



Owned and governed by the

# Sunway University Business School

## Welcome to the Sunway University Business School

The Sunway University Business School (SUBS) is a young institution that aims to be a highly regarded and influential business school through its mission of nurturing enterprising and responsible business leaders. Our programmes are benchmarked against world-class institutions and we have strong ties with industry. We provide an experiential business education that inculcates innovative and entrepreneurial thinking that is grounded on good values and responsible character. Our goal is to change people, their understanding of the world, and their sense of what is possible. We strongly believe that it is not just what you know, but who you are as a person and what you do, that will make the difference.

**Dean (Acting) Sunway University Business School**  
**Assoc. Prof. Dr. Foo Yin Fah**



**SETARA '11**



Quality Undergraduate  
Teaching & Learning



Sunway University is an elite Tier 5 member in the 2011 MQA Rating System for Malaysian Higher Education Institution (SETARA '11) that measures quality of teaching and learning at the undergraduate level in universities and university colleges in Malaysia. It is another way of recognising our excellent academics and graduates.



International  
Academic Standards

Quality Teaching

International  
Recognition

Job Relevant Skills

# Sunway University Business School **Advantage**

## Industry Relevant

The Business School has strong partnerships with industry and the professional bodies as we believe that business education should not only be academically rigorous but also needs to be relevant to the marketplace. Our programmes are recognised by professional bodies such as the Chartered Institute of Management Accountants (CIMA), Association of Chartered Certified Accountants (ACCA), Institute of Chartered Accountants in England and Wales (ICAEW) and CPA Australia. The Business School has also established an Industry Advisory Board to ensure that our strategies and programmes are appropriate for industry and the profession.

## Work-Based Learning

A good business education should not only be confined within the constraints of the classroom environment. Learning in the workplace is important to ensure that students are exposed to real-life issues and challenges. Work-based learning enables students to experience making judgments and decisions that will have a real impact on organisations. Consequently, our degrees incorporate internship placements in corporations where the students undertake a structured learning programme that starts with the application for employment and culminating with a detailed report on the reflection of their work experience after the internship period.

## Qualified Academic Staff

One of the main strengths of the Business School is the quality of its academic staff. Many hold a doctorate from internationally recognised universities. In addition to academic qualification and teaching experience, many of our academic staff also have extensive industry experience. Therefore, we are not only able to provide students with a strong academic foundation but also link students learning to the real world.

## Research-Led Teaching

One of the attributes of a university education is that students do not only learn from textbooks but also acquire current knowledge from the research carried out by academics. The Business School strongly believes in the importance of research-led teaching in providing cutting-edge education. Many of our academic staff are active researchers and the Business School organises many talks and seminars including conferences to expose students to current research findings in relevant business areas. Some of our undergraduate students also are exposed to conducting independent research through the Research Project undertaken at their final year of studies. A few of these student projects have been accepted for presentation at international conferences.

## Holistic Education

A good university education is not just about acquiring knowledge. It is also about allowing students to grow up and learn how to be better people so that they can make positive contributions to their community, society and nation. Consequently, students in the Business School are required to take Business Ethics and Social Responsibility as a required subject in their studies so that they may critically examine the roles and responsibilities of businesses in the 21st century. Students are also encouraged to join organisations such as Students in Free Enterprise to learn how we can turn the positive power of business to serve our people and our planet.

## World-Class Education

Programmes offered in SUBS are benchmarked against world-class institutions such as Lancaster University. Many of our degrees are offered on a dual certification basis with our international partner after a rigorous process of validation. This validation process ensures that our programmes are delivered based on the highest academic quality standards and consequently students will receive a world-class business education at the Business School.



# World-Class Partnership

Success is a culmination of teamwork and strong partnerships. We have long been in alliance with some of the most accomplished institutions of higher learning to ensure that our students get the best in education.



photographed by Jill Jennings

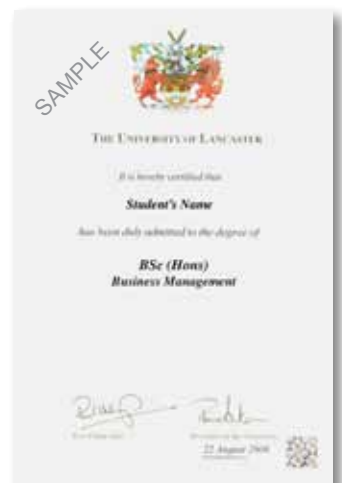
## Lancaster University

Sunway University is in partnership with Lancaster University, UK, a world-class institution of higher learning which has consistently maintained its high rankings over the years in numerous reputable league tables.

Established by Royal Charter in 1964, Lancaster University enjoys a world-class reputation as a centre for excellence in teaching, scholarship and research. The institution is currently ranked 12th out of over 100 universities in the UK in The Times Good University Guide 2013, 9th in the Independent's Complete University Guide 2013, 7th in the Guardian University Guide 2012, 131st in the Times Higher Education World University Rankings 2011-12, and 153 out of 300 Universities in QS World University Rankings 2011, making it within the top 1 per cent of the universities in the world.

Lancaster University is also a member of the prestigious N8 Group which consists of eight of the most research intensive universities in northern England. The institution continues to sustain its reputation for teaching and research excellence both nationally and internationally by bringing universities, businesses and communities together. An example of this is the InfoLab21 at Lancaster University, which is an award-winning international centre of excellence for research in information and communication technologies and has a successful history of working with Microsoft, BT Labs, Orange, Cisco, Nokia and Ford. Additionally, the Lancaster University Management School (LUMS) is a triple-accredited, world-ranked management school, consistently among the UK's top five.

The degree programmes developed and conducted at Sunway University are validated by Lancaster University, UK. Our students who successfully complete these undergraduate programmes will be awarded two certificates, making them graduates of both Sunway University and Lancaster University.



# Education Pathways

Professional Examinations  
ICAEW / ACCA / MAICSA / CIMA /  
FSA / FCAS / CERA / FCIA

Employment Opportunities

**BSc (Hons)  
Accounting & Finance**  
(3 years)

**BSc (Hons)  
Actuarial Studies**  
(3 years)

**BSc (Hons)  
Business Management**  
(3 years)

**BSc (Hons)  
Business Studies**  
(3 years)

**Sunway Foundation in Arts**  
A-Level / Australian Matriculation / Canadian  
Matriculation / Monash University Foundation  
Year / STPM / UEC or equivalent  
(1 year)

Advanced entry into year 2 of Sunway  
University Business School degree programmes.  
Subject to meeting entry requirements.

**Diploma in  
Business  
Administration**  
(2 years 4 months)

Option to  
transfer to  
overseas  
universities

**SPM / O-Level / Equivalent**

## Academic Year Structure

Each academic year is made up of 2 long semesters (14 weeks) and 1 short semester (7 weeks).  
During the year, there will be several mid-semester and end-of-semester breaks.

## Teaching & Assessment

Sunway University Business School adopts various teaching and assessment strategies to enhance students' learning. These strategies adopt work-based oriented approach where theories are discussed in relation to what students will face in the real world. Teaching and learning involve lectures, tutorials, discussions, presentations and practical computer laboratory classes. Assessments consist of project, assignment, case study, report writing, presentation, test and written examination.



# Internship Attachment

## with Established Business Organisations

The internship component is important to give SUBS students exposure to real-world working experience preparing them for their career choices when they graduate. Through experiential learning in a business environment proper, students apply what they have learned in their programmes while understanding organisational culture and how to work with other people in addition to building useful contacts. SUBS students have done their internships in well-known multinational firms and international accounting organisations.



### Internship at SONY

"Words cannot express how grateful I am for the learning experience from SONY Malaysia. This internship programme provided me with a well-rounded experience and has set a solid foundation for my future career. I am extremely grateful for all the opportunities SONY has provided me."

David Choo (2nd from left)  
BSc (Hons) Accounting and Finance



### Internship at Leo Burnett

"I got to glance through how business principles operate in reality. One of the lessons was that adaptability is the key to growth. This was a very self-enriching experience and it gave me an opportunity to put my learning into practice."

Mamoon Muhammad  
BSc (Hons) Business Management



### Internship at Behn Meyer

"Challenging and unique, definitely sums up my internship experience in Behn Meyer. Not only have I stepped out of my comfort zone, internship has in many ways stirred up my enthusiasm and passion for Accounting and Finance. I am now confident that I have found my right career path."

Ong Ju Laine (far right)  
BSc (Hons) Accounting and Finance





## Internship at Nalco

"I was involved in the Business Operation Marketing department dealing with lots of data and numerical figures. Working at Nalco, I improved my interpersonal, business and technical skills. The experience complemented my learning in class."

Nattacha Chayawisan  
BSc (Hons) Business Management



## Internship at Ernst & Young

"My internship has truly been an exciting experience as it has provided me the opportunity to apply my learned knowledge as well as a chance to interact with multi-level executives who were humble and ever-willing to share their experience. These 12 weeks have truly given me a glimpse of the working world."

Tarminder Singh (far left)  
BSc (Hons) Accounting and Finance



## Internship at DiGi Telecommunications

"Positive attitude and self-reliance were the keys for me to succeed, and the high expectations from my superior and team members allowed me to keep improving myself. This internship has prepared me well to handle the pressure of the working environment."

Nurul Natrah Bt Abdul Azis  
BSc (Hons) Business Management



## Internship at Mattel

"I was able to participate in marketing projects such as Barbie™ advertising campaigns and Hot Wheels® public relations campaigns as well as meet experienced people from different industries. The internship has definitely prepared me to embrace the real working life."

New Chye Peng  
BSc (Hons) Business Management



“ The BSc (Hons) Accounting and Finance consists of subjects that help improve communication skills through numerous presentations, and work-based learning exposes students to actual working environment. I've become a skilful, knowledgeable and experienced graduate through it. ”

### **FMP (Financial Management Program) with General Electric**

Recipient of the Chancellors Scholarship  
President of Student Council

Jet Chan Yung Mun  
BSc (Hons) Accounting and Finance





BSc (Hons)  
**Accounting  
and Finance**

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# BSc (Hons) Accounting and Finance

## Recognition and Exemptions from Professional Bodies

PARTNER IN  
LEARNING



### What is this programme about?

- Prepares students to be contributing professionals in the accounting and financial industry.
- Recognised qualification in Accounting and Finance.
- Pathway to The Institute of Chartered Accountants in England & Wales (ICAEW), the Association of Chartered Certified Accountants (ACCA), Chartered Institute of Management Accountants (CIMA), CPA Australia and Chartered Secretaries Malaysia (MAICSA).
- Our students are given opportunities to pursue their internship with international accounting firms and corporations, and upon graduation may be given employment opportunities with them.



“ My university life has better prepared me for my current job as my lecturers have vast technical and practical knowledge. I was able to gain an insight into the working world through their experiences. ”

**Tarminder Singh**

BSc (Hons) Accounting & Finance

Currently a Tax Associate Consultant with PricewaterhouseCooper

“ My internship experience was beyond valuable and with the guidance from the university, students are indeed prepared and equipped to contribute to business organisations. And, the numerous presentations in front of large crowds boosted our self-esteem. ”

**June Lum**

BSc (Hons) Accounting & Finance

## Career Prospects

- Internal & External Auditor
- Tax Consultant
- Financial Analyst
- Fund Manager
- Corporate Treasurer
- Financial Planner
- Investment Banker
- Commercial Banker
- Financial Controller
- Management Consultant

## Academic Calendar

### INTAKES

January, March, August

### DURATION

3 Years

## Entry Requirements

### Academic Requirements

STPM	Average B- or CGPA 2.67 (Minimum 2 principals)
A-Level	BC / CDD (Minimum 14 points)
Australian Matriculation	ATAR 65
Canadian Matriculation	65%
MUFY	260
Sunway Foundation in Arts	65%
UEC	Maximum 24 points from 5 subjects (all Grade B)
IB	Completed with minimum 26 points (excluding bonus points)
Other Qualifications	Any other qualifications will be considered on a case-to-case basis

Sunway University Diploma in Business Administration graduates may enrol into Year 2 of the BSc (Hons) Accounting and Finance, subject to meeting entry requirements.

### English Language Requirements

TOEFL	550 paper-based, 213 computer-based, 80 internet-based
IELTS	6.0
MUET	Band 4
SPM English	B3 or B+
UEC English	B4
O-Level English (1119)	Credit
Sunway Intensive English Programme (IEP)	Pass Level 4 with minimum 65%
ESL/English	Satisfactory level in Pre-University programmes, where the medium of instruction is English

## Programme Structure - Indicative Subjects

### Year 1

Principles of Financial Accounting  
Business Statistics  
Introductory Economics  
Principles of Marketing  
Principles and Practice of Management  
Principles of Business Finance  
Business Computing  
Business Law  
English for Business

### Year 2

Financial Accounting  
Management Accounting  
Cost Accounting  
Financial Management  
Principles of Auditing  
Malaysian Taxation System  
Company Law  
Financial Institutions and Markets  
Communication Skills

### Year 3

Corporate Reporting  
Investment Management  
Business Ethics and Social Responsibilities  
International Financial Management  
Corporate Finance  
Strategic Management  
Leadership  
Internship

### Electives (Choose any 2 for Year 3)

Advanced Taxation	Advanced Audit and Assurance
Advanced Management Accounting	Advanced Financial Accounting

Additional MOE compulsory General Studies subjects

#### For Local students:

Islamic and Asian Civilisations, Community Service, Ethnic Relations, Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu).

#### For International students:

Malay Language for Communication 2, Community Service, Malaysian Studies 3





“ The teaching style by highly professional lecturers who are always willing to direct and guide us is enlightening; the practical experience we obtained not only ensures we get knowledge from textbooks but also real experience from corporations outside the Campus. ”

**Analyst at Euroclear Bank,  
Hong Kong**

Juliana Wu Hai Lin  
BSc (Hons) Business Management



BSc (Hons)  
**Business  
Management**

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Business Management

# BSc (Hons) Business Management

## What is this programme about?

- Broad-based knowledge and cutting-edge skills for managing business in a fast-changing world.
- Regional and global perspectives of business management.
- Builds leadership and communication skills.
- Develops intellectual ability, good values, ethics and governance to manage business.
- Prepares students to manage business locally and globally, or become an Entrepreneur, managing a business of their own.
- Liberal arts and science subjects are taught to provide students with wholesome business education.
- Students are required to attend an internship programme to apply theory into the business world.

Students are given 6 - 8 subject exemptions from The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA)\*.

\*subject to MAICSA approval



“ My lecturers were always there to help and most of the time, they see us as friends and equals and not just students. The relationship that I’ve built with my lecturers is one that I will cherish for life. ”

**Esther Wang Pheik Ing**

BSc (Hons) Business Management  
Currently pursuing a Masters in Finance

“ My programme has given me much exposure to different types of subjects and different issues in the working world today. I also got my job during my internship because my employers were satisfied with my performance and good communication skills. ”

**Ivy Ng Yen Ling**

BSc (Hons) Business Management  
Currently a Coordinator with LENO Marketing



## Career Prospects

- Business Consultant
- General Manager
- Marketing Manager
- Operation/Project Manager
- Organisational Development Manager
- Entrepreneur
- Strategic Planner
- HR Manager
- Researcher
- Procurement Manager

## Academic Calendar

**INTAKES**  
January, March, August

**DURATION**  
3 Years

## Entry Requirements

### Academic Requirements

STPM	Average C+ or CGPA 2.33 (Minimum 2 principals)
A-Level	CC / CDE (Minimum 12 points)
Australian Matriculation	ATAR 60
Canadian Matriculation	60%
MUFY	240
Sunway Foundation in Arts	50%
UEC	Maximum 26 points from 5 subjects (all Grade B)
IB	Completed with minimum 25 points (excluding bonus points)
Other Qualifications	Any other qualifications will be considered on a case-to-case basis

Sunway University Diploma in Business Administration graduates may enrol into Year 2 of the BSc (Hons) Business Management, subject to meeting entry requirements.

### English Language Requirements

TOEFL	550 paper-based, 213 computer-based, 80 internet-based
IELTS	6.0
MUET	Band 4
SPM English	B3 or B+
UEC English	B4
O-Level English (1119)	Credit
Sunway Intensive English Programme (IEP)	Pass Level 4 with minimum 65%
ESL/English	Satisfactory level in Pre-University programmes, where the medium of instruction is English

## Programme Structure - Indicative Subjects

### Year 1

Principles of Financial Accounting  
Business Statistics  
Introductory Economics  
Principles of Marketing  
Principles & Practice of Management  
Principles of Business Finance  
Business Computing  
Business Law  
English for Business

### Year 2

Managerial Economics  
Operations Management  
Marketing Management  
Company Law  
Scientific Ideas & Innovation  
Human Resource Management  
Financial Management  
Research Methods  
Communication Skills

### Year 3

Research Project 1  
Research Project 2  
Business Ethics & Social Responsibilities  
Strategic Management  
Entrepreneurship  
Managing Change  
Leadership  
Internship

### Electives (Choose any 2 for Year 3)

E-Commerce	Project Management
International Economics	Contemporary Regional Issues
International Business	Product Development & Commercialisation
Technology Management	Business Process Re-engineering

Additional MOE compulsory General Studies subjects

#### For Local students:

Islamic and Asian Civilisations, Community Service, Ethnic Relations, Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu).

#### For International students:

Malay Language for Communication 2, Community Service, Malaysian Studies 3



“ The course focuses on shaping well-rounded individuals, and developing leadership, communication and time management skills. The scholarship gave me an opportunity to visit Lancaster University which inspired me and changed the way I see the world. ”

**International Marketing Trainee  
with Jotun Paints (SEAsia & China)**

Recipient of the Chancellors Scholarship

Chan Jinn Yep  
BSc (Hons) Business Management



BSc (Hons)  
**Business  
Studies**

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# BSc (Hons) Business Studies



## What is this programme about?

- This is a programme with a marketing-driven component.
- Provides solid foundation in various challenges faced by various businesses globally.
- Students develop skills in analysis and planning, learn to solve business and marketing-related problems through marketing research and tools.
- Provides the necessary intellectual underpinning for the theory and practice of business and marketing.
- Students are required to embark on a Research Project during their final year which would enable them to apply the knowledge in real working situations.

## Career Prospects

- Advertising Account Executive
- Banker, Retail/Investment/Commercial
- Buyer, Industrial/Retail
- Distribution/Logistics Manager
- Management Consultant
- Business Development Manager
- Market Research Executive
- Recruitment Consultant
- Retail Manager
- Sales Executive
- Marketing Executive
- Supply Chain Manager
- Key Accounts Manager

## Academic Calendar

**INTAKES**  
January, March, August

**DURATION**  
3 Years

## Entry Requirements

### Academic Requirements

STPM	Average C+ or CGPA 2.33 (Minimum 2 principals)
A-Level	CC / CDE (Minimum 12 points)
Australian Matriculation	ATAR 60
Canadian Matriculation	60%
MUFY	240
Sunway Foundation in Arts	50%
UEC	Maximum 26 points from 5 subjects (all Grade B)
IB	Completed with minimum 25 points (excluding bonus points)
Other Qualifications	Any other qualifications will be considered on a case-to-case basis

Sunway University Diploma in Business Administration graduates may enrol into Year 2 of the BSc (Hons) Business Studies, subject to meeting entry requirements.

### English Language Requirements

TOEFL	550 paper-based, 213 computer-based, 80 internet-based
IELTS	6.0
MUET	Band 4
SPM English	B3 or B+
UEC English	B4
O-Level English (1119)	Credit
Sunway Intensive English Programme (IEP)	Pass Level 4 with minimum 65%
ESL/English	Satisfactory level in Pre-University programmes, where the medium of instruction is English

## Programme Structure - Indicative Subjects

### Year 1

Business Statistics  
Accounting for Decision Making  
Principles and Practice of Management  
Introductory Economics  
Principles of Marketing  
Business Computing  
Business Law  
Principles of Business Finance  
English for Business

### Year 2

Research Methods  
Consumer Behaviour  
Operations Management  
Advertising & Promotion  
Marketing Management  
Marketing Research  
Financial Management  
Human Resource Management  
Communication Skills

### Year 3

Research Project (Part 1)  
Research Project (Part 2)  
International Business  
Entrepreneurship  
Business Ethics & Social Responsibilities  
Leadership  
Internship

### Electives

Product Development & Commercialisation	Marketing Strategy
Direct Marketing	E-Commerce
International Marketing	Services Marketing

Additional MOE compulsory General Studies subjects

#### For Local students:

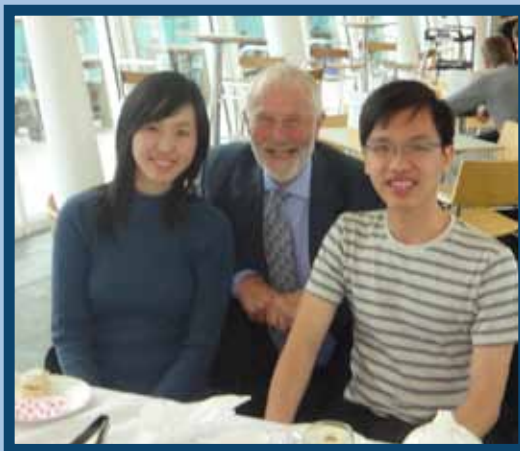
Islamic and Asian Civilisations, Community Service, Ethnic Relations, Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu).

#### For International students:

Malay Language for Communication 2, Community Service, Malaysian Studies 3



“ For a more complete experience as temporary LU students, we attended the economics lecture and I realised that the teaching style in LU is actually very similar to that in Sunway University. Sunway has done a great job in doing their best to match the high teaching standards of LU, one of the most prestigious UK universities. ”



2010 Scholars, Hong Xingwei & Ch'ng Ying Zhao, with Lancaster University Chancellor, Sir Christian Bonington

President of Sunway Volunteer Society  
Recipient of the Chancellors  
Scholarship

Ch'ng Ying Zhao  
BSc (Hons) Accounting and Finance

### **FMP (Financial Management Program) with General Electric**

Interned at PricewaterhouseCoopers

Sze Lynn Seah  
BSc (Hons) Accounting and Finance



BSc (Hons)  
**Actuarial  
Studies**

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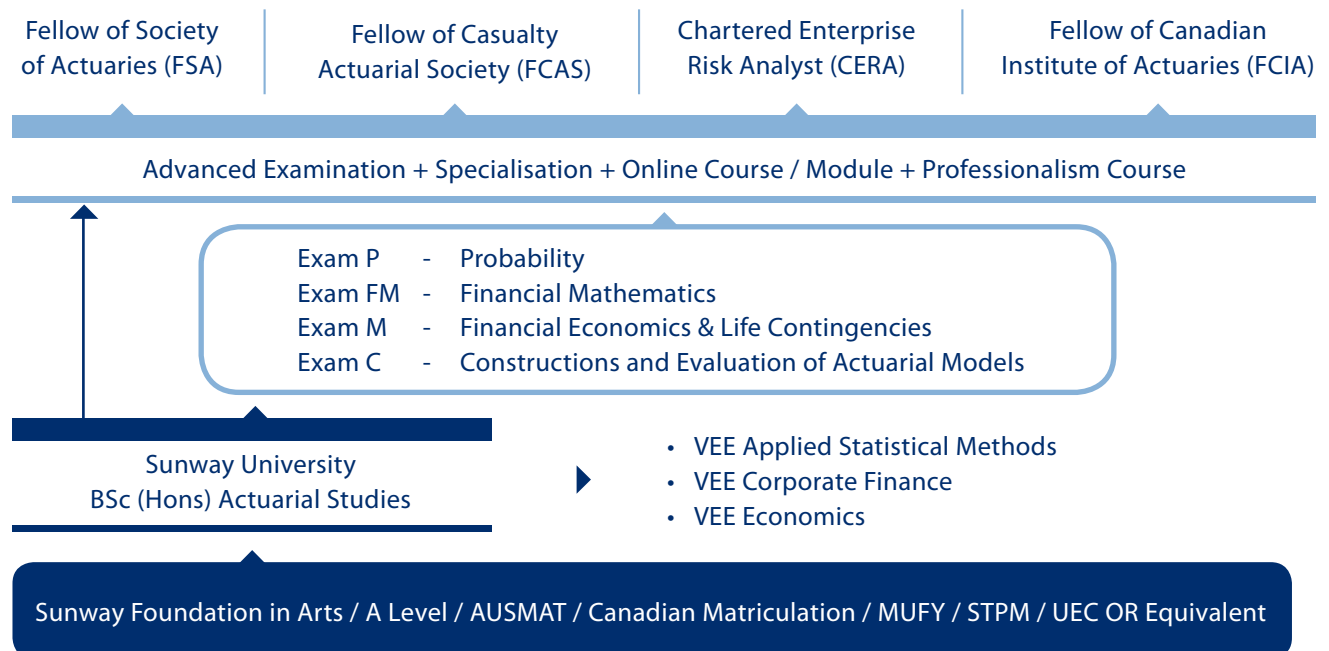
# BSc (Hons) Actuarial Studies

## What is this programme about?

Sunway University BSc (Hons) Actuarial Studies is a 3-year degree programme designed to provide a career pathway for prospective students wishing to enter the actuarial profession. The BSc (Hons) Actuarial Studies programme also prepares students for the professional exams leading to qualified actuary status.

The Society of Actuaries (SOA), Casualty Actuarial Society (CAS) and Canadian Institute of Actuaries (CIA) conduct actuarial professional exams leading to professional designation such as FSA (Fellow of Society of Actuaries), CERA (Chartered Enterprise Risk Analyst), FCAS (Fellow of Casualty Actuarial Society) and FCIA (Fellow of Canadian Institute of Actuaries).

## Education Pathway



The subjects offered in our degree programme prepare students for the professional exams conducted by professional bodies such as SOA, CAS and CIA. As students progress in their degree programme, they can attempt the professional exams.

Our BSc (Hons) Actuarial Studies programme also provides exemptions for 3 papers (VEE) from the professional bodies on condition that the student scores at least B- (or equivalent grade) in the designated subjects offered in the programme.

## Career Prospects

Actuaries usually work in companies dealing with life insurance, general insurance, retirement systems, pension plans, health and finance. Actuaries are also employed by commercial banks, brokerages, investment banks and mutual funds companies. Some work in the government agencies such as Bank Negara, others are into risk management and financial consulting services. With emerging new risks, there will be a lot of opportunities for actuaries in the future.

The career of an actuary begins with an actuarial degree. During their undergraduate studies, prospective actuaries study and sit for the actuarial professional exams. Upon graduation and with some professional exams passed, they can start their career as an actuarial assistant. While working, they continue to sit and pass the remaining professional exams, eventually becoming qualified actuaries in their chosen specialisation.

Aspiring actuaries can choose to practise in areas such as Finance or Enterprise Risk Management (ERM), Individual Life and Annuities, Group and Health, Investment, Retirement Benefits, and Casualty & Property Insurance.

Becoming an actuary requires time, patience and a lot of sacrifice. One must be prepared to study hard to pass all the actuarial professional exams even after graduation. Those who can persevere and are prepared to work hard will have a higher chance of success, eventually obtaining professional designation such as FSA (Fellow of Society of Actuaries), CERA (Chartered Enterprise Risk Analyst), FCAS (Fellow of Casualty Actuarial Society) and FCIA (Fellow of Canadian Institute of Actuaries).

## Academic Calendar

### INTAKES

January, March, August

### DURATION

3 Years

## Entry Requirements

### Academic Requirements

STPM	Average C+ or CGPA 2.33 (Minimum 2 principals)
A-Level	CC / CDE (Minimum 12 points)
Australian Matriculation	ATAR 60
Canadian Matriculation	60%
MUFY	240
Sunway Foundation in Arts	60%
UEC	Maximum 26 points from 5 subjects (all Grade B)
IB	Completed with minimum 25 points (excluding bonus points)
Other Qualifications	Any other qualifications will be considered on a case-to-case basis

### English Language Requirements

TOEFL	550 paper-based, 213 computer-based, 80 internet-based
IELTS	6.0
MUET	Band 4
SPM English	B3 or B+
UEC English	B4
O-Level English (1119)	Credit
Sunway Intensive	Pass Level 4 with minimum 65%
English Programme (IEP)	
ESL/English	Satisfactory level in Pre-University programmes, where the medium of instruction is English

## Programme Structure - Indicative Subjects

### Year 1

Principles of Financial Accounting  
Introductory Economics  
Principles of Business Finance  
Introduction to Probability  
Calculus  
Advanced Calculus  
Linear Algebra & Applications  
Theory of Interest  
English for Business

### Year 2

Programming Principles  
Financial Economics I  
Life Contingencies I  
Life Contingencies II  
Principles & Practice of Management  
Introduction to Statistics  
Mathematical Methods  
Financial Management  
Risk Theory  
Financial Economics II  
Communication Skills

### Year 3

Ratemaking & Loss Reserving  
for General Insurance  
Risk Based Capital Modelling for  
Non-life Insurers  
Business Ethnics and Social Responsibilities  
Simulation & Credibility Theory  
Financial Risk Management  
Survival Models  
Internship

### Electives (Choose any 2 for Year 3)

Time Series & Forecasting	Stochastic Processes
Regression Analysis	Life Insurance & Takaful

Additional MOE compulsory General Studies subjects

#### For Local students:

Islamic and Asian Civilisations, Community Service, Ethnic Relations, Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu).

#### For International students:

Malay Language for Communication 2, Community Service, Malaysian Studies 3





“ The journey exposed me to a variety of student experiences which broadened my horizons. Good friendships were fostered along the way and my network has now stretched beyond the Malaysian boundaries. ”



Chancellors Scholarship recipient  
on her study trip to Lancaster  
University, UK

Candy Lee Ker Ching  
BSc (Hons) Accounting and Finance

Diploma in  
**Business  
Administration**

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# Diploma in Business Administration

## What is this programme about?

- It provides a strong foundation in general aspects of business.
- Prepares you with effective skills to apply in administration of business organising, managing the functions and processes of a company.
- Learning about how business elements integrate with each other enabling you to communicate successfully to any business environment .
- Nurtures business knowledge and experience preparing students to join the work force or for further studies. Graduates of this programme will be given 6 subject exemptions from The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA)\*\*.

\*\*subject to MAICSA approval

## Career Prospects

- Manage Own Business/Entrepreneur
- Business Executive
- Human Resource Executive
- Operations Executive
- Sales & Marketing Executive

## Academic Calendar

**INTAKES**  
January, April, August

**DURATION**  
2 Years 4 Months

## Entry Requirements

SPM/SPMV/O-Level	Minimum 3 credits (including a pass in English)
UEC	Minimum 3 Grade B's
Other Qualifications	Any other qualifications will be considered on a case-to-case basis

## Programme Structure - Indicative Subjects

### Year 1

Business English I  
Business English II  
Microeconomics  
Introduction to Business  
Computer Applications  
Management  
Information Technology I  
Quantitative Methods I  
Financial Accounting I  
Introduction to Law  
Business Communication

### Year 2

Financial Accounting II  
Business Law  
Cost Accounting  
Organizational Behaviour  
Macroeconomics  
Fundamentals of Marketing  
Information Technology II  
Marketing Research  
Electronic Commerce  
Quantitative Methods II  
Academic Research Skills  
Critical and Creative Thinking Skills

### Year 3

Financial Management  
Marketing Communication  
Human Resource Management

Additional MOE compulsory General Studies subjects

#### For Local students:

Malaysian Studies 2, Community Service, Moral Education/Islamic Studies, Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain Credit in SPM Bahasa Melayu)

#### For International students:

Malay Language for Communication 1, Community Service, Moral Education/Islamic Studies



“ Through educational visits organised by Sun-U Accounting & Commerce Society (ACS) to the “Big 4” accounting firms in Malaysia, we learned a lot on the requirements on joining these firms and most importantly, got to build relationships with the professionals ”



Nicholas Goh Teik Lee,  
BSc (Hons) Accounting & Finance

# Out of the Box

Sunway University Business School nurtures students through traditional means complemented with learning outside the classrooms.

Participation in the school's own Young Entrepreneur Society (YES) and Students In Free Enterprise (SIFE), student activities, clubs and societies, field trips and educational workshops moulds them into confident communicators and effective leaders.

**Competitions** put our students in an environment to think on their feet in a competitive setting, honing their strategising and presentation skills.

## Inter-Varsity Business Simulation Challenge

Held in conjunction with Sunway University's 1Malaysia Entrepreneur Week and funded by the Ministry of Higher Education, this competition challenges participants to generate the highest profits in a real-business simulated environment.



## ICAEW Inter-Universities Business Tycoon Simulation Game

Team YES emerged overall winner in a competition organised by the Wall Street Society of Nottingham Malaysia Campus. Participants were required to apply economic knowledge to analyse the steel market.







Relevant **field trips** are opportunities to study the running of a business and to learn about different business models at work.



### Malaysia External Trade Development Corporation (MATRADE)

A visit to MATRADE for the launching of Malaysia's Trade & Industry Report 2010, and a chance to meet the Minister of International Trade & Industry, YB Dato' Seri Mustapa Mohamed.

### Manufacturing facility of Sin Chew Daily

In a special collaboration with the Junior Chamber International (JCI) and MBA Edge, business students learned about the operational strategies and logistics as done by a major national newspaper.





Regular **events** on campus give our students the opportunity to meet and network with industry key players.

### Business Premier Forum

Organised in collaboration with PRePARE, corporate leaders from Citibank, AmBank and L'Oreal shared their expertise and experience.



### Get Hired III

A career fair and networking tea with the participation of representatives from Sunway Group, ICAEW, KPMG and FBIC MSC Service; where students were given invaluable career tips and guidance.



### Speaker of the month

A monthly event that allows our students to meet successful entrepreneurs who share their stories of success and insights on building a business career.



The value of **corporate social responsibility** (CSR) is instilled in our students, emphasising the importance of human values, ethics and responsible business practices.

### Eco Soap Project

SIFE Sunway and its partner, PERKAS (Association for the Development of the Semai People), connected with the women of the Semai people in Kuala Lipis teaching them soap-making skills and business knowledge.



### Income Generation Project

A monthly bazaar by SIFE to highlight and support their projects like Sounds Of Silence (SOS) - a project to empower women refugees in Malaysia and more recently, to raise funds for the earthquake-tsunami victims in Japan.



Organising Committee and volunteers

GAOC Conference 2012, as one of the celebratory events making up Sunway Education Group's 25th Anniversary Celebration, was organised in collaboration with La Trobe University, Australia.



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