

BEYOND GRADUATION

The Sunway Student Success Architecture

Reimagining Employability through
an Integrated Institutional Architecture



PERSONALISED
GUIDANCE



FLEXIBLE
PATHWAYS



AI-ENABLED
INSIGHTS



LIFELONG
LEARNING



STRONGER
TOGETHER

One Learner. Every Stage.
Endless Possibilities.



**STUDENT
SUCCESS**
ARCHITECTURE

PART I

THE CHALLENGE

Why Higher Education Must Go Beyond Graduation

Higher education can no longer measure success solely by graduation. Universities must empower students to discover their purpose, build future-ready capabilities, and continue growing throughout their careers.

“

Employability is not an outcome achieved at graduation—it is a lifelong journey that begins on the first day of university. ”

— **Professor Sibrandes Poppema**

President, Sunway University

A MESSAGE FROM THE PRO VICE-CHANCELLOR (EDUCATION, EMPLOYABILITY & ALUMNI)

**Education should not end at graduation.
Our partnership with learners must not either.**

The future of work is dynamic, complex and full of possibilities we cannot yet imagine. In this new reality, we must go beyond preparing students for their first job—we must help them build the capability, confidence and character to thrive across a lifetime of change.

At Sunway University, we have reimagined how a university can walk alongside its students—guiding, challenging and empowering them from Day 1, and continuing that partnership long after they leave our campus.

The Sunway Student Success Architecture is our institutional response. It integrates education, employability, lifelong learning and alumni engagement into one continuous journey of growth. Through personalised coaching, industry-connected pathways, interdisciplinary learning, AI-enabled guidance and lifelong learning opportunities, we nurture career capability and a mindset for continuous growth.

This architecture reflects our belief that every learner has unique potential—and that when given the right support, connections and opportunities, they can create meaningful impact in their own lives and in society.

Together, let us build a future where every learner is empowered to go beyond graduation and beyond their own limits.

Chai Lay Ching

PROF. DR. CHAI LAY CHING

Pro Vice-Chancellor (Education, Employability & Alumni)
Sunway University



“OUR VISION

To be a global university that nurtures future-ready graduates with the knowledge, skills, mindset and values to lead meaningful lives and create positive impact—today and for generations to come.



Student
Centric



Future
Focused



Industry
Connected



Lifelong
Partnership

OUR COMMITMENT | Every learner. Every stage. Endless possibilities.



EMPOWER

We empower learners to take charge of their journeys.



EQUIP

We equip students with the skills and mindsets for tomorrow.



ENGAGE

We engage industry, alumni and communities as partners in success.



INNOVATE

We innovate in education to stay ahead of emerging needs.



IMPACT

We create impact that transforms lives and society.



THE CHALLENGE: TRADITIONAL MODELS ARE FRAGMENTED AND DISCONNECTED

Students experience their university journey as one continuous path, but universities are still organised in silos.

It's time to change the architecture.

“

The future belongs to universities that connect learning, work and life into a seamless journey for every learner. ”

THE TRADITIONAL UNIVERSITY SILOED. REACTIVE. DISCONNECTED.

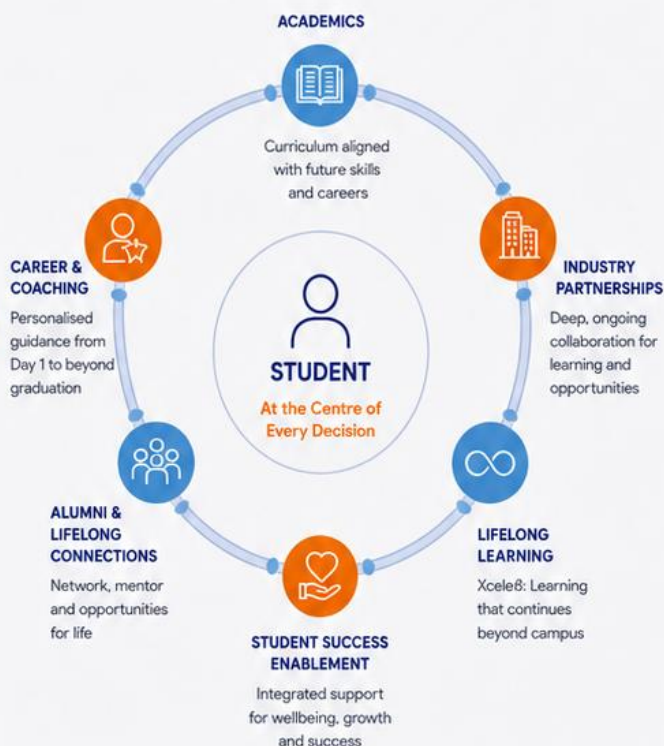
Support services are fragmented.
Career development starts too late.



VS

SUNWAY STUDENT SUCCESS ARCHITECTURE INTEGRATED. PROACTIVE. CONNECTED.

One architecture. One journey.
Lifelong partnership.



THE OLD WAY

- ✗ Silos lead to disconnection
- ✗ Career support starts too late
- ✗ Short-term focus
- ✗ Ends at graduation



THE SUNWAY WAY

- ✓ Integration creates alignment
- ✓ Career capability built from Day 1
- ✓ Long-term focus
- ✓ Partnership that goes beyond graduation

WHY HIGHER EDUCATION MUST CHANGE

The world of work is evolving faster than our education systems.

Technological disruption, demographic shifts and global uncertainties are redefining what it means to build a successful career. Universities must respond—not only by updating curricula, but by reimagining how we prepare and support learners throughout their entire journey and beyond.

The greatest risk is not that students will fail to find a job, but that they will be unprepared for a lifetime of change.



A WORLD IN TRANSITION: KEY TRENDS SHAPING THE FUTURE



39%

of workers' core skills are expected to change by 2030.

*World Economic Forum,
Future of Jobs Report 2025*



23%

of jobs are expected to change within the next five years.

*World Economic Forum,
Future of Jobs Report 2023*



62%

of workers in South-East Asia are expected to require training by 2030.

*World Economic Forum,
Future of Jobs Report 2025*



Nearly 70%

of employers use skills-based hiring for entry-level recruitment.

NACE, Job Outlook 2026

THE IMPLICATION FOR UNIVERSITIES

Traditional approaches are no longer sufficient. Universities must move from knowledge delivery to capability development—and from episodic support to lifelong partnership.



Fragmented Support

Students navigate multiple disconnected services.



Late Intervention

Career guidance often begins too late to make a difference.



Short-Term Focus

Emphasis on first job over long-term career capability.



Ends at Graduation

University support stops when graduates need it most.



Capability Gap

Graduates lack adaptability, confidence and a clear professional identity.



The future demands a new architecture—one that is **integrated, proactive and continuous**, empowering every learner to thrive beyond graduation.

THE BIG IDEA: WE DID NOT BUILD ANOTHER PROGRAMME. WE REDESIGNED THE UNIVERSITY.

The Sunway Student Success Architecture is not an initiative. It is an institutional transformation.

We have reimagined how the university nurtures learners—by integrating education, employability, lifelong learning and alumni engagement into one seamless architecture that accompanies every learner from Day 1 to beyond graduation.

This is how we build career capability, foster lifelong learning and create long-term impact—for our learners, our partners and society.



SIX CONNECTED ELEMENTS. ONE INTEGRATED ARCHITECTURE.



Integrated by Design

Aligned governance, curriculum and student development



Personalised by Human Touch

Success X-Factor Coaching at every stage



Pathways by Choice

Career X Pathways and the Career Xplorer Hub



Intelligence by Technology

AI-powered Talent Intelligence Platform for smarter guidance



Learning for Life

XceEd lifelong learning and alumni connections



Impact for Tomorrow

Stronger graduates. Stronger careers. Stronger society.

OUR BELIEF

When a university is connected, learners are empowered.

When learners are empowered, communities and industries thrive.

THIS ARCHITECTURE IS OUR COMMITMENT TO:



OUR LEARNERS

To walk with them, challenge them and believe in them.



OUR PARTNERS

To co-create value and open doors together.



OUR ALUMNI

To stay connected and grow together for life.



OUR SOCIETY

To create meaningful impact beyond our campus.



OUR IMPACT



Career Capability Developed



Stronger Employability Outcomes



Meaningful Industry & Community Impact



Lifelong Success Enabled

THE SUNWAY STUDENT SUCCESS ARCHITECTURE

AN INTEGRATED ECOSYSTEM FOR EVERY LEARNER, EVERY STAGE, BEYOND GRADUATION

A seamless architecture that integrates coaching, curriculum, industry engagement, technology and lifelong learning to develop career capability and nurture lifelong success.

OUR ENABLERS



SUCCESS X-FACTOR COACHING ECOSYSTEM

Academic, Industry and Executive Success Coaches journeying with students at every stage.



CAREER X PATHWAYS

Structured academic and co-curricular pathways to build career capability.



CAREER XPLORER HUB

Interdisciplinary electives and micro-learning to explore interests and build future-ready skills.



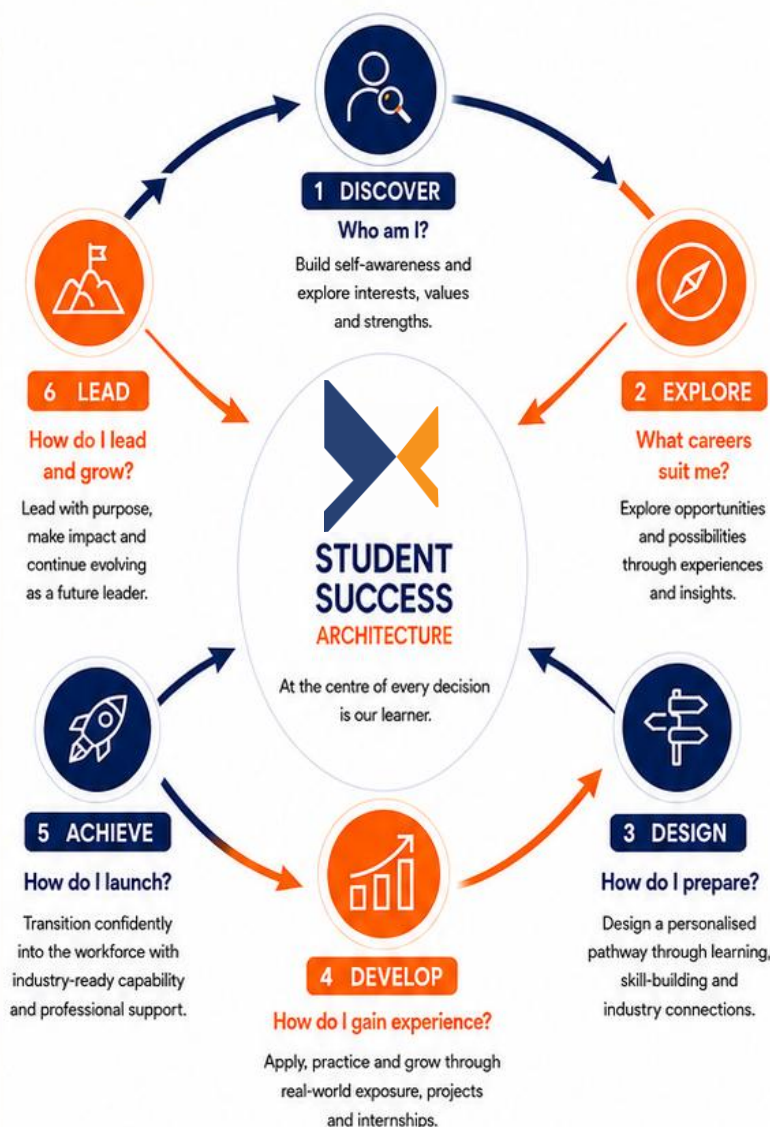
TALENT INTELLIGENCE PLATFORM

AI-powered guidance, insights and matching for smarter decisions and opportunities.



XCEED LIFELONG LEARNING

Future-focused learning and upskilling for life and career advancement.



BEYOND GRADUATION

7 GROW

How do I continue to grow?

Lifelong learning, alumni network and continuous support for long-term success.

24-MONTH EXTENDED PARTNERSHIP

We walk alongside our graduates for 24 months and beyond.



BUILT ON STRONG FOUNDATIONS



INTEGRATED GOVERNANCE

Alignment across portfolio, schools and functions.



CURRICULUM INTEGRATION

Employability embedded across academic programmes.



INDUSTRY PARTNERSHIPS

Deep, real and enduring industry collaborations.



STUDENT-CENTRIC CULTURE

Care, support and belonging at the heart of everything.



DATA-INFORMED DECISIONS

Evidence and analytics to guide continuous improvement.



HOW IT WORKS: A JOURNEY THAT TRANSFORMS

From Day 1 to beyond graduation, every learner is guided, supported and empowered through a connected architecture of people, programmes and technology.



POWERED BY OUR ENABLERS



INTEGRATED GOVERNANCE

Aligned leadership and portfolio-wide commitment driving transformation.



CURRICULUM INTEGRATION

Employability embedded across all programmes and learning experiences.



INDUSTRY PARTNERSHIPS

Deep, real and enduring collaborations that open doors and create value.



AI & TECHNOLOGY

Intelligent tools and data insights that personalize guidance and decisions.



STUDENT-CENTRIC CULTURE

Care, support and belonging at the heart of every interaction.



WHY THIS ARCHITECTURE MATTERS

A stronger learner journey creates value for everyone.

The Sunway Student Success Architecture is more than a new set of programmes — it is a whole-of-university transformation that empowers our learners, supports our employers, strengthens our institution and contributes to a more sustainable society.

WHO BENEFITS?



LEARNERS

A Lifelong Learner for a Meaningful Future

- ✓ Discover and pursue career opportunities beyond graduation.
- ✓ Build real-world skills and confidence.
- ✓ Access personalised learning and mentorship.
- ✓ Grow continuously and adapt to a changing world.



EMPLOYERS

A Workforce Ready for Tomorrow

- ✓ Access job-ready, future-fit graduates and lifelong learners.
- ✓ Partner with the university to co-create talent solutions.
- ✓ Engage with a network of career-ready students and alumni.
- ✓ Build sustainable talent pipelines for long-term growth.



UNIVERSITY

A Future-Ready Institution

- ✓ Deliver a holistic, integrated learner experience.
- ✓ Strengthen industry relevance and global competitiveness.
- ✓ Innovate curriculum, pedagogy and student support.
- ✓ Create a lifelong engagement and alumni ecosystem.



SOCIETY

A More Inclusive, Skilled and Sustainable Future

- ✓ Build a future-ready workforce for national development.
- ✓ Promote lifelong learning and social mobility.
- ✓ Foster innovation, resilience and responsible global citizenship.
- ✓ Create positive, long-term impact for communities.

OUR VALUE IN ACTION



100%

EMPLOYABILITY RATE

Learners achieve meaningful career outcomes.



400+

INDUSTRY SUCCESS COACHES

Guiding and mentoring learners at every stage.



32

EXECUTIVE SUCCESS COACHES

Providing expert guidance and strategic support.



26,000+

COMMUNITY BENEFICIARIES

Students, alumni and partners across the ecosystem.



AI-POWERED

TALENT INTELLIGENCE PLATFORM

Enabling data-informed decisions and personalised growth.



24-MONTH POST-GRADUATION SUPPORT

Lifelong learning and alumni network for continued success.



A DEEPER CONNECTION

Between learners, industry and community — creating opportunities that last beyond graduation.



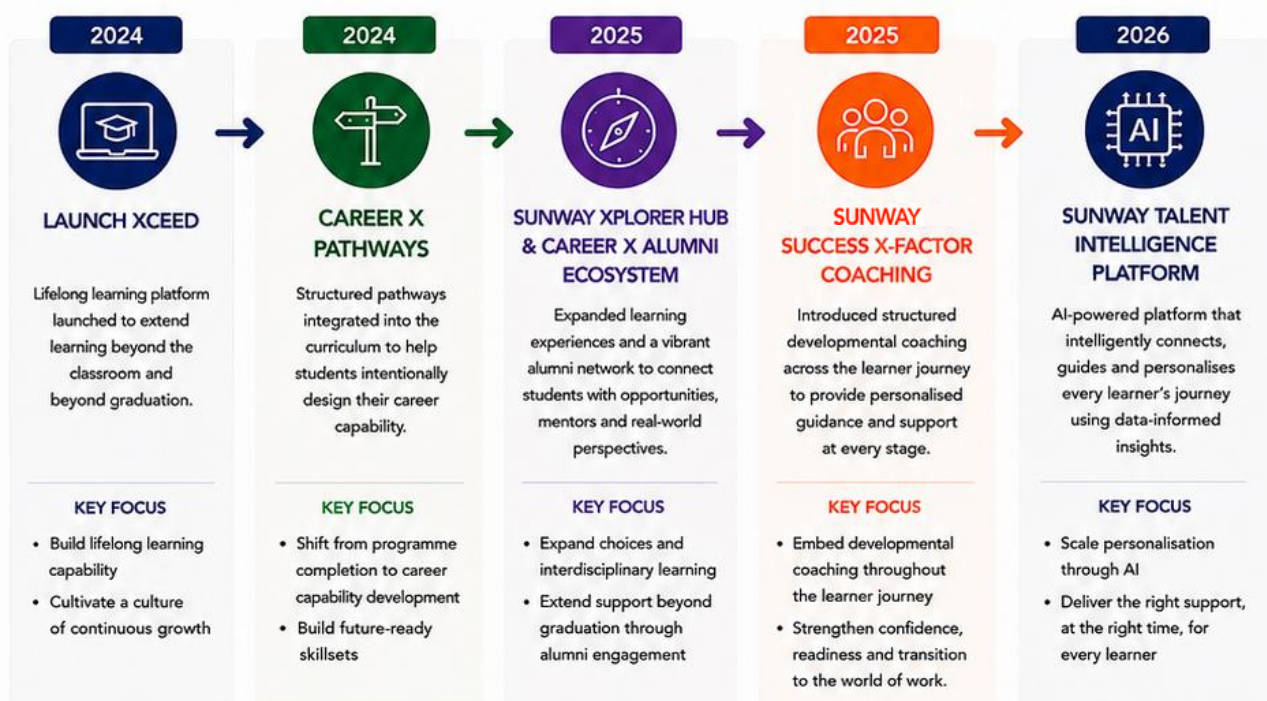
STRONGER LEARNERS. STRONGER FUTURES.

The Sunway Student Success Architecture builds the capabilities, connections and confidence learners need to thrive — today and throughout life.

BUILDING THE ARCHITECTURE A PHASED INSTITUTIONAL TRANSFORMATION

Institutional transformation is built step by step—
not all at once.

Rather than launching isolated employability initiatives, Sunway adopted a phased implementation strategy. Each component was introduced in sequence, allowing every new initiative to build upon the previous one and ultimately form one integrated Student Success Architecture.



WHY THIS SEQUENCE MATTERS



Each phase was intentionally designed to strengthen the next, **transforming** independent initiatives into **one integrated architecture** for **lifelong learner success**.



**STUDENT
SUCCESS
ARCHITECTURE**

An integrated journey from enrolment to 24 months beyond graduation.

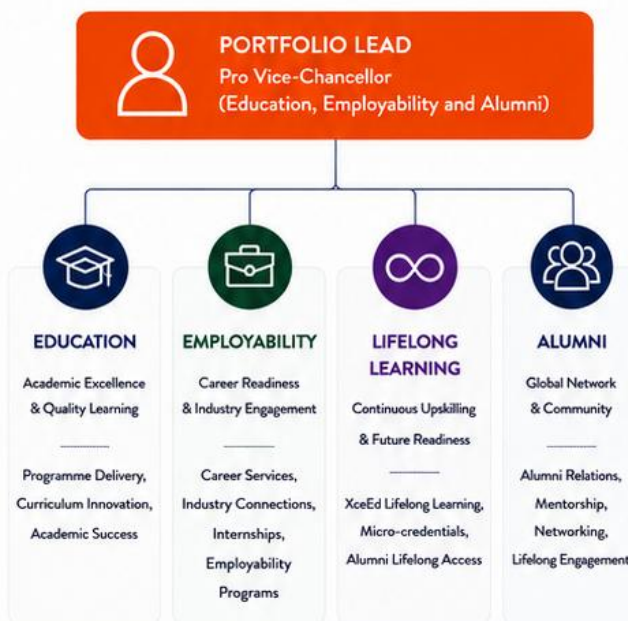


GOVERNED AS ONE

Integrating Education, Employability, Lifelong Learning and Alumni under one portfolio to create **one continuous learner journey**.

The Student Success Architecture is uniquely integrated under one portfolio led by the Pro Vice-Chancellor (Education, Employability and Alumni). By bringing our key learner-facing functions together under one leadership, we ensure seamless collaboration, consistent strategy, shared goals and maximum impact for every learner—from enrolment to beyond graduation.

GOVERNANCE STRUCTURE



SUPPORTED BY SHARED ENABLERS



Data & Analytics



Technology & AI



Quality Assurance



Communications



Finance & Resources



Partnerships

OUR GOVERNANCE PRINCIPLES



ONE LEARNER JOURNEY
Every decision is made with the learner journey in mind.



INTEGRATED BY DESIGN
All components work together under one portfolio and shared goals.



HUMAN-CENTRED DECISION MAKING
We put learners first through empathy, inclusion and care.



EVIDENCE-INFORMED IMPROVEMENT
Insights and evidence guide decisions and continuous improvement.



SHARED ACCOUNTABILITY
Clear ownership, transparent reporting and joint responsibility for outcomes.

ONE INTEGRATED PORTFOLIO. A CONTINUOUS LEARNER JOURNEY.



Education

Build strong foundations and capabilities

+



Employability

Connect with opportunities and industries

+



Lifelong Learning

Keep learning, adapting and future-ready

+



Alumni

Stay connected, give back and grow together

=



**STUDENT
SUCCESS
ARCHITECTURE**

Integrated for impact.
Designed for life.



OUR COMMITMENT

One integrated portfolio. Shared strategic direction. Connected and accountable teams. Together, we deliver a seamless, impactful and future-ready learner experience—from enrolment to beyond graduation.

HOW WE SUCCEED TOGETHER



Shared Vision



Aligned Goals



Clear Ownership



Measurable Impact



Continuous Improvement



PART II

THE SOLUTION

Building an Integrated Student Success Architecture

An integrated ecosystem that connects education, industry, coaching, artificial intelligence, alumni engagement and lifelong learning into one continuous learner journey.

A CLASS ABOVE

“

Transforming student success requires more than individual programmes. It requires one connected architecture built around the learner. ”

— Professor Abhi Veerakumarasivam

Provost, Sunway University

THE SUNWAY STUDENT SUCCESS ARCHITECTURE

An integrated institutional framework connecting education, employability, lifelong learning and alumni into one continuous learner journey.

INTEGRATED UNDER ONE PORTFOLIO: **PRO VICE-CHANCELLOR (EDUCATION, EMPLOYABILITY AND ALUMNI)**



EDUCATION
Academic Excellence
& Quality Learning



EMPLOYABILITY
Career-Ready Graduates
& Industry Connections



LIFELONG LEARNING
Continuous Upskilling
& Future Readiness



ALUMNI
Global Network
& Community

THE CONTINUOUS LEARNER JOURNEY: 7 DEVELOPMENTAL STAGES

DEVELOPMENTAL STAGES

1 DISCOVER



Who am I?

2 EXPLORE



What careers suit me?

3 DESIGN



How do I prepare?

4 DEVELOP



How do I gain experience?

5 ACHIEVE



How do I launch my career?

6 LEAD



How do I lead and contribute?

7 GROW



How do I continue learning and grow my career?

STUDENT NEED

Self-awareness, interests, values, strengths and purpose

Explore career options, industries and real-world possibilities

Plan my academic pathway and build future-ready skills

Gain experience, apply learning and build professional capabilities

Confidently transition into the workplace and launch my career

Develop leadership, mentoring, contribution and community impact

Continuously learn, grow my career and create impact

ARCHITECTURE COMPONENTS THAT ENABLE EVERY STAGE

ARCHITECTURE COMPONENTS	1 DISCOVER (Who am I?)	2 EXPLORE (What careers suit me?)	3 DESIGN (How do I prepare?)	4 DEVELOP (How do I gain experience?)	5 ACHIEVE (How do I launch my career?)	6 LEAD (How do I lead and contribute?)	7 GROW (How do I continue learning and grow my career?)	OUTCOME
 ACADEMIC SUCCESS COACH	From Day 1 throughout study years and into alumni connection	✓	✓	✓	✓	✓	✓	Continues as alumni mentor
 INDUSTRY SUCCESS COACH	Appointed in Year 2 and stays through graduation and beyond	—	✓ (introduced)	✓	✓	✓	✓	Opportunities to remain connected
 EXECUTIVE SUCCESS COACH	Provided in the final year to prepare for leadership and transition	—	—	—	✓	✓ (optional)	✓	Selective alumni engagement
 CAREER X PATHWAYS	Personalised academic & career pathways aligned to interests and aspirations	—	✓ (start exploring)	✓	✓	✓	—	—
 CAREER XPLORER HUB	Electives, innovation labs, clusters and experiential learning	—	✓	✓	✓	✓	—	—
 CAREER X ALUMNI NETWORK	Professional community, mentoring, networking and career support	—	—	—	✓	✓	✓	Lifelong community
 XCEED LIFELONG LEARNING	Upskilling, reskilling, micro-credentials and short courses	—	—	—	(intro to XceEd)	✓	✓	Continuous access for lifelong growth

AI TALENT INTELLIGENCE PLATFORM (THE DIGITAL BACKBONE)



AI Career Guidance
Personalised recommendations



Digital Coaching Matching
Connects students with the right coaches



Learning Analytics
Tracks progress & predicts needs



Skills Mapping
Identifies skills gaps & growth



Career Insights
Industry trends & opportunities



Student Success Dashboard
Real-time support & interventions

AI-powered insights and tools that personalise every learner's journey and drive data-informed decisions.

SUPPORTED BY SHARED ENABLERS



Data & Analytics



Technology & AI



Quality Assurance



Communications



Finance & Resources



Partnerships

i **Applicable to all undergraduate programmes.** The developmental milestones remain consistent, while the duration varies by programme (e.g., 3-year, 4-year or 5-year degrees).

One Learner. **Every Stage.** Endless Possibilities.

FROM DEGREE COMPLETION TO CAREER CAPABILITY

An example of how the Student Success Architecture personalises the learner journey for a Biomedical Science student.

**MINDSET
SHIFT**

**FROM
COMPLETING A DEGREE**

**TO
BUILDING CAREER CAPABILITY**


The Student Success Architecture shifts higher education from programme completion to lifelong **career capability development**.


**THE LEARNER
JOURNEY**


 **OUR PROMISE:** We walk with you from Day 1 to Beyond Graduation. Together, we build your future, and you build a better world.

ONE LEARNER. EVERY STAGE.
ENDLESS POSSIBILITIES.

SUCCESS X-FACTOR COACHING

A progressive three-tier coaching ecosystem guiding every student from entry to beyond graduation.

The Success X-Factor Coaching model provides every Sunway student with continuous, personalised support—from admission to beyond graduation—through academia, industry and executive leadership.



A PROGRESSIVE 3-TIER COACHING ECOSYSTEM



ACADEMIC SUCCESS COACH

Guiding academic success and personal growth.



Assigned from Day 1 to guide academic growth and goal setting.



INDUSTRY SUCCESS COACH

Connecting learning to career readiness.



Assigned in Year 2 to provide real-world insights and career mentorship.



EXECUTIVE SUCCESS COACH

Engagement sessions with executive leaders in the final year.



Engagement sessions with executive leaders to broaden perspective and accelerate growth.



ROLL-OUT PROGRESS (2025–2027)

	Target 2025	Target 2026	Target 2027	Achieved in 2025	Achieved as at July 2026
 INDUSTRY SUCCESS COACHES	100	600	1200	150+	403
 EXECUTIVE SUCCESS COACHES	10	20	30	17	32



EXCEEDED ALL YEAR 1 IMPLEMENTATION TARGETS.
The implementation has progressed substantially ahead of the original rollout plan through strong industry engagement and executive leadership participation.

OUR INDUSTRY SUCCESS COACHES COME FROM DIVERSE INDUSTRIES

AstraZeneca

Deloitte.



WORLD OF HYATT®

KPMG

Schneider Electric

L'ORÉAL GROUPE

MARS

Maybank

PATHLAB

POS MALAYSIA

pwc

SUNWAY

ST REGIS
HOTELS & RESORTS

HOW IT WORKS



CONNECTED TO COACH

Students are matched with the right coach at the right stage.



PERSONALISED GUIDANCE

1-to-1 coaching sessions, goal setting and action planning.



EXPERIENCE & EXPOSURE

Access to networks, industry insights and real-world opportunities.



GROWTH & TRANSFORMATION

Build confidence, capability and clarity for lifelong success.

THE IMPACT WE ARE BUILDING



100%

Year 1 students assigned an Academic Success Coach from Day 1



403

Industry Success Coaches supporting Year 2 and above learners



32

Executive Success Coaches appointed



1000+

Final-year students engaged

SUPPORTED BY OUR ENABLERS



People

Dedicated coaches, mentors and support teams



Technology & AI

Smart matching, insights and personalised support



Partnerships

Industry, community and global university collaborations



Data & Insights

Evidence-driven interventions and progress tracking



Culture & Values

A culture of care, integrity and lifelong commitment



OUR PROMISE: We walk with you from Day 1 to Beyond Graduation. Together, we build your future, and you build a better world.

ONE LEARNER. EVERY STAGE.
ENDLESS POSSIBILITIES.



MEET OUR EXECUTIVE SUCCESS COACHES

Learning from those who lead. Inspired by real-world impact.

Our Executive Success Coaches are distinguished leaders from Malaysia and around the world—CEOs, entrepreneurs, policymakers and changemakers who share their wisdom, experience and networks to prepare our students for leadership and career success in the real world.

1. GOVERNMENT, PUBLIC LEADERSHIP & SOCIAL IMPACT



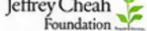
Steven Sim Chee Keong
Minister
Minister of
Entrepreneur and
Cooperatives
Development



Samuel Isaiah
Executive Director
Pemimpin



**Tunku Zain Al-'Abidin
Ibni Tuanku Muhriz**
Board of Trustees
Jeffrey Cheah
Foundation



Dato' Sri Idris Jala
Ex-minister;
Co-Chairman,
Sunway Group



**Tan Sri Datuk Dr.
Rebecca Fatima
Sta Maria**
Ex-executive director
APEC Secretariat



**Tan Sri Dr.
Jemilah Mahmood**
Founder
MERCY Malaysia



32

EXECUTIVE
SUCCESS COACHES

REPRESENTING



Government &
Public Service



Multinational
Corporations



PLCs & Industry
Leaders



Entrepreneurs &
Founders



Education &
Social Impact



Media, Sports &
Culture

2. CORPORATE & INDUSTRY LEADERS



Riad Asmat
Board of Advisors,
AirAsia Aviation
Group



**Wan Amir-Jeffery Bin
Wan Abdul Majid**
Group CEO
Duopharma Biotech



**Siti Hurairah
Sulaiman**
Country Chair
Shell Malaysia



Laurence Si
Managing Director
Microsoft Malaysia



**Veronika Winanti
Wahyu Utami**
Managing Director
Dutch Lady Milk
Industries Berhad
(DLM)



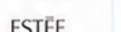
Peter Lim
Group Managing
Partner
Folks DFK & Co Ltd



Fong-Tuan Chen
Chief People Officer
Valiram



Cheryl Joannides
General Manager /
Managing Director
Estee Lauder
Malaysia



Bilal Parvaiz
Chief Executive Officer
Standard Chartered
Bank Malaysia Berhad



Albern Murty
Chief Executive Officer
CelcomDigi



**Datuk Jake
Abdullah**
Chief Everything
Officer
MALAYSIAN
DYNAMIC MEDIA
SDN BHD



Alex Castaldi
Chief Executive Officer
Sunway Hospitality
Group



Datuk Anuar Taib
Deputy President
Sunway Group



**Datin Paduka
Sarena Cheah**
Executive Deputy
Chairman
Sunway Group



**Evan Cheah
Yean Shin**
Deputy President
Sunway Group



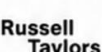
3. FOUNDERS, ENTREPRENEURS & BUSINESS BUILDERS



**Dato' Calvin Chan
Jian Chenn**
Founder &
Managing Director



**Satish
Raguchandran**
Founder



**Tan Sri Sir
Jeffrey Cheah**
Founder &
Chairman
Sunway Group



Venon Tian
Co-founders
ZUS Coffee



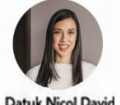
**Dato Chew
Chee Kin**
Former President
Sunway Group



4. EDUCATION, PURPOSE LEADERS & CHANGEMAKERS



**Prof. Dato' Dr.
Elizabeth Lee**
CEO
Sunway Education
Group



Datuk Nicol David
Malaysian Retired
Professional Squash
Player
Independent



Rashvin Pal Singh
Group CEO
Biji Biji Initiative



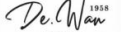
Anne Abraham
Founder -
Lead Women



Dr. S. Madhusudhan
Doctor
Malaysian Patch Adams /
Teddy Bear Doctor



Chef Wan
Malaysian Celebrity
Chef and owner
Do.Wan 1958
by Chef Wan



THE IMPACT ON OUR STUDENTS



Direct access to
leaders and
decision-makers



Real-world
insights that
shape career
direction



Expanded
professional
networks and
opportunities



Confidence to lead
and create impact



Lifelong guidance
beyond graduation



From boardrooms to startups, from policy halls to playing fields —our Executive Success Coaches empower students to think bigger, act with purpose and **lead with impact.**

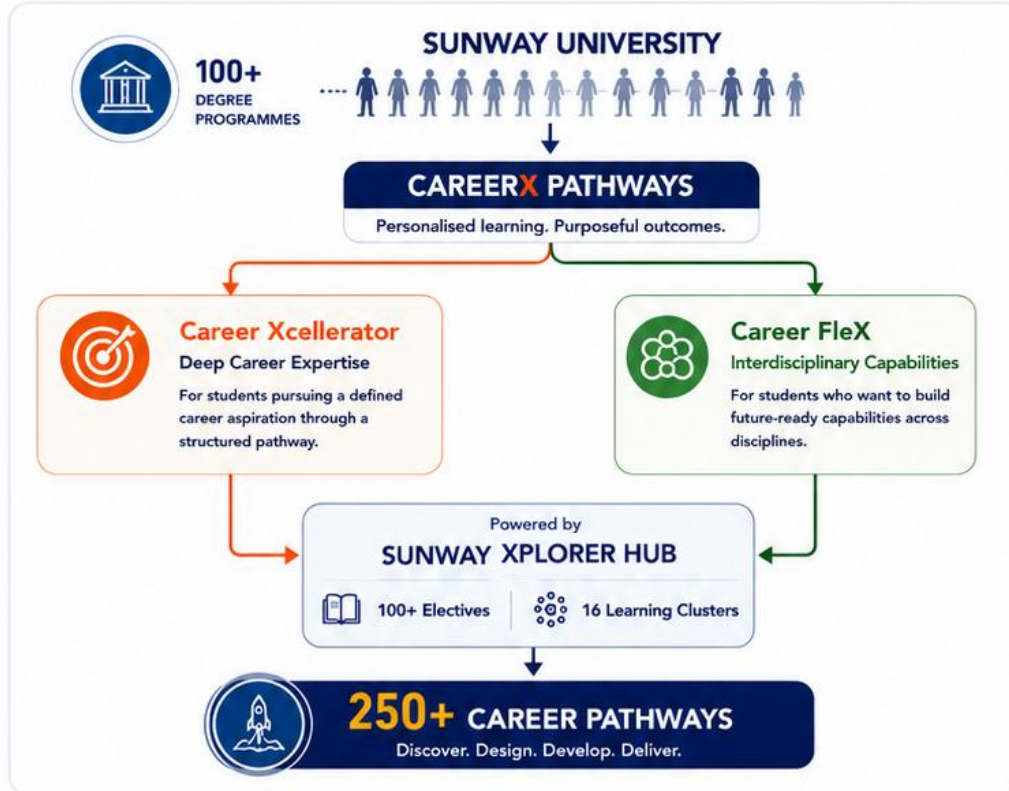


CAREERX PATHWAYS

100+ Programmes. **250+** Career Pathways. **One** Personalised Journey.

CareerX Pathways empowers every undergraduate to personalise their education through structured career specialisation and interdisciplinary exploration.

Every programme. Every student. Every ambition.



CAREERX AT A GLANCE



100+
DEGREE
PROGRAMMES
Across all disciplines



250+
CAREER
PATHWAYS
Multiple pathways
for every ambition



100+
CAREER XLOER
HUB ELECTIVES
Industry-informed and
future-relevant



16
LEARNING
CLUSTERS
From AI to Arts,
Sustainability to Finance



APPLICABLE TO
EVERY
UNDERGRADUATE
STUDENT
From Day 1 to
Beyond Graduation

CAREER XCELLERATOR

Structured pathways for deep career specialisation.



EXAMPLES OF CAREER PATHWAYS



CAREER FLEX

Flexible combinations to build interdisciplinary capabilities.



Ideal for emerging careers that demand adaptability, creativity and cross-disciplinary thinking.

EXAMPLES OF FLEXIBLE COMBINATIONS



FROM CURRICULUM TO CAREER

TRADITIONAL DEGREE STRUCTURE	VS	CAREERX PATHWAYS
 One curriculum for everyone		 Personalised learning journey
 Fixed electives		 Career-aligned pathway choices
 Programme-centred		 Student-centred
 Degree completion		 Career capability development
 Limited flexibility		 Cross-disciplinary opportunities

WHY IT MATTERS

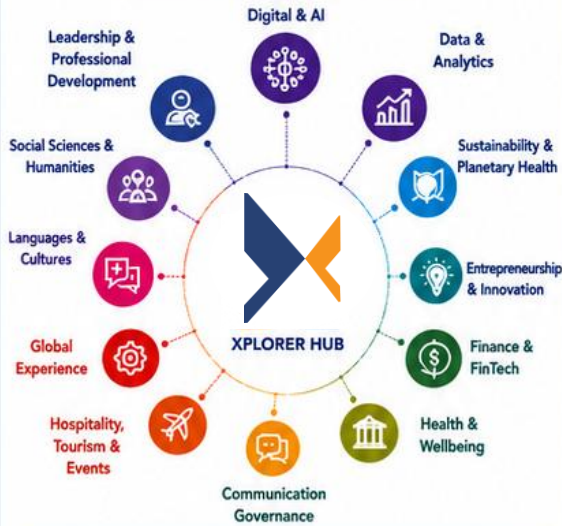
Rather than asking
What courses should I take?,
CareerX enables students to ask
**What knowledge, skills and
experiences do I need to achieve
my career aspirations?**

SUNWAY XPLORER HUB

Explore. Experience. Excel.

The Sunway Xplorer Hub is the engine that powers CareerX Pathways. It gives students the freedom to explore their passions beyond their major, gain future-ready skills and build a distinctive portfolio that sets them apart.

16 LEARNING CLUSTERS



Students can mix and match electives across clusters to build their own unique learning journey.

FEATURED XPLORER HUB ELECTIVES

More than 100 electives are available across 16 learning clusters.

AI - Generative AI for Creativity and Productivity XRH1001 - Digital & AI - School of Business & Management	Data - Principles of Business Analytics XDA1003 - Data & Analytics - School of Business & Management	Sustainability - Sustainable Business Strategies XSB1002 - Sustainability - School of Business & Management	Entrepreneurship - Start-up Foundry XEN1001 - Entrepreneurship & Innovation - School of Business & Management
Communication - Storytelling for Professionals XCH1002 - Communication & Media - School of Arts	Health - Current Topics in Biomedical Science XHS1003 - Health & Wellbeing - School of Health & Medical Sciences	Global - Cross-cultural Communication XGC1001 - Global Experience - Center for English Language Studies	Finance - Financial Technology (FinTech) XFN1002 - Finance & FinTech - School of Business & Management

New electives are added every semester to keep learning fresh, relevant and future-ready.



100+
ELECTIVES

Curated for relevance, rigour and real-world impact



16
LEARNING CLUSTERS

Across diverse disciplines and future domains



250+
CAREER PATHWAYS

Enabled through Career Xcellerator and Career FleX



100+
INDUSTRY & GLOBAL PARTNERS

Co-creating learning and experiences



APPLICABLE TO
EVERY UNDERGRADUATE STUDENT
From Day 1 to Beyond Graduation

LEARNING THAT GOES BEYOND THE CLASSROOM



INDUSTRY PROJECTS

Solve authentic industry challenges.



MICRO-CREDENTIALS & INDUSTRY CERTIFICATIONS

Earn stackable professional credentials from industry and global partners.



GLOBAL & COMMUNITY EXPERIENCES

Build intercultural competence through international and community-based learning.



WORK-INTEGRATED LEARNING

Learn in real workplace environments through live projects, consultancies, field experiences and industry immersions.



INNOVATION SPRINTS & COMPETITIONS

Design solutions, validate ideas and compete on national and global platforms.

INDUSTRY MICRO-CREDENTIALS & PROFESSIONAL CERTIFICATIONS

Earn globally recognised certifications directly through the Xplorer Hub.



aws

- AWS Cloud Foundations
- AWS Certified Cloud Practitioner

sas

- SAS Certified Associate Programming Fundamentals
- SAS Predictive Modeling
- SAS Visual Analytics

HUAWEI

- HCIA-AI

ERICSSON

- MySG Pioneers Programme



CISCO

- CCNA: Introduction to Networks
- CCNA: Switching, Routing and Wireless Essentials

FORTINET

- Fortinet Certified Fundamentals and Associate

CEH

- Certified Ethical Hacker

CHFI

- Computer Hacking Forensic Investigator



KEYSIGHT

- Keysight IoT Design and Validation



THE MALAYSIA TRIZ INNOVATION ASSOCIATION

- Theory of Inventive Problem Solving (TRIZ)

SUNWAY Lagoon

- Experiential Learning Programmes

SUNWAY MEDISPA

- Wellness & Professional Development Programmes

COMING SOON

KKV

Google

Microsoft

Wellous

Future industry collaborations under development.



ONE HUB. ENDLESS CHOICES. LIMITLESS FUTURES.

The Sunway Xplorer Hub connects classroom learning with real-world opportunities so our students can explore widely, experience deeply and excel with confidence.



Explore
your passions



Experience
the world



Excel
in your future



Empower
your life journey

SUNWAY TALENT INTELLIGENCE PLATFORM (STIP)

AI that Personalises Every Student's Employability Journey

The Sunway Talent Intelligence Platform (STIP) is the AI-powered digital backbone of the Student Success Architecture. Rather than replacing educators or coaches, STIP augments human guidance by helping students understand themselves, prepare for careers and connect with meaningful opportunities through personalised, data-informed recommendations.

THE STIP JOURNEY

 STUDENT

ONE AI PROFILE
Unified. Evolving. Intelligent.

 **AI CAREER PROFILING**
Understand who you are

 **AI INTERVIEW PRACTICE**
Build confidence and improve

 **AI INTERNSHIP MATCHING**
Connect with the right opportunities

 **CAREER-READY GRADUATE**
Ready to lead, ready for life

1 AI CAREER PROFILING Know Yourself. Shape Your Future.

STEP 1 - Completed
Numeracy (COBAQ) Completed on Jan 12



Your Career Profile Report
Your personalised career report is ready.

AI Career Report
Last generated: 20 Jul 2026

 Regenerate Report

YOUR ARCHETYPE Innovative Problem Solver

With a strong inclination towards engineering, creativity, and social impact, you excel at innovative problem-solving, creativity, and strategy. Guided by AI, explore high-impact career paths tailored to your unique profile with your RIASEC scores and Big Five traits.

Strengths and Blind Spots

STRENGTHS

- Strong analytical mindset for complex problem-solving
- High in Extraversion that enhances teamwork, effort negotiation, and results
- Ambition for meaningful impact roles in tech industry.

BLIND SPOTS

- High Neuroticism may cause stress in high-pressure environments.
- Neutral Openness may limit exploration of unconventional ideas.
- Average Conscientiousness requires focus on time management and prioritisation.

- ✓ AI matches opportunities to your profile and career interests
- ✓ Personality insights and career recommendations
- ✓ Skills gap identification and recommendations
- ✓ Career pathway suggestions aligned to strengths and aspirations

 Earlier career clarity before students make major academic decisions.

2 AI INTERVIEW PRACTICE Practice. Receive Feedback. Improve.

AI Interview

07:55

End Interview



Alex — AI Interviewer
I will be asking...

Interview Feedback Report

Interview segment — 5 Aug 2025

Regenerate

69

out of 100

Strong Performance (Good)

You demonstrated a good understanding of the role and company, with clear motivation and relevant experience. Focus on improving storytelling structure and balanced future relevance.

Report Transcript Interview

 Rubric Evaluation Scorecard

General Impression
Confidence, structure, preparedness

4 / 5

Good

Verbal aspects
Use of fillers, tone, pronunciation, enunciation, grammar, vocabulary, style and fluency.

12 / 20

Good

- ✓ Personalised interview questions by role
- ✓ AI scoring and feedback
- ✓ Communication and content insights
- ✓ Human lecture review
- ✓ Unlimited practice, anytime, anywhere

 Pilot Implemented: 230 students across 3 academic years as part of the 2026 MVP.

3 AI INTERNSHIP MATCHING Connecting Students with Real Opportunities.

Internship

Internship Readiness Progress

Internship Readiness
Batch: Jun 2027

2/14

Milestones Done

Declare Your Status

Let your curriculum team know you are in the internship cycle.

 Not Started Yet

 Activity Applying

 Struggling with Applications

 Placement Confirmed

Internship Milestones

-  Attend Pre-Internship Briefing & Faculty/School and Careers & Alumni (SCAA)  Done
-  Log in to the Sun-U Career Portal & complete all sections under the Account section  Done
-  Attend Success Coach Student Briefing  Mark done
-  Attend Internship 101 Workshop (attend at least ONE session)  Mark done
-  Start connecting with Industry Success Coaches (See all coaches are available in the Success X-Factor Coaching timetable)  Mark done
-  Have meaningful exploration documents prepared  Mark done
-  Career Fair Prep Month (1st - 31st Oct, CV Clinic, Guidelines for Steps, Sunway Sojourn)  Mark done
-  Upload your authentic application documents to Sun-U Career Portal  Upload required

- ✓ AI matches opportunities to your profile and career interests
- ✓ Internship readiness tracking
- ✓ Skills gap identification and recommendations
- ✓ Early access to relevant industry opportunities (Future roadmap)



Right opportunities.
Right time. Right preparation.

HUMAN + AI: BETTER TOGETHER



“ AI augments human coaching by providing timely, personalised insights while keeping educators and coaches at the centre of decision-making.

CURRENT DEPLOYMENT STATUS (2026)

-  **AI Career Profiling**
Pilot completed with student cohorts. 
-  **AI Interview Practice**
230 students across 3 academic years. 
-  **Internship Readiness Module**
MVP deployed for tracking and matching. 
-  **Next Phase**
Employer matching, skills passport and predictive analytics. 



UNDERSTAND
Know yourself and your career possibilities.



PREPARE
Build the skills, confidence and readiness to succeed.



CONNECT
Access the right opportunities at the right time.



SUCCEED
Career-ready today. Lifelong success always.

BEYOND GRADUATION

Career X Alumni + XceEd

Our commitment to our students does not end at graduation. Through Career X Alumni and XceEd, we support graduates for 24 months and beyond—helping them grow, upskill, connect and give back as part of a lifelong success community.



*Graduation is not the end of the learner journey—
it is the beginning of lifelong career development.*

CAREER SERVICES MANAGEMENT (CSM)

SUNWAY UNIVERSITY
A CLASS ABOVE

Home | RECENT | MENU

CSM STATISTICS AS OF 7:16 PM

Registered Employers	10162
Registered Employer Contacts	11308
Registered Faculty	6
Registered Students	12625
Job Postings	1605
Scheduled Interviews	0
Pending Interviews	0
Wait-Listed Students	0
Scheduled Information Sessions	0

10,162
REGISTERED EMPLOYERS

Access to a strong industry network.

11,308
EMPLOYER CONTACTS

Engaged industry professionals.

12,625
REGISTERED STUDENTS

Students connected for success.

1,605
JOB POSTINGS

Live opportunities from leading partners.

A robust employer ecosystem creating real opportunities for our graduates.

XCEED LIFELONG LEARNING PORTAL

SUNWAY UNIVERSITY XceEd

Our Courses | FAQs

AR VR The Promise of Sci-Fi

Ever wanted to dive into the world of AR/VR?

2,532 Students

Shaping the Future of Healthcare: The Promise of...

Improve your health and lifestyle and develop the ability to promote greater wellness through...

1,073 Students

Workplace Talk Mastery: Building Strong Connections

Discover the secrets to navigating workplace interactions with confidence and clarity. This course...

1,841 Students

50+
SHORT COURSES & MICRO-CREDENTIALS

Across a wide range of in-demand topics.

INDUSTRY RECOGNISED CERTIFICATIONS

Boost your credentials with trusted badges.

FLEXIBLE LEARNING

Self-paced, anytime, anywhere.

CURATED FOR CAREER GROWTH

Designed with industry relevance and future skills in mind.

Lifelong learning that adapts to your career and life goals.

XCEED IMPACT AT A GLANCE

11,975
TOTAL ENROLMENTS

Across 50+ courses and micro-credentials.

20+
COUNTRIES REACHED

Malaysia leads with 20% of total participation.

65.2%
ACTIVE LEARNER ENGAGEMENT

Learners actively progressing in their courses.

XceEd empowers graduates and professionals with the knowledge, skills and confidence to stay relevant, advance their careers and seize new opportunities.

STAY CONNECTED. KEEP GROWING. MAKE AN IMPACT.

Network with 10,000+ alumni and professionals.

Access career support and industry insights.

Upskill through SX: XceEd platform.

Give back as a mentor or success coach.

Build a legacy of lifelong success together.



PART III

MEASURING SUCCESS

Demonstrating Early Implementation, Institutional Transformation and Lifelong Impact

We evaluate what matters most—holistically, longitudinally and meaningfully—across students, employers, coaches and alumni. Our evidence shows that the Student Success Architecture is creating measurable progress and transforming lives.

“

Success is not defined by graduation alone, but by the impact our students make throughout their lives and careers. ”

— **Professor Sibrandes Poppema**

President, Sunway University



STUDENTS
Empowered



EMPLOYERS
Engaged



COACHES
Impactful



ALUMNI
Connected



SOCIETY
Transformed

MEASURING SUCCESS

Early Evidence & Future Impact

From implementation to measurable employability outcomes.

Unlike traditional employability initiatives that focus only on graduate employment rates, the Sunway Student Success Architecture adopts a longitudinal evaluation framework that measures success from enrolment through lifelong career development.

HOW WE MEASURE SUCCESS

FOUR LEADING INDICATORS OF SUCCESS



1 FIELD ALIGNMENT

- ✓ Graduate Employability Rate
- ✓ Field-of-study Alignment
- ✓ Placement Quality



2 TIME TO EMPLOYMENT

- ✓ Employment Before Graduation
- ✓ Internship → Employment Conversion
- ✓ Average Time to First Offer



3 CAREER RESILIENCE

- ✓ Lifelong Learning Participation
- ✓ Career Progression
- ✓ Skills Growth



4 EMPLOYER ADVOCACY

- ✓ Employer Satisfaction
- ✓ Repeat Recruitment
- ✓ Active Industry Partners

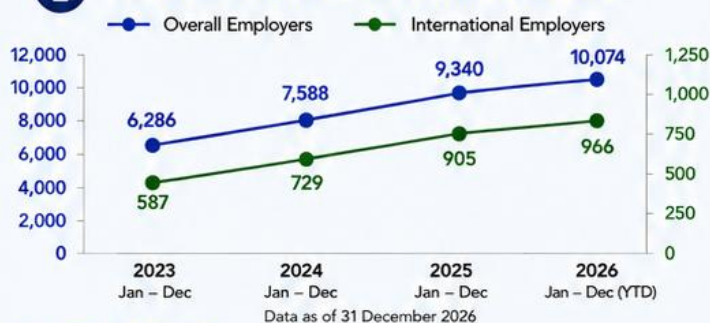


These indicators will be monitored annually to evaluate the **short-term (1–3 years)** and **long-term (3+ years)** impact of the Student Success Architecture.

EARLY EVIDENCE OF INDUSTRY ENGAGEMENT



GROWTH OF INTERNSHIP & EMPLOYMENT PARTNERS



YEAR-ON-YEAR GROWTH

Overall Employers: 2023–24: +1,302 (20.7%) 2024–25: +1,752 (23.1%) 2025–26: +734 (7.9%)
 International Employers: 2023–24: +142 (24.2%) 2024–25: +176 (24.1%) 2025–26: +61 (6.7%)

EMPLOYER NETWORK GROWTH



+3,788

new employer partners since 2023



966

international employers in 2026



Expanding opportunities for internships and graduate employment



CURRICULUM TRANSFORMATION

100+

Undergraduate Programmes

250+

Career Pathways

EARLY IMPLEMENTATION EVIDENCE



INDUSTRY ENGAGEMENT

403

Industry Success Coaches

32

Executive Success Coaches



LEARNING ECOSYSTEM

100+

Xplorer Hub Electives

50+

XCaEd Courses



STUDENT OUTCOMES

100%

Graduate Employability

1,000+

Students at Success Coaching Launch



The Student Success Architecture integrates curriculum, industry, coaching, artificial intelligence, alumni engagement and lifelong learning into one measurable institutional model for lifelong employability.





VOICES OF TRANSFORMATION

Real experiences. Real impact.

Through the Student Success Architecture, our students, coaches and industry partners are building confidence, discovering purpose and creating meaningful career pathways.



STUDENT VOICES



“Beyond the inspiring stories shared, I left with a better perspective on leading with purpose, resilience, and humility in every opportunity.”

Mukunesh Kumar

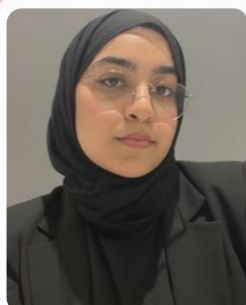
BSc (Hons) Business Management



“Meeting Idris Jala and Nicol David was truly special, especially learning BFR methodology, purpose-driven leadership, and Nicol's remarkable journey beyond sport! It was a once in a lifetime experience for me and I felt extremely inspired to find my 'why' after the session.”

Andrea Tan Chiao Pin

Bachelor of Chemical Engineering with Honours



“Looking back, these career events were a valuable part of my university experience. They gave me the opportunity to connect with industry professionals, gain a better understanding of the corporate world, and receive helpful guidance from the Career Services team as I prepared for life after graduation.”

Aaliyah Sameer Mehboob

Bachelor of Science (Hons) in Accounting and Finance



“The early industry exploration provided by Sunway's career events led me beyond software engineering to Khazanah and BCG's Emerald Programme.”

Justin Yong Wenn Wei

Bachelor of Software Engineering (Hons)



COACHES & MENTORS VOICES



“As a mentor for many seasons of the Sunway Mentoring Programme, I find it refreshing when students ask genuine and curious questions about joining the workforce and how they can contribute and add value to what they do. In return, I also get reminded of what I need to maintain as I grow more seasoned in my career!”

Sandra Khoo

PichaEats



“I wouldn't be where I am today without mentors who were willing to share their experiences, guide me through challenges and support my growth. Mentoring is not about giving someone all the answers—it is about providing guidance, perspectives and opportunities that help individuals navigate their own journey.”

Zohrab

Enablerz Consulting & Solutions



INDUSTRY PARTNER VOICES



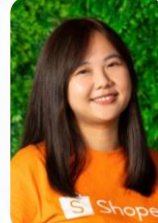
“Employability improves when universities and employers move in the same direction. Sunway University has been part of that effort with us since the beginning.”

Ben Ho
Talentbank



“Collaborating with Sunway University has strengthened our engagement with students through mock interviews, industrial visits, career talks, and networking opportunities, supporting their professional development and enhancing employability.”

Brian Ng
Tokio Marine Life Insurance Malaysia Bhd



“Sunway University's Careers and Alumni team has been a valuable partner, enabling us to engage talented students through various impactful career initiatives.”

Sherlyn Wong
Shopee Malaysia

THE IMPACT IN THEIR WORDS



PURPOSE

Leading with purpose, resilience and humility.



INSPIRATION

Students feel inspired to find their 'why'.



CLARITY

Clearer direction for study, career and future readiness.



CONNECTION

Meaningful mentoring and industry relationships.



EMPLOYABILITY

Career capability and professional growth in action.



These voices reflect more than satisfaction—they reflect transformation. We are proud to empower every learner to discover purpose, build capability and drive impact throughout their lives and careers.

**BEYOND GRADUATION,
BEYOND LIMITS.**

SUNWAY
UNIVERSITY



A CLASS ABOVE

SUNWAY UNIVERSITY



Beyond Graduation

is more than an employability initiative.
It is Sunway University's commitment
to walking alongside every learner—
from their first day on campus to
lifelong career success.

THE SUNWAY STUDENT SUCCESS ARCHITECTURE

One Journey. | Many Pathways. | Lifelong Success.



Transforming lives through
education, employability and
lifelong learning.

 www.sunwayuniversity.edu.my