

# HOSPITALITY AND SERVICE MANAGEMENT

- Prospectus 2025 -

**SUNWAY**  
UNIVERSITY



A CLASS ABOVE

Committed to  
**QUALITY EDUCATION**  
aligned to global standards in  
**TEACHING, LEARNING,  
& RESEARCH**



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**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



# WELCOME BY THE DEAN



Welcome to the School of Hospitality and Service Management (SHSM) at Sunway University. Ranked among the top 150 institutions worldwide for hospitality and leisure management in the QS World University Rankings by Subject from 2022 to 2024, Sunway University's strong partnership with Le Cordon Bleu ensures that our hospitality, event management, and culinary arts programs meet the highest standards. Collaborations with esteemed institutions like Griffith University, Oxford Brookes University, and the Swiss Education Group enrich our global learning experience.

Our state-of-the-art facilities, including mock hotel suites, beverage labs, event studios, and fully equipped kitchens, offer hands-on learning for our students. At SHSM, experiential learning is central, with simulations, field trips, and international partnerships preparing our students to excel. Our dedicated faculty, bringing industry expertise, guide students to unlock their potential and become trailblazers in hospitality.

Our core values of Integrity, Humility, and Excellence define our institution and guide us in nurturing the next generation of hospitality leaders. Welcome to SHSM at Sunway University, where we're excited to support young leaders on their path to success.

*Daniel Chong*

**Associate Professor Dr Daniel Chong Ka Leong**  
Acting Dean - School of Hospitality and Service Management

# DISTINCTIVE SUNWAY EXPERIENCE

**#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...

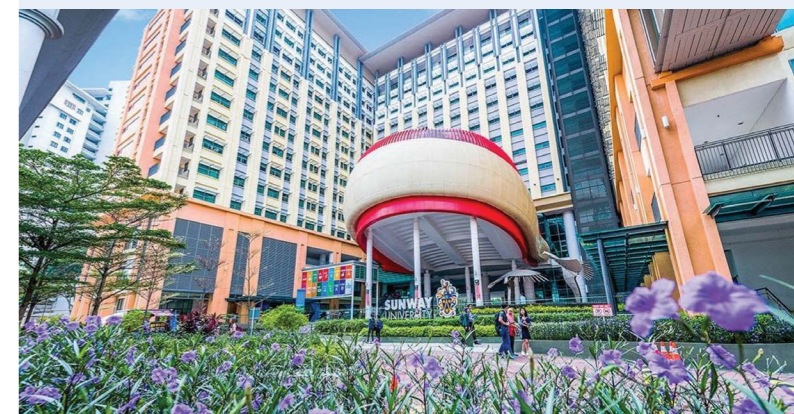
1. The goals of the UN SDGs;
2. Acceptance and tolerance towards each community member of the campus and the wider national and global community;
3. Inclusiveness of all and unity with all;
4. Well-being, both physical and mental;
5. Doing things right for society.

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.



# INSTITUTIONAL MEMBERSHIPS & INTERNATIONAL RECOGNITIONS



## International Association of Hotel Schools (EUHOFA)

EUHOFA promotes new developments and ideas in education and training, and examples of best practices. It is governed by statutes and administered by a committee to ensure the highest of quality education.

OBSERVER OF THE-ICE



## Observer of THE-ICE

Being an Observer means that the School is recognised as a reputable institution in tourism and hospitality education, and is part of THE-ICE's global network of institutions, business partners, and hospitality professionals.



## Malaysian Association of Housekeepers (MAHIR)

MAHIR is a professional organisation committed to providing a platform for housekeepers in the hospitality and healthcare sectors to network, exchange knowledge and insights, and discuss industry needs, trends and challenges.



## ICCAUni: New Global Academic Network

ICCAUni is a pioneering initiative of the International Congress and Convention Association (ICCA). It provides students a platform to experience international business events and explore potential career paths.



## Malaysian Association of Conventions and Exhibitions Organisers and Suppliers (MACEOS)

As the leading professional Association and the voice of the industry, MACEOS strives to establish standard codes of practice and professional developments to elevate Malaysia as the preferred global Business Events hub in the region.



## WORLD CHEFS Recognition of Quality Culinary Education (RQCE)

The WORLD CHEFS Recognition of Quality Culinary Education recognises educational institutions which offer culinary and pastry art programmes of various designs and sizes.



## Professional Culinaire Association (PCA)

The PCA is a national network of chefs, and is a proud member of the World Association of Chefs' Societies (Worldchefs), a leading global culinary authority.



## Tourism Educators Association of Malaysia (TEAM)

TEAM provides a platform for collaboration and alliances within the tourism and hospitality institution with local and international educational partners, and tourism sectors.

# PROFESSIONAL CERTIFICATIONS

Enhancing employability through industry-relevant certification

## Certification in Hotel Industry Analytics (CHIA)



STR (Smith Travel Research), a leading U.S.-based organisation in hospitality analytics, offers the globally recognised Certification in Hotel Industry Analytics (CHIA).

This certificate is applicable globally, particularly in regions like North America, Europe, and Asia.

## Certified Food Safety Manager (CFSM)



The Certified Food Safety Manager (CFSM) programme, awarded by ServSafe, a leading authority in food safety training based in the United States, is a prestigious certification in the global food and beverage industry covering restaurants, hospitality establishments, and food manufacturing companies.

## Certified International Convention Specialist (CICS)



The Certified International Convention Specialist (CICS), awarded by the International Congress and Convention Association (ICCA) based in the Netherlands, is a prestigious certification in the global conventions and events industry.

ICCA, a recognised authority in this sector, offers the CICS to professionals who excel in managing international events and conventions.

## Certified Intermediate Barista



The Certified Intermediate Barista, awarded by the Specialty Coffee Association (SCA) based in the United States, is an internationally recognised certification in the coffee industry. SCA certifications are highly regarded for their focus on barista skills, coffee quality, and brewing techniques.

This globally recognised certification is essential for those pursuing excellence in the rapidly growing coffee industry.

## WSET Level 2 in Wines



The WSET Level 2 in Wines, awarded by the Wine & Spirit Education Trust (WSET) based in the United Kingdom, is an internationally recognised and respected certification in wine education.

Globally recognised, the WSET certification is an essential credential for those pursuing a career in the wine and beverage industry.



# RESEARCH PROJECTS

Understanding the hospitality industry through practical research



Tracing the footprint of history and heritage in Melaka.



Gentrification and its social impact – a study of gentrification in Penang island.



Exploration of Penang's street food culture and its economic impact.

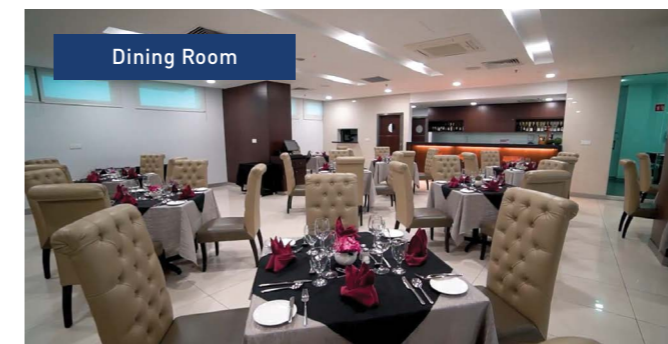
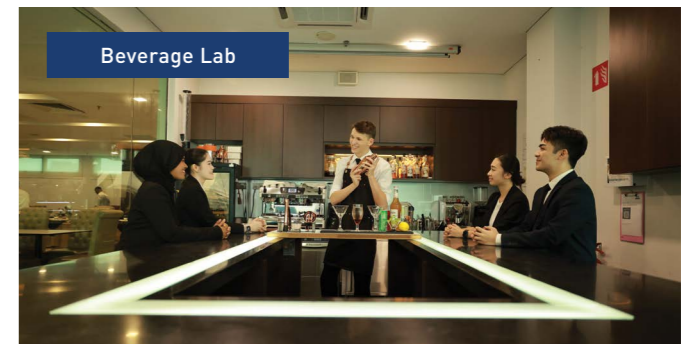
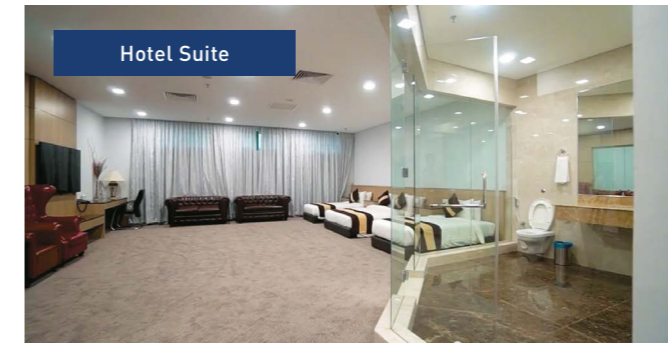


Unravelling the rich heritage and origins of Baba Nyonya cuisine.

	RESEARCH AREAS	EXAMPLES OF RESEARCH DONE
<b>FOOD AND CULINARY</b>	<ul style="list-style-type: none"> <li>Food heritage and anthropology studies</li> <li>Food and nutrition</li> <li>Sustainable practices in food consumption</li> </ul>	<ol style="list-style-type: none"> <li>Promotion strategy and tourists' awareness of Peranakan Chinese (Baba Nyonya) cuisine in Melaka.</li> <li>Iban food consumption by the Iban community in the urban areas.</li> <li>The impact of street food businesses in Malaysia.</li> </ol>
<b>HOTEL MANAGEMENT</b>	<ul style="list-style-type: none"> <li>Green hotels practices and preferences</li> <li>Revenue strategy in the hospitality industry</li> <li>Technology applications in the accommodation operation</li> </ul>	<ol style="list-style-type: none"> <li>Human-Robot interaction in hotel: A comparative analysis of consumers' perceptions.</li> <li>Identifying the relationship between culture of health at the workplace and employees' satisfaction in the hotel industry.</li> </ol>
<b>F&amp;B MANAGEMENT</b>	<ul style="list-style-type: none"> <li>Service quality and consumer behaviour in F&amp;B businesses</li> <li>Coffee economy</li> </ul>	<ol style="list-style-type: none"> <li>Customer perception and satisfaction on food service technology in restaurant operations.</li> <li>Empirical study in exploring factors that influencing the employees' turnover intention in the F&amp;B industry.</li> <li>Starbucks consumptions by the Generation Z.</li> </ol>
<b>BUSINESS MANAGEMENT</b>	<ul style="list-style-type: none"> <li>Early career development and sustainable employment</li> <li>Influence of social-media and technology application in hospitality industry</li> </ul>	<ol style="list-style-type: none"> <li>Factors influencing hospitality students' career intention in hospitality industry post pandemic.</li> <li>Social media-powered holiday planning: Insights into factors that matter to youth.</li> </ol>
<b>EVENT AND TOURISM</b>	<ul style="list-style-type: none"> <li>Sustainable tourism</li> <li>Festivals and events management</li> <li>Destination management</li> </ul>	<ol style="list-style-type: none"> <li>The quality of festival influences on participants' satisfaction. A case of Bon Odori Festival in Malaysia.</li> <li>An empirical study on factors affecting a concert event and guest satisfaction. A case of Georgetown Festival, Penang.</li> <li>Gentrification and its social impact. A study of gentrification in Penang Island.</li> </ol>

# FACILITIES

Experience our state-of-the-art facilities



# HOSPITALITY PATHWAYS IN SUNWAY UNIVERSITY



# ENTRY REQUIREMENTS

PROGRAMME	DURATION	ENTRY REQUIREMENTS	ENGLISH REQUIREMENTS
Diploma in Hotel Management	2 years	<b>SPM/SPMV/O-Level</b> Pass with minimum 3 credits	<b>IELTS or equivalent 5.0</b>
Diploma in Culinary Arts		<b>UEC</b> Pass with minimum 3 grade Bs	<b>Sunway Intensive English Programme (IEP)</b> Pass Level 3
Diploma in Events Management		<b>Other qualifications</b> Any other qualifications will be considered on a case-to-case basis	
Bachelor of Science (Honours) in International Hospitality Management	3 years	<b>STPM</b> Average C or CGPA 2.00 (Minimum 2 principals)	<b>IELTS or equivalent 5.5</b> (with no individual band below 5.0)
Bachelor of Science (Hons) in Culinary Management		<b>A-Level*</b> Minimum 6 points *Points are calculated based on grades obtained for 2 or 3 subjects.	<b>MUET</b> Band 4
Bachelor of Science (Honours) in Conventions and Events Management		<b>Australian Matriculation</b> ATAR 55	<b>SPM English</b> B+
		<b>Canadian International Matriculation Programme</b> 55%	<b>UEC English</b> B4
		<b>MUFY</b> 55%	<b>O-Level English (1119)</b> Credit
		<b>Sunway Foundation in Arts</b> CGPA 2.00	<b>Sunway Intensive English Programme (IEP)</b> Pass Level 4
		<b>Sunway Foundation in Science &amp; Technology</b> CGPA 2.00	
		<b>UEC</b> Maximum 28 points from 5 subjects (All grade Bs)	
		<b>IB Diploma</b> Completed with minimum 24 points (Excluding bonus points)	
		<b>Sunway Diploma*</b> CGPA 2.00 or equivalent <i>*Students may obtain advanced standing if credit transfer requirements are met.</i>	<b>ESL / English</b> Satisfactory level in Pre-University programmes, where the medium of instruction is English
		<b>Other Qualifications</b> Any other qualifications will be considered on a case-to-case basis	

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



# HOSPITALITY

## DIPLOMA IN HOTEL MANAGEMENT

Solid foundation in hotel operations, planning and managing accommodations, as well as foodservice establishments

Students will be trained to undertake various managerial and operational functions in real life simulation, which is effective in helping them develop the professional skills and knowledge pertinent in meeting local and international industry standards.

Essential practical experience will be gained through a 20-week industry internship.

CERTIFIED BY:



### CAREER PROSPECTS

- Front Office Manager
- Customer Service Manager
- Food Service Manager
- Spa and Wellness Manager
- Aviation and Cruise Service Manager
- Lodging and Food Entrepreneur

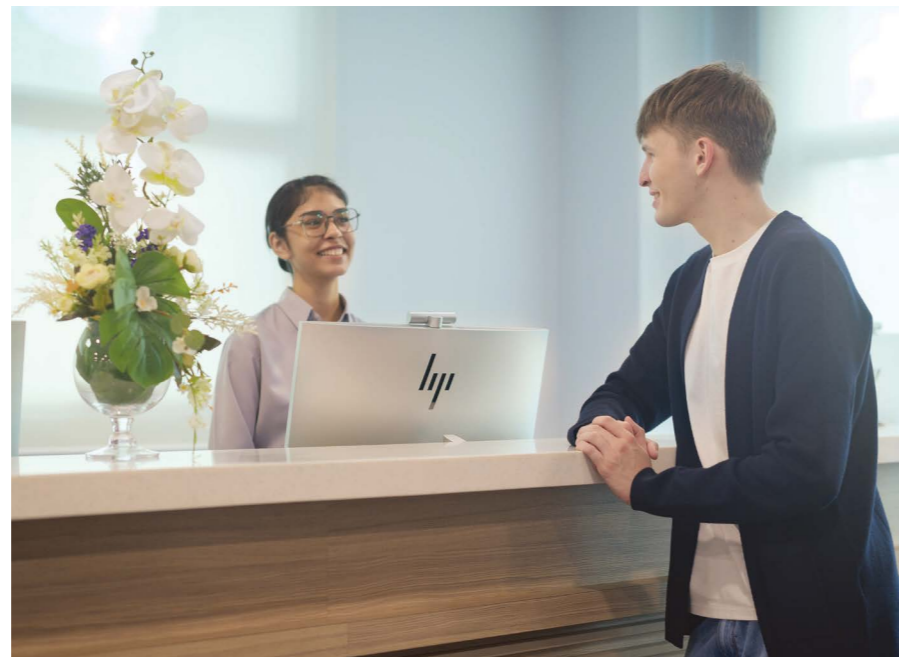
### PROGRAMME STRUCTURE

#### Year 1

- Beverage Studies
- Business English I
- Business English II
- Culinary Kitchen Operations I
- Culinary Kitchen Operations II
- Pâtisserie
- Food & Beverage Operations I
- Food & Beverage Operations II
- Introduction to Hospitality & Tourism Industry
- International Cultural Studies
- Purchasing & Cost Control
- Principles of Marketing
- Rooms Division Operations I

#### Year 2

- Business Environment
- Communication Skills
- Hospitality Management
- Internship (20 weeks)
- Introduction to Entrepreneurship
- Introduction to Events Management
- Principles of Accounting
- Rooms Division Operations II



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### MOHE COMPULSORY GENERAL STUDIES SUBJECTS

#### For Local students:

- Appreciation of Ethics & Civilisation
- Bahasa Kebangsaan A  
*(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)*
- Community Service for Planetary Health
- Integrity & Anti-Corruption
- Moral Education

#### For International students:

- Community Service for Planetary Health
- Integrity & Anti-Corruption
- Malay Language for Communication 1
- Moral Education

## BACHELOR OF SCIENCE (HONOURS) IN INTERNATIONAL HOSPITALITY MANAGEMENT

Designed to develop a global player for the hospitality industry

CERTIFIED BY:



### CAREER PROSPECTS

- Service Quality & Audit Manager
- Business Development Manager
- Hotels & Resorts Manager
- Sales & Marketing Manager
- Service Quality & Audit Manager

#### Expanded Career Opportunities:

##### Stream 1 (Luxury & Prestige)

- Brand Manager
- Luxury Hotel Manager
- Luxury Retail Manager

##### Stream 2 (Immersive Event Design)

- Business Event Specialist
- Corporate Event Sales Manager

##### Stream 3 (AI & Digital Solutions)

- Digital Marketing Manager
- Revenue & Market Analyst

### PROGRAMME STRUCTURE

#### Year 1

- Basic Culinary Operations
- Beverage Studies
- Business Environment
- Business of Tourism & Hospitality
- English for the Hospitality & Service Industry
- Foodservice Operations
- Fundamentals of Accounting
- Hotel Accommodation Operations
- Principles of Marketing
- Small Business Venture

#### Year 2

- Accommodation & Revenue Management
- Business & Hospitality Law
- Communication Skills
- Food & Beverage Management
- Internship Part 1 (10 weeks)

#### Electives

##### Choose 1 Stream OR Study Abroad

##### Stream 1: Luxury & Prestige

- Elite Travel Services
- Luxury Brand Management
- Protocol & VIP Management

##### Stream 2: Immersive Event Design

- Business Event
- Elite Travel Services
- Exhibition & Exposition

##### Stream 3: AI & Digital Solutions

- Digital Business
- Digital Economy
- Digital Marketing

These are the recommended electives for this programme. However, students can also choose free electives offered university wide.



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#### Year 3

- Contemporary Issues
- Entrepreneurial Mindset & Skills\*
- Internship Part 2 (10 weeks)
- Managing People in the Hospitality & Service Industry
- Research Methods
- Research Project
- Strategic Management for the Hospitality & Service Industry

\* Offered in either Year 2 or 3

#### Programme Electives (Choose 1 in Year 2 or 3)

- Corporate & Incentive Travel
- Sustainable Food Supply Chain Management
- Wine Studies

A student who opts for a stream should avoid an overlapping subject.

### MOHE COMPULSORY GENERAL STUDIES SUBJECTS

#### For Local students:

- Appreciation of Ethics & Civilisation
- 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
- Community Service for Planetary Health
- Integrity & Anti-Corruption
- Philosophy & Current Issues

#### For International Students

- Appreciation of Ethics & Civilisation
- Community Service for Planetary Health
- Critical Thinking
- Integrity & Anti-Corruption
- Malay Language for Communication 2

# CULINARY

## DIPLOMA IN CULINARY ARTS

Provides culinary training of the highest quality with state-of-the-art kitchen and classroom facilities

Our aim is to produce quality graduates who are confident with their culinary skills through the discovery and practice of techniques and creativity in the world of cuisines. Students will also be trained to communicate fluently, work independently and display leadership qualities that will enhance their credentials in the hospitality and foodservice industries here in Malaysia and globally.

Essential practical experience will be gained through a 20-week industry internship.

CERTIFIED BY:



### CAREER PROSPECTS

- Chef De Cuisine / Executive Chef
- Pastry Chef
- Banquet Chef
- Food Artist / Stylist
- Food & Beverage Manager
- Restaurateur

### PROGRAMME STRUCTURE

#### Year 1

- Beverage Studies
- Business English I
- Business English II
- Culinary Kitchen Operations I
- Culinary Kitchen Operations II
- Food Safety & Sanitation
- Food & Beverage Operations I
- Food & Beverage Operations II
- Introduction to Hospitality & Tourism Industry
- Pâtisserie
- Principles of Marketing
- Purchasing & Cost Control
- Viennoiserie & Boulangerie

#### Year 2

- Business Environment
- Classical French Cuisine
- Communication Skills
- Contemporary Cuisine
- Culinary Artistry
- Hospitality Management
- Internship (20 weeks)
- Introduction to Entrepreneurship
- Principles of Accounting

### ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

#### For Local students:

- Appreciation of Ethics & Civilisation
- Bahasa Kebangsaan A  
*(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)*
- Community Service for Planetary Health
- Integrity & Anti-Corruption
- Moral Education

#### For International students:

- Community Service for Planetary Health
- Integrity & Anti-Corruption
- Malay Language for Communication 1
- Moral Education



2024 IKA Culinary Olympics - Stuttgart, Germany.

JPT/BPP(U)|R2|811/4|0289/FA0076|02/26

## BACHELOR OF SCIENCE (HONS) IN CULINARY MANAGEMENT

Integrates experiential learning with academic rigour to prepare students for the competitive culinary industry

CERTIFIED BY:



### CAREER PROSPECTS

- Corporate R&D Chef
- Food Solution Consultant
- Convention Food Production Manager
- In-flight Food Manager
- Food Supply & Distribution Manager
- Food Quality and Safety Manager

#### Expanded Career Opportunities:

##### Stream 1 (Artisanal Patisserie)

- Pastry R&D Specialist
- Pastry Chains Manager
- Café Entrepreneur
- Café Chains Manager

##### Stream 2 (AI & Digital Solutions)

- Food Media Specialist
- Digital Food Platform Specialist

### PROGRAMME STRUCTURE

#### Year 1

- Basic Culinary Operations
- Business of Tourism & Hospitality
- English for the Hospitality & Service Industry
- Food Service Operations
- Fundamentals of Accounting
- Intermediate Culinary Operations
- Principles and Techniques of Baking & Pastry
- Principles of Marketing
- Small Business Venture

#### Year 2

- Advanced Pastry
- Communication Skills
- Food & Nutrition
- Internship Part 1 (10 weeks)
- Sustainable Food Supply Chain Management

#### Electives offered in Year 2 & 3 Choose 1 Stream OR Study Abroad

##### Stream 1: Artisanal Patisserie

- Bistronomic Pastry
- Boutique Pastry
- Gastronomic Pastry

##### Stream 2: AI & Digital Solutions

- Digital Business
- Digital Economy
- Digital Marketing

These are the recommended electives for this programme. However, students can also choose free electives offered university wide.

*Students who successfully complete Stream 1 will be awarded a Certificate in Artisanal Patisserie.*

#### Year 3

- Advanced Culinary Techniques
  - Entrepreneurial Mindset & Skills\*
  - Internship Part 2
  - Malaysian Cuisine
  - Managing People in the Hospitality & Service Industry
  - Research Methods
  - Research Project
- \* Offered in either Year 2 or 3*

#### Programme Electives (Choose 1 in Year 2 or 3)

- Corporate & Incentive Travel
- Sustainable Food Supply Chain Management
- Wine Studies

*A student who opts for a stream should avoid an overlapping subject.*

### ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

#### For Local students:

- Appreciation of Ethics & Civilisation
- 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
- Community Service for Planetary Health
- Integrity & Anti-Corruption
- Philosophy & Current Issues

#### For International students:

- Appreciation of Ethics & Civilisation
- Community Service for Planetary Health
- Critical Thinking
- Integrity & Anti-Corruption
- Malay Language for Communication 2



2024 Retort Visitation - student trip to learn about Retort processing - a food preservation technique.

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# EVENTS

## DIPLOMA IN EVENTS MANAGEMENT

Equips students with the strong fundamental know-how and hands-on practical skills in the full events managing process, from project conceptualisation to events close-down

Students will be introduced, guided and trained through theoretical implementation and active participation through the programme on the principles of events management. The learning of this crucial knowledge and technical skills will lead to the development of key business competencies involved in designing, marketing and managing events, in addition to personal growth of the students in working together as a team, as well as individually.

Essential practical experience will be gained through a 20-week industry internship.

CERTIFIED BY:



### CAREER PROSPECTS

- Project Manager
- Event Designer
- Business Event Specialist
- Event Technology Specialist
- Logistic and Event Space Manager
- Sponsorship Manager

### PROGRAMME STRUCTURE

#### Year 1

- Business English I
- Business English II
- Conventions & Exhibitions
- Events Support Services
- Events Graphic Design
- Technology for Events
- International Cultural Studies
- Introduction to Events Management
- Introduction to Hospitality & Tourism Industry
- Principles of Marketing
- Publicity for Events
- Sales Management for Events

#### Year 2

- Business Environment
- Communication Skills
- Events Operations I
- Events Operations II
- Hospitality Management
- Incentive Tours Management
- Internship
- Introduction to Entrepreneurship
- Principles of Accounting

### MOHE COMPULSORY GENERAL STUDIES SUBJECTS

#### For Local students:

- Appreciation of Ethics & Civilisation
- Bahasa Kebangsaan A  
*(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)*
- Community Service for Planetary Health
- Integrity & Anti-Corruption
- Moral Education

#### For International students:

- Community Service for Planetary Health
- Integrity & Anti-Corruption
- Malay Language for Communication 1
- Moral Education



2023 student visit to MENA (Middle East and North Africa) Climate Week in Riyadh, sponsored by the Ministry of Tourism Saudi Arabia, for the Youth Summit Initiative.

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## BACHELOR OF SCIENCE (HONOURS) IN CONVENTIONS AND EVENTS MANAGEMENT

An industry-inspired programme to pave the way for a professional career development in the events industry

CERTIFIED BY:



### CAREER PROSPECTS

- Professional Convention & Exhibition Organiser
- Event Producer / Manager
- Destination Marketing Manager
- Public Relation Manager
- International Event Specialist

#### Expanded Career Opportunities:

##### Stream 1 (Adventure & Entertainment)

- Recreation Manager
- Themed Entertainment Designer

##### Stream 2 (Luxury & Prestige)

- Brand Activation Specialist
- VIP Relations Manager

##### Stream 3 (AI & Digital Solutions)

- Social Media Manager
- Digital Marketing Manager

### PROGRAMME STRUCTURE

#### Year 1

- Accounting for Decision Making
- Business Environment
- Business Events
- Business of Tourism & Hospitality
- Emerging Technology for Events
- English for the Hospitality & Service Industry
- Innovative Communication & Engagement
- Principles of Marketing
- Small Business Venture

#### Year 2

- Business & Hospitality Law
- Communication Skills
- Exhibition & Exposition Management
- Internship Part 1

#### Electives

##### Choose 1 Stream OR Study Abroad

##### Stream 1: Adventure & Entertainment

- Adventure & Amusement
- Elite Travel Services
- Festival & Hallmark

##### Stream 2: Luxury & Prestige

- Elite Travel Services
- Luxury Brand Management
- Protocol & VIP Management

##### Stream 3: AI & Digital Solutions

- Digital Business
- Digital Economy
- Digital Marketing

These are the recommended electives for this programme. However, students can also choose free electives offered university wide.

#### Year 3

- Contemporary Issues
- Entrepreneurial Mindset & Skills\*
- Internship Part 2
- Managing People in the Hospitality & Service Industry
- Project Ideation
- Project Realisation
- Research Methods
- Research Project
- Strategic Management for the Hospitality & Service Industry

\* Offered in either Year 2 or 3

#### Programme Electives (Choose 1 in Year 2 or 3)

- Beverage Studies
- Food & Beverage Management

### MOHE COMPULSORY GENERAL STUDIES SUBJECTS

#### For Local students:

- Appreciation of Ethics & Civilisation
- 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
- Community Service for Planetary Health
- Integrity & Anti-Corruption
- Philosophy & Current Issues

#### For International students:

- Appreciation of Ethics & Civilisation
- Community Service for Planetary Health
- Critical Thinking
- Integrity & Anti-Corruption
- Malay Language for Communication 2



2 winning teams for the 2024 Business Events National Challenge.

JPT/BPP(U)[R/811/6/0288/FA5727]09/25



# BRINGING YOU FURTHER

## Internship companies & companies our graduates went into

### Hotels and Resorts

- Adaaran Prestige Vadoo, Maldives
- Atlantis The Palm, Dubai
- Banyan Tree Kuala Lumpur & Pavilion Hotel Kuala Lumpur
- Conrad Maldives Rangali Island
- DoubleTree by Hilton Hotel, Johor Bahru
- Equatorial Kuala Lumpur
- Four Seasons Resort Seychelles
- Grand Aston City Hall Hotel & Serviced Residence, Indonesia
- Hilton Kuala Lumpur
- Hoshino Resorts, Japan
- Hotel Holiday International, UAE
- Intercontinental Kuala Lumpur
- JW Marriott Hotel, Hong Kong
- Kota Kinabalu Marriott Hotel
- Le Meridien Kuala Lumpur
- Mandarin Oriental (Hong Kong / Kuala Lumpur)
- Pan Pacific, Melbourne
- Pullman Jakarta Central Park
- Pullman Kuala Lumpur City Centre Hotel & Residences
- Shangri-La Hotel (China / Kuala Lumpur)
- Sheraton (Indonesia / Thailand)
- Sofitel Legend Metropole Hanoi, Vietnam
- Sule Shangri-La Yangon, Myanmar
- St Regis Langkawi
- Sunway City Kuala Lumpur Hotels
- The Ritz-Carlton, Astana
- The RuMa Hotel and Residences
- The Westin Kuala Lumpur
- W Kuala Lumpur

### Event Management Companies

- Alpine Integrated Solution Sdn Bhd
- Big Bash Media Sdn Bhd
- Bravo Events & Entertainment Sdn Bhd
- Event Creators, Mauritius
- I Creative Event Sdn Bhd
- Linkbal Inc., Japan
- Medical Conference Partners
- MT Multimedia Co. Ltd, Thailand
- One Universal Production Sdn Bhd
- Pretty Little Things Weddings
- PT Sahabat Pesta, Indonesia
- The Collective Art Events, Brunei
- The Hot Shoe Show & Co Sdn Bhd
- Troopers Innovation Sdn Bhd
- Xpose Ltd, Kenya
- ZEST Inc., Japan

### Convention and Exhibition Organisers

- Malaysia Convention & Exhibition Bureau (MyCEB)
- Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS)
- Mid Valley Sdn Bhd (MVEC Exhibitions & Events Services Sdn Bhd)
- Pico International (M) Sdn Bhd

### Media and Entertainment

- Publicis Group
- Star Media Group
- Sunway Lagoon Sdn Bhd
- Tatler Asia (Malaysia) Sdn Bhd

### Travel Agencies

- Apple Vacations Sdn Bhd
- Embassy Alliance Travel
- Premium Travel and Tours, Zimbabwe
- Travelog Malaysia Sdn Bhd

### Airlines and Ground Services

- Japan Airlines Ground Service, Japan
- Phalanx Co Ltd, Japan
- Plaza Premium Lounge Malaysia Sdn Bhd

### Tourism Bureaus

- Taiwan Tourism Bureau, Kuala Lumpur Office
- TCA Inc., Japan

### Fine Dining Restaurants

- Akar Dining
- Chateau Dionne Kuala Lumpur
- Dewakan
- Kuriya Dining, Singapore
- Marini's on 57
- Nobu Restaurant Kuala Lumpur
- Pistachio Grill, Singapore
- Putien Malaysia
- ThirtyTwo at the Mansion
- UOA Hospitality Group

### Brasserie & Specialty Cafes

- Berjaya Starbucks Coffee Company
- Cosans Worldwide Sdn Bhd
- Kopenhagen Coffee
- ONO Specialty Coffee & Matcha
- The Brew House
- VCR Bangsar

### Boulangerie & Patisserie Chains

- ABC Cooking Studio
- Creme De La Creme
- Jaslyn Cakes, Bangsar Baru
- Souka Bakeshop
- Sugar and I
- The Inside Scoop Sdn Bhd
- Universal Bakehouse by Table and Apron

### Mass Gastronomic Caterers

- Sodexo Malaysia Sdn Bhd
- Thyme Out, Bandar Sunway
- Tokyo Takuhai Malaysia Sdn Bhd

### F&B Distributors

- Ajinomoto (Malaysia) Berhad
- Allied Foodservice Equipment Sdn Bhd
- AsiaEuro Wines & Spirits Sdn Bhd
- F&N - Fraser & Neave (Malaya) Sdn Bhd
- Illy Malaysia
- Relimix Sdn Bhd
- Rich Products Malaysia Sdn Bhd

### Medical Centres and Hospitals

- Columbia Asia Hospital, Klang
- Oriental Melaka Straits Medical Centre
- Pantai Hospital Kuala Lumpur

### Technology and Service Providers

- Grab Malaysia



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

**Opportunities in Sunway Group**  
The Sunway Group is one of Southeast Asia's leading conglomerates with 13 business divisions across more than 50 locations worldwide and a 16,000-strong employee base. The 13 business divisions are:

• Building Materials	• Hospitality	• Quarry
• Construction	• Investment & Financial Services	• Real Estate
• Digital	• Leisure	• REIT & other real estate funds
• Education	• Malls	• Trading & Manufacturing
• Healthcare		

## INTERNSHIP TALK SERIES

The School of Hospitality and Service Management introduces, guides and trains students to develop an understanding of the learning outcomes of their respective hospitality, culinary and events internship. The students are trained to seek an internship placement independently within the scope of their internship learning outcomes, which align with their personal career aspirations.

During the 2024 series, the school hosted 6 establishments on-campus - Marriott Central Region properties, EQ Hotel and Kampachi, Intercontinental Kuala Lumpur, Ormond Group, Pico Group and The International Congress and Convention Association (ICCA) Asia Pacific.



Internship Preview with Marriott International



Internship Preview with Intercontinental KL

## SUNWAY ECOSYSTEM

Students from the School of Hospitality's degree programmes are able to access Sunway Group's Ecosystem, gaining invaluable real-world experience. Students have the opportunity to interact and intern with Sunway's subsidiaries within the hospitality field.

This unique opportunity allows students to build professional networks and gain industry insights within a supportive environment, ensuring they graduate with a strong competitive edge in the hospitality and services field.



Internship students at Sunway Resort Cafe



An Internship preview with Sunway City KL Hotels



Internship students at Sunway Resort Hotels



Sustainable City Destination Programme hosted by Sunway Resort 2023










Sustainable Practices supported by Sunway Resorts 2023.

# STUDENT MOBILITY

## STUDENT EXCHANGE PROGRAMMES

Your opportunity for an international education exposure

	PARTNER UNIVERSITY	DURATION	PARTICIPATING PROGRAMMES
1	 <b>BSB</b> BURGUNDY SCHOOL OF BUSINESS Burgundy School of Business, France	1 semester	Hospitality / Events / Culinary Degree / Master in International Hospitality Management
2	 <b>OXFORD BROOKES UNIVERSITY</b> Oxford Brookes University, UK		Hospitality / Events / Culinary Degree
3	 <b>동아대학교</b> DONG-A UNIVERSITY Dong-A University, South Korea		Hospitality / Events / Culinary Degree
4	 <b>Meikai University, Japan</b>		Hospitality / Events / Culinary Degree
5	 <b>関西外大</b> KANSAI GAIDAI UNIVERSITY Kansai Gaidai University, Japan		Hospitality / Events / Culinary Degree
6	 <b>KANAGAWA UNIVERSITY</b> Kanagawa University, Japan		Hospitality / Events / Culinary Degree
7	 <b>澳門旅遊學院</b> MACAU INSTITUTE FOR TOURISM STUDIES Macau Institute for Tourism Studies		Hospitality / Events / Culinary Degree / Master in International Hospitality Management
8	 <b>Ton Duc Thang University, Vietnam</b>		Hospitality / Events / Culinary Degree
9	 <b>DUY TAN UNIVERSITY</b> Duy Tan University, Vietnam		Hospitality / Events / Culinary Degree

Note: All student mobility programmes are subject to approval and grade attainment









A group picture with Michelin chef Justin Paul from The Venetian's The Golden Peacock in Macau



Attending the Urayasu festival (a traditional event held every four years) during the Meikai University exchange.

## ARTICULATION PATHWAYS

Your pathway to seamless international programme transfers

	INSTITUTION	2024 QS SUBJECT RANKING (HOSPITALITY)	DURATION	REQUIREMENT	TRANSFER TO
1	Awarded by :  <b>SHMS</b> Swiss Hotel Management School, Switzerland &  <b>UNIVERSITY OF DERBY</b> University of Derby, UK	#2	2 years (including a 6-month paid internship in Switzerland)	Completed Year 2 of Bachelor of Science (Honours) in International Hospitality Management or Bachelor of Science (Honours) in Conventions and Events Management	Bachelor of Arts (Honours) in International Hospitality Management Bachelor of Arts (Honours) in International Hospitality & Events Management Bachelor of Arts (Honours) in international Hospitality & Design Management
2	Awarded by :  <b>CULINARY ARTS ACADEMY SWITZERLAND</b> Culinary Arts Academy, Switzerland &  <b>UNIVERSITY OF DERBY</b> University of Derby, UK	#7	2 years (including a 6-month paid internship in Switzerland)	Completed Diploma in Culinary Arts	Bachelor of Culinary Arts
3	 <b>Griffith UNIVERSITY</b> Queensland, Australia Griffith University, Australia	#24	1.5 years	Completed Year 2 of Bachelor of Science (Honours) in International Hospitality Management or Bachelor of Science (Honours) in Conventions and Events Management	Bachelor of International Tourism and Hotel Management Bachelor of Business – Event Management
4	 <b>OXFORD BROOKES UNIVERSITY</b> Oxford Brookes University, UK	#20	1 year	Completed Year 2 of Bachelor of Science (Honours) in International Hospitality Management Completed Year 2 of Bachelor of Science (Honours) in Conventions and Events Management	BSc (Hons) International Hospitality and Tourism Management BA (Hons) Events Management

Note: All student mobility programmes are subject to approval and grade attainment



SHSM students along with new-found friends at the London School of Economics Summer School.



Jayne Chua, Clevin Low and Jin Yin paved the way as pioneering exchange students from SHSM at Meikai University Japan.

# BEYOND THE CLASSROOM

## Business Events National Challenge – Organised by the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS)



2022 : Winner  
2023 : Winner & Best Presenter  
2024 : 2 Group Winners, Best Presenter & Best PowerPoint

This competition provides the students with an opportunity to develop their creativity and present their unique ideas for the Business Events industry. The winning team will be representing Malaysia to compete in the AFECA Asia MICE Youth Challenge.

## 2023 Hospitality United: Reshaping the Future



Landmark event by the School of Hospitality and Service Management to strengthen the relationship between the industry and academia.

## ICCA Asia Pacific Business Events Youth Challenge 2024 (Daejeon, South Korea)



This competition is for the future Asian MICE talents to showcase their genius novel event and convince judges why their country/area is the BEST MICE destination in Asia.

## 2024 TIMES Higher Education Conference



Gala Dinner hosted by the School of Hospitality and Service Management.

## MENA Climate Week 2023



2023 student visit to MENA Climate Week in Riyadh, sponsored by the Ministry of Tourism Saudi Arabia, for the Youth Summit Initiative.

## IKA Culinary Olympics 2024 at Stuttgart, Germany



Chef Chong Wei Tzeh and Cheang Sweet Ie at the IKA Culinary Olympics 2024 at Stuttgart, Germany

## “Edible Waste: A Cookbook” Official Book Launch 2024



Sunway University kicks off its “Campus with a Conscience: Local Action for Global Goals 2024” initiative with a book launch to celebrate sustainability, mindful living and culinary creativity.

The book, authored by Chef Soon Pau Voon, has significant international recognition from winning the prestigious Best Food Waste Cookbook award and securing the position of 3rd Best Digital Cookbook at the Gourmand World Cookbook Awards 2022.

## Study field trip to Bentong Happy Farm



# WHERE ARE OUR GRADUATES NOW?



**Daria Kim**  
Bachelor of Science (Hons) in International Hospitality Management  
**Company:** Hourani & Partners  
**Position:** Operations Coordinator



**Chan Wai Teck**  
Diploma in Hotel Management  
**Company:** Parkside Hotel Adelaide  
**Position:** Sous Chef



**Shawn Choy Wei Jan**  
Diploma in Events Management  
**Company:** One Aerial Imaging  
**Position:** Chief Executive Officer



**Dayani Fong Ching Ling**  
Bachelor of Science (Hons) in Culinary Management  
**Company:** Rich Products Malaysia  
**Position:** Assistant Technical Service Manager



**Sheine Christopher Mahendran**  
Bachelor of Science (Hons) in International Hospitality Management  
**Company:** InterContinental Ras Al Khaimah Resort & Spa  
**Position:** Senior Sales Manager – Groups and Catering



**Lim Chih Yiun**  
Diploma in Hotel Management  
**Company:** Klook  
**Position:** Customer Experience Specialist



**Melvin Min Thu Kha**  
Diploma in Events Management  
**Company:** Square Communications Myanmar (Square Group Vietnam)  
**Position:** Chief Operating Officer



**Nelsen Wilyanto Rahardi**  
Bachelor of Science (Hons) in Culinary Management  
**Company:** Sirrom Corporation  
**Position:** Chef



**Tyler Nguyen Truong Hien**  
Bachelor of Science (Hons) in International Hospitality Management  
**Company:** Kimpton Everly Hollywood  
**Position:** Food & Beverage Manager



**Belinda Law Wen Xin**  
Bachelor of Science (Honours) in Conventions and Events Management  
**Company:** C.I.S Network Sdn Bhd  
**Position:** Exhibitions Executive



**Choo Sizeith**  
Diploma in Events Management  
**Company:** Techtrans Advanced Sdn Bhd  
**Position:** Project Executive



**Chee Hong Zhan**  
Diploma in Culinary Arts  
**Company:** Song Khun  
**Position:** Owner cum Chef



**Vineta Dastoor**  
Diploma in Hotel Management  
**Company:** Movenpick Islamabad  
**Position:** Director Food & Beverage



**Cheryl Ng Hui Min**  
Bachelor of Science (Honours) in Conventions and Events Management  
**Company:** LUXASIA MY  
**Position:** Senior Marketing Executive



**Chee Shu Fei**  
Diploma in Events Management  
**Company:** Club Med  
**Position:** Trade Marketing Assistant Manager - Singapore & Malaysia



**Girish Jeewoath**  
Diploma in Culinary Arts  
**Company:** ABC Foods Ltd  
**Position:** HORECA Sales Representative



**Rokosuka Elizabeth Joana Melanie**  
Diploma in Hotel Management  
**Company:** Fiji Airways  
**Position:** Flight Attendant



**Hew Kah Lok**  
Bachelor of Science (Honours) in Conventions and Events Management  
**Company:** Raw Substance Pte Ltd  
**Position:** Project Executive



**Evelyn Chung Hui Jin**  
Bachelor of Science (Hons) in Culinary Management  
**Company:** Pin by Eve  
**Position:** Founder



**Ong Xi Juan**  
Diploma in Culinary Arts  
**Company:** Trimax Healthcare Sdn Bhd  
**Position:** Business Development Executive



**Koay Thian Juan**  
Diploma in Hotel Management  
**Company:** CW Exquisite Sdn Bhd and KNEAD by CW  
**Position:** Business Development Director of CW Exquisite Sdn Bhd, Founder of KNEAD by CW



**Wilson Kang Wei Chern**  
Bachelor of Science (Honours) in Conventions and Events Management  
**Company:** L'Oréal Malaysian & Singapore  
**Position:** Assistant Product Manager



**Ayesha Marium**  
Bachelor of Science (Hons) in Culinary Management  
**Company:** AB Engineering & Services Ltd and BoliOnline  
**Position:** Executive Director of AB Engineering & Services Ltd, CEO & Co-founder of BoliOnline



**Cheah Mun Cheng**  
Diploma in Culinary Arts  
**Company:** Okami Seizo Sdn Bhd  
**Position:** Production and R&D Manager

**SUNWAY**  
UNIVERSITY



**A CLASS ABOVE**

**MALAYSIA'S**



**IN GRADUATE  
EMPLOYABILITY**

For the 3<sup>rd</sup> consecutive year, Sunway University has been recognised as Malaysia's No. 1 in Graduate Employability\*.

We are immensely proud of the accomplishments of our graduates who have gone on to make a huge positive impact to the success of major Malaysian companies and indeed some of the world's leading organisations.

**SUNWAY UNIVERSITY GRADUATES, TRULY A CLASS ABOVE**

\*Talentbank GE Index 2024

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