

# Master of Business Administration

Shaping minds for  
boundless opportunities



Victoria University, Melbourne

# Welcome

Welcome to VUMBA. If I am not presumptuous, you are at a crossroads while reading this brochure. It may be a rather daunting task to digest so much information about so many MBAs. Your question is most likely: Which MBA? Perhaps, you should begin with: Why MBA? A recent survey conducted by us of our students indicates that there are various reasons for enrolling into an MBA programme:

- brushing up on the latest business concepts;
- gaining exposure to business graduate education;
- realising self-renewal and regeneration;
- expanding skill sets;
- career reengineering;
- expanding career options;
- extending professional network;
- creating business opportunities;
- having fun (perhaps even meeting my life partner);
- establishing contacts from various cultural and professional backgrounds

Knowing your personal reason is a start to fulfilling your intention. But to successfully study an MBA, it requires a fundamental change in you. Get Real! You need to resolve to upgrade your present habit of reading and writing and do whatever it takes to gain an MBA qualification. Are you ready?

In this brochure, you will be informed of an internationally recognised MBA - that of Victoria University at Sunway College.

Once you have made up your mind, it is our promise to facilitate your MBA study and to help you achieve an MBA qualification within 18 months.

If you need more details of the VUMBA programme, do drop by my office to have a further chat.



Dr Hendry H.S. Ng  
Head, VUMBA programme  
Sunway College

## VUMBA is your choice

VUMBA will take your present mental models of the business world, and shape them into boundless opportunities. The learning objectives of all the subjects are focused on work-integration – where theories ought to be relevant to workplace improvements and business transformation.

# Highlights

**FAST TRACK** – The VUMBA programme is facilitated on a modular basis, making it possible for you to complete the programme within 1.5 years.

**IDEAL FOR WORKING ADULTS** – Classes are conducted mostly on Saturdays, thus is ideal for working adults. In addition, the modular structure enables you to plan studies around work commitments.

**VISITING LECTURERS** – Each module will include 15 contact hours with the module leaders from Victoria University, facilitating meaningful exchange of experience and knowledge about the coursework and examinations.

**THE TUN HUSSEIN ONN LIBRARY (THOL)** – The ISO 9001:2000 certified Tun Hussein Onn Library is listed as the largest library for private institutions in Malaysia. It has a total collection of 145,000 items in the forms of books, periodicals, AV materials and CD. The library is also home to the Harvard Collection which comprises an extensive collection of books donated by the Harvard Club of Malaysia Foundation and Yayasan Program Pertukaran Fellowship Perdana Menteri Malaysia. Candidates of the VUMBA programme can fully utilise the resources and amenities available at THOL.

**24X7 ACCESS TO E-DATABASES OF LEARNING MATERIALS** – Besides an exceptionally well equipped conventional library, Sunway also host a collection of e-learning materials - among them are 85 online e-databases, 35,000 full text online electronic journals and magazines and 53,000 online e-books. In addition, VUMBA students will also have access to Victoria University's electronic resources.

**UPDATED CURRICULUM** – The programme will provide you with current management thinking, translating to practical business skills for advancing entrepreneurship and innovation in businesses.

**"BRINGING INDUSTRY INTO CLASS"** – Professionals and successful entrepreneurs will conduct insightful seminars to illuminate the modules of study with many real world examples.



**VICTORIA UNIVERSITY**  
MELBOURNE AUSTRALIA

**EXTRA-CURRICULAR WORKSHOPS** – Frequent workshops for participants wishing to hone their analytical reading, writing and presentation skills.

**FELLOW STUDENTS** – Participants come from a diversity of industries, with local participants forming the majority. They are your professional network to be tapped into the medical, pharmaceutical, banking, agricultural, engineering, IT, financial and other manufacturing and services sectors.

**SAP-SOFTWARE ENABLED TEACHING AND LEARNING OF SUBJECTS**

SAP enterprise software is used by students to prove the concepts of enterprise resource planning, supply chain and logistics management. The software enables practical application of the concepts of intra- and inter-networking to realise physical movement and storage, information systems support and relationships between internal and external partners in supply chains.

## SAP

The dramatic explosion of data that accompanies the increasingly connected world, business organisations need to mine business intelligence from the mountainous data in real time in order to seize the business opportunities.

SAP is the leading technology solution that allows many global companies to improve their decision making based on quality transactional data, linking strategy to execution, and mobilising the workforce, all at an increased pace necessary to compete in the global marketplace.

# MMBA

# Bringing industry into class

Industry experts are regularly invited to provide workplace evidence to buttress the theories/concepts taught in VUMBA classes at Sunway. It is anticipated that the sharing of work experience by individual industry experts will arouse greater participation in class and consequentially induce an insatiable appetite for critical reading of the textbooks and notes.

## Recent sessions included:

- "Social Media in the Classroom: What are the Potentials and Pitfalls of Graduating Skilled Knowledge Workers?" by Dr Michael Netzley, Singapore Management University
- "Some Very Special Anniversaries" by Sir Christian Bonington, CBE, Chancellor, Lancaster University
- "A Case Study of Samsung Electronics" by Dr. Anthony Marsella, Director of Marketing & External Linkages, Lancaster University (former CMO for Samsung Electronics UK)

## VUMBA Club

VUMBA Club has been a model of social networking for postgraduates. Through active social networking events, VUMBA participants are learning more about themselves and others through relaxing and fun-filled non-academic activities. Previous events included: Mini Grand Prix, VUMBA Bowleh, Trip to School of Hard Knocks and Skytrex Adventure.

The VUMBA Club at Sunway is run by participants of the VUMBA programme with a vision to learn through people and life experiences. Our mission is to foster close relationships amongst the VUMBA participants and provide them with opportunities to expand their network.

The Club provides a platform for participants to acquire additional skills, share valuable experiences and know-how for a successful future career. The club organises events on subjects of interest and strives to connect VUMBA graduates with the local business community in Malaysia.

Along with providing support to current participants and members of the alumni, the club organises events and projects, where participants have the opportunity to add to their resumé by being Project Managers and Event Organisers. The club also engages in charity events as a means of giving back to society, while nurturing participants to grow into better leaders through the philosophy of giving and sharing.



- “Singapore Airlines - The Early Days” by Dr Cheong Choong Kong, Chairman, OCBC Singapore
- “The Global Economic Crisis and Its Impact on Emerging Asia” by Professor Lim Chin, National University of Singapore.
- “How Reading and Writing Shaped My Life” by Tash Aw, Novelist
- “Leadership Challenges in Managing the 2009 A (H1N1) Outbreak” by Professor Herman Leonard, Harvard Business School and Harvard Kennedy School



## Programme modules

12 broad-based and practical business management modules (no research thesis) that will expose you to the complete spectrum of general management.

▶ Strategic Human Resource Management	▶ Managing Innovation and Entrepreneurship
▶ Financial Analysis	▶ Business Ethics and Sustainability
▶ Business Economics	▶ Enterprise Resource Planning Systems
▶ Marketing Management	▶ Accounting for Management
▶ Work and Organisation Systems	▶ Business Statistics
▶ Strategic Management and Business Policy	▶ Supply Chain & Logistics Management

All the above modules are regularly updated, details on module descriptions are available at [www.sunway.edu.my/vumba/modules](http://www.sunway.edu.my/vumba/modules)

## Programme structure

### Modular Timetable

	Schedule	Day	Time	Duration	
WEEK 1	Victoria University Module Leader (Lecturers/examiners/moderators in class with you)	Friday	6.30pm - 9.30pm	3 hours	} 15 hours
		Saturday	2.00pm - 8.00pm	6 hours	
		Sunday	9.00am - 3.00pm	6 hours	
WEEK 2	Local Facilitator	Saturday	2.00pm - 8.00pm	6 hours	} 21 hours
WEEK 3	Local Facilitator	Saturday	2.00pm - 8.00pm	6 hours	
WEEK 4	Local Facilitator	Saturday	2.00pm - 8.00pm	6 hours	
WEEK 5	Local Facilitator	Saturday	2.00pm - 5.00pm	3 hours	
WEEK 6	Examination	Saturday	2.00pm - 5.15pm		

## Assessment

Assessment methods for coursework modules include case studies, assignments, presentations and examinations. No dissertation required.

## Admission requirements

- Recognised Bachelor degree or Professional Qualification
- Minimum 2 years of relevant work experience
- Recommendations from referees
- CPA, ACCA, CIMA members and those with other professional qualifications may apply for exemptions on a case-by-case basis. All exemptions are subject to approval by Victoria University.
- Proficiency in the English language (*Students who have completed their first degree in English may be exempted from this requirement*)

## Application procedures

Documents required upon application are as below: -

Documents	Malaysian Students	International Students
1. Completed Application Form (hardcopy) obtainable from Sunway College or at <a href="http://sunway.edu.my">sunway.edu.my</a>		
2. Certified copies of your degree certificate and/or professional qualification Certified copies of your academic transcripts and any other relevant documents		
3. Curriculum vitae		
4. Photographs (most recent)	Five (5) passport-sized	Nine (9) passport-sized
5. Identification Document	One (1) copy of Identity Card (NRIC)	Three (3) copies of passport (complete passport including blank pages)
6. Health examination report	Not required	Required
7. Employment/ Referral Letters	Two (2) referees (name, position, contact number, email, company name & address)	One (1) original copy of employment letter Two (2) original copies of referee letters
8. Other Documentation	<ul style="list-style-type: none"> <li>• Documentary evidence (if financed by scholarship / study loan)</li> <li>• Supporting documents for exemptions (if applicable)</li> </ul>	
Completed form and documentations can be sent to:	The Admissions and Counselling Unit Sunway College Operating Address: No. 5, Jalan Universiti Bandar Sunway, 46150 Petaling Jaya Selangor, Malaysia	The International Student Office Sunway College Operating Address: No. 5, Jalan Universiti Bandar Sunway, 46150 Petaling Jaya Selangor, Malaysia

# Our graduates

## **DEREK KHIN FAH LAW**

**Senior Manager, Corporate Finance / M&A Department**

RHB Capital Group

My department is responsible for identifying and evaluating mergers & acquisitions (M&A) and strategic alliance targets to grow the Group's profits. The VUMBA has enabled me to broaden my horizon to evaluate such targets not just from the financial perspective but also from non-financial perspective such as strategic fit, viability of business model, etc.

The VUMBA is a very practical course. It has helped me in my daily work and enabled me to collaborate with my colleagues in other divisions such as HR, Property Management, etc.

## **RICKY CHEE LEONG LIEW**

**Head, Aircraft Engineering**

SR Aviation Sdn Bhd (Cessna Citation Authorised Service Facility)

Professionally, as an aircraft maintenance engineer, I was trained to be highly competent in the technical aspects of aircraft with zero tolerance of error. As my career progresses, my technical function has evolved into management function.

VUMBA was the right choice. I applied the latest concept of business management into my department with encouraging results. The excellent lectures, work-related assignments and group exercises enabled me to effectively handle various management issues and challenges. VUMBA not only adds to my qualification but it also improves my personality. I find myself ready for new frontiers of my career.

## **ANDREW KOH KIEN TING**

**Business Development Manager**

3D Wizards M Sdn Bhd

My first degree is in Mass Communication and being in a management team at a fairly young age with no business management skills was the main reason I signed up for VUMBA in 2009. The past two years have been a wonderful learning journey, both in my studies and job. I was lucky enough to have an understanding CEO who knows the usefulness of MBA studies, and thus allowing me to apply various concepts/theories at work. I was able to enhance my work performance and strategy-making in a holistic manner. I will definitely treasure the professional network, valuable skills and knowledge, as well as friendships that I have acquired through VUMBA programme at Sunway.

## **RICHARD ONG POH TECK**

**IT Architect**

IBM

I have been with IBM for almost 8 years now and much has changed since I started out as an IT Specialist. I knew I wanted to do my MBA and IBM backed me up on my decision to take my career one step further. I decided to enter VUMBA with the knowledge that the course was perfectly designed to accommodate my busy schedule. The course was so interactive and relevant that I could finally elevate what I was doing at work with the in-depth business knowledge that I have gained then. Besides that, VUMBA exposed me to countless industries through the knowledge of my classmates. It was a great networking hub for me and all the other students whom I met there. The power of networking was so powerful to me then that I took the opportunity to join the VUMBA club as president and treasurer. Attending VUMBA was truly a memorable experience!

## **BENSON WONG**

**Co-author of MBA Edge / Founder of VUMBA club**

The best part of VUMBA is that in many instances, the business formulas that I learned in classes came just at the right time to solve some business problems. I also treasure the many new friends I have made through numerous networking activities. One would learn to appreciate the complexities of managing an organisation, and the latest management tools to support one's work in order to make significant impact on the business.

## **RAYMOND PRAKASH PETER**

**Government Relations and Marketing Manager**

Victoria State Government,  
South East Asia Business Office

After procrastinating for many years, I finally decided to pursue an MBA but with much difficulty in finding one that would enable me the flexibility of balancing work and education. The Victoria University MBA Programme (VUMBA) allowed me just that as classes were held over weekends with the added benefit of not only learning from experienced local tutors, but from lecturers from VU itself. The entrepreneurial spirit of the curriculum encouraged participation whilst developing business skills and knowledge, business network and personal growth. The skills obtained from the programme have enabled me to be more effective and efficient in a very lean and dynamic organisation.

Contact us for further information

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[www.sunway.edu.my/vumba](http://www.sunway.edu.my/vumba)





[sunway.edu.my/college](http://sunway.edu.my/college)

**SUNWAY COLLEGE** (W4PW072)

Owned and governed by Jeffrey Cheah Foundation (800946-T)

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## SUNWAY COLLEGE

### Programmes offered

#### PRE-UNIVERSITY STUDIES

- Australian Matriculation
- Cambridge GCE A Level
- Canadian International Matriculation Programme
- Monash University Foundation Year
- Sunway Foundation in Arts

#### AUSTRALIAN BUSINESS PROGRAMMES

(Victoria University, Melbourne, Australia)

- Bachelor of Business (Twinning Programme/3+0)  
(Accounting, Banking & Finance, Financial Risk Management,  
International Trade and Marketing)
- Master of Business Administration (MBA)

#### PROFESSIONAL ACCOUNTING PROGRAMMES

- Association of Chartered Certified Accountants (ACCA)
- Certified Accounting Technician (CAT)
- Certificate in Finance, Accounting & Business (CFAB)
- The Institute of Chartered Accountants in England & Wales (ICAEW)

## SUNWAY UNIVERSITY

### Programmes offered

#### DIPLOMA & DEGREE PROGRAMMES

- Diploma in Business Administration
- Diploma in Culinary Arts
- Diploma in Events Management
- Diploma in Fine Art
- Diploma in Graphic & Multimedia Design
- Diploma in Hotel Management
- Diploma in Information Technology
- Diploma in Interior Design
- Diploma in Performing Arts
- Diploma in Tourism Management
- BSc (Hons) Accounting & Finance
- BSc (Hons) Business Management
- BSc (Hons) Business Studies
- BA (Hons) in Communication
- BSc (Hons) in Computer Science
- BSc (Hons) Information Systems
- BSc (Hons) Information Technology
- BSc (Hons) in International Hospitality Management
- BSc (Hons) Psychology

#### AMERICAN DEGREE TRANSFER PROGRAM (ARTS)

#### AMERICAN DEGREE TRANSFER PROGRAM (SCIENCE/ENGINEERING)

(Majors in Actuarial Science, Architecture, Aviation, Biomedical Science, Business, Communication, Computer Science, Engineering, Forensic Science, Psychology)

#### POSTGRADUATE PROGRAMMES

- Doctor of Philosophy (Computing)
- MSc in Computer Science (by research)
- MSc in Psychology (Organisational)

#### ENGLISH LANGUAGE PROGRAMMES

- Intensive English Programme (IEP)
- International English Language Testing Systems (IELTS)
- Vacation English School (VES)