

# BUSINESS

- Prospectus 2026 -



**A CLASS ABOVE**



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Owned and governed by the  
**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.



\*Government-Linked University

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



# INTRODUCTION

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



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

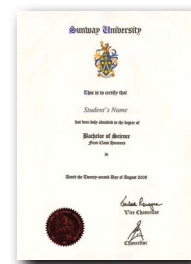
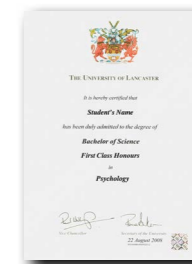
## VALIDATED BY:



# 10<sup>th</sup>



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



## RECOGNITION BY PROFESSIONAL BODIES:



## MEMBER OF:



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

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



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

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



**Business Graduates Association**

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

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

# DISTINCTIVE SUNWAY EXPERIENCE

- Accredited by AACSB
- Sunway Business School degree programmes validated by Lancaster University.
- Maximum exemptions for the BSc (Hons) in Accounting & Finance degree graduates to pursue professional accounting qualifications.
- Management degrees that are validated by Chartered Management Institute (CMI).
- Active participation of a high level Industry Advisory Board.
- Students pursuing any of the three finance degrees will earn exemptions from 2 modules and are permitted to carry the 'associate member' title as Registered Financial Planner of the Malaysian Financial Planning Council.

## SUNWAY BUSINESS SCHOOL'S DNA



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



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

## ROBUST ENTREPRENEUR DEVELOPMENT ECOSYSTEM

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



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

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

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

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

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

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

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

The most happening part of our campus is YOU.

# INDUSTRY ENGAGEMENTS

## INDUSTRY ADVISORY BOARD (IAB)

### Alignment with the industry

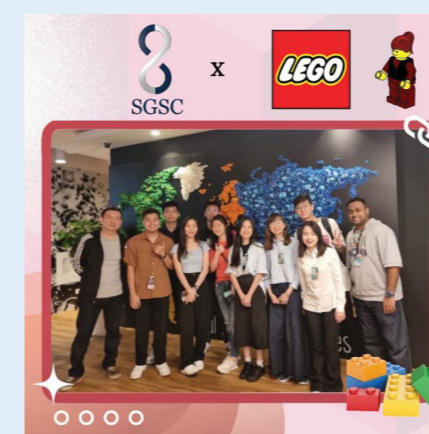
IAB members are business leaders from a variety of industries who contribute their experience and expertise to developing and supporting the business school in Sunway University. They ensure our programmes and curricula are in line with developments and new directions in the business world. They come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

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



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

## COMPANY VISITS



Company visit to LEGO Singapore.



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



Company visit to Hap Seng Business Park.

# 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 customised, stackable and flexible education (micro-credentials, short courses) to empower our alumni to upskill, reskill, and stay future-ready at every stage of life.



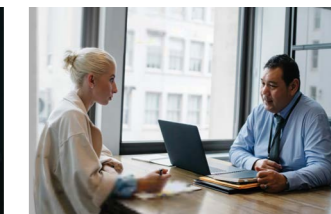
### Industry-empowered learning, real-world curriculum

Our programmes 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)

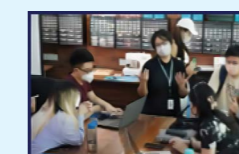
### The EMS with POT module combines



**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)

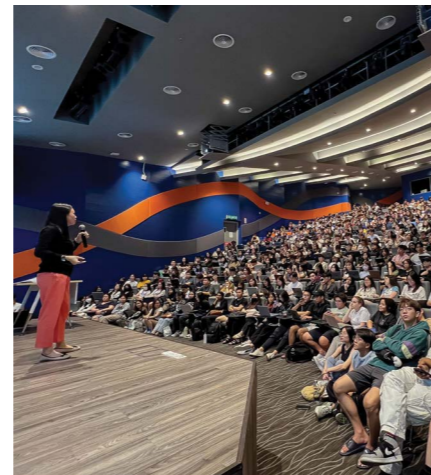
- is an **online game-based learning** platform
- is **integrated into EMS**
- provides **immersive and experiential learning opportunities**
- mirrors entrepreneurial challenges to students



# BEYOND THE CLASSROOM



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



Internship preparation session by Sunway Business School alumni.



1<sup>st</sup> place at the 22<sup>nd</sup> National Inter-Varsity Accounting Quiz.



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



DELL Business Challenge 2024 – 2<sup>nd</sup> Runner-up.



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



Pitching Session with Dutch Lady Milk Industries Berhad.



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



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



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

# OUR ACADEMIC LEADERS

80%

of the academic staff are PhD holders

10%

of them are currently pursuing their doctorate degrees

16

Journal editors

10,000

Staff faculty members with more than Google Scholar citations



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

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



**HUMAN BEHAVIOUR AND WASTE MANAGEMENT**  
Professor Yuka Fujimoto engaging in waste management research in partnership with Lancaster University and a waste management company.



**i5PRME Workshop 2025**  
AP Dr. Priya – i5PRME Board Member

## TOP 2% SCIENTISTS

Sunway Business School is proud to announce that ten business professors at Sunway University have made it to the 2025 Edition of the Top 2% of Scientists in the World based on the Science-wide Author Databases of Standardized Citation Indicators.

- **Prof. Lim Weng Marc**  
Dean & Distinguished Professor,  
Sunway Business School
- **Prof. Pervaiz K. Ahmed**  
Director & Distinguished Professor,  
Institute of Global Strategy and Competitiveness
- **Prof. Linda D. Hollebeek**  
Endowed Chair of Marketing,  
Department of Marketing Strategy and Innovation
- **Prof. Arshian Sharif**  
Professor,  
Department of Accounting, Finance and Economics
- **Prof. Agamutu Pariatamby**  
Professor,  
Jeffrey Sachs Center on Sustainable Development
- **Assoc. Prof. Koay Kian Yeik**  
Associate Professor,  
Department of Marketing Strategy and Innovation
- **Assoc. Prof. Charles Jebarajakirthy**  
Associate Professor,  
Department of Marketing Strategy and Innovation
- **Assoc. Prof. Sahar Afshan**  
Associate Professor,  
Department of Accounting, Finance and Economics
- **Dr Muhammad Saeed**  
Senior Lecturer,  
Department of Accounting, Finance and Economics

## NIKKEI BIZRUPTORS

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

## NIKKEI BizRuptors

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

LinkedIn



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

# BUSINESS PATHWAYS IN SUNWAY UNIVERSITY



Sunway BUSINESS SCHOOL



# ENTRY REQUIREMENTS

PROGRAMME	ENTRY REQUIREMENTS	SPECIFIC REQUIREMENTS	ENGLISH REQUIREMENTS
<b>Bachelor of Science (Honours) in Accounting and Finance</b>	STPM Average C+ or CGPA 2.33 (Minimum 2 principals) A-Level Minimum 14 points (Minimum Grade D in at least 2 subjects) Australian Matriculation ATAR 60 Canadian International Matriculation Programme 60% MUFY 60% Sunway Foundation in Arts CGPA 2.50 Sunway Foundation in Science & Technology CGPA 2.50	Credit in Mathematics and Pass in English at SPM or Pre-University or its equivalent	IELTS or equivalent 6.0 MUET Band 4 SPM English B UEC English B6 O-Level English (1119) Credit Sunway Intensive English Programme (IEP) Pass Level 4 with minimum 65%
<b>Bachelor (Honours) in Finance</b>	UEC Maximum 28 points from 5 subjects (all Grade Bs) IB Diploma Completed with minimum 27 points (excluding bonus points) Sunway Diploma CGPA 2.50 or equivalent		
<b>Bachelor of Science (Honours) Financial Analysis</b>	APEL.A An APEL.A Certificate (APEL T-6) Recognition of Prior Learning		
<b>Bachelor of Science (Honours) Financial Economics</b>	<b>Other qualifications</b> Applicants with qualifications other than those described above will be considered on a case-to-case basis		
<b>Bachelor of Business Analytics (Honours)</b>	STPM Average C or CGPA 2.00 (minimum 2 principals) A-Level Minimum 12 points (Minimum Grade D in at least 2 subjects) Australian Matriculation ATAR 55 Canadian International Matriculation Programme 55% MUFY 55% Sunway Foundation in Arts CGPA 2.00 Sunway Foundation in Science & Technology CGPA 2.00	Pass in Mathematics and English at SPM or Pre-University or its equivalent	ESL / English Satisfactory level in Pre-University programmes, where the medium of instruction is English.
<b>Bachelor of Science (Honours) in Business Management</b>	UEC Maximum 30 points from 5 subjects (all Grade Bs)		
<b>Bachelor of Arts (Honours) Entrepreneurship</b>	IB Diploma Completed with minimum 24 points (excluding bonus points) Sunway Diploma CGPA 2.00 or equivalent		
<b>Bachelor of Science (Honours) in International Business</b>	APEL.A An APEL.A Certificate (APEL T-6) Recognition of Prior Learning		
<b>Bachelor of Science (Honours) Global Supply Chain Management</b>	<b>Other qualifications</b> Applicants with qualifications other than those described above will be considered on a case-to-case basis		
<b>Bachelor of Science (Honours) in Business Studies</b>			
<b>Bachelor of Science (Honours) Marketing</b>			

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

**INTAKES**  
JANUARY • APRIL • SEPTEMBER

**DURATION**  
3 YEARS

# BACHELOR OF SCIENCE (HONOURS) IN ACCOUNTING AND FINANCE

## PROGRAMME INTRODUCTION

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

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

## VALIDATED BY:



## CAREER PROSPECTS

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

## DISTINCTIVE SUNWAY EXPERIENCE

Gain professional accounting qualifications faster with our accelerated pathways:



### ICAEW-SU Exclusive Pathway

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



### ACCA Accelerate Programme

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



### CIMA Self-tailored Learning Pathway

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



### CPA Australia Special Arrangement

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



### MICPA + CAANZ Pathway

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



### The Chartered Tax Institute of Malaysia (CTIM) Pathway

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



[R3/0488/6/0044][06/27][A7818]

## PROGRAMME STRUCTURE - Subjects

### Year 1

- AI Foundation and Application
- Business Law
- Cost Accounting
- Principles of Business Analytics
- Principles of Business Finance
- Principles of Economics
- Principles of Financial Accounting
- Principles of Management
- Principles of Marketing

### Year 2

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

### Year 3

- Corporate Finance
- Corporate Reporting
- Ethics and Corporate Governance
- International Financial Management
- Investment Management
- Strategic Management
- Sustainable Development and Finance
- Stream 1 (2 Elective subjects)
- Elective 3
- Internship II

### Suggested Streams

- **Professional Accounting**
  - Advanced Taxation; and
  - Advanced Audit and Assurance

### Banking & Fintech

- Digital Economy; and
- Financial Technology

### Business Analytics

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

### Entrepreneurship & Innovation

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

*Note: Students have the flexibility to choose from various streams. The availability of streams/electives is subject to a best-effort basis. However, to qualify for maximum exemptions of the respective professional bodies, students are required to select electives that align with the requirements of the respective professional bodies. For a complete list of streams/electives, see page 22.*



## MOHE COMPULSORY GENERAL STUDIES SUBJECTS

### For Local Students

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

### For International Students

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

### For All Students

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



## BACHELOR (HONOURS) IN FINANCE

### PROGRAMME INTRODUCTION

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

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

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

### VALIDATED BY:



### CAREER PROSPECTS

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

### DISTINCTIVE SUNWAY EXPERIENCE

With the continuously evolving demands of the Financial Services industry, this programme provides students with opportunities for hands-on training and experience, particularly in Fintech, Banking, and Analytics to ensure their career readiness. Students may get up to 2 out of 5 modules exempted for Certified Financial Planner (CFP). Students will also be well-prepared to transition into higher-level professional qualifications such as the Chartered Financial Analyst (CFA) and the Chartered Banker (CB) offered by the Asian Institute of Chartered Bankers.



### PROGRAMME STRUCTURE - Subjects

#### Year 1

- AI Foundation and Application
- Business Law
- Mathematics for Finance and Economics
- Principles of Business Analytics
- Principles of Business Finance
- Principles of Economics
- Principles of Financial Accounting
- Principles of Management

#### Year 2

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

#### Year 3

- Corporate Finance
- Ethics and Corporate Governance
- Finance Analytics
- Financial Technology
- International Financial Management
- Sustainable Development and Finance
- Stream 1 (2 Elective subjects)
- Stream 2 (2 Elective subjects)
- Internship / Business Consultancy Project / Launching Your Future Startup

### Electives (Choose 4)

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

**Note:** Students have the flexibility to choose electives from various streams. The availability of streams/electives is subject to a best-effort basis. For a complete list of streams/electives see page 22.

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### MOHE COMPULSORY GENERAL STUDIES SUBJECTS

#### For Local Students

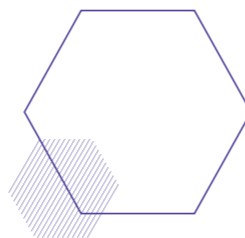
- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

#### For International Students

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

#### For All Students

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



## BACHELOR OF SCIENCE (HONOURS) FINANCIAL ANALYSIS

### PROGRAMME INTRODUCTION

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

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

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

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

### VALIDATED BY:



### CAREER PROSPECTS

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

### DISTINCTIVE SUNWAY EXPERIENCE

Through this programme, students are prepared for the quantitative aspects of all three levels of Chartered Financial Analyst (CFA) professional examinations. A CFA charter is the most recognised professional qualification in the finance world and this will set you up for a successful career in finance. Students may also get up to 2 out of 5 modules exempted for Certified Financial Planner (CFP).



### PROGRAMME STRUCTURE - Subjects

#### Year 1

- AI Foundation and Application
- Business Law
- Mathematics for Finance and Economics
- Principles of Business Analytics
- Principles of Business Finance
- Principles of Economics
- Principles of Financial Accounting
- Principles of Management

#### Year 2

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

#### Year 3

- Corporate Finance
- Ethics and Corporate Governance
- Finance Analytics
- Financial Technology
- International Financial Management
- Sustainable Development & Finance
- Stream 1 (2 Elective subjects)
- Stream 2 (2 Elective subjects)
- Internship

### Electives (Choose 4)

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

**Note:** Students have the flexibility to choose electives from various streams. The availability of streams/electives is subject to a best-effort basis. For a complete list of streams/electives see page 22.

[R2/0412/6/0035][03/30][MQA/FA4452]

### MOHE COMPULSORY GENERAL STUDIES SUBJECTS

#### For Local Students

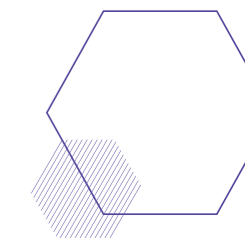
- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

#### For International Students

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

#### For All Students

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



# BACHELOR OF SCIENCE (HONOURS) FINANCIAL ECONOMICS

## PROGRAMME INTRODUCTION

The **Bachelor of Science (Honours) Financial Economics**

programme gives you the opportunity to combine studies in the areas of economics, financial mathematics and statistics for a wider range of careers both within and outside the financial services industry.

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

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

## VALIDATED BY:



## CAREER PROSPECTS

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

## DISTINCTIVE SUNWAY EXPERIENCE

To remain competitive in an increasingly complex financial ecosystem, this programme also incorporates topics in the Certified Financial Planner (CFP), Registered Financial Planner (RFP) and Securities Commission Licensing Examination modules to prepare students for these certifications. Students may get up to 2 out of 5 modules exempted for CFP. Some students are even recommended to take an additional examination in order to obtain a Certified Financial Analyst (CFA) status.



## PROGRAMME STRUCTURE - Subjects

### Year 1

- AI Foundation and Application
- Business Law
- Mathematics for Finance and Economics
- Principles of Business Analytics
- Principles of Business Finance
- Principles of Economics
- Principles of Financial Accounting
- Principles of Management

### Year 2

- Econometrics
- Essentials of Employability
- Financial Institutions and Markets
- Financial Management
- Investment Management
- Macroeconomics
- Microeconomics
- Personal Financial Planning
- Stream 1 (2 Elective subjects)

### Year 3

- Advanced Financial Economics
- Ethics and Corporate Governance
- Finance Analytics
- Financial Economics
- Financial Technology
- International Economics
- Sustainable Development & Finance
- Stream 2 (2 Elective subjects)
- Internship

## Electives (Choose 4)

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

**Note:** Students have the flexibility to choose electives from various streams. The availability of streams/electives is subject to a best-effort basis. For a complete list of streams/electives see page 22.

[R2/0412/6/0036](03/30)(MQA/FA4451)

## MOHE COMPULSORY GENERAL STUDIES SUBJECTS

### For Local Students

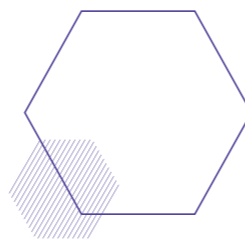
- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

### For International Students

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

### For All Students

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



# BACHELOR OF BUSINESS ANALYTICS (HONOURS)

## PROGRAMME INTRODUCTION

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

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

## VALIDATED BY:



## CAREER PROSPECTS

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

## DISTINCTIVE SUNWAY EXPERIENCE

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



## PROGRAMME STRUCTURE - Subjects

### Year 1

- AI Foundation and Application
- Business Law
- Digital Business
- Fundamentals of Accounting
- Fundamentals of Business Finance
- Fundamentals of Economics
- Principles of Business Analytics
- Principles of Management
- Principles of Marketing

### Year 2

- Business Database Management
- Business Data Mining
- Business Intelligence Applications
- Data Analytics for Business Decisions
- Enterprise Resources Management
- Essentials of Employability
- Human Resource Management
- Stream 1 (2 Elective subjects)

### Year 3

- Advanced Data Visualisation
- Business Ethics and Sustainability
- Strategic Management
- Sustainable Information Systems
- Web and Social Media Analytics
- Web Design and Development
- Stream 2 (2 Elective subjects)
- Elective 5
- Internship / Business Consultancy Project / Launching Your Future Startup



[R/0414/6/0109](04/29)(MQA/FA11422)

Our students will be exposed to industry-standard programming languages and software such as:

- HTML 5
- R
- MySQL
- Power BI
- Python
- XHTML

This degree is validated also by Chartered Management Institute and upon the successful completion of the programme, graduates will receive a Level 5 Certificate Professional Qualification in Management and Leadership. Students may get up to 2 out of 5 modules exempted for Certified Financial Planner (CFP).

## Suggested Streams

### Entrepreneurship & Innovation

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

### Supply Chain Management

- Supply Chain Management; and
- Operations Management

### Strategic Leadership\*

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

\* required to qualify for the Chartered Management Institute Diploma

**Note:** Students have the flexibility to choose electives from various streams. The availability of streams/electives is subject to a best-effort basis. For a complete list of streams/electives see page 22.

## MOHE COMPULSORY GENERAL STUDIES SUBJECTS

### For Local Students

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

### For International Students

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

### For All Students

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

# BACHELOR OF SCIENCE (HONOURS) IN BUSINESS MANAGEMENT

## PROGRAMME INTRODUCTION

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

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

VALIDATED BY:



## CAREER PROSPECTS

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

## DISTINCTIVE SUNWAY EXPERIENCE

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



## PROGRAMME STRUCTURE - Subjects

### Year 1

- AI Foundation and Application
- Business Law
- Digital Business
- Fundamentals of Accounting
- Fundamentals of Business Finance
- Fundamentals of Economics
- Principles of Business Analytics
- Principles of Management
- Principles of Marketing

### Year 2

- Business Intelligence Applications
- Essentials of Employability
- Human Resource Management
- Operations Management
- Organisational Behaviour and Cultural Management
- Project Management
- Stream 1 (2 Elective subjects)

### Year 3

- Business Ethics and Sustainability
- Leadership in the Age of Complexity
- Managing Change
- Quality Management
- Sustainable Business
- Strategic Management
- Technology Management
- Stream 2 (2 Elective subjects)
- Elective 5
- Internship / Business Consultancy Project / Launching Your Future Startup

## Suggested Streams

### Business Analytics

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

### Entrepreneurship & Innovation

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

### Marketing Management

- Consumer Behaviour; and
- Digital Marketing

*Note: Students have the flexibility to choose electives from various streams. The availability of streams/electives is subject to a best-effort basis. For a complete list of streams/electives see page 22.*

## MOHE COMPULSORY GENERAL STUDIES SUBJECTS

### For Local Students

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

### For International Students

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

### For All Students

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



[R4/0414/6/0240][10/30][A6489]

# BACHELOR OF ARTS (HONOURS) ENTREPRENEURSHIP

## PROGRAMME INTRODUCTION

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

## The Bachelor of Arts (Honours) Entrepreneurship

programme focuses on in-depth knowledge of entrepreneurship through business planning, financing, marketing, management, information technology and consulting.

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

VALIDATED BY:



## CAREER PROSPECTS

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

## DISTINCTIVE SUNWAY EXPERIENCE

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

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



## PROGRAMME STRUCTURE - Subjects

### Year 1

- AI Foundation and Application
- Business Law
- Digital Business
- Fundamentals of Accounting
- Fundamentals of Business Finance
- Fundamentals of Economics
- Principles of Business Analytics
- Principles of Entrepreneurship
- Principles of Management
- Principles of Marketing

### Year 2

- Business Intelligence Applications
- Entrepreneurship and Innovation in the Global Context
- Human Resource Management
- Stream 1 (2 Elective subjects)
- Stream 2 (2 Elective subjects)
- Elective 5

### Year 3

- Business Ethics and Sustainability
- Contemporary Small and Medium Businesses
- New Venture Planning
- Startup Foundry
- Strategic Management
- Sustainable Business
- Transformative Entrepreneurship in a Digital World
- Technology Management
- Internship / Business Consultancy Project / Launching Your Future Startup

## Suggested Streams

### Banking & Fintech

- Digital Economy; and
- Financial Technology

### Digital Marketing

- Digital Marketing; and
- Web and Social Media Analytics

### Supply Chain Management

- Supply Chain Management; and
- Operations Management

*Note: Students have the flexibility to choose electives from various streams. The availability of streams/electives is subject to a best-effort basis. For a complete list of streams/electives see page 22.*

## MOHE COMPULSORY GENERAL STUDIES SUBJECTS

### For Local Students

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

### For International Students

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

### For All Students

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



[R/0414/6/0411][03/27][MQA/FA8661]

# BACHELOR OF SCIENCE (HONOURS) IN INTERNATIONAL BUSINESS

## PROGRAMME INTRODUCTION

### The Bachelor of Science (Honours) in International Business

programme equips students with essential knowledge in the area of international business.

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

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

## VALIDATED BY:



## CAREER PROSPECTS

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

## DISTINCTIVE SUNWAY EXPERIENCE

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



## PROGRAMME STRUCTURE - Subjects

### Year 1

- AI Foundation and Application
- Business Law
- Digital Business
- Fundamentals of Accounting
- Fundamentals of Business Finance
- Fundamentals of Economics
- Principles of Business Analytics
- Principles of Management
- Principles of Marketing

### Year 2

- Business Intelligence Applications
- Essentials of Employability
- Human Resource Management
- International Business
- International Finance
- International Trade and Policy
- Stream 1 (2 Elective subjects)

### Year 3

- Business Ethics and Sustainability
- Global Trade Law and Regulations
- International Human Resource Management
- International Marketing
- Strategic Management
- Sustainable Business
- Technology Management
- Stream 2 (2 Elective subjects)
- Elective 5
- Internship / Business Consultancy Project / Launching Your Future Startup

## Suggested Streams

### Business Analytics

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

### Supply Chain Management

- Supply Chain Management; and
- Operations Management

### Transformative Innovations

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

*Note: Students have the flexibility to choose electives from various streams. The availability of streams/electives is subject to a best-effort basis. For a complete list of streams/electives see page 22.*

## MOHE COMPULSORY GENERAL STUDIES SUBJECTS

### For Local Students

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

### For International Students

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

### For All Students

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



[R/0414/6/0418][03/27][MQA/FA8456]

# BACHELOR OF SCIENCE (HONOURS) GLOBAL SUPPLY CHAIN MANAGEMENT

## PROGRAMME INTRODUCTION

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

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

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

## VALIDATED BY:



## CAREER PROSPECTS

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

## DISTINCTIVE SUNWAY EXPERIENCE

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



## PROGRAMME STRUCTURE - Subjects

### Year 1

- AI Foundation and Application
- Business Law
- Digital Business
- Fundamentals of Accounting
- Fundamentals of Business Finance
- Fundamentals of Economics
- Principles of Business Analytics
- Principles of Management
- Principles of Marketing

### Year 2

- Business Intelligence Applications
- Essentials of Employability
- Human Resource Management
- International Business
- Inventory Control and Warehouse Management
- Operations Management
- Supply Chain Management
- Stream 1 (2 Elective subjects)

### Year 3

- Business Ethics and Sustainability
- Freight and Logistics Management
- Global Procurement Management
- Strategic Management
- Sustainable Business
- Technology Management
- Stream 2 (2 Elective subjects)
- Elective 5
- Internship / Business Consultancy Project / Launching Your Future Startup

## Suggested Streams

### Business Analytics

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

### Entrepreneurship & Innovation

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

### Strategic Human Resource Management

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

*Note: Students have the flexibility to choose electives from various streams. The availability of streams/electives is subject to a best-effort basis. For a complete list of streams/electives see page 22.*

## MOHE COMPULSORY GENERAL STUDIES SUBJECTS

### For Local Students

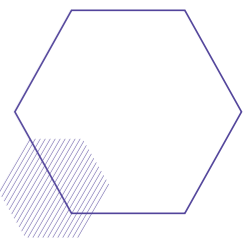
- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

### For International Students

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

### For All Students

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



[R2/0414/6/0412][11/31][MQA/FA8455]

# BACHELOR OF SCIENCE (HONOURS) IN BUSINESS STUDIES

## PROGRAMME INTRODUCTION

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

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

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

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

## VALIDATED BY:



## CAREER PROSPECTS

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

## DISTINCTIVE SUNWAY EXPERIENCE

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

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



## PROGRAMME STRUCTURE - Subjects

### Year 1

- AI Foundation and Application
- Business Law
- Digital Business
- Fundamentals of Accounting
- Fundamentals of Business Finance
- Fundamentals of Economics
- Principles of Business Analytics
- Principles of Entrepreneurship
- Principles of Management
- Principles of Marketing

### Year 2

- Business Intelligence Applications
- Essentials of Employability
- Human Resource Management
- International Finance
- Marketing Management
- Operations Management
- Supply Chain Management
- Stream 1 (2 Elective subjects)

### Year 3

- Business Ethics and Sustainability
- International Human Resources Management
- Strategic Management
- Sustainable Business
- Technology Management
- Stream 2 (2 Elective subjects)
- Elective 5
- Internship / Business Consultancy Project / Launching Your Future Startup



[R4/0414/6/0241][01/30][A5978]

## Suggested Streams

### Marketing Management

- Consumer Behaviour; and
- Digital Marketing

### Organisational Behaviour

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

### Transformative Innovations

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

*Note: Students have the flexibility to choose electives from various streams. The availability of streams/electives is subject to a best-effort basis. For a complete list of streams/electives see page 22.*

## MOHE COMPULSORY GENERAL STUDIES SUBJECTS

### For Local Students

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

### For International Students

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

### For All Students

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



# BACHELOR OF SCIENCE (HONOURS) MARKETING

## PROGRAMME INTRODUCTION

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

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

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

## VALIDATED BY:



## CAREER PROSPECTS

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

## DISTINCTIVE SUNWAY EXPERIENCE

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

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



## PROGRAMME STRUCTURE - Subjects

### Year 1

- AI Foundation and Application
- Business Law
- Digital Business
- Fundamentals of Accounting
- Fundamentals of Business Finance
- Fundamentals of Economics
- Principles of Business Analytics
- Principles of Management
- Principles of Marketing

### Year 2

- Consumer Behaviour
- Essentials of Employability
- Human Resource Management
- Integrated Marketing Communication
- Marketing Analytics
- Marketing Management
- Stream 1 (2 Elective subjects)

### Year 3

- Business Ethics and Sustainability
- Digital Marketing
- International Marketing
- Product Innovation and Commercialisation
- Services Marketing
- Strategic Management
- Sustainable Business
- Stream 2 (2 Elective subjects)
- Elective 5
- Internship / Business Consultancy Project / Launching Your Future Startup



[R/342/6/0124][11/29][MQA/FA4630]

## Suggested Streams

### Entrepreneurship & Innovation

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

### Project Management

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

### Business Analytics

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

*Note: Students have the flexibility to choose electives from various streams. The availability of streams/electives is subject to a best-effort basis. For a complete list of streams/electives see page 22.*

## MOHE COMPULSORY GENERAL STUDIES SUBJECTS

### For Local Students

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa

### For International Students

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

### For All Students

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



# STREAMS AND ELECTIVES

## STREAMS

**Professional Accounting**

- Advanced Taxation
- Advanced Audit and Assurance

**Banking & Fintech**

- Digital Economy
- Financial Technology

**Entrepreneurship & Innovation**

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

**Advanced Entrepreneurship**

- Startup Foundry
- Contemporary Small and Medium Businesses

**Transformative Innovations**

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

**Business Analytics**

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

**Marketing Management**

- Consumer Behaviour
- Digital Marketing

**Strategic Leadership**

- Leadership in the Age of Complexity
- Managing Change

**Strategic Human Resource Management**

- Organisational Behaviour and Cultural Management
- International Human Resource Management

**Project Management**

- Project Management
- Operations Management OR Quality Management

**Supply Chain Management**

- Supply Chain Management
- Operations Management

**International Business**

- International Business
- International Marketing

**Digital Marketing**

- Digital Marketing
- Web and Social Media Analytics

**Organisational Behaviour**

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

## NON-STREAMED ELECTIVES

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



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

# MOBILITY & STUDY ABROAD



- Lancaster University**
- 3-week Summer Programme
  - 1-semester Study Abroad
  - 1+2 Transfer

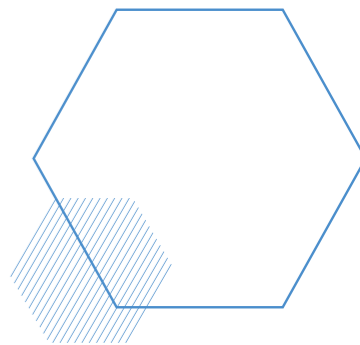


- University of Technology Sydney**
- 1+2 Transfer



- University of Western Australia**
- 1+2 Transfer

- South Korea**
- 2-week Summer/Winter Programme



Lancaster University



University of Technology Sydney



University of Western Australia

# PARTNERSHIP WITH ARIZONA STATE UNIVERSITY



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

ASU ahead of MIT and Stanford  
in research, outreach and stewardship  
for 11 years (2014-2024)

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

ASU ahead of MIT and Stanford  
in research, outreach and stewardship  
for 11 years (2014-2024)

**Top 1% of**  
international  
universities

ASU ahead of Notre Dame and Georgetown  
in Center for World University Rankings, 2024

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

ASU ahead of Stanford and UC Berkeley  
for 11 years (2014-2024)  
in the U.S. and #2 in the world for  
sustainable practices among public universities

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

ASU ahead of UCLA,  
Purdue and the University of Texas  
for 11 years (2014-2024)  
among public universities

Arizona State University (ASU) is a comprehensive public research university ranked No. 1 "Most Innovative School" in the U.S. by U.S. News & World Report for eleven consecutive years (2016 - 2026).



At Thunderbird School of Global Management, we champion global leadership through cross-cultural fluency, regional expertise, and transdisciplinary thinking.



### STUDENT EXPERIENCE

**Innovation**

**Artificial Intelligence**

**Global Exposure**

**Sustainability**

**Industry Engagements**

**Soft Skills**

## ENTRY REQUIREMENTS

PROGRAM	ENTRY REQUIREMENTS	ENGLISH REQUIREMENTS
<b>BACHELOR OF ARTS (HONORS) IN GLOBAL MANAGEMENT</b>	<p><b>American Degree Transfer Program (ADTP)</b> Completion of ADTP with CGPA at 2.0</p> <p><b>STPM</b> Average C or CGPA 2.0 (Minimum 2 principals)</p> <p><b>A-Level</b> Minimum 8 points (Minimum Grade D in at least 2 subjects)</p> <p><b>Australian Matriculation</b> Minimum ATAR 50</p> <p><b>Canadian Matriculation</b> Minimum 50%</p> <p><b>Monash University Foundation Year</b> Minimum 50%</p> <p><b>Sunway Foundation Programs</b> Minimum CGPA 2.0</p> <p><b>Matriculation/Foundation</b> Minimum CGPA 2.0</p> <p><b>UEC</b> Maximum 30 points from 5 subjects (all Grade Bs including English)</p> <p><b>IB Diploma</b> Completed with minimum 24 points (excluding bonus points)</p> <p><b>Diploma</b> Minimum CGPA of 2.0</p> <p><b>APEL.A</b> An APEL.A Certificate (APEL T-6) Recognition of Prior Learning</p> <p><b>Other qualifications</b> Applicants with qualifications other than those described above will be considered on a case-to-case basis</p>	<p><b>Credit in English at SPM level or its equivalent</b></p> <p><b>IIELTS or equivalent</b> 6.0</p> <p><b>MUET</b> Band 4</p> <p><b>UEC English</b> B6</p> <p><b>O-Level English (1119)</b> Credit</p> <p><b>Sunway Intensive English Program (IEP)</b> Pass Level 4 with minimum 65%</p> <p><b>ESL/English</b> Satisfactory level in Pre-University programs, where the medium of instruction is English</p> <p><b>Diploma or ADTP</b> where the medium of instruction is English</p>

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

INTAKES : JANUARY • APRIL • SEPTEMBER

DURATION : 4 YEARS

## 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, USA.**



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



# BRINGING YOU FURTHER

## PARTNER COMPANIES FOR INTERNSHIPS AND GRADUATE EMPLOYMENT DESTINATIONS

### Accountancy

- Baker Tilly Malaysia
- BDO Malaysia
- Crowe Malaysia
- Deloitte Malaysia
- Ernst & Young
- KPMG Malaysia
- PwC Malaysia
- Russell Bedford Malaysia Sdn Bhd
- RSM Malaysia
- SJ Grant Thornton
- UHY Malaysia

### Automotive

- Ingress Auto (BMW)

### Aviation

- Air Asia

### Banking

- AmBank (M) Berhad
- Hong Leong Bank Berhad
- HSBC
- Maybank
- OCBC Bank Malaysia
- Public Bank Berhad

### Computer hardware, Computer software & IT

- Dell
- Hewlett Packard
- Hitachi Sunway Information Systems Sdn Bhd
- IBM
- Locus-T
- Samsung Malaysia

### Consultancy

- Accenture
- Boston Consulting Group
- Hong Leong Assurance
- Ipsos Malaysia
- Khazanah Research Institute
- Nielsen Malaysia

### Consumer Products & Services

- Procter & Gamble
- Unilever
- Vinda Malaysia

### Cosmetics & Bodycare

- Alliance Cosmetics Sdn Bhd
- Amorepacific Malaysia - skincare
- L'Oréal
- Shiseido Malaysia - haircare

### E-commerce

- GRAB Malaysia
- Shopee Mobile Malaysia Sdn Bhd
- Zalora Malaysia

### Education

- Sunway Education Group

### Finance Shared Service

- AIA Shared Services Sdn Bhd
- IBM Malaysia
- Sime Darby Global Services Sdn Bhd
- Tricor Services Sdn Bhd

### Food Manufacturer

- Coca-Cola Malaysia
- Fraser & Neave
- Lee Kum Kee (M) Foods Sdn Bhd
- MARS Food Malaysia Sdn Bhd
- Mondelez Malaysia Sales Sdn Bhd
- Nestle (Malaysia)
- URC Snacks (M) Sdn Bhd

### Healthcare & Pharmaceutical

- Baxter Healthcare (Malaysia) Sdn Bhd
- B. Braun Medical Supplies Sdn Bhd
- BP Healthcare
- Pfizer Malaysia
- Zuellig Pharma

### Hospitality

- Hilton Hotel
- Intercontinental Kuala Lumpur
- Mandarin Oriental, KL
- Shangri-La Hotel, KL
- Sunway Hotels and Resorts

### Industrial Machinery

- General Electric

### Industrial Product & Service

- SLB Malaysia
- Sunway Group

### Insurance & Financial Services

- Great Eastern Life Assurance Malaysia
- Hong Leong Assurance
- Prudential Malaysia Berhad

### Investment

- Affin Hwang Asset Management Bhd
- Kenanga Investors Bhd
- OSK Holdings Berhad

### Logistics & Forwarding

- DHL Malaysia
- Expeditors
- Forwarders (M) Sdn Bhd
- Hapag-Lloyd (Malaysia) Sdn Bhd
- Maersk Malaysia
- SMT Speed-Mark

### Manufacturing

- Top Glove Malaysia

### Property

- Ecoworld
- Gamuda Land
- Sime Darby
- Sunway Property
- SP Setia
- Tropicana Corporation Bhd

### Retail

- Christy Ng Sdn Bhd
- Habib Jewels Sdn Bhd
- Isetan Retail
- PUMA Sports Goods Sdn Bhd
- Sunway Malls
- Vin Florist & Gifts Sdn Bhd
- Watson's Personal Care Stores Sdn Bhd

### Telecommunications & Media

- CelcomDigi
- Flexiroam Malaysia
- Huawei Technologies (M) Sdn Bhd
- Telekom Malaysia
- Time dotcom Bhd

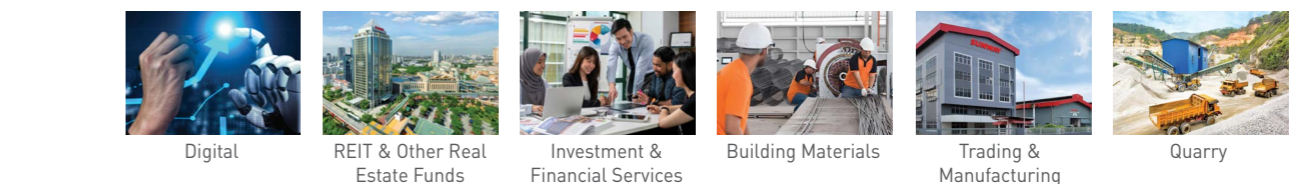
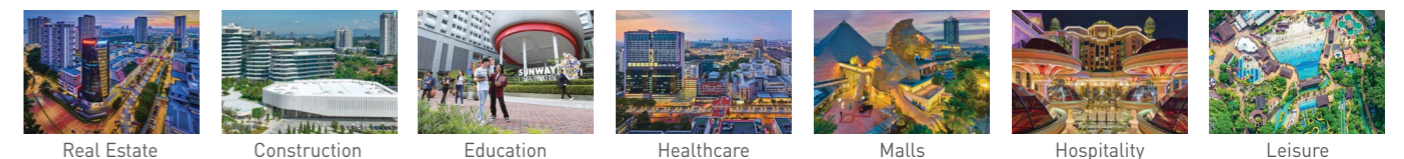


**Sunway University**  
Tops Talentbank's Graduate  
Employability Ranking for  
Fourth Consecutive Year  
2022, 2023, 2024 & 2025



## OPPORTUNITIES IN SUNWAY GROUP **SUNWAY®**

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



# WHERE ARE OUR GRADUATES NOW?



## Chin Jie En

Bachelor of Science (Honours) in Business Management  
Graduation Year : 2014  
Company : Happy2U  
Position : Founder



## Chan Zhun Kit (Jacky)

Bachelor of Science (Honours) Global Supply Chain Management  
Graduation Year : 2023  
Company : Sunway Property and Facility Management Sdn Bhd  
Position : Executive (Supply Chain Contract Management & Procurement)



## Muhammad Mamoon

Bachelor of Science (Honours) in Business Management  
Graduation Year : 2009  
Company : Lenovo Companies Inc.  
Position : Senior Account Manager



## Chua Jie Ying

Bachelor of Science (Honours) Global Supply Chain Management  
Graduation Year : 2023  
Company : SLB  
Position : Purchasing Specialist



## Ng Joanna

Bachelor of Arts (Honours) Entrepreneurship  
Graduation Year : 2024  
Company : VTEG Enterprise  
Position : Director



## Foo Huey Ching

Bachelor of Science (Honours) in International Business  
Graduation Year : 2023  
Company : Bold Aspire Sdn Bhd  
Position : Director



## Pang Kah Mun

Bachelor of Arts (Honours) Entrepreneurship  
Graduation Year : 2024  
Company : VTEG Enterprise  
Position : Marketing and Operations Executive



## Nidhi Kasseran

Bachelor of Science (Honours) in International Business  
Graduation Year : 2023  
Company : Accenture, Mauritius  
Position : Oracle ERP Consultant



## Louis Ong Boon Xuan

Bachelor of Arts (Honours) Entrepreneurship  
Graduation Year : 2025  
Company : Fresh Events Asia Sdn Bhd / Sneaker Durian (customize shoes)  
Position : Founder



## Low Jun Jie

Bachelor of Science (Honours) in International Business  
Graduation Year : 2023  
Company : Randstad Malaysia  
Position : Associate Consultant



## Yap Mei Xin

Bachelor of Science (Honours) Global Supply Chain Management  
Graduation Year : 2022  
Company : Opath Group Sdn Bhd (OPACK)  
Position : Managing Director



## Lai Wei Keong

Bachelor of Science (Honours) in International Business  
Graduation Year : 2022  
Company : SLB Companies Inc.  
Position : Senior Purchasing Performance Specialist



## Michelle Ho Mian Li

Bachelor of Science (Honours) Global Supply Chain Management  
Graduation Year : 2022  
Company : Procter & Gamble (M) Sdn Bhd  
Position : Senior Manager Product Supply



## Chen Jin Tong

Bachelor (Honours) in Finance  
Graduation Year : 2024  
Company : Baker Tilly  
Position : Senior Associate, Audit & Assurance



## Isonishi Masahiro

Bachelor of Science (Honours) Global Supply Chain Management  
Graduation Year : 2022  
Company : Kenvue, Tokyo, Japan (formerly Johnson & Johnson)  
Position : Demand and Supply Planner



## Subramaniam A/L Srinivasan

Bachelor (Honours) in Finance  
Graduation Year : 2024  
Company : HSBC Malaysia  
Position : Graduate Analyst



Sunway  
**BUSINESS  
SCHOOL**



## Yeoh Soon Jin, Jared

Bachelor (Honours) in Finance  
Graduation Year : 2025  
Company : EY Consulting  
Position : Business Consultant (Finance)



## Ho Wai Chyi

Bachelor of Science (Honours) Financial Analysis  
Graduation Year : 2024  
Company : HSBC Malaysia  
Position : Traded Risk Trainee



## Low Xing Wei

Bachelor of Science (Honours) Financial Analysis  
Graduation Year : 2024  
Company : UOB Commercial Banking  
Position : Business Associate



## Muhammad Iqbal Amran

Bachelor of Science (Honours) in Accounting and Finance  
Graduation Year : 2019  
Company : SAP SE  
Position : Senior Audit Specialist



## Chin Ze Min

Bachelor of Science (Honours) in Accounting and Finance  
Graduation Year : 2021  
Company : Eliz Precious Metals Sdn Bhd  
Position : Precious Metals Commodity/ Fx Trader



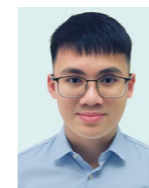
## Yik Jing Long

Bachelor of Science (Honours) in Accounting and Finance  
Graduation Year : 2023  
Company : Procter & Gamble (M) Sdn Bhd  
Position : Senior Manager, Product Supply



## Tan Yuk Men

Bachelor of Science (Honours) Financial Economics  
Graduation Year : 2025  
Company : Capital Front PLT  
Position : Associate



## Ng Zhao Hooi

Bachelor of Science (Honours) Financial Economics  
Graduation Year : 2025  
Company : Summerville Sdn Bhd  
Position : Head of Operations



## Tee Min Min

Bachelor of Science (Honours) Financial Economics  
Graduation Year : 2019  
Company : Ant International (former OCBC)  
Position : Reporting Product Manager



## Chow Shenn Kuan

Bachelor of Science (Honours) in Business Studies  
Graduation Year : 2018  
Company : Yayasan Hasanah  
Position : Education Advocacy Manager



## Matthieu Ducasse

Bachelor of Science (Honours) in Business Studies  
Graduation Year : 2018  
Company : Polly Esther Ltd  
Position : Director



## Ng Swee Lynn

Bachelor of Science (Honours) in Business Studies  
Graduation Year : 2018  
Company : Colgate Palmolive  
Position : eCommerce Business Development Manager, MYSG



## Tan Wei Teng

Bachelor of Science (Honours) in Business Studies  
Graduation Year : 2019  
Company : Centauri Technology  
Position : Compliance Ops Team Lead



## Raja Aina Naqiyah binti Raja Khamarul Aznam

Bachelor of Science (Honours) Marketing  
Graduation Year : 2025  
Company : PETRONAS Chemicals Group Berhad  
Position : PROTEGE-GEES



## Kimberly Tiong Jia Wen

Bachelor of Science (Honours) Marketing  
Graduation Year : 2025  
Company : Beiersdorf Malaysia  
Position : Brand Marketing Apprentice



## Rebekah Ng Phui Yee

Bachelor of Science (Honours) Marketing  
Graduation Year : 2025  
Company : Beiersdorf Malaysia  
Position : Brand Marketing Apprentice



## Lai Pei Yi

Bachelor of Business Analytics (Honours)  
Graduation Year : 2024  
Company : Accenture  
Position : Order to Cash Associate

**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