

Degree Programme

Bachelor of Business

Victoria University (VU) was founded in 1916 as Footscray Technical School. After successive mergers with TAFE colleges across Melbourne's western suburbs, Victoria University of Technology was established in 1990, and renamed Victoria University in 2005.

Today, VU is one of the largest and most culturally diverse education institutions in Australia, one of only five multi-sector universities offering vocational education (TAFE) and higher education courses.

VU now has more than 45,000 enrolled students, which includes more than 14,000 international students studying various courses onshore or with partner institutions offshore.

In 2016, VU celebrated a Centenary of opportunity. This significant milestone marks 100 years of the university delivering high quality, accessible education in the west of Melbourne.

SUNWAY COLLEGE JOHOR BAHRU IS PROUD TO BE ASSOCIATED WITH



AUSTRALIAN
MARKETING
INSTITUTE

ACCREDITED MARKETING COURSE



Why do students choose the Business Degree Programme at Sunway College Johor Bahru?



Local and International Recognition

The VU Bachelor of Business Degree at Sunway College Johor Bahru is approved by the Ministry of Higher Education (MOHE), fully accredited by the Malaysian Qualifications Agency (MQA) and recognised by Jabatan Perkhidmatan Awam (JPA). The Bachelor of Business in Accounting is also recognised by CPA Australia and ACCA UK for entry and exemptions.



Identical to Australia

The curriculum offered is set by VU in Australia, ensuring a 100% Australian University education. In addition, all tests and examinations are conducted concurrently with the campus in Australia and the academic transcripts are provided by VU.



Australian Learning Experience

VU Australian academics regularly lecture at Sunway College Johor Bahru and provide academic counselling to the students every semester. Their visits provide quality assurance and an Australian learning experience for the students.



Programme Flexibility

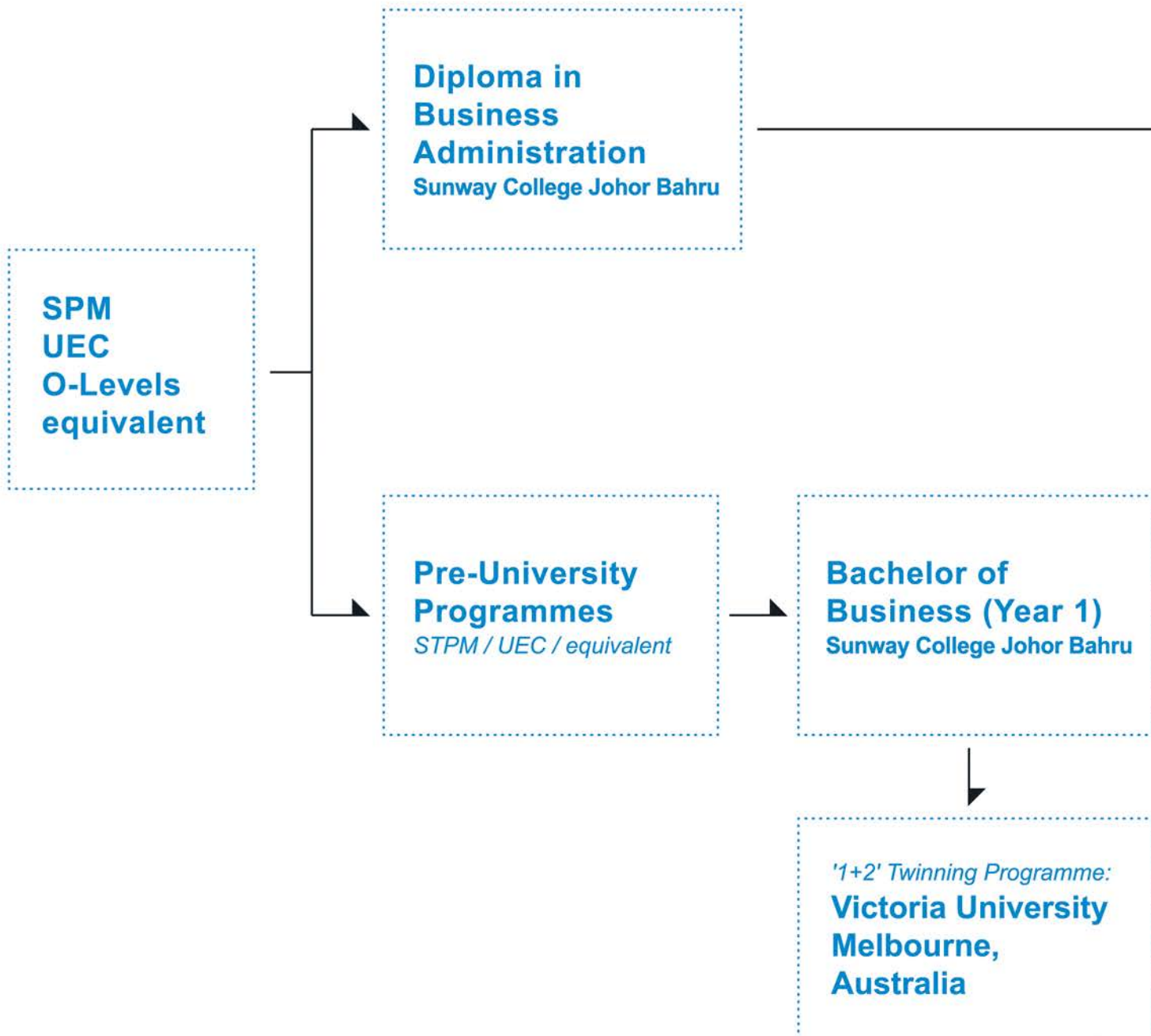
Flexibility and mobility are given to students who choose to transfer to VU in Melbourne at any time during their course of study, with assistance in campus accommodation and other services provided prior to their departure.

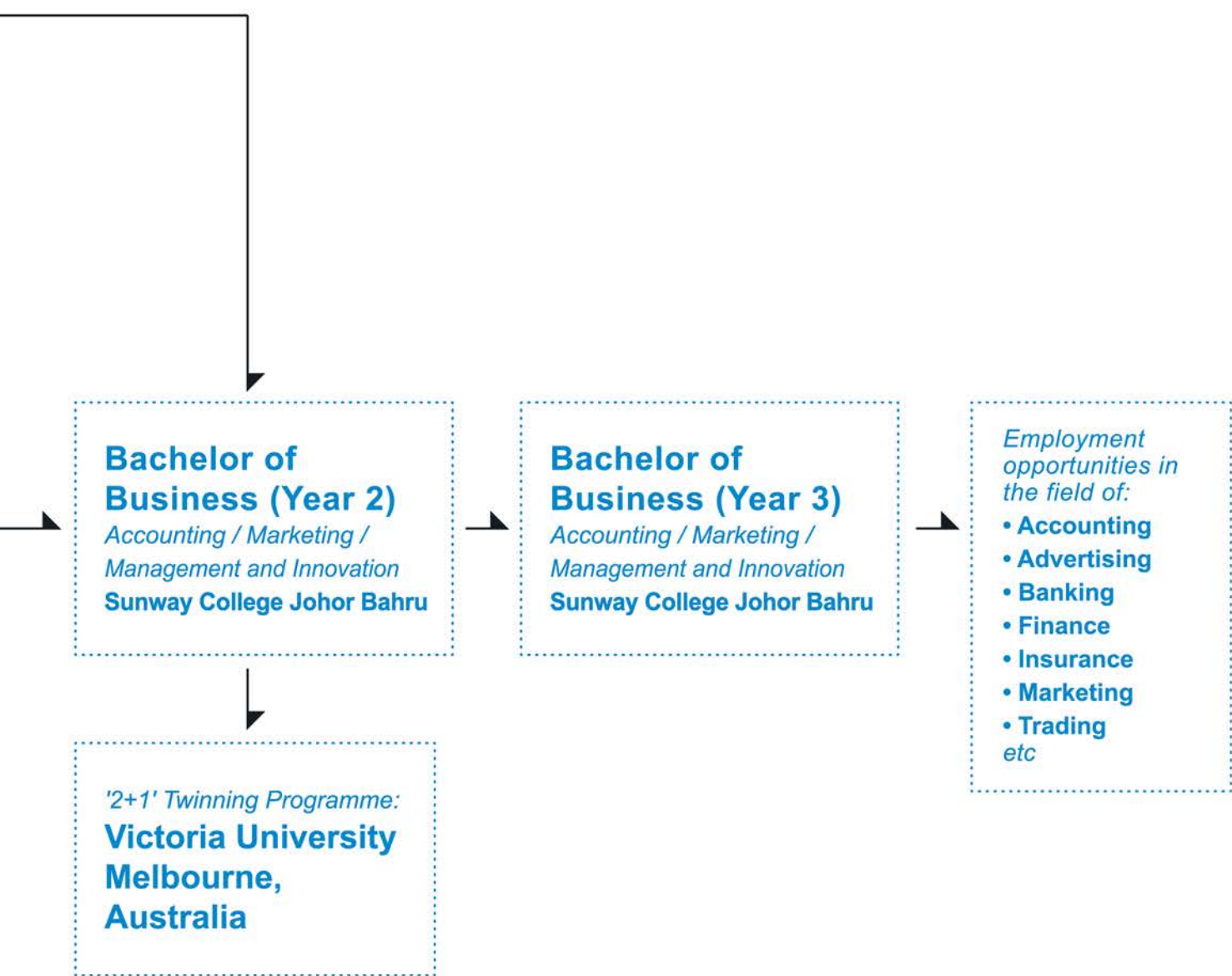


E-learning System

The VU programme at Sunway College Johor Bahru uses VU Collaborate, an internet based electronic educational platform to enhance teaching and learning.

Pathway





Bachelor of Business (Year 2)

*Accounting / Marketing /
Management and Innovation*
Sunway College Johor Bahru

Bachelor of Business (Year 3)

*Accounting / Marketing /
Management and Innovation*
Sunway College Johor Bahru

'2+1' Twinning Programme:
**Victoria University
Melbourne,
Australia**

*Employment opportunities in
the field of:*

- **Accounting**
- **Advertising**
- **Banking**
- **Finance**
- **Insurance**
- **Marketing**
- **Trading**
- etc*

Bachelor of Business

Major areas of study offered under the '3+0' or twinning programme at Sunway College Johor Bahru:

- Accounting
- Marketing
- Management and Innovation

Please refer to the university's website: www.vu.edu.au for other major areas of study.

▶ Entry Requirements

Academic Requirement

A-Levels	10 points (CD/DDE)
STPM	CC with pass in Mathematics and English at SPM
Australian Matriculation	ATAR 60
Canadian Matriculation	60%
MUFY	220
UEC	Minimum 5Bs, maximum 26 points from 5 subjects

English Requirement

IELTS	6.0 (No band less than 6.0)
TOEFL	550 (Computer-based test 213) and TWE 5.0
MUET	Band 4
O-Level English (1119)	Credit
ESL / English	Satisfactory level in Pre-University Programmes
UEC English	Distinction (A1/A2) or B3/B4 with maximum 22 points from 5 subjects

▶ Additional Information

1. As required by the Malaysian Qualifications Agency (MQA), students must undertake and pass all compulsory general studies modules specified according to the guidelines provided.
2. Exemptions are available for holders of relevant diploma and professional qualifications, subject to approval.
3. Applicants who possess other qualifications such as diploma or foundation studies will be considered on a case-by-case basis.

► Programme Structure

Year 1	Year 2	Year 3
Business Core Units (7 units)		Major & Minor Units (14 units)
BAO1101 Accounting for Decision Making	<p>Accounting • 7 major units + 4 discipline minor units + 3 breadth minor units</p> <p>Marketing • 7 major units + 4 discipline minor units + 3 breadth minor units</p> <p>Management and Innovation • 7 major units + 4 discipline minor units + 3 breadth minor units</p>	
BCO1102 Information Systems for Business		
BMO1102 Management & Organisation Behaviour		
BEO1105 Economic Principles		
BLO1105 Business Law		
BEO1106 Business Statistics		
BHO1171 Introduction to Marketing		
Business Challenge Units (3 units)		
BPD1100 Integrated Business Challenge	BPD2100 International Business Challenge	BPD3100 Applied Business Challenge
Accounting Major Units	Marketing Major Units	Management and Innovation Major Units
BAO2000 Accounting Information Systems	BHO2259 Product & Services Innovation	BMO2002 Strategic Management
BAO2001 Corporate Finance	BHO2265 Integrated Marketing Communications	BMO2004 Business Ethics
BAO2202 Financial Accounting	BHO2285 Marketing Research	BMO2005 Innovation and Entrepreneurship
BAO2203 Corporate Accounting	BHO2434 Consumer Behaviour	BMO3000 Knowledge Management Practices for Innovative Organisation
BAO2204 Management Accounting	BHO3373 International Marketing	BMO3001 Entrepreneurial Business Issues
BLO2205 Corporate Law	BHO3435 Marketing Planning & Strategy	BMO3332 Managing Organisational Change
*BLO2206 Taxation Law & Practice	BHO3439 Marketing Services & Experiences	BMO3352 International Management
*BAO3306 Auditing		
BAO3309 Advanced Financial Accounting		

* These units are recommended for membership eligibility to Professional Accounting associations

Reflections



Joseph Sai Swee Joo

“ My fondest memories of the VU journey at Sunway College Johor Bahru were of the helpful lecturers who willingly gave their time between and after classes to guide us in assignments and exam preparations. This would not have been possible if I had studied in the Melbourne campus which made the 3+0 option a value-added advantage to local students. I am now running my own transport business and the knowledge and soft skills acquired in the degree programme has been a great help in establishing my entrepreneurial career. ”



Chai Mei Bau

“ I chose Accounting as my area of focus but had the opportunity to select Marketing subjects as electives. This gave me a competitive advantage in the business environment as I am now working for a trading company. Overall, I found that the Australian degree programme emphasised soft skill development which is very important for fresh graduates. Through the Business Challenge units, we learned how teamwork, leadership and communication are crucial skills necessary to be successful when you embark on your career. For me, the experience was far beyond classroom learning and something that I appreciate very much today. ”



Francis Lee Chin Hsiung

“ I pursued the Australian Matriculation at Sunway College JB immediately after my SPM and scored ATAR 94.30. This enabled me to continue my VU undergraduate degree under the Tan Sri Dato Seri Dr Jeffrey Cheah Continuing Scholarship. I have chosen the Accounting specialisation for my degree and plan to acquire the CPA Australia qualification immediately upon graduation. My goal would be to gain employment with an audit firm in JB so that I can remain close to my family. ”



Wee Xin Wen

“As a recipient of the Tan Sri Dato Seri Dr Jeffrey Cheah Entrance Scholarship, the affordability of acquiring a 100% Australian qualification at a fraction of the actual cost was a great relief to my parents. Furthermore, it takes me only 10 minutes to travel to the campus from home and that luxury of time saved can be put to better use on my assignments and studies. ”



Jeep Wai Hong

“My first experience with the Sunway College JB admissions counsellor really impressed me. He was knowledgeable and professional in his approach and gave me confidence in the institution represented. By the time I had spoken to the Head of Programme, I was convinced that the VU Bachelor of Business was the right choice for me!

My advice to all future VU undergraduates would be to break away from the traditional mould you have been so accustomed to and embrace independent learning. Here, you will be expected to manage yourself and your time while at the same time, do not hesitate to approach the friendly team of lecturers you will have. ”



Koh Ee Kiat

“The expectations of the programme really pushed me beyond boundaries I could ever imagine – in a good way! At the end of my degree studies, I realised how sheltered my world had been prior to this and how much better I was prepared for the working world out there. The experience gained through the VU Bachelor of Business at Sunway College JB has equipped me with a life-changing sense of confidence and shaped a whole new mindset for me.

I work in advertising and in this profession, customers expect you to speak with conviction based on facts and figures. Thanks to my business background, I have the skills to help me develop my career in this field. ”



Jeremiah A/L Krishna

“Sunway College Johor Bahru came highly recommended by a teacher as well as friends. My family and I made a special trip to visit the campus and were pleased with the surroundings in addition to the solid track record and reputation of academic excellence. The on-campus residence was a major determining factor for me as I come from Kluang. ”

Campus Experience



1. Victoria University graduation ceremony
- 2-3. Faculty members from Victoria University, Melbourne visit every semester to teach and engage with students - providing an Australian learning experience
4. Corporate visits provide exposure to students on practical working conditions and enhance their knowledge in the business work environment
5. Representatives from Victoria University regularly visit to provide consultation regarding transfer options to the Melbourne campus
6. On-campus career fairs are organised yearly to support final year students in their advancement into the working world





7. The Business Challenge Units help develop undergraduates as all-round individuals, well-equipped with the much needed soft skills
8. Sunway College Johor Bahru students achieved Merit Award at the Deloitte Tax Challenge 2015
9. The College hosted 30 graduate students from Harvard University, MIT Sloan School of Management and the Tufts Fletcher School of Law and Diplomacy on their Asian Trek
10. Students engage in community outreach projects as part of their learning experience beyond the classroom

Pre-University Programmes

Australian Matriculation (AUSMAT)
Cambridge A-Levels
Monash University Foundation Year (MUFY)

Diploma Programmes

Diploma in Business Administration
Diploma in Hotel Management
Diploma in Information Technology

Degree Programme

Bachelor of Business

Professional Accounting Programmes

ACCA Qualification
Certified Accounting Technician (CAT)

Other Programmes

Certificate in Hotel Operations
Intensive English Programme (IEP)

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SunwayCollegeJB Information is correct at the time of printing. (October 2016)

**Jeffrey Cheah
Foundation** 

Nurturing the Seeds of Wisdom

JPT/BPP(A6660)12/20 JPT/BPP(A6436)10/20 JPT/BPP(A6437)10/20 JPT/BPP(A6479)10/20 JPT/BPP(A7817)02/18 JPT/BPP(A6439)04/21 JPT/BPP(A7734)02/17 JPT/BPP(A4687)10/20
JPT/BPP(A4688)04/20 JPT/BPP(MQA/FA2379)03/18 JPT/BPP(R/KJP/00028)11/20 JPT/BPP(R/KJP/00029)11/20