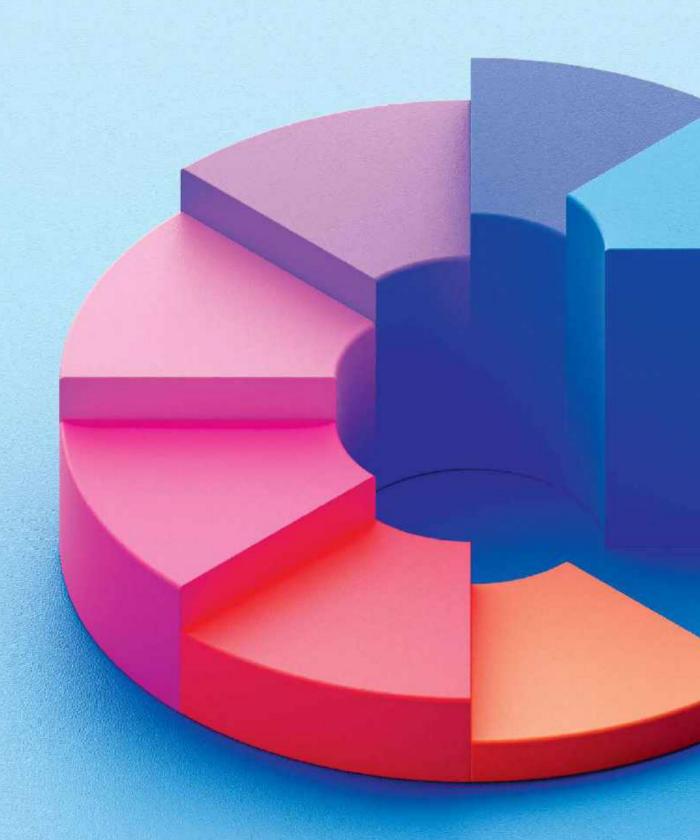
## **BUSINESS**

- Prospectus -2022





SUNWAY UNIVERSITY BUSINESS

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## **CONTACT:**

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Owned and governed by the Jeffrey Cheah Foundation

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#### 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 is ranked among the top 750 universities in the world according to the QS World University Rankings 2021 and is ranked among the top 18% in the QS Asia University Rankings 2022. It has 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.

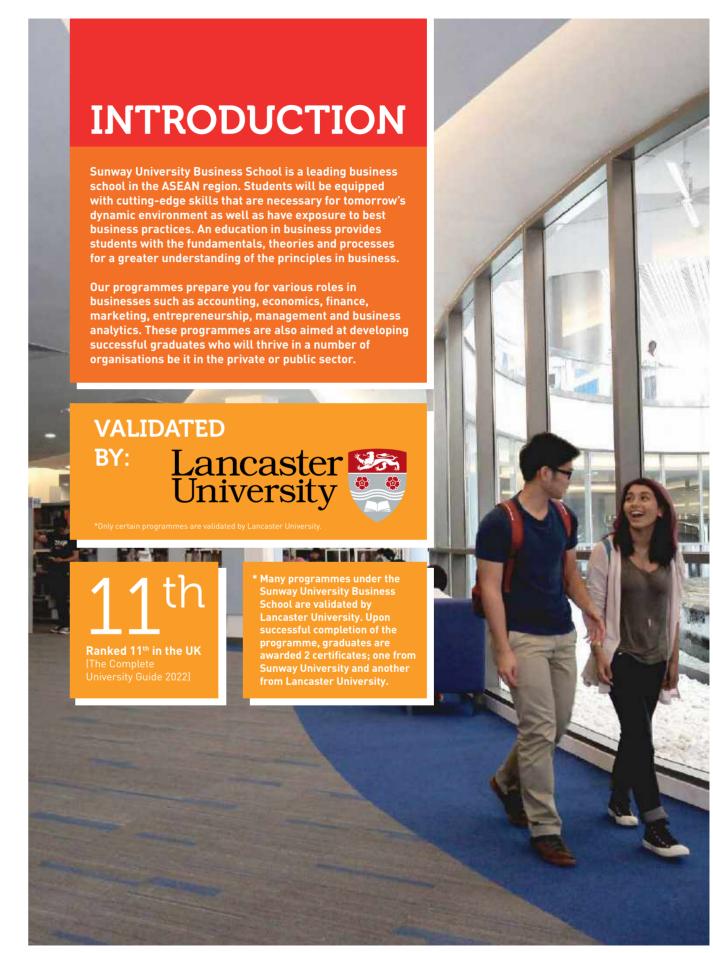
All these accolades bear testament to Sunway's resolve in ensuring high quality teaching, research and service excellence.



United Nations chosen destination for Sustainable Development Goals in Asia







## DISTINCTIVE **SUNWAY EXPERIENCE**

## THE SUNWAY ADVANTAGE FOR SUNWAY UNIVERSITY **BUSINESS SCHOOL**

- Most programmes are validated by Lancaster University
- Maximum exemptions for the BSc (Hons) Accounting & Finance degree
- The management degrees are validated by Chartered Management
- Active participation of a high level Industry Advisory Board
- Students pursuing three finance degrees, on completing a year-2 subject (Financial Planning) will earn exemptions from 2 subjects and permitted to carry the 'associate member' title as Registered Financial Planner of the Malaysian Financial Planning Council.

#### Sunway University is ranked in the Top

of universities in the world in the discipline area of "Business and Management Studies"

# LINKAGES INDUSTRY STRONG









#CampusWithAConscience is an underlying principle that embraces everything you will experience during your time at Sunway Education Group. This is the fundamental spirit at the heart Sunway Campus Life as we educate, encourage, and engage all aspects of our diverse community to adopt a lifestyle and lifestyle habits that truly reflect a society determined to create a better living environment for this generation and generations to come.

This # campaign aims to encourage conscientious efforts of the Sunway campus community in areas such as...

- 1. The goals of the UN SDGs;
- 2. Acceptance and tolerance towards each community member of the campus and the wider national and global community;
- 3. Inclusiveness of all and unity with all;
- 4. Well-being, both physical and mental;
- 5. Doing things right for society.

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Join our journey as we seek to create a better environment for all, starting with you.

#MostHappeningCampus is a vibrant concept to promote a positive sense of inclusiveness whilst also generating a genuine feeling of community spirit. This # campaign has been successful in developing positive energy, togetherness and working as a team towards a common goal. It encompasses all the energy of Sunway life and supports student activities that happen on our campus.

May it be iconic events hosted on campus, unique student activities, academic presentations, or even visits by global personalities that inspire us, #MostHappeningCampus expresses our feeling of positive energy and encourages all our community to work together and develop personal attributes and qualities that will support their academic achievements at Sunway.

The most happening part of our campus is YOU.

## **ROBUST ENTREPRENEUR DEVELOPMENT ECOSYSTEM**

#### iLabs Makerspace



A unique, not-for-profit concept where Sunway University, Sunway Group, and Sunway Ventures (Sunway's in-house venture capital arm) work closely together in a collaborative space to stimulate marketdriven innovations. The university community can explore their interests, create ideas and develop prototypes, testing functionality and effects of their creations and providing market insights.

#### Berkeley Method of Entrepreneurship **Bootcamp**

Led by the top faculties of UC Berkeley, the Berkeley Method of Entrepreneurship Bootcamp offers a one-of-a-kind, immersive learning experience for new venture creation.

#### Alibaba GET





Alibaba Global eCommerce Talent (GET) syllabus is integrated into Sunway's curriculum to build talents, sharpening and empowering Malaysian entrepreneurs for a digital economy.

## PRODUCING HIGHLY ADAPTIVE & **EMPLOYABLE GRADUATES**

Sunway Career Services organises on-going career fairs online and also webinars. There are also many other career-oriented events such as internship fairs and LEAP employability programme.

At Business School, Student Professional Development Programme is carried out to introduce current students to essential personal and professional skills that are necessary to compete for internship and full-time jobs. This programme will help business school students to develop a balanced portfolio of academic, career readiness and leadership skills to place them on the path to professional success.

It offers a comprehensive overview of resume writing, presentation skills and job placement along with workshops where students will be exposed to interviewing scenarios, networking and business etiquette.

The programme focuses on three key areas: Experiential Learning

Industry & career awareness, knowledge. skills and attitude.

**Leadership Development** 

Leadership and personal development.

**Communication Skills** 

Professional interactions with confidence.



Student Professional Development Workshop'

siness Development Manager, CPA Australia

## **RECOGNITION BY PROFESSIONAL BODIES:**



ACCA Think Ahead















05

SUNWAY UNIVERSITY **BUSINESS** 

## **OUR ACADEMIC LEADERS**

74% 14% of the academic staff are PhD holders

of them are currently pursuing their doctorate degrees

Sunway University Business School helps transform students into business leaders in a variety of ways. We first transform students through engagement with our excellent academic staff — talented instructors who are academically and professionally qualified to teach critical business concepts within a world-class curriculum.



## **ENTRY REQUIREMENTS**

PROGRAMME	ENTRY REQUIREMENTS	SPECIFIC REQUIREMENTS	ENGLISH REQUIREMENTS	
BSc (Hons) in Accounting & Finance	STPM Average C+ or CGPA 2.33 (Minimum 2 principals) A-Level Minimum 14 points (Minimum Grade D in at least 2 subjects)		IFITS or oguivalent / 0	
Bachelor (Hons) in Finance	AusMat ATAR 60 CIMP 60% MUFY 60% Sunway Foundation in Arts CGPA 2.50 Sunway Foundation in Science Technology CGPA 2.50	Credit in Mathematics at SPM or Pre-University or its equivalent	IELTS or equivalent 6.0 MUET Band 4 SPM English B3 or B+ UEC English B4 O-Level English (1119) Credit Sunway Intensive English Programme (IEP) Pass Level 4 with minimum 65% ESL / English Satisfactory level in Pre- University programmes, where the medium of instruction is English.  Note Additional requirements for BSc (Hons) in Accounting & Finance: 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	
BSc (Hons) Financial Analysis	UEC Maximum 25 points from 5 subjects (all Grade Bs)  IB Diploma Completed with minimum 27 points (excluding bonus points)  Sunway Diploma CGPA 2.50 or equivalent  Other qualifications  Any other equivalent qualifications. Applicants with no			
BSc (Hons) Financial Economics	standard qualification will be considered on a case-to-case basis			
Bachelor of Business Analytics (Hons)				
BSc (Hons) Business Management	STPM Average C or CGPA 2.00 (minimum 2 principals)  A-Level Minimum 12 points (Minimum Grade D in at least 2  subjects)	Pass in Mathematics at SPM or Pre-University or its equivalent		
BA (Hons) Entrepreneurship	AusMat ATAR 55 CIMP 55% MUFY 55%			
BSc (Hons) in International Business	Sunway Foundation in Arts CGPA 2.00 Sunway Foundation in Science Technology CGPA 2.00 UEC Maximum 28 points from 5 subjects (all Grade Bs) IB Diploma Completed with minimum 24 points (excluding bonus points) Sunway Diploma CGPA 2.00 or equivalent Other qualifications Any other equivalent qualifications. Applicants with no			
BSc (Hons) Global Supply Chain Management				
BSc (Hons) Business Studies	standard qualification will be considered on a case-to-case basis		programme.	
BSc (Hons) Marketing				

## **INTAKES**

JANUARY • MARCH • AUGUST

### **DURATION**

3 YEARS

# BSC (HONS) IN ACCOUNTING AND FINANCE

#### PROGRAMME INTRODUCTION

Our BSc (Hons) in Accounting and Finance programme prepares you for an extensive range of careers in Professional Accounting, Corporate Accounting and Management, and an extensive range of careers in Finance and Banking. It 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 industryrelevant 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.

#### **VALIDATED BY:**



#### **CAREER PROSPECTS**

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

#### DISTINCTIVE SUNWAY EXPERIENCE

Gain professional accounting qualifications faster with our accelerated pathways:



#### **ICAEW Exclusive Pathway**

- Exemptions:
- All 6 Certificate level papers
- 2 Professional level papers
- Professional papers to be undertaken after completion of degree:
- 4 Professional level
- 3 Advanced level



#### ACCA Think Ahead

#### **ACCA Accelerate Programme**

- Exemptions:
- All 9 Fundamental level papers
- Professional papers to be undertaken after completion of degree:
- 4 Professional level papers



#### **CIMA Advanced Route**

- Exemptions:
- All 4 Certificate level papers
- 3 Operational level papers
- 1 case study (Operational level)
- Professional papers to be undertaken after completion of degree:
- 3 Management level papers
- 3 Strategic level papers
- 2 case studies (1 Management level + 1 Strategic level)



#### **CPA Australia Special Arrangement**

- Exemptions:
- All 6 Foundation level papers
- Professional papers to be undertaken after completion of degree:
- 6 Professional level papers





#### MICPA + CAANZ Pathway

- Exemptions:
- All 4 Professional stage modules
- Professional papers to be undertaken after completion of degree:
- 4 Advanced stage module
- 1 Capstone module



## The Chartered Tax Institute of Malaysia (CTIM) Pathway

- Exemptions:
- All 4 Intermediate level papers
- 2 Final level papers
- Professional papers to be undertaken after completion of degree:
- 2 papers

#### **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 AccountingOperations Management
- Entrepreneurship

## ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

#### For Local students:

- Appreciation of Ethics and Civilisation
- Philosophy and Current Issues
- 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
- Appreciation of Ethics and Civilisation
- Community Project



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## **BACHELOR OF BUSINESS ANALYTICS** (HONOURS)

#### PROGRAMME INTRODUCTION

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.

#### **VALIDATED BY:**



#### **CAREER PROSPECTS**

- Business analyst
- Sports analyst
- HR analyst

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

#### **DISTINCTIVE SUNWAY EXPERIENCE**

As smart technologies become integral in our lives and across most, if not all, industries, the need for talents in the field of data science and artificial intelligence is projected to grow rapidly. This programme integrates real-world business analytics projects and incorporates 3 essential domains: business analytics, information technology, and general business administration, which are demanded by the industry.

#### **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 Visualisation 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:

- Appreciation of Ethics and Civilisation
- Philosophy and Current Issues
- 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
- Appreciation of Ethics and Civilisation
- Community Project

## **BSC (HONS) BUSINESS MANAGEMENT**

#### PROGRAMME INTRODUCTION

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.

#### **VALIDATED BY:**



#### CAREER PROSPECTS

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

#### **DISTINCTIVE SUNWAY EXPERIENCE**

This degree is validated also by Chartered Management Institute and upon the successful completion of the programme, graduates will receive a Level 5 Diploma Professional Qualification in Management and Leadership.



#### **PROGRAMME STRUCTURE - Subjects**

#### Year 1

- Accounting for Decision Making
- Business Statistics
- Economics for Business
- 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

#### Electives (choose 1 in Year 2 and 2 in Year 31

- E-Commerce
- 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

#### ADDITIONAL MOHE COMPULSORY **GENERAL STUDIES SUBJECTS**

#### For Local students:

- Appreciation of Ethics and Civilisation
- Philosophy and Current Issues
- Community Project
- Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melavu)

#### For International students:

■ Malay Language for Communication 2

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- Appreciation of Ethics and Civilisation
- Community Project

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## **BSC (HONS) BUSINESS STUDIES**

#### PROGRAMME INTRODUCTION

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 decisionmaking 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.

#### **VALIDATED BY:**



#### **CAREER PROSPECTS**

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

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#### **DISTINCTIVE SUNWAY EXPERIENCE**

This business degree programme is catered for those who wish to join the business profession with a particular emphasis on marketing knowledge and related skills. Its design hereby emphasised students' active participations upon robust business cum marketing curriculums, besides updated internship preparations. Beyond credentials via industrial and research experience, academics within the institution's marketing department consisted of distinguished members of ACR, AMA, AMS, AIB, AOM, Chartered Marketer, Chartered Statistician, Market Research Association and other esteemed academic associations. Such groundwork, coupled with opportunities for intelligence sharing by industry experts, has, nonetheless, enabled knowledge transfer between educators and students, from both areas of constructive working attitudes, and distinctive foundation on technical and practical skills; in turn, offer compelled supports towards establishing a rewarding business

#### PROGRAMME STRUCTURE - Subjects

#### Year 1

- Business Statistics
- Principles and Practice of Management
- Principles of Marketing
- Business Law
- English for Business
- Accounting for Decision Making
- Economics for Business
- Business Computing
- Introduction to Business Finance

#### Year 2

- Operations Management
- Marketing Management
- Human Resource Management
- Consumer Behaviour
- Marketing Research
- Communication Skills
- Integrated Marketing Communications
- International Marketing
- Entrepreneurship

#### Year 3

- Business Research Design
- Business Research Execution
- Business Ethics & Social Responsibility
- Leadership
- Internship
- Project Management
- Stream Electives (Choose 4)

#### STREAMS 1. 2. 3 AND 4 (ELECTIVES)

(i) Choose 1 stream (4 out of 5 subjects from the chosen stream) or (ii) Choose any 4 subjects from any stream for a general Business Studies degree

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#### Stream 1 - E-Commerce

- Marketing Analytics
- Digital Economy
- Retail Marketing
- Database Fundamentals
- Programming Principles

#### Stream 2 - Services Marketing

- Services Marketing
- Sustainable & Social Marketing
- Customer Relationship Management
- Service Design and Operation Management
- Quality Management

#### Stream 3 - Digital Marketing

- Web Fundamentals
- Digital Economy
- Digital Marketing
- Marketing Analytics
- Customer Relationship Management

#### Stream 4 - Creative Branding & Innovation

- Brand Management
- Product Innovation and Commercialisation
- Scientific Ideas & Innovation
- Publicity and Media Writing
- Introduction to Psychology

#### ADDITIONAL MOHE COMPULSORY **GENERAL STUDIES SUBJECTS**

#### For Local students:

- Appreciation of Ethics and Civilisation
- Philosophy and Current Issues
- 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
- Appreciation of Ethics and Civilisation
- Community Project

### BA (HONS) **ENTREPRENEURSHIP**

#### PROGRAMME INTRODUCTION

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.

#### **VALIDATED BY:**



#### CAREER PROSPECTS

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

#### **DISTINCTIVE SUNWAY EXPERIENCE**

The programme works closely with Sunway iLabs, a unique, not-for-profit concept where Sunway University, Sunway Group, and Sunway Ventures (Sunway's in-house venture capital arm) come together in a collaborative space to stimulate market driven innovations. The collaborations with Sunway iLabs offer unique opportunities for the students to learn entrepreneurship by experiencing it first-hand. Through Sunway iLabs, the programme also has direct access to the courses and workshops offered by renowned Berkeley Method of Entrepreneurship by UC Berkeley (Sutardia Center for Entrepreneurship & Technology), one of the best universities in the world for entrepreneurship education. Berkeley Method of Entrepreneurship focuses on inductive learning and journey-based approach to entrepreneurship education.

This degree is validated also by Chartered Management Institute and upon the successful completion of the programme, graduates will receive a Level 5 Certificate Professional Qualification in Management and Leadership.



#### **PROGRAMME STRUCTURE -**Subjects

#### Year 1

- Accounting for Decision Making
- Economics for Business
- 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
- Digital Economy
- Small Business & the SME Sector
- Operations Management
- Corporate Entrepreneurship & Innovation In A Global Context

#### Year 3

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

#### 3x Electives (Year 2 & Year 3) -

Opportunity to explore latest trends in Entrepreneurship, including

- Strategic Marketing:
- Marketing Management
- Consumer Behaviour - Services Marketing
- Professional Sales and Management
- Strategic Business:
- Human Resource Management
- Organisational Behaviour & Culture Management
- Data Analytics:
- Business Database Systems
- Business Data Mining
- Marketing Analytics
- Computer Sciences:
- Web Fundamentals
- Programming Principles

#### ADDITIONAL MOHE COMPULSORY **GENERAL STUDIES SUBJECTS**

#### For Local students:

- Appreciation of Ethics and Civilisation
- Philosophy and Current Issues
- 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
- Appreciation of Ethics and Civilisation

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■ Community Project

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# BACHELOR (HONS) IN FINANCE

#### PROGRAMME INTRODUCTION

The Bachelor (Hons) in Finance programme aims to train multi-talented Banking & Finance graduates by providing strong grounding in a diverse range of subjects comprising Accounting, Banking, Fintech, Investment, and Quantitative Methods to meet today's industry demands. This also includes specialised training and skill development in long-term national priority areas; an intensive two-semester applied project in addition to an internship with securities firms.

With this degree, graduates will be well-equipped to successfully kick-start their careers in a range of organisation both small and big from ordinary firms (all firms need finance), conventional banks, financial institutions to modern Silicon Valley-type start-ups and Digital Asset Exchanges, besides being future-ready to embrace Industrial Revolution 4.0

Students pursuing three finance degrees, on completing a year-2 subject (Financial Planning) will earn exemptions from 2 subjects and permitted to carry the 'associate member' title as Registered Financial Planner of the Malaysian Financial Planning Council.

#### **VALIDATED BY:**



#### CAREER PROSPECTS

- Investment banker
- Financial analyst
- Market analyst

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- Financial consultant
- Startup founder

#### DISTINCTIVE SUNWAY EXPERIENCE

With the continuously evolving demands of the Financial Services industry, this programme provides students with opportunities for hands-on training and experience, particularly in Fintech, Banking, and Analytics to ensure their career readiness. Students will also be well-prepared to transition into higher-level professional qualifications such as the Chartered Financial Analyst (CFA) and the Chartered Banker (CB) offered by the Asian Institute of Chartered Bankers.







#### PROGRAMME STRUCTURE - Subjects

#### Year 1

- Principles of Financial Accounting
- Introductory Economics
- Principles and Practice of Management
- English for Business
- Principles of Business Finance
- Business Statistics
- Business Law and Crowdfunding Regulation
- Principles of Marketing
- Business Computing and Fintech

#### Year 2

- Financial Management
- Financial Institutions & Markets
- Communication Skills
- Quantitative Methods for Data Mining
- Operation Management
- Islamic Banking, Securities and Finance
- Financial Statement Analysis
- Fixed Income Securities and Options

#### Year 3

- Corporate Finance
- Investment Management
- Finance Project I
- Business Ethics and Social Responsibility
- Strategic Management
- International Financial Management
- Finance Project II
- Internship

#### Electives (choose 3)\*

- Finance Analytics
- Development Economics
- Banking Law and Regulations
- Money, Banking and Bitcoin
- Financial Planning
- Startup Foundry

\*subject to availability. Students are asked to enquire with the Programme Leader in advance.

## ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

#### For Local students:

- Appreciation of Ethics and Civilisation
- Philosophy and Current Issues
- 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
- Appreciation of Ethics and Civilisation
- Community Project

## BSC (HONS) FINANCIAL ANALYSIS

#### PROGRAMME INTRODUCTION

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 in 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.

Students pursuing three finance degrees, on completing a year-2 subject (Financial Planning) will earn exemptions from 2 subjects and permitted to carry the 'associate member' title as Registered Financial Planner of the Malaysian Financial Planning Council.

#### CAREER PROSPECTS

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

#### **DISTINCTIVE SUNWAY EXPERIENCE**

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.







#### PROGRAMME STRUCTURE - Subjects

#### Year 1

- Principles of Financial Accounting
- Introductory Economics
- Enalish for Business
- Principles and Practice of Management
- Business Statistics
- Principles of Business Finance
- Business Law
- Principle of Marketing
- Business Computing

#### Year 2

- Financial Economics I
- Equity Valuation
- Quantitative Methods for Economics and Finance
- Financial Management
- Communication Skills
- Bonds with Embedded Options & Structured Securities
- Financial Economics II
- Financial Accounting
- Portfolio Management

#### Year 3

- Portfolio Management for Institutional Investors
- Business Ethics & Social Responsibilities
- Fixed Income Portfolio Management
- Risk Management Applications of Derivatives
- Internship
- Strategic Management

#### Electives (choose 4)

- Introduction to Econometrics
- Corporate Finance
- Applied Time- Series Econometrics
- Corporate Reporting Theory & Practice
- Financial Planning
- International Financial Management

## ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

#### For Local students:

- Appreciation of Ethics and Civilisation
- Philosophy and Current Issues
- 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
- Appreciation of Ethics and Civilisation
- Community Project

JPT/BPP(U)(N/343/6/0261/PA12200)03/25

JPT/BPP(U)(R/343/6/0168/FA4452)03/25

## **BSC (HONS) FINANCIAL ECONOMICS**

#### PROGRAMME INTRODUCTION

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, financialeconomic 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.

Students pursuing three finance degrees, on completing a year-2 subject (Financial Planning) will earn exemptions from 2 subjects and permitted to carry the 'associate member' title as Registered Financial Planner of the Malaysian Financial Planning Council.

#### **CAREER PROSPECTS**

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

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#### **DISTINCTIVE SUNWAY EXPERIENCE**

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.







#### PROGRAMME STRUCTURE - Subjects

#### Year 1

- Principles of Financial Accounting
- Introductory Economics
- Principles and Practice of Management
- English for Business
- Principles of Business Finance
- Business Statistics
- Business Law
- Principles of Marketing
- Mathematics for Economics
- Business Computing

#### Year 2

- Quantitative Methods for Economics and Finance
- Microeconomics
- Macroeconomics
- Financial Management
- Communication Skills
- Managerial Economics
- Financial Economics I
- Portfolio Management
- Malaysian Taxation System

#### Year 3

- International Economics
- Introduction to Econometrics
- Business Ethics & Social Responsibility
- Strategic Management
- Elective 1
- Applied Time-Series Econometrics
- Elective 2
- Elective 3
- Internship

#### Elective 1 (choose 1)

- Financial Institutions & Markets
- Bonds with Embedded Options and Structured Securities

#### Elective 2 (choose 1)

- Discrete Mathematics
- Financial Planning
- Corporate Finance

#### Elective 3 (choose 1)

- Financial Economics II
- Life Insurance & Takaful

#### ADDITIONAL MOHE COMPULSORY **GENERAL STUDIES SUBJECTS**

#### For Local students:

- Appreciation of Ethics and Civilisation
- Philosophy and Current Issues
- Community Project
- Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melavul

#### For International students:

- Malay Language for Communication 2
- Appreciation of Ethics and Civilisation
- Community Project

## **BSC (HONS) GLOBAL SUPPLY CHAIN MANAGEMENT**

#### **PROGRAMME INTRODUCTION**

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.

#### **VALIDATED BY:**



#### **CAREER PROSPECTS**

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

#### **DISTINCTIVE SUNWAY EXPERIENCE**

This degree is validated also by Chartered Management Institute and upon the successful completion of the programme, graduates will receive a Level 5 Diploma Professional Qualification in Management and Leadership



#### **PROGRAMME STRUCTURE - Subjects**

#### Year 1

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

#### Year 2

- Operations Management
- Human Resource Management ■ Organisational Behaviour &
- Cultural Management
- Quality Management
- Communication Skills
- Supply Chain Management ■ International Business
- Inventory Management

#### Electives (choose 1)

- Green Supply Chain Management
- E-Commerce

#### Year 3

- Business Ethics & Social Responsibilities
- Final Year Project 1
- Strategic Management
- Global Logistics Management
- Project Management
- Global Procurement Management
- Final Year Project 2
- Internship

#### Electives (choose 2)

- International Human Resource Management
- Maritime Logistics
- Freight Transportation

#### ADDITIONAL MOHE COMPULSORY **GENERAL STUDIES SUBJECTS**

#### For Local students:

- Appreciation of Ethics and Civilisation
- Philosophy and Current Issues
- 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
- Appreciation of Ethics and Civilisation

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■ Community Project

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# BSC (HONS) IN INTERNATIONAL BUSINESS

#### **PROGRAMME INTRODUCTION**

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

Businesses 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.

#### **VALIDATED BY:**



#### **CAREER PROSPECTS**

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

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#### DISTINCTIVE SUNWAY EXPERIENCE

This degree is validated also by Chartered Management Institute and upon the successful completion of the programme, graduates will receive a Level 5 Diploma Professional Qualification in Management and Leadership



#### **PROGRAMME STRUCTURE - Subjects**

#### Year 1

- Accounting for Decision Making
- Economics for Business
- Principles & Practice of Management
- English for Business
- Business Statistics
- Business Law
- Introduction to 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)

- International Marketing
- Supply Chain Management
- Product Innovation and Commercialisation

#### 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)

- Digital Economy
- Digital Marketing
- Project Management
- Global Logistics Management
- Entrepreneurship

## ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

#### For Local students:

- Appreciation of Ethics and Civilisation
- Philosophy and Current Issues
- 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
- Appreciation of Ethics and Civilisation
- Community Project

## BSC (HONS) MARKETING

#### PROGRAMME INTRODUCTION

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.

#### VALIDATED BY:



#### CAREER PROSPECTS

- Advertising and promotions specialist
- Brand manager/advisor
- Customer relationship associate/manager
- Retail expert

#### DISTINCTIVE SUNWAY EXPERIENCE

Featuring a robust and in-trend marketing curriculum, this degree provides the theoretical knowledge, practical, analytical and critical thinking skills to respond to the demands of global change and challenges. Marketing department's faculty members are outstanding international researchers who publish regularly in internationally ranked journals and present at major global conferences such as AMA, AMS, AIB, AOM, ACR, ANZMAC and more. Students gain exposure from interaction with industry experts via simulated business challenges, industry-collaborated field work, and professional development training series such as internships, field trips or competitions.

#### **PROGRAMME STRUCTURE - Subjects**

#### Year 1

- Accounting for Decision Making
- Business Statistics
- Introductory Economics
- English for Business
- Principles & Practice of Management
- Business Law
- Principles of Marketing
- 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 MarketingStrategic Marketing
- = Strategic Marketing
- Business Ethics & Social Responsibility
- Internship

#### **Electives (choose 2)**

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

## ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

#### For Local students:

- Appreciation of Ethics and Civilisation
- Philosophy and Current Issues
- 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

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- Appreciation of Ethics and Civilisation
- Community Project

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# BRINGING YOU FURTHER

# INTERNSHIP COMPANIES & COMPANIES OUR GRADUATES WENT TO

#### Accountancy

- Baker Tilly Malaysia
- BD0 Malaysia
- Crowe Malaysia
- Deloitte Malaysia
- Ernst & Young
- KPMG Malaysia
- Morison Anuarul Azizan Chew
- PwC Malaysia
- Russell Bedford Malaysia Sdn Bhd
- RSM Malaysia
- SJ Grant Thornton
- W.L. Chong & Associates
- William C. H. Tan & Associates

#### **Automotive**

• Ingress Auto (BMW)

#### **Aviation**

• Air Asia

#### **Banking**

- AmBank (M) Berhad
- Hong Leong Bank Berhad
- HSBC
- Maybank
- OCBC Bank Malaysia
- Public Bank Berhad

#### Chemicals

Jotun

#### Computer hardware, Computer software & IT

- Hewlett Packard
- Hitachi Sunway Information Systems Sdn Bhd
- Dell
- IBM
- Locus-T

#### Consultancy

- Accenture
- Boston Consulting Group Sdn Bhd
- Great Eastern Assurance
- Great Eastern Life Assurance (Malaysia) Berhad
- Hong Leong Assurance
- Prudential Malaysia Berhad
- The Boston Consulting

## Consumer Product & Service

- Genting Berhad
- Intercontinental Kuala Lumpur
- Procter & Gamble
- Unilever
- Vinda Malaysia

#### **Cosmetics and Bodycare**

- Alliance Cosmetics
   Sdn Bhd
- Amorepacific Malaysia
- skincare
- L'Oréal
- Shiseido Malaysia
- haircare

#### E-commerce

- Shopee Mobile Malaysia Sdn Bhd
- Zalora Malaysia

#### E-services

GRAB Malaysia

#### Education

 Branding & Marketing Communication positions within the Sunway Education Group

#### Entertainmer

• Golden Screen Cinemas

#### **Finance Shared Service**

- AIA Shared Services Sdn Bhd
- IBM Malaysia
- Sime Darby Global Services Sdn Bhd
- Tricor Services Sdn Bhd

#### **FMCG**

- Fraser & Neave
- Mondelez Malaysia Sales Sdn Bhd
- Nestle (Malaysia)

#### Health Care

- BP Healthcare
- Top Glove Malaysia

#### Hospitality

• Hilton Hotel

#### **Industrial Machinery**

General Electric

#### **Industrial Product & Service**

• Sunway Group

#### Investment

- Affin Hwang Asset Management Bhd
- Kenanga Investors Bhd
- OSK Holdings Berhad

#### **Logistics and Forwarding**

• DHL Malaysia

#### Manufacturing

• URC Snacks (M) Sdn Bhd

#### Medi

- JinnyboyTV Talents
- Nielsen Malaysia

#### **Pharmaceutical**

- B. Braun Medical Supplies Sdn Bhd
- Zuellig Pharma

#### **Property**

- Ecoworld
- Gamuda Land
- SP Setia
- Sime Darby

#### Retail

- Christy Ng Sdn Bhd
- Habib Jewels Sdn Bhd
- Isetan Retail
- PUMA Sports Goods Sdn Bhd
- Vin Florist & Gifts Sdn Bhd

## Telecommunications & Media

- Digi.Com Berhad
- Flexiroam Malaysia
- Huawei Technologies (M)
   Sdn Bhd
- Telekom Malaysia
- Time dotcom Bhd

## **STUDY ABROAD 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.

PROGRAMME	MOBILITY OPTIONS*							
	Lancaster University			London School of Economics	Korean Summer/	University of California,	University of East	
	Summer programme	Study abroad	1+2 articulation	(LSE) Summer School	Winter programme	Berkeley Startup semester	Anglia	
DURATION ABROAD	3 weeks	1 semester	2 years	3 weeks	2 weeks	1 semester	Transfer Programme (2 years)	
BSC (HONS) IN ACCOUNTING & FINANCE	✓		✓	$\checkmark$	✓			
BACHELOR (HONS) IN 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	✓	<b>√</b>	✓	✓	✓			
BSC (HONS) IN INTERNATIONAL BUSINESS	✓	✓	<b>√</b>	✓	✓			
BSC (HONS) MARKETING	✓		✓	✓	✓			

<sup>\*</sup>Subject to meeting requirements.

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SHAHIRA NAJIA JAMIL BSC (HONS) BUSINESS MANAGEMENT

Company: Royal Malaysia Police

Role: Inspector, International Exhibition and VIP Visit, Protocol Division



KHAW WYN NIE
BSC (HONS) ACCOUNTING
& FINANCE

Company: Maybank

Role: Global Maybank Apprentice



SILAS ROBERTS BSC (HONS) FINANCIAL ECONOMICS

Company: L'Oreal

Role: Management Trainee



BERNARD
GOH BOON PING
BSC (HONS) ACCOUNTING
& FINANCE

Company: UOB Asset Management

Role: Investment Team



RAJA ISHWALISA PUTERI BSC (HONS) BUSINESS STUDIES

Company: Alliance Cosmetic Sdn Bhd

Role: Advertising & Promotions Executive



CHEN LI SHAN BSC (HONS) BUSINESS MANAGEMENT

Company: Wipro Consumer Care & Lighting

Role: Trade Marketing



VIVIAN KWAN WAI CHUNG BSC (HONS) BUSINESS STUDIES

Company: Coca-Cola Bottlers Malaysia

Role: Customer Development Executive



SAMANTHA
LIM ZI XUAN
BSC (HONS) ACCOUNTING
& FINANCE

Company: Nestlé Malaysia

Role: E-Commerce Manager



JASON FUNG JIA HAO BA (HONS) ENTREPRENEURSHIP

Company: Work Inspires

Role: Head of Projects and Engagement



SRIKANTH MURUGASVARAN BSC (HONS) INTERNATIONAL BUSINESS

Company: HLL Group

Role: Business Development Executive



IVAN DIONG BSC (HONS) MARKETING

Company: Revenue Group Berhad

Role: Marketing Executive



MATTHIEU DUCASSE BSC (HONS) BUSINESS STUDIES

Company: Polly Esther Ltd.

Role: Co-Director



TANG HONG KIT BSC (HONS) GLOBAL SUPPLY CHAIN MANAGEMENT

Company: Hapag-Lloyd

Role: Equipment Coordinator



EVELYN TAY EE LING BSC (HONS) FINANCIAL ANALYSIS

Company: CFA Society Malaysia

Role: Communications & Public Affairs Executive



LEONG PUI LING
BSC (HONS) ACCOUNTING
& FINANCE

Company: KPMG Singapore

Role: Senior Associate



BELLA DEA AJANI BSC (HONS) BUSINESS MANAGEMENT

Company: TDCX Malaysia

Role: SEA Market (Gaming Account)



## IN PARTNERSHIP WITH THE WORLD

**UNIVERSITY OF** CALIFORNIA. BERKELEY

> **HARVARD** UNIVERSITY

MASSACHUSETTS INSTITUTE OF **TECHNOLOGY** 

**LANCASTER** 

UNIVERSITY **UNIVERSITY** 

OF OXFORD UNIVERSITY

F CAMBRIDGE

ALIBABA **BUSINESS SCHOOL** 

LE CORDON BLEU

As part of our nation building ambitions, Sunway University has travelled the world seeking out the finest educational opportunities, bringing them closer to you.

#### LIVE

Whilst most universities have a campus, only Sunway University has a city. Experience a world-class education right here at Sunway City, Malaysia's model smart-sustainable city enabled by 5G.

#### LEARN —

International collaborations with the world's most renowned institutions offer Malaysians world-class education at local prices, avoiding the expensive cost of overseas travel and unfavourable exchange rates.

### LEAD —

Currently pioneering research with the University of Cambridge to collaborate on ways to combat the Covid-19 pandemic in the Jeffrey Cheah Biomedical Centre at the University of Cambridge.

### ── LEGACY ──<del></del>

Located at Sunway City, Malaysia, Sunway University joins New York & Paris as one of the three United Nations Sustainable Development Solutions Network (SDSN) Centres in the world to coordinate continent-wide sustainable initiatives.

ONE UNIVERSITY, A WORLD OF OPPORTUNITIES.

## A CLASS ABOVE













