

# AMERICAN EDUCATION

- Prospectus 2026 -

Sunway University School of American Education in partnership with Arizona State University, presents an unparalleled transformative educational pathway for students in Malaysia, leading to highly ranked US degree programs with global relevance and prestige.



SCHOOL OF AMERICAN EDUCATION



# CONTENTS

- 1 ■ Introduction
- 2 ■ Sunway Changemakers Advantage – Invested in You
- 4 ■ An Innovative Collaboration – Arizona State University
- 5 ■ Student Experience
- 6 ■ Entry Requirements
- 8 ■ Bachelor of Science (Honors) in Computer Science [Artificial Intelligence]
- 9 ■ Bachelor in Digital Communication (Advertising) with Honors
- 10 ■ Bachelor of Arts in Psychology (Honors)
- 11 ■ Bachelor in Digital Media Design with Honors
- 12 ■ Bachelor of Arts (Honors) in Global Management
- 14 ■ Transfer Options
- 16 ■ 2+2 Pathway to ASU
- 18 ■ Activities Beyond the Classroom
- 20 ■ Where Are Our Graduates Now?



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**Jeffrey Cheah Foundation**  
*Nurturing the Seeds of Wisdom*

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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 2026. The University is also #410 in the QS World University Rankings 2026.

Sunway University has been awarded #1 in Graduate Employability among all universities in Malaysia, for the fourth 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, Arizona State University and Le Cordon Bleu International, Sunway University offers premier education with international repute. The University also partners University of Oxford, University of Cambridge, Harvard University, Massachusetts Institute of Technology and University of California, Berkeley.

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

as awarded by Times Higher Education



\*Government-Linked University

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



# INTRODUCTION

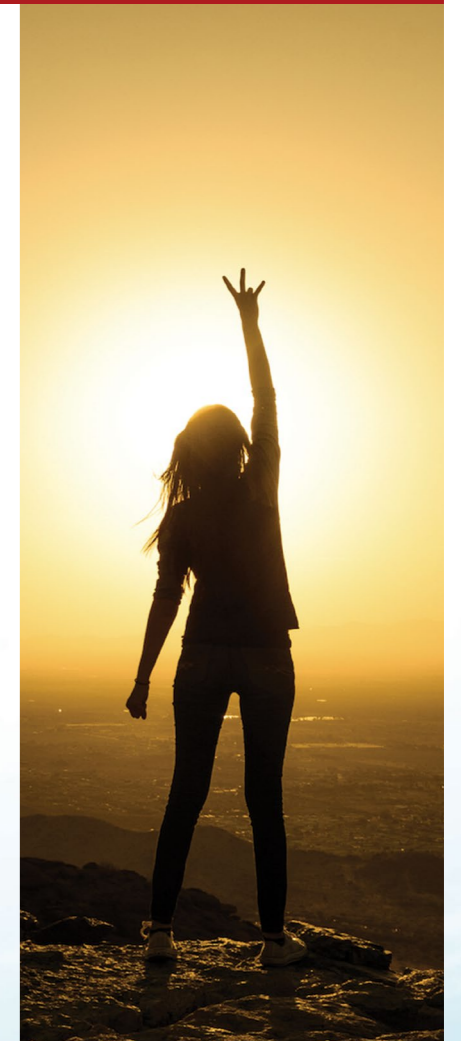
Since 1987, the School of American Education (SAE) has helped to prepare students to transfer successfully to top-tier universities across the United States through the American Degree Program (ADP). More than 75% of our students successfully transfer to Tier 1 U.S. universities every year with close to half of them receiving scholarships from their respective schools. SAE provides a holistic education through flexibility and an all-round experience with over 1000 majors for ADTP students to venture into.

Sunway University has joined forces with Arizona State University (ASU), America's most innovative university, to provide our students with access to top-notch U.S. degree programs. Students can experience enhanced American learning experiences right here in Malaysia through ASU content and curriculum, master classes, certificates, global signature courses and study abroad experiences.



SCHOOL OF AMERICAN EDUCATION

Upon fulfilling the requirements of 2 programs, graduates are awarded 2 certificates; one from Sunway University and another from Arizona State University.



# SUNWAY CHANGEMAKERS ADVANTAGE INVESTED IN YOU

Our bold, future-focused initiative transforming how we teach, engage, and support student success to make education holistically enriching for each student - an investment in your future. We aim to develop graduates who are:

- Collaborative and solution-oriented
- Competent in their discipline
- Digitally fluent and innovation-driven
- Ethically grounded with value-based leadership
- Globally competitive and culturally agile



## YOUR PERSONAL GROWTH

### Personalised pathways for every ambition

#### Success X-Factor Coaching

- Year 1 :** Academic Success Coach for academic growth and goal setting guidance.
- Year 2 :** Industry Success Coach for career mentorship.
- Year 3 :** Executive Success Coach with executive leaders for leadership growth.



**Inaugural Executive SuccessCoach Session** featuring **Tan Sri Sir Jeffrey Cheah**, Founder & Chairman of Sunway Group



**Appointment of 100 Industry Success Coaches** from Sunway Group & its subsidiaries



**First Coaching Session** between industry coaches and Sunway University students

### Career Xcellerator & FleX Pathways

Design your own learning journey, dive deep into specialisations or explore interdisciplinary flexibility to curate your own purpose-driven future. Students can choose to deepen expertise in a focused career track or explore across disciplines, such as Business + AI or Healthcare + Innovation while aligning with their evolving interests and strengths.

### Xplorer Hub

Choose from hundreds of curated electives from across disciplines for breadth of learning and interdisciplinary knowledge. Featuring high-demand courses in areas such as digital innovation, data analytics and exploration of emerging fields to enhance career competitiveness within a flexible learning ecosystem.

For more information regarding Xplorer Hub, please refer to <https://sunwayuniversity.edu.my/courses/xplorer-hub>

or scan



## YOUR CAREER DEVELOPMENT & GLOBAL READINESS

### CareerX Internships

Flexible pathways tailored to each students' career goals - choose from industry placements, freelance projects, or entrepreneurship opportunities which will enhance employability and graduate quality.

### Global Mobility & Cultural Fluency

Opportunities for international internships, exchanges, and research projects build cross-cultural competence and global networks. Global placements and exchange opportunities to operate confidently across borders for international career success.

### Dual Degrees & Global Partners

With many courses offering dual degrees through our partnership with Lancaster University, UK and Arizona State University, USA, students benefit from studying locally and graduating globally.

### 8,000+ Employers

Students have access to over 8,000 local and international companies through Sunway's Career Portal, with robust opportunities for global placements, internships and employment.

### Triple International Rankings

Sunway is one of the only private universities in ASEAN with triple global rankings in:

- QS World University Rankings;
- Times Higher Education (THE) World University Rankings, and;
- Academic Ranking of World Universities (ARWU)



## YOUR FUTURE RELEVANCE & LIFELONG LEARNING

Stay ahead and make a difference with the robust support and preparation.

### AI for All: AI literacy embedded across all disciplines.

### Immersive AR-VR powered courses and labs

Forward-looking co-learning spaces for experiential learning opportunities.

### Sunway XCeED Platform

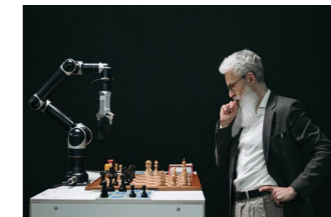
Sunway alumni will have exclusive access to Sunway's lifelong learning portal with customized, stackable and flexible education (micro-credentials, short courses) to empower our alumni to upskill, reskill, and stay future-ready at every stage of life.



### Industry-empowered learning, real-world curriculum

Our programs are co-designed with industry partners and enriched by live case studies, expert talks, and tools used by professionals. Integrating feedback from the industry on what are future skills and talents needed to prepare students for the future.

Strategic partnerships to co-develop curriculum, assessments, and real-world training. Appointment of practice professors and industry leaders to collaborate in teaching and learning.



Unlocking the Basics of AI



Interview Mastery: Ace Your Dream Job



## INNOVATION AND SUSTAINABILITY OF OUR COMMUNITY

### SUSTAIN Strategy (Sustainability & values-based education)

An interconnected approach to sustainability education, connecting 3 signature courses

- Entrepreneurial Mindset & Skills
- Integrity and Sustainable Development, and
- Community Service for Planetary Health

Be equipped to tackle real-world Sustainable Development Goals (SDG) challenges through ethical, interdisciplinary, and community-focused learning.

For more information, please refer to <https://sunwayuniversity.edu.my/explore/teaching-and-learning/sustain-now-better-tomorrow> or scan



## THE ENTREPRENEURIAL MINDSET AND SKILLS (EMS) WITH PARADOX OF THERON (POT)

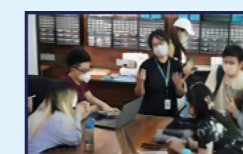
### The EMS with POT module combines



**Flipped Classroom**  
Instructional content like lectures, readings, and multimedia resources are provided to students through an eLearning platform.



**Paradox Of Theron (POT)**  
Online game-based learning enhancing entrepreneurship understanding through simulated entrepreneurial experiences.

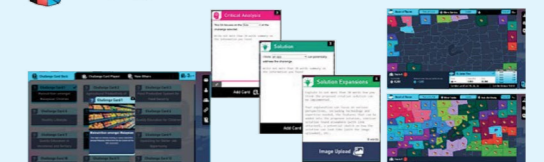


**Face-2-Face Sessions**  
Interactive lectures and reflective tutorials consolidate experiences with theoretical concepts to deepen understanding of key lessons.



### Paradox of Theron (POT)

- is an **online game-based learning** platform
- is **integrated into EMS**
- provides **immersive and experiential learning opportunities**
- mirrors entrepreneurial challenges to students



# AN INNOVATIVE COLLABORATION



Arizona State University (ASU), ranked No. 1 "Most Innovative School" in the U.S. by U.S. News & World Report for eleven years, 2016 - 2026. ASU is a comprehensive public research university; measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.

**#1**  
in the U.S. for  
innovation

ASU ahead of MIT and Stanford  
— U.S. News & World Report  
11 years, 2016-26

**#1** in the U.S.  
and top 10  
worldwide for  
global impact

ASU ahead of MIT and Penn State  
— Times Higher Education, 6 years, 2020-25

**Top 1%** of  
international  
universities

ASU ahead of Notre Dame and Georgetown  
— Center for World University Rankings, 2025

**#1** in the U.S.  
and #2 in the world for  
sustainable  
practices

ASU ahead of Stanford and UC Berkeley  
— Association for the Advancement of  
Sustainability in Higher Education, 3 years, 2022-24

**#1** in the U.S.  
chosen by  
international  
students

ASU ahead of UCLA,  
Purdue and the University of Texas  
— Institute of International Education, 2021-24



# STUDENT EXPERIENCE



Sunway University School of American Education aims to provide a holistic student experience. Our curriculum incorporates these foundational pillars through enhanced benefits, elevating the career-readiness and employability of our graduates.

**Innovation**

**Industry Engagements**

**Sustainability**

**Global Exposure**

**Artificial Intelligence**

**Soft Skills**

## ENHANCED BENEFITS



# ENTRY REQUIREMENTS

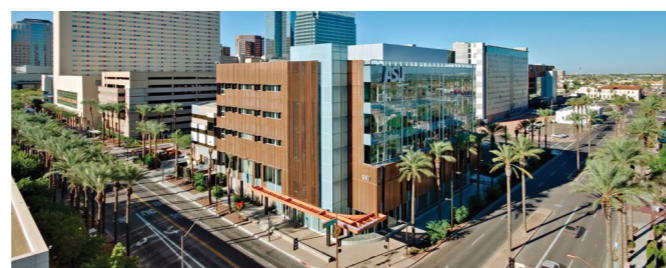


## DEGREE PROGRAMS IN COLLABORATION WITH ARIZONA STATE UNIVERSITY

PROGRAM	ENTRY REQUIREMENTS	SPECIFIC REQUIREMENTS	ENGLISH REQUIREMENTS
<b>BACHELOR OF SCIENCE (HONORS) IN COMPUTER SCIENCE (ARTIFICIAL INTELLIGENCE)</b>	<b>American Degree Transfer Program (ADTP)</b> Completion of ADTP with CGPA at 2.0	<b>STPM</b> A Pass in STPM (Arts stream) with a minimum of Grade C (GP 2.00) in any 2 subjects; <b>OR</b>	Credit in Additional Mathematics at SPM level or its equivalent [applicants from STPM (Science Stream) and Diploma in Computing are exempted from this requirement]  <i>Note: Candidates who do not meet this requirement can still be accepted but they will be required to take and pass the reinforcement course(s) as prerequisite(s) to the related core course(s) in the program.</i>
	<b>STPM</b> Average C or CGPA 2.0 (Minimum 2 principals)	A Pass in STPM (Science stream) with a minimum of Grade C (GP 2.00) in a Mathematics subject and one Science/ICT subject	
	<b>A-Level</b> Minimum 8 points (Minimum Grade D in at least 2 subjects)	<b>Diploma</b> Diploma in Science and Technology with a minimum CGPA of 2.75	
<b>BACHELOR IN DIGITAL COMMUNICATION (ADVERTISING) WITH HONORS</b>	<b>Australian Matriculation</b> ATAR 50	Diploma in Computing with a minimum CGPA of 2.50	—
	<b>Canadian Matriculation</b> 50%	—	
	<b>Monash University Foundation Year</b> 50%	—	
<b>BACHELOR OF ARTS IN PSYCHOLOGY (HONORS)</b>	<b>Foundation Program</b> CGPA 2.0	Credit in Mathematics and one Science subject at SPM level or its equivalent or at a higher level  <i>Note: Candidates who do not meet this requirement can still be accepted but they will be required to take and pass the reinforcement course(s) as prerequisite(s) to the related core course(s) in the program.</i>  <i>Candidates with a Diploma in Psychology are exempted from this requirement.</i>	ESL/English Satisfactory level in Pre-University programs, Diploma or ADTP where the medium of instruction is English
	<b>UEC</b> Maximum 30 points from 5 subjects (all Grade Bs including English)		
	<b>IB Diploma</b> Completed with minimum 24 points (excluding bonus points)		
	<b>Diploma</b> CGPA 2.0		



W. P. Carey School of Business.



ASU's new Thunderbird building in downtown Phoenix.

PROGRAM	ENTRY REQUIREMENTS	SPECIFIC REQUIREMENTS	ENGLISH REQUIREMENTS
<b>BACHELOR IN DIGITAL MEDIA DESIGN WITH HONORS</b>	<b>American Degree Transfer Program (ADTP)</b> Completion of ADTP with CGPA at 2.0	<b>Pass a Portfolio review by the University</b>  <b>Why is a Portfolio Necessary?</b> A portfolio provides some indication of your ability in design and allows us to assess your creative potential.  <b>What should a Portfolio contain?</b> The portfolio requires a minimum of 5 artworks which show variation and usage of different mediums and applications.	Credit in English at SPM level or its equivalent  IELTS or equivalent 6.0  MUET Band 4  UEC English B6  O-Level English (1119) Credit
	<b>STPM</b> Average C or CGPA 2.0 (Minimum 2 principals)		
<b>BACHELOR OF ARTS (HONORS) IN GLOBAL MANAGEMENT</b>	<b>A-Level</b> Minimum 8 points (Minimum Grade D in at least 2 subjects)	—	Sunway Intensive English Program (IEP) Pass Level 4 with minimum 65%  ESL/English Satisfactory level in Pre-University programs, Diploma or ADTP where the medium of instruction is English
	<b>Australian Matriculation</b> Minimum ATAR 50		
	<b>Canadian Matriculation</b> Minimum 50%		
	<b>Monash University Foundation Year</b> Minimum 50%		
	<b>Sunway Foundation Programs</b> Minimum CGPA 2.0		
	<b>Matriculation/Foundation</b> Minimum CGPA 2.0		
<b>UEC</b> Maximum 30 points from 5 subjects (all Grade Bs including English)			
<b>IB Diploma</b> Completed with minimum 24 points (excluding bonus points)			
<b>Diploma</b> Minimum CGPA of 2.0			

*Note: For A-Level points calculation*

A = 10 points B = 8 points C = 6 points D = 4 points E = 2 points

*Alternative admission pathway: An APEL.A Certificate (APEL T-6) recognition of prior learning.*

*Applicants with qualifications other than those described above will be considered on a case-to-case basis.*

## AMERICAN DEGREE PROGRAM (ADP)

ADP (ARTS)	ADP (SCIENCE/ENGINEERING)
<b>SPM/O-Level</b> Pass with minimum of 5 credits (including English)	<b>SPM/O-Level</b> Pass with minimum of 5 credits (including English and Mathematics or any Science subject)
<b>Canadian Matriculation</b> 50% (including English)	<b>Canadian Matriculation</b> 50% (including English and Mathematics or any Science subject)
<b>UEC</b> 5 Grade Bs (including English)	<b>UEC</b> 5 Grade Bs (including English and Mathematics or any Science subject)
<b>Other Qualifications</b> Any other qualifications will be considered on a case-to-case basis	

Students who do not have a Credit in English may substitute it with:

- **SPM/O-Level English** : Credit
- **IELTS** : 5.0 and above
- **Sunway Intensive English Program** : Level 4 score 50% and above

**INTAKES** JANUARY • APRIL • SEPTEMBER

# BACHELOR OF SCIENCE (HONORS) COMPUTER SCIENCE (ARTIFICIAL INTELLIGENCE)



## PROGRAM INTRODUCTION

The **Bachelor of Science (Honors) in Computer Science (Artificial Intelligence)** is a rigorous academic program designed to provide students with a comprehensive foundation in core areas of computer science, with a specialised focus on **artificial intelligence**.

The curriculum emphasizes mathematical principles, algorithm development, and intelligent systems—areas that are critical for analytical reasoning and autonomous decision-making. Modelled after the **BS in Computer Science offered by the Ira A. Fulton Schools of Engineering at Arizona State University, U.S**, this program ensures that students are equipped with both theoretical depth and practical competencies.

Graduates will be well-prepared to pursue a diverse range of professional roles, including **Data Analyst, AI/ML Engineer, and Cyber Security Specialist** to name a few, contributing meaningfully to industry, research, and societal advancement.



A CLASS ABOVE

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Students will have the option to top up credits to obtain an Arizona State University certificate.

## CAREER PROSPECTS

- Artificial Intelligence/ ML Engineer
- Data Scientist / Analyst
- AI based Software Developer
- Cybersecurity Specialist (AI-Focused)
- AI Researcher / Academic
- System Analyst / IT Consultant
- AI in Domain Applications (Healthcare, Finance, Education)

## PROGRAM STRUCTURE - Subjects

### Year 1

- Calculus I
- Programming 1
- Programming 2
- Public Speaking and Presentation Skills
- English Composition 1
- System Analysis and Design
- Discrete Mathematical Structures
- AI Foundations and Applications
- Elective 1
- Elective 2

### Year 2

- Calculus II
- Calculus III
- English Composition 2
- Software Engineering
- Data Structures and Algorithms
- Web Based Application Development
- Introduction to Programming Languages
- Computer Organization and Assembly Language Programming
- Elective 3
- Elective 4
- Elective 5

### Year 3

- Introduction to Theoretical Computer Science
- Computing Ethics
- Information Assurance
- Database Management
- Distributed Software Development
- Computer Network
- Foundations of Machine Learning
- Operating Systems

### Year 4

- Capstone Project I
- Capstone Project II
- Human Computer Interaction
- Probability and Statistics
- Foundation for Data Visualization
- AI in Information Security
- Artificial Intelligence Theory
- Internship

## ELECTIVES

- Film Appreciation
- U.S. History to 1877
- Intercultural Communication
- Principles of Sociology
- Introduction to Sustainability
- World Mythology
- Introduction to Theatre
- Introduction to Psychology

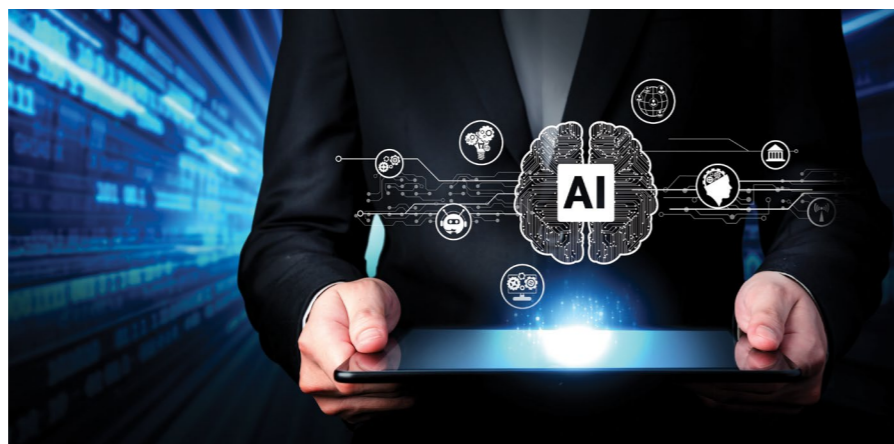
## MOHE COMPULSORY GENERAL STUDIES SUBJECTS

### For Malaysian Students:

- Appreciation of Ethics and Civilization
- 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
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption (KIAR)
- Philosophy and Current Issues

### For International Students:

- Appreciation of Ethics and Civilization
- Community Service for Planetary Health
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption (KIAR)
- Malay Language for Communication 2



[N/0613/6/0097][08/31][MQA/PA17672]

# BACHELOR IN DIGITAL COMMUNICATION (ADVERTISING) WITH HONORS



## PROGRAM INTRODUCTION

The **Bachelor in Digital Communication (Advertising) with Honors** aims to provide students with relevant knowledge in advertising and marketing with a focus on media and public relations.

Through the well-laid-out teaching and learning methods of the program, students will be able to learn how to influence audience behaviour through digital marketing techniques and tools, such as social media strategy, search engine optimisation, search engine marketing and digital analytics.

This program is also based on BS Digital Audiences by **Walter Cronkite School of Journalism and Mass Communication at Arizona State University, U.S**.



A CLASS ABOVE

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Students will have the option to top up credits to obtain an Arizona State University certificate.

## CAREER PROSPECTS

- Digital Marketing Specialist
- Social Media Manager
- Content Creator / Strategist
- Advertising Executive
- Media Planner / Buyer
- Digital Brand Strategist
- Digital Campaign Manager
- Influencer Marketing Coordinator
- Analytics and Insights Analyst
- Corporate Communications Executive
- Web and Social Media Content Manager
- Community Engagement Specialist

## PROGRAM STRUCTURE - Subjects

### Year 1

- Introduction to Human Communication
- Film Appreciation
- AI Foundation and Applications
- Public Speaking and Presentation Skills
- English Composition 1
- Principles of Sociology
- Principles of Advertising
- Survey of World Religions
- Introduction to Psychology
- Computer Applications and Information Technology

### Year 2

- English Composition 2
- Introduction to Communication Theory
- Basic Mathematics
- Intercultural Communication
- Media and Society
- Communication Research Methods
- Organizational Behaviour
- Elective 1
- Elective 2
- Elective 3

### Year 3

- Marketing and Business Performance
- Digital Media Literacy I
- Digital Media and Freedom of Expression in the 21<sup>st</sup> Century
- Digital Media Literacy II
- Advertising and Beyond: Customer Centric Brand Development
- Essentials of Global Marketing
- Essentials of Advertising and Marketing Communication
- Elective 4
- Elective 5

### Year 4

- The Digital Audience
- Media Ethics and Diversity
- Business and Professional Ethics
- Visual Communication
- Search Engine Research and Strategy
- Social Media Campaigns, Engagement and Research
- Digital Audience Analysis
- Internship

## ELECTIVES

- Chemistry and Society
- Chemistry and Society (Laboratory)
- Introduction to Environmental Studies
- Introduction to Philosophy
- U.S. History to 1877
- Public Relations
- Introduction to Macroeconomics
- Introduction to Sustainability

## MOHE COMPULSORY GENERAL STUDIES SUBJECTS

### For Local Students:

- Appreciation of Ethics and Civilization
- 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
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption (KIAR)
- Philosophy and Current Issues

### For International Students:

- Appreciation of Ethics and Civilization
- Community Service for Planetary Health
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption (KIAR)
- Malay Language for Communication 2



[N/0323/6/0066][08/31][MQA/PA17763]

# BACHELOR OF ARTS IN PSYCHOLOGY (HONORS)



## PROGRAM INTRODUCTION

The **Bachelor of Arts in Psychology (Honors)** program aims to produce world-class graduates with sound knowledge of psychology, that is, how people think, feel, act, and interact interpersonally and in groups.

By combining the best practices of the American education system, this program aims to provide students with a well-rounded education that meets global standards and prepares them to thrive in the evolving field of psychology.

This program is also based on the **BA Psychology program at the New College of Interdisciplinary Arts and Sciences, Arizona State University, U.S.**



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Students will have the option to top up credits to obtain an Arizona State University certificate.

## CAREER PROSPECTS

- Advertising and marketing manager
- Behavior therapist
- Child development consultant
- Corporate trainer
- Educator
- Entrepreneur
- General manager
- Human resources manager
- Journalist
- Management consultant
- Market research consultant
- Occupational health and safety consultant
- Product developer
- Public relations consultant
- Recruitment specialist
- Research assistant
- Sales executive
- Shadow aide for special education
- Social worker

## PROGRAM STRUCTURE - Subjects

### Year 1

- Introduction to Psychology
- History of Psychology
- English Composition 1
- English Composition 2
- Finite Mathematics
- Introduction to Statistics
- Public Speaking and Presentation Skills
- Computer Application and Information Technology
- AI Foundation and Applications
- Elective 1

### Year 2

- Research Methods
- Ethics in Psychology
- Abnormal Psychology
- Community Mental Health
- Elective 2
- Elective 3
- Elective 4
- Elective 5
- Elective 6

### Year 3

- Psychological Testing
- Educational Psychology
- Cognitive Psychology
- Biological Psychology
- Social Psychology
- Developmental Psychology
- Organizational Psychology
- Elective 7
- Elective 8

### Year 4

- Forensic Psychology
- Positive Psychology
- Psychology of Gender
- Personality Theory and Research
- Health Psychology
- Careers in Psychology
- Consumer Psychology
- Sensation and Perception
- Research Project

### ELECTIVES

- Principles of Sociology
- U.S. History to 1877
- Introduction to Environmental Studies
- Film Appreciation
- Introduction to Philosophy
- Intercultural Communication
- Introduction to Sustainability
- Persuasion and Social Influence
- Regional Management Environment

### MOHE COMPULSORY GENERAL STUDIES SUBJECTS

#### For Local Students:

- Appreciation of Ethics and Civilization
- 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
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption (KIAR)
- Philosophy and Current Issues

#### For International Students:

- Appreciation of Ethics and Civilization
- Community Service for Planetary Health
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption (KIAR)
- Malay Language for Communication 2



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# BACHELOR IN DIGITAL MEDIA DESIGN WITH HONORS



## PROGRAM INTRODUCTION

The **Bachelor in Digital Media Design with Honors** at Sunway University is a 4-year, industry-driven program equipping students with skills in digital media, graphic communication, and multimedia design. With 123 credit hours, including core, elective, and MOHE/compulsory courses, plus a 6-credit internship, graduates are prepared for careers in digital publishing, web design, and animation.

- Creative Skills: Master digital illustration, storytelling, and motion graphics.
- Industry-Relevant Courses: Digital Workflow and Commercial Photography.
- Flexible Electives: Image Editing, Intercultural Communication, or Environmental Studies.
- Real-World Experience: 6-credit internship in Year 4.
- Holistic Learning: Build critical thinking and entrepreneurial skills through hands-on and experiential learning.

This program is also based on the **BS Graphic Information Technology program at the Ira A. Fulton Schools of Engineering, Arizona State University, U.S.**



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Students will have the option to top up credits to obtain an Arizona State University certificate.

## CAREER PROSPECTS

- Animators
- Digital Media Designers
- Graphic Industry Consultants
- Multimedia Producers
- Web Content Developers and Managers

## PROGRAM STRUCTURE - Subjects

### Year 1

- Graphic Communications
- Human Systems Engineering
- Public Speaking
- First Year Composition 1
- Computer Applications and Information Technology
- College Algebra
- Creative Thinking and Design Visualization
- AI Foundation and Applications
- Elective 1
- Elective 2

### Year 2

- Digital Illustration in Publishing
- Intro to Commercial Print
- Understanding the Enterprise
- English Composition 2
- Introduction to Web Authoring
- 3D Media Production
- Elective 3
- Elective 4
- Elective 5

### Year 3

- Commercial Photography
- Copyright and Intellectual Property
- Information Design and Usability
- Digital Video Techniques
- Digital Publishing
- Multimedia Design
- Web Content Design
- Elective 6
- Elective 7

### Year 4

- Computer Animation
- Digital Workflow
- Senior Project
- Professional Portfolio Design
- Graphic Industry Business Practices
- Elective 8
- Elective 9
- Internship

## ELECTIVES

- Chemistry and Society
- Chemistry and Society (Laboratory)
- Intercultural Communication
- Film Appreciation
- U.S. History to 1877
- Principles of Sociology
- World Mythology
- Image Editing and Manipulation
- New Media Internet Technologies
- Website and E-Commerce Strategies
- Introduction to Environmental Studies
- Innovation in Society
- Human-Computer Interaction

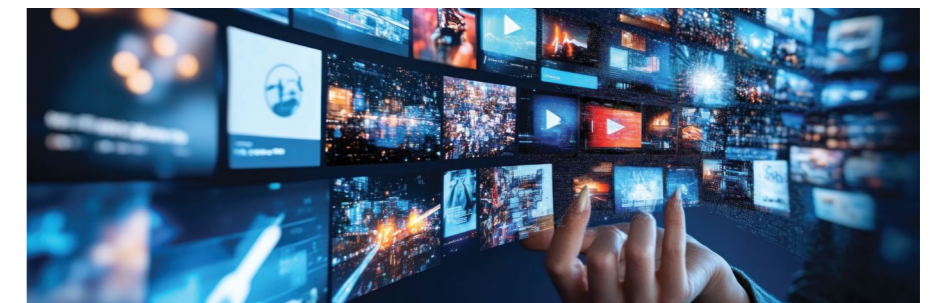
## MOHE COMPULSORY GENERAL STUDIES SUBJECTS

#### For Local Students:

- Appreciation of Ethics and Civilization
- 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
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption (KIAR)
- Philosophy and Current Issues

#### For International Students:

- Appreciation of Ethics and Civilization
- Community Service for Planetary Health
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption (KIAR)
- Malay Language for Communication 2



[N/0211/6/0097][12/31][MQA/PA17955]

# BACHELOR OF ARTS (HONORS) IN GLOBAL MANAGEMENT



## PROGRAM INTRODUCTION

The **Bachelor of Arts (Honors) in Global Management** is a future-focused degree designed to equip students with the skills, knowledge, and mindset needed to succeed in an increasingly interconnected and dynamic global business environment. This interdisciplinary programme blends core business principles with global strategy, emerging technologies, cross-cultural communication, and leadership development.

Through a curriculum that balances theory with practical application, students will explore the complexities of managing across borders, working with diverse teams, and responding to global economic trends. Emphasis is placed on strategic thinking, data literacy, ethical decision-making, and the ability to lead in multicultural and digitally driven settings. Students will also enhance their communication, analytical, and problem-solving skills—crucial attributes for success in any global career.

This program is also based on the **Bachelor of Global Management program at the Thunderbird School of Global Management, Arizona State University, U.S.**



SCHOOL OF AMERICAN EDUCATION



Students will have the option to top up credits to obtain an Arizona State University certificate.

## CAREER PROSPECTS

- International Business Analyst
- Global Marketing Executive
- Business Development Manager
- Cross-Cultural Communications Consultant
- Regional Operations Coordinator
- International Trade Specialist
- Human Resource Officer (Global/Regional Focus)
- Management Consultant
- Data and Market Intelligence Analyst
- Global Entrepreneur

## PROGRAM STRUCTURE - Subjects

### Year 1

- Introduction to Human Communications
- Principles of Global Management
- AI Foundation and Applications
- English Composition 1
- Public Speaking and Presentation Skills
- College Algebra
- Microeconomics
- English Composition 2
- Principles of Advertising

### Year 2

- Macroeconomics
- Introduction to Statistics with SPSS Lab
- Organizational Behavior
- Information Technology for Business
- Human Resource Management
- Principles of Marketing for Global Organizations
- Intercultural Communications
- Elective 1
- Elective 2

### Year 3

- Marketing and Business Performance
- Principles of Accounting for Global Business
- International Economics
- Business Finance
- Big Data in the Global Economy
- Management and Strategy
- Elective 3
- Elective 4

### Year 4

- Global Business and Professional Development Skills
- Multinational Organizational Leadership
- States and Markets in a Global Economy
- Business and Professional Ethics
- Regional Management Environment
- Global Entrepreneurship
- Business Process Management
- Cross-Cultural Communication and Negotiation
- Elective 5
- Elective 6

## ELECTIVES

- U.S. History to 1877
- Introduction to Sustainability
- Introduction to Environmental Studies
- Film Appreciation
- Introduction to Psychology
- Principles of Sociology
- Chemistry and Society
- Chemistry and Society Lab
- Internship (Year 4)

## MOHE COMPULSORY GENERAL STUDIES SUBJECTS

### For Local Students:

- Appreciation of Ethics and Civilization
- 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
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption (KIAR)
- Philosophy and Current Issues

### For International Students:

- Appreciation of Ethics and Civilization
- Community Service for Planetary Health
- Entrepreneurial Mindset and Skills
- Integrity and Anti-Corruption (KIAR)
- Malay Language for Communication 2



# TRANSFER OPTIONS



	Year 1	Year 2	Year 3	Year 4
American Degree Program in partnership with ASU	Complete Degree in Malaysia	Sunway Malaysia		
	Complete Degree in Malaysia with ASU Online	Sunway Malaysia		→ Sunway Malaysia (ASU Online)
	Complete the Final Year in ASU	Sunway Malaysia		→ Arizona State University • Eligible for Optional Practical Training (OPT) after graduation • Seamless and maximized credit transfer
	Complete 2 years in Sunway + 2 years in ASU	Sunway Malaysia		→ Arizona State University • Eligible for Optional Practical Training (OPT) after graduation • Seamless and maximized credit transfer
ADP	Complete 2 Years in Sunway + 2 Years in the U.S.	Sunway Malaysia		→ U.S. University • Eligible for Optional Practical Training (OPT) after graduation

## SPECIAL PERKS FOR TRANSFERRING TO ASU

### Scholarship, Waivers

1. Cintana Inaugural Scholarship for ASU Programs (USD\$3,000 for campus immersion undergraduate programs and USD\$2,000 for online undergraduate programs).
2. New American University Scholarship (NAMU) for transfer students (up to USD\$10,000 per year) - applicable only for campus immersion undergraduate students.
3. Application fee waiver (USD\$85 for campus immersion programs, USD\$70 for online programs)

Terms and conditions apply.

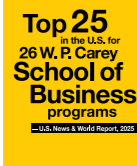


# 2+2 PATHWAY TO ASU



## W. P. Carey School of Business

The W. P. Carey School of Business prepares tomorrow's business leaders to create positive global change through excellence and innovation. Ranked #2 for online undergraduate business programs by U.S. News & World Report (2025) and #7 globally for its Executive MBA by Financial Times (2024), W. P. Carey is a leader in business education. The school is also highly recognized for its operations, supply chain logistics, and project management programs. W. P. Carey sparks positive change by educating students, producing groundbreaking research, and engaging with communities to transform the world.



**Majors:**

- BA Business (Business Administration)
- BA Business (Corporate Accounting)
- BA Business (Statistics)
- BS Computer Information Systems
- BS Accountancy
- BS Business Data Analytics
- BS Economics
- BS Marketing
- BS Finance

Year 1	
	Credit
Information Technology for Business	3
Calculus I	3
Macroeconomics	3
Basic Principles of Accounting	3
English Composition I	3
Electives	12
<b>Total</b>	<b>27</b>

Year 2	
	Credit
Microeconomics	3
Management Accounting	3
Introduction to Statistics	3
English Composition II	3
Electives	17
<b>Total</b>	<b>29</b>

## Walter Cronkite School of Journalism and Mass Communication

The Walter Cronkite School of Journalism and Mass Communication is the #1 Journalism School in Top Overall Programs and recognized for Excellence in Media by the BEA School Rankings (2024) based on student achievements. We educate and empower communicators to foster an informed and inclusive society, promoting understanding and connection across creators, audiences, industry, and academia.

The Cronkite School is a global leader in communicator education, offering scalable, accessible programs that drive societal impact through experiential learning, outreach, community engagement, and research. Together, as part of the inclusive and global Cronkite Nation, we unite students, faculty, staff, alumni, and partners around shared goals and values, shaping a brighter future through journalism and mass communication.



**Majors:**

- BA Mass Communication and Media Studies
- BS Digital Audiences\*

Year 1	
	Credit
Computer Applications and Information Technology	3
Intercultural Communication	3
Public Speaking and Presentation Skills	3
Introduction to Human Communication	3
Basic Mathematics	3
English Composition I	3
Electives	12
<b>Total</b>	<b>30</b>

Year 2	
	Credit
Mass Media and Society	3
Introduction to Communication Theory	3
Introduction to Journalism	3
English Composition II	3
Electives	18
<b>Total</b>	<b>30</b>

## Thunderbird School of Global Management

Thunderbird School of Global Management at Arizona State University is the world's premier institution for global leadership, management, and business education for the Fourth Industrial Revolution. Thunderbird is also a global network of leaders, managers, entrepreneurs, and intrapreneurs across the private and public sectors who advance the School's vision of inclusive and sustainable prosperity worldwide.

A unit of Arizona State University, Thunderbird School of Global Management is ranked No. 1 in the world for international trade by the QS International Trade Rankings, scoring 100/100 points and ranking ahead of Harvard, MIT and Stanford.



**Major:**

- Bachelors Global Management\*

Year 1	
	Credit
Computer Applications and Information Technology	3
Intercultural Communication	3
Information	3
Introduction to Human Communication	3
Basic Mathematics	3
English Composition I	3
Electives	12
<b>Total</b>	<b>30</b>

Year 2	
	Credit
Mass Media and Society	3
Introduction to Communication Theory	3
Introduction to Journalism	3
English Composition II	3
Electives	15
<b>Total</b>	<b>27</b>



New College of Interdisciplinary Arts and Sciences.

## New College of Interdisciplinary Arts and Sciences

ASU's New College of Interdisciplinary Arts and Sciences is led by a diverse team of renowned faculty and talented staff who endeavor to help students thrive at ASU and beyond. New College prepares students to become master learners, prepared to engage, adapt, and develop solutions to the complex challenges facing the world today and tomorrow. Our graduates are agents of change and difference makers here in the West Valley community and far beyond.

**Major:**

- BA Psychology\*

Year 1	
	Credit
Introduction to Psychology	3
History of Psychology	3
Finite Mathematics	3
Introduction to Statistics	3
Public Speaking and Presentation	3
English Composition I	3
English Composition II	3
Computer Application and Information Technology	3
Electives	6
<b>Total</b>	<b>30</b>

Year 2	
	Credit
Research Methods	3
Ethics in Psychology	3
Abnormal Psychology	3
Social Psychology	3
Community Mental Health	3
Electives	15
<b>Total</b>	<b>30</b>



Walter Cronkite School of Journalism and Mass Communication.

## Ira A. Fulton Schools of Engineering

The Ira A. Fulton Schools of Engineering at Arizona State University is the largest and most comprehensive engineering program in the United States, with 32,709 students enrolled in Fall 2024 and 209 National Merit Scholars for 2022-23. Recognized for its excellence, the school ranks #2 for its online Master's in Electrical Engineering and #35 overall for undergraduate engineering programs (U.S. News & World Report, 2025). Students at the Fulton Schools benefit from a globally diverse student body, bringing a wide range of perspectives and ideas to tackle the world's most significant challenges through engineering and technology.

**Majors:**

- BSE Electrical Engineering
- BSE Mechanical Engineering
- BS Computer Science\*
- BS Computer Science (Cybersecurity)
- BS Computer Science (Software Engineering)

Year 1	
	Credit
Introduction to Engineering	2
Calculus I	3
Calculus II	3
Physics I & Laboratory	4
General Chemistry II & Laboratory	4
Introduction to MATLAB	1
Basic Statics for Engineering	3
Differential Equation	3
Web Based Application Development	3
Programming I	3
English Composition I	3
Electives	6
<b>Total</b>	<b>38</b>

Year 2	
	Credit
Calculus III	3
Physics II & Laboratory	3
Digital Design Fundamentals	3
Dynamics for Engineering	3
Fundamentals of Thermodynamics	3
Programming II	3
Data Structure	3
Circuit Analysis	3
Linear Algebra	3
English Composition II	3
Electives	6
<b>Total</b>	<b>36</b>



Ira A. Fulton Schools of Engineering.

# ADP STUDY PLAN



Studying in the ADP consists of subjects from the following categories:

<b>CORE SUBJECTS</b>	+	<b>GENERAL EDUCATION SUBJECTS</b>	+	<b>MOHE SUBJECTS</b>
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These are the subjects required for entry into a particular major. Students need to complete these subjects before taking their major subjects. Subjects in this area may range between 20 and 30 credits.

The subjects in this area are compulsory for all students. These subjects will give students an overview of other disciplines and help in their future career advancement. Subjects in this area may range between 25 and 35 credits.

Subjects in this area are required by the Ministry of Higher Education. The subjects will help students appreciate the Malaysian culture better. Students are encouraged to include these subjects for their transfer. Some U.S. universities accept subjects in this area to fulfill a general education requirement or an elective requirement.

Subjects in this area are:

**Local Students**

- Appreciation of Ethics and Civilization
- Philosophy and Current Issues
- Community Service for Planetary Health

**International Students**

- Appreciation of Ethics and Civilization
- Malay Language for Communication 2
- Community Service for Planetary Health

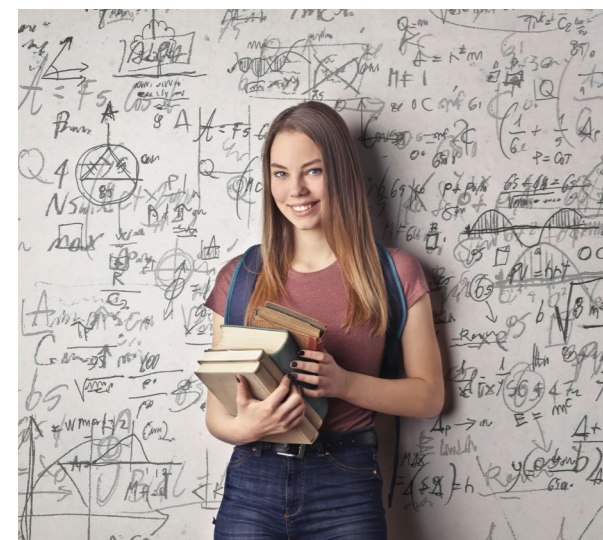
Students must obtain the minimum grade of "2.0" to meet the eligibility of transfer requirements. More competitive universities have higher admission requirements and academic standards. It is very important for students to refer to the specific university's admission criteria, transfer requirements and application processes.

**GENERAL EDUCATION REQUIREMENTS**

<p><b>Arts and Humanities</b></p> <ul style="list-style-type: none"> <li>• Film Appreciation</li> <li>• U.S. History to 1877</li> <li>• U.S. History since 1877</li> <li>• Intellectual History of the Modern West</li> <li>• Introduction to Philosophy</li> <li>• Survey of World Religions</li> <li>• World Mythology</li> <li>• Introduction to Theatre</li> <li>• American Popular Music</li> </ul> <p><b>Quantitative Reasoning</b></p> <ul style="list-style-type: none"> <li>• Introduction to Statistics with SPSS Lab</li> </ul> <p><b>Science and Technology</b></p> <ul style="list-style-type: none"> <li>• General Biology</li> <li>• Cell Biology*</li> <li>• Chemistry &amp; Society</li> <li>• General Chemistry 1*</li> <li>• College Physics 1</li> <li>• Physics 1*</li> </ul>	<p><b>Behavioral and Social Sciences</b></p> <ul style="list-style-type: none"> <li>• Microeconomics</li> <li>• Macroeconomics</li> <li>• American Government and Politics</li> <li>• International Relations</li> <li>• Introduction to Psychology</li> <li>• Principles of Sociology</li> </ul> <p><b>Communication Literacy</b></p> <ul style="list-style-type: none"> <li>• Public Speaking &amp; Presentation Skills</li> <li>• Introduction to Human Communication</li> <li>• Intercultural Communication</li> </ul> <p><b>Health and Physical Education</b> (Check with university)</p> <ul style="list-style-type: none"> <li>• Health and Wellness</li> </ul>
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\* Options for Science/Engineering major students

## STUDENT SUPPORT



**Academic Advisor Program**

Each student is assigned a qualified and dedicated Academic Advisor who keep close tabs on the student's progress while, offering personal attention, mentoring, guidance.

**Placement Support**

Students get personalized guidance from our U.S. trained placement experts with strong support from the International Office University Placement (IOUP).

Regular workshops are conducted to keep students informed on application processes and requirements.



(R3/0210/6/0001|12/28|A9456)  
(R3/0011/6/0005|10/27|A8463)

# ACTIVITIES BEYOND THE CLASSROOM



Next Big Quest 2025.



SAE Alumni Gathering 2025.



Championship in the Technical Track (Category B) at the National AI Competition 2025 organized by Sunway University and HyperByte AI!



In April 2024, Communications major students had the opportunity to visit Radio Television Malaysia (RTM), one of the nation's oldest and most respected broadcasting stations.



Summer Awards Ceremony 2025 transferring students.



Board Games and Movie Night organized by Student Committee.



US Embassy Representative Class Visit.



Study Trip to Ajinomoto.

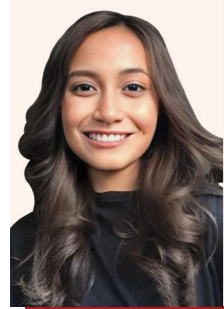


Visa Application Talk by the US Embassy April 2024.



2024 International Cultural Day

# WHERE ARE OUR GRADUATES NOW?



**Aida Nureen Taqiah Binti Amirul Bahri**  
**University** : Western Michigan University, USA  
**Major (Degree)** : Dual Degree in Environmental and Sustainable Studies & Earth Science with Psychology minor  
**Graduation Year** : 2021  
**Company** : Washington Environmental Council, USA  
**Position** : Digital Communications Associate



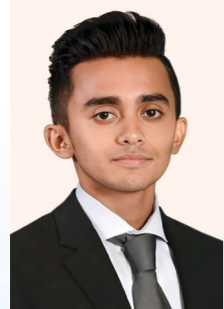
**Harkiret Singh**  
**University** : San Jose State University, USA  
**Major (Degree)** : Mechanical Engineering  
**Graduation Year** : 2022  
**Company** : Advantest America, Inc. (AAI), USA  
**Position** : Application Engineer



**Merissa Rosman Lai Binti Mikail Lai**  
**University** : W.P. Carey School of Business Arizona State University, USA  
**Major (Degree)** : Marketing (Digital)



**Sanjay Unni A/L Suresh**  
**University** : Western Michigan University, USA  
**Major (Degree)** : Mechanical Engineering with Economics and Mathematics minor  
**Graduation Year** : 2023  
**Company** : Tesla, USA  
**Position** : Cell Electrode - Engineering Process Tech



**Ashraf Ali Djauhari**  
**University** : University Of Illinois Urbana-Champaign, USA  
**Major (Degree)** : BSc Computer Engineering  
**Graduation Year** : 2019  
**Company** : Qualcomm, USA  
**Position** : Senior Embedded Software Engineer



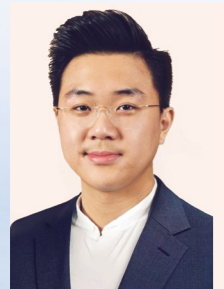
**Jack Tan Pei Song**  
**University** : University of Missouri - Kansas City, USA  
**Major (Degree)** : BBA, Finance  
**Graduation Year** : 2012  
**Company** : Fonterra Brands, Malaysia  
**Position** : General Manager, Phillipines and SEA Food Service



**Nigel Wong Jing Yu**  
**University** : Arizona State University, USA  
**Major (Degree)** : Computer Science (Big Data Systems)  
**Graduation Year** : 2022  
**Company** : Dapt Tech, USA  
**Position** : Reporting Engineer



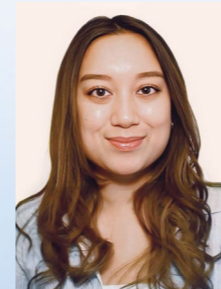
**Saranya A/P Ravinthiran @ Thanabalan**  
**University** : Bond University, Australia  
**Major (Degree)** : Actuarial Science  
**Master/Major** : Actuarial Practice  
**Graduation Year** : 2020  
**Company** : Superannuation Advice, Australia  
**Position** : Senior Risk and Compliance Officer



**Chew Kai Weng**  
**University** : Western Michigan University, USA  
**Major (Degree)** : Business Administration  
**Graduation Year** : 2020  
**Company** : Nestlé, Malaysia  
**Position** : Marketing Excellence Executive



**Julian Yee Zhi-Jie**  
**University** : York University, Canada  
**Major (Degree)** : Human Resources Management and Services  
**Graduation Year** : 2021  
**Company** : Impact Recruitment, Canada  
**Position** : Recruitment Specialist



**Nurfadhlna Shafiqah Binti Mohd Yunus**  
**University** : Western Michigan University, USA  
**Major (Degree)** : Biomedical Sciences  
**Graduation Year** : 2020  
**Company** : Charles River Laboratories, USA  
**Position** : Research Technician



**Wok Ian Seng**  
**University** : University of Alberta, Canada  
**Major (Degree)** : Computer Science  
**Graduation Year** : 2021  
**Company** : Amazon Web Services (AWS), Canada  
**Position** : Software Development Engineer



**Darryl Foong Ze Xian**  
**University** : Illinois Institute of Technology, USA  
**Major (Degree)** : MSc Computer Engineering  
**Graduation Year** : 2020  
**Company** : Troy.AI, USA  
**Position** : Chief Technology Officer



**Kevin Khaw**  
**University** : Western Michigan University, USA  
**Major (Degree)** : Masters in Computer Engineering; Engineering Management (Operations Management & Continuous Improvement) (2005)  
**Graduation Year** : 2002  
**Company** : Waymo, USA  
**Position** : Director of Technical Program Management



**Raihana Ishraque**  
**University** : York University, Canada  
**Major (Degree)** : Business/Corporate Communications  
**Graduation Year** : 2021  
**Company** : Globalfaces Direct, Canada  
**Position** : Professional Fundraiser



**Xion Leroy Tan Joon Roy**  
**University** : Arizona State University, USA  
**Major (Degree)** : Applied Business and Technology Solutions, BA



**Eunice Low Tain Yung**  
**University** : Western Michigan University, USA  
**Major (Degree)** : Marketing Management  
**Graduation Year** : 2020  
**Company** : Clariden Global, Singapore  
**Position** : Senior Marketing Associate



**Lau Jann-Lim**  
**University** : New York University, USA  
**Major (Degree)** : Finance & Economics  
**Graduation Year** : 2011  
**Company** : Paypal, USA  
**Position** : Senior Director, Corporate Development



**Riad Asmat**  
**University** : Western Michigan University, USA  
**Major (Degree)** : Public Relations (Minor in Marketing); Masters in Organisation Communication  
**Graduation Year** : 1991  
**Company** : AirAsia, Malaysia  
**Position** : Board of Directors



**Yong Dick Wyn**  
**University** : Arizona State University, USA  
**Major (Degree)** : Computer Science  
**Graduation Year** : 2018  
**Company** : Microsoft, USA  
**Position** : Software Engineer II

**SUNWAY**  
UNIVERSITY



A CLASS ABOVE

MALAYSIA'S

#1

IN GRADUATE  
EMPLOYABILITY

2025

For the 4<sup>th</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 2025

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No.5, Jalan Universiti, Bandar Sunway, 47500 Selangor Darul Ehsan. Tel: +603 7491 8622