



Sunway University Business School

Welcome to the Sunway University Business School

The Sunway University Business School is a young institution that aims to be a highly regarded and influential business school through its mission of nurturing enterprising and responsible business leaders. We provide an experiential business education that inculcates innovative and entrepreneurial thinking that is grounded on good values and responsible character. Our goal is to change people, their understanding of the world, and their sense of what is possible. We strongly believe that it is not just what you know, but who you are as a person and what you do, that will make the difference.

Head of Sunway University Business School
Assoc. Prof. Dr. Foo Yin Fah



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.

International
Academic Standards

Quality Teaching

International
Recognition

Job Relevant Skills



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

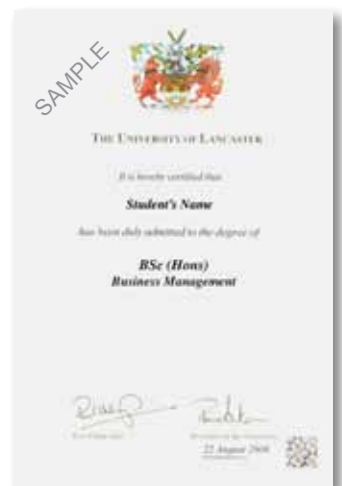
Lancaster University

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.



Internship Attachment

with Established Business Organisations

The internship component is important to give SUBS students exposure to real-world working experience preparing them for their career choices when they graduate. Through experiential learning in a business environment proper, students apply what they have learned in their programmes while understanding organisational culture and how to work with other people in addition to building useful contacts. SUBS students have done their internships in well-known multinational firms and international accounting organisations.



Internship at SONY

"Words cannot express how grateful I am for the learning experience from SONY Malaysia. This internship programme provided me with a well-rounded experience and has set a solid foundation for my future career. I am extremely grateful for all the opportunities SONY has provided me."

David Choo (2nd from left)
BSc (Hons) Accounting and Finance



Internship at Leo Burnett

"I got to glance through how business principles operate in reality. One of the lessons was that adaptability is the key to growth. This was a very self-enriching experience and it gave me an opportunity to put my learning into practice."

Mamoon Muhammad
BSc (Hons) Business Management



Internship at Behn Meyer

"Challenging and unique, definitely sums up my internship experience in Behn Meyer. Not only have I stepped out of my comfort zone, internship has in many ways stirred up my enthusiasm and passion for Accounting and Finance. I am now confident that I have found my right career path."

Ong Ju Laine (far right)
BSc (Hons) Accounting and Finance



Internship at Nalco

"I was involved in the Business Operation Marketing department dealing with lots of data and numerical figures. Working at Nalco, I improved my interpersonal, business and technical skills. The experience complimented my learning in class."

Nattacha Chayawisan
BSc (Hons) Business Management



Internship at Ernst & Young

"My internship has truly been an exciting experience as it has provided me the opportunity to apply my learned knowledge as well as a chance to interact with multi-level executives who were humble and ever-willing to share their experience. These 12 weeks have truly given me a glimpse of the working world."

Tarminder Singh (far left)
BSc (Hons) Accounting and Finance



Internship at Mattel

"I was able to participate in marketing projects such as Barbie™ advertising campaigns and Hot Wheels® public relations campaigns as well as meet experienced people from different industries. The internship has definitely prepared me to embrace the real working life."

New Chye Peng
BSc (Hons) Business Management



Internship at DiGi Telecommunications

"Positive attitude and self-reliance were the keys for me to succeed, and the high expectations from my superior and team members allowed me to keep improving myself. This internship has prepared me well to handle the pressure of the working environment."

Nurul Natrah Bt Abdul Azis
BSc (Hons) Business Management

Industry Advisory Board

Close Ties With Industry & Professional Bodies

The approachable and dedicated faculty at SUBS have years of industry-related experience and are well-connected to the business world adding real-world dimension to everyday lessons. With this, students also enjoy the benefits of learning and exchanging views with corporate and industry leaders through seminars, talks and learning trips.

In addition, the SUBS Industry Advisory Board strengthens the Business School's varied corporate links adding to SUBS extensive network in the development of SUBS' industry-relevant curriculum. The Business School's programmes are recognised by renowned professional bodies: Association of Chartered Certified Accountants (ACCA), the Institute of Chartered Accountants in England & Wales (ICAEW), and the Malaysian Institute of Chartered Secretaries & Administrators (MAICSA).

Education Pathways

Professional Examinations
ICAEW / ACCA / MAICSA / CIMA

Employment Opportunities

**BSc (Hons)
Accounting & Finance**
(3 years)

**BSc (Hons)
Business Management**
(3 years)

**BSc (Hons)
Business Studies**
(3 years)

Sunway Foundation in Arts
A-Level / Australian Matriculation / Canadian
Matriculation / Monash University Foundation Year /
STPM / UEC or equivalent
(1 year)

Advanced entry into year 2 of all Sunway
University Business School degree programmes.
Subject to meeting entry requirements.

**Diploma in
Business Administration**
(2 years 4 months)

SPM / O-Level / Equivalent

Academic Year Structure

Each academic year is made up of 2 long semesters (14 weeks) and 1 short semester (7 weeks).
During the year, there will be several mid-semester and end-of-semester breaks.

Teaching & Assessment

Sunway University Business School adopts various teaching and assessment strategies to enhance students' learning. These strategies adopt work-based oriented approach where theories are discussed in relation to what students will face in the real world. Teaching and learning involve lectures, tutorials, discussions, presentations and practical computer laboratory classes. Assessments consist of project, assignment, case study, report writing, presentation, test and written examination.





“ The BSc (Hons) Accounting and Finance consists of subjects that help improve communication skills through numerous presentations, and work-based learning exposes students to actual working environment. I've become a skilful, knowledgeable and experienced graduate through it. ”

FMP (Financial Management Program) with General Electric

Recipient of the Chancellors Scholarship (2010)
President of Student Council 2008

Jet Chan Yung Mun
BSc (Hons) Accounting and Finance



BSc (Hons)

Accounting and Finance

BSc (Hons) Accounting and Finance

Recognition and Exemptions from Professional Bodies

PARTNER IN
LEARNING



What is this programme about?

- Prepares students to be contributing professionals in the accounting and financial industry.
- Recognised qualification in Accounting and Finance.
- Pathway to The Institute of Chartered Accountants in England & Wales (ICAEW), the Association of Chartered Certified Accountants (ACCA), Chartered Institute of Management Accountants (CIMA), CPA Australia and Chartered Secretaries Malaysia (MAICSA).
- Our students are given opportunities to 'intern' with international accounting firms and corporations, and upon graduation may be given employment opportunities with them.



Career Prospects

- Internal & External Auditor
- Tax Consultant
- Financial Analyst
- Fund Manager
- Financial Planner
- Investment Banker
- Commercial Banker
- Financial Controller

Academic Calendar

INTAKES
March, August

DURATION
3 Years

Entry Requirements

Academic Requirements

STPM	Average B- or CGPA 2.67 (Minimum 3 principals)
A-Level	CCC (Minimum 18 points)
Australian Matriculation	ATAR 70
Canadian Matriculation	70%
MUFY	240
Sunway Foundation in Arts	70%
UEC	Maximum 22 points on 5 subjects (excluding Chinese & 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
ESL/English	Satisfactory level in Pre-University programmes, where the medium of instruction is English
Intensive English Programme	Pass Level 4 with 65% minimum

Programme Structure

Year 1	Year 2	Year 3
ACC1014 Principles of Financial Accounting	ACC2014 Financial Accounting	ACC3014 Corporate Reporting
ECN1014 Introductory Economics	ACC2024 Cost Accounting	MGT3044 Business Ethics & Social Responsibility
MGT1014 Principles & Practice of Management	ACC2034 Principles of Auditing	FIN3014 Corporate Finance
ITC1014 Business Computing	LAW2034 Company Law	MGT3073 Leadership
ENG1014 English for Business	ENG2013 Communications Skills	MGT3054 Strategic Management
STA1024 Business Statistics	ACC2044 Management Accounting	FIN3024 Investment Management
MKT1014 Principles of Marketing	FIN2014 Financial Management	FIN3034 International Financial Management
FIN1014 Principles of Business Finance	ACC2054 Malaysian Taxation System	Management Elective 1
LAW1014 Business Law	FIN2024 Financial Institutions & Markets	Elective 2
	INT2046 Internship	

Electives

ACC3024 Advanced Taxation	ACC3044 Advanced Audit and Assurance
ACC3034 Advanced Management Accounting	ACC3054 Advanced Financial Accounting

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).



“ The teaching style by highly professional lecturers who are always willing to direct and guide us is enlightening; the practical experience we obtained not only ensures we get knowledge from textbooks but also real experience from corporations outside the Campus. ”

**Analyst at Euroclear Bank,
Hong Kong**

Juliana Wu Hai Lin
BSc (Hons) Business Management



BSc (Hons)
**Business
Management**

Business Management

BSc (Hons) Business Management

What is this programme about?

- Broad-based knowledge and cutting-edge skills for managing business in a fast-changing world.
- Regional and global perspectives of business management.
- Builds leadership and communication skills.
- Develops intellectual ability, **good values, ethics and governance** to manage business.
- Prepares students to manage business locally and globally, or become an Entrepreneur, managing a business of their own.
- Liberal arts and science subjects are taught to provide students with wholesome business education.
- Students are required to attend an internship programme to apply theory into the business world.

Students are given 6 - 8 subject exemptions from The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA)*.

*subject to MAICSA approval



Career Prospects

- Business Consultant
- General Manager
- Marketing Manager
- Operation/Project Manager
- Organisational Development Manager
- Entrepreneur
- Strategic Planner
- HR Manager
- Researcher
- Procurement Manager

Academic Calendar

INTAKES
March, August

DURATION
3 Years

Entry Requirements

Academic Requirements

STPM	Average B- or CGPA 2.67 (Minimum 2 principals)
A-Level	BC / CDD (Minimum 14 points)
Australian Matriculation	ATAR 65
Canadian Matriculation	65%
MUFY	235
Sunway Foundation in Arts	65%
UEC	Maximum 22 points on 5 subjects (excluding Chinese & 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
ESL/English	Satisfactory level in Pre-University programmes, where the medium of instruction is English
Intensive English Programme	Pass Level 4 with 65% minimum

Programme Structure

Year 1

ACC1024	Accounting for Decision Making
ECN1014	Introductory Economics
MGT1014	Principles & Practice of Management
ITC1014	Business Computing
ENG1014	English for Business
STA1024	Business Statistics
MKT1014	Principles of Marketing
FIN1014	Principles of Business Finance
LAW1014	Business Law

Year 2

ECN2014	Managerial Economics
MKT2024	Marketing Management
MGT2024	Scientific Ideas & Innovation
FIN2014	Financial Management
ENG2013	Communications Skills
MGT2034	Operations Management
LAW2034	Company Law
MGT2044	Human Resource Management
STA2024	Research Methods
INT2046	Internship

Year 3

STA3014	Research Project 1
MGT3044	Business Ethics & Social Responsibility
MKT3014	Entrepreneurship
MGT3073	Leadership
STA3024	Research Project 2
MGT3054	Strategic Management
MGT3064	Managing Change
	Elective 1
	Elective 2

Electives

MGT 3084	Contemporary Regional Issues	MGT 3094	Project Management
ITC 3024	Business Process Reengineering	MGT 3104	Technology Management
ITC 3014	E-Commerce	MKT 3024	International Business
MKT 3034	Product Development & Commercialisation	ECN 3014	International Economics

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).



“ The course focuses on shaping well-rounded individuals, and developing leadership, communication and time management skills. The scholarship gave me an opportunity to visit Lancaster University which inspired me and changed the way I see the world. ”

**International Marketing Trainee
with Jotun Paints (SEAsia & China)**

Recipient of the Chancellors Scholarship

Chan Jinn Yep
BSc (Hons) Business Management



BSc (Hons)
**Business
Studies**

BSc (Hons) Business Studies



What is this programme about?

- This is a programme with a marketing-driven component.
- The Marketing specialisation includes subjects in Services Marketing, Direct Marketing, International Marketing, and Marketing Planning and Control.
- Provides solid foundation in various challenges faced by various businesses globally.
- Students develop skills in analysis and planning, learn to solve business and marketing-related problems through marketing research and tools.
- Provides the necessary intellectual underpinning for the theory and practice of business and marketing.
- Students are required to embark on a Research Project during their final year which would enable them to apply the knowledge in real working situations.

Career Prospects

- Advertising Account Executive
- Banker, Retail/Investment/Commercial
- Buyer, Industrial/Retail
- Distribution/Logistics Manager
- Management Consultant
- Business Development Manager
- Market Research Executive
- Recruitment Consultant
- Retail Manager
- Sales Executive
- Marketing Executive
- Supply Chain Manager
- Key Accounts Manager

Academic Calendar

INTAKES
March, August

DURATION
3 Years

Entry Requirements

Academic Requirements

STPM	Average B- or CGPA 2.67 (Minimum 2 principals)
A-Level	BC / CDD (Minimum 14 points)
Australian Matriculation	ATAR 65
Canadian Matriculation	65%
MUFY	235
Sunway Foundation in Arts	65%
UEC	Maximum 22 points on 5 subjects (excluding Chinese and non-academic subjects)
Other Qualifications	Any other qualifications will be considered on a case-by-case basis.

Sunway University Diploma in Business Administration graduates may enrol into Year 2 of the BSc (Hons) Business Studies, subject to meeting entry requirements.

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
ESL/English	Satisfactory level in Pre-University programmes, where the medium of instruction is English
Intensive English Programme	Pass Level 4 with 65% minimum

Programme Structure

Year 1	Year 2	Year 3
ACC1024 Accounting for Decision Making	MKT2044 Advertising & Promotions	STA3014 Research Project 1
ECN1014 Introductory Economics	MKT2024 Marketing Management	MKT3024 International Business
MGT1014 Principles & Practice of Management	FIN2014 Financial Management	MGT3073 Leadership
ITC1014 Business Computing	MKT2074 Marketing Research	STA3024 Research Project 2
ENG1014 English for Business	ENG2013 Communications Skills	MKT3014 Entrepreneurship
STA1024 Business Statistics	MGT2044 Human Resource Management	Elective 1
MKT1014 Principles of Marketing	MGT2034 Operations Management	Elective 2
FIN1014 Principles of Business Finance	MKT2054 Consumer Behaviour	Elective 3
LAW1014 Business Law	STA2024 Research Methods	Elective 4
	INT2046 Internship	

Electives

ITC3014E Commerce	MKT3054 Direct Marketing
MKT3034 Product Development & Commercialisation	MKT3064 International Marketing
MKT3044 Services Marketing	MGT3044 Business Ethics & Social Responsibility
	MKT3074 Marketing Strategy

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).



“ The journey exposed me to a variety of student experiences which broadened my horizons. Good friendships were fostered along the way and my network has now stretched beyond the Malaysian boundaries. ”



**Chancellors Scholarship
recipient on her study trip to
Lancaster University, UK**

Candy Lee Ker Ching
BSc (Hons) Accounting and Finance

Diploma in
**Business
Administration**

Diploma in Business Administration

What is this programme about?

- It provides a strong foundation in general aspects of business.
- Prepares you with effective skills to apply in administration of business organising, managing the functions and processes of a company.
- Learning about how business elements integrate with each other enabling you to communicate successfully to any business environment .
- Nurtures business knowledge and experience preparing students to join the work force or for further studies. Graduates of this programme will be given 6 subject exemptions from The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA)**.

**subject to MAICSA approval

Career Prospects

- Manage Own Business/Entrepreneur
- Business Executive
- Human Resource Executive
- Operations Executive
- Sales & Marketing Executive

Academic Calendar

INTAKES

January, March, August

DURATION

2 Years 4 Months

Entry Requirements

Pass SPM / O-Level / UEC with minimum three (3) credits (inclusive of English and Mathematics); or

Pass SPM / O-Level / UEC with minimum three (3) credits, with at least a pass* in both English and Mathematics.

* Students are required to pass with credits in the English and Mathematics enrichment classes arranged by the School.

Programme Structure

Year 1	Year 2	Year 3
BACT 0101 Financial Accounting I	BACT 0202 Financial Accounting	BACT 0304 Financial Management
BCOM 0101 Business Communications	BACT 0203 Cost Accounting	BMGT 0304 Human Resource Management
BECO 0101 Microeconomics	BECO 0202 Macroeconomics	BMKT 0303 Marketing Communications
BITC 0101 Computer Applications	BITC 0203 Information Technology II	
BITC 0102 Information Technology I	BITC 0204 Electronic Commerce	
BLAG 0101 Business English I	BLAG 0203 Academic Research Skills	
BLAG 0102 Business English II	BLAG 0204 Critical and Creative Thinking Skills	
BLAW 0101 Introduction to Law	BLAW 0202 Business Law	
BMGT 010 Introduction to Business Management	BMGT 0203 Organisational Behaviour	
BSTA 0101 Quantitative Methods I	BMKT 0201 Fundamentals of Marketing	
UCS 1000 Study Skills	BMKT 0202 Marketing Research	
	BSTA 0202 Quantitative Methods II	

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).

Scholarships: Providing Educational Opportunities

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

The Entrance Scholarship is offered to all new students who are eligible: 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 upon graduating from their Pre-University / Foundation / Diploma Programmes here with us or from Sunway Group of Colleges.

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

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

The Chancellors Scholarship of Sunway University and Lancaster University

Sunway University Bursaries

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, Communication, Computer Technology and Psychology. Applicants are required to achieve outstanding academic results for entry into the BSc (Hons) Accounting and Finance / Business Management / Business Studies 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 Bursary is offered to SPM / O-Level / UEC students from outstation* to study the Diploma Programmes in Sunway University. Students can receive up to 30% off their Tuition Fee for selected Diploma Programmes (Business Administration, Information Technology, Hotel Management, Events Management, Tourism Management, Fine Arts, Graphic & Multimedia Design, and Interior Design).

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

Students 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

* Kindly refer to our Scholarship Brochure for more details or seek further information from our Admissions and Counselling Unit located on the Ground Floor of Sunway University.

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, and the Tun Hussein Onn Library (THOL) - an excellent resource of books and periodicals on business, marketing, accounting and economics.

Also available: Bookshop; computer labs to print, scan or photocopy assignments; recreational and sporting facilities; and a Student Centre 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.



Out of the Box

Sunway University Business School nurtures students through traditional means complemented with learning outside the classrooms.

Participation in the school's own Young Entrepreneur Society (YES) and Students In Free Enterprise (SIFE), student activities, clubs and societies, field trips and educational workshops moulds them into confident communicators and effective leaders.

Competitions put our students in an environment to think on their feet in a competitive setting, honing their strategising and presentation skills.

Inter-Varsity Business Simulation Challenge

Held in conjunction with Sunway University's 1Malaysia Entrepreneur Week and funded by the Ministry of Higher Education, this competition challenges participants to generate the highest profits in a real-business simulated environment.



ICAEW Inter-Universities Business Tycoon Simulation Game

Team YES emerged overall winner in a competition organised by the Wall Street Society of Nottingham Malaysia Campus. Participants were required to apply economic knowledge to analyse the steel market.



Get Hired III

A career fair and networking tea with the participation of representatives from Sunway Group, ICAEW, KPMG and FBIC MSC Service; where students were given invaluable career tips and guidance.

Regular **events** on campus give our students the opportunity to meet and network with industry key players.



Speaker of the month

A monthly event that allows our students to meet successful entrepreneurs who share their stories of success and insights on building a business career.



Business Premier Forum

Organised in collaboration with PRePARE, corporate leaders from Citibank, AmBank and L'Oreal shared their expertise and experience.



Relevant **field trips** are opportunities to study the running of a business and to learn about different business models at work.

Malaysia External Trade Development Corporation (MATRADE)

A visit to MATRADE for the launching of Malaysia's Trade & Industry Report 2010, and a chance to meet the Minister of International Trade & Industry, YB Dato' Seri Mustapa Mohamed.



Manufacturing facility of Sin Chew Daily

In a special collaboration with the Junior Chamber International (JCI) and MBA Edge, business students learned about the operational strategies and logistics as done by a major national newspaper.

The value of corporate social responsibility

(CSR) is instilled in our students, emphasising the importance of human values, ethics and responsible business practices.



"Through educational visits organised by Sun-U Accounting & Commerce Society (ACS) to the "big 4" accounting firms in Malaysia, we learned a lot on the requirements on joining these firms and most importantly, got to build relationships with the professionals."

Nicholas Goh Teik Lee,
BSc (Hons) Accounting & Finance

Eco Soap Project

SIFE Sunway and its partner, PERKAS (Association for the Development of the Semai People), connected with the women of the Semai people in Kuala Lipis teaching them soap-making skills and business knowledge.



Income Generation Project

A monthly bazaar by SIFE to highlight and support their projects like Sounds Of Silence (SOS) - a project to empower women refugees in Malaysia and more recently, to raise funds for the earthquake-tsunami victims in Japan.

SUNWAY Integrated City Campus

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 City Campus (SICC) spans an impressive 7 - million square feet and is 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, SICC 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.

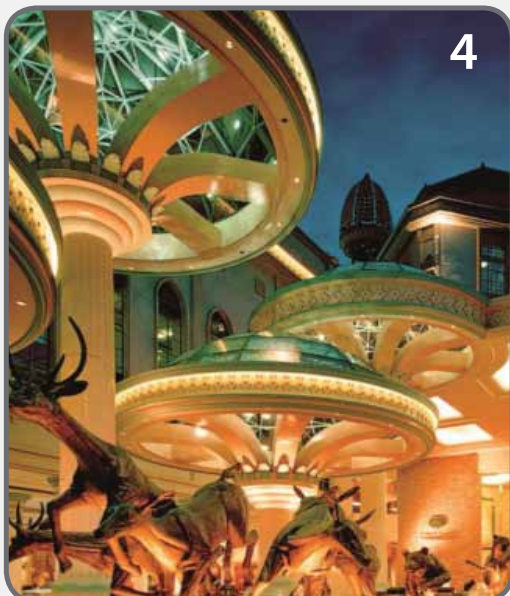
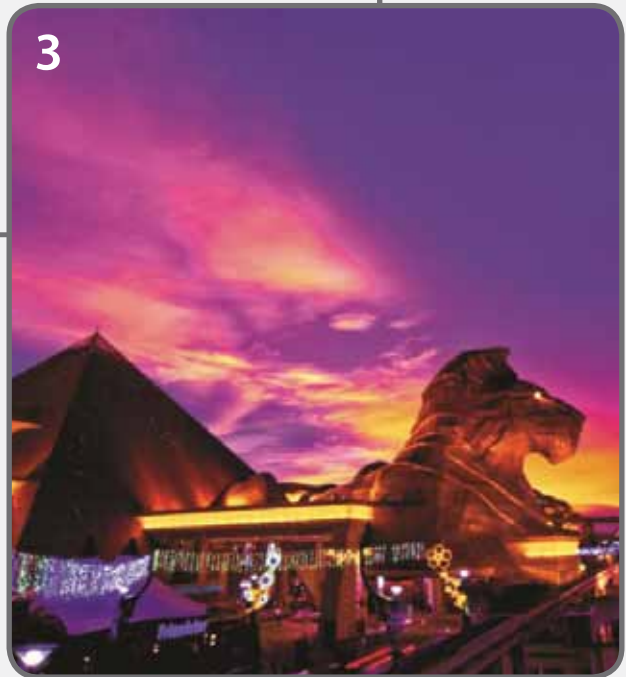


SUNWAY Pyramid Shopping Mall

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 centre 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 Centre

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 Centre on campus will be the focal point for Sunway Alumni to house their conferences and programmes. This centre 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

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)