



## School of Business DIPLOMA IN BUSINESS ADMINISTRATION

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



### 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
- 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



### Duration

- 6 Semesters (2 years)



### Intakes

- February • August • October



### Assessment

- Continuous assessment and final examination

### Career Prospects

- Business
- Operations
- Retail
- Logistics & Distribution
- Sales & Marketing
- Human Resources
- Entrepreneur





## Progression - Available Undergraduate Programmes

**SPM/O-Level** or  
equivalent qualifications



**SUNWAY**  
COLLEGE Ipoh

Diploma in  
Business Administration  
(2 years)



### Sunway University Bachelor's Degree



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

### Victoria University Bachelor of Business



*Single/ Double major options available:*

- Accounting
- Banking & Finance
- Financial Risk Management
- Marketing
- International Trade
- Management & Innovation
- Supply Chain & Logistics Management

Other  
Universities  
placement

Employment  
or  
Enterprise

Note: - Direct entry into Year 2 of related courses in Sunway University,  
subject to entry requirement



## 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

### 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
- Marketing Communications

RM **618 million**  
awarded in Scholarships & growing  
jeffreycheah.foundation

### 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

### Application & enrolment, kindly contact :

Sunway College Ipoh (0305-0304)

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

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📍 1-11 Persiaran SCI 2/2, Sunway City Ipoh, 31150 Ipoh, Perak Darul Ridzuan

### Stay connected with us:



🌐 [sunway.edu.my/ipoh](http://sunway.edu.my/ipoh)

📘 [sunwaycollegeipoh \(SCI\)](https://www.facebook.com/sunwaycollegeipoh)

📱 [sunwaycollegeipoh](https://www.instagram.com/sunwaycollegeipoh)

\*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