minimum 12 points (Minimum Grade D in at least 2 subjects)</td>
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<td></td>
<td>CIMP 55%</td>
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<td></td>
<td>MUFY 55%</td>
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<td></td>
<td>Sunway Foundation in Arts CGPA 2.00</td>
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<td></td>
<td>UEC Maximum 28 points from 5 subjects (all Grade Bs)</td>
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<td></td>
<td>IB Diploma Completed with minimum 24 points (excluding bonus points)</td>
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<td></td>
<td>Sunway Diploma CGAV 50% or CGPA 2.00</td>
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<td>Other qualifications</td>
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<tr>
<td><strong>BA (Hons) in Entrepreneurship</strong></td>
<td>STPM Average C or CGPA 2.00 [minimum 2 principals]</td>
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<tr>
<td><strong>BSc (Hons) in International Business</strong></td>
<td>STPM Average C or CGPA 2.00 [minimum 2 principals]</td>
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<td>A-Level Minimum 12 points (Minimum Grade D in at least 2 subjects)</td>
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<tr>
<td><strong>BSc (Hons) in Global Supply Chain Management</strong></td>
<td>STPM Average C or CGPA 2.00 [minimum 2 principals]</td>
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<tr>
<td><strong>BSc (Hons) in Business Studies</strong></td>
<td>STPM Average C or CGPA 2.00 [minimum 2 principals]</td>
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<tr>
<td><strong>BSc (Hons) in Marketing</strong></td>
<td>STPM Average C or CGPA 2.00 [minimum 2 principals]</td>
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</table>

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

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### INTAKES

**January • April • August**

### DURATION

**3 Years**

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**OUR ACADEMIC LEADERS**

71% of the academic staff are PhD holders

14% of them are currently pursuing their doctorate degrees

Sunway University Business School helps transform students into business leaders in a variety of ways. We first transform students through engagement with our excellent academic staff — talented instructors who are academically and professionally qualified to teach critical business concepts within a world-class curriculum validated by Lancaster University.
BSc (Hons) in Accounting and Finance

Programme Introduction
Our BSc (Hons) in Accounting and Finance programme prepares you for an extensive range of careers in Professional Accounting, Corporate Accounting and Management, and an extensive range of careers in Finance and Banking. It 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.

Distinctive Sunway Experience
Gain professional accounting qualifications faster with our accelerated pathways:

ICAEW Exclusive Pathway
- Exemptions: - All 6 Certificate level papers - 2 Professional level papers
- Professional papers to be undertaken after completion of degree: - 4 Professional level - 3 Advanced level

ACCA Accelerate Programme
- Exemptions: - All 9 Fundamental level papers
- Professional papers to be undertaken after completion of degree: - 4 Professional level papers

CIMA Advanced Route
- Exemptions: - All 5 Certificate in Business papers - 3 Operation level papers - 3 Management level papers
- Professional papers to be undertaken after completion of degree: - Case studies (1 Operational + 1 Management + 1 Strategic) - 3 Strategic level papers

CPA Australia Special Arrangement
- Exemptions: - All 6 Foundation level papers
- Professional papers to be undertaken after completion of degree: - 6 Professional level papers

MICPA + CAANZ Pathway
- Exemptions: - All 4 Professional stage modules
- Professional papers to be undertaken after completion of degree: - 1 Capstone module

The Chartered Tax Institute of Malaysia (CTIM) Pathway
- Exemptions: - All 4 Intermediate level papers - 2 Final level papers
- Professional papers to be undertaken after completion of degree: - 2 papers

Career Prospects
- Chief financial officer
- Corporate treasurer
- Financial controller
- Internal & external auditor
- Investment banker
- Management consultant

Programme Structure - Subjects

Year 1
- Principles of Financial Accounting
- Business Statistics
- Introductory Economics
- Principles & Practice of Management
- Principles of Business Finance
- Business Computing
- Business Law
- English for Business
- Cost Accounting

Year 2
- Financial Accounting
- Management Accounting
- Financial Management
- Principles of Auditing
- Malaysian Taxation System
- Company Law
- Financial Institutions & Markets
- Communication Skills
- Internship 1

Year 3
- Corporate Reporting
- Investment Management
- Business Ethics & Social Responsibilities
- International Financial Management
- Corporate Finance
- Strategic Management
- Leadership
- Internship 2
- Financial Planning

Electives (choose 3)
- Advanced Taxation
- Advanced Audit & Assurance
- Advanced Management Accounting
- Advanced Financial Accounting
- Operations Management
- Entrepreneurship

Validated by:
Lancaster University

Additional MoHE Compulsory General Studies Subjects
For Local students:
- Islamic & Asian Civilisations
- Ethnic Relations
- Community Project

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

0908
As smart technologies become integral in our lives and across most, if not all, industries, the need for talents in the field of data science and artificial intelligence is projected to grow rapidly. This programme integrates real-world business analytics projects and incorporates 3 essential domains: business analytics, information technology, and general business administration, which are demanded by the industry.

Programme Introduction
The Bachelor of Business Analytics (Honours) provides students with the knowledge and applied skills in Big Data processing to effectively deal with the rapidly emerging field of Business Analytics.

Using business analytics tools and techniques, students will be able to develop critical thinking and analytical skills to process Big Data for problem solving and decision making. This programme equips students with the ability to transform data into powerful and predictive insights to respond to the global Big Data Revolution. The programme is well-balanced and comprehensive by offering various subjects in IT and business analytics in addition to a full range of business core subjects.

Programme Structure - Subjects

Year 1
- Principles of Financial Accounting
- Introductory Economics
- Principles and Practice of Management
- English for Business
- Business Statistics
- Business Law
- Principles of Business Finance
- Principles of Marketing
- Business Analytics and Information Technology
- Operations Management
- Accounting Information Systems
- Quantitative Methods for Business
- Communication Skills
- Enterprise Resources Planning
- Human Resource Management
- Business Data Mining

Electives (choose 1)
- Marketing Analytics
- Human Resource Analytics

Year 2
- Business Ethics and Social Responsibilities
- Big Data Analytics and Visualisation in Business
- Web and Social Media Analytics
- Management Information Systems
- Business Information Systems Development
- Web Design and Development
- Capstone Project
- Strategic Management
- Internship

Year 3
- Electives (choose 1)
- Accounting Analytics
- Finance Analytics

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

Career Prospects
- Business analyst
- Sports analyst
- HR analyst
- Social media analyst
- Marketing analyst
- Information systems analyst
- Finance analyst
- Customer service analyst
- Accounting analyst
- Business consultant

Validated by: Lancaster University

Distinctive Sunway Experience
As smart technologies become integral in our lives and across most, if not all, industries, the need for talents in the field of data science and artificial intelligence is projected to grow rapidly. This programme integrates real-world business analytics projects and incorporates 3 essential domains: business analytics, information technology, and general business administration, which are demanded by the industry.

Programme Introduction
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.

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
- Management

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

Elections (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
- Knowledge Management
- E-Business Security
- Customer Relationship Management

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

Career Prospects
- Business consultant
- Management consultant
- Innovation manager
- Operation/project manager
- Strategic planner

Validated by: Lancaster University

Distinctive Sunway Experience
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Programme Structure - Subjects

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- Business Research Execution
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- Strategic Management
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- Marketing Management
- Knowledge Management
- E-Business Security
- Customer Relationship Management

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

Career Prospects
- Business consultant
- Management consultant
- Innovation manager
- Operation/project manager
- Strategic planner

Validated by: Lancaster University

Distinctive Sunway Experience
As smart technologies become integral in our lives and across most, if not all, industries, the need for talents in the field of data science and artificial intelligence is projected to grow rapidly. This programme integrates real-world business analytics projects and incorporates 3 essential domains: business analytics, information technology, and general business administration, which are demanded by the industry.

Programme Introduction
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.

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
- Management

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

Elections (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
- Knowledge Management
- E-Business Security
- Customer Relationship Management

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

Career Prospects
- Business consultant
- Management consultant
- Innovation manager
- Operation/project manager
- Strategic planner

Validated by: Lancaster University
DISTINCTIVE SUNWAY EXPERIENCE
This business degree programme is catered for those who wish to join the business profession with a particular emphasis on marketing knowledge and related skills. Its design hereby emphasizes student active participations upon robust business curriculum, market curriculums, besides updated internship preparations. Beyond credentials via industrial and research experience, academics within the institution’s marketing department consisted of distinguished members of ACR, AMA, AMS, AIB, ADM, Chartered Marketer, Chartered Statistician, Market Research Association and other esteemed academic associations. Such groundwork, coupled with opportunities for intelligence sharing by industry experts, has, nonetheless, enabled knowledge transfer between educators and students, from both areas of constructive working attitudes, and distinctive foundation on technical and practical skills; in turn, offer compelled supports towards establishing a rewarding business career.

PROGRAMME INTRODUCTION
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.

PROGRAMME STRUCTURE - Subjects

<table>
<thead>
<tr>
<th>Year 1</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Statistics</td>
<td>Principles and Practice of Management</td>
<td>Principles of Marketing</td>
<td>Business Law</td>
</tr>
<tr>
<td>English for Business</td>
<td>Accounting for Decision Making</td>
<td>Economics for Business</td>
<td>Business Computing</td>
</tr>
<tr>
<td>Stream 1 - E-Commerce</td>
<td>Programming Principles</td>
<td>Year 2</td>
<td>Introduction to Business Finance</td>
</tr>
</tbody>
</table>

Stream 1 - E-Commerce
- Digital Economy
- Retail Marketing
- Database Fundamentals

Stream 2 - Services Marketing
- Services Marketing
- Sustainable & Social Marketing
- Customer Relationship Management
- Service Design and Operation Management
- Quality Management

Stream 2 - Digital Marketing
- Web Fundamentals
- Web Design
- Digital Economy
- Digital Marketing
- Marketing Analytics
- Customer Relationship Management

Stream 4 - Creative Branding & Innovation
- Brand Management
- Product Innovation and Commercialisation
- Scientific Ideas & Innovation
- Publicity and Media Writing
- Introduction to Psychology

VALIDATED BY:
Lancaster University

CAREER PROSPECTS
- E-Commerce
- Franchising
- Innovation
- Family Business
- Business Ethics & Social Responsibility
- Leadership
- New Venture Planning
- New Venture Planning 2
- Internship

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

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

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:
- Business Ethics & Social Responsibility
- Business Research
- Business Ethics & Social Responsibility
- 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

CAREER PROSPECTS
- Build your own start-up!
- Grow and expand your family business!
- Work for any business organisation that values creativity, innovation and entrepreneurial risk taking!

DISTINCTIVE SUNWAY EXPERIENCE
Entrepreneurship
The programme works closely with Sunway Labs, a unique, not-for-profit concept where Sunway University, Sunway Group, and Sunway Ventures (Sunway’s in-house venture capital arm) come together in a collaborative space to stimulate market driven innovations. The collaborations with Sunway Labs offer unique opportunities for the students to learn entrepreneurship by experiencing it first-hand. Through Sunway Labs, the programme also has direct access to the courses and workshops offered by renowned Berkeley Method of Entrepreneurship by UC Berkeley (Sparkz Centre for Entrepreneurship & Technology), one of the best universities in the world for entrepreneurship education. Berkeley Method of Entrepreneurship focuses on inductive learning and journey-based approach to entrepreneurship education.

This degree is validated also by Chartered Management Institute and upon the successful completion of the programme, graduates will receive a Level 5 Certificate Professional Qualification in Management and Leadership.

PROGRAMME STRUCTURE - Subjects

<table>
<thead>
<tr>
<th>Year 1</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting for Decision Making</td>
<td>Introductory Economics</td>
<td>Principles &amp; Practice of Management</td>
<td>English for Business</td>
</tr>
<tr>
<td>Business Computing</td>
<td>Business Research</td>
<td>Management and Leadership</td>
<td>Marketing Analytics</td>
</tr>
<tr>
<td>Human Resource Management</td>
<td>Service Design and Operation Management</td>
<td>Quality Management</td>
<td>Marketing Ethics</td>
</tr>
<tr>
<td>Customer Relationship Management</td>
<td>Year 2</td>
<td>Course Selection (choose from 3)</td>
<td>Business Ethics &amp; Social Responsibility</td>
</tr>
</tbody>
</table>

Stream 1 - E-Commerce
- Digital Economy
- Retail Marketing
- Database Fundamentals
- Programming Principles

Stream 2 - Services Marketing
- Services Marketing
- Sustainable & Social Marketing
- Customer Relationship Management
- Service Design and Operation Management
- Quality Management

Stream 3 - Digital Marketing
- Web Fundamentals
- Web Design
- Digital Economy
- Digital Marketing
- Marketing Analytics
- Customer Relationship Management

Stream 4 - Creative Branding & Innovation
- Brand Management
- Product Innovation and Commercialisation
- Scientific Ideas & Innovation
- Publicity and Media Writing
- Introduction to Psychology

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

CAREER PROSPECTS
- 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

Year 2

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

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
BACHELOR (HONS) IN FINANCE

PROGRAMME INTRODUCTION
The Bachelor (Hons) in Finance programme aims to train multi-talented Banking & Finance graduates by providing strong grounding in a diverse range of subjects comprising Accounting, Banking, Fintech, Investment, and Quantitative Methods to meet today’s industry demands. This also includes specialised training and skill development in long-term financial management, investment, and quantitative finance.

The Bachelor (Hons) in Finance programme is designed to meet the increasing demand for quality skills and expertise in the financial services industry.

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.

CAREER PROSPECTS
- Investment banker
- Financial analyst
- Market analyst
- Financial consultant
- Startup founder

DISTINCTIVE SUNWAY EXPERIENCE
With the continuously evolving demands of the Financial Services industry, this programme provides students with opportunities for hands-on training and experience, particularly in Fintech, Banking, and Analytics to ensure their career readiness. Students will also be well-prepared to transition into higher-level professional qualifications such as the Chartered Financial Analyst (CFA) and the Chartered Banker (CB) offered by the Asian Institute of Chartered Bankers.

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

BSC (HONS) FINANCIAL ANALYSIS

PROGRAMME INTRODUCTION
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-income and derivatives markets. Students will also explore the applications of mathematical and statistical knowledge in 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.

CAREER PROSPECTS
- Chief financial officer
- Corporate treasurer
- Financial controller
- Internal & external auditor
- Investment banker
- Management consultant

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

VALIDATED BY:
Lancaster University

JPT/BPP(U)(N/343/6/0168/FA4452)03/25
JPT/BPP(U)(R/343/6/0261/PA12200)03/25

JPT/BPP(U)(R/343/6/1418/F445202203/25

JPT/BPP(U)(R/343/6/1418/F445202203/25

CAREER PROSPECTS
BSC (HONS) FINANCIAL ECONOMICS

PROGRAMME INTRODUCTION
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-finance forecasting, trading, financial-economic research as well as risk and asset management in economic research as well as forecasting, trading, financial-macroeconomic such as financial planning, such as financial planning, financial management.

Although the BSc (Hons) Financial Economics programme is validated also by Chartered Management Institute and upon the successful completion of the programme, graduates will receive a Level 5 Diploma Professional Qualification in Management and Leadership.

CAREER PROSPECTS
- Chief financial officer
- Corporate treasurer
- Financial controller
- Investment banker

DISTINCTIVE SUNWAY EXPERIENCE
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.

CAREER PROSPECTS
- Investment banker
- Financial controller
- Corporate treasurer
- Chief financial officer

PROGRAMME STRUCTURE - Subjects

ELECTIVES
- Discrete Mathematics
- Life Insurance & Takaful
- Financial Planning
- Financial Economics II
- Bonds with Embedded Options & Structured Securities
- Financial Institutions & Markets
- Corporate Finance
- International Financial Management

GENERAL STUDIES SUBJECTS
- 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 1
- Financial Economics I
- Managerial Economics
- Introduction to Statistics
- Financial Management
- Communication Skills
- Microeconomics
- Malaysian Taxation System
- Portfolio Management
- Macroeconomics

Year 2
- International Economics
- Regression Analysis
- Business Ethics & Social Responsibilities
- Time Series & Forecasting
- Internship

Year 3
- 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

DISTINCTIVE SUNWAY EXPERIENCE
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.

Suppliers 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.

In addition, regular industrial field trips and/or talk series will be conducted every semester focusing on practical experiences for specific supply chain subjects.

CAREER PROSPECTS
- Supply chain consultant
- Supply chain manager
- Global supply chain manager
- Transport logistics manager
- Freight transportation manager

SUPPLY CHAIN MANAGEMENT

PROGRAMME INTRODUCTION
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.

In addition, regular industrial field trips and/or talk series will be conducted every semester focusing on practical experiences for specific supply chain subjects.

CAREER PROSPECTS
- Supply chain consultant
- Enterprise resource planner
- International logistics manager
- Inventory specialist
- Strategic planner
- Supply chain consultant
- Enterprise resource planner
- International logistics manager
- Inventory specialist
- Strategic planner
- Supply chain consultant
BUSINESS

SUNWAY UNIVERSITY

BSC (HONS) IN INTERNATIONAL BUSINESS

PROGRAMME INTRODUCTION
The BSc (Hons) in International Business programme equips students with essential knowledge in the area of international business. Businesses today cannot remain domestic for two main reasons. First, your competitors come from around the world. Whether you are a watch maker, a restaurant owner, or a retailer, you will find global companies who are your competitors at your doorstep. Second, your consumers compare you with global options and standards. To survive and thrive, you need a better understanding 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.

PROGRAMME STRUCTURE - Subjects

Year 1
- Accounting for Decision Making
- Introductory Economics
- Principles & Practice of Management
- Business Computing
- Business Law
- Business Statistics
- Introduction to 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
- Electives (choose 1)
  - Web Fundamentals
  - Company Law

Year 3
- International Business Law
- Strategic Management
- Final Year Project 1
- International Human Resource Management
- Final Year Project 2
- Internship
- Electives (choose 2)
  - Digital Economy
  - Digital Marketing
  - Project Management

VALIDATED BY:
Lancaster University

DISTINCTIVE SUNWAY EXPERIENCE
This degree is validated also by Chartered Management Institute and upon the successful completion of the programme, graduates will receive a Level 5 Diploma Professional Qualification in Management and Leadership.

CAREER PROSPECTS
- Business consultant
- Human resource consultant for multinational companies
- Import/export manager
- International trade manager
- Market research analyst

BSC (HONS) MARKETING

PROGRAMME INTRODUCTION
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.

PROGRAMME STRUCTURE - Subjects

Year 1
- Accounting for Decision Making
- Introductory Economics
- Principles & Practice of Management
- Business Computing
- Principles of Business Finance
- Marketing Management
- Communication Skills
- Marketing Research
- Electives (choose 1)
  - Professional Sales Management
  - Publicity & Media Writing
  - Brand Management

Year 2
- Consumer Behaviour
- Integrated Marketing Communication
- Marketing Management
- Relationship Marketing
- Marketing Channels
- Digital Marketing
- Marketing Research
- Communication Skills
- Electives (choose 1)
  - Entrepreneurship
  - Sustainable & Social Marketing
  - Product Innovation & Commercialisation
  - Retail Marketing

VALIDATED BY:
Lancaster University

DISTINCTIVE SUNWAY EXPERIENCE
Featuring a robust and in-trend marketing curriculum, this degree provides the theoretical knowledge, practical, analytical and critical thinking skills to respond to the demands of global change and challenges. Marketing department’s faculty members are outstanding international researchers who publish regularly in internationally ranked journals and present at major global conferences such as AMA, AMS, AIB, AOM, ACR, ANZMAC and more. Students gain exposure from interaction with industry experts via simulated business challenges, industry-collaborated field work, and professional development training series such as internships, field trips or competitions.

CAREER PROSPECTS
- Advertising and promotions specialist
- Brand manager/advisor
- Customer relationship associate/manager
- Retail expert

JPT/BPP/UR/326/2015/10/31/PA6328/2017/126
BRINGING YOU FURTHER

INTERNERSHIP COMPANIES & COMPANIES OUR GRADUATES WENT TO

Accountancy
- Baker Tilly Malaysia
- BDO Malaysia
- Crowe Malaysia
- Deloitte Malaysia
- Ernst & Young
- KPMG Malaysia
- Morison Anuarul Azizan Chew
- PwC Malaysia
- Russell Bedford Malaysia Sdn Bhd
- RSM Malaysia
- SJ Grant Thornton
- W.L. Cheng & Associates
- William C. H. Tan & Associates

Automotive
- Ingress Auto (BMW)

Aviation
- Air Asia

Banking
- AmBank (M) Berhad
- Hong Leong Bank Berhad
- HSBC
- Maybank
- OCBC Bank Malaysia
- Public Bank Berhad

Chemicals
- Jotun

Computer hardware, Computer software & IT
- Hewlett Packard
- Hitachi Sunway Information Systems Sdn Bhd
- Dell
- IBM
- Locus-T

Consultancy
- Accenture
- Boston Consulting Group Sdn Bhd
- Deloitte Malaysia
- Ernst & Young
- KPMG Malaysia
- Morison Anuarul Azizan Chew
- PwC Malaysia
- Russell Bedford Malaysia Sdn Bhd
- RSM Malaysia
- SJ Grant Thornton
- W.L. Cheng & Associates
- William C. H. Tan & Associates

Finance Shared Service
- AIA Shared Services Sdn Bhd
- IBM Malaysia
- Sime Darby Global Services Sdn Bhd
- Tricor Services Sdn Bhd

FMCG
- Fraser & Neave
- Mondelēz Malaysia Sales Sdn Bhd
- Nestle (Malaysia)

Health Care
- BP Healthcare
- Top Glove Malaysia

Hospitality
- Hilton Hotel

Industrial Machinery
- General Electric

Industrial Product & Service
- Sunway Group

Investment
- OSK Holdings Berhad

Logistics and Forwarding
- URC Snacks (M) Sdn Bhd

Media
- Nielsen Malaysia

Pharmaceutical
- B. Braun Medical Supplies Sdn Bhd
- Zuellig Pharma

Property
- Ecoworld
- Gamuda Land
- SP Setia
- Sime Darby

Retail
- Christy Ng Sdn Bhd
- Habib Jewels Sdn Bhd
- Setia Retail
- PUMA Sports Goods Sdn Bhd
- Vin Florist & Gifts Sdn Bhd

Telecommunications & Media
- Digi.Com Berhad
- Flexiroam Malaysia
- Huawei Technologies (M) Sdn Bhd
- Telekom Malaysia
- Time dotcom Bhd

STUDY ABROAD OPTIONS:

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.

<table>
<thead>
<tr>
<th>PROGRAMME</th>
<th>MOBILITY OPTIONS*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lancaster University</td>
<td>London School of Economics (LSE) Summer School</td>
</tr>
<tr>
<td>DURATION ABROAD</td>
<td>Summer programme</td>
</tr>
<tr>
<td>BSc (Hons) in Accounting &amp; Finance</td>
<td>3 weeks</td>
</tr>
<tr>
<td>Bachelor of Business Administration</td>
<td>3 weeks</td>
</tr>
<tr>
<td>Bachelor of Business Analytics</td>
<td>3 weeks</td>
</tr>
<tr>
<td>Bachelor of Commerce</td>
<td>3 weeks</td>
</tr>
<tr>
<td>Bachelor of Entrepreneurship</td>
<td>3 weeks</td>
</tr>
<tr>
<td>Bachelor of Finance</td>
<td>3 weeks</td>
</tr>
<tr>
<td>Bachelor of Global Supply Chain Management</td>
<td>3 weeks</td>
</tr>
<tr>
<td>Bachelor of International Business</td>
<td>3 weeks</td>
</tr>
<tr>
<td>Bachelor of Marketing</td>
<td>3 weeks</td>
</tr>
</tbody>
</table>

*Subject to meeting requirements.
### Where are our graduates now?

<table>
<thead>
<tr>
<th>Name</th>
<th>Degree</th>
<th>Company/Role</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Faris Fida Mohammad</strong></td>
<td>BSc (Hons) Accounting and Finance</td>
<td>Mintel Consulting (Malaysia) Sdn Bhd, Regional Market Analyst</td>
</tr>
<tr>
<td><strong>Chee Cheng Yi</strong></td>
<td>BSc (Hons) Business Studies</td>
<td>PricewaterhouseCoopers Malaysia, Senior Accountant</td>
</tr>
<tr>
<td><strong>Saeeha Mohamed Rafiki Ibrahim Sadi</strong></td>
<td>BSc (Hons) Accounting and Finance</td>
<td>PricewaterhouseCoopers (PwC), Senior Associate</td>
</tr>
<tr>
<td><strong>Tee Min Min</strong></td>
<td>BSc (Hons) Financial Economics</td>
<td>OCBC Malaysia Bhd, Financial &amp; Regulatory Reporting, Finance</td>
</tr>
<tr>
<td><strong>Nurul Natrah Binti Abdul Aziz</strong></td>
<td>BSc (Hons) Business Management</td>
<td>Special Steel &amp; Alliance Sdn Bhd, Managing Director</td>
</tr>
<tr>
<td><strong>Chan Huei Huei</strong></td>
<td>BSc (Hons) Marketing</td>
<td>Wipro Unza, Management Trainee</td>
</tr>
</tbody>
</table>

**Students**

<table>
<thead>
<tr>
<th>Name</th>
<th>Degree</th>
<th>Company/Role</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tan Wei Chee</strong></td>
<td>BSc (Hons) Accounting and Finance</td>
<td>PricewaterhouseCoopers Malaysia, Tax Associate</td>
</tr>
<tr>
<td><strong>Norazy Hafizza Binti Md Sallih</strong></td>
<td>BSc (Hons) Accounting and Finance</td>
<td>PricewaterhouseCoopers, Tax Associate</td>
</tr>
<tr>
<td><strong>Surendran Thangaperumal</strong></td>
<td>BSc (Hons) Financial Analysis</td>
<td>Takaful Malaysia, Executive</td>
</tr>
<tr>
<td><strong>Mohammad Ammar</strong></td>
<td>BSc (Hons) Business Management</td>
<td>Group 42, United Arab Emirates, Talent Acquisition Partner</td>
</tr>
<tr>
<td><strong>Deriidian Nurhalim Sutiono</strong></td>
<td>BSc (Hons) Business Management</td>
<td>iPrice Group, Content Marketing</td>
</tr>
<tr>
<td><strong>Tang Ming Keat</strong></td>
<td>BSc (Hons) Financial Analysis</td>
<td>Dai-Ichi Kikai Parts Sdn Bhd, Managing Director</td>
</tr>
<tr>
<td><strong>Chin Jie En</strong></td>
<td>BSc (Hons) Business Management</td>
<td>Happy 2U, Director</td>
</tr>
<tr>
<td><strong>Heri Gunawan</strong></td>
<td>BSc (Hons) Business Management</td>
<td>CV. Ice and Bean Indonesia, Founder and Director</td>
</tr>
</tbody>
</table>

**Business**

<table>
<thead>
<tr>
<th>Name</th>
<th>Degree</th>
<th>Company/Role</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Jason Yong</strong></td>
<td>BSc (Hons) Business Management</td>
<td>Special Steel &amp; Alliance Sdn Bhd, Managing Director</td>
</tr>
<tr>
<td><strong>Chin Jie En</strong></td>
<td>BSc (Hons) Business Management</td>
<td>Happy 2U, Director</td>
</tr>
<tr>
<td><strong>Heri Gunawan</strong></td>
<td>BSc (Hons) Business Management</td>
<td>CV. Ice and Bean Indonesia, Founder and Director</td>
</tr>
</tbody>
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Sunway University

Business Sunway University
As part of our nation building ambitions, Sunway University has travelled the world seeking out the finest educational opportunities, bringing them closer to you.

**LIVE**

Whilst most universities have a campus, only Sunway University has a city. Experience a world-class education right here at Sunway City, poised to become Malaysia’s first fully integrated 5G-enabled smart city.

**LEARN**

International collaborations with the world’s most renowned institutions offer Malaysians world-class education at local prices, avoiding the expensive cost of overseas travel and unfavourable exchange rates.

**LEAD**

Currently pioneering research with the University of Cambridge to collaborate on ways to combat the Covid-19 pandemic in the Jeffrey Cheah Biomedical Centre at the University of Cambridge.

**LEGACY**

Located at Sunway City, Malaysia, Sunway University joins New York & Paris as one of the three United Nations Sustainable Development Solutions Network (SDSN) Centres in the world to coordinate continent-wide sustainable initiatives.

**One University, A World of Opportunities.**

**A Class Above**