

Specialising in

- **Advertising** design
- **Corporate** communication



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Jeffrey Cheah
Foundation 
Nurturing the Seeds of Wisdom

SCHOOL OF CREATIVE ARTS & COMMUNICATION

Communication as a discipline and a career

The human brain is endowed with a Language Acquisition Device (LAD) which enables humans to acquire language for communication at a level that differentiates man from other creations. But what is communication? Communication can simply be defined as the process of transmitting a message from the sender (the encoder) to the receiver (the decoder). What makes communication exciting in this present age is the variety of communication channels (for instance, emails, text messaging, Skype, MSN, Twitter, Facebook, Wikipedia, forums, blogs) available to help us communicate at lightning speed, as frequently as we want to, and from any part of the world. Alongside these advances in technology and communication channels, communication studies is also gaining prominence as a discipline of its own and is a serious career option. Accordingly, there is a steady and growing demand for communication graduates with various expertise in advertising, design, corporate communication, event management and public relations as the world becomes more globalised and intercultural communication between organisations and nations become more significant.



Sunway University is an elite Tier 5 member in the 2009 MQA Rating System for Malaysian Higher Education Institution (SETARA '09) that measures quality of teaching and learning at the undergraduate level in universities and university colleges in Malaysia. It is another way of recognising our excellent academics and graduates.

The BA (Hons) in Communication programme at SCAC

The School of Creative Arts and Communication (SCAC), Sunway University, currently offers the Bachelor of Arts with Honours in Communication degree whereby students can choose between two specialisations: Advertising Design or Corporate Communication. Our Bachelor of Arts degree in Communication is designed to provide a broad understanding of the arts and social sciences with subjects such as Political communication, Psychology in communication, Entrepreneurial studies, Investor relations and core knowledge of the communication field, for example, Mass communication, Principles of print media (Journalism), Principles of corporate communication, Organisational communication, Media relations and public affairs, to name just a few.

Optional short semester at Lancaster University

In addition, the School works closely with the Faculty of Arts and Social Sciences (FASS), Lancaster University, to provide excellent opportunities for students to take up a range of electives in the arts, media, film, and cultural studies at Lancaster University at the end of Year Two of the BA (Hons) in Communication programme .




Why Communication AT Sunway?

Targeted and contemporary specialisations to meet industry trends and needs

The trends and needs of the communication industry are changing: as a result of globalisation and a growing use of social media tools for communication, the branding and image of companies is an asset that needs to be carefully managed as any other assets of the company. With the rise of corporate social responsibility (CSR) projects by companies, the industry needs graduates who are trained in corporate communication; simultaneously, the creative industry needs graduates who possess interdisciplinary knowledge of advertising and design. Our contemporary specialisations (Advertising Design or Corporate Communication) are targeted to meet these trends and needs.

A comprehensive and balanced curriculum for professional development

The three years honours degree programme is well-structured as each year of our Communication undergraduate study has specific aims and learning outcomes. In the first year, students acquire a solid foundation in the principles of communication; in the second year, students specialise in their chosen areas of interest – Advertising Design or Corporate Communication; in the third year, students conduct research projects in their areas of interests to apply knowledge and skills acquired in their research methodology class, take up interdisciplinary electives to broaden and synthesise knowledge across disciplines as well as gain industrial experience in their internships.



A high quality degree programme benchmarked against British degree standards

Our communication degree programme combines academic rigour with the practicalities of industrial needs. The comprehensive curriculum is a good balance of theory and skills thus upon completion, graduates are able to pursue a postgraduate qualification in the field or work in the industry. The external moderation of our programme by external examiners appointed by Lancaster University and close networking between staff from SCAC and the Faculty of Arts & Social Sciences (FASS), Lancaster University, provide us with the opportunity to benchmark the quality of our programme against the standards set by the British Quality Assurance Agency (QAA).

Strong English language support and early exposure to industrial training

SCAC offers an English for Specific Purposes (ESP) module called 'English for Academic and Professional Communication' to prepare our students for the challenges of oral presentations and writing for an academic or professional audience. In addition, as early as the second semester, one of the assignments from COM1054 (Organisational Communication) or COM1074 (Principles of Advertising & Design) will offer students short, early exposure to real-life work with the following companies/organisations:

Malaysian Nature Society

Food Digest Magazine

SHELTER

Kim Chew Communications Sdn. Bhd.

Pat-Lin Communications Sdn. Bhd.

These early industrial linkages are further complemented by the longer term final year internship attachment with other corporate companies/organisations.

Qualified and research-informed teaching staff

Our dedicated, qualified and very approachable academic staff come from different communication industry backgrounds and hold a variety of research interests which provide a range of expertise and research interests to the departments and the School. The faculty strongly believes that good practices in teaching include research-informed teaching and one of the means to achieve this is through reflective teaching and research to enhance the quality of teaching and learning in class.

Ang Tong Yin

Teaching areas

Principles of Advertising Design; Graphic Communication; Advanced Graphic Communication; Advertising Design and Production.

Research interests

Tolerance in media; Urbanism in design.

Current research project(s)

The importance of info graphics in cities.

Chong Su Lyn

Teaching areas

Media, Culture & Society; Innovation & Thinking Skills; Principles of Print Media; Intercultural Communication; Communication Research Methods; Research Project.

Research interests

Media discourse; The relationship between media, culture and society; Journalism (print & media broadcast); Cultural & Sociology studies.

Current research project(s)

The notion of power in Top Gear.

Academic Staff Profiles

No fancy words. No abstract explanations.
Just pure communication because we are
Redefining communication...

Suffian Hadi Ayub

Teaching areas

Principles of Mass Communication; Reputation Management; Issues and Crisis Communication; Communication Research Methods; Research Project.

Research interests

Mass communication; Intercultural communication; Commercialisation and entrepreneurship.

Current research project (s)

A study on the awareness and readiness of commercialisation among university researchers.

Dr Lee Eileen

Teaching areas

Academic Writing; English for Academic and Professional Communication; Research Proposal Writing.

Research interests

Language endangerment; Bilingualism and identity in polyglossic societies; Teaching Shakespeare in the ESL context.

Current research project(s)

Language shift and ethnolinguistic vitality in minority communities in Malaysia.

Srikumar Ramayan

Teaching areas

Principles of Corporate Communication; Organisational Communication; Communication Theory and Practice; Media Relations and Public Affairs; Corporate Social Responsibility; Communication Research Methods; Research Project.

Research interests

Corporate Social Responsibility (CSR) and the role of Public Relations (PR); Portrayal of minorities/marginalised public in mainstream media; Media studies and issues management communication.

Current research project(s)

The representation of minority communities in the media.

International Connection: University Partner

Success is a culmination of teamwork and strong partnerships. We have long been in alliance with some of the most accomplished institutions of higher learning to ensure that our students get the best in education.



photographed by Jill Jennings

Lancaster University

Sunway University is in partnership with Lancaster University, UK, a world-class institution of higher learning which has consistently maintained its high rankings over the years in numerous reputable league tables.

Established by Royal Charter in 1964, Lancaster University enjoys a world-class reputation as a centre for excellence in teaching, scholarship and research. The institution is currently ranked 9th out of over 100 universities in the UK in The Times Good University Guide 2012, 9th in the Independent's Complete University Guide 2012, 7th in the Guardian University Guide 2012, 124th in the Times Higher Education World University Rankings 2011, and 153 out of 300 Universities in QS World University Rankings 2011, making it within the top 1 per cent of the universities in the world.

Lancaster University is also a member of the prestigious N8 Group which consists of eight of the most research intensive universities in northern England. The institution continues to sustain its reputation for teaching and research excellence both nationally and internationally by bringing universities, businesses and communities together. An example of this is the InfoLab21 at Lancaster University, which is an award-winning international centre of excellence for research in information and communication technologies and has a successful history of working with Microsoft, BT Labs, Orange, Cisco, Nokia and Ford. Additionally, the Lancaster University Management School (LUMS) is a triple-accredited, world-ranked management school, consistently among the UK's top five.

The degree programmes developed and conducted at Sunway University are validated by Lancaster University, UK. Our students who successfully complete these undergraduate programmes will be awarded two certificates, making them graduates of both Sunway University and Lancaster University.



Education Pathway

Academic Calendar

Two semesters academic year
(14 weeks each semester)

Intakes

March & August

Duration

Three years (6 semesters)
Final year internship (12 weeks)
during semester break

Advertising
Design

Corporate
Communication

specialising in

BA (Hons) in Communication

Sunway Foundation in Arts/
Australian Matriculation/
Canadian Matriculation/
Monash University Foundation Year/
A-Levels

Diploma*
STPM/UEC or equivalent

SPM/O-Levels equivalent

*Advanced standing for holders of
Diploma in Communication. Subject
to meeting entry requirements and
exemptions.



Entry Requirements

Academic requirements

STPM	Average C or CGPA 2.0 (Min 2 principals)
A-Level	DD or DEE (Minimum 8 points)
Australian Matriculation	ATAR 55
Canadian Matriculation	55%
MUFY	220
Sunway Foundation in Arts	55%
UEC	Minimum Grade B, maximum 25 points from 5 subjects (excluding Chinese and non-academic subjects)
Other qualifications	Any other qualifications will be considered on a case-by-case basis

English Language Requirements

TOEFL	550 paper-based, 213 computer-based, 80 internet-based
IELTS	6.0
MUET	Band 4
SPM English	B3 or B+
UEC English	B4
O-Level English (1119)	Credit
Sunway Intensive English Programme ESL/English	Pass Level 4 with 65% minimum Satisfactory pass in English in Pre-university programmes where the medium of instruction is English





About This Programme

The BA (Hons) in Communication is a degree programme that prepares students to be communication professionals in the media, advertising and communication industry. It provides training in communicating effectively in interpersonal settings, in writing and in a variety of media including the corporate world. This programme also enables students to draw upon knowledge across disciplines to develop creative ideas for a variety of audience and clients and exposes students to new and emerging knowledge in the communication field and the process of research.

We are redefining Communication through our specialisations of Advertising Design and Corporate Communication:

Why specialise in Advertising Design?

We believe that Advertising (the media) and Design (the creatives) are inseparable. By combining Advertising and Design, students can experience both worlds with one degree and broaden your career path with opportunities in design production and client servicing.

Why specialise in Corporate Communication?

Alongside financial stability, a company's brand and image is an asset that must be managed as carefully as any other assets. In today's world, corporate communication occupies an increasingly strategic position in an organisation. A specialisation in corporate communication is a fast-track path into a career at the management level.



Career Prospects

- Advertising Executive
- Corporate Communication Executive
- Promotions/Project Manager
- Corporate Affairs Manager
- Advertising Design Manager
- Public Relations (PR) Consultant
- Copywriter
- Public Affairs Manager
- Web Media Advertising Specialist
- Corporate Image Consultant
- Art Director
- Branding/Image Strategist
- Financial Relations Executive
- Account Manager
- Internal Relations Manager
- Creative Production Manager
- Campaign/Event Manager

Programme Structure

BA (Hons) in Communication

Year 1

- COM1014 Principles of Mass Communication
- COM1024 Media, Culture and Society
- COM1034 Innovation and Thinking Skills
- COM1044 Organisational Communication
- COM1054 Communication Theory and Practice
- COM1064 Principles of Advertising and Design
- COM1074 Principles of Corporate Communication
- COM1084 Psychology in Communication
- PSY1084 English for Academic and Professional Communication
- ENG1050

Corporate Communication

Year 2

- MKT2014 Consumer Behaviour
- COM2024 Graphic Communication
- COM2044 Media Technology
- COM2014 Integrated Marketing Communication
(Prerequisite: COM1084)
- COM2034 Intercultural Communication
- LAW2014 Law and Ethics in Communication
- COM2074 Global Branding and Identity
- COM2054 Media Relations and Public Affairs
- COM2064 Investor Relations
- COM2084 Reputation Management

Year 3

- RSM3014 Communication Research Methods
(Prerequisite: COM2014)
- COM3054 Corporate Social Responsibility
(Prerequisite: COM2054)
- COM3014 Public Relations Campaign Management
(Prerequisite: COM2084)
- COM3024 Issues and Crisis Communication
(Prerequisite: COM2084)
- PRJ3016 Research Project
(Prerequisite: RSM3014)
- BUS3014 Entrepreneurial Studies
- COM3044 Political Communication
- INT3016 Internship

Advertising Design

- MKT2014 Consumer Behaviour
- COM2024 Graphic Communication
- COM2044 Media Technology
- COM2124 Designing with Type
- COM2114 Media Planning and Management
- LAW2014 Law and Ethics in Communication
- COM2074 Global Branding and Identity
- COM2144 Corporate Identity Design
- COM2134 Creative Advertising
(Prerequisite: COM1074)
- COM2174 Digital Publishing
- RSM3014 Communication Research Methods
(Prerequisite: COM2024)
- COM3134 Advanced Graphic Communication
(Prerequisite: COM2024)
- COM3114 Creative Copywriting
(Prerequisite: RSM3014)
- COM3124 Art Direction and Campaign Strategy
(Prerequisite: RSM3014)
- PRJ3016 Research Project
(Prerequisite: RSM3014)
- BUS3014 Entrepreneurial Studies
- COM3144 Advertising Design and Production
(Prerequisite: COM2134)
- INT3016 Internship

Interdisciplinary Electives (Choose TWO)

- COM2154 Introduction to Packaging
- COM2164 Printing Technology
- COM3154 Packaging Design
(Prerequisite: COM2154)
- COM3064 Celebrity Culture
- COM3074 Cross-Cultural Communication
- COM3084 Basic Narrative Analysis (Film Analysis)

* The Lancaster Experience: OPTIONAL short semester study abroad experience. At the end of their second year, students can opt for a short semester study abroad experience at Lancaster University to take up one or two of the electives offered by the Faculty of Arts & Sciences (FASS), Lancaster University. Terms and conditions apply for this optional short semester study abroad experience.

As per Malaysian Qualifications Agency (MQA) requirements, all Malaysian students must pass a module each in Malaysian Studies, Moral Studies (non-Muslims)/Islamic Studies (Muslims) and Bahasa Kebangsaan(exempted if a credit in Bahasa Melayu has been obtained at SPM level).

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Scholarships

We place much emphasis on education and offer a number of scholarships to deserving students:

The Entrance Scholarship is offered to all new students; SPM leavers entering into Pre-University programmes and Pre-University graduates entering into undergraduate programmes, in recognition of their excellent academic achievements prior to admission into a new programme in Sunway University.

The Continuing Scholarship is only offered to students continuing their studies (at diploma or undergraduate level) with Sunway University or Sunway College upon graduating from their Pre- University/Foundation/Diploma Programme here with us or from Sunway Group of Colleges.



Tan Sri Dato' Seri Dr. Jeffrey Cheah Entrance Scholarship & Continuing Scholarship

The Scholarship is offered in the name of Tan Sri Dato' Seri Dr. Jeffrey Cheah, Foundation Chancellor of Sunway University, and Sir Christian Bonington, Chancellor of Lancaster University. It commemorates the affiliation between Sunway University and Lancaster University in Joint Degree Programmes in Business, Computer Technology, Hospitality and Psychology.

Applicants are required to achieve outstanding academic results for entry into the BA (Hons) in Communication, and possess leadership qualities, self-motivation and positive attitude.

Scholarship rewards students with:

- **100% waiver of Tuition Fees (excluding general fees)**
- **Two-Week Study Visit to Lancaster University** during their final/third year of studies

This is a nominated award for students who have achieved outstanding results in their individual academic programme upon completion at Sunway University. Each award recipient will receive a RM2000 cash prize and a Scholastic Award Certificate.

Tan Sri Dato' Seri Dr. Jeffrey Cheah Scholastic Award

The Chancellors Scholarship of Sunway University and Lancaster University

Financial Aid

Students can also seek other financial aid from PTPTN or EPF.



PTPTN

Students can apply for PTPTN loan or Scholarships based on their results. For more information, kindly visit www.ptptn.gov.my



EPF

Parents can withdraw funds from their EPF Account to help finance a degree education of their choice. For more information, kindly visit www.kwsp.gov.my

Career Placement & Alumni Networking

PRePARE, the core of Sunway Career Services, is designed to equip students with the right tools and essential skills, aiming to create employable graduates so as to prepare them for the working world.

Through our programmes and activities, we aim to foster good partnerships with employers in supporting their recruitment needs.



Students

PRePARE is dedicated to accomplishing its 3 main objectives on campus:

- **eQUIP** students with essential work skills
- **eNHANCE** students' career development in the working world
- **eMPOWER** students to be confident in building their career

Employers

- **PRePARE** seeks to foster partnerships with esteemed employers in their recruiting endeavours by creating various opportunities for recruitment activities through events such as career fairs and career talks.
- Through our activities, we hope to expose students to different careers, and at the same time give employers access to the graduate market.



- **PRePARE** supports the Sunway Alumni by providing an avenue for members to build their careers.
- **PRePARE** makes available various resources and opportunities for members to further establish their careers and even network with the employers. Alumni members also have access to **PRePARE** Job Centre where they can seek employment opportunities.

Alumni

The Campus Experience



Campus Facilities

The Main Campus building is fitted with 24-hour wireless internet (Wi-Fi) access, air-conditioned classrooms and lecture halls, science laboratories and the expansive Tun Hussein Onn Library (THOL).

Also available: Bookshop; computer labs to print, scan or photocopy assignments; recreational and sporting facilities; and a Student Centre - a cosy place with a sick bay, counselling services, travel bureau and more. A campus bus service of several different routes within the Klang Valley is also available.

Taking A Break

Eat and chill out at the spacious on-campus cafeteria, nearby off-campus restaurants and food centre, or the endless variety that is the Pyramid mall - only a Canopy Walk away. There is something for everyone at a student-friendly budget.

Campus Accommodation

It's easy to get to classes, a great way to meet new friends and an opportunity to experience living independently. Everything - hospital, shopping mall, restaurants, banks - is within walking distance from campus.

Choose between the communal living of Sun-U Apartment, or the condominium lifestyle of Sun-U Residence and the brand new Sunway Monash Residence (SMR). A caring hostel master is on hand to oversee the welfare of every occupant.

Safety and Security

Our committed security team is made up of Auxiliary Police and trained professionals who work around the clock to ensure that every day is a smooth and peaceful one.

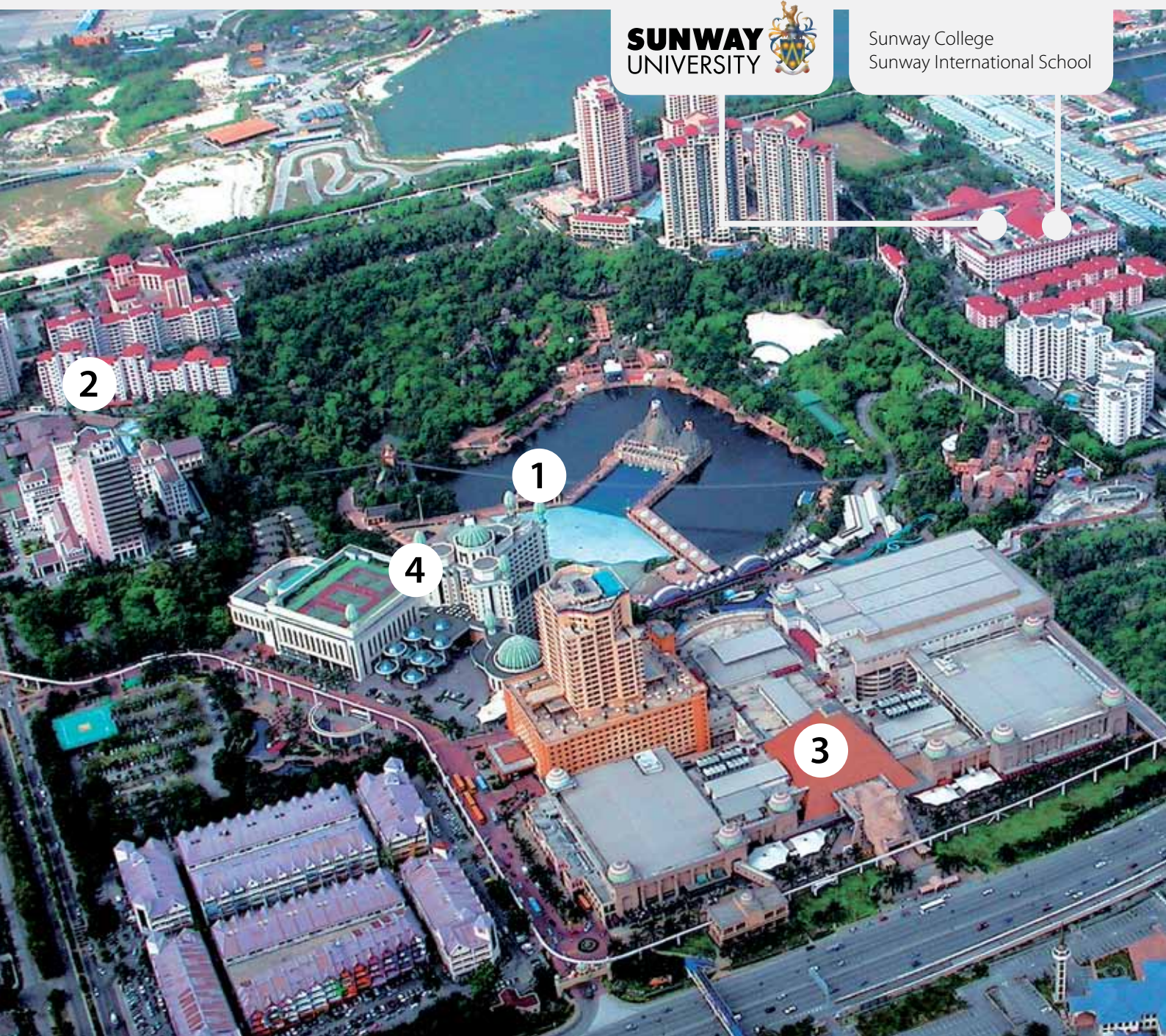


SUNWAY Integrated Resort City

ENERGISED BY OUR LOCATION IN THE HEART OF BANDAR SUNWAY, STUDENTS AT SUNWAY UNIVERSITY AND SUNWAY COLLEGE ENJOY BOTH THE RESOURCES ON CAMPUS AND THE EASY ACCESS TO EVERYDAY CONVENIENCES, STIMULATING CULTURAL EXPERIENCES AND ENRICHING INTERNSHIP POSSIBILITIES.

Our Sunway Integrated Resort City (SIRC) spans an impressive 7-million square feet and home to world-class retail, hospitality, leisure and healthcare amenities, and residential properties. It offers the advantages of a safe university town lifestyle with high-technology surveillance cameras and hundreds of auxiliary police and security guards. Everything is within walking distance connected by pedestrian-friendly tracks, allowing students to fully immerse in an all-encompassing campus township lifestyle.

Developed by Sunway Berhad, SIRC is a thriving fully-integrated township in proximity to the bustling Subang Jaya town and is connected to Kuala Lumpur city by an efficient network of public transportation.



Sunway College
Sunway International School



SUNWAY Lagoon

APART FROM BEING AN AWARD-WINNING THEME PARK, SUNWAY LAGOON REGULARLY PLAYS HOST TO INTERNATIONAL PERFORMANCES MAKING IT A VIBRANT ARTISTIC HUB WHERE STUDENTS CAN INDULGE IN HIGH QUALITY WEST END PRODUCTIONS LIKE MAGICAL MUSICALS AND PETER PAN.

Students of various fields also get to experience enriching internship opportunities within the theme park.

SUNWAY Medical Centre

AN ACCREDITED PRIVATE HOSPITAL DEDICATED TO SPECIALISED HEALTHCARE SERVICES SITUATED NEAR THE ON-CAMPUS CONDOMINIUM.

Our students will be given the best of medical attention. The medical centre also serves as a training ground for our students with opportunities to work with some of the best healthcare professionals in the country.

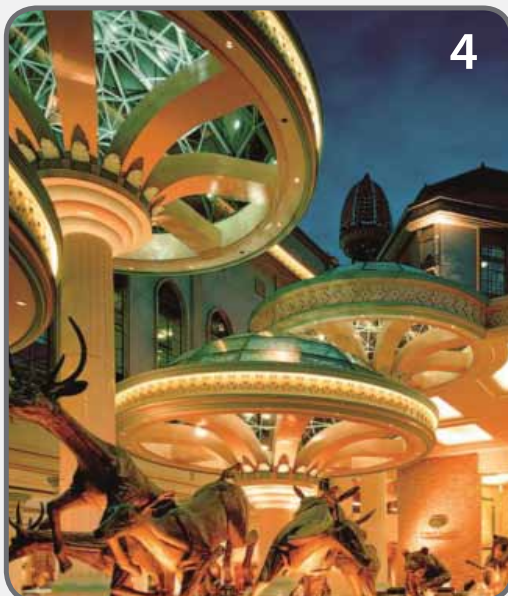
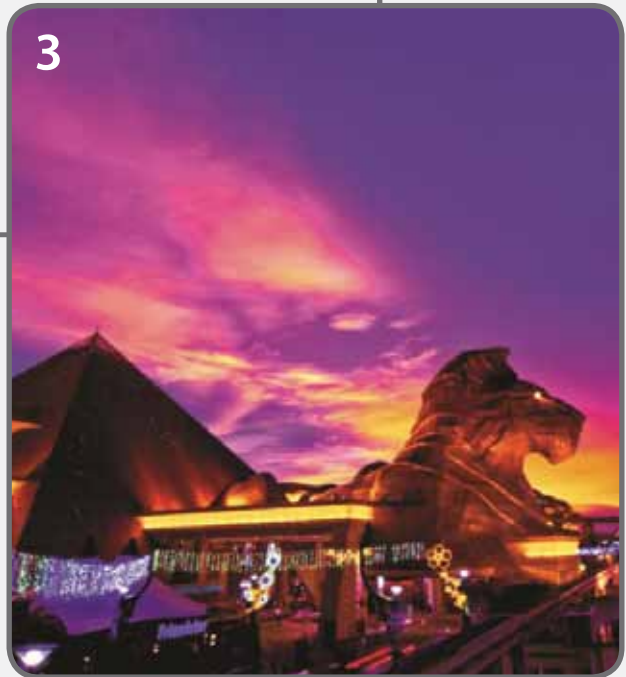


SUNWAY Pyramid Shopping Mall

ALL THE CONVENIENCES OF URBAN LIVING UNDER ONE ROOF: PLACES TO SHOP, HANG OUT AND EAT, COMPLETE WITH BANKS AND POST OFFICE.

Less than 5 minutes walk between campus and mall via the shaded Canopy Walk, Sunway Pyramid is also a contemporary cultural center with plenty of exhibition space and activity areas where our students can appreciate an open art gallery and showroom ambience.

3



SUNWAY Resort Hotel & Spa and SUNWAY Pyramid Tower Hotel

CONNECTED TO SUNWAY PYRAMID, THESE TRENDY HOTELS ARE CONVENIENT PLACES FOR VISITING FAMILIES AND FRIENDS TO STAY.

The renowned hotels are also the ideal places for students to experience their industrial training in all areas - from the hospitality to the kitchen division, from technical support to the business and human resources divisions.

Investing in The Future



12-storey New Academic Block

with 2 Basement Levels and a Mezzanine Floor as well as a 2-level Basement Car Park

The 12-storey academic block will house the interdisciplinary undergraduate and new graduate programmes. The academic block of more than 550,000 sq. ft. will accommodate at least another 9,000 student population. The 2-level basement car park below the football field will consist of about 1,000 parking bays available to both staff and students.

Adhering to the government's call for more environmentally friendly buildings, this academic block is vying for the Green Mark Singapore and Green Building Index (GBI) Certification. The environmentally friendly design and concept in construction incorporates energy and water efficiency, and innovation for good natural lighting and ventilation systems.

The Graduate School

The institution's striving motto is to be the "Harvard of the East" and it aims to provide world-class learning experiences. The construction of the Graduate School on campus will be the focal point for Sunway Alumni to house their conferences and programmes. This school will consist of a 130-seat lecture theatre and two 80-seat semicircle auditoriums with some break out rooms for discussion purposes. It will also be equipped with up-to-date facilities and sound systems.

Auditorium

The construction of a 5,000-seat grand auditorium will be equipped with the most modern and state-of-the-art facilities and AVA system. This auditorium will be one of the most outstanding in Malaysia to house graduation ceremonies and world-class events like the Cats musical, Il Divo and grand opera performances as well as symposiums.

The Multi-Purpose Sports Complex

A Multi-Purpose Sports Complex will be built adjoining to the Auditorium. This Sports Complex will be used for both indoor sporting activities and Sunway examinations and events appropriately. The Sports Complex will have a seating capacity of 1,000 people.





sunway.edu.my/university

SUNWAY UNIVERSITY (KPT/JPT/DFT/US/B15)

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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)

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)