

BUSINESS

- Prospectus 2025 -

SUNWAY
UNIVERSITY



A CLASS ABOVE



PRME
SIGNATORY MEMBER



SUSTAINABILITY

ANALYTICS

TECHNOLOGY

STRATEGY

INNOVATION

MANAGEMENT

RESILIENCE

CONTENTS

- 1 ■ Introduction
- 2 ■ Distinctive Sunway experience
- 3 ■ Industry engagements
- 4 ■ Beyond the classroom
- 5 ■ Our academic leaders
- 6 ■ Business pathways in Sunway University
- 7 ■ Entry requirements
- 8 ■ Bachelor of Science (Honours) in Accounting and Finance
- 10 ■ Bachelor (Honours) in Finance
- 11 ■ Bachelor of Science (Honours) Financial Analysis
- 12 ■ Bachelor of Science (Honours) Financial Economics
- 13 ■ Bachelor of Business Analytics (Honours)
- 14 ■ Bachelor of Science (Honours) in Business Management
- 15 ■ Bachelor of Arts (Honours) Entrepreneurship
- 16 ■ Bachelor of Science (Honours) in International Business
- 17 ■ Bachelor of Science (Honours) Global Supply Chain Management
- 18 ■ Bachelor of Science (Honours) in Business Studies
- 19 ■ Bachelor of Science (Honours) Marketing
- 20 ■ List of available streams and electives
- 22 ■ Bringing you further
- 23 ■ Mobility & study aboard
- 24 ■ Where are our graduates now?



CONTACT:

SUNWAY UNIVERSITY DU025 (B)
Registration no : 200701042913 (800946-T)

📍 No. 5, Jalan Universiti, Bandar Sunway, 47500 Selangor Darul Ehsan, Malaysia.

🌐 sunwayuniversity.edu.my

✉ info@sunway.edu.my

☎ +6 (03) 7491 8622

📘 SunwayUniversity

🐦 @SunwayU



Owned and governed by the

Jeffrey Cheah Foundation
Nurturing the Seeds of Wisdom

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 #1 private university in ASEAN region by AppliedHE ASEAN Private University Ranking 2025 and recognised as the #1 Malaysia's highest-ranked private non-government linked university in the Times Higher Education World University Rankings 2025. The University is also #539 in the QS World University Rankings 2025.

Sunway University has been awarded #1 in Graduate Employability among all universities in Malaysia, for the third consecutive year, by Talentbank Group through the National Graduate Employability Index.

The University has achieved a significant milestone by making its debut in the Academic Ranking of World Universities (ARWU) for 2024. This achievement places Sunway University among the top five universities in Malaysia, alongside the top four research-intensive public universities, and establishes it as the only private higher education institution in the country to be included in this prestigious global ranking.

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

as awarded by Times Higher Education



*Government-Linked University

The Only Private University in Malaysia to be included in the Academic Ranking of World Universities (ARWU) 2024



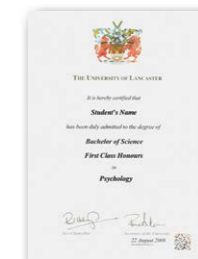
INTRODUCTION

Sunway Business School is a leading business school in the ASEAN region that has earned business accreditation from the global accrediting body for business schools, the Association to Advance Collegiate Schools of Business (AACSB).

Sunway University is the first Non-government Linked Private University in Malaysia to obtain this prestigious accreditation. It is the gold standard for business schools as less than 6% of business schools worldwide have been accredited by AACSB.



VALIDATED BY:



*Programmes offered at the Sunway Business School are validated by Lancaster University. Upon successful completion of the programme, graduates are awarded 2 certificates; one from Sunway University and another from Lancaster University.

RECOGNITION BY PROFESSIONAL BODIES:



MEMBER OF:



As a proud signatory of PRME, Sunway University is committed to fostering the next generation of responsible business leaders.

PRME, a United Nations-supported initiative founded in 2007, aims to raise the profile of sustainability in business and management education through Seven Principles focused on serving society and safeguarding our planet. It is also the largest organised relationship between the United Nations and management-related higher education institutions.



Founded in 1972, EFMD is a global, non-profit, membership-driven organisation dedicated to management development. It is recognised globally as an accreditation body for business schools and programmes, and corporate universities.

EFMD is a network for schools and companies that aim to develop socially responsible leaders and managers looking for opportunities to connect. They emphasise on educational standards for management education, firmly believing in bringing companies and academic institutions together and work towards facilitating and strengthening exchanges between the two.



Business Graduates Association

As a member of BGA, Sunway University provides students with exclusive access to a prestigious global network of business schools and employers. It is the fastest growing network in the world for business education.

BGA is an international membership and quality assurance body for world-leading and high-potential business schools. BGA schools share their commitment to responsible management practices, lifelong learning, and delivering positive impact for business school stakeholders.

DISTINCTIVE SUNWAY EXPERIENCE

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

Sunway University is ranked in the Top **2%** of universities in the world in the discipline area of "Business and Management Studies"

SUNWAY BUSINESS SCHOOL'S DNA



Sunway Business School is committed to integrating three core values – sustainability, analytics and technology – into our DNA. These three values have been embedded into our curriculum, shaping future leaders to thrive in the modern business landscape.



ROBUST ENTREPRENEUR DEVELOPMENT ECOSYSTEM

A unique not-for-profit concept where Sunway University, Sunway Group and Sunway Ventures (Sunway's in-house venture capital arm) work closely together in a collaborative space to stimulate market-driven innovations.



The university community can explore their interests, create ideas and develop prototypes, testing functionality and effects of their creations and providing market insights.

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

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

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

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

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

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

The most happening part of our campus is YOU.

INDUSTRY ENGAGEMENTS

INDUSTRY ADVISORY BOARD (IAB) Alignment with the industry

IAB members are business leaders from a variety of industries who contribute their experience and expertise to developing and supporting the business school in Sunway University. They ensure our programmes and curricula are in line with developments and new directions in the business world. They come from companies such as:

- CIMB Group
- Cognitive Digital Sdn Bhd
- DHL (Malaysia & Brunei)
- Innothink Advisory Sdn Bhd
- Institute for Capital Market
- KPMG Malaysia
- Lamborghini Kuala Lumpur
- Malton Berhad
- Maybank
- Naluri Hidup Sdn Bhd
- Omnicom Media Group
- Research (ICMR) Malaysia
- Sunway Shopping Malls & Theme Park
- Sunway University
- UEM Sunrise Bhd



Sunway Business School IAB members with Tan Sri Dato' Seri Sir Dr. Jeffrey Cheah KBE A0.

COMPANY VISITS



Company visit to LEGO Singapore.



Company visit to Kuala Lumpur International Airport (KLIA) Terminal 1 & 2.



Company visit to Hap Seng Business Park.

BEYOND THE CLASSROOM



Women's Inclusion – Key for Economic Development seminar (in collaboration with Alliance Bank).



Internship preparation session by Sunway Business School alumni.



1st place at the 22nd National Inter-Varsity Accounting Quiz.



1st Runner-up at the 2023/2024 CFA Institute Research Challenge.



DELL Business Challenge 2024 – 2nd Runner-up.



Industry Talk – Finance Forward: Perspectives on Application and Career Opportunities.



Pitching Session with Dutch Lady Milk Industries Berhad.



Digital Foundations Workshop with Dr Ibrahim Khasro - empowering students and alumni with the skill to navigate the digital landscape by providing invaluable hands-on experience with HTML and CSS.



Donation Drive for the Ti-Ratana Welfare Society Malaysia by the Sunway Business School Student Concilium.



Audit Oversight Board Inspection – Sharing the Experience & Starting Your Career with ICAEW.

LinkedIn



Sunway Business School LinkedIn
Scan the QR code to find out more about the school's activities

OUR ACADEMIC LEADERS

80%

of the academic staff are PhD holders

10%

of them are currently pursuing their doctorate degrees

More than

16

Journal editors

Staff faculty members with more than

10,000

Google Scholar citations



CHARTERED INSTITUTE OF PERSONNEL & DEVELOPMENT ACADEMIC ACHIEVEMENT 2024
– Towards shaping the future of HR

- 1 Dr. Syed Monirul Hossain – Academic Member
- 2 Jason Raj Makalsamy – Academic Member
- 3 Prof. Kenneth Anthony Cafferkey – Academic Fellow
- 4 Dr. Chong Soon Meng – Academic Member



HUMAN BEHAVIOUR AND WASTE MANAGEMENT

Professor Yuka Fujimoto engaging in waste management research in partnership with Lancaster University and a waste management company.



ECONOMICS OF PLANETARY HEALTH

Professors Arshian Sharif and Sitara Karim and their team work on the economic cost of doing nothing and engaging in unsustainable practices on planetary health.

TOP 2% SCIENTISTS

Based on the Science-wide Author Databases of Standardized Citation Indicators developed by Stanford University Professor John P.A. Ioannidis, Sunway Business School has eight business professors who have made it to the 2024 Edition of the Top 2% Scientists in the World.

- **Prof. Lim Weng Marc**
Dean & Distinguished Professor, Sunway Business School
- **Prof. Pervaiz K. Ahmed**
Director & Distinguished Professor, Institute of Global Strategy and Competitiveness
- **Prof. Linda D. Hollebeek**
Endowed Chair of Marketing, Department of Marketing
- **Prof. Arshian Sharif**
Professor, Department of Economics and Finance
- **Assoc. Prof. Koay Kian Yeik**
Associate Professor, Department of Marketing Strategy and Innovation
- **Assoc. Prof. Charles Jebarajakirthy**
Associate Professor, Department of Marketing Strategy and Innovation
- **Assoc. Prof. Sahar Afshan**
Associate Professor, Department of Economics and Finance
- **Assoc. Prof. Dr Sitara Karim**
Associate Professor, Department of Economics and Finance

NIKKEI BIZRUPTORS

A web-based business case study platform, pioneering change in the global market

Nikkei BizRuptors provides educators and learners with the digital tools to facilitate, learn, and apply unique business practices in Asia into real business situations. Case studies are an integral part of Nikkei BizRuptors, ensuring students gain practical knowledge of real-world business dynamics. Our esteemed academic staff plays a key role in creating these case studies as their industry expertise and ongoing research efforts contribute to the creation of unique, real-world business cases that highlight current trends and challenges.

NIKKEI
BizRuptors

BUSINESS PATHWAYS IN SUNWAY UNIVERSITY

ENTRY REQUIREMENTS



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

Note: For A-Level points calculation
A = 10 points B = 8 points C = 6 points D = 4 points E = 2 points

INTAKES
FEBRUARY • APRIL • SEPTEMBER

DURATION
3 YEARS

BACHELOR OF SCIENCE (HONOURS) IN ACCOUNTING AND FINANCE

PROGRAMME INTRODUCTION

Our **Bachelor of Science (Honours) in Accounting and Finance**

programme prepares you for an extensive range of careers in Professional Accounting, Corporate Accounting and Management, and an extensive range of careers in Finance and Banking. It provides you with an in-depth understanding of how accounting and finance fits into the broader context of business and management.

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

VALIDATED BY:



CAREER PROSPECTS

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

DISTINCTIVE SUNWAY EXPERIENCE

Gain professional accounting qualifications faster with our accelerated pathways:



ICAEW-SU Exclusive Pathway

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



ACCA Accelerate Programme

- Exemptions:
 - Up to 9 exemptions
- Papers to be undertaken after completion of degree:
 - 4 Professional level papers



CIMA Self-tailored Learning Pathway

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



CPA Australia Special Arrangement

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



MICPA + CAANZ Pathway

- Exemptions:
 - All 4 Professional stage modules
- Papers to be undertaken after completion of degree:
 - 6 Core modules
 - 1 Elective module
 - 1 Integrated Chartered Accounting Practice (ICAP)



The Chartered Tax Institute of Malaysia (CTIM) Pathway

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

PROGRAMME STRUCTURE - Subjects

Year 1

- Business Law
- Cost Accounting
- English for Business
- Principles of Business Analytics
- Principles of Business Finance
- Principles of Economics
- Principles of Financial Accounting
- Principles of Management
- Principles of Marketing

Year 2

- Accounting and Financial Information Systems and Analytics
- Company Law
- Financial Accounting
- Financial Institutions and Markets
- Financial Management
- Internship I
- Malaysian Taxation System
- Management Accounting
- Principles of Auditing

Year 3

- Corporate Finance
- Corporate Reporting
- Ethics and Corporate Governance
- International Financial Management
- Internship II
- Investment Management
- Strategic Management
- Stream (Choose 1 only)*
- Sustainable Development and Finance

Suggested Streams

Professional Accounting

- Advanced Taxation; and
- Advanced Audit and Assurance

Banking & Fintech

- Digital Economy; and
- Financial Technology

Business Analytics

- Business Intelligence Applications OR Data Analytics for Business Decisions; and
- Advanced Data Visualisation

Entrepreneurship & Innovation

- Entrepreneurship and Innovation in the Global Context; and
- Transformative Entrepreneurship in a Digital World

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local Students

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

For International Students

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

For All Students

- Bahasa Kebangsaan A
(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu) OR Critical Thinking
- Communication Skills
- Community Service for Planetary Health
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption

Note: Students have the flexibility to choose from various streams. The availability of streams/electives is subject to a best-effort basis. However, to qualify for maximum exemptions of the respective professional bodies, students are required to select electives that align with the requirements of the respective professional bodies. For a complete list of streams/electives, see pages 20-21.



BACHELOR (HONS) IN FINANCE

PROGRAMME INTRODUCTION

The **Bachelor (Hons) in Finance** programme aims to train multi-talented Banking & Finance graduates by providing strong grounding in a diverse range of subjects comprising Accounting, Banking, Fintech, Investment, and Quantitative Methods to meet today's industry demands. This also includes specialised training and skill development in long-term national priority areas; with the choice to undergo an internship, launch your future startup, or undertake a business consulting project.

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

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

VALIDATED BY:



CAREER PROSPECTS

- Investment banker
- Financial analyst
- Financial consultant
- Market analyst
- Startup founder

DISTINCTIVE SUNWAY EXPERIENCE

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



PROGRAMME STRUCTURE - Subjects

Year 1

- Business Law
- English for Business
- Mathematics for Finance and Economics
- Principles of Business Analytics
- Principles of Business Finance
- Principles of Economics
- Principles of Financial Accounting
- Principles of Management

Year 2

- Econometrics
- Financial Institutions and Markets
- Financial Management
- Financial Statement Analysis
- Investment Management
- Islamic Banking Securities and Finance
- Money, Banking and Digital Currency
- Personal Financial Planning

Year 3

- Corporate Finance
- Elective 1
- Elective 2
- Elective 3
- Ethics and Corporate Governance
- Finance Analytics
- Financial Technology
- International Financial Management
- Sustainable Development and Finance



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Electives (Choose 3)

- Advanced Financial Economics
- Banking and Fintech Laws and Regulations
- Derivatives and Risk Management
- Equity Valuation
- Financial Economics
- Fixed Income Markets and Securities
- Managerial Economics

Note: The electives are offered on a best-effort basis. Students are required to check on the availability of elective offerings before enrolling. Eligibility of enrolment is subject to students meeting the pre-requisite conditions.

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local Students

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

For International Students

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

For All Students

- Bahasa Kebangsaan A
(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu) OR
- Critical Thinking
- Communication Skills
- Community Service for Planetary Health
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption

BACHELOR OF SCIENCE (HONOURS) FINANCIAL ANALYSIS

The **Bachelor of Science (Honours) Financial Analysis** programme has been designed to meet the increasing demand for quality skills and expertise in the financial services industry.

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

The solid foundation that we provide allows students to either venture directly into a career in finance and investment or to pursue further studies in quantitative finance.

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

VALIDATED BY:



CAREER PROSPECTS

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

DISTINCTIVE SUNWAY EXPERIENCE

Through this programme, students are prepared for the quantitative aspects of all three levels of Chartered Financial Analyst (CFA) professional examinations. A CFA charter is the most recognised professional qualification in the finance world and this will set you up for a successful career in finance.



PROGRAMME STRUCTURE - Subjects

Year 1

- Business Law
- English for Business
- Mathematics for Finance and Economics
- Principles of Business Analytics
- Principles of Business Finance
- Principles of Economics
- Principles of Financial Accounting
- Principles of Management

Year 2

- Econometrics
- Equity Valuation
- Financial Institutions and Markets
- Financial Management
- Financial Statement Analysis
- Fixed Income Markets and Instruments
- Investment Management
- Personal Financial Planning

Year 3

- Corporate Finance
- Elective 1
- Elective 2
- Elective 3
- Ethics and Corporate Governance
- Finance Analytics
- Financial Technology
- International Financial Management
- Internship
- Sustainable Development and Finance



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Electives (Choose 3)

- Advanced Financial Economics
- Banking and Fintech Laws and Regulations
- Derivatives and Risk Management
- Financial Economics
- Islamic Banking, Securities and Finance
- Managerial Economics
- Money, Banking and Digital Currency

Note: The electives are offered on a best-effort basis. Students are required to check on the availability of elective offerings before enrolling. Eligibility of enrolment is subject to students meeting the pre-requisite conditions.

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local Students

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

For International Students

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

For All Students

- Bahasa Kebangsaan A
(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu) OR
- Critical Thinking
- Communication Skills
- Community Service for Planetary Health
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption

BACHELOR OF SCIENCE (HONOURS) FINANCIAL ECONOMICS

PROGRAMME INTRODUCTION

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

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

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

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

VALIDATED BY:



CAREER PROSPECTS

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

DISTINCTIVE SUNWAY EXPERIENCE

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



PROGRAMME STRUCTURE - Subjects

Year 1

- Business Law
- English for Business
- Mathematics for Finance and Economics
- Principles of Business Analytics
- Principles of Business Finance
- Principles of Economics
- Principles of Financial Accounting
- Principles of Management

Year 2

- Econometrics
- Financial Institutions and Markets
- Financial Management
- International Economics
- Investment Management
- Macroeconomics
- Microeconomics
- Personal Financial Planning

Year 3

- Advanced Financial Economics
- Elective 1
- Elective 2
- Elective 3
- Ethics and Corporate Governance
- Finance Analytics
- Financial Economics
- Financial Technology
- Internship
- Sustainable Development and Finance



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Electives (choose 3)

- Banking and Fintech Laws and Regulations
- Corporate Finance
- Derivatives and Risk Management
- Fixed Income Markets and Instruments
- Islamic Banking, Securities and Finance
- Managerial Economics
- Money, Banking and Digital Currency

Note: The electives are offered on a best-effort basis. Students are required to check on the availability of elective offerings before enrolling. Eligibility of enrolment is subject to students meeting the pre-requisite conditions.

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local Students

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

For International Students

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

For All Students

- Bahasa Kebangsaan A
(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu) OR
- Critical Thinking
- Communication Skills
- Community Service for Planetary Health
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption

BACHELOR OF BUSINESS ANALYTICS (HONOURS)

PROGRAMME INTRODUCTION

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

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

VALIDATED BY:



CAREER PROSPECTS

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

DISTINCTIVE SUNWAY EXPERIENCE

As smart technologies become integral in our lives and across all industries, the need for talents in the field of data science and artificial intelligence is projected to grow rapidly. This programme integrates real-world business analytics projects and incorporates 3 essential domains: business analytics, information technology, and general business administration, which are demanded by the industry.

Our students will be exposed to industry-standard programming languages and software such as: • HTML 5 • MySQL • Python • R • Weka • XHTML

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



PROGRAMME STRUCTURE - Subjects

Year 1

- Business Law
- Digital Business
- English for Business
- Fundamentals of Accounting
- Fundamentals of Business Finance
- Fundamentals of Economics
- Principles of Business Analytics
- Principles of Management
- Principles of Marketing

Year 2

- Business Database Management
- Business Data Mining
- Business Intelligence Applications
- Data Analytics for Business Decisions
- Enterprise Resource Management
- Human Resource Management
- Stream (choose 1 only)

Year 3

- Advanced Data Visualisation
- Business Ethics and Sustainability
- Internship / Business Consulting Project / Launching Your Future Startup
- Strategic Management
- Stream (choose 1 only)
- Sustainable Information Systems
- Web and Social Media Analytics
- Web Design and Development



JPT/BPPI(U)[R/0414/6/0109/FA11422]04/29

Suggested Streams

Entrepreneurship & Innovation

- Entrepreneurship and Innovation in the Global Context; and
- Transformative Entrepreneurship in a Digital World

Supply Chain Management

- Supply Chain Management; and
- Operations Management

Strategic Leadership*

- Leadership in the Age of Complexity; and
- Managing Change

** required to qualify for the Chartered Management Institute Diploma*

Note: Students have the flexibility to choose electives from various streams. The availability of streams/electives is subject to a best-effort basis. For a complete list of streams/electives see pages 20-21.

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local Students

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

For International Students

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

For All Students

- Bahasa Kebangsaan A
(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu) OR
- Critical Thinking
- Communication Skills
- Community Service for Planetary Health
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption

BACHELOR OF SCIENCE (HONOURS) IN BUSINESS MANAGEMENT

PROGRAMME INTRODUCTION

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

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

VALIDATED BY:



CAREER PROSPECTS

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

DISTINCTIVE SUNWAY EXPERIENCE

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



PROGRAMME STRUCTURE - Subjects

Year 1

- Business Law
- Digital Business
- English for Business
- Fundamentals of Accounting
- Fundamentals of Business Finance
- Fundamentals of Economics
- Principles of Business Analytics
- Principles of Management
- Principles of Marketing

Year 2

- Business Intelligence Applications
- Human Resource Management
- Operations Management
- Organisational Behaviour and Cultural Management
- Project Management
- Stream (choose 1 only)

Year 3

- Business Ethics and Sustainability
- Internship / Business Consulting Project / Launching Your Future Startup
- Leadership in the Age of Complexity
- Managing Change
- Quality Management
- Sustainable Business
- Strategic Management
- Stream (choose 1 only)
- Technology Management

Suggested Streams

- Business Analytics**
- Data Analytics for Business Decisions; and
 - Advanced Data Visualisation

Entrepreneurship & Innovation

- Entrepreneurship and Innovation in the Global Context; and
- Transformative Entrepreneurship in a Digital World

Marketing Management

- Consumer Behaviour; and
- Digital Marketing

Note: Students have the flexibility to choose electives from various streams. The availability of streams/electives is subject to a best-effort basis. For a complete list of streams/electives see pages 20-21.

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

- For Local Students**
- Penghayatan Etika dan Peradaban
 - Falsafah dan Isu Semasa

- For International Students**
- Appreciation of Ethics and Civilisation
 - Malay Language for Communication 2

- For All Students**
- Bahasa Kebangsaan A (Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu) OR Critical Thinking
 - Communication Skills
 - Community Service for Planetary Health
 - Entrepreneurial Mindset and Skills
 - Integrity and Anti-Corruption



JPT/BPP(U)IR/345/6/0825/A6489/10/25

BACHELOR OF ARTS (HONOURS) ENTREPRENEURSHIP

PROGRAMME INTRODUCTION

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

The **Bachelor of Arts (Honours) Entrepreneurship** programme focuses on in-depth knowledge of entrepreneurship through business planning, financing, marketing, management, information technology and consulting.

You will have continuous opportunities to experience the dynamism of an entrepreneurial environment and practise entrepreneurial behaviour through various speaker series, pitching and networking sessions with real-life entrepreneurs throughout your study with the programme.

VALIDATED BY:



CAREER PROSPECTS

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

DISTINCTIVE SUNWAY EXPERIENCE

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

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



PROGRAMME STRUCTURE - Subjects

Year 1

- Business Law
- Digital Business
- English for Business
- Fundamentals of Accounting
- Fundamentals of Business Finance
- Fundamentals of Economics
- Principles of Business Analytics
- Principles of Entrepreneurship
- Principles of Management
- Principles of Marketing

Year 2

- Business Intelligence Applications
- Entrepreneurship and Innovation in the Global Context
- Human Resource Management
- Stream (choose 1 only)

Year 3

- Business Ethics and Sustainability
- Contemporary Small and Medium Businesses
- Internship / Business Consulting Project / Launching Your Future Startup
- New Venture Planning
- Startup Foundry
- Stream (choose 1 only)
- Strategic Management
- Sustainable Business
- Transformative Entrepreneurship in a Digital World
- Technology Management

Suggested Streams

- Banking & Fintech**
- Digital Economy; and
 - Financial Technology

Digital Marketing

- Digital Marketing; and
- Web and Social Media Analytics

Supply Chain Management

- Supply Chain Management; and
- Operations Management

Note: Students have the flexibility to choose electives from various streams. The availability of streams/electives is subject to a best-effort basis. For a complete list of streams/electives see pages 20-21.

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

- For Local Students**
- Penghayatan Etika dan Peradaban
 - Falsafah dan Isu Semasa

- For International Students**
- Appreciation of Ethics and Civilisation
 - Malay Language for Communication 2

For All Students

- Bahasa Kebangsaan A (Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu) OR Critical Thinking
- Communication Skills
- Community Service for Planetary Health
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption

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BACHELOR OF SCIENCE (HONOURS) IN INTERNATIONAL BUSINESS

PROGRAMME INTRODUCTION

The **Bachelor of Science (Honours) in International Business** programme equips students with essential knowledge in the area of international business.

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

This programme provides an opportunity for students to learn how business organisations operate in an international business environment, gain an understanding of development and implementation of international strategies, and to deal with managerial issues related to cross-border business. Our curriculum covers global and contemporary issues affecting the ever-changing business environment.

VALIDATED BY:



CAREER PROSPECTS

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

DISTINCTIVE SUNWAY EXPERIENCE

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



PROGRAMME STRUCTURE - Subjects

Year 1

- Business Law
- Digital Business
- English for Business
- Fundamentals of Accounting
- Fundamentals of Business Finance
- Fundamentals of Economics
- Principles of Business Analytics
- Principles of Management
- Principles of Marketing

Year 2

- Business Intelligence Applications
- Human Resource Management
- International Business
- International Finance
- International Trade & Policy
- Stream (choose 1 only)

Year 3

- Business Ethics and Sustainability
- Global Trade Law and Regulations
- International Human Resource Management
- International Marketing
- Internship / Business Consulting Project / Launching Your Future Startup
- Strategic Management
- Stream (choose 1 only)
- Sustainable Business
- Technology Management



JPT/BPP(U)[R/345/6/1027/FA8456]03/27

Suggested Streams

Business Analytics

- Data Analytics for Business Decisions; and
- Advanced Data Visualisation

Supply Chain Management

- Supply Chain Management; and
- Operations Management

Transformative Innovations

- Entrepreneurship and Innovation in the Global Context; and
- Product Innovation and Commercialisation

Note: Students have the flexibility to choose electives from various streams. The availability of streams/electives is subject to a best-effort basis. For a complete list of streams/electives see pages 20-21.

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local Students

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

For International Students

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

For All Students

- Bahasa Kebangsaan A (Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu) OR Critical Thinking
- Communication Skills
- Community Service for Planetary Health
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption

BACHELOR OF SCIENCE (HONOURS) GLOBAL SUPPLY CHAIN MANAGEMENT

PROGRAMME INTRODUCTION

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

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

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

VALIDATED BY:



CAREER PROSPECTS

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

DISTINCTIVE SUNWAY EXPERIENCE

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



PROGRAMME STRUCTURE - Subjects

Year 1

- Business Law
- Digital Business
- English for Business
- Fundamentals of Accounting
- Fundamentals of Business Finance
- Fundamentals of Economics
- Principles of Business Analytics
- Principles of Management
- Principles of Marketing

Year 2

- Business Intelligence Applications
- Human Resource Management
- International Business
- Inventory Control and Warehouse Management
- Operations Management
- Stream (choose 1 only)
- Supply Chain Management

Year 3

- Business Ethics and Sustainability
- Freight and Logistics Management
- Global Procurement Management
- Internship / Business Consulting Project / Launching Your Future Startup
- Strategic Management
- Stream (choose 1 only)
- Sustainable Business
- Technology Management



JPT/BPP(U)[R/345/6/1003/FA8455]12/26

Suggested Streams

Business Analytics

- Data Analytics for Business Decisions; and
- Advanced Data Visualisation

Entrepreneurship & Innovation

- Entrepreneurship and Innovation in the Global Context; and
- Transformative Entrepreneurship in a Digital World

Strategic Human Resource Management

- Organisational Behaviour and Cultural Management; and
- International Human Resource Management

Note: Students have the flexibility to choose electives from various streams. The availability of streams/electives is subject to a best-effort basis. For a complete list of streams/electives see pages 20-21.

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local Students

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

For International Students

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

For All Students

- Bahasa Kebangsaan A (Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu) OR Critical Thinking
- Communication Skills
- Community Service for Planetary Health
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption

BACHELOR OF SCIENCE (HONOURS) IN BUSINESS STUDIES

PROGRAMME INTRODUCTION

The **Bachelor of Science (Honours) in Business Studies**

provides students with a thorough understanding of customers, their preferences and behaviour that make an impact in the business world.

Using real and simulated scenarios, you will be exposed to the challenges and decision-making situations faced by all types of businesses. This programme also equips students with strong theoretical and analytical knowledge as well as the critical thinking skills to respond to the demands of a dynamic global economy.

Throughout this programme, students will explore practical measures and strategic planning skills required to create value for both businesses and the customer.

VALIDATED BY:



CAREER PROSPECTS

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

DISTINCTIVE SUNWAY EXPERIENCE

The programme is tailored for individuals aspiring to enter the business profession equipped with comprehensive knowledge and relevant skills. It is crafted to foster active engagement among students, placing a strong focus on a dynamic business curriculum and internship preparations.

Beyond teaching credentials, the academics within the institution's marketing department are also distinguished members of ACR, AMA, AMS, AIB, AOM, Chartered Marketer, Chartered Statistician, Market Research Association and other esteemed academic associations. Through their networks, coupled with opportunities for intelligence sharing by industry experts, our students benefit from this knowledge transfer between educators and students.



PROGRAMME STRUCTURE - Subjects

Year 1

- Business Law
- Digital Business
- English for Business
- Fundamentals of Accounting
- Fundamentals of Business Finance
- Fundamentals of Economics
- Principles of Business Analytics
- Principles of Entrepreneurship
- Principles of Management
- Principles of Marketing

Year 2

- Business Intelligence Applications
- Human Resource Management
- International Finance
- Marketing Management
- Operations Management
- Supply Chain Management

Year 3

- Business Ethics and Sustainability
- Internship / Business Consulting Project / Launching Your Future Startup
- Strategic Management
- Stream 1 (choose 1 only)
- Stream 2 (choose 1 only)
- Sustainable Business
- Technology Management



JPT/BPP[U][R4/0414/6/0241/A5978]01/30

Suggested Streams

Marketing Management

- Consumer Behaviour; and
- Digital Marketing

Organisational Behaviour

- Organisational Behaviour and Cultural Management; and
- Leadership in the Age of Complexity

Transformative Innovations

- Entrepreneurship and Innovation in the Global Context; and
- Product Innovation and Commercialisation

Note: Students have the flexibility to choose electives from various streams. The availability of streams/electives is subject to a best-effort basis. For a complete list of streams/electives see pages 20-21.

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local Students

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

For International Students

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

For All Students

- Bahasa Kebangsaan A
(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu) OR
- Critical Thinking
- Communication Skills
- Community Service for Planetary Health
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption

BACHELOR OF SCIENCE (HONOURS) MARKETING

PROGRAMME INTRODUCTION

The **Bachelor of Science (Honours) Marketing** programme aims to produce marketing maestros and business leaders who exhibit highly ethical and socially responsible behaviour within the workplace.

Graduates can expect continuous learning while developing competencies in problem-solving and decision-making strategies.

The programme is designed based on market needs that are assessed through trend analyses, student surveys and market research to develop analysing and planning skills to resolve various marketing and business-related issues. You will get the necessary intellectual underpinning for the theoretical component while also gaining practical marketing experience within various business institutions.

VALIDATED BY:



CAREER PROSPECTS

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

DISTINCTIVE SUNWAY EXPERIENCE

Featuring a robust and in-trend marketing curriculum, this degree provides the theoretical knowledge, practical, analytical and critical thinking skills to respond to the demands of global change and challenges.

Marketing department's faculty members are outstanding international researchers who publish regularly in internationally ranked journals and present at major global conferences such as AMA, AMS, AIB, AOM, ACR, ANZMAC and more. Students gain exposure from interaction with industry experts via simulated business challenges, industry-collaborated field work, and professional development training series such as internships, field trips or competitions.



PROGRAMME STRUCTURE - Subjects

Year 1

- Business Law
- Digital Business
- English for Business
- Fundamentals of Accounting
- Fundamentals of Business Finance
- Fundamentals of Economics
- Principles of Business Analytics
- Principles of Management
- Principles of Marketing

Year 2

- Consumer Behaviour
- Human Resource Management
- Integrated Marketing Communication
- Marketing Analytics
- Marketing Management
- Stream (choose 1 only)

Year 3

- Business Ethics and Sustainability
- Digital Marketing
- International Marketing
- Internship / Business Consulting Project / Launching Your Future Startup
- Product Innovation and Commercialisation
- Services Marketing
- Strategic Management
- Stream (choose 1 only)
- Sustainable Business



JPT/BPP[U][R342/6/0124/FA4630]11/29

Suggested Streams

Entrepreneurship & Innovation

- Entrepreneurship and Innovation in the Global Context; and
- Transformative Entrepreneurship in a Digital World

Project Management

- Project Management; and
- Operations Management; OR Quality Management

Business Analytics

- Business Intelligence Applications OR Data Analytics for Business Decisions; and
- Advanced Data Visualisation

Note: Students have the flexibility to choose electives from various streams. The availability of streams/electives is subject to a best-effort basis. For a complete list of streams/electives see pages 20-21.

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local Students

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

For International Students

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

For All Students

- Bahasa Kebangsaan A
(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu) OR
- Critical Thinking
- Communication Skills
- Community Service for Planetary Health
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption

LIST OF AVAILABLE STREAMS AND ELECTIVES



STREAMS

- 
Professional Accounting
 - Advanced Taxation
 - Advanced Audit and Assurance
- 
Banking & Fintech
 - Digital Economy
 - Financial Technology
- 
Entrepreneurship & Innovation
 - Entrepreneurship and Innovation in the Global Context
 - Transformative Entrepreneurship in a Digital World
- 
Advanced Entrepreneurship
 - Startup Foundry
 - Contemporary Small and Medium Businesses
- 
Transformative Innovations
 - Entrepreneurship and Innovation in the Global Context
 - Product Innovation and Commercialisation
- 
Business Analytics
 - Business Intelligence Applications OR Data Analytics for Business Decisions
 - Advanced Data Visualisation

- 
Strategic Leadership
 - Leadership in the Age of Complexity
 - Managing Change
- 
Strategic Human Resource Management
 - Organisational Behaviour and Cultural Management
 - International Human Resource Management
- 
Project Management
 - Project Management
 - Operations Management OR Quality Management
- 
Supply Chain Management
 - Supply Chain Management
 - Operations Management
- 
International Business
 - International Business
 - International Marketing
- 
Digital Marketing
 - Digital Marketing
 - Web and Social Media Analytics

NON-STREAMED ELECTIVES

- 
Business Database Management
- 
Principles of Entrepreneurship
- 
Inventory Control and Warehouse Management
- 
Technology Management
- 
Global Procurement Management
- 
New Venture Planning
- 
Freight Logistics Management
- 
Marketing Management
- 
Marketing Analytics
- 
Services Marketing

Note: The streams / electives are offered on a best-effort basis. Students are required to check with the school on the availability of elective offerings and the subject combination before enrolling. Eligibility of enrolment is subject to students meeting the pre-requisite conditions.



BRINGING YOU FURTHER

OPPORTUNITIES IN SUNWAY GROUP



Real Estate | Construction | Education | Healthcare | Malls | Hospitality | Leisure



Digital | REIT & Other Real Estate Funds | Investment & Financial Services | Building Materials | Trading & Manufacturing | Quarry

13 Business Units | 3 Listed Companies | 50 Locations Worldwide | 16,000 Employees

INTERNSHIP COMPANIES & COMPANIES OUR GRADUATES WENT TO

- | | | | | |
|---|---|---|---|---|
| <p>Accountancy</p> <ul style="list-style-type: none"> Baker Tilly Malaysia BDO Malaysia Crowe Malaysia Deloitte Malaysia Ernst & Young KPMG Malaysia PwC Malaysia Russell Bedford Malaysia Sdn Bhd RSM Malaysia SJ Grant Thornton UHY Malaysia <p>Automotive</p> <ul style="list-style-type: none"> Ingress Auto (BMW) <p>Aviation</p> <ul style="list-style-type: none"> Air Asia <p>Banking</p> <ul style="list-style-type: none"> AmBank (M) Berhad Hong Leong Bank Berhad HSBC Maybank OCBC Bank Malaysia Public Bank Berhad <p>Computer hardware, Computer software & IT</p> <ul style="list-style-type: none"> Dell Hewlett Packard Hitachi Sunway Information Systems Sdn Bhd IBM Locus-T Samsung Malaysia | <p>Consultancy</p> <ul style="list-style-type: none"> Accenture Boston Consulting Group Hong Leong Assurance Ipsos Malaysia Khazanah Research Institute Nielsen Malaysia <p>Consumer Products & Services</p> <ul style="list-style-type: none"> Procter & Gamble Unilever Vinda Malaysia <p>Cosmetics & Bodycare</p> <ul style="list-style-type: none"> Alliance Cosmetics Sdn Bhd Amorepacific Malaysia - skincare L'Oréal Shiseido Malaysia - haircare <p>E-commerce</p> <ul style="list-style-type: none"> GRAB Malaysia Shopee Mobile Malaysia Sdn Bhd Zalora Malaysia <p>Education</p> <ul style="list-style-type: none"> Sunway Education Group <p>Finance Shared Service</p> <ul style="list-style-type: none"> AIA Shared Services Sdn Bhd IBM Malaysia Sime Darby Global Services Sdn Bhd Tricor Services Sdn Bhd | <p>Food Manufacturer</p> <ul style="list-style-type: none"> Coca-Cola Malaysia Fraser & Neave Lee Kum Kee (M) Foods Sdn Bhd MARS Food Malaysia Sdn Bhd Mondelez Malaysia Sales Sdn Bhd Nestle (Malaysia) URC Snacks (M) Sdn Bhd <p>Healthcare & Pharmaceutical</p> <ul style="list-style-type: none"> Baxter Healthcare (Malaysia) Sdn Bhd B. Braun Medical Supplies Sdn Bhd BP Healthcare Pfizer Malaysia Zuellig Pharma <p>Hospitality</p> <ul style="list-style-type: none"> Hilton Hotel Intercontinental Kuala Lumpur Mandarin Oriental, KL Shangri-La Hotel, KL Sunway Hotels and Resorts <p>Industrial Machinery</p> <ul style="list-style-type: none"> General Electric <p>Industrial Product & Service</p> <ul style="list-style-type: none"> SLB Malaysia Sunway Group | <p>Insurance & Financial Services</p> <ul style="list-style-type: none"> Great Eastern Life Assurance Malaysia Hong Leong Assurance Prudential Malaysia Berhad <p>Investment</p> <ul style="list-style-type: none"> Affin Hwang Asset Management Bhd Kenanga Investors Bhd OSK Holdings Berhad <p>Logistics & Forwarding</p> <ul style="list-style-type: none"> DHL Malaysia Expeditors Forwarders (M) Sdn Bhd Hapag-Lloyd (Malaysia) Sdn Bhd Maersk Malaysia SMT Speed-Mark <p>Manufacturing</p> <ul style="list-style-type: none"> Top Glove Malaysia | <p>Property</p> <ul style="list-style-type: none"> Ecworld Gamuda Land Sime Darby Sunway Property SP Setia Tropicana Corporation Bhd <p>Retail</p> <ul style="list-style-type: none"> Christy Ng Sdn Bhd Habib Jewels Sdn Bhd Isetan Retail PUMA Sports Goods Sdn Bhd Sunway Malls Vin Florist & Gifts Sdn Bhd Watson's Personal Care Stores Sdn Bhd <p>Telecommunications & Media</p> <ul style="list-style-type: none"> CelcomDigi Flexiroam Malaysia Huawei Technologies (M) Sdn Bhd Telekom Malaysia Time dotcom Bhd |
|---|---|---|---|---|



Sunway University
Tops Talentbank's Graduate Employability Ranking for Third Consecutive Year 2022, 2023 & 2024

MOBILITY & STUDY ABROAD



SUMMER PROGRAMME
3 weeks

STUDY ABROAD
1 Semester

1 + 2 ARTICULATION



KOREAN SUMMER / WINTER PROGRAMME
2 weeks

All of the programmes within Sunway Business School are applicable for the above mobility options*

*Subject to meeting requirements. Terms and conditions apply.

Sunway Business School has a memorandum of understanding (MOU) with the following universities:



University of Leeds, UK



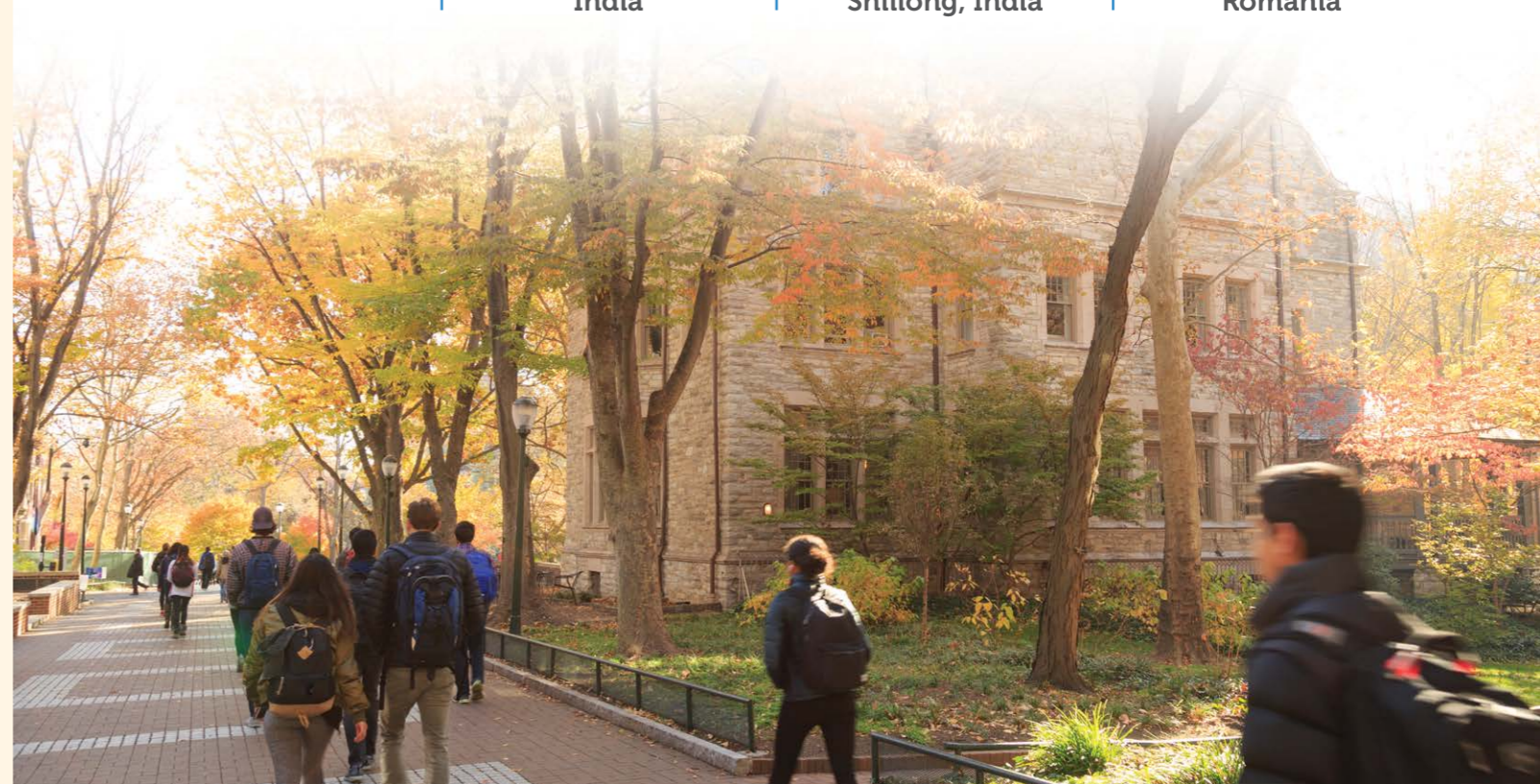
Indian Institute of Management Nagpur, India



Indian Institute of Management Shillong, India



Babeş-Bolyai University, Romania





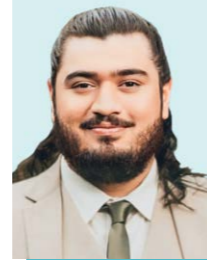
Saadman Rahman
BSc (Hons) in Business Studies
Company:
Energy Solution BD
Position:
Executive Director



Shuqi Loo
BSc (Hons) Financial Analysis
Company:
JPMorgan Chase Berhad
Position:
Derivatives Ops Analyst



Nathania Priscilla
BSc (Hons) in Accounting and Finance
Company:
PwC Southeast Asia Consulting
Position:
Senior Consultant



Matthieu Ducasse
BSc (Hons) in Business Studies
Company:
Polly Esther Ltd
Position:
Director



Muhammad Mamoon
BSc (Hons) in Business Management
Company:
Lenovo
Position:
Senior Account Manager



Ashley Boon Karr Kayy
Bachelor (Hons) in Finance
Company:
Public Bank Berhad
Position:
Management Trainee



Soh Hwei Ern (Cheryl)
BSc (Hons) in Accounting and Finance
Company:
HRnet Group
Position:
Lead Consultant



Ang Xin Yi
Bachelor of Business Analytics (Hons)
Company:
KPMG
Position:
Data Analyst



Wan Muhammad Fakri Omar
BSc (Hons) in Accounting and Finance
Company:
Sumitomo Mitsui Banking Corporation (SMBC)
Position:
Bank Analyst



Heri Gunawan
BSc (Hons) in Business Management
Company:
CV. Ice and Bean Indonesia
Position:
Founder



Silas Roberts
BSc (Hons) Financial Economics
Position & Company:
Business Development Manager,
Regional Growth at Doctor Anywhere
Position & Company:
Founder & CEO at Social Cliques
Group



Tee Joey
Bachelor of Business Analytics (Hons)
Company:
DPE Global Services Centre
(Malaysia)
Position:
Data Operation Specialist



Ho Tsu Sin
BSc (Hons) in Business Management
Company:
The Estée Lauder Companies Inc.
Position:
Consumer Engagement Manager



Kua Ching Yi
BSc (Hons) Financial Analysis
Company:
Alliance Bank Malaysia Berhad
Position:
Relationship Manager



Deridian Nurhalim
BSc (Hons) Business Management
Company:
Pradipta Adhi Cipta
Position:
Chief Executive Officer



Yap Mei Xin
BSc (Hons) Global Supply Chain
Management
Company:
Opackmy
Position:
Co-Founder & Managing Director



Grace Chak Ling Er
BA (Hons) Entrepreneurship
Company:
Maica Corporation Sdn Bhd
Position:
Sales and Specification Executive



Justine Alisha Gonsalvez
BSc (Hons) Business Studies
Company:
Hays Recruitment Malaysia
Position:
Consultant



Jason Fung Jia Hao
BA (Hons) Entrepreneurship
Company:
Experience Enablers PLT
Position:
Co-Founder & CEO



Tan Jin Yuen (Jerry)
BSc (Hons) Financial Analysis
Company:
Midea Group
Position:
FP&A Global Talent Finance



David Kingsley Sam Chun Wai
BSc (Hons) in International Business
Company:
Kingsley Evo Enterprise
Position:
Chief Executive Officer



Marie Augustine Lafontaine
BSc (Hons) Marketing
Master of Marketing
Company:
Ernst and Young Ltd Mauritius
Position:
Business Consultant



Nidhi Kasseran
BSc (Hons) in International Business
Company:
Accenture Mauritius
Position:
Oracle ERP Functional Consultant



Nicholas Chong Zheng Tau
BSc (Hons) Marketing
Company:
Great Eastern LIFE Assurance
Malaysia
Position:
Agency Manager

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*Talentbank GE Index 2024

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