

SUNWAY
UNIVERSITY

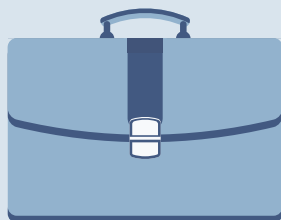


A CLASS ABOVE

BUSINESS

2020 Brochure

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 SunwayUniversity

 @SunwayU

This brochure is valid for our 2020 intakes.
All information is correct at the time of printing (February 2020).

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JEFFREY SACHS CENTER
on Sustainable Development
SUNWAY UNIVERSITY, Malaysia

United Nations chosen destination
for Sustainable Development Goals in Asia

**SUNWAY
UNIVERSITY**





SUNWAY IS ONE OF THE TOP 150 UNIVERSITIES IN THE WORLD UNDER 50 YEARS OLD

Sunway University is a leading not-for-profit private university committed to the pursuit of educational excellence through scholarship, research and enterprise.

The University was ranked among the top 800 universities in the world according to QS World University Rankings 2020 and ranks #194 in the QS Asia Rankings 2020. It was also awarded a 5-Star institutional rating in the QS Stars University Ratings in its latest assessment, demonstrating excellence in the individual categories of “Teaching”, “Employability”, “Facilities”, “Inclusiveness” and “Social Responsibility”.

The University also enjoys the 5-Star “Excellent” rating in the National SETARA quality assessment, a rating that has been consistently maintained since 2009.

All of these accolades bear testament to Sunway’s resolve in ensuring high quality teaching, research and service excellence. Sunway University offers a collaborative learning environment that is externally recognised by both academics and students.



INTRODUCTION

Sunway University Business School is a leading business school in the ASEAN region. Students will be equipped with cutting-edge skills that are necessary for tomorrow's dynamic environment as well as have exposure to best business practices. An education in business provides students with the fundamentals, theories and processes for a greater understanding of the principles in business.

Our programmes prepare you for various roles in business management such as in accounting, finance, operations management, marketing and even entrepreneurship. These programmes are also aimed at developing successful graduates who will thrive in a number of organisations be it in the private or public sector.

Here is a list of programmes on offer at Sunway University Business School:

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

PATHWAY

PhD



Masters



Bachelor's

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



Pre-University

Sunway Foundation in Arts /
 Sunway Foundation in Science
 and Technology /
 A-Level / Australian Matriculation /
 Canadian International Matriculation Programme /
 Monash University Foundation Year /
 STPM / UEC or equivalent

OR

PhD



Masters



Bachelor's (Year 2)

Advanced Standing



Diploma



Certificate in
 Business Studies



BSC (HONS) IN ACCOUNTING AND FINANCE

Our BSc (Hons) in Accounting and Finance programme provides you with an in-depth understanding of how accounting and finance fits into the broader context of business and management.

You will be equipped with critical thinking, analytical as well as problem-solving skills needed to succeed in today's dynamic and ever-evolving business world. The emphasis of our degree is on work-based learning facilitated by our team of attentive, experienced and qualified teaching faculty. This programme is also industry-relevant and recognised by renowned global professional bodies with key areas of focus comprising corporate reporting, financial control, audit engagement, treasury, performance management, regulatory compliance and professional ethics.

This degree is validated by Lancaster University and upon the successful completion of the programme, graduates are awarded two certificates; one from Sunway University and another from Lancaster University.

DEGREE > MASTERS

Graduates of the BSc (Hons) in Accounting and Finance can choose to enter the workforce after completion of the degree or undertake further studies at Sunway University, subject to terms and conditions.





PATHWAY

Option A

PhD



Masters



Professional Qualification



BSc (Hons) in Accounting & Finance



Pre-U

OR

Option B

PhD



Masters



Professional Qualification



BSc (Hons) in Accounting and Finance

(Exemption up to a maximum of 1 year)



Diploma

- Pathway
- Uniqueness of the Programme

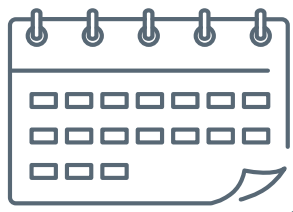
DISTINCTIVE SUNWAY EXPERIENCE

- Produce employable graduates with in-depth knowledge as well as the practical skills and ethical values needed to succeed
- Accredited by all major local and international professional accountancy bodies with exemptions to pursue various professional qualifications as listed below:

- Association of Chartered Certified Accountants (ACCA)
- Chartered Institute of Management Accountants (CIMA)
- CPA Australia
- Institute of Chartered Accountants in England and Wales (ICAEW)*
- Chartered Tax Institute of Malaysia (CTIM)
- Malaysian Institute of Certified Public Accountants (The MICPA)
- Chartered Accountant, Australia and New Zealand (CAANZ, via the MICPA-CAANZ collaboration)*

*Members of Global Accounting Alliance

- Through the Industry Advisory Board of the Sunway University Business School, our network with industry, accounting firms and professional accountancy bodies ensures that our graduates are constantly meeting the needs of the profession
- Degree is validated by Lancaster University and quality standards set by Malaysian Qualifications Agency



INTAKES

**JANUARY
MARCH
AUGUST**



DURATION

**3 YEARS
FULL-TIME**



CAREER PROSPECTS

- Chief financial officer
- Corporate treasurer
- Financial controller
- Internal & external auditor
- Investment banker
- Management consultant



VALIDATION

**Lancaster
University**



PROGRAMME STRUCTURE - Subjects

Year 1

- Principles of Financial Accounting
- Business Statistics
- Introductory Economics
- Principles & Practice of Management
- Principles of Business Finance
- Business Computing
- Business Law
- English for Business
- Cost Accounting

Year 2

- Financial Accounting
- Management Accounting
- Financial Management
- Principles of Auditing
- Malaysian Taxation System
- Company Law
- Financial Institutions & Markets
- Communication Skills
- Internship 1

Year 3

- Corporate Reporting
- Investment Management
- Business Ethics & Social Responsibilities
- International Financial Management
- Corporate Finance
- Strategic Management
- Leadership
- Internship 2
- Financial Planning
- Electives
(Choose 3)**
 - Advanced Taxation
 - Advanced Audit & Assurance
 - Advanced Management Accounting
 - Advanced Financial Accounting
 - Operations Management
 - Entrepreneurship

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Islamic & Asian Civilisations
- Ethnic Relations
- Community Project
- Bahasa Kebangsaan A
(applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For International students:

- Malay Language for Communication 2
- Malaysian Studies 3
- Community Project

ENTRY REQUIREMENTS

DEGREE

STPM

A-Level*

*Points are calculated based on grades obtained for 2 or 3 subjects

Australian Matriculation

Canadian International Matriculation Programme

MUFY

Sunway Foundation in Arts

Sunway Foundation in Science & Technology

UEC

IB Diploma

Sunway Diploma*

*Students may obtain advanced standing if credit transfer requirements are met

Other Qualifications

SPECIFIC REQUIREMENT

Credit in Mathematics at SPM or its equivalent

Note: For A-Level points calculation

A = 10 points

B = 8 points

C = 6 points

D = 4 points

E = 2 points

ACCOUNTING AND FINANCE

Average C+ or CGPA 2.33 (Minimum 2 principals)

Minimum 14 points (Minimum Grade D in at least 2 subjects)

ATAR 60

60%

60%

CGPA 2.5

CGPA 2.5

Maximum 25 points from 5 subjects (all Grade Bs including Mathematics)

Completed with minimum 27 points (excluding bonus points)

CAVG 55% or CGPA 2.50

Any other equivalent qualifications

Applicant with no standard qualification will be considered on a case-to-case basis

ENGLISH LANGUAGE REQUIREMENTS

IELTS or equivalent

MUET

SPM English

UEC English

O-Level English (1119)

Sunway Intensive English Programme (IEP)

ESL/English

6.0

Band 4

B3 or B+

B4

Credit

Pass Level 4 with minimum 65%

Satisfactory level in Pre-University programmes, where the medium of instruction is English

#For Malaysian students entering using an entry qualification whereby the medium of instruction is not in English, MQA requires the student to possess a MUET or international English proficiency qualification in order to register for the Accounting programme.

INTERNSHIP COMPANIES ENHANCED CAREER PROSPECTS

To give students an added edge, Sunway programmes include an internship component that helps open doors for Sunway graduates to successfully bridge the gap from university to industry.

- Baker Tilly Malaysia
- BDO Malaysia
- Crowe Horwath Malaysia
- Deloitte Malaysia
- Digi.Com Berhad
- Ernst & Young
- Great Eastern Life Assurance (Malaysia) Berhad
- Henry Tee & Co
- Hong Leong Bank Berhad
- KPMG Malaysia
- Maybank
- Moore Stephens Malaysia
- Morison Anuarul Azizan Chew
- OCBC Bank Malaysia
- Public Bank Berhad
- PwC Malaysia
- Russell Bedford Malaysia Sdn Bhd
- Sime Darby Global Services Sdn Bhd
- SP Setia Berhad
- SJ Grant Thornton
- Sunway Group
- Tricor Services Sdn Bhd
- W.L. Chong & Associates
- William C. H. Tan & Associates

To help graduates transit successfully into the workforce, Sunway University combines a well-rounded academic experience and learning, both inside and outside the classroom, with the goal of using these experiences to prepare graduates for a career.

- BDO
- Dell
- Deloitte
- Ernst & Young
- General Electric
- Great Eastern Assurance
- HSBC
- KPMG
- Maybank
- OCBC Bank
- PwC



STUDY OPTIONS

Sunway University students can choose several different study options, depending on their programme and their individual preferences and financial situation.

As a partner of Lancaster University, our students are given opportunities to spend 3 weeks in Lancaster as part of their studies via the Summer programmes.



Business

BSc (Hons) in Accounting and Finance

- List of Internship Companies
- Enhanced Career Prospects
- Student Mobility
- Testimonials

TESTIMONIALS

Thanks to Sunway University, my SUBS degree provided me with the necessary technical skills and essential skills to assist me in excelling in my current job. Besides this, the degree also taught me how to manage my time well to study for my professional paper MICPA-CAANZ part-time. My efforts paid off when I was awarded the Merit Award for one of the MICPA-CAANZ papers, specifically for candidates who scored on the top 5% of the paper.

LEONG PUI LING

BSC (HONS) ACCOUNTING & FINANCE (2014)



On my first day of degree orientation, I thought to myself - BAF will never be as fun and interesting as my foundation course, let's just get this over with. But as I went through the course, it was the exact opposite.

Being the typical introvert, I dare not speak up during lecture classes when the lecturers are having discussions with the students. Today, I no longer fear public speaking, thanks to the guidance and push from all of the lecturers in BAF. They'll guide you to learn independently and try to know you deep down and engage personally with you. Up till today, what I missed most is the conversations I had with my lecturers in their office, and I will go back occasionally to catch up with these awesome people. Apart from that, the knowledge that I've gained throughout BAF has been a strong foundation for me, and prepared me well to complete my ICAEW certification with ease. And the most important lesson that BAF has taught me is to be humble and learn from anyone, be it your senior, or even your junior. Without all these learnings, I will never be who I am, where I am today, and I am proud to be a BAF alumni. Selecting BAF over other professional courses has been the best decision I have ever made. It is time to make yours.

KO CHIA HUEY

BSC (HONS) ACCOUNTING & FINANCE (2017)



BSC (HONS) FINANCIAL ANALYSIS

The BSc (Hons) Financial Analysis programme has been designed to meet the increasing demand for quality skills and expertise in the financial services industry.

Focusing on the quantitative aspects of finance, students will learn about equities, fixed-incomes and derivatives markets. Students will also explore the applications of mathematical and statistical knowledge to the fields of investment and risk management to meet the dynamic needs of the financial services industry in general.

The solid foundation that we provide allows students to either venture directly into a career in finance and investment or to pursue further studies in quantitative finance. Through this programme, students are prepared for the quantitative aspects of all three levels of Chartered Financial Analyst (CFA) professional examinations. A CFA charter is the most recognised professional qualification in the finance world and this will set you up for a successful career in finance.

DEGREE > MASTERS

Graduates of the BSc (Hons) Financial Analysis can choose to enter the workforce after completion of the degree or undertake further studies at Sunway University, subject to terms and conditions.





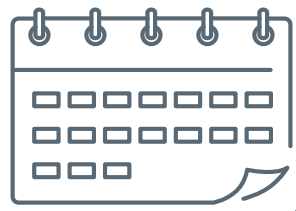
Business

BSc (Hons) Financial Analysis

- About the Programme

DISTINCTIVE SUNWAY EXPERIENCE

- Offers a wide-range of financial modules in line with the curriculum design of the Chartered Financial Analysts (CFA) qualification
- An extensive focus on quantitative and mathematical approaches applied to financial management and decision making
- Curriculum subjects range from a broad spectrum of personal to private and public financing
- Provides a comprehensive, real-time learning experience of cutting-edge financial know-how that can be applied in the real world



INTAKES

**JANUARY
MARCH
AUGUST**



DURATION

**3 YEARS
FULL-TIME**



CAREER PROSPECTS

- Chief financial officer
- Corporate treasurer
- Financial controller
- Internal & external auditor
- Investment banker
- Management consultant



PROGRAMME STRUCTURE - Subjects

Business

BSc (Hons) Financial Analysis

- Uniqueness of the Programme
- Programme Structure

Year 1

- | | |
|--------------------------------------|----------------------------------|
| • Principles of Financial Accounting | • Principles of Business Finance |
| • Introductory Economics | • Introduction to Probability |
| • English for Business | • Advanced Calculus |
| • Calculus | • Theory of Interest |
| • Linear Algebra & Applications | • Programming Principles |

Year 2

- | | |
|------------------------------|---|
| • Financial Economics I | • Bonds with Embedded Options & Structured Securities |
| • Equity Valuation | • Financial Economics II |
| • Introduction to Statistics | • Financial Accounting |
| • Financial Management | • Portfolio Management |
| • Communication Skills | |

Year 3

- | | |
|--|---|
| • Portfolio Management for Institutional Investors | Electives
(Choose 4) |
| • Business Ethics & Social Responsibilities | • Time Series & Forecasting |
| • Fixed Income Portfolio Management | • Corporate Finance |
| • Risk Management Applications of Derivatives | • Regression Analysis |
| • Internship | • Corporate Reporting Theory & Practice |
| | • Discrete Mathematics |
| | • Financial Planning |
| | • International Financial Management |

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Islamic & Asian Civilisations
- Ethnic Relations
- Community Project
- Bahasa Kebangsaan A
(applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For International students:

- Malay Language for Communication 2
- Malaysian Studies 3
- Community Project

ENTRY REQUIREMENTS

DEGREE

STPM

A-Level*

*Points are calculated based on grades obtained for 2 or 3 subjects

Australian Matriculation

Canadian International Matriculation Programme

MUFY

Sunway Foundation in Arts

Sunway Foundation in Science & Technology

UEC

IB Diploma

Sunway Diploma*

*Students may obtain advanced standing if credit transfer requirements are met

Other Qualifications

SPECIFIC REQUIREMENT

Credit in Mathematics at SPM or its equivalent

Note: For A-Level points calculation

A = 10 points

B = 8 points

C = 6 points

D = 4 points

E = 2 points

FINANCIAL ANALYSIS

Average C+ or CGPA 2.33 (Minimum 2 principals)

Minimum 14 points (Minimum Grade D in at least 2 subjects)

ATAR 60

60%

60%

CGPA 2.5

CGPA 2.5

Maximum 25 points from 5 subjects (all Grade Bs including Mathematics)

Completed with minimum 27 points (excluding bonus points)

CAVG 55% or CGPA 2.50

Any other equivalent qualifications

Applicant with no standard qualification will be considered on a case-to-case basis

ENGLISH LANGUAGE REQUIREMENTS

IELTS or equivalent

MUET

SPM English

UEC English

O-Level English (1119)

Sunway Intensive English Programme (IEP)

ESL/English

6.0

Band 4

B3 or B+

B4

Credit

Pass Level 4 with minimum 65%

Satisfactory level in Pre-University programmes, where the medium of instruction is English

STUDY OPTIONS

Business

BSc (Hons) Financial Analysis

- Entry Requirements
- Student Mobility

Sunway University students can choose several different study options, depending on their programme and their individual preferences and financial situation.

Students could switch to other programmes by attaining prior approval. Switching will be useful at the end of your first year enrolment to help minimise disruption in your ability to cope with the completion of your degree.



BSC (HONS) FINANCIAL ECONOMICS

The BSc (Hons) Financial Economics programme gives you the opportunity to combine studies in the areas of economics, financial mathematics and statistics for a wider range of careers both within and outside the financial services industry.

Students have more flexibility to move into diverse fields such as financial planning, macroeconomic-financial forecasting, trading, financial-economic research as well as risk and asset management in banking. Ultimately, financial analysts are often proven to be the backbone of the financial services industry.

To remain competitive in an increasingly complex financial ecosystem, this programme also incorporates topics in the Certified Financial Planner (CFP), Registered Financial Planner (RFP) and Securities Commission Licensing Examination modules to prepare students for these certifications. Some students are even recommended to take an additional examination in order to obtain a Certified Financial Analyst (CFA) status.

DEGREE > MASTERS

Graduates of the BSc (Hons) Financial Economics can choose to enter the workforce after completion of the degree or undertake further studies at Sunway University, subject to terms and conditions.





Business

BSc (Hons) Financial Economics

- About the Programme

DISTINCTIVE SUNWAY EXPERIENCE

- A specialised programme designed to impart conceptual and quantitative skills needed in the financial sector of an economy, especially relating to financial advisory services
- Subjects are taught by experienced and highly qualified professionals who are able to utilise excellent teaching facilities at Sunway University

DURATION

**3 YEARS
FULL-TIME**

INTAKES

**JANUARY
MARCH
AUGUST**

CAREER PROSPECTS

- Chief financial officer
- Corporate treasurer
- Financial controller
- Investment banker

PROGRAMME STRUCTURE - Subjects

Year 1

- | | |
|---|--|
| <ul style="list-style-type: none"> • Principles of Financial Accounting • Introductory Economics • English for Business • Calculus • Linear Algebra & Applications | <ul style="list-style-type: none"> • Principles of Business Finance • Introduction to Probability • Advanced Calculus • Theory of Interest • Programming Principles |
|---|--|

Year 2

- | | |
|---|---|
| <ul style="list-style-type: none"> • Financial Economics I • Managerial Economics • Introduction to Statistics • Financial Management • Communication Skills | <ul style="list-style-type: none"> • Microeconomics • Malaysian Taxation System • Portfolio Management • Macroeconomics |
|---|---|

Year 3

- | | |
|--|--|
| <ul style="list-style-type: none"> • International Economics • Regression Analysis • Business Ethics & Social Responsibilities • Time Series & Forecasting • Internship | <ul style="list-style-type: none"> • Life Insurance & Takaful • Financial Planning • Financial Economics II • Bonds with Embedded Options & Structured Securities • Financial Institutions & Markets • Corporate Finance • International Financial Management |
|--|--|

Electives (Choose 4)

- Discrete Mathematics

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Islamic & Asian Civilisations
- Ethnic Relations
- Community Project
- Bahasa Kebangsaan A
(applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For International students:

- Malay Language for Communication 2
- Malaysian Studies 3
- Community Project

Business

BSc (Hons) Financial Economics

- Uniqueness of the Programme
- Programme Structure
- Entry Requirements

ENTRY REQUIREMENTS

DEGREE

STPM

A-Level*

*Points are calculated based on grades obtained for 2 or 3 subjects

Australian Matriculation

Canadian International Matriculation Programme

MUFY

Sunway Foundation in Arts

Sunway Foundation in Science & Technology

UEC

IB Diploma

Sunway Diploma*

*Students may obtain advanced standing if credit transfer requirements are met

Other Qualifications

SPECIFIC REQUIREMENT

Credit in Mathematics at SPM or its equivalent

Note: For A-Level points calculation

A = 10 points

B = 8 points

C = 6 points

D = 4 points

E = 2 points

FINANCIAL ECONOMICS

Average C+ or CGPA 2.33 (Minimum 2 principals)

Minimum 14 points (Minimum Grade D in at least 2 subjects)

ATAR 60

60%

60%

CGPA 2.5

CGPA 2.5

Maximum 25 points from 5 subjects (all Grade Bs including Mathematics)

Completed with minimum 27 points (excluding bonus points)

CAVG 55% or CGPA 2.50

Any other equivalent qualifications

Applicant with no standard qualification will be considered on a case-to-case basis

ENGLISH LANGUAGE REQUIREMENTS

IELTS or equivalent

MUET

SPM English

UEC English

O-Level English (1119)

Sunway Intensive English Programme (IIEP)

ESL/English

6.0

Band 4

B3 or B+

B4

Credit

Pass Level 4 with minimum 65%

Satisfactory level in Pre-University programmes, where the medium of instruction is English

BACHELOR OF BUSINESS ANALYTICS (HONOURS)

The Bachelor of Business Analytics (Honours) provides students with the knowledge and applied skills in Big Data processing to effectively deal with the rapidly emerging field of Business Analytics.

Using business analytics tools and techniques, students will be able to develop critical thinking and analytical skills to process Big Data for problem solving and decision making. This programme equips students with the ability to transform data into powerful and predictive insights to respond to the global Big Data Revolution. The programme is well-balanced and comprehensive by offering various subjects in IT and business analytics in addition to a full range of business core subjects.

This degree is validated by Lancaster University and upon the successful completion of the programme, graduates are awarded two certificates; one from Sunway University and another from Lancaster University.





DISTINCTIVE SUNWAY EXPERIENCE

- A comprehensive programme designed to incorporate three essential domains; business analytics, information technology and general business administration which are demanded by the industry
- Outstanding and highly qualified academicians are involved in delivering the programme
- Special lecture series by local and international speakers to analyse the current trend in embracing Industry Revolution 4.0
- Field trips to IT related organizations to experience Industry-Focused learning
- Capstone project allows students to explore at length and in detail the practical application of business analytics theories while simultaneously integrating problem solving skills to real world business analytics projects

TALENT GAP

Malaysia

Many companies are facing talent scarcity in IT related jobs such as information technology business analysts.

(Critical Occupation List 2018/2019, TalentCorp Malaysia)

The rise of data is driving demand for Data Scientists who can understand, interpret and gain valuable insights from it.

(LinkedIn 2019 Emerging Jobs in Malaysia Report)

Malaysia's digital talent demand was expected to grow by 15% annually.

(Malaysia Communications and Multimedia Minister, 2019)

Worldwide

As smart technologies disrupt most if not all industries, 75 million existing roles may decline by 2022. Whilst, it is projected that 133 million new roles related to data science and artificial intelligence will emerge

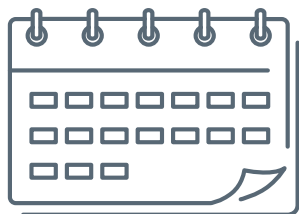
(The Future of Jobs Report 2018, World Economic Forum)

Nearly half (46%) of CIOs said they suffered from a skilled shortage in big data analytics.

(KPMG CIO Survey 2019)

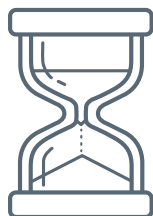
More than 151,000 data scientist jobs going unfilled across the US

(2018 LinkedIn Workforce Report)



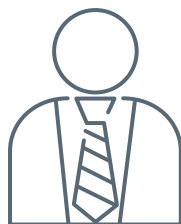
INTAKES

**JANUARY
MARCH
AUGUST**



DURATION

**3 YEARS
FULL-TIME**



CAREER PROSPECTS

- Business analyst
- Sports analyst
- HR analyst
- Social media analyst
- Marketing analyst
- Information systems analyst
- Finance analyst
- Customer service analyst
- Accounting analyst
- Business consultant



VALIDATION

**Lancaster
University**



PROGRAMME STRUCTURE - Subjects

Year 1

- Principles of Financial Accounting
- Introductory Economics
- Principles and Practice of Management
- English for Business
- Business Statistics
- Business Law
- Principles of Business Finance
- Principles of Marketing
- Business Analytics and Information Technology

Year 2

- Operations Management
- Accounting Information Systems
- Business Database Systems
- Quantitative Methods for Business
- Communication Skills
- Enterprise Resources Planning
- Human Resource Management
- Business Data Mining

Electives (Choose 1)

- Marketing Analytics
- Human Resource Analytics

Year 3

- Business Ethics and Social Responsibilities
- Big Data Analytics and Visualization in Business
- Web and Social Media Analytics
- Management Information Systems
- Business Information Systems Development
- Web Design and Development
- Capstone Project
- Strategic Management
- Internship

Electives (Choose 1)

- Accounting Analytics
- Finance Analytics

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Islamic & Asian Civilisations
- Ethnic Relations
- Community Project
- Bahasa Kebangsaan A
(applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For International students:

- Malay Language for Communication 2
- Malaysian Studies 3
- Community Project

- Programme Structure
- Entry Requirements

ENTRY REQUIREMENTS

DEGREE

STPM

A-Level*

*Points are calculated based on grades obtained for 2 or 3 subjects

Australian Matriculation

Canadian International Matriculation Programme

MUFY

Sunway Foundation in Arts

Sunway Foundation in Science & Technology

UEC

IB Diploma

Sunway Diploma*

*Students may obtain advanced standing if credit transfer requirements are met

Other Qualifications

SPECIFIC REQUIREMENT

Pass in Mathematics at SPM or its equivalent

Note: For A-Level points calculation

A* = 10 points

A = 9 points

B = 8 points

C = 6 points

D = 4 points

E = 2 points

U = 0

BUSINESS ANALYTICS

Average C or CGPA 2.00 (minimum 2 Principals)

Minimum 12 points (Minimum Grade D in at least 2 subjects)

ATAR 55

55%

55%

CGPA 2.0

CGPA 2.0

Maximum 28 points from 5 subjects (all Grade Bs) and a pass in Mathematics subject

Completed with minimum 24 points (excluding bonus points)

CAVG 50% or CGPA 2.0

Any other equivalent qualifications

Applicant with no standard qualification will be considered on a case-to-case basis

ENGLISH LANGUAGE REQUIREMENTS

IELTS or equivalent

TOEFL

MUET

SPM English

UEC English

O-Level English (1119)

Sunway Intensive English Programme (IEP)

ESL/English

6.0

550 (paper-based), 213 (computer-based), 80 (internet-based)

Band 4

B3 or B+

B4

Credit

Pass Level 4 with minimum 65%

Satisfactory level in Pre-University programmes, where the medium of instruction is English

BSC (HONS) BUSINESS MANAGEMENT

The BSc (Hons) Business Management programme provides students with a broad and in-depth knowledge on business management with flexible skills and competencies to work for any organisation or even to establish your own business in the future.

The programme encourages students to explore business in the context of operations, management and the evaluation of critical business information. Students will use the tools and techniques of management to analyse, evaluate, and make informed decisions; all of which play an important role in ensuring employability and profitability in a variety of local or global businesses.

This degree is validated by Lancaster University and Chartered Management Institute and upon the successful completion of the programme, graduates are awarded three certificates; one from Sunway University, one from Lancaster University and a Level 5 Diploma Professional Qualification in Management and Leadership from Chartered Management Institute.

DEGREE > MASTERS

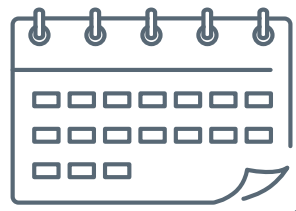
Graduates of the BSc (Hons) Business Management can choose to enter the workforce after completion of the degree or undertake further studies at Sunway University, subject to terms and conditions.





DISTINCTIVE SUNWAY EXPERIENCE

- A specialised programme designed to impart conceptual and quantitative skills needed in various businesses both locally and globally
- Subjects are taught by experienced and highly qualified professionals who are able to utilise excellent teaching facilities at Sunway University
- Validated by Lancaster University and Chartered Management Institute and upon the successful completion of the programme, graduates are awarded three certificates; one from Sunway University, one from Lancaster University and Level 5 Diploma Professional Qualification in Management and Leadership from Chartered Management Institute
- Chartered Management Institute (CMI) Affiliate Members for the duration of the programme (up to 5 years)
 - Management Direct
 - Career Development Centre
 - Mentoring Service
 - CMI Awards
 - Student Ambassador Programme



INTAKES

**JANUARY
MARCH
AUGUST**



DURATION

**3 YEARS
FULL-TIME**



CAREER PROSPECTS

- Business consultant
- Management consultant
- Innovation manager
- Operation/project manager
- Strategic planner



VALIDATION

**Lancaster
University**



CMI Chartered
Management
Institute

PROGRAMME STRUCTURE - Subjects

Business

BSc (Hons) Business Management

- Uniqueness of the Programme
- Programme Structure

Year 1

- Accounting for Decision Making
- Business Statistics
- Introductory Economics
- Principles of Marketing
- Principles & Practice of Management
- Principles of Business Finance
- Business Computing
- Business Law
- English for Business

Year 2

- Managerial Economics
- Operations Management
- Company Law
- Scientific Ideas & Innovation
- Human Resource Management
- International Business
- Research Methods
- Communication Skills

Year 3

- Business Research Design
- Business Research Execution
- Business Ethics & Social Responsibilities
- Strategic Management
- Entrepreneurship
- Managing Change
- Leadership
- Internship
- International Economics
- Financial Management
- Technology Management
- Project Management
- Contemporary Regional Issues
- Product Development & Commercialisation
- Web Fundamentals
- Marketing Management
- Knowledge Management
- E-Business Security
- Customer Relationship Management

Electives (subject to change) (Choose 1 in Year 2 and 2 in Year 3)

- E-Commerce

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Islamic & Asian Civilisations
- Ethnic Relations
- Community Project
- Bahasa Kebangsaan A
(applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For International students:

- Malay Language for Communication 2
- Malaysian Studies 3
- Community Project

ENTRY REQUIREMENTS

DEGREE

STPM

A-Level*

*Points are calculated based on grades obtained for 2 or 3 subjects

Australian Matriculation

Canadian International Matriculation Programme

MUFY

Sunway Foundation in Arts

Sunway Foundation in Science & Technology

UEC

IB Diploma

Sunway Diploma*

*Students may obtain advanced standing if credit transfer requirements are met

Other Qualifications

SPECIFIC REQUIREMENT

Pass in Mathematics at SPM or its equivalent

Note: For A-Level points calculation

A = 10 points

B = 8 points

C = 6 points

D = 4 points

E = 2 points

BUSINESS MANAGEMENT

Average C or CGPA 2.00 (Minimum 2 principals)

Minimum 12 points (Minimum Grade D in at least 2 subjects)

ATAR 55

55%

55%

CGPA 2.0

CGPA 2.0

Maximum 28 points from 5 subjects (all Grade Bs) and a Pass in Mathematics subject

Completed with minimum 24 points (excluding bonus points)

CAVG 50% or CGPA 2.0

Any other equivalent qualifications

Applicant with no standard qualification will be considered on a case-to-case basis

ENGLISH LANGUAGE REQUIREMENTS

IELTS or equivalent

MUET

SPM English

UEC English

O-Level English (1119)

Sunway Intensive English Programme (IEP)

ESL/English

6.0

Band 4

B3 or B+

B4

Credit

Pass Level 4 with minimum 65%

Satisfactory level in Pre-University programmes, where the medium of instruction is English

INTERNSHIP COMPANIES

To give students an added edge, Sunway programmes include an internship component that helps open doors for Sunway graduates to successfully bridge the gap from university to industry.

- Ecoworld
- Genting Berhad
- Intercontinental Kuala Lumpur
- KPMG Malaysia
- Maybank
- Nestle (Malaysia)
- OSK Holdings Berhad
- Prudential Malaysia Berhad
- Public Bank Berhad
- SP Setia
- The Boston Consulting Group (BCG)
- Zuellig & Pharma

ENHANCED CAREER PROSPECTS

To help graduates transit successfully into the workforce, Sunway University combines a well-rounded academic experience and learning, both inside and outside the classroom, with the goal of using these experiences to prepare graduates for a career.

- Accenture
- Jotun
- Hilton Hotel
- Isetan
- Nestle
- DIGI
- Lazada
- Telekom Malaysia
- Club 21

Business

BSc (Hons) Business Management

- Entry Requirements
- List of Internship Companies
- Enhanced Career Prospects



STUDY ABROAD OPTIONS

.....

Sunway University students can choose several different study options, depending on their programme and their individual preferences and financial situation.

This programme offers a study abroad option to go to Lancaster University for one semester during the Michaelmas term.

Students will take three of the following courses while at Lancaster:

- MSCI251: Integrated Project Management
- MSCI231: Introduction to Operations Management
- Ac.F214M: Principles of Finance
- OWT.223: Human Resource Management
- ENSI2017: Entrepreneurship: Discovery and Practice

Students can be confident that Sunway and Lancaster have carefully matched the courses to make sure that students have covered everything they need.

Students from this programme will also be given the option of transferring to University of Canterbury upon the successful completion of Year One at Sunway University subject to meeting entry requirements.

TESTIMONIALS

Business

BSc (Hons) Business Management

- Student Mobility
- Testimonials

I enrolled in the Lancaster programme as one of the pioneer batch of students back in January 2006. Given the size of the class (there were only six of us), we were given full attention by the lecturers and programme coordinators. They led me to a world of learning and discovery through engaging and meaningful discussions and thoughtful reflection, academically and professionally, and socially. This profound educational experience is undoubtedly my best memory of Sunway.

JASON YONG

BSC (HONS) BUSINESS MANAGEMENT (2006)



What I do now is selling desserts under the brand of "Ice & Bean". Making delicious food has always been my hobby. But my business would not have become a reality without my learning experience at Sunway University Business School (SUBS). The programme assignments helped me greatly in improving my analytical skills. I became more adept in problem solving and also innovative in product development. My degree has also helped shaped me into a better leader.

HERI GUNAWAN

BSC (HONS) BUSINESS MANAGEMENT (2008)



SUBS degree has helped shape my ability to assess business situations in every direction. As a managing director and owner of the company, I need to be able to understand the organisation in a full spectrum thus, SUBS degree provided me with the knowledge that was needed to do so. It has shaped my character to be a hardworking, goal-oriented person to achieve my targets in life.

NURUL NATRAH BINTI ABDUL AZIS

BACHELOR OF SCIENCE (HONS) BUSINESS MANAGEMENT (2009)



BA (HONS) ENTREPRENEURSHIP

Entrepreneurs don't follow a career path - they make their own. Drive and determination are key qualities that make a successful entrepreneur and we provide the resources and directions to transform your goals into reality.

The BA (Hons) Entrepreneurship programme focuses on in-depth knowledge of entrepreneurship through business planning, financing, marketing, management, information technology and consulting. You will have continuous opportunities to experience the dynamism of an entrepreneurial environment and practise entrepreneurial behaviour through various speaker series, pitching and networking sessions with real-life entrepreneurs throughout your study with the programme. The entrepreneurial mindset will grow in you hence contributing to your overall personal achievement and lifelong learning.

Sunway University has a collaboration with UC Berkeley (Sutardja Center for Entrepreneurship & Technology) to further enhance our entrepreneurship programmes and to have access to a high-end collaborative space in the epicentre for startups in Silicon Valley. As from one of the best universities in the world when in entrepreneurship and technology education, the collaboration with UC Berkeley gives students the opportunity to participate in courses and workshops using the renowned Berkeley Method of Entrepreneurship that focuses on inductive learning and journey-based approach to entrepreneurship education.

This degree is validated by Lancaster University and Chartered Management Institution (CMI). Upon successful completion of the programme, graduates are awarded three certificates; one from Sunway University, one from Lancaster University and a CMI Certificate Level 5 in Management and Leadership.

DEGREE > MASTERS

Graduates of the BA (Hons) Entrepreneurship can choose to enter the workforce after completion of the degree, start their business venture or undertake further postgraduate studies at Sunway University.



Business

BA (Hons) Entrepreneurship

- About the Programme

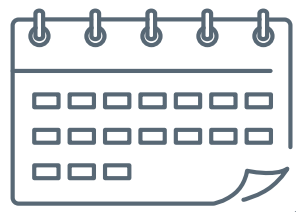


DISTINCTIVE SUNWAY EXPERIENCE

- Unique opportunity to access Sunway iLabs (a not-for-profit Start-up incubator where Sunway University, Sunway Group and Sunway Ventures cooperate to foster entrepreneurship and to stimulate market-driven innovations) and to collaborate with its affiliated partners on various exciting entrepreneurial projects
- Priority to participate in “Berkeley Method of Entrepreneurship Boot Camp” held once a year by entrepreneurship experts directly from UC Berkeley

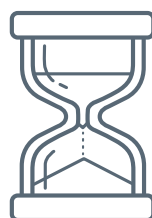
*T&C applies

- Final year project allows students to learn about identifying and designing an entrepreneurial and innovative business idea of their own plus the opportunity to pitch the business idea to real-life entrepreneurs and potential investors
- Internship presents the opportunity for the students to shadow and to learn directly from an entrepreneur in a real business setting
- Chartered Management Institute (CMI) Affiliate Members for the duration of the programme (up to 5 years)
 - Management Direct
 - Career Development Centre
 - Mentoring Service
 - CMI Awards
 - Student Ambassador Programme
 - Collaboration with UC Berkeley on entrepreneurship education



INTAKES

**JANUARY
MARCH
AUGUST**



DURATION

**3 YEARS
FULL-TIME**



CAREER PROSPECTS

- Build your own start-up!
- Grow and expand your family business!
- Work for any business organization that values creativity, innovation and entrepreneurial risk taking!



VALIDATION

**Lancaster
University**



CMI Chartered
Management
Institute

PROGRAMME STRUCTURE - Subjects

Business

BA (Hons) Entrepreneurship

- Uniqueness of the Programme
- Programme Structure

Year 1

- Accounting for Decision Making
- Introductory Economics
- Principles & Practice of Management
- English for Business
- Business Computing
- Business Statistics
- Business Law
- Principles of Business Finance
- Principles of Marketing
- Principles of Entrepreneurship

Year 2

- Communication Skills
- Small Business & the SME Sector
- Operations Management
- Corporate Entrepreneurship & Innovation
In A Global Context

Year 3

- E-Commerce
- Franchising
- Innovation
- Family Business
- Social Context of Entrepreneurship
- Leadership
- Business Ethics & Social Responsibility
- Strategic Management
- New Venture Planning 1
- New Venture Planning 2
- Internship

Electives (subject to change) (Choose 3 in Year 2 & Year 3)

- Business related
 - Human Resource Management
 - Organisational Behaviour & Cultural Management
 - Marketing Management
 - Consumer Behaviour
 - Services Marketing
 - Professional Sales and Management
 - Financial Management
- Science and Technology related
 - Web Fundamentals
 - Information Systems Concept
 - Human Computer Interactions
 - Programming Principles
 - Data Mining & Knowledge Discovery Fundamentals

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Islamic & Asian Civilisations
- Ethnic Relations
- Community Project
- Bahasa Kebangsaan A
(applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For International students:

- Malay Language for Communication 2
- Malaysian Studies 3
- Community Project

ENTRY REQUIREMENTS

DEGREE

STPM

A-Level*

*Points are calculated based on grades obtained for 2 or 3 subjects

Australian Matriculation

Canadian International Matriculation Programme

MUFY

Sunway Foundation in Arts

Sunway Foundation in Science & Technology

UEC

IB Diploma

Sunway Diploma*

*Students may obtain advanced standing if credit transfer requirements are met

Other Qualifications

SPECIFIC REQUIREMENT

Pass in Mathematics at SPM or its equivalent

Note: For A-Level points calculation

A = 10 points

B = 8 points

C = 6 points

D = 4 points

E = 2 points

ENTREPRENEURSHIP

Average C or CGPA 2.00 (Minimum 2 principals)

Minimum 12 points (Minimum Grade D in at least 2 subjects)

ATAR 55

55%

55%

CGPA 2.0

CGPA 2.0

Maximum 28 points from 5 subjects (all Grade Bs) and a pass in Mathematics subject

Completed with minimum 24 points (excluding bonus points)

CAVG 50% or CGPA 2.0

Any other equivalent qualifications

Applicant with no standard qualification will be considered on a case-to-case basis

ENGLISH LANGUAGE REQUIREMENTS

IELTS or equivalent

MUET

SPM English

UEC English

O-Level English (1119)

Sunway Intensive English Programme (IEP)

ESL/English

6.0

Band 4

B3 or B+

B4

Credit

Pass Level 4 with minimum 65%

Satisfactory level in Pre-University programmes, where the medium of instruction is English

STUDY ABROAD OPTIONS

Business

BA (Hons) Entrepreneurship

- Entry Requirements

BA (Hons) Entrepreneurship students can choose to spend up to one-semester abroad with the affiliated partners of Sunway University. The study abroad options include

1. One semester with Lancaster University

Spend one semester (Michaelmas Term) in Lancaster University and experience the life of a student in UK. You will be required to take 3 modules offered by Lancaster University that can be credit transferred back to BA (Hons) Entrepreneurship (*T&C applies).

2. One semester with UC Berkeley (Startup Semester at Berkeley)

Spend one semester in UC Berkeley and learn from leading faculty and seasoned entrepreneurs. You will have the opportunity to grow your network and immerse yourself in the dynamic Berkeley and Silicon Valley ecosystem (*T&C applies)

3. 3 weeks with London School of Economics (LSE Summer Programme)

As one of the leading universities in the world, LSE is known for its academic excellence in the field of leadership and social sciences. During the three-weeks of summer programme with LSE, you will learn topics not offered in Sunway University and will be able to experience the life of studying in one of the most prestigious universities in the world (*T&C applies).



BSC (HONS) IN INTERNATIONAL BUSINESS

The BSc (Hons) in International Business programme equips students with essential knowledge in the area of international business.

Business today cannot remain domestic for two main reasons. First, your competitors come from around the world. Whether you are a watch maker, a restaurant owner, or a retailer, you will find global companies who are your competitors at your doorstep. Second, your consumers compare you with global options and standards. To survive and thrive, you need a better understanding of international business.

This programme provides an opportunity for students to learn how business organisations operate in an international business environment, gain an understanding of development and implementation of international strategies, and to deal with managerial issues related to cross-border business. Our curriculum covers global and contemporary issues affecting the ever-changing business environment. Students will learn the core elements such as International Human Resources Management, International Economics, International Business Law, International Business, Organisational Behaviour and Cultural Management related to the international business environment.

This degree is validated by Lancaster University and Chartered Management Institute and upon the successful completion of the programme, graduates are awarded three certificates; one from Sunway University, one from Lancaster University and a Level 5 Diploma Professional Qualification in Management and Leadership from Chartered Management Institute.

DEGREE > MASTERS

Graduates of BSc (Hons) in International Business can choose to enter the workforce after completion of the degree or undertake further studies at Sunway University, subject to terms and conditions.





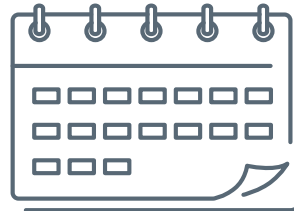
Business

BSc (Hons) in International Business

- About the Programme

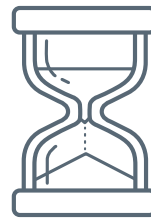
DISTINCTIVE SUNWAY EXPERIENCE

- Subjects are taught by experienced and highly qualified professionals who are able to utilise excellent teaching facilities at Sunway University
- Final year projects will involve in-depth research and visits to multinational companies based in Malaysia
- Students will have opportunities in learning the practical applications by interacting with industry professionals
- Opportunities to attend international speakers forum on international business
- Chartered Management Institute (CMI) Affiliate Members for the duration of the programme (up to 5 years)
 - Management Direct
 - Career Development Centre
 - Mentoring Service
 - CMI Awards
 - Student Ambassador Programme
- Opportunities for international exposure and learning experience in MNEs in countries like Australia, South Korea, etc.
- Distinctive Programme Content:
 - International Business
 - International Economics
 - International Business Law
 - International HRM



INTAKES

**JANUARY
MARCH
AUGUST**



DURATION

**3 YEARS
FULL-TIME**



CAREER PROSPECTS

- Business consultant
- Human resource consultant for multinational companies
- Import/export manager
- International trade manager



VALIDATION

Lancaster University



CMI Chartered Management Institute

PROGRAMME STRUCTURE - Subjects

Business

BSc (Hons) in International Business

- Uniqueness of the Programme
- Programme Structure

Year 1

- Accounting for Decision Making
- Introductory Economics
- Principles & Practice of Management
- English for Business
- Business Statistics
- Business Law
- Principles of Business Finance
- Principles of Marketing
- Business Computing

Year 2

- Marketing Management
- Organisational Behaviour & Cultural Management
- International Business
- Communication Skills
- Research Method
- Human Resource Management
- Operations Management
- International Economics

Electives (Choose 1)

- Web Fundamentals
- Company Law

Year 3

- International Business Law
- Strategic Management
- Final Year Project 1
- Business Ethics & Social Responsibilities
- Managing Change
- International Human Resource Management
- Final Year Project 2
- Internship

Electives (Choose 2)

- E-Commerce
- Digital Marketing
- Project Management

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Islamic & Asian Civilisations
- Ethnic Relations
- Community Project
- Bahasa Kebangsaan A
(applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For International students:

- Malay Language for Communication 2
- Malaysian Studies 3
- Community Project

ENTRY REQUIREMENTS

DEGREE

STPM

A-Level*

*Points are calculated based on grades obtained for 2 or 3 subjects

Australian Matriculation

Canadian International Matriculation Programme

MUFY

Sunway Foundation in Arts

Sunway Foundation in Science & Technology

UEC

IB Diploma

Sunway Diploma*

*Students may obtain advanced standing if credit transfer requirements are met.

Other Qualifications

SPECIFIC REQUIREMENT

Pass in Mathematics at SPM or its equivalent

Note: For A-Level points calculation

A = 10 points

B = 8 points

C = 6 points

D = 4 points

E = 2 points

INTERNATIONAL BUSINESS

Average C or CGPA 2.00 (Minimum 2 principals)

Minimum 12 points (Minimum Grade D in at least 2 subjects)

ATAR 55

55%

55%

CGPA 2.0

CGPA 2.0

Maximum 28 points from 5 subjects (all Grade Bs) and a Pass in Mathematics subject

Completed with minimum 24 points (excluding bonus points)

CAVG 50% or CGPA 2.0

Any other equivalent qualifications

Applicant with no standard qualification will be considered on a case-to-case basis

ENGLISH LANGUAGE REQUIREMENTS

IELTS or equivalent

MUET

SPM English

UEC English

O-Level English (1119)

Sunway Intensive English Programme (IEP)

ESL/English

6.0

Band 4

B3 or B+

B4

Credit

Pass Level 4 with minimum 65%

Satisfactory level in Pre-University programmes, where the medium of instruction is English



Business

BSc (Hons) in International Business

- Entry Requirements

BSC (HONS) GLOBAL SUPPLY CHAIN MANAGEMENT

The BSc (Hons) Global Supply Chain Management programme aims to meet the increasing demands for professionals in this field. Students will be equipped with the knowledge, skills and abilities to manage supply chain networks to greater operational efficiency.

Supply chain professionals see the big picture and understand how finances, people, information, processes, product, and technology interact within the business ecosystem. You will study core elements of the supply chain in the global business environment, such as in procurement strategies, inventory control, logistics operations, distribution practices and sustainability; and how these elements interact to create value for your organisation.

In addition, regular industrial field trips and/or talk series will be conducted every semester focusing on practical experiences for specific supply chain subjects.

This degree is validated by Lancaster University and Chartered Management Institute and upon the successful completion of the programme, graduates are awarded three certificates; one from Sunway University, one from Lancaster University and a Level 5 Diploma Professional Qualification in Management and Leadership from Chartered Management Institute.

DEGREE > MASTERS

Graduates of the BSc (Hons) Global Supply Chain Management can choose to enter the workforce after completion of the degree or undertake further studies at Sunway University, subject to terms and conditions.





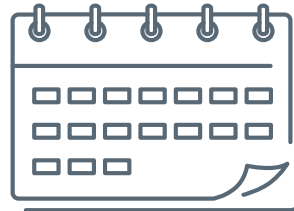
Business

**BSc (Hons)
Global
Supply Chain
Management**

- About the Programme

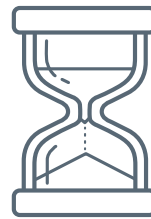
DISTINCTIVE SUNWAY EXPERIENCE

- A specialised programme designed to impart conceptual and quantitative skills needed in various businesses both locally and globally
- Subjects are taught by experienced and highly qualified professionals who are able to utilise excellent teaching facilities at Sunway University
- Final year project will involve in-depth research on global companies with major supply chain and logistics activities
- Special lectures or seminars will welcome local and international guest speakers in analysing contemporary supply chains, green supply chains and a plethora of logistics issues
- Chartered Management Institute (CMI) Affiliate Members for the duration of the programme (up to 5 years)
 - Management Direct
 - Career Development Centre
 - Mentoring Service
 - CMI Awards
 - Student Ambassador Programme



INTAKES

**JANUARY
MARCH
AUGUST**



DURATION

**3 YEARS
FULL-TIME**



CAREER PROSPECTS

- Enterprise resource planner
- International logistics manager
- Inventory specialist
- Strategic planner
- Supply chain consultant



VALIDATION

**Lancaster
University**



CMI Chartered
Management
Institute

PROGRAMME STRUCTURE - Subjects

Business

BSc (Hons) Global Supply Chain Management

- Uniqueness of the Programme
- Programme Structure

Year 1

- | | |
|---------------------------------------|----------------------------------|
| • Accounting for Decision Making | • Business Law |
| • Introductory Economics | • Principles of Business Finance |
| • Principles & Practice of Management | • Principles of Marketing |
| • English for Business | • Business Computing |
| • Business Statistics | |

Year 2

- | | |
|--|---------------------------------|
| • Operations Management | • Elective 1 |
| • Human Resource Management | |
| • Organisational Behaviour & Cultural Management | Electives
(Choose 1) |
| • Quality Management | • Green Supply Chain Management |
| • Communication Skills | • E-Commerce |
| • Supply Chain Management | |
| • International Business | |
| • Inventory Management | |

Year 3

- | | |
|---|---|
| • Business Ethics & Social Responsibilities | • Elective 2 |
| • Final Year Project 1 | • Elective 3 |
| • Strategic Management | |
| • Global Logistics Management | Electives
(Choose 2) |
| • Project Management | • International Human Resource Management |
| • Global Procurement Management | • Maritime Logistics |
| • Final Year Project 2 | • Freight Transportation |
| • Internship | |

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Islamic & Asian Civilisations
- Ethnic Relations
- Community Project
- Bahasa Kebangsaan A
(applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For International students:

- Malay Language for Communication 2
- Malaysian Studies 3
- Community Project

ENTRY REQUIREMENTS

DEGREE

STPM

A-Level*

*Points are calculated based on grades obtained for 2 or 3 subjects

Australian Matriculation

Canadian International Matriculation Programme

MUFY

Sunway Foundation in Arts

Sunway Foundation in Science & Technology

UEC

IB Diploma

Sunway Diploma*

*Students may obtain advanced standing if credit transfer requirements are met

Other Qualifications

SPECIFIC REQUIREMENT

Pass in Mathematics at SPM or its equivalent

Note: For A-Level points calculation

A = 10 points

B = 8 points

C = 6 points

D = 4 points

E = 2 points

GLOBAL SUPPLY CHAIN MANAGEMENT

Average C or CGPA 2.00 (Minimum 2 principals)

Minimum 12 points (Minimum Grade D in at least 2 subjects)

ATAR 55

55%

55%

CGPA 2.0

CGPA 2.0

Maximum 28 points from 5 subjects (all Grade Bs) and a Pass in Mathematics subject

Completed with minimum 24 points (excluding bonus points)

CAVG 50% or CGPA 2.0

Any other equivalent qualifications

Applicant with no standard qualification will be considered on a case-to-case basis

ENGLISH LANGUAGE REQUIREMENTS

IELTS or equivalent

MUET

SPM English

UEC English

O-Level English (1119)

Sunway Intensive English Programme (IEP)

ESL/English

6.0

Band 4

B3 or B+

B4

Credit

Pass Level 4 with minimum 65%

Satisfactory level in Pre-University programmes, where the medium of instruction is English

STUDY OPTIONS

Business

BSc (Hons) Global Supply Chain Management

- Entry Requirements
- Student Mobility

BSc (Hons) Global Supply Chain Management students can choose to spend up to one-semester abroad with the affiliated partners of Sunway University. The study abroad options include:

One semester with Lancaster University

Spend one semester (Michaelmas Term) in Lancaster University and experience the life of a student in UK. You will be required to take 3 modules offered by Lancaster University that can be credit transferred back to BSc. (Hons) Global Supply Chain Management (*T&C applies).

3 weeks with London School of Economics (LSE Summer Programme)

As one of the leading universities in the world, LSE is known for its academic excellence in the field of leadership and social sciences. During the three-weeks of summer programme with LSE, you will learn topics not offered in Sunway University and will be able to experience the life of studying in one of the most prestigious universities in the world (*T&C applies).



BSC (HONS) BUSINESS STUDIES

The BSc (Hons) Business Studies provides students with a thorough understanding of customers, their preferences and behaviour that make an impact in the business world.

Using real and simulated scenarios, you will be exposed to the challenges and decision-making situations faced by all types of businesses. This programme also equips students with strong theoretical and analytical knowledge as well as the critical thinking skills to respond to the demands of a dynamic global economy. Throughout this programme, students will explore practical measures and strategic planning skills required to create value for both businesses and the customer.

This degree is validated by Lancaster University and upon the successful completion of the programme, graduates are awarded two certificates; one from Sunway University and another from Lancaster University.

DEGREE > MASTERS

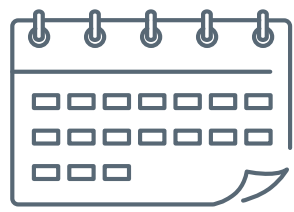
Graduates of the BSc (Hons) Business Studies can choose to enter the workforce after completion of the degree or undertake further studies at Sunway University, subject to terms and conditions.





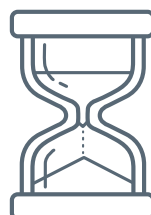
DISTINCTIVE SUNWAY EXPERIENCE

- Outstanding international researchers are involved in designing and delivering the programme
- Marketing department's faculty members who are involved in teaching of this programme publish regularly in Internationally Ranked Journals and present at major global conferences such as AMA, AMS, AIB, AOM, ACR, ANZMAC and more
- Membership of respected academic associations such as ACR, AMA, AMS, AIB, AOM, Chartered Marketer, Chartered Statistician, Market Research Association and more
- Simulated business challenges, industry collaborated field work, and professional development training series such as internships, field trips or competitions
- Robust and in-trend marketing curriculum and internship experience
- 3-year Degree Programme validated by Lancaster University
- Dual certificates from Lancaster University and Sunway University
- Emphasis on innovation and creativity through modern technology
- Implementation of video lectures, flipped classrooms and out-of-the-box research poster presentations
- Active classroom learning with talks from industry experts and relatively small class sizes to allow for more interactive bonding between students and teaching staff
- Theoretical knowledge, practical, analytical and critical thinking skills to respond to the demands of global changes and challenges
- Various opportunities for international study and experience gained through student exchange or study abroad programmes
- Amongst the largest and most modern private institutions in Malaysia that is fully equipped with academic, hostel, sports, and other support facilities including Wi-Fi coverage, 24-hour security and more



INTAKES

**JANUARY
MARCH
AUGUST**



DURATION

**3 YEARS
FULL-TIME**



CAREER PROSPECTS

- Buyer, industrial/retail manager
- Distribution/logistics manager
- Event coordinator/organiser
- Trade representative



VALIDATION

**Lancaster
University**



PROGRAMME STRUCTURE - Subjects

Business

BSc (Hons) Business Studies

- Uniqueness of the Programme
- Programme Structure

Year 1

- Accounting for Decision Making
- Business Statistics
- Introductory Economics
- Principles of Marketing
- Principles & Practice of Management
- Principles of Business Finance
- English for Business
- Business Law
- Business Computing

Year 2

- Consumer Behaviour
- Operations Management
- Marketing Management
- International Business
- Human Resource Management
- Advertising & Promotions
- Research Methods
- Marketing Research
- Communication Skills

Year 3

- Business Research Design
- Business Research Execution
- Entrepreneurship
- International Marketing
- Leadership
- Internship
- Electives
(Choose 3)**
 - Product Development & Commercialisation
 - Direct Marketing
 - Financial Management
 - Marketing Strategy
 - E-Commerce
 - Services Marketing

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Islamic & Asian Civilisations
- Ethnic Relations
- Community Project
- Bahasa Kebangsaan A
(applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For International students:

- Malay Language for Communication 2
- Malaysian Studies 3
- Community Project

ENTRY REQUIREMENTS

DEGREE

STPM

A-Level*

*Points are calculated based on grades obtained for 2 or 3 subjects

Australian Matriculation

Canadian International Matriculation Programme

MUFY

Sunway Foundation in Arts

Sunway Foundation in Science & Technology

UEC

IB Diploma

Sunway Diploma*

*Students may obtain advanced standing if credit transfer requirements are met

Other Qualifications

SPECIFIC REQUIREMENT

Pass in Mathematics at SPM or its equivalent

Note: For A-Level points calculation

A = 10 points

B = 8 points

C = 6 points

D = 4 points

E = 2 points

BUSINESS STUDIES

Average C or CGPA 2.00 (Minimum 2 principals)

Minimum 12 points (Minimum Grade D in at least 2 subjects)

ATAR 55

55%

55%

CGPA 2.0

CGPA 2.0

Maximum 28 points from 5 subjects (all Grade Bs) and a Pass in Mathematics subject

Completed with minimum 24 points (excluding bonus points)

CAVG 50% or CGPA 2.0

Any other equivalent qualifications

Applicant with no standard qualification will be considered on a case-to-case basis

ENGLISH LANGUAGE REQUIREMENTS

IELTS or equivalent

MUET

SPM English

UEC English

O-Level English (1119)

Sunway Intensive English Programme (IEP)

ESL/English

6.0

Band 4

B3 or B+

B4

Credit

Pass Level 4 with minimum 65%

Satisfactory level in Pre-University programmes, where the medium of instruction is English

INTERNSHIP COMPANIES

To give students an added edge, Sunway programmes include an internship component that helps open doors for Sunway graduates to successfully bridge the gap from university to industry.

- YTL Corporation
- Procter & Gamble
- Unilever
- L'Oréal
- Ikea
- Malaysia Airlines
- Bank Negara
- Malayan Banking Berhad
- Sime Darby
- Sunway Group
- Hewlett Packard
- Maxis
- Ingress Auto (BMW)
- Golden Screen Cinemas
- Media Prima (8TV)
- Air Asia
- Astro

ENHANCED CAREER PROSPECTS

To help graduates transit successfully into the workforce, Sunway University combines a well-rounded academic experience and learning, both inside and outside the classroom, with the goal of using these experiences to prepare graduates for a career.

- HSBC Bank
- IBM Malaysia Sdn Bhd Penang
- Malayan Banking Berhad
- Boston Consulting Group Sdn Bhd
- Branding & Marketing Communication positions within the Sunway Education Group

Business

BSc (Hons) Business Studies

- Entry Requirements
- List of Internship Companies
- Enhanced Career Prospects



TESTIMONIALS

Business

BSc (Hons) Business Studies

- Student Mobility
- Testimonials

The knowledge I gained from my lecturers; be it in class or out of class activities have helped me to understand and prepare myself. Being involved in Sunway University Marketing Society and collaborating with other clubs and societies. One of the best activities that I enjoy most was a fund raising activity as we had to sell a batch of delicious muffins to the students in a creative manner.

RAJA ISHWALISA PUTERI

BACHELOR OF SCIENCE (HONS) BUSINESS STUDIES (2011)



Skills like researching and time management do come in handy but there is more to working life than just that. My degree did help me to build fundamental understanding behind concepts used in the workplace today. However, I strongly believe that soft skills are what really develops a person's skillset, personality and above all mind set – all of this can be increasingly improved via building a robust extracurricular portfolio.

WONG KA-KHEI

BACHELOR OF SCIENCE (HONS) BUSINESS STUDIES (2013)



Through my journey with Sunway University Business School, it has trained me to always carry an "all out" attitude when it comes to working professionally. Looking back, my greatest accomplishment at Sunway is graduating with First Class Honours. Things change so fast on a daily basis and as a marketer, you constantly learn new ways to market your products and stay ahead of others.

JULIAN LEE ZU YAO

BSC (HONS) BUSINESS STUDIES (2013)



BSC (HONS) MARKETING

The BSc (Hons) Marketing programme aims to produce marketing maestros and business leaders who exhibit highly ethical and socially responsible behaviour within the workplace.

Graduates can expect continuous learning while developing competencies in problem-solving and decision-making strategies. The programme is designed based on market needs that are assessed through trend analyses, student surveys and market research to develop analysing and planning skills to resolve various marketing and business-related issues. You will get the necessary intellectual underpinning for the theoretical component while also gaining practical marketing experience within various business institutions. Additionally, students will be provided with a broad-based education as this philosophy is a crucial characteristic in future leaders of the industry.

This degree is validated by Lancaster University and upon the successful completion of the programme, graduates are awarded two certificates; one from Sunway University and another from Lancaster University.

DEGREE > MASTERS

Graduates of the BSc (Hons) Marketing can choose to enter the workforce after completion of the degree or undertake further studies at Sunway University, subject to terms and conditions.





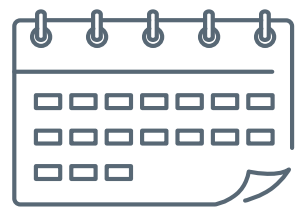
Business

BSc (Hons) Marketing

- About the Programme

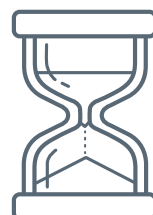
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- Brand manager/advisor
- Customer relationship associate/manager
- Retail expert



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- Principles of Business Finance

Year 2

- Consumer Behaviour
- Integrated Marketing Communication
- Marketing Management
- Relationship Marketing
- Marketing Channels
- Digital Marketing
- Marketing Research
- Communication Skills

Electives (Choose 1)

- Professional Sales Management
- Publicity & Media Writing
- Brand Management

Year 3

- Business Research Design
- Business to Business Marketing
- Business Research Execution
- Marketing Planning & Execution
- International Marketing
- Services Marketing
- Strategic Marketing
- Business Ethics & Social Responsibility
- Internship

Electives (Choose 2)

- Entrepreneurship
- Sustainable & Social Marketing
- Product Innovation & Commercialisation
- Retail Marketing

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- Golden Screen Cinemas
- Media Prima (8TV)
- AirAsia
- Malaysia Airlines
- Bank Negara Malaysia
- Malayan Banking Berhad
- Sime Darby
- Sunway Group
- YTL Corporation
- Procter & Gamble
- Unilever
- L'Oréal
- IKEA
- Hewlett Packard
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ENHANCED CAREER PROSPECTS

To help graduates transit successfully into the workforce, Sunway University combines a well-rounded academic experience and learning, both inside and outside the classroom, with the goal of using these experiences to prepare graduates for a career.

- Alliance Cosmetics Sdn Bhd
- IBM
- Vin Florist & Gifts Sdn Bhd
- AmBank (M) Berhad
- Nielsen Malaysia
- URC Snacks (M) Sdn Bhd
- Locus-T
- Malayan Banking Berhad

Business

BSc (Hons) Marketing

- Entry Requirements
- List of Internship Companies
- Enhanced Career Prospects



STUDY OPTIONS

.....

Sunway University students can choose several different study options, depending on their programme and their individual preferences and financial situation.

Our students are given opportunities to spend time abroad as part of their studies via the following programmes:

- Lancaster winter/summer programme (3 weeks)
- Korean winter/summer programme (3 weeks)
- Semester abroad programme (1 semester, Lancaster University)



TESTIMONIALS

Business

BSc (Hons) Marketing

- Student Mobility
- Testimonials

Truth be told, marketing was never my first choice as I was and still am passionate about culinary and creative arts. However, my journey in BMKT had made me learn a valuable lesson; one which I would have deeply regretted if I have not learned. To begin, my studying experience in BMKT had enriched my personal knowledge pool. Not only are they engaging, their relevance to today's current business landscape had helped me understand the nature of today's competitive landscape. While the course may sometimes be challenging, the lecturers have always got my back, providing me valuable advice and big time connections with several MNCs (Unilever, L'Oréal, BCG) to enhance my work opportunities.

While there are ups and downs, enrolling in BMKT had given me the tools to enhance and sustain my talents in this competitive world; it had given me the understanding and knowledge on how to sell my talents and differentiate myself from others.

With this, I say 'While BMKT may not be the map to my culinary or design dream, it is definitely the key to opening the doors when I get there.'

TEE YUNG AUN ALUMNI



BMKT is an interesting course which requires a lot of critical thinking. The lecturers of BMKT are more attentive compared to other courses. BMKT students have a tighter bond in comparison with other courses.

WAN CHYI ALUMNI



During my few years as a student in BMKT, I have discovered that the programme does not only provide me academic lessons that merely serve to be used theoretically but also practically. The course has opened my eyes to what is going on in the industry through the intensive amount of research encouraged to be done in assignments as well as through lecturers with past work experience. I have also found many opportunities within the course of this time, such as visiting a customer experience conference under the supervision of a lecturer with other students. Other than that, there was also a time I worked for my lecturer as a student assistant to his research. That gave me more insight in the research field of marketing. Overall, BMKT provides a holistic learning experience for students to learn more about what marketing is from a broader perspective.

ISAAC KHOO QI WEN ALUMNI



OUR ACADEMIC LEADERS

Our teaching faculty features a combination of experienced senior academics, early career academics and professional practitioners with extensive industry exposure. A team of academics with international backgrounds leads the programme and they all possess a strong academic profile with relevant industrial experience. An excellent team of administrative staff also supports the department.

DEAN

- Professor Steve Williams

ASSOCIATE DEAN (UNDERGRADUATE)

- Professor Wong Koi Nyen

ASSOCIATE DEAN (POSTGRADUATE & RESEARCH)

- Professor Yuka Fujimoto

DEPARTMENT OF ACCOUNTING HEAD

- Professor Raymond Mcnamara

ASSOCIATE PROFESSOR

- Associate Professor Dr Chang Chee Fei

SENIOR LECTURERS

- Dr Ho Wai Kee
- Dr Jaspal Singh Joginder Singh
- Dr Ng Shir Li
- Dr Pang Looi Fai
- Dr Shenba Kanagasabapathy
- Tan Seng Lee

LECTURERS

- Choo Sook Yin
- Dr Nor Irdawati Mahyuddin
- Vivi Norazlina Mohd Sidik
- Wong Wing Tien
- Ng Foo Seng

SENIOR TEACHING FELLOWS

- Caroline Yap Yu Li
- Evelyn Wong Mei Ling

RESEARCH ASSISTANT

- Nuraihan Mohd Ibrahim

DEPARTMENT OF ECONOMICS & FINANCE

DISTINGUISHED PROFESSOR & HEAD

- Professor Mohamed Ariff Syed Mohamed

PROFESSOR

- Professor Chaiporn Vithessonthi
- Professor Wong Koi Nyen

SENIOR LECTURERS

- Dr Chan Ling Foon
- Dr Jason Lee Kian Tek
- Dr Joyce Nga Koe Hwee
- Dr Nur Ain Shahrier
- Dr Sun Poi Hun
- Dr Aditi Mitra
- Dr Hassanudin Mohd Thas Thaker
- Dr Calvin Cheong Wing Hoh

LECTURERS

- Dr Abdollah Ah Mand
- Alvin Chan Shian We
- Dr Choong Pai Wei
- Lee Siew Bee
- Leong Ken Yien
- Manjeet Kaur
- Sophia Loh
- Yasmin Yashodha Narandaran
- Dr Imtiaz Mohammad Sifat

RESEARCH ASSISTANT

- Niviethan Rao Subramaniam

DEPARTMENT OF MANAGEMENT HEAD

- Dr Jason Cheok Boon Chuan

PROFESSOR

- Professor Yuka Fujimoto

ASSOCIATE PROFESSOR

- Dr Kenneth Anthony Cafferkey

SENIOR LECTURERS

- Dr Khor Kuan Siew
- Dr Koon Vui Yee
- Dr Liew Su Ann
- Dr Shehnaz Tehseen
- Andrei Kwok Onn Jui

LECTURERS

- Dr Mohammad Jasim Uddin
- Yeong Hui Yan
- Dr Zubeida Rossen Khan
- Dr Toh Seong Yuen
- Dr Archibald Francis De Cruz
- Dr Ashkan Memari
- Syed Monirul Hossain
- Dr Soroush Avakh Darestani
- Zhao Yang

SENIOR TEACHING FELLOWS

- Chong Soon Meng
- Shannon Jann Ng
- David Chong Boon Hean

RESEARCH ASSISTANT

- Nur Fatin Shazlin Mohamed Shapawi

DEPARTMENT OF MARKETING HEAD

- Professor Michael M Dent

ASSOCIATE PROFESSOR

- Associate Professor Dr Cheng Boon Liat
- Associate Professor Dr Derek Ong Lai Teik
- Associate Professor Dr Hossein Nezakati

SENIOR LECTURERS

- Dr Izian Idris
- Dr Jessica Ho Sze Yin
- Dr Sivakumari Supramaniam
- Dr Gan Chin Chuan
- Dr Teoh Chai Wen

LECTURERS

- Dr Evelyn Toh Bee Hwa
- Dr Simran Kaur Nvinderjit Singh
- Dr Siti Munerah Abd Karim
- Dr Olivia Loh Huey Shee
- Dr Siti Aqilah Jahari
- Dr Mageswari Ranjanthran
- Suzanne Tan Ser Zian
- Dr Argho Bandyopadhyay
- Dr Racheal Louis Vincent

RESEARCH ASSISTANT

- Siti Suhana Alias

DEPARTMENT OF BUSINESS ANALYTICS HEAD

- Professor Hwang Ha Jin

LECTURERS

- Dr Nasir Abdul Jalil
- Dr Mikkay Wong Ai Leen

CENTRE FOR ACCOUNTABILITY & GOVERNANCE RESEARCH PROFESSOR

- Professor Susela Devi K Suppiah

SENIOR RESEARCH FELLOW

- Dr Ko Young Kyung

CENTRE FOR COMMERCIAL LAW & JUSTICE HEAD

- Dr Paul Linus Andrews

PROFESSOR

- Professor Michael Philip Furmston

ASSOCIATE PROFESSOR

- Associate Professor Dr Cheah You Sum

SENIOR LECTURER

- Kanchana Chandran

LECTURERS

- Cرامي Mastura Drahman
- Jason Raj Makalsamy
- Nasaruddin Zainal
- Sri Bala Murugan
- Vijayganesh Pullikutthyayanar

TEACHING ASSISTANT

- Khalilah Kamaruddin

RESEARCH ASSISTANT

- Fam Jia Yui

Business

- Overview of Academic Staff Profile



Professor Steve Williams



Professor Wong Koi Nyen



Professor Yuka Fujimoto



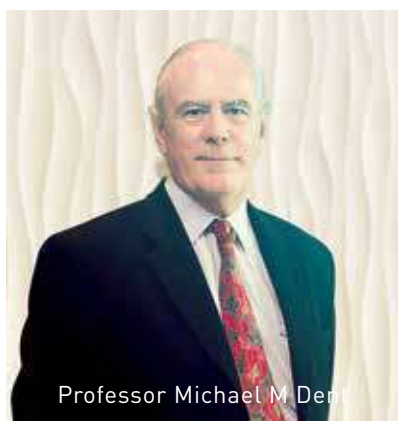
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SUNWAY UNIVERSITY



International University of the Year by The Times
and The Sunday Times Good University Guide 2020

Partner of



LE CORDON BLEU®

World's largest hospitality education institution



JEFFREY SACHS CENTER
on Sustainable Development
SUNWAY UNIVERSITY, Malaysia

United Nations chosen destination
for Sustainable Development Goals in Asia



Jeffrey Cheah Institute
on Southeast Asia

Southeast Asia's independent
public policy think-tank



Malaysia's innovation lab
Created for student entrepreneurs

In collaboration with

CAMBRIDGE
UNIVERSITY

HARVARD
UNIVERSITY

OXFORD
UNIVERSITY

**UNIVERSITY OF CALIFORNIA
BERKELEY**



A CLASS ABOVE



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