

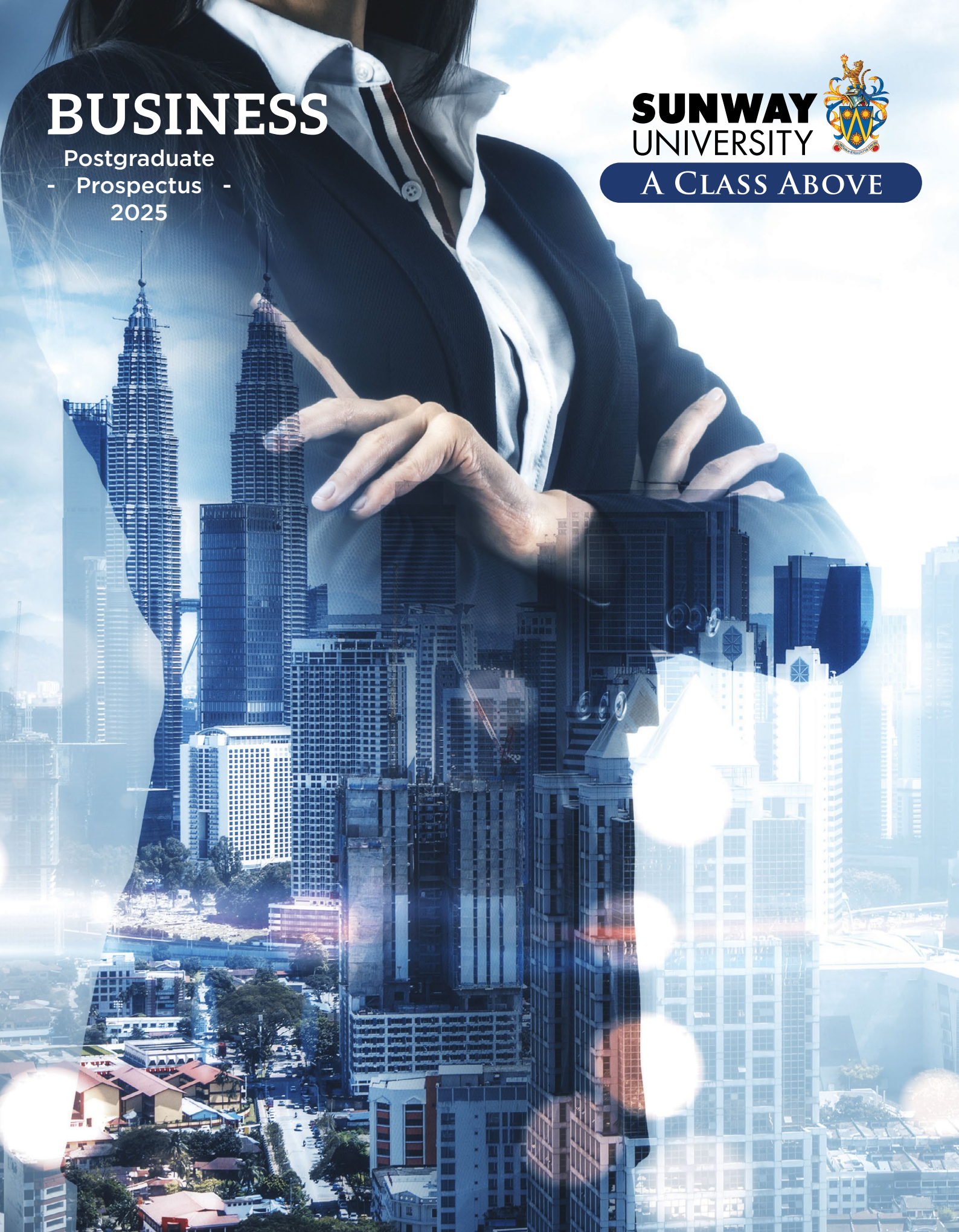
BUSINESS

Postgraduate
- Prospectus -
2025

SUNWAY
UNIVERSITY



A CLASS ABOVE



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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



WHY STUDY AT SUNWAY UNIVERSITY?



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.

ACCREDITATION:



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



Industry-relevant and job-ready programmes and curriculum



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



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



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



Times Higher Education (THE) World University Ranking 2024

#301-400 for Business & Management

CONTACT:

SUNWAY UNIVERSITY DU025 (B)

Registration no : 200701042913 (800946-T)

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

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SunwayUniversity

@SunwayU



Owned and governed by the



Nurturing the Seeds of Wisdom

ENTRY REQUIREMENTS

PROGRAMME	ENTRY REQUIREMENTS	ENGLISH LANGUAGE REQUIREMENTS
Master of Business Analytics (MsBA)	<ul style="list-style-type: none"> • A Bachelor's degree (Level 6, MQF) • APEL.A Certification (APEL T-7) (Recognition of Prior Learning) • Other equivalent/ related qualifications to a Bachelor's degree (Level 6, MQD), recognised by the Malaysian government 	<ul style="list-style-type: none"> • in related fields with a minimum CGPA of 2.50 as accepted by the HEP Senate
Master of Human Resource Management (MHRM)		<p>OR</p> <ul style="list-style-type: none"> • in related fields with a minimum CGPA of 2.00 can be accepted, subject to a rigorous internal assessment
Master of Marketing (MMKT)		<p>OR</p> <ul style="list-style-type: none"> • in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and with relevant working experience, subject to a rigorous internal assessment
Master of Marketing (Open and Distance Learning)		<p>OR</p> <ul style="list-style-type: none"> • in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and without relevant working experience, subject to passing prerequisite courses
Master of Management (Open and Distance Learning)		<p>OR</p> <ul style="list-style-type: none"> • in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and without relevant working experience, subject to passing prerequisite courses
Master of Business Analytics (Open and Distance Learning)		<p>OR</p> <ul style="list-style-type: none"> • in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and without relevant working experience, subject to passing prerequisite courses
Master of Finance (Open and Distance Learning)	<ul style="list-style-type: none"> • in related fields with a minimum CGPA of 2.75 as accepted by the HEP Senate <p>OR</p> <ul style="list-style-type: none"> • in related fields with a minimum CGPA of 2.50 with at least 5 years of working experience <p>OR</p> <ul style="list-style-type: none"> • in non-related fields with a minimum CGPA of 2.50 and without relevant work experience, subject to the completion of a prerequisite course 	<p>IELTS : 6.0 or equivalent*</p> <p>TOEFL : 600 (paper-based), 250 (computer-based)</p> <p>IELTS : 6.5 or equivalent*</p> <p>TOEFL : 600 (paper-based), 250 (computer based), 100 (iBT)</p> <p>Applicants whose academic qualifications were not attained in the English medium will be required to provide evidence of language ability via an IELTS (minimum score of 6.0) or TOEFL (minimum score of 570 - paper-based or 88 - internet-based) result</p> <p>Applicants who are not from countries that use English as the official language or whose academic qualifications were not attained in the English medium will be required to provide evidence of language ability via an IELTS result (minimum score of 6.5) or equivalent, or a minimum Band 4.5 in the Malaysian University English Test or equivalent to Common European Framework of Reference (High B2)</p>

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

ENTRY REQUIREMENTS (continued)

PROGRAMME	ENTRY REQUIREMENTS	ENGLISH LANGUAGE REQUIREMENTS
Master of Business Administration (Open and Distance Learning)	<ul style="list-style-type: none"> • A Bachelor's degree (Level 6, MQF) • APEL.A Certification (APEL T-7) (Recognition of Prior Learning) • Other equivalent/ related qualifications to a Bachelor's degree (Level 6, MQF) recognised by the Malaysian government 	<ul style="list-style-type: none"> • in related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate <p>OR</p> <ul style="list-style-type: none"> • in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and with at least two years of working experience <p>OR</p> <ul style="list-style-type: none"> • in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and without relevant working experience, subject to passing prerequisite courses
Master of Philosophy (Business Administration)	<ul style="list-style-type: none"> • A Bachelor's degree (Level 6, MQF) • Other equivalent/ related qualifications to a Bachelor's degree (Level 6, MQF) recognised by the Malaysian government 	<ul style="list-style-type: none"> • in related fields with a minimum CGPA of 2.75 as accepted by the HEP Senate <p>OR</p> <ul style="list-style-type: none"> • in related fields with a minimum CGPA of 2.50 can be accepted, subject to rigorous internal assessment <p>OR</p> <ul style="list-style-type: none"> • in related fields with a minimum CGPA of 2.00 can be accepted, with a minimum of five years of relevant working experience and rigorous internal assessment <p>OR</p> <ul style="list-style-type: none"> • in non-related fields with a minimum CGPA of 2.50 can be accepted, with a minimum of two years of relevant working experience and rigorous internal assessment <p>OR</p> <ul style="list-style-type: none"> • in non-related fields with a minimum CGPA of 2.00 can be accepted, without relevant working experience subject to passing pre-requisite courses

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

Applicants whose medium of instruction for their first degree was not English will be required to provide evidence of language ability via an IELTS (average score of 6.0) or TOEFL (score of 600 - paper-based or score of 250 - computer-based) test result.

IELTS : 6.0*

TOEFL : 550 (paper-based), 213 (computer based), 80 (internet-based)

PTE : 50 overall

Academic (minimum 46 in each skill)

ENTRY REQUIREMENTS (continued)

PROGRAMME	ENTRY REQUIREMENTS	ENGLISH LANGUAGE REQUIREMENTSS
Doctor of Philosophy (PhD) in Business	<ul style="list-style-type: none"> A Master's degree (Level 7, MQF) Other qualifications equivalent to a Master's degree (Level 7, MQF) recognised by the Malaysian government 	<ul style="list-style-type: none"> in related fields as accepted by the HEP Senate; OR in non-related fields as accepted by the HEP Senate, subject to having relevant working experience and rigorous internal assessment; OR in non-related fields as accepted by the HEP Senate and without relevant working experience, subject to passing pre-requisite courses
		<p>IELTS : 7.0 or equivalent*</p> <p>TOEFL : 100 (internet-based)</p> <p>MUET : Band 4</p> <p>PTE Academic : 70 overall</p>
Master in Sustainable Development Management	<ul style="list-style-type: none"> A Bachelor's degree (Level 6, MQF) APEL.A Certification (APEL T-7) (Recognition of Prior Learning) Other equivalent/ related qualification to a Bachelor's degree (Level 6, MQF) recognised by the Malaysia government 	<ul style="list-style-type: none"> in related fields with a minimum CGPA of 2.50 OR in related fields with a minimum CGPA of 2.00 can be accepted, subject to rigorous internal assessment OR in a non-related fields with a CGPA of 2.00, and with 2 years of relevant work experience, subject to rigorous internal assessment OR in non-related fields with a CGPA of 2.00, and without relevant work experience, subject to passing the prerequisite courses
		<p>IELTS : 6.0 / CEFR: B2</p> <p>TOEFL : PBT (550) or IBT (75)</p> <p>Cambridge English (Advanced) : 180 / CEFR: B2</p> <p>Cambridge English (Proficiency) : 180 / CERF: C1</p> <p>PTE Academic : 50</p> <p>MUET : Band 4</p> <p><i>If a student does not meet this requirement, the HEP offers English proficiency courses to ensure that the student's proficiency is sufficient to meet the needs of the programme. This is normally conducted through an English language proficiency assessment.</i></p>
Doctor of Philosophy (PhD) in Sustainable Development	<ul style="list-style-type: none"> A Master's degree in a related field as accepted by the HEP Senate Other qualifications equivalent to a Master's degree as accepted by the HEP Senate 	<p>IELTS : 6.0 or equivalent</p> <p>International candidates should demonstrate English proficiency sufficient to meet the needs of the programme.</p>
Master in Public Policy	<ul style="list-style-type: none"> A Bachelor's degree with a minimum CGPA of 2.50 in a related discipline or equivalent. This programme is designed for those with relevant working experience however fresh graduates will also be considered on a case-to-case basis. Any other qualifications will be considered on a case-to-case basis. 	<p>Candidates should demonstrate sufficient English proficiency for the needs of the programme.</p>

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

HOW TO APPLY

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

*** STATEMENT OF RESEARCH INTEREST**

The statement of research interest should comprise a maximum of 1,000 words and follows the structure of:

- Working Title
- Nature of the research that interests you and why
- Reference to anything you have read relevant to this research area

**** PERSONAL STATEMENT**

Applicants may be required to write a personal statement where they need to state their interest in sustainable development and suitability for this programme



SCHOLARSHIPS & BURSARIES

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

* Terms and conditions apply

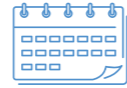


MASTER OF BUSINESS ANALYTICS (MsBA)



DURATION

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



INTAKES

January, March, May, July & September



TAUGHT PROGRAMME

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



CAREER PROSPECTS



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

Electives (Choose 2)

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

Capstone Project

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

PROGRAMME STRUCTURE

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

Core Modules

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

CLASS SCHEDULE

Full-time Schedule:

- Monday – Thursday : 7.00pm to 9.40pm

Part-time Schedule:

- Monday & Wednesday : 7.00pm to 9.40pm

CONTACT

For more information, please email msba@sunway.edu.my

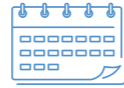


MASTER OF HUMAN RESOURCE MANAGEMENT (MHRM)



DURATION

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



INTAKES

January, March, May, July
& September



TAUGHT PROGRAMME

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

VALIDATED BY:

CIPD

Chartered Institute
of Personnel and
Development



CAREER PROSPECTS



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

CLASS SCHEDULE

Full-time Schedule:

- Monday and Wednesday : 10.00am to 4.00pm

Part-time Schedule:

- Saturday : 9.30am to 3.30pm

CONTACT

For more information, please email
mhrm@sunway.edu.my

PROGRAMME STRUCTURE

Core Modules

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

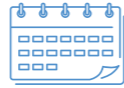


MASTER OF MARKETING (MMKT)



DURATION

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



INTAKES

January, March, May, July & September



TAUGHT PROGRAMME

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

VALIDATED BY:



CAREER PROSPECTS



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

PROGRAMME STRUCTURE

Introduction to Marketing Theory

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

Seeing Marketing Theory in Practice

- Marketing Research Methods
- Strategic Marketing

The Practice of Marketing

- Research Project I
- Research Project II

Elective (Choose 1)

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

CLASS SCHEDULE

Full-time Schedule:

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

Part-time Schedule:

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

CONTACT

For more information, please email mmkt@sunway.edu.my

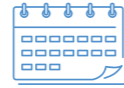


MASTER OF MARKETING (OPEN AND DISTANCE LEARNING)



DURATION

Part-time - 2 years



INTAKES

January, March, May, July
& September



TAUGHT PROGRAMME

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



CAREER PROSPECTS



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

PROGRAMME STRUCTURE

Core modules

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

Elective (Choose 1)

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

Research Projects I & II (Proposal & Execution)

CONTACT

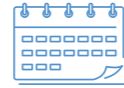
For more information, please email
eligibilitycheck@studyonline.sunway.edu.my
or
future.student@studyonline.sunway.edu.my

MASTER OF MANAGEMENT (OPEN AND DISTANCE LEARNING)



DURATION

Part-time - 2 years



INTAKES

January, March, May, July & September



TAUGHT PROGRAMME

- Cultivates people-first leadership to navigate the workforce challenges and opportunities brought on by the Digital Age.
- Graduates are well-equipped with a rich set of skills that create value for teams, stakeholders, and organisations - and produce quality results.
- The programme is designed for modern professionals who want to confidently join or rise up the ranks of management, and those setting out to become entrepreneurs.



CAREER PROSPECTS



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

PROGRAMME STRUCTURE

The Master of Management comprises of 8 cores for completion subjects and 2 research project subjects. Students will study just 1 subject at a time in 7-week blocks.

Core Modules

- Entrepreneurship
- Foresight Leadership & Management
- Leading in the Age of Digital Disruption
- Managing Technology & Innovation
- People & Organisations
- Project Management Process & Quality
- Strategic Management & Analysis
- Total Quality Management

Research Projects I & II

- Research Project 1
- Research Project 2

CONTACT

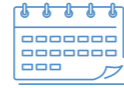
For more information, please email eligibilitycheck@studyonline.sunway.edu.my / future.student@studyonline.sunway.edu.my

MASTER OF FINANCE (OPEN AND DISTANCE LEARNING)



DURATION

Part-time - 2 years



INTAKES

January, March, May, July
& September



TAUGHT PROGRAMME

Equips professionals with advanced skills in corporate and personal finance, investing, and data-driven financial decision-making.

Designed for those seeking to lead and innovate in the financial sector, this programme prepares graduates to drive business growth, optimise resources, and succeed in the digital era of the financial sector.



CAREER PROSPECTS



- Asset manager
- Central banker
- Chief financial officer
- Company secretary
- Consultant
- Corporate controller
- Corporate investment banker
- External auditor
- Finance and insurance manager
- Financial advisor
- Financial analyst
- Investment banker
- Investment banking analyst
- Personal financial officer
- Portfolio manager
- Private equity analyst
- Stockbroker
- Trader
- Valuation manager
- Vice president of finance
- Wealth manager

PROGRAMME STRUCTURE

The Master of Finance comprises 3 core subjects, 4 specialisation subjects, 1 elective subject, and research project subjects. Study just 1 subject at a time in 7-week blocks.

Core Modules

- Business Research Methods
- Corporate Finance
- Financial Management

Specialisation Subjects

- Financial Analytics & Technology
- Financial Statement Analysis
- Global Financial Markets
- Investment

Elective Subjects

- Accounting & Finance for Decision Making
- Managing Technology & Innovation
- Strategy Frameworks & Sustainability

Research Projects I & II

- Research Project 1
- Research Project 2

CONTACT

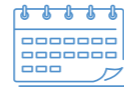
For more information, please email
eligibilitycheck@studyonline.sunway.edu.my /
future.student@studyonline.sunway.edu.my

MASTER OF BUSINESS ANALYTICS (OPEN AND DISTANCE LEARNING)



DURATION

Part-time - 2 years



INTAKES

January, March, May, July
& September



TAUGHT PROGRAMME

A dynamic programme under the Sunway Business School, which is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Designed for professionals who want to deepen their analytical capabilities to make data-driven decisions and gain a competitive edge in a digital-first business environment.

Combines cutting-edge AI and machine learning techniques with business analytics, enabling you to transform data and statistics into effective strategies and bridge the tech-business gap.



CAREER PROSPECTS



- Accounting analyst
- Business analyst
- Business intelligence (BI) developer
- Chief Information officer
- Chief technology officer
- Computer systems analyst
- Data architect
- Data engineer
- Data science analyst
- Data scientist
- Data visualization analyst
- Finance analyst
- HR analyst
- Information systems analyst
- Marketing analyst
- Market research analyst
- Operations research analyst
- Quantitative analyst
- Social media analyst
- Sports analyst
- Statistician
- Supply chain analyst

PROGRAMME STRUCTURE

The Master of Business Analytics comprises 6 core subjects, 2 elective subjects, and 2 research project subjects. Study just 1 subject at a time in 7-week blocks.

Core Modules

- AI and Decision Making
- Business Research Methods
- Business Statistics Using R
- Data Mining
- Data Visualisation
- Python for Business Analytics

Elective Subjects

- Design Thinking and Creative Problem Solving
- Foresight Leadership and Management
- Leading in the Age of Digital Disruption
- Marketing Strategy and Technologies
- Managing Technology and Innovation
- Strategy Frameworks and Sustainability

Research Projects I & II

- Research Project 1
- Research Project 2

CONTACT

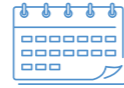
For more information, please email
eligibilitycheck@studyonline.sunway.edu.my /
future.student@studyonline.sunway.edu.my

MASTER OF BUSINESS ADMINISTRATION (OPEN AND DISTANCE LEARNING)



DURATION

Part-time - 2 years



INTAKES

January, March, May, July & September



TAUGHT PROGRAMME

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

- Access support whenever you need it
- Avoid being limited by a dated and traditional programme
- Build future-ready skills for the workplace of tomorrow
- Build valuable peer networks
- Enjoy flexibility that fits your lifestyle
- Gain in-demand skills
- Ideal for tech-savvy and engineering professionals, as well as emerging and aspiring leaders and entrepreneurs, aiming to enhance their skills and accelerate their careers with a flexible, top-tier online MBA programme
- Improve communication and understanding
- Learn from experts

VALIDATED BY:



CAREER PROSPECTS



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

PROGRAMME STRUCTURE

Core Modules

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

Prescribed Elective

- Leading in the Age of Digital Disruption

Research Projects I & II (Proposal & Execution)

CONTACT

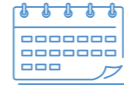
For more information, please email eligibilitycheck@studyonline.sunway.edu.my / future.student@studyonline.sunway.edu.my

MASTER OF PHILOSOPHY (BUSINESS ADMINISTRATION)



DURATION

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



INTAKES

January & July



RESEARCH PROGRAMME

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



CAREER PROSPECTS



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

PROGRAMME STRUCTURE

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

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

CLASS SCHEDULE

Full-time Schedule:

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

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

CONTACT

For more information, please email mphil@sunway.edu.my

ACADEMIC STAFF'S RESEARCH INTEREST

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

or scan

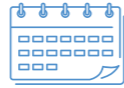


DOCTOR OF PHILOSOPHY (PhD) IN BUSINESS



DURATION

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



INTAKES

January & July



RESEARCH PROGRAMME

- A Doctor of Philosophy (PhD) is the highest level of academic qualification one can achieve. This qualification sets you apart as having developed an exhaustive understanding of your selected focus area in the discipline of business studies, placing you at the forefront of your chosen field of research.
- Our PhD in Business provides you with opportunities to undertake extensive investigation within your chosen business field and you are encouraged to develop new ideas or employ well thought-out methodologies to produce noteworthy theoretical and practical contributions. You will utilise the most suitable research design to explore and/or test informed ideas. The outcome of your research extends the frontiers of knowledge and you will disseminate the scholarly findings to peers and practitioners, through academic and professional networks, conferences or seminars and even publications.
- The University has a dedicated team of academics to mentor you along your research journey, as you investigate a topic of your choice. You may pursue a topic or an issue in which you are currently researching within your workplace, in which case your PhD can also be of direct relevance to your current employment. Alternatively, you can choose to undertake research in any particular area you are passionate about.
- You will be a part of an elite group of respected scholars, who actively promote scientific, technological, social and cultural progress whilst also shaping business, legal and societal boundaries. By the end of your study, you would have developed expertise in your chosen field and be well-equipped with the necessary knowledge, skills and personal attributes to carry out independent research.



CAREER PROSPECTS



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

CLASS SCHEDULE

Full-time Schedule:

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

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

CONTACT

For more information, please email phdbusiness@sunway.edu.my

PROGRAMME STRUCTURE

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

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

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

ACADEMIC STAFF'S RESEARCH INTEREST

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

or scan



BUSINESS RESEARCH AREAS

ACCOUNTING

- Accounting education & practice
- Accounting ethics
- Accounting information systems
- Auditing
- Corporate disclosures
- Corporate governance
- Environmental Social Governance (ESG)
- Impact of integrated reporting on governance
- International financial reporting standards
- Sustainability & fintech
- Sustainability reporting
- Taxation & tax policies
- Technology & innovation

CENTRE FOR COMMERCIAL LAW AND JUSTICE

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

BUSINESS ANALYTICS

- Accounting information systems
- Big data analytics
- Business analytics information systems
- Business intelligence
- CRM/ERP systems
- Data analytics
- Information science & management
- Information systems management
- Intelligence (AI) & machine learning
- Intelligent supply chain management
- IoT applications and u-healthcare
- Learning analytics
- Robotic process automation
- Social media analytics
- Sustainability and fintech
- Sustainable e-services
- Technology & Innovation
- Technology innovation (including social media, cloud services, blockchain) adoption
- The impact of digital transformation on society, organisations, & individual behavior
- Time series analysis of financial markets.
- Time series forecasting using deep learning
- Use of machine learning in research in finance & accounting
- Use of neural networks for macroeconomic analysis
- Web development

FINANCE & ECONOMICS

- Accounting
- Applied finance
- Artificial intelligence
- Asia pacific capital markets
- Asset pricing
- Auditing
- Banking
- Banking monetary matters & banking performance
- Behavioural finance
- Bond market
- Business ethics
- Capital markets
- Capital market integration with sustainability performance
- Climate finance
- Corporate finance
- Corporate governance
- Corporate social responsibility
- Cryptocurrencies
- Development economics
- Digital & traditional currencies
- Integration of technology & learning practices
- International finance
- Islamic finance
- Ecological innovation and technologies
- Economic geography
- Economic history
- Economic history of banking & financial capitalism
- Economics of migration
- Economics of religiosity
- Emerging markets
- Energy economics
- Energy finance
- Environmental economics
- Environmental, sustainability and governance
- Equity market
- Financial accounting
- Financial econometrics
- Financial economics
- Financial institutions
- Financial intermediation
- Financial markets
- Financial market analysis
- Financial planning
- Financial & business education
- Fintech
- Forecasting
- Foreign direct investment
- Funding & taxation
- Green technology & tourism
- Health economics
- Health policies
- Housing economics
- International production sharing
- International systematic risk
- International trade
- Labour market information
- Labour policies
- Machine learning
- Macroeconomics
- Monetary economics
- Personal finance
- Portfolio management
- Productivity analysis
- Sovereign credit rating
- Sustainability development
- Sustainable finance
- Teaching and learning
- Tourism economics
- Trade, exchange rates & capital flows
- Valuation



BUSINESS RESEARCH AREAS (continued)



MANAGEMENT

- Climate for innovation
- Corporate humanistic responsibility
- CSR & Sustainability
- Diversity & inclusion policies & practices
- Entrepreneurship & small business
- Ethnic entrepreneurship
- Family business
- Green supply chain management
- High-performance work systems
- Human resource management & strategy
- Humanistic management
- HRM system strength
- Human capital
- Inclusive human resource management practices
- Industrial organisational psychology
- Innovation & knowledge management
- Internal marketing culture
- Job quality
- Line managers
- Operation management
- Organisational & social justice
- Presenteeism
- SDG reduced inequalities
- Social capital
- Students' entrepreneurship intention
- Supply chain data analytics
- Sustainable cities & communities
- Technology management
- Total quality management
- Trusting behaviours & psychometrics cultural
- Uncertainty, trust & commitment formation
- Women entrepreneurship
- Women leadership

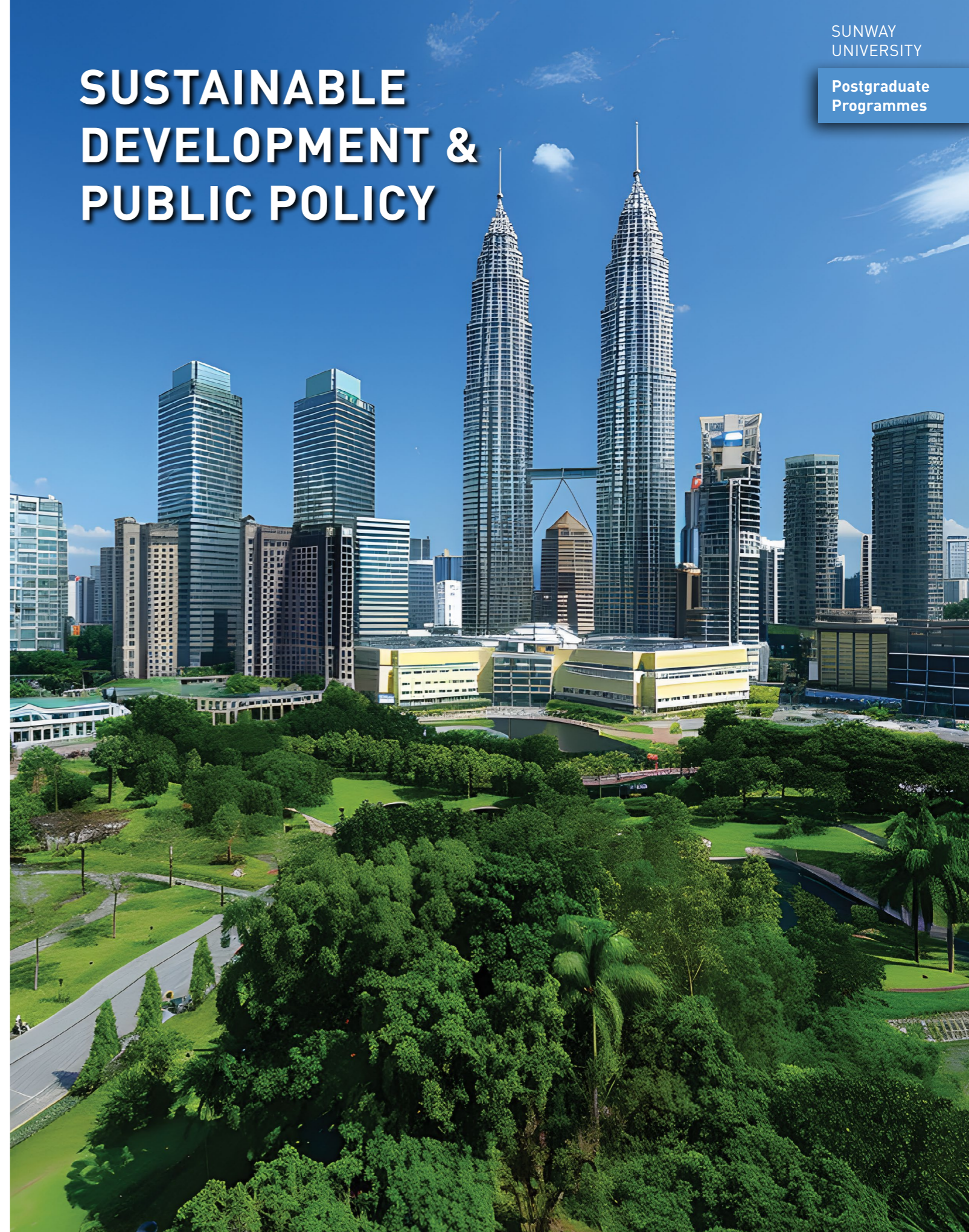


MARKETING

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



SUSTAINABLE DEVELOPMENT & PUBLIC POLICY




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



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



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



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



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



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



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



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



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



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



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



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

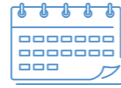
MASTER IN SUSTAINABLE DEVELOPMENT MANAGEMENT

(Blended mode and ODL mode)



DURATION

Minimum 12 months



INTAKES

January, March & September



TAUGHT PROGRAMME

SUSTAINABLE DEVELOPMENT FOR A BETTER WORLD

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

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



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CAREER PROSPECTS



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

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

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

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

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



PROGRAMME OVERVIEW

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

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

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

The MSDM programme has two modes for delivery of instruction:

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



United Nations chosen destination for Sustainable Development Goals in Asia

PROGRAMME STRUCTURE

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

Core Courses

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

Available Electives

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

Class Schedule:

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

CONTACT

For more information, please email jsc_admissions@sunway.edu.my

For further information, please scan the QR code to access our Sustainable Development brochure

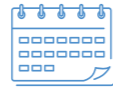


DOCTOR OF PHILOSOPHY (PhD) IN SUSTAINABLE DEVELOPMENT



DURATION

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



INTAKES

January & July



RESEARCH PROGRAMME

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

PROGRAMME STRUCTURE

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

- Research Methods
- Thesis Research

CAREER PROSPECTS



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



RESEARCH AREAS

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



United Nations chosen destination for Sustainable Development Goals in Asia

CONTACT

For more information, please email jsc_admissions@sunway.edu.my

For further information, please scan the QR code to access our Sustainable Development brochure

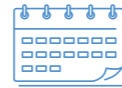


MASTER IN PUBLIC POLICY



DURATION

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



INTAKES

January, May & September



TAUGHT PROGRAMME

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

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

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

CAREER PROSPECTS



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

INEQUALITY. AUTOMATION. GLOBAL WARMING.

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

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

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

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

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



PROGRAMME STRUCTURE

(Conventional):



1 – 2 years programme of 8 Modules:

- 4 Core Modules
- 2 Electives
- 2 Capstone Research Project

Modules:

- Applied Micro-foundation for Public Policy
- Macroeconomic and Financial Market
- Quantitative Research Methods for Public Policy
- History of Economic Development and Thought
- Capstone Research Project 1 and 2

Electives:

- Financial Market Development & Macroeconomic Policies
- International Trade, Regionalism & Global Production Value Chain
- Sustainable Development Policies
- Social Entrepreneurship & Inclusive Growth

Class Schedule:

- Weekends (daytime) & weekdays (evenings)

PROGRAMME STRUCTURE

(Open and Distance Learning):



1 – 2 years programme of 10 Modules:

- 4 Core Modules
- 2 Electives
- 2 Capstone Research Project
- 2 Specialisations

Modules:

- Applied Micro-foundation for Public Policy
- Macroeconomic and Financial Market
- Quantitative Research Methods for Public Policy
- History of Economic Development and Thought
- Capstone Research Project 1 and 2

Specialisation Modules:

- Sustainable Development Policies
- Sustainable Economic Development

Electives:

- Financial Market Development & Macroeconomic Policies
- International Trade, Regionalism & Global Production Value Chain
- Social Entrepreneurship & Inclusive Growth

Class Schedule:

- Optional - weekends (daytime) & weekdays (evenings)

CONTACT

For more information, please email jci@sunway.edu.my

For further information, please scan the QR code to access our Public Policy brochure



SUNWAY
UNIVERSITY



A CLASS ABOVE

MALAYSIA'S



**IN GRADUATE
EMPLOYABILITY**

For the 3rd 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

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

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