

# HOSPITALITY AND SERVICE MANAGEMENT

- Prospectus -  
2024

**SUNWAY**  
UNIVERSITY



A CLASS ABOVE



Committed to **QUALITY EDUCATION**  
aligned to global standards in  
**TEACHING, LEARNING, & RESEARCH**

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

As one of Malaysia's leading and internationally recognised private universities, Sunway University is positioned amongst top universities in the world by QS World University Rankings. Sunway University is ranked #586 globally in the QS World University Rankings 2024 and is the #1 non-government linked private university in Malaysia in the Times Higher Education World University Rankings 2023.

Sunway University has been awarded #1 in Graduate Employability among all universities in Malaysia by Talentbank Group for two consecutive years (2022, 2023) through the National Graduate Employability Index.

The University emerged as an Overall 5 Star rated (Excellent) institution in the QS Stars University Ratings, as well as Five-Star ratings for the individual categories: teaching, facilities, employability, social responsibility, inclusiveness, academic development and internationalisation.

Collaborating with world class partners - Lancaster University and Le Cordon Bleu International, Sunway University offers premier education with international repute. The University also partners University of Oxford, University of Cambridge, Harvard University, Massachusetts Institute of Technology and University of California, Berkeley.

**MALAYSIA'S #1**  
**NON-GLU\* PRIVATE UNIVERSITY**  
 as awarded by  
**Times Higher Education**



\*Government-Linked University



EXCELLENT



# INTRODUCTION

AT THE FOREFRONT OF HOSPITALITY EDUCATION AND TRAINING

Events management students (Lim Hui Wen, Daryl Loh Yen Hao, See Boon Shing, and Chow Tse Hui) emerged as one of the champion teams at the Malaysia Business Events National Challenge 2023. Daryl Loh (second from right) was also awarded as a Best Presenter.

## Student-focussed experiential learning

The School of Hospitality and Service Management (SHSM) emphasises experiential learning, enhancing teaching and learning through practical experiences beyond the classroom. Students are coached and equipped to perform the necessary skills to excel in the hospitality, culinary and events industries. Student-centred learning is enhanced through simulations, case studies, field trips and classroom internationalisation.

## Sunway campus and state-of-the-art facilities

Students will be able to practice their skills and pursue innovative ideas in state-of-the-art facilities including the beverage laboratory, events studio, hotel suite, service training restaurants, and cuisine, demonstration, main and pastry kitchens. As the campus is an integrated environment, students have the opportunity to collaborate professionally with Sunway University stakeholders, gaining experiences that add value to their academic and professional development.

## Learning from field experts

SHSM consists of dedicated staff members with substantial industry experience and high-level teaching and research abilities who are passionate in steering intellectual interests and talents of young minds today.

## Stellar hospitality education

With over 20 years of scholarly achievements, the School has been ranked among the top 150 institutions worldwide for hospitality and leisure management in the QS World University Rankings by Subject in 2022 and 2023. The University and the School have also previously accomplished notable national awards. For instance, in 2017 the University achieved a Tier 5 "excellent" rating in the Malaysian Rating for University and University College Excellence (SETARA-2017). Furthermore, the Malaysian Qualifications Agency (MQA) awarded the School with a 5-Star (Excellent) rating for its programmes in the D-SETARA 2012, a Discipline-Based Rating System.

**Student development is SHSM's utmost priority, reflecting our ethos "Committed to QUALITY EDUCATION aligned to global standards in TEACHING, LEARNING, AND RESEARCH"**



Culinary success for the School of Hospitality and Service Management at the Battle of the Chefs 2022 held at Penang, Malaysia. The team attained 3 gold and 3 silver medals at this culinary competition.



## CERTIFIED BY:



\*Only certain programmes are certified by Le Cordon Bleu.

Graduates from certified programmes will receive a degree or diploma award from Sunway University together with parchment from Le Cordon Bleu.

Founded in Paris in the year 1895, Le Cordon Bleu is one of the most highly respected organisations in the world, devoted to the culinary arts and hospitality education. 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.

# INSTITUTIONAL MEMBERSHIPS & INTERNATIONAL RECOGNITIONS



## INTERNATIONAL COUNCIL ON HOTEL, RESTAURANT, AND INSTITUTIONAL EDUCATION (ICHRIE)

Being part of the ICHRIE enables the School of Hospitality and Service Management to receive the best in hospitality and tourism education available outside the classroom. The membership also provides professional development and making sure its members are kept abreast on the latest news and trends in the industry.



## 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 part of PATA Young Tourism Professionals and PATA Student Chapters worldwide.



## TOURISM EDUCATORS ASSOCIATION OF MALAYSIA (TEAM)

TEAM provides a platform for collaboration and alliances within the tourism and hospitality institution 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.



## MALYSIAN ASSOCIATION OF CONVENTIONS AND EXHIBITIONS ORGANISERS AND SUPPLIERS (MACEOS)

MACEOS is an NGO established in 1990, and represents the Business Events (BE which is formerly known as MICE) industry to promote and advocate a sustainable growth of the BE 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.

OBSERVER OF THE-ICE



## OBSERVER OF THE-ICE

The School of Hospitality and Service Management is an Observer of THE-ICE (International Centre of Excellence in Tourism and Hospitality Education). Being an Observer means that the School is recognised as a reputable institution in tourism and hospitality education, and is part of THE-ICE's global network of institutions, business partners, and hospitality professionals.



## INTERNATIONAL ASSOCIATION OF HOTEL SCHOOLS (EUHOFA)

With the aim and vision of contributing to the professional education and training of the hospitality industry, EUHOFA promotes new developments and ideas in education and training, and examples of best practices. It is governed by statutes and administered by a committee to ensure the highest of quality education.



## WORLD CHEFS RECOGNITION OF QUALITY CULINARY EDUCATION (RQCE)

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.



## MALYSIAN 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.



## 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 and Service Management, Sunway University to be part of PCA's culinary excellence, quality, education, innovation and advancement.



25 Years! The School of Hospitality and Service Management celebrates its Silver Jubilee



Lecture hall at Sunway University



Professional research consultancy



Cuisine kitchen



Demo kitchen

# DISTINCTIVE SUNWAY EXPERIENCE

## ASIA PACIFIC CENTRE FOR HOSPITALITY RESEARCH (APCHR)

The Asia Pacific Centre for Hospitality Research (APCHR) is established to foster research activities and advancements by the School of Hospitality and Service Management (SHSM) and to further develop collaboration with local and international partners. One of the centre's activities is the Research Seminar where scholars discuss recent research, issues and trends in the fields of hospitality, tourism, leisure, culinary arts and events. Recent presentations included:

- **“Experimental design research with extended reality in tourism marketing”** by Dr Ryan Yung, University of Greenwich.
- **“Searching for an Oriental paradise? Fast and slow tourist experiences in the desert on the Arabian Peninsula”** by Dr Manuela Gutberlet, RWTH Aachen University, Germany.
- **“Innovative approaches to tourism: Insights from CABI tourism case studies”** by Lai Wai Ching, CABI.
- **“From figures and tables to actual policy implications: A case study of how to transform findings to functions”** by Assistant Prof. Dr Chayanon Phucharoen, Prince of Songkla University, Phuket Campus.
- **“Residents’ risk perceptions willingness to accept international tourists, and self-protective behaviour during destination reopening amidst the COVID-19 pandemic”** by Assistant Prof. Dr Pornpisanu Promsivapallop, Prince of Songkla University, Phuket Campus.
- **“Understanding diversity training: The double-edged sword for diversity management”** by Dr Prachi Thakur, World Women Tourism.

- **“Transformed landscapes, tourist sentiments: The place making narrative of a luxury heritage hotel in Singapore”** by Associate Prof. K Thirumaran, James Cook University, Singapore.
- **“Creating impact with your research”** by Sarah N.R. Wijesinghe, brijjd.

## CENTRE FOR HOSPITALITY INNOVATION AND LEADERSHIP (CHIL)

The Centre for Hospitality Innovation and Leadership (CHIL) is a dynamic platform designed to bridge the gap between academia and industry. Conceived as a vibrant hub within the School of Hospitality and Service Management (SHSM), CHIL serves as a conduit for forging deeper ties with our esteemed industry partners.

Beyond the conventional academic spectrum, CHIL seeks to redefine collaboration by extending beyond the traditional confines of work-based learning programs. Our vision is to provide students with enriching, hands-on experiences, while simultaneously bolstering our industry connections through collaborative educational endeavours and effective delivery.

Our strategy doesn't stop there. We plan on fuelling industry-relevant research, training and consultancy, striving to offer insights, short courses and solutions that reflect the changing dynamics of the hospitality sector.

Ultimately, CHIL is not just an educational centre, it's an innovation powerhouse. Our commitment is to drive talent development, business innovation, and empower the hospitality and tourism industry to reach new heights. We are passionately working towards shaping the future of the hospitality industry, one initiative at a time.

**#CampusWithAConscience** is an underlying principle that embraces everything you will experience during your time at Sunway Education Group. This is the fundamental spirit at the heart Sunway Campus Life as we educate, encourage, and engage all aspects of our diverse community to adopt a lifestyle and lifestyle habits that truly reflect a society determined to create a better living environment for this generation and generations to come.

This # campaign aims to encourage conscientious efforts of the Sunway campus community in areas such as...

1. The goals of the UN SDGs;
2. Acceptance and tolerance towards each community member of the campus and the wider national and global community;
3. Inclusiveness of all and unity with all;
4. Well-being, both physical and mental;
5. Doing things right for society.

Join our journey as we seek to create a better environment for all, starting with you.

**#MostHappeningCampus** is a vibrant concept to promote a positive sense of inclusiveness whilst also generating a genuine feeling of community spirit. This # campaign has been successful in developing positive energy, togetherness and working as a team towards a common goal. It encompasses all the energy of Sunway life and supports student activities that happen on our campus.

May it be iconic events hosted on campus, unique student activities, academic presentations, or even visits by global personalities that inspire us, **#MostHappeningCampus** expresses our feeling of positive energy and encourages all our community to work together and develop personal attributes and qualities that will support their academic achievements at Sunway.

The most happening part of our campus is YOU.

# VALUE-ADDED CERTIFICATES



## PROFESSIONAL WINE CERTIFICATION (WSET®, UK)

The School of Hospitality and Service Management partners exclusively with the AYS Wine & Sake Consultancy, an Approved Programme Provider (APP) for WSET® Certification responsible for providing training and examination on Wines & Spirits Education. This additional certification is for students who are interested in gaining in-depth wine knowledge and principles, and is definitely a pathway for those seeking to reach the Master of Wine level.

The WSET® Certification Body started in 1969 and since has been widely regarded as the largest and most respected professional wine certification body in the world (available in over 70 countries in more than 15 languages). The WSET® Certification has proven to be invaluable and opens up more opportunities for students in the hotel, fine dining, airline and wine trading industry.



## FOOD HANDLER TRAINING

The food handler training is a requirement for all food handlers as stipulated in the Food Hygiene Regulations 2009 issued by the Ministry of Health (MoH) Malaysia. The School of Hospitality and Service Management recommends this three-hour course conducted by MoH-certified food handler trainers, to create awareness, and enable participants to gain knowledge on basic food hygiene and prevention from foodborne hazards and poisoning. Upon completion of the training, participants will be eligible to receive a valid-for-lifetime Certificate of Recognition by the MoH Malaysia, which is also recognised by Halal/ GMP/ HACCP/ FSMS auditors.

A world-recognised certification crucial to the hospitality industry

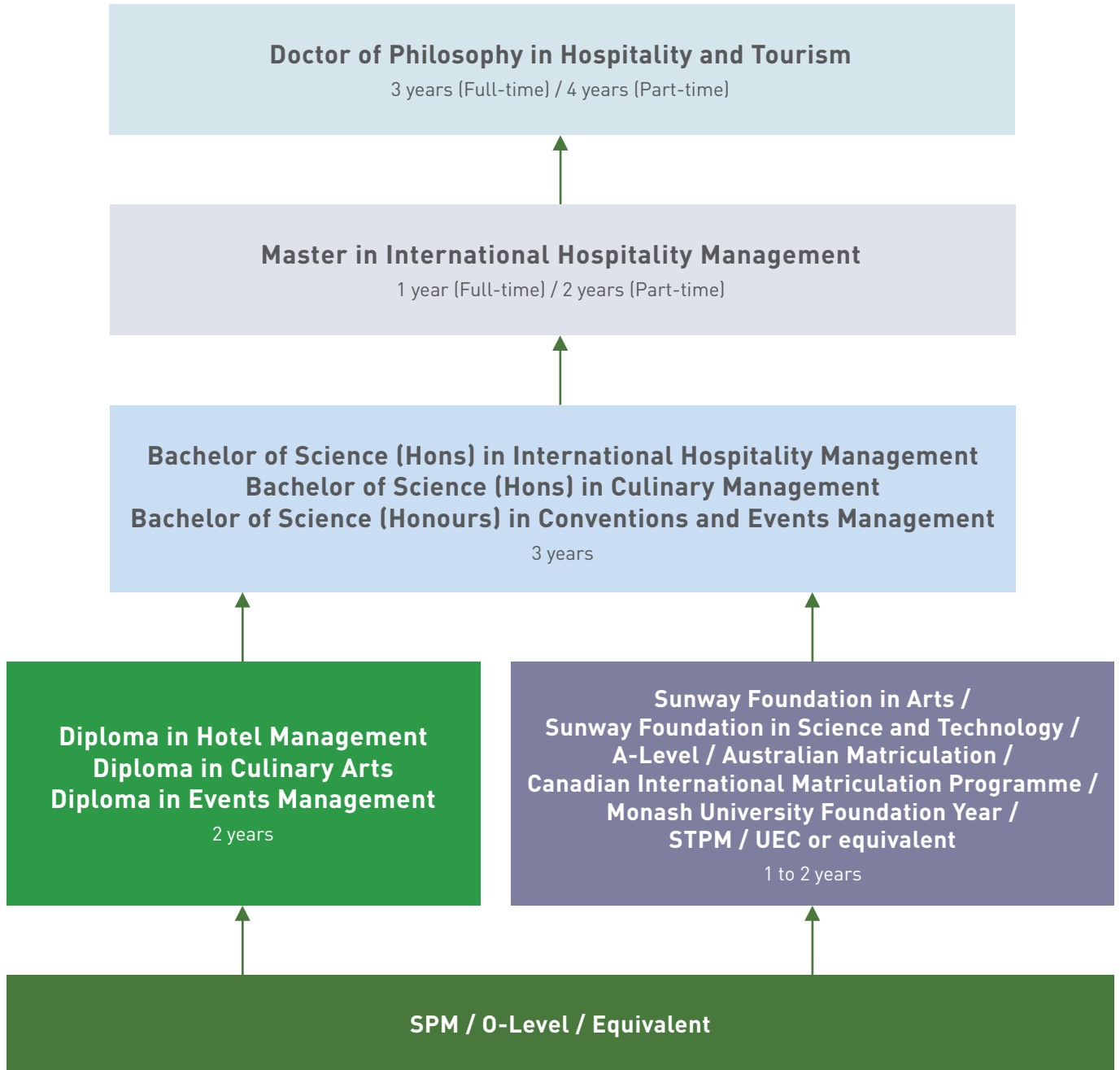
50%  
students attained distinction

Higher than the global average of  
25%

Assoc. Prof. Dr Daniel Chong of Sunway University is a WSET Level 3 (Advance) holder, and a WSET-certified facilitator.



# HOSPITALITY PATHWAYS IN SUNWAY UNIVERSITY





# ENTRY REQUIREMENTS

PROGRAMME	INTAKES	DURATION	ENTRY REQUIREMENTS	ENGLISH REQUIREMENTS
Diploma in Culinary Arts		2 years	<b>SPM/SPMV/O-Level</b> Pass with minimum 3 credits	<b>IELTS or equivalent</b> 5.0
Diploma in Events Management			<b>UEC</b> Pass with minimum 3 grade Bs	<b>Sunway Intensive English Programme (IEP)</b> Pass Level 3
Diploma in Hotel Management			<b>Other qualifications</b> Any other qualifications will be considered on a case-to-case basis	
Bachelor of Science (Hons) in International Hospitality Management	Jan, Apr, Sep	3 years	<b>STPM</b> Average C or CGPA 2.00 (Minimum 2 principals)	<b>IELTS or equivalent</b> 5.5 (with no individual band below 5.0)
Bachelor of Science (Hons) in Culinary Management			<b>A-Level*</b> Minimum 6 points <small>*Points are calculated based on grades obtained for 2 or 3 subjects.</small>	<b>MUET</b> Band 4
Bachelor of Science (Honours) in Conventions and Events Management			<b>Australian Matriculation</b> ATAR 55	<b>SPM English</b> B3 or B+
			<b>Canadian International Matriculation Programme</b> 55%	<b>UEC English</b> B4
			<b>MUFY</b> 55%	<b>O-Level English (1119)</b> Credit
			<b>Sunway Foundation in Arts</b> CGPA 2.00	<b>Sunway Intensive English Programme (IEP)</b> Pass Level 4
			<b>Sunway Foundation in Science &amp; Technology</b> CGPA 2.00	<b>ESL / English</b> Satisfactory level in Pre-University programmes, where the medium of instruction is English
			<b>UEC</b> Maximum 28 points from 5 subjects (All grade Bs)	
			<b>IB Diploma</b> Completed with minimum 24 points (Excluding bonus points)	
			<b>Sunway Diploma*</b> CGPA 2.00 or equivalent <small>*Students may obtain advanced standing if credit transfer requirements are met.</small>	
			<b>Other Qualifications</b> Any other qualifications will be considered on a case-to-case basis	

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



# DIPLOMA IN HOTEL MANAGEMENT

**Solid foundation in hotel operations, planning and managing accommodations, as well as foodservice establishments**

Students will be trained to undertake various managerial and operational functions in real life simulation, which is effective in helping them develop the professional skills and knowledge pertinent in meeting local and international industry standards.

Essential practical experience will be gained through a 20-week industry internship.

## CERTIFIED BY:



## CAREER PROSPECTS

- Customer service manager
- Food service manager
- Front office manager
- Guest service manager
- Hotel manager
- Resort manager
- Rooms division manager
- Sales and marketing manager

## PROGRAMME STRUCTURE

### Year 1

- Beverage Studies
- Business English I
- Business English II
- Culinary Kitchen Operations I
- Culinary Kitchen Operations II
- Pâtisserie
- Food & Beverage Operations I
- Food & Beverage Operations II
- Introduction to Hospitality & Tourism Industry
- International Cultural Studies
- Purchasing & Cost Control
- Principles of Marketing
- Rooms Division Operations I

### Year 2

- Business Environment
- Communication Skills
- Hospitality Management
- Internship
- Introduction to Entrepreneurship
- Introduction to Events Management
- Principles of Accounting
- Rooms Division Operations II

## MOHE COMPULSORY GENERAL STUDIES SUBJECTS

### For Local students:

- Appreciation of Ethics & Civilisation
- Bahasa Kebangsaan A  
*(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)*
- Community Service for Planetary Health
- Integrity & Anti-Corruption
- Moral Education

### For International students:

- Community Service for Planetary Health
- Integrity & Anti-Corruption
- Malay Language for Communication 1
- Moral Education

*Diploma in Hotel Management students attended a seminar session at 3M Cleaning Technology Center (CTC) alongside industry experts to learn about the latest state-of-the-art robotic devices for hotel management.*



# BACHELOR OF SCIENCE (HONS) IN INTERNATIONAL HOSPITALITY MANAGEMENT

Designed to develop a global player 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 a 20-week industry internship.

## CERTIFIED BY:



## CAREER PROSPECTS

- Business development director
- Entrepreneur in hospitality networks
- Franchise development manager
- Hospitality services consultant
- Hospitality service director
- Regional hotel manager
- Service quality and audit manager

## PROGRAMME STRUCTURE

### Year 1

- Accounting for Decision Making
- Basic Culinary Operations
- Beverage Studies
- Business Environment
- Business of Tourism & Hospitality
- English for the Hospitality & Service Industry
- Foodservice Operations
- Hotel Accommodation Operations
- Principles of Marketing
- Small Business Venture

### Year 2

- Accommodation & Revenue Management
- Branding & Promotions\*
- Business & Hospitality Law
- Business Events\*
- Communication Skills
- Corporate & Incentive Travel\*
- Exhibition & Exposition Management\*
- Food & Beverage Management
- Internship Part 1

\* Free Electives, subject to change

\*\* Offered in either Year 2 or 3

### Year 3

- Contemporary Issues
- Entrepreneurial Mindset & Skills\*\*
- Internship Part 2
- Managing People in the Hospitality & Service Industry
- Research Methods
- Research Project
- Strategic Management for the Hospitality & Service Industry

### Programme Electives (Choose 1 in Year 2 or 3)

- Sustainable Food Supply Chain Management
- Wine Studies

## MOHE COMPULSORY GENERAL STUDIES SUBJECTS

### For Local students:

- Appreciation of Ethics & Civilisation
- Bahasa Kebangsaan A  
*(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)* **OR**
- Critical Thinking
- Community Service for Planetary Health
- Integrity & Anti-Corruption
- Philosophy & Current Issues

### For International Students

- Appreciation of Ethics & Civilisation
- Community Service for Planetary Health
- Critical Thinking
- Integrity & Anti-Corruption
- Malay Language for Communication 2

SHSM students basking in their success from the Food and Hotel Malaysia (FHM) 2023 competition, where they excelled in the categories of 'Mixology Challenge' and 'Food and Beverage Skills'!



# DIPLOMA IN CULINARY ARTS

**Provides culinary training of the highest quality with state-of-the-art kitchen and classroom facilities**

Our aim is to produce quality graduates who are confident with their culinary skills through the discovery and practice of techniques and creativity in the world of cuisines. Students will also be trained 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.

## CERTIFIED BY:



### CAREER PROSPECTS

- Banquet chef
- Chef de cuisine / Executive chef
- In-flight chef
- Food artist
- Food production manager
- Pastry chef
- Research and Development chef
- Restaurateur

### PROGRAMME STRUCTURE

#### Year 1

- Beverage Studies
- Business English I
- Business English II
- Culinary Kitchen Operations I
- Culinary Kitchen Operations II
- Food Safety & Sanitation
- Food & Beverage Operations I
- Food & Beverage Operations II
- Introduction to Hospitality & Tourism Industry
- Pâtisserie
- Principles of Marketing
- Purchasing & Cost Control
- Viennoiserie & Boulangerie

#### Year 2

- Business Environment
- Classical French Cuisine
- Communication Skills
- Contemporary Cuisine
- Culinary Artistry
- Hospitality Management
- Internship
- Introduction to Entrepreneurship
- Principles of Accounting

### ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

#### For Local students:

- Appreciation of Ethics & Civilisation
- Bahasa Kebangsaan A  
*(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)*
- Community Service for Planetary Health
- Integrity & Anti-Corruption
- Moral Education

#### For International students:

- Community Service for Planetary Health
- Integrity & Anti-Corruption
- Malay Language for Communication 1
- Moral Education



# BACHELOR OF SCIENCE (HONS) IN CULINARY MANAGEMENT

**Integrates experiential learning with academic rigour to prepare students for the competitive culinary industry**

This programme empowers culinary enthusiasts to be equipped in knowledge and skills necessary to prepare them to address the challenges of a demanding yet vibrant culinary industry. Through lectures, demonstrations and hands-on experiences, students are exposed to techniques of quality food preparation and presentation taught by culinary experts. On the business side, courses such as marketing, managing people and small business venture ensure graduates are well-rounded to meet the demands of the industry.

Essential practical industry experience will be gained through a 20-week industry internship.

## CERTIFIED BY:



## CAREER PROSPECTS

- Corporate chef
- Chef de cuisine / Executive chef
- Food service consultant
- Food service entrepreneur / manager
- Food writer / Food stylist
- In-flight food manager
- Pastry chef
- Research and development chef

## PROGRAMME STRUCTURE

### Year 1

- Accounting for Decision Making
- Basic Culinary Operations
- Business of Tourism & Hospitality
- English for the Hospitality & Service Industry
- Food Safety & Sanitation
- Intermediate Culinary Operations
- Principles and Techniques of Baking & Pastry
- Principles of Marketing
- Small Business Venture

### Year 2

- Advanced Pastry
- Business Events\*
- Branding & Promotions\*
- Communication Skills
- Corporate & Incentive Travel\*
- Exhibition & Exposition Management\*
- Food & Nutrition
- Internship Part 1
- Sustainable Food Supply Chain Management

\* Free Electives, subject to change

\*\* Offered in either Year 2 or 3

### Year 3

- Advanced Culinary Techniques
- Contemporary Issues
- Entrepreneurial Mindset & Skills\*\*
- Internship Part 2
- Malaysian Cuisine
- Managing People in the Hospitality & Service Industry
- Research Methods
- Research Project

### Programme Electives (Choose 1 in Year 2 or 3)

- Food & Beverage Management
- Wine Studies

## ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

### For Local students:

- Appreciation of Ethics & Civilisation
- Bahasa Kebangsaan A  
*(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)* OR  
Critical Thinking
- Community Service for Planetary Health
- Integrity & Anti-Corruption
- Philosophy & Current Issues

### For International students:

- Appreciation of Ethics & Civilisation
- Community Service for Planetary Health
- Critical Thinking
- Integrity & Anti-Corruption
- Malay Language for Communication 2

*Congratulations to the chefs and young chefs for their achievements at FHM 2022 held in Kuala Lumpur Convention Centre.*



# DIPLOMA IN EVENTS MANAGEMENT

**Equips students with the strong fundamental know-how and hands-on practical skills in the full events managing process, from project conceptualization to events close-down**

Students will be introduced, guided and trained through theoretical implementation and active participation through the programme on the principles of events management. The learning of this crucial knowledge and technical skills will lead to the development of key business competencies involved in designing, marketing and managing events, in addition to personal growth of the students in working together as a team, as well as individually.

Essential practical experience will be gained through a 20-week industry internship.

## CERTIFIED BY:



### CAREER PROSPECTS

- Charity Fundraiser / Sponsorship management
- Exhibition manager
- Event designer
- Logistics / Venue / Event Space manager
- NGO management
- Project manager
- Sales / Marketing manager
- Talent / Stage director

## PROGRAMME STRUCTURE

### Year 1

- Business English I
- Business English II
- Conventions & Exhibitions
- Events Support Services
- Events Graphic Design
- Technology for Events
- International Cultural Studies
- Introduction to Events Management
- Introduction to Hospitality & Tourism Industry
- Principles of Marketing
- Publicity for Events
- Sales Management for Events

### Year 2

- Business Environment
- Communication Skills
- Events Operations I
- Events Operations II
- Hospitality Management
- Incentive Tours Management
- Internship
- Introduction to Entrepreneurship
- Principles of Accounting

## MOHE COMPULSORY GENERAL STUDIES SUBJECTS

### For Local students:

- Appreciation of Ethics & Civilisation
- Bahasa Kebangsaan A  
*(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)*
- Community Service for Planetary Health
- Integrity & Anti-Corruption
- Moral Education

### For International students:

- Community Service for Planetary Health
- Integrity & Anti-Corruption
- Malay Language for Communication 1
- Moral Education

*Opening ceremony of 'Let's Fly with GOLD' - a CSR event organised by the Diploma in Events Management students to benefit children with Learning Disabilities.*



# BACHELOR OF SCIENCE (HONOURS) IN CONVENTIONS AND EVENTS MANAGEMENT

**An industry-inspired programme to pave a way for a professional career development in the events industry**

The programme deals with conceptualising and pitching an event, to 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 a 20-week industry internship.

## CAREER PROSPECTS

- Business event planner
- Destination marketing organiser
- Entrepreneur
- Key accounts manager
- Marketing / Publicity
- Public relations
- Project manager
- Social media associate
- Venue manager

## PROGRAMME STRUCTURE

### Year 1

- Accounting for Decision Making
- Business Environment
- Business Events
- Business of Tourism & Hospitality
- Emerging Technology for Events
- English for the Hospitality & Service Industry
- Innovative Communication & Engagement
- Principles of Marketing
- Small Business Venture

### Year 2

- Branding & Promotions\*
- Business & Hospitality Law
- Communication Skills
- Corporate & Incentive Travel\*
- Exhibition & Exposition Management
- Food & Nutrition\*
- Food Safety & Sanitation\*
- Internship Part 1

### Year 3

- Contemporary Issues
- Entrepreneurial Mindset & Skills\*\*
- Internship Part 2
- Managing People in the Hospitality & Service Industry
- Project Ideation
- Project Realization
- Research Methods
- Research Project
- Strategic Management for the Hospitality & Service Industry

\* Free Electives, subject to change

\*\* Offered in either Year 2 or 3

## Programme Electives (Choose 1 in Year 2 or 3)

- Beverage Studies
- Food & Beverage Management

## MOHE COMPULSORY GENERAL STUDIES SUBJECTS

### For Local students:

- Appreciation of Ethics & Civilisation
- Bahasa Kebangsaan A  
*(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)* **OR**  
Critical Thinking
- Community Service for Planetary Health
- Integrity & Anti-Corruption
- Philosophy & Current Issues

### For International students:

- Appreciation of Ethics & Civilisation
- Community Service for Planetary Health
- Critical Thinking
- Integrity & Anti-Corruption
- Malay Language for Communication 2

*Field trip to Sg Lima, Klang where students had first-hand learning experience about sustainability of local communities.*



# BRINGING YOU FURTHER

## INTERNSHIP COMPANIES & COMPANIES OUR GRADUATES WENT INTO

### Hospitality

- Adaaran Prestige Vadoo Maldives
- Atlantis The Palm, Dubai
- Banyan Tree Kuala Lumpur & Pavilion Hotel Kuala Lumpur
- Conrad Maldives Rangali Island
- DoubleTree by Hilton Hotel Johor Bahru
- Equatorial Kuala Lumpur
- Four Seasons Resort Seychelles
- Grand Aston City Hall Hotel & Serviced Residence, Indonesia
- Hard Rock Cafe Melaka
- Hilton Kuala Lumpur
- Hoshino Resorts Tomamu, Japan
- Hoshino Resorts Risonare Yatsugatake, Japan
- Hotel Holiday International, UAE
- Intercontinental Kuala Lumpur
- JW Marriott Hotel, Hong Kong
- Kota Kinabalu Marriott Hotel
- Le Meridien Kuala Lumpur
- Mandarin Oriental, Hong Kong
- Mandarin Oriental, Kuala Lumpur
- Pan Pacific, Melbourne
- Pullman Jakarta Central Park
- Pullman Kuala Lumpur City Centre Hotel & Residences
- Shangri-La Hotel, China
- Shangri-La Hotel, Kuala Lumpur
- Sheraton Bali Kuta Resort, Indonesia
- Sheraton Hua Hin Resort & Spa, Thailand
- Sofitel Legend Metropole Hanoi, Vietnam
- Sule Shangri-La Yangon, Myanmar
- St Regis Langkawi

- Sunway City Kuala Lumpur Hotels
- The Ritz-Carlton, Astana
- The RuMa Hotel and Residences
- The Westin Kuala Lumpur
- W Kuala Lumpur

### Events

- Alpine Integrated Solution Sdn Bhd
- Big Bash Media Sdn Bhd
- Bravo Events & Entertainment Sdn Bhd
- Event Creators, Mauritius
- I Creative Event Sdn Bhd
- Linkbal Inc., Japan
- Malaysia Convention & Exhibition Bureau (MyCEB)
- Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS)
- Medical Conference Partners
- Mid Valley Sdn Bhd (MVEC Exhibitions & Events Services Sdn Bhd)
- MT Multimedia Co. Ltd, Thailand
- One Universal Production Sdn Bhd
- Pico International (M) Sdn Bhd
- Pretty Little Things Weddings
- PT Sahabat Pesta, Indonesia
- Publicis Group
- Star Media Group
- Sunway Lagoon Sdn Bhd
- Tatler Asia (Malaysia) Sdn Bhd
- The Collective Art Events, Brunei
- The Hot Shoe Show & Co Sdn Bhd
- Troopers Innovation Sdn Bhd

- Xpose Ltd, Kenya
- ZEST Inc., Japan

### Travel and Tourism

- Apple Vacations Sdn Bhd
- Embassy Alliance Travel
- Japan Airlines Ground Service, Japan
- Phalanx Co Ltd, Japan
- Plaza Premium Lounge Malaysia Sdn Bhd
- Premium Travel and Tours, Zimbabwe
- Taiwan Tourism Bureau, Kuala Lumpur Office
- TCA Inc., Japan
- Travelog Malaysia Sdn Bhd

### Culinary and Food & Beverage

- ABC Cooking Studio
- Akar Dining
- Berjaya Starbucks Coffee Company
- Chateau Dionne Kuala Lumpur
- Cosans Worldwide Sdn Bhd
- Creme De La Creme
- Dewakan
- Din Tai Fung
- Jaslyn Cakes, Bangsar Baru
- Kopenhagen Coffee
- Kuriya Dining, Singapore
- Marini's on 57
- Nobu Restaurant Kuala Lumpur
- ONO Specialty Coffee & Matcha
- Pistachio Grill, Singapore
- Platform Hospitality Group
- Putien Malaysia
- Sodexo Malaysia Sdn Bhd
- Souka Bakeshop
- Sugar and I

- Table & Apron
- The Brew House
- The Inside Scoop Sdn Bhd
- ThirtyTwo at the Mansion
- Thyme Out, Bandar Sunway
- Tokyo Takuhai Malaysia Sdn Bhd
- Universal Bakehouse by Table and Apron
- VCR Bangsar

### Others

- Ajinomoto (Malaysia) Berhad
- Allied Foodservice Equipment Sdn Bhd
- AsiaEuro Wines & Spirits Sdn Bhd
- Columbia Asia Hospital, Klang
- F&N - Fraser & Neave (Malaya) Sdn Bhd
- Grab Malaysia
- Illy Malaysia
- Oriental Melaka Straits Medical Centre
- Pantai Hospital Kuala Lumpur
- Relimix Sdn Bhd
- Rich Products Malaysia Sdn Bhd



**Sunway University**  
awarded #1 in  
Graduate Employability

# INBOUND STUDENT MOBILITY\*

We welcome varsity students from around the world to participate in School of Hospitality and Service Management's student mobility programmes.

The student mobility programmes at the School enhance the learning experience of students by exposing them to the cultural, economic, political, educational, and ecological aspects of other countries to develop global mindsets for career advancement and success in any environment. For more details on application and participating programmes, please visit our student mobility programmes website: <https://sunwayuniversity.edu.my/school-of-hospitality-service-management/student-mobility-programme>

PROGRAMME NAME	DURATION	LEVEL OF STUDY
<b>Study abroad</b> (for international students to study in Sunway University)		
Hospitality Management and Business Management	Minimum 1 semester, maximum 1 year*	Degree
Events Management and Business Management	Minimum 1 semester, maximum 1 year*	Degree
<b>Short courses</b> (for international students to study in Sunway University)		
Sustainable City Destination	2 weeks*	Diploma / Degree
Cultural Heritage and Sustainability	2 weeks*	Diploma / Degree

\*Terms & conditions apply



# OUTBOUND STUDENT MOBILITY\*

YOUR OPPORTUNITY FOR AN INTERNATIONAL EDUCATION EXPOSURE

REF	PARTNER UNIVERSITY	DURATION	PARTICIPATING PROGRAMMES
<b>Student exchange</b>			
1	 Macau Institute for Tourism Studies	1 semester	Hospitality / Events / Culinary Degree Master in International Hospitality Management
2	 Dong-A University, South Korea	1 semester	Hospitality / Events / Culinary Degree
3	 Meikai University, Japan	1 semester	Hospitality / Events / Culinary Degree
4	 Kansai Gaidai University, Japan	1 semester	Hospitality / Events / Culinary Degree
5	 Oxford Brookes University, UK	1 semester	Hospitality / Events / Culinary Degree
6	 Kanagawa University, Japan	1 semester	Hospitality / Events / Culinary Degree
7	 Zuyd University of Applied Sciences, The Netherlands (with effect from 2025)	1 semester	Hospitality / Events / Culinary Degree
8	 Burgundy School of Business, France	1 semester	Hospitality / Events / Culinary Degree Master in International Hospitality Management
<b>Articulation programme</b>			
9	 Griffith University, Australia	1.5 years**	Hospitality / Events Degree
10	 Oxford Brookes University, UK	1 year**	Hospitality / Events Degree
<b>Study abroad</b>			
11	 The London School of Economics and Political Science, UK	3 weeks	Hospitality / Events Degree
12	 Auckland University of Technology, New Zealand	1 semester	Hospitality / Events / Culinary Degree
<b>Virtual mobility</b>			
13	 International Hospitality Exchange Programme By Ton Duc Thang University, Vietnam	1 week	Hospitality / Events / Culinary Diploma or Degree
14	 Passage2Asean International Mobility Programme By Duy Tan University, Vietnam	2 weeks	Hospitality / Events / Culinary Diploma or Degree

\* Terms & conditions apply

\*\* Students undertaking the degree programmes in hospitality / events in partner university have the option to transfer

Note: All student mobility programmes are subject to approval and grade attainment



SHSM students along with new found friends at the London School of Economics Summer School.



Jayne Chua, Clevin Low and Jin Yin paved the way as pioneering exchange students from SHSM at Meikai University Japan.

WHERE ARE OUR GRADUATES NOW?



**Rebekah Tan Li Theng**  
Bachelor of Science (Hons)  
in International Hospitality  
Management

**Company:**  
Unilever (M) Holdings  
Sdn Bhd

**Position:**  
Regional Sales Manager –  
East Coast, East Malaysia,  
Brunei (EMB), and Southern



**Sheine Christopher Mahendran**  
Bachelor of Science (Hons)  
in International Hospitality  
Management

**Company:**  
InterContinental Ras Al  
Khaimah Resort & Spa

**Position:**  
Groups, Catering, and  
Events Sales Manager



**Yohanes Gunawan**  
Bachelor of Science (Hons)  
in International Hospitality  
Management

**Company:**  
Vasa Hotel Surabaya

**Position:**  
Cluster Senior Sales  
Manager  
(Jakarta Sales Office)



**Elizabeth Rokosuka**  
Diploma in  
Hotel Management

**Company:**  
Fiji Airways

**Position:**  
Flight Attendant



**Koay Thian Juan**  
Diploma in  
Hotel Management

**Company:**  
CW Exquisite Sdn Bhd  
and KNEAD by CW

**Position:**  
Business Development  
Director of CW Exquisite  
Sdn Bhd, Founder of  
KNEAD by CW



**Chan Wai Teck**  
Diploma in  
Hotel Management

**Company:**  
InterContinental  
Adelaide

**Position:**  
Chef de Partie



**Belinda Law Wen Xin**  
Bachelor of Science  
(Honours) in Conventions  
and Events Management

**Company:**  
C.I.S Network Sdn Bhd

**Position:**  
Exhibitions Executive



**Cheryl Ng Hui Min**  
Bachelor of Science  
(Honours) in Conventions  
and Events Management

**Company:**  
LUXASIA MY

**Position:**  
Senior Marketing  
Executive



**Shawn Choy Wei Jan**  
Diploma in  
Events Management

**Company:**  
One Aerial Imaging

**Position:**  
Chief Executive Officer



**Melvin Min Thu Kha**  
Diploma in  
Events Management

**Company:**  
ATOM  
Telecommunications  
Myanmar

**Position:**  
Senior Manager,  
Channel Communications  
and Visibility



**Evelyn Chung Hui Jin**  
Bachelor of Science (Hons)  
in Culinary Management

**Company:**  
Pin by Eve

**Position:**  
Founder



**Ayesha Marium**  
Bachelor of Science (Hons)  
in Culinary Management

**Company:**  
AB Engineering &  
Services, Bangladesh

**Position:**  
Culinary Consultant &  
Executive Director



**Ang Yee Zhen**  
Bachelor of Science (Hons)  
in Culinary Management

**Company:**  
Sugar Nest Enterprise

**Position:**  
Pastry Chef and Owner



**Chee Hong Zhan**  
Diploma in  
Culinary Arts

**Company:**  
Song Khun

**Position:**  
Owner cum Chef



**Girish Jeewoath**  
Diploma in  
Culinary Arts

**Company:**  
Food Canners  
Marketing Ltd

**Position:**  
Brand Executive



**Ong Xi Juan**  
Diploma in  
Culinary Arts

**Company:**  
Trimax Healthcare  
Sdn Bhd

**Position:**  
Business Development  
Executive

**SUNWAY**  
UNIVERSITY



A CLASS ABOVE

**MALAYSIA'S**

# **1** *Again*

**IN GRADUATE  
EMPLOYABILITY**

**2022 & 2023**

Sunway University is honoured to be recognised as Malaysia's No. 1 in Graduate Employability\* for the 2<sup>nd</sup> consecutive year and would like to thank all the local & international brands who selected graduates from Sunway University as the nation's best for 2022 and once again in 2023.

We are immensely proud of our graduates who have gone on to excel in their chosen fields and made such a huge positive impact to the performances of Malaysia's and some of the world's biggest companies.

**Sunway University Graduates, Truly A CLASS ABOVE.**

\*Talentbank GE Index 2023



[sunwayuniversity.edu.my](http://sunwayuniversity.edu.my)



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