



Pathway to a Brighter Future

Owned and governed by the

Jeffrey Cheah
Foundation 
Nurturing the Seeds of Wisdom

SUNWAY COLLEGE IPOH

DIPLOMA IN BUSINESS PROGRAMMES

Nurturing Professionals for Global Careers



Our Company

Established in 2003, Sunway College Ipoh (SCI) is situated in Sunway City Ipoh's 1,350-acre integrated resort township in Tambun, Ipoh. A leading private higher institution in the northern region of Malaysia, Sunway College Ipoh is part of Sunway Education Group, owned and governed by the Jeffrey Cheah Foundation with the fundamental philosophy in giving back to society through education. To date, Ringgit Malaysia 482 million in scholarships (and growing continually) has been awarded through the Jeffery Cheah Foundation, to deserving students.

Our vision is to be a premier institution of higher learning in Malaysia and we are committed to providing quality learning experience and holistic development for individuals to be highly employable, enterprising and positive contributors to society.

Sunway College Ipoh provides an exceptional learning environment flanked by nature. Students have the opportunity to further their education in the convenience of remaining closer to home, within close proximity to amenities of the vibrant city of Ipoh.



Our Team

The team of academic staff at Sunway College Ipoh is committed and highly dedicated who consistently keep up with current developments in their field of teaching and learning.

Our key focus areas :

- enhancing teaching and learning through recruitment of qualified staff.
- resource upgrading.
- professional development of staff and students.
- industry linkages.
- implementation of 21st century skills in communication, critical thinking, creativity and leadership.



Our Diploma in Business Programmes

- Diploma in Business Administration JPT/BPP(K)(A6990)09/21
- Diploma in Marketing JPT/BPP(K)(A6991)09/21
- Diploma in Business Information System JPT/BPP(K)(A6031)09/20
- Diploma in Entrepreneurship and Innovation JPT/BPP(K)(MQA/PA8995)12/22



DIPLOMA IN BUSINESS ADMINISTRATION

JPT/BPP (K) (A6990) 09/26



Programme Highlights

- Fully accredited by the Malaysian Qualifications Agency (MQA).
- Provides a broad understanding of general business principles and practices
- Equips students with administrative and organizational skills.
- Prepares for adapting to rapidly changing environment.
- Exposes students to breadth of knowledge and inter-disciplinary aspects of business.
- Stresses on the application of knowledge.
- Enhances the understanding of enterprise in a competitive market.
- Instills skills and initiatives to market opportunities.



Entry Requirements

- Pass SPM/O-Level with minimum 3 credits
- Other equivalent qualification approved by the Ministry of Higher Education, Malaysia



Duration

- 2 years (6 semesters)



Intakes

- January
- April
- July
- September



Assessment

- Continuous assessment & Final examination



Career Prospects

- Business Executive/Officer
- Operations Executive/Officer
- Retail Executive/Officer
- Logistics & Distribution Executive/Officer
- Sales & Marketing Executive/Officer
- Human Resource Executive/Officer
- Entrepreneur



Pathways

Sunway
University

Victoria
University

Other
selected
Universities

Seek
employment /
Become an
entrepreneur



Diploma in Business Administration



SPM/O-Level or equivalent qualification



Progression - Available Undergraduate Programmes

Diploma in Business Administration

2 years



Sunway University

BSc (Hons) Accounting & Finance
 Bachelor of Business Analytics (Hons)
 BSc (Hons) Business Management
 BSc (Hons) Business Studies
 BA (Hons) Entrepreneurship
 BSc (Hons) Financial Analysis
 BSc (Hons) Financial Economics
 BSc (Hons) Global Supply Chain Management
 BSc (Hons) International Business
 BSc (Hons) Marketing
 Bachelor (Hons) in Finance

Victoria University

Bachelor of Business

2 years
subject to
meeting entry
requirements

You can choose to enter the workforce upon successful completion of your Diploma programme or advance into the first/second year of the Bachelor Degree programmes at Sunway University or other universities (subject to terms and conditions).



Courses

Year 1

Basic Accounting
 Business Mathematics
 Business Studies
 Micro-Economics
 Principles of Marketing
 Statistics for Business
 Macro-Economics
 Human Resource Management
 English for Business Communications
 The Entrepreneur
 Business Ethics
 Principles of Finance
 Financial Accounting
 Critical Thinking

Year 2

Cost Accounting
 Negotiation Skills
 Marketing in Practice
 Organisational Behaviour
 E-Commerce
 Marketing Research & Information
 Principles of Management
 System Analysis and Design
 Business Environment
 Final Project
 International Business
 Business Law
 Marketing Communications

Additional Ministry of Higher Education Compulsory General Studies Courses (MPU)

- Study Skills / BKA*
- Globalisation
- Pengajian Malaysia 2
- Community Service Learning

*Bahasa Kebangsaan A (BKA)
 - applicable to local students who do not have the SPM qualification or did not obtain a Credit in Bahasa Melayu in SPM.



Learning Experiences



Active learning at Lost World of Tambun



"Watermelon Run" Event Management



"GoDigital YOUTH" Participation



"Business Studies" Active learning at Perak Women for Women (PWW) retail outlet



"Business Environment" Poster Presentation



Alumni



Foo Jun Xian

- pursuing BA (Hons) Entrepreneurship, Sunway University
- Diploma in Business Administration, Class of 2019
- The Principal's List Award 2018 Recipient



Praviiena Balasubramaniam

- pursuing Bachelor of Business, Victoria University
- Diploma in Business Administration, Class of 2018
- The Principal's List Award 2017 Recipient



Lam Jia Heng

- pursuing BSc. (Hons) Business Management, Sunway University,
- Diploma in Business Administration, Class of 2018
- The Principal's List Award 2017 Recipient



Ong Xian Guan

- pursuing Bachelor of Business (Hons) Finance and Economics, Taylor's University
- Diploma in Business Administration, Class of 2018
- The Principal's List Award 2018, 2017 & 2016 Recipient
- Student Council Committee Member 2017-2018



DIPLOMA IN MARKETING

JPT/BPP (K) (A6991) 09/26



Programme Highlights

- Fully accredited by the Malaysian Qualifications Agency (MQA).
- Emphasises multifaceted components of marketing.
- Focuses on understanding consumer behavior in design, distribution, communication and pricing strategy.
- Instills the mind to incorporate branding, services, relationship for organisation and customers.
- Trains to be equipped with critical and analytical skills.



Entry Requirements

- Pass SPM/O-Level with minimum 3 credits
- Other equivalent qualification approved by the Ministry of Higher Education, Malaysia



Duration

- 2 years (6 semesters)



Intakes

- January
- March
- April
- September



Assessment

- Continuous assessment & Final examination



Career Prospects

- Sales & Marketing Executive/Officer
- Marketing Communications Executive/Officer
- Advertising & Promotions Executive/Officer
- Brand Executive/Officer
- Retail & Merchandising Executive/Officer
- Digital Marketing Executive/Officer
- Entrepreneur



Pathways

Sunway
University

Victoria
University

Other
selected
Universities

Seek
employment /
Become an
entrepreneur



Diploma in Marketing



SPM/O-Level or equivalent qualification



Progression - Available Undergraduate Programmes

Diploma in Marketing

2 years



Sunway University

BSc (Hons) Accounting & Finance
 Bachelor of Business Analytics (Hons)
 BSc (Hons) Business Management
 BSc (Hons) Business Studies
 BA (Hons) Entrepreneurship
 BSc (Hons) Financial Analysis
 BSc (Hons) Financial Economics
 BSc (Hons) Global Supply Chain Management
 BSc (Hons) International Business
 BSc (Hons) Marketing
 Bachelor (Hons) in Finance

Victoria University

Bachelor of Business

2 to 3 years
 subject to
 meeting entry
 requirements

You can choose to enter the workforce upon successful completion of your Diploma programme or advance into the first/second year of the Bachelor Degree programmes at Sunway University or other universities (subject to terms and conditions).



Courses

Year 1

Basic Accounting
 Business Mathematics
 Business Studies
 Micro-Economics
 Principles of Marketing
 Statistics for Business
 Macro-Economics
 Human Resource Management
 English for Business Communications
 The Entrepreneur
 Business Ethics
 Principles of Finance
 Marketing Planning
 Critical Thinking

Year 2

Negotiation Skills
 Marketing in Practice
 Public Relations
 Marketing Environment
 Marketing Research & Information
 Advertising
 Principles of Management
 Service Marketing
 Consumer Behaviour
 Final Project
 Course Accounting
 Business Law
 Marketing Communications

Additional Ministry of Higher Education Compulsory General Studies Courses (MPU)

- Study Skills / BKA*
- Globalisation
- Pengajian Malaysia 2
- Community Service Learning

*Bahasa Kebangsaan A (BKA)
 - applicable to local students who do not have the SPM qualification or did not obtain a Credit in Bahasa Melayu in SPM.



Learning Experiences



Community Service project



"Digital Marketing in a Technology-Driven Business Evolution" Workshop



Community Service Learning programme



'Open Futsal Tournament' Event Management



'Food Promotion' - Marketing in Practice Project



Alumni



Goh Kai Ying

- pursuing BSc (Hons) Business Management, Sunway University
- Diploma in Marketing, Class of 2019
- The Principal's List Award 2018 Recipient



Chong Chee Kit

- Diploma in Marketing, Class of 2019
- The Principal's List Award 2018 Recipient



Chong Foong Cheng

- Customer Service Officer, PAL Line Pte Ltd, Singapore
- Diploma in Marketing, Class of 2018
- The Principal's List Award 2018 & 2017 Recipient
- Student Council President 2017-2018



Rimsenraj Devathanjam Nickson Devathanjam

- pursuing Master of Business Administration, Coventry University
- Bachelor of Business, Victoria University Malaysia,
- Diploma in Marketing, Class of 2017
- The Principal's List Award 2017 Recipient



DIPLOMA IN BUSINESS INFORMATION SYSTEM

JPT/BPP (K) (A6031) 09/25



Programme Highlights

- Fully accredited by the Malaysian Qualifications Agency (MQA).
- Synergises programming fundamentals with business studies and analytics.
- Creates multiple job opportunities related to the design, implementation and management of IT.
- Equips students with up-to-date expertise in corporate information systems, internet and interactive media, mobile communication technologies, computer systems and networking and software engineering.
- Develops specialised IT knowledge in programming, web development and content management systems – operating systems, networking, database modelling and implementation.
- Develops leadership capabilities in designing, implementing and evaluating information systems solutions.
- Trains students to gain technical knowledge and skills that prepare for careers in the ICT environment.



Entry Requirements

- Pass SPM/O-Level with minimum 3 credits inclusive of Mathematics
- Other equivalent qualification approved by the Ministry of Higher Education, Malaysia



Duration

- 2 years (6 semesters)



Intakes

- January
- April
- July
- September



Assessment

- Continuous assessment & Final examination

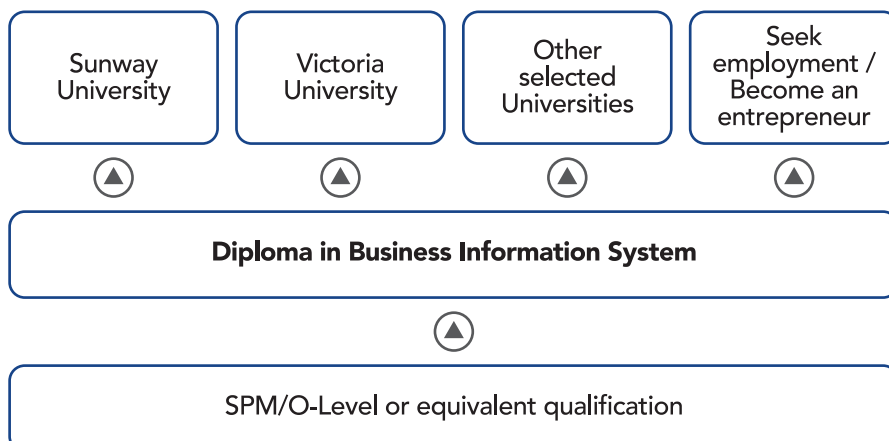


Career Prospects

- Information System Analyst
- Business Analyst
- IT Project Executive/Officer
- Systems Operations Executive/Officer
- Database Designer & Administrator
- Data Mining Specialist
- Web/Software Developer
- Technopreneur



Pathways





Progression - Available Undergraduate Programmes

Diploma in Business Information System

2 years



Sunway University

BSc (Hons) in Computer Science
 BSc (Hons) Information Systems (Business Analytics)
 Bachelor of Information Systems (Honours) (Data Analytics)
 BIS (Hons) in Mobile Computing with Entrepreneurship
 BSc (Hons) Information Technology
 BSc (Hons) Information Technology (Computer Networking & Security)
 Bachelor of Software Engineering (Hons)

2 to 3 years
 subject to
 meeting entry
 requirements

You can choose to enter the workforce upon successful completion of your Diploma programme or advance into the first/second year of the Bachelor Degree programmes at Sunway University or other universities (subject to terms and conditions).



Courses

Year 1

Fundamentals of ICT
 Discrete Mathematics
 Introduction to Accounting
 Introduction to Business Studies
 Introduction to Problem Solving and Programming
 Introduction to Database
 Introduction to Information System
 Introduction to Statistics
 Organisational Behaviour
 Business Communication
 Introduction to Multimedia
 Business Ethics
 Introduction to Network
 Introduction to Economics

Year 2

Programming in Java
 Project Management
 E-Commerce
 Critical Thinking
 Customer Relationship Management
 Introduction to Finance
 System Analysis and Design
 Web Design
 Introduction to Marketing
 Computer Forensic
 Programming in Visual Basic
 Managing Internet Systems
 Practical Training

Additional Ministry of Higher Education Compulsory General Studies Courses (MPU)

- Study Skills / BKA*
- Globalisation
- Pengajian Malaysia 2
- Community Service Learning

*Bahasa Kebangsaan A (BKA)
 - applicable to local students who do not have the SPM qualification or did not obtain a Credit in Bahasa Melayu in SPM.



Learning Experiences



Community Campaign active participation



State-level Teacher's Day celebration @
Street Smart Carnival, Teluk Intan



Conducting PWW "Respect, Respek" Workshop



"Social Enterprise in 4IR - What Business Students
Need to Know" Workshop



Computer Lab Session



Alumni



Chong Yu Syuen

- Diploma in Business Information System, Class of 2018



Darvind Chandrasekaran

- Diploma in Business Information System, Class of 2018



Jaycharan S. Randhawa Charan Singh

- pursuing Bachelor of Mass Communication (Hons) (Public Relations & Event Management)
- Diploma in Business Information System, Class of 2018
- Student Council Vice President 2017-2018



Sarah Chong Giet Yee

- pursuing Bachelor of Software Engineering (Hons), Taylor's University
- Diploma in Business Information System, Class of 2018
- The Principal's List Award 2017 & 2016 Recipient



DIPLOMA IN ENTREPRENEURSHIP AND INNOVATION

JPT/BPP (K) (MQA/PA 8995) 12/22



Programme Highlights

- Accredited by the Malaysian Qualifications Agency (MQA).
- Provides students with the resources and support to help them realise their full potential and propel them towards becoming a successful entrepreneur.
- Focuses on in-depth knowledge of entrepreneurship through business planning, financing, marketing, management, information technology and consulting.
- Exposes every aspect of business with continuous opportunities to engage in various aspects of entrepreneurship.
- Explores various traditional business models, corporate entrepreneurship, social entrepreneurship, family business engagement and new ventures exploration.



Entry Requirements

- Pass SPM/O-Level with minimum 3 credits
- Other equivalent qualification approved by the Ministry of Higher Education, Malaysia



Duration

- 2 years (6 semesters)



Intakes

- January
- April
- July
- September



Assessment

- Continuous assessment & Final examination

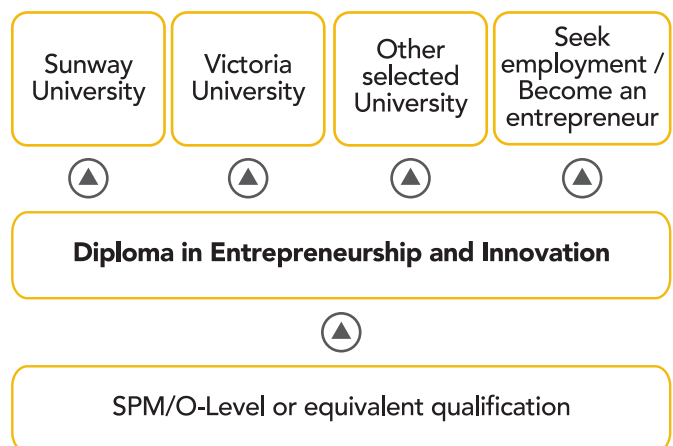


Career Prospects

- Entrepreneur
- Startup/Franchise Owner
- SME Management
- Advisory & Consulting
- Research & Development
- Strategic Analysis & Reporting
- Corporate Recruitment



Pathways



Learning Experiences



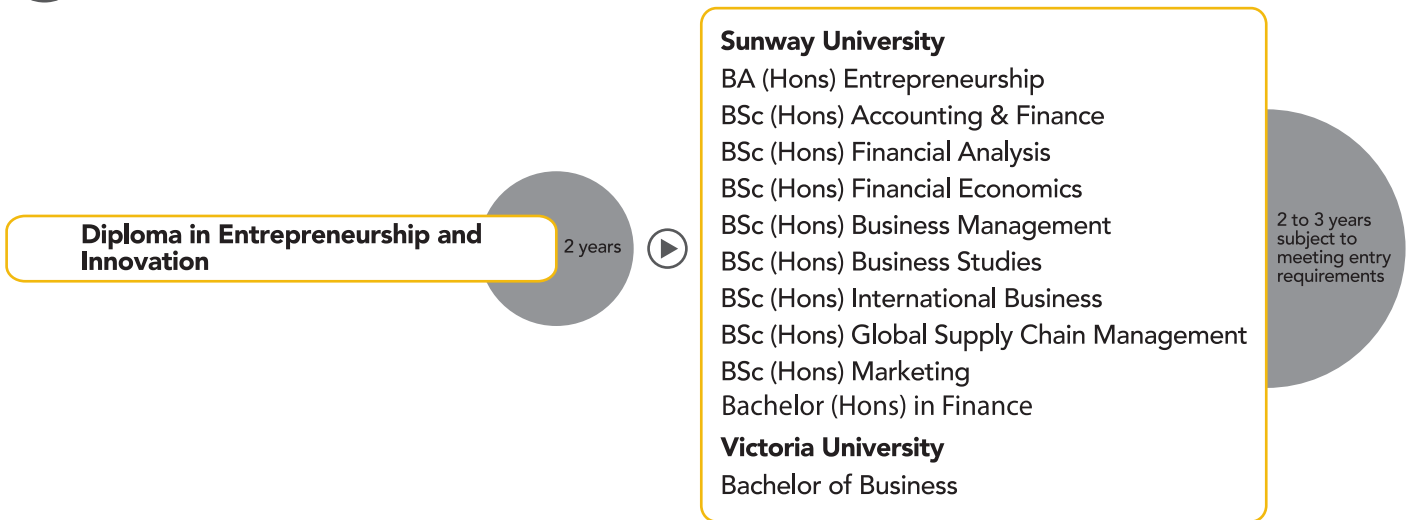
Active learning at entrepreneurship bazaar



eCommerce Community event participation



Progression - Available Undergraduate Programmes



You can choose to enter the workforce upon successful completion of your Diploma programme or advance into the first/second year of the Bachelor Degree programmes at Sunway University or other universities (subject to terms and conditions).



Courses

Year 1

Basic Accounting
 Business Mathematics
 Principles of Management
 Micro-Economics
 Principles of Marketing
 Statistics for Business
 Macro-Economics
 Human Resource Management
 English for Business Communications
 The Entrepreneur
 Business Ethics
 Creativity and Innovation
 Critical Thinking

Year 2

Opportunity Recognition
 Leadership
 Financial Accounting
 Public Relations
 Customer Relationship Management
 E-Commerce
 SME Management
 SME Financing
 Business Information Systems
 International Business
 Business Law
 Social Entrepreneurship
 Business Planning & Development
 New Venture Creation

Additional Ministry of Higher Education Compulsory General Studies Courses (MPU)

- Study Skills / BKA*
- Globalisation
- Community Service Learning
- Pengajian Malaysia 2

*Bahasa Kebangsaan A (BKA)
 - applicable to local students who do not have the SPM qualification or did not obtain a Credit in Bahasa Melayu in SPM.



Scholarships & Financial Aids

Sunway College Ipoh is committed to providing higher education to students who aspire to fulfil their potential with the availability of merit-based internal and external scholarships. Terms and conditions apply.

- Jeffrey Cheah Entrance Scholarship
- Jeffrey Cheah Advance and Continuing Excellence (ACE) Scholarship
- Principal's Scholarship
- The Star Education Fund
- Sin Chew Daily Education Fund

RM 538million
awarded in Scholarships & growing
jeffreycheah.foundation

Alternatively, Malaysian students are able to apply for financial assistance from the National Higher Education Fund Corporation (PTPTN), Majlis Amanah Rakyat (MARA) and/or Employees Provident Fund (EPF). Terms and conditions apply.

- PTPTN & MARA Education Loans
- EPF Withdrawal Scheme



SUNWAY COLLEGE IPOH DK265-03(A)

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

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