

# BUSINESS

Postgraduate  
- Prospectus -  
2024

**SUNWAY**  
UNIVERSITY



A CLASS ABOVE





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## CONTACT:

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 Owned and governed by the Jeffrey Cheah Foundation  
 Registration no : 200701042913 (800946-T)



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📘 SunwayUniversity    🌐 @SunwayU

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# WHY STUDY AT SUNWAY UNIVERSITY?

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

As one of Malaysia's leading and internationally recognised private universities, Sunway University is positioned amongst top universities in the world by QS World University Rankings. Sunway University is ranked #586 globally in the QS World University Rankings 2024 and is the #1 non-government linked private university in Malaysia in the Times Higher Education World University Rankings 2023.

Sunway University has been awarded #1 in Graduate Employability among all universities in Malaysia by Talentbank Group for two consecutive years (2022, 2023) through the National Graduate Employability Index.

The University emerged as an Overall 5 Star rated (Excellent) institution in the QS Stars University Ratings, as well as Five-Star ratings for the individual categories: teaching, facilities, employability, social responsibility, inclusiveness, academic development and internationalisation.

Collaborating with world class partners - Lancaster University and Le Cordon Bleu International, Sunway University offers premier education with international repute. The University also partners University of Oxford, University of Cambridge, Harvard University, Massachusetts Institute of Technology and University of California, Berkeley.

## MALAYSIA'S #1 NON-GLU\* PRIVATE UNIVERSITY



\*Government-Linked University



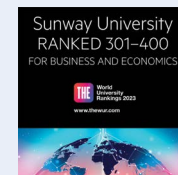
EXCELLENT



Sunway Business School is the FIRST private Malaysian university to attain the globally prestigious AACSB accreditation. It is the gold standard for business schools as less than 6% of business school worldwide have been accredited by AACSB.



(AACSB - Association to Advance Collegiate Schools of Business)



## Times Higher Education (THE) World University Ranking 2024

#301-400 for Business & Management



Receive **accreditations and certifications** from internationally recognised professional bodies >> CIPD, CIM and CMI



**Industry-relevant and job-ready** programmes and curriculum



Numerous **research centres and research collaborations** with leading international universities



Abundant **networking opportunities** with renowned lecturers, distinguished research supervisors and industry experts



Flexible **full-time and part-time** study modes to accommodate your schedules





# ENTRY REQUIREMENTS

PROGRAMME	ENTRY REQUIREMENTS	ENGLISH LANGUAGE REQUIREMENTS
<b>Master of Business Analytics</b>		IELTS : 6.0 or equivalent** TOEFL : 600 (paper-based), 250 (computer-based)
<b>Master of Human Resource Management</b>	<ul style="list-style-type: none"> <li>A bachelor's degree (Level 6, MQF)</li> <li>APEL.A Certification (APEL T-7) (Recognition of Prior Learning)</li> </ul>	<ul style="list-style-type: none"> <li>in related fields with a minimum CGPA of 2.50 as accepted by the HEP Senate</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>in related fields with a minimum CGPA of 2.00 can be accepted, subject to a rigorous internal assessment</li> </ul>
<b>Master of Marketing</b>	<ul style="list-style-type: none"> <li>Other equivalent/ related qualifications to a bachelor's degree (Level 6, MQF) recognised by the Malaysian Government</li> </ul>	<p><b>OR</b></p> <ul style="list-style-type: none"> <li>in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and with relevant working experience, subject to a rigorous internal assessment</li> </ul>
<b>Master of Marketing (Online Distance Learning)</b>		<p><b>OR</b></p> <ul style="list-style-type: none"> <li>in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and without relevant working experience, subject to passing prerequisite courses</li> </ul> <p>Applicants whose academic qualifications were not attained in the English medium will be required to provide evidence of language ability via an IELTS (minimum score of 6.0) or TOEFL (minimum score of 570 - paper-based or 88 - internet-based) result</p>
<b>Master of Business Administration (Online Distance Learning)</b>	<ul style="list-style-type: none"> <li>A bachelor's degree (Level 6, MQF)</li> <li>APEL.A Certification (APEL T-7) (Recognition of Prior Learning)</li> <li>Other equivalent/ related qualifications to a bachelor's degree (Level 6, MQF) recognised by the Malaysian Government</li> </ul>	<ul style="list-style-type: none"> <li>in related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and with at least two years of working experience*</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and without relevant working experience, subject to passing prerequisite courses</li> </ul> <p>Applicants whose medium of instruction for their first degree was not English will be required to provide evidence of language ability via an IELTS (average score of 6.0) or TOEFL (score of 600 - paper-based or score of 250 - computer-based) test result.</p>

# ENTRY REQUIREMENTS (continued)

PROGRAMME	ENTRY REQUIREMENTS	ENGLISH LANGUAGE REQUIREMENTS
<b>Master of Philosophy (Business Administration)</b>	<ul style="list-style-type: none"> <li>A bachelor's degree (Level 6, MQF)</li> <li>Other equivalent/ related qualifications to a bachelor's degree (Level 6, MQF) recognised by the Malaysian Government</li> </ul>	<ul style="list-style-type: none"> <li>in related fields with a minimum CGPA of 2.75 as accepted by the HEP Senate</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>in related fields with a minimum CGPA of 2.50 can be accepted, subject to rigorous internal assessment</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>in related fields with a minimum CGPA of 2.00 can be accepted, with a minimum of five years of relevant working experience and rigorous internal assessment</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>in non-related fields with a minimum CGPA of 2.50 can be accepted, with a minimum of two years of relevant working experience and rigorous internal assessment</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>in non-related fields with a minimum CGPA of 2.00 can be accepted, with a minimum of five years of relevant working experience and rigorous internal assessment</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>in non-related fields with a minimum CGPA of 2.00 can be accepted, with a minimum of five years of relevant working experience and rigorous internal assessment</li> </ul>
<b>Doctor of Philosophy (PhD) in Business*</b>	<ul style="list-style-type: none"> <li>A Master's degree (Level 7, MQF)</li> <li>Other qualifications equivalent to a Master's degree (Level 7, MQF) recognised by the Malaysian Government</li> </ul>	<ul style="list-style-type: none"> <li>in related fields as accepted by the HEP Senate;</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>in non-related fields as accepted by the HEP Senate, subject to having relevant working experience and rigorous internal assessment;</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>in non-related fields as accepted by the HEP Senate and without relevant working experience, subject to passing pre-requisite courses</li> </ul> <p>IELTS : 7.0 or equivalent** TOEFL : 100 (internet-based) MUET : Band 4 PTE : 70 overall Academic</p>

\* Requires a Statement of Research Interest.

\*\* Candidates who have completed a Bachelor's degree or equivalent in English would have met the language requirement.

# ENTRY REQUIREMENTS (continued)

PROGRAMME	ENTRY REQUIREMENTS	ENGLISH LANGUAGE REQUIREMENTSS
<b>Master in Sustainable Development Management*</b>	<ul style="list-style-type: none"> <li>A Bachelor's degree (Level 6, MQF)</li> <li>Any other equivalent professional qualification recognised by the Malaysian government</li> </ul>	<ul style="list-style-type: none"> <li>With a minimum CGPA of 2.50 out of 4.00, or equivalent from a recognised Institution of Higher Education, as accepted by the University's Senate</li> <li>With a CGPA below 2.50 out of 4.00 or its equivalent qualifications can be accepted subject to a minimum of 5 years of working experience in a relevant field</li> </ul> <p>IELTS : 6.0 / CEFR: B2 TOEFL : PBT (550) or IBT (75) Cambridge English : 180 / CEFR: B2 (Advanced) Cambridge English : 180 / CERF: C1 (Proficiency) PTE Academic : 50 MUET : Band 4</p> <p><i>If a student does not meet this requirement, the HEP offers English proficiency courses to ensure that the student's proficiency is sufficient to meet the needs of the programme. This is normally conducted through an English language proficiency assessment.</i></p>
<b>Doctor of Philosophy (PhD) in Sustainable Development**</b>	<ul style="list-style-type: none"> <li>A Master's degree in a related field as accepted by the HEP Senate</li> <li>Other qualifications equivalent to a Master's degree as accepted by the HEP Senate</li> </ul>	<p>IELTS : 6.0 or equivalent</p> <p>International candidates should demonstrate English proficiency sufficient to meet the needs of the programme.</p>
<b>Master in Public Policy</b>	<ul style="list-style-type: none"> <li>A Bachelor's degree with a minimum CGPA of 2.50 in a related discipline or equivalent.</li> <li>This programme is designed for those with relevant working experience however fresh graduates will also be considered on a case-to-case basis.</li> <li>Any other qualifications will be considered on a case-to-case basis.</li> <li>For ODL, no visa application is required for international students.</li> </ul>	<p>Candidates should demonstrate sufficient English proficiency for the needs of the programme.</p>



- \* STATEMENT OF RESEARCH INTEREST**  
The statement of research interest should comprise a maximum of 1,000 words and follows the structure of:
  - Working Title
  - Nature of the research that interests you and why
  - Reference to anything you have read relevant to this research area
- \*\* PERSONAL STATEMENT**  
State your interests in sustainable development and suitability for this programme.

# HOW TO APPLY

PROGRAMME	APPLICATION CHECKLIST	CONTACT
<b>Master of Business Analytics</b>	<p>Kindly email the following documents for an eligibility check:</p> <ul style="list-style-type: none"> <li>Curriculum Vitae</li> <li>Bachelor's/Master's degree transcript</li> <li>Completion certificate</li> <li>Statement of Research Interest* / Personal Statement**</li> </ul> <p>After passing the eligibility check, the school administrator will brief the student further regarding the application process and other documents that are required.</p>	msba@sunway.edu.my
<b>Master of Human Resource Management</b>		mhrm@sunway.edu.my
<b>Master of Marketing</b>		mmkt@sunway.edu.my
<b>Master of Marketing (Online Distance Learning)</b>		eligibilitycheck@studyonline.sunway.edu.my
<b>Master of Business Administration (Online Distance Learning)</b>		
<b>Master of Philosophy (Business Administration)*</b>		mphil@sunway.edu.my
<b>Doctor of Philosophy (PhD) in Business*</b>		phdbusiness@sunway.edu.my
<b>Master in Sustainable Development Management**</b>		jsc_admissions@sunway.edu.my
<b>PhD in Sustainable Development (by Research)*</b>		
<b>Master in Public Policy</b>		jci@sunway.edu.my

- \* STATEMENT OF RESEARCH INTEREST**  
The statement of research interest should comprise a maximum of 1,000 words and follows the structure of:
  - Working Title
  - Nature of the research that interests you and why
  - Reference to anything you have read relevant to this research area

- \*\* PERSONAL STATEMENT**  
State your interests in sustainable development and suitability for this programme.



## SCHOLARSHIPS & BURSARIES

For more information regarding available scholarships and bursaries, please refer to <https://scholarship.sunway.edu.my/scholarships/academic-excellence-scholarships>

\* Terms and Conditions apply



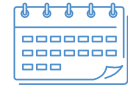


# MASTER OF BUSINESS ANALYTICS (MsBA)



## DURATION

Full-time - 1 year  
Part-time - 2 years



## INTAKES

January, March, May July & September



## TAUGHT PROGRAMME

- A comprehensive, industry-relevant programme designed to incorporate three essential domains: business analytics, information technology and business innovation.
- Learn intellectual underpinning theories and practice in business analytics and business-related areas in a holistic learning style.
- Apply data-driven analytical approaches to describe and diagnose business problems, predict future possibilities, and prescribe solutions.
- This programme provides specialised knowledge for students to become competent in predictive analytics; gain the opportunity to explore new tools available in the industry and hone your skills in the science of decision-making



## CAREER PROSPECTS



- Accounting/Finance/HR Analyst
- Business Analyst/Marketing Analyst
- Business Consultant
- Chief Technology/Information Officer (CTO/CIO)
- Information Systems/Sports/Social Media Analyst

## Electives (Choose 2)

- AI and Decision Making
- IIoT: Business & Technology
- Time Series Analysis and Forecasting
- Web and Social Media Analytics

## Capstone Project

This course includes a Business Analytics Capstone Project to enhance and demonstrate cognitive skills surrounding the application and interpretation of business analytics in a real-world business context and develop communication skills to transfer knowledge clearly, effectively and appropriately in relation to data analytics issues.

## PROGRAMME STRUCTURE

This curriculum is designed to prepare students for the challenges faced as a business leader in today's rapidly changing environment. MsBA strives to provide students with fundamental skills and cutting-edge business knowledge that equips them with innovative thinking in today's organisations.

### Core Modules

- Advanced Business Analytics and Visualisation
- Business Intelligence
- Business Statistics Using R
- Business Research Methods
- Data Mining
- Machine Learning for Business Decisions
- Management and Business Analytics
- Python for Business Analytics

## CLASS SCHEDULE

### Full-time Schedule:

- Monday – Thursday : 7.00pm to 9.40pm

### Part-time Schedule:

- Monday & Wednesday : 7.00pm to 9.40pm

## CONTACT

For more information, please email [msba@sunway.edu.my](mailto:msba@sunway.edu.my)

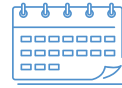


# MASTER OF HUMAN RESOURCE MANAGEMENT (MHRM)



## DURATION

Full-time - 1.25 years  
Part-time - 2 years



## INTAKES

January, March, May, July & September



## TAUGHT PROGRAMME

- Designed in collaboration with the Chartered Institute of Personnel and Development (CIPD), the world's largest Chartered HR and development body, for aspiring managers and professionals with the ambition to become strategic leaders and human resource managers.
- Acquire expertise not only through knowledge of contemporary human resource management theories, concepts and tools, but also by working in teams throughout the programme and building sets of skills that can be applied in practice.
- Graduates are awarded with dual certificates: the MHRM certificate from the Sunway University and the postgraduate-level Advanced Diploma in Human Resource Management from the CIPD.
- Graduates are also awarded with the status of Associate Membership of CIPD.

VALIDATED BY:

# CIPD

Chartered Institute of Personnel and Development



## CAREER PROSPECTS



- Academia
- HR Manager/ Director
- HRM Consultant
- Reward Specialist
- Talent Manager
- Training and Development Specialist

## CLASS SCHEDULE

### Full-time Schedule:

- Monday and Wednesday : 10.00am to 4.00pm

### Part-time Schedule:

- Saturday : 9.30am to 3.30pm

## CONTACT

For more information, please email [mhrm@sunway.edu.my](mailto:mhrm@sunway.edu.my)

## PROGRAMME STRUCTURE

### Core Modules

- Coaching & Mentoring
- Compensation & Benefits
- Developing Skills for Business Leadership
- Employee Engagement & Human Relations
- Human Capital Development & Organisational Effectiveness
- International HR Management
- Legal Aspects of Industrial Relations
- Managing Performance
- Research Methods
- Research Project/Consultancy Project (3 months)
- Strategic HR Management
- Talent Acquisition and Mobility



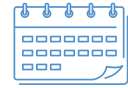


# MASTER OF MARKETING (MMKT)



## DURATION

Full-time - 1 year  
Part-time - 2 years



## INTAKES

January, March, May, July & September



## TAUGHT PROGRAMME

- Ideal for graduates in many disciplines (IT, Psychology, Engineering, etc) who wish to augment their CV to gain an edge in the employment market.
- This programme takes you on a developmental journey of skills and knowledge needed to become an effective and reflective marketing practitioner.
- Gain in-depth understanding of markets and how they work, coupled with the introduction of theories, tools and techniques in which firms can use to connect with and shape those markets.
- Learn how to uncover new and emerging consumer practices that may offer potential for creating new markets.
- The programme critically explores issues facing firms, markets and consumers, ultimately springboards to a range of marketing-related careers.

VALIDATED BY:



## CAREER PROSPECTS



- Account Manager
- Brand Manager
- Business Development Manager
- CEO/COO
- Customer Service Manager
- Communications Director
- Communications Manager
- Digital Marketing Manager
- Logistics Manager
- Managing Director
- Market Research Manager
- Marketing Director
- Marketing Manager
- Procurement Manager
- Public Relations Manager
- Retail Operations Manager
- Sales Director
- Sales Manager
- Service Delivery Manager
- Supply Chain Manager
- Trade Marketing Manager

## PROGRAMME STRUCTURE

### Introduction to Marketing Theory

- Consumer Behaviour
- Global Marketing
- Marketing Communication
- Marketing Theory & Application
- Services Marketing

### Seeing Marketing Theory in Practice

- Marketing Research Methods
- Strategic Marketing

### The Practice of Marketing

- Research Project I
- Research Project II

### Elective (Choose 1)

- Business-to-Business Marketing
- Digital Marketing
- Marketing Analytics

## CLASS SCHEDULE

### Full-time Schedule:

- Friday : 6.00pm to 10.00pm
- Saturday and Sunday : 9.00am to 6.00pm

### Part-time Schedule:

- Friday : 6.00pm to 10.00pm
- Saturday / Sunday : 9.00am to 6.00pm

## CONTACT

For more information, please email [mmkt@sunway.edu.my](mailto:mmkt@sunway.edu.my)



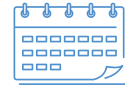


# MASTER OF MARKETING (ONLINE DISTANCE LEARNING)



## DURATION

Part-time - 24 months



## INTAKES

January, March, **May, July** & September



## TAUGHT PROGRAMME

- Ideal for graduates in many disciplines (IT, Communication, Hospitality, Psychology, Engineering, etc) who wish to augment their CV to gain an edge in the employment market.
- Provides a top-tier educational experience designed to cater to the contemporary business professional, offering flexibility and interactive learning.
- Acquire sought-after skills.
- Learn from experts.
- Benefit from flexible learning.
- Access support whenever you need it.
- Customize education to align with career goals.
- Develop vital digital marketing skills.
- Network with diverse professionals.
- Enhance career prospects in marketing.



## CAREER PROSPECTS



- Account Manager
- Brand Manager
- Business Development Manager
- CEO/COO
- Customer Service Manager
- Communications Director
- Communications Manager
- Digital Marketing Manager
- Logistics Manager
- Managing Director
- Market Research Manager
- Marketing Director
- Marketing Manager
- Procurement Manager
- Public Relations Manager
- Retail Operations Manager
- Sales Director
- Sales Manager
- Service Delivery Manager
- Supply Chain Manager
- Trade Marketing Manager

## PROGRAMME STRUCTURE

### Core modules:

- Consumer Behaviour
- Global Marketing
- Marketing Communication
- Marketing Strategy and Technologies
- Marketing Theory & Application
- Marketing Research Methods
- Services Marketing



### Elective (Choose 1)

- Business to Business Marketing
- Data Visualisation
- Design Thinking & Creative Problem Solving
- Social & Digital Media Analytics
- Strategy Frameworks and Sustainability

## CONTACT

For more information, please email [eligibilitycheck@studyonline.sunway.edu.my](mailto:eligibilitycheck@studyonline.sunway.edu.my) or [future.student@studyonline.sunway.edu.my](mailto:future.student@studyonline.sunway.edu.my)

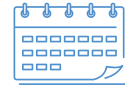


# MASTER OF BUSINESS ADMINISTRATION (ONLINE DISTANCE LEARNING)



## DURATION

Part-time - 24 months



## INTAKES

January, March, May, July & September



## TAUGHT PROGRAMME

Delivers a world-class learning experience that offers flexible education and engagement for the modern business professional.

- Access support whenever you need it
- Avoid being limited by a dated and traditional programme
- Build future-ready skills for the workplace of tomorrow
- Build valuable peer networks
- Enjoy flexibility that fits your lifestyle
- Gain in-demand skills
- Improve communication and understanding
- Learn from experts

VALIDATED BY:



## CAREER PROSPECTS



- Consultants
- CXO
- Founders
- General Managers
- Management Consultants
- Senior Managers
- Technical Leads

## PROGRAMME STRUCTURE

### Core Coursework

- Business Research Methods
- Design Thinking & Creative Problem Solving
- Economics & Quantitative Analysis
- Finance & Accounting for Business Decisions
- Foresight Leadership & Management
- Managing Technology & Innovation
- Marketing Strategy & Technologies
- People & Organisations
- Strategy Frameworks & Sustainability

### Electives (Choose 2)

- Data Architecture, Ethics, & Governance
- Leading in the Age of Digital Disruption
- Managing People, Analytics, & Change

### Research Projects I & II (Proposal & Execution)

## CONTACT

For more information, please email [eligibilitycheck@studyonline.sunway.edu.my](mailto:eligibilitycheck@studyonline.sunway.edu.my) / [future.student@studyonline.sunway.edu.my](mailto:future.student@studyonline.sunway.edu.my)

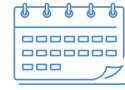


# MASTER OF PHILOSOPHY (BUSINESS ADMINISTRATION)



## DURATION

Full-time - 2 years  
Part-time - 3 years



## INTAKES

January & July



## RESEARCH PROGRAMME

- The Master of Philosophy (MPhil) programme is a full research degree that aims to expand your research knowledge to conduct independent research in different areas of Business Administration. In addition, you are encouraged to develop new ideas or employ well-thought-out methodologies to produce research that has substantial theoretical and practical contributions. You will utilise the best-suited research design to explore and/or test informed ideas. The outcome of your research extends the frontiers of knowledge, and you will disseminate the scholarly findings to peers and practitioners, through academic and professional networks, conferences/seminars, and even publications.
- Sunway University has a dedicated team of academicians to mentor you along your research journey, as you investigate a topic of your choice. You may pursue a topic or an issue which you are currently researching within your workplace, in which case your M.Phil. can also be of direct relevance to your current employment. Alternatively, you can choose to undertake research in any particular area you are passionate about. Although you are allowed to choose any research topic of your interest, the research topic must be contemporary, interesting, and timely.
- When applying to the programme, you should be able to demonstrate a strong research foundation. The completion of the M.Phil. requires a candidate to submit a thesis of 35,000 to 50,000 words.



## CAREER PROSPECTS



- Adjunct professor
- Advertising manager
- Economist
- Editor
- Human resources manager
- Historian
- Market research analyst
- Publisher
- Political analyst
- Research associate
- School principal
- Teacher
- Technical writer

## PROGRAMME STRUCTURE

The programme offers research methodology, research philosophy, quantitative research methods, and qualitative research methods. Students will also have to proceed through a set of milestones throughout the programme which include:

- Research Proposal Defense
- Research and Experimental Activities
- Viva Voce

## CONTACT

For more information, please email [mphil@sunway.edu.my](mailto:mphil@sunway.edu.my)

## ACADEMIC STAFF'S RESEARCH INTEREST

For our academic staff's research interest, you may refer to <https://sunwayuniversity.edu.my/staff-profiles/school/Sunway%20Business%20School>

or scan



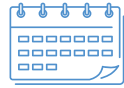


# DOCTOR OF PHILOSOPHY (PhD) IN BUSINESS



## DURATION

Full-time - 3 years  
Part-time - 4 years



## INTAKES

January & July



## RESEARCH PROGRAMME

A Doctor of Philosophy (PhD) is the highest level of academic qualification one can achieve. This qualification sets you apart as having developed an exhaustive understanding of your selected focus area in the discipline of business studies, placing you at the forefront of your chosen field of research.

Our PhD in Business provides you with opportunities to undertake extensive investigation within your chosen business field and you are encouraged to develop new ideas or employ well thought-out methodologies to produce noteworthy theoretical and practical contributions. You will utilise the most suitable research design to explore and/or test informed ideas. The outcome of your research extends the frontiers of knowledge and you will disseminate the scholarly findings to peers and practitioners, through academic and professional networks, conferences or seminars and even publications.

The University has a dedicated team of academics to mentor you along your research journey, as you investigate a topic of your choice. You may pursue a topic or an issue in which you are currently researching within your workplace, in which case your PhD can also be of direct relevance to your current employment. Alternatively, you can choose to undertake research in any particular area you are passionate about.

You will be a part of an elite group of respected scholars, who actively promote scientific, technological, social and cultural progress whilst also shaping business, legal and societal boundaries. By the end of your study, you would have developed expertise in your chosen field and be well-equipped with the necessary knowledge, skills and personal attributes to carry out independent research.



## CAREER PROSPECTS



Doctoral graduates are highly trained specialists in their fields. You may enter careers in academia, research or consulting as well as undertake specialist roles, for example as analysts in investment banking.

## CLASS SCHEDULE

### Full-time Schedule:

- Approximately 3-6 hours per week for six weeks\*

*\*The schedule is specifically for the research methodology classes; classes may change if it happens to fall on a Public Holiday*

## CONTACT

For more information, please email [phdbusiness@sunway.edu.my](mailto:phdbusiness@sunway.edu.my)

## PROGRAMME STRUCTURE

The programme offers research methodology, research philosophy, quantitative research methods, and qualitative research methods.

Students will also have to proceed through a set of milestones throughout the programme which include:

- Research Proposal Defense
- Research and Experimental Activities
- Viva Voce

## ACADEMIC STAFF'S RESEARCH INTEREST

For our academic staff's research interest, you may refer to <https://sunwayuniversity.edu.my/staff-profiles/school/Sunway%20Business%20School>

or scan





# BUSINESS RESEARCH AREAS

## ACCOUNTING

- Accounting education & practice
- Accounting ethics
- Accounting information systems
- Auditing
- Corporate disclosures
- Corporate governance
- ESG
- Impact of integrated reporting on governance
- International financial reporting standards
- Sustainability & fintech
- Sustainability reporting
- Technology and innovation

## BUSINESS ANALYTICS

- Big data analytics
- Business analytics (Information systems)
- Business Intelligence
- CRM/ERP systems
- Intelligent supply chain management
- IoT applications and u-healthcare
- Social media analytics

## CENTRE FOR COMMERCIAL LAW AND JUSTICE

- Insurance & banking laws
- International trade finance laws
- International trade laws

## FINANCE & ECONOMICS

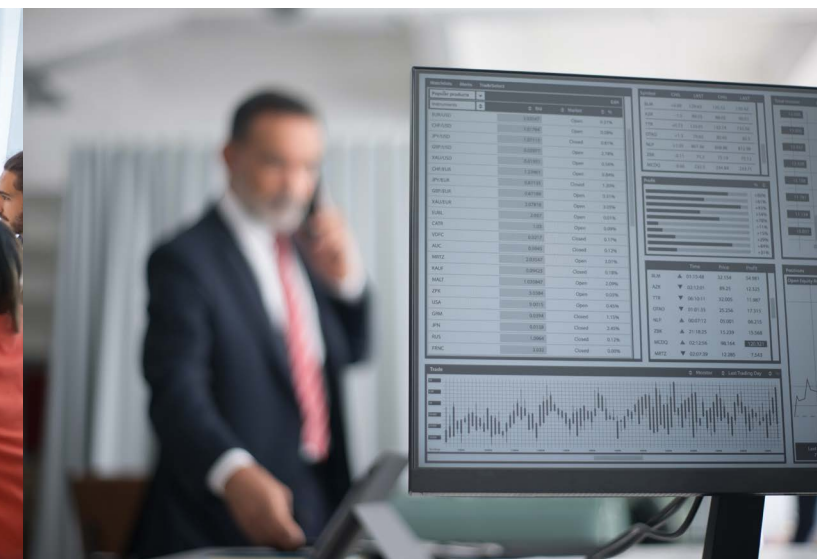
- Accounting
- Asia pacific capital markets
- Asset pricing
- Banking
- Banking monetary matters and banking performance
- Behavioural finance
- Bond market
- Business ethics
- Capital market integration with sustainability performance
- Corporate finance
- Corporate social responsibility
- Integration of technology & learning practices
- International finance
- Islamic finance
- Emerging markets
- Energy finance
- Environmental economics
- Equity market
- Financial economics
- Financial institutions
- Financial intermediation
- Financial markets
- Financial planning
- Financial & business education
- Fintech
- Foreign direct investment
- Funding & taxation
- International trade
- Productivity analysis
- Sustainability development
- Teaching and learning
- Tourism economics

## MANAGEMENT

- Climate for innovation
- Corporate humanistic responsibility
- Diversity and inclusion policies and practices
- Ethnic entrepreneurship
- Family business
- Green supply chain management
- High-performance work systems
- Human resource management and strategy
- Humanistic management
- HRM system strength
- Human capital
- Inclusive human resource management practices
- Industrial organisational psychology
- Innovation and knowledge management
- Internal marketing culture
- Line managers
- Operation management
- Organisational and social justice
- SDG reduced inequalities
- Sustainable cities and communities
- Technology management
- Trusting behaviours and psychometrics cultural
- Uncertainty, trust and commitment formation
- Women entrepreneurship

## MARKETING

- Adoption & diffusion of innovation
- Branding
- Business-to-customers relationships
- Customer faithfulness
- Customer loyalty
- Customer valuing experiences
- Customer relationship management
- Consumer behaviour
- Cyberloafing
- Digital piracy
- Emerging tourism
- Green management/marketing
- Knowledge hiding
- Market orientation
- Marketing communication
- Marketing gerontology
- Marketing tools evolution
- Influencer marketing
- Islamic marketing
- Relationality & process view
- Sales performance
- Salesperson & customer interaction
- Services marketing
- Social media marketing
- Strategic marketing
- Sustainable communications
- Sustainable consumption
- Sustainability in management/marketing
- Trust commitment







**AHSAN ALI**  
Master of Marketing  
**Company:**  
Bengal Overseas Ltd.  
**Position:**  
Marketing Executive



**KWAN KE JING**  
Master of Business Analytics  
**Company:**  
Aconland Holdings  
**Position:**  
Management Trainee



**AMETHYST LING ENG SHING**  
Master of Human Resource Management  
**Company:**  
SHiNE Pharmacy Sdn Bhd  
**Position:**  
HR Executive



**DR LEONG KEN YIEN**  
Doctor of Philosophy (Business)  
**Company:**  
Sunway University  
**Position:**  
Assistant Head -  
Department of Economics and  
Finance



**CHAN HUI JUAN**  
Master of Business Analytics  
**Company:**  
Nexia Singapore PAC  
**Position:**  
Senior Associate



**DR LIM TECK TING**  
Doctor of Philosophy (Business)  
**Company:**  
SMM Education Group  
**Position:**  
Founder & CEO



**CHI WEI WEN**  
Master of Business Analytics  
**Company:**  
Zurich Insurance  
**Position:**  
Head of Operational Excellence



**LYANA JASMIN BINTI  
BADRUL HISHAM**  
Master of Marketing  
**Company:**  
ClickDimensions  
**Position:**  
Digital Marketing Specialist



**FOO JINNY**  
Master of Business Analytics  
**Company:**  
Sunway University  
**Position:**  
Assistant Lecturer



**OOI SHI PEI**  
Master of Business Analytics  
**Company:**  
Ernst & Young (EY)  
**Position:**  
Business Consultant -  
Supply Chain & Operations

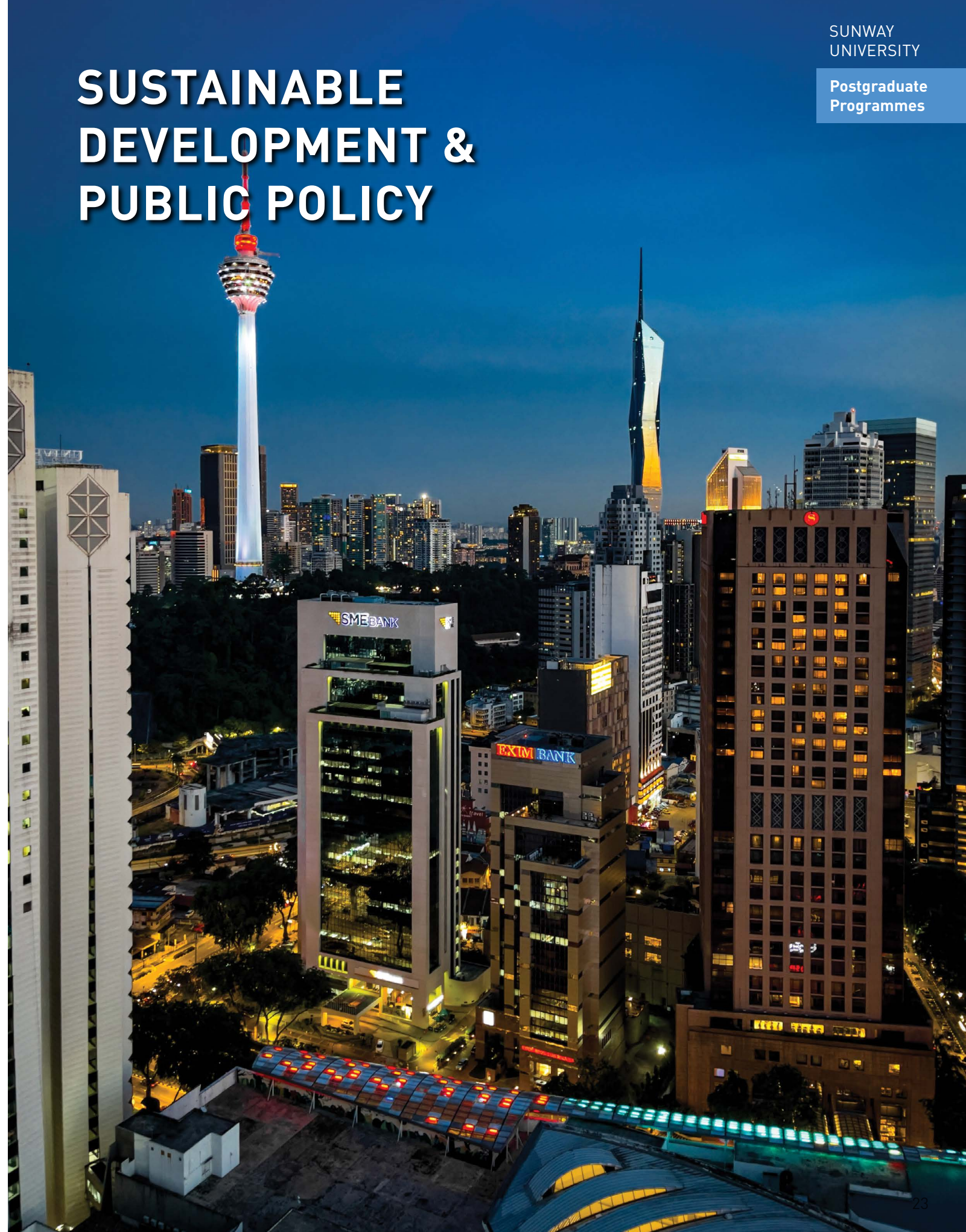


**KOR YEN YIN**  
Master of Marketing  
**Company:**  
Sansen Wellness Sdn Bhd  
**Position:**  
Director



**TOH ENG KEONG**  
Master of Business Analytics  
**Position:**  
Freelance Digital Marketer

# SUSTAINABLE DEVELOPMENT & PUBLIC POLICY





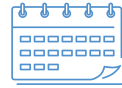
# MASTER IN SUSTAINABLE DEVELOPMENT MANAGEMENT

(Blended mode and ODL mode)



## DURATION

Minimum 12 months



## INTAKES

January, March, September



## TAUGHT PROGRAMME

## SUSTAINABLE DEVELOPMENT FOR A BETTER WORLD

The New Normal of the world of the 21st Century is characterised by global pandemic, extreme weather patterns, political populism, social inequality, loss of biodiversity, financial crisis, economic stagnation of middle-income countries, trade wars and geo-strategic competition, food contamination and food insecurity, and worsening urban blight. This New Normal prompted the United Nations in 2015 to announce the 17 Sustainable Development Goals (SDGs) as the solution to the problems to this New Normal.

The world is in desperate need of people who understand this New Normal and are able to formulate new strategies to achieve these 17 SDGs in order to ensure collective sustainability in ecological balance, economic dynamism, environmental safety, social harmony, and effective international partnerships in global health, international peace, and climate action. The Master in Sustainable Development Management (MSDM) programme at Sunway University is designed to empower individuals and organisations to develop innovative solutions to achieve these 17 SDGs.



## CAREER PROSPECTS



Graduates from this programme will use their knowledge and skills to generate solutions in their own organisations or sectors, or they may embark on new career paths. Whether innovators, social entrepreneurs, educators, consultants, political leaders, civil society activists, writers, or policymakers, they will be agents of change for a better world.

MSDM graduates are expected to work in public, private, and non-governmental organisations at all levels.

In the corporate sector, more and more businesses are establishing sustainability divisions to spur innovations that address social and environmental needs while simultaneously improving their bottom lines. Increasingly, various indices are being created to assess and rank businesses based on their sustainability.

In the public sector, governments strive to link the economic, environmental, and social dimensions of development. The concept of Sustainable Development occupies the policy discussion in practically all sectors of government at all levels, anchored in the needs and realities of the countries and regions.

In addition to those in the UN systems, there are also a growing number of non-governmental organisations, from local to international, dedicated to promoting and attaining the 17 SDGs.

## PROGRAMME OVERVIEW

The Master in Sustainable Development Management (MSDM) aims to create a new generation of multidisciplinary practitioners adept at management and problem-solving using analytics and systems thinking guided by global concerns.

The programme aims to equip students with necessary management skills and acumen to create innovative solutions to achieve the Sustainable Development Goals (SDGs). It encompasses corporate sustainability strategies, social entrepreneurship, finance and sustainability, sustainable management and operations, as well as economics and development. This is built upon a broad knowledge base that covered critical areas like climate change, waste management, energy systems, agriculture and food systems, forestry, and biodiversity.

Students are not only exposed to theories and concepts but also real-world practices and case studies to gain a holistic understanding of the opportunities and challenges to achieving the SDGs in scientific, economic, business, and technological aspects.

The MSDM programme has two modes for delivery of instruction:

1. **Blended mode (Track 1) – In-person classes, OR**
2. **ODL mode (Track 2) – Fully online**



United Nations chosen destination for Sustainable Development Goals in Asia



## PROGRAMME STRUCTURE

Students are required to complete 10 core courses, including Research Projects I & II, and 4 elective courses.

### Core Courses

- Corporate Sustainability Strategies
- Earth's Climate System
- Economics of Sustainability Management
- Finance & Sustainability
- Global Foundation Course: Introduction to Sustainable Development
- Research Methods
- Research Project I
- Research Project II
- Social Entrepreneurship & Development
- Sustainable Management & Operations

### Available Electives

- Biodiversity
- Energy Systems and Management
- Governance in Sustainable Development
- Sustainable Agriculture & Food Systems
- Sustainable Forestry
- Sustainable Waste Management
- Smart Tech & IOT

### Class Schedule:

- All lectures and tutorials are held in the weekends in the daytime and weekdays in the evening (Malaysia, UTC+8)

## CONTACT

For more information, please email [jsc\\_admissions@sunway.edu.my](mailto:jsc_admissions@sunway.edu.my)



# PHD IN SUSTAINABLE DEVELOPMENT (by Research)

- A full research programme focusing on key areas of sustainable development and themes outlined in the 17 sustainable development goals.
- Research topics will cover a wide range of complex issues and theories related to sustainable development, from addressing climate change and ecosystems issues to economic progress, social inclusion, sustainable management, public policies, environmental practices and governance.
- Students can select any key dimension of sustainable development and undertake in-depth research to develop insights, theories and practical solutions to help advance the sustainability goals.

## PROGRAMME STRUCTURE

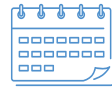
For this PhD programme by Research, students are required to complete:

- Research Methods
- Thesis Research



### DURATION

- Full-time - 3 Years (minimum), 6 Years (maximum)
- Part-time - 4 Years (minimum), 8 Years (maximum)



### INTAKES

January, July



### RESEARCH PROGRAMME

## RESEARCH AREAS

- Agriculture & forestry
- Biodiversity
- Bio-economy
- Climate system
- Corporate governance
- Corporate strategies & operations
- Decarbonisation
- Economics & sustainable development
- Education for sustainable development
- Electoral system
- Energy systems
- Environmental & ecological systems
- Finance & sustainable development
- Global production value chain
- Green finance
- Human capital development
- Information technology
- Land-use sustainability
- Macroeconomics policies
- Marine ecology
- Mathematical modelling & simulations
- Plants & food system
- Political science
- Psychology design, industrial design & creative industries
- Public policy & sustainable development
- Renewable energy
- Smart technologies
- Social entrepreneurship
- Social progress & social inclusion
- Solid & hazardous waste management
- Supply chain
- Sustainability mindset & leadership
- Sustainable development
- Sustainable infrastructure, transportation
- Sustainable tourism, hospitality & cultural heritage
- Trade & sustainable development
- Transportation & mobility
- Urban sustainability
- Waste management

## CAREER PROSPECTS



Positions in academia, industry, government and international and voluntary organisations that are pursuing the SDGs and sustainable practices.



United Nations chosen destination for Sustainable Development Goals in Asia

## CONTACT

For more information, please email [jsc\\_admissions@sunway.edu.my](mailto:jsc_admissions@sunway.edu.my)

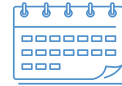


# MASTER IN PUBLIC POLICY



## DURATION

Full-time - 1 year  
Part-time - 2 years



## INTAKES

January, May & September

Acceptance into the programme for Conventional and Open Distance Learning are by application and selection only.



## TAUGHT PROGRAMME

## PROGRAMME DESCRIPTION

*We provide support, social networks and flexibility in an innovative learning and environment.*

The Master in Public Policy at the Jeffrey Cheah Institute on Southeast Asia prepares students to develop practical solutions to real-world policy problems in the region through a multi-disciplinary focus in economics, quantitative analysis and public policy management.

This programme is formulated to equip graduates and mid-career professionals to develop greater technical capability in evidence-based policy analysis and to possess deeper understanding on fundamental concepts and contemporary issues on economic development, social inclusion, political governance and technological trends.

## CAREER PROSPECTS



Graduates of the programme are expected to develop their career in middle-management in public and private sector. They are expected to be very competitive for careers in consulting and research institutions, public sector, NGOs, local banks, international development banks such as World Bank and Asian Development Bank, International Organisations such as UNDP, UNCTAD, and key regional research and consulting institutions.



## INEQUALITY. AUTOMATION. GLOBAL WARMING.

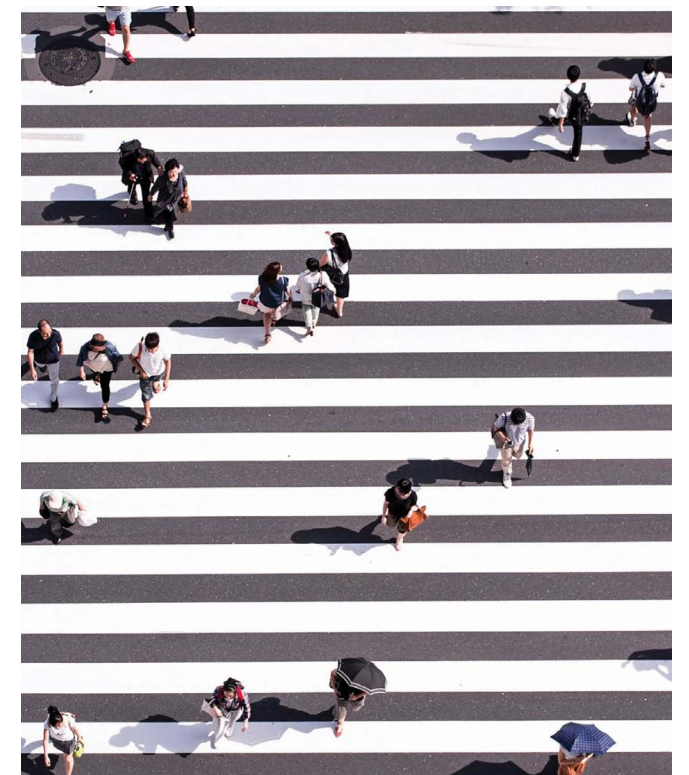
We face increasingly difficult policy challenges. The COVID-19 pandemic has laid bare the structural challenges that plague the governance and administration of every country across the world.

More than ever, there is a pressing need for policy specialists who have a combined mastery of theoretical knowledge, technical skills and implementation abilities to solve these problems.

With the skills accumulated in this programme, graduates will be equipped to address the policy challenges of rapidly-changing socioeconomic dimensions in the region.

The programme's multidisciplinary emphasis on knowledge, analytic skills and management is highly transferable across sectors, issues and regions.

Graduates are able to work throughout the world in key roles in the public, private or non-profit sectors.



## CONTACT

For more information, please email [jci@sunway.edu.my](mailto:jci@sunway.edu.my)





**SUNWAY**  
UNIVERSITY



A CLASS ABOVE

**MALAYSIA'S**

# **1** *Again*

**IN GRADUATE  
EMPLOYABILITY**

**2022 & 2023**

Sunway University is honoured to be recognised as Malaysia's No. 1 in Graduate Employability\* for the 2<sup>nd</sup> consecutive year and would like to thank all the local & international brands who selected graduates from Sunway University as the nation's best for 2022 and once again in 2023.

We are immensely proud of our graduates who have gone on to excel in their chosen fields and made such a huge positive impact to the performances of Malaysia's and some of the world's biggest companies.

**Sunway University Graduates, Truly A CLASS ABOVE.**

\*Talentbank GE Index 2023



[sunwayuniversity.edu.my](http://sunwayuniversity.edu.my)



**SUNWAY UNIVERSITY** 200401015434 (653937-U) DU025(B) A member of Sunway Education Group No.5, Jalan Universiti, Bandar Sunway, 47500 Selangor Darul Ehsan.