

# **Programme Highlights**

- Approved and Accredited by Malaysian Qualifications Agency (MQA)
- Holistically integrates various learning aspects and encourages innovation to maximise employment success
- Integrates attributes and soft skills such as learning and innovation skills, IT skills and life and career skills ۰
- Exposes students to a breadth of knowledge and inter-disciplinary aspects of business •
- Provides a broad understanding of general business principles and practices and stresses on • the application of knowledge
- Direct entry into Year 2 of related courses in Sunway University
- Quality learning experience •
- Qualified and experienced academic team
- Prepares students for a rapidly changing business world

# **Entry Requirements**

- SPM with 3 credits
- Other equivalent qualification approved by the Ministry of Higher Education, Malaysia



6 Semesters (2 years)



# Intakes

February August October



Continuous assessment and final examination

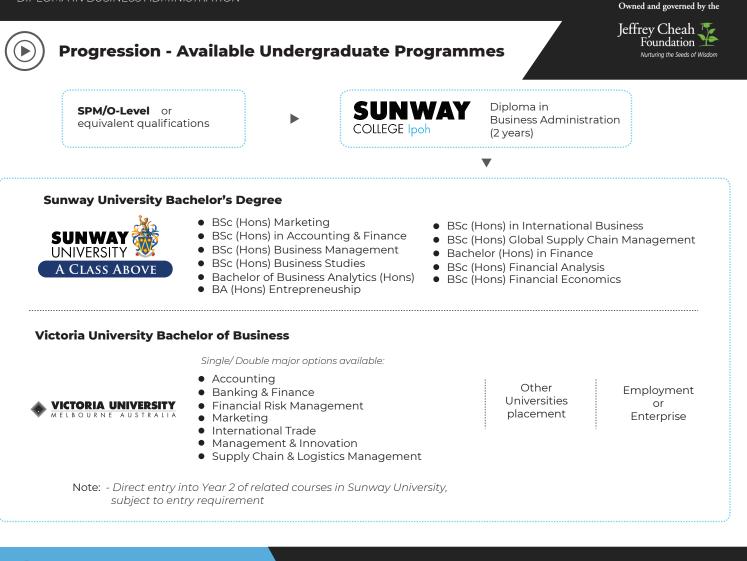
- Business
- Operations
- Retail

#### **Career Prospects**

- Logistics & Distribution
- Sales & Marketing
- Human Resources

#### • Entrepreneur





## **Subject Offered**

#### 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** .

#### **MOHE General Studies**

Malaysian and International students are required to pass the MOHE General Studies subjects

- Study Skills / Bahasa Kebangsaan A (BKA)\*
- Pengajian Malaysia 2
- Globalisation
- Community Service Learning

#### Year 2

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

Sunway College Ipoh DK265-

**Marketing Communications** 

Application & enrolment, kindly contact :

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\*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

All information is correct at the time of printing (February 2023)