

# VU BACHELOR OF BUSINESS



*A Brighter Future*



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# WELCOME TO THE VICTORIA UNIVERSITY PROGRAMME



I am very pleased to welcome you as a student of Victoria University's Bachelor of Business programme, offered in collaboration with Sunway College, Malaysia.

In the Times Higher Education (THE) 2023 Impact Rankings, we ranked 79<sup>th</sup> worldwide, out of 1406 institutions, for global impact on society. We were also Australia's No. 1 university for employability skills in the 2020 and 2021 QILT Employer Satisfaction Survey – and for good reason.

Our revolutionary and award-winning VU Block Model means you can immerse yourself in one subject at a time, in four-week blocks and in small classes, without the conflicting demands of multiple subjects.

This immersive way of learning gives you the skills you need to succeed, so you can start well and finish brilliantly.

As a student studying with us through Sunway College, you will have access to world-class teaching staff, and you will get to learn with the same curriculum we deliver in Australia, resulting in globally recognised qualifications. You will also have the opportunity to complete part of your studies in Melbourne, gaining invaluable international experience in an Australian classroom environment while learning with other students from all over the world.

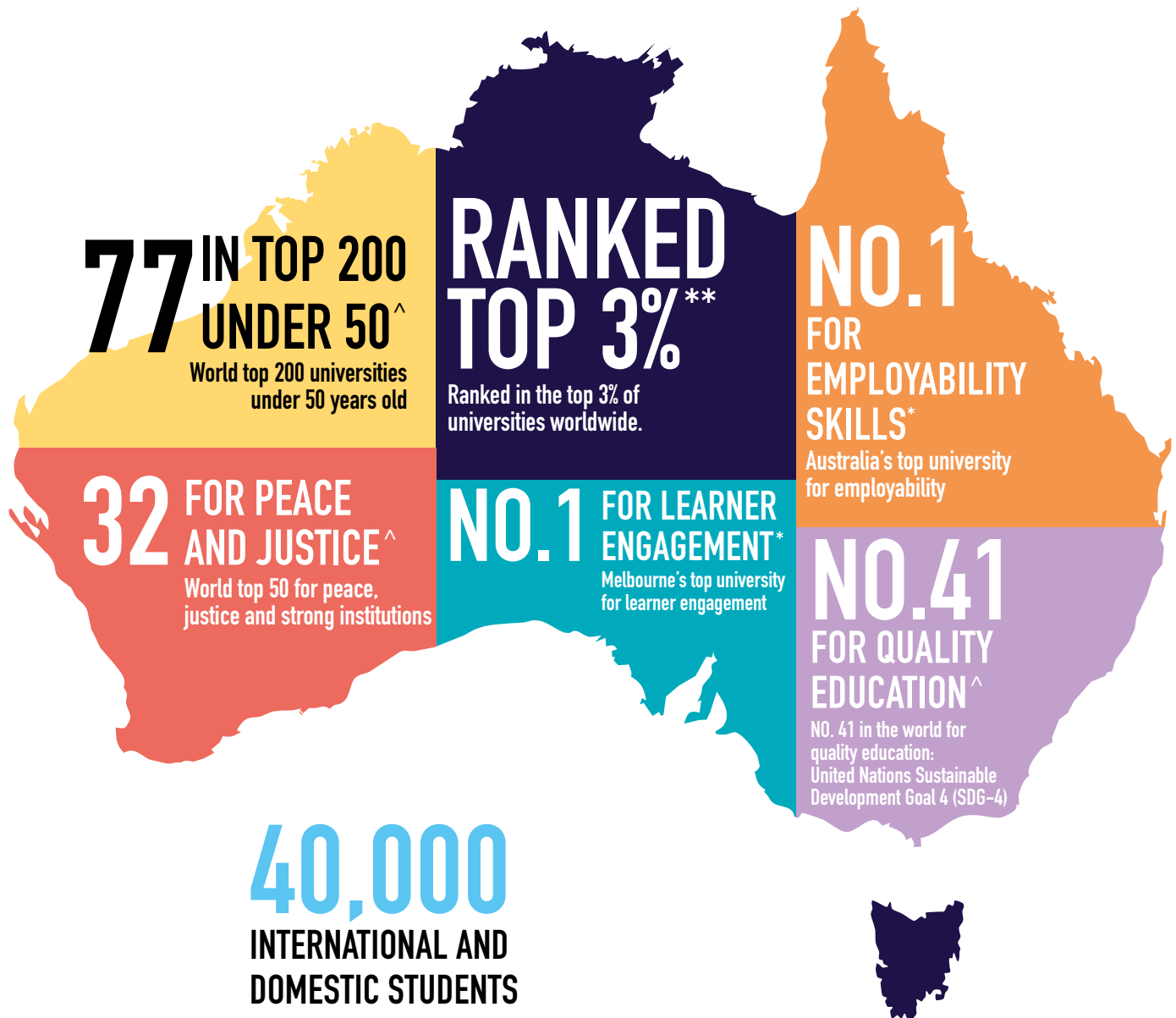
I very much look forward to welcoming you to Victoria University.

With best wishes,

**Professor Adam Shoemaker**  
Vice-Chancellor and President

# VU AT A GLANCE

VU is a leader in work-integrated learning, providing students with opportunities to apply knowledge gained in the classroom to real-world situations. When you graduate from VU, you will possess up-to-date discipline knowledge combined with the graduate capabilities which employers demand. VU prides itself on its excellent graduate employment outcomes.



<sup>\*</sup>2020-21 QILT Student Experience & Employer Satisfaction Surveys

<sup>\*\*</sup>Times Higher Education (THE) World University Rankings 2023

<sup>^</sup>Times Higher Education (THE) Young University Rankings 2023

<sup>^^</sup>Times Higher Education (THE) Impact Rankings 2022, <sup>\*</sup>VU's predecessor institution, Footscray Technical School, was founded in 1916



# FROM THE DIRECTOR OF PROGRAMME

Greetings and Welcome to the Victoria University Programme in Sunway College. You will be joining a global educational family via the Victoria University partnership, which has a solid history of more than 29 years.

The programme offers you several unique advantages. It has the amazing flexibility of being a fully local, twinning or transfer programme as you wish it to be. As our student, you can have the valuable experience of living and studying in one of the world's most liveable cities, Melbourne, be it for one final semester or for as long as two years. You can also choose to complete your three years of studies in Sunway for unbeatable cost savings. Either way, you gain an international degree qualification that is equivalent in course structure and curriculum to the degree awarded by VU in Melbourne.

Our programme delivers a number of business majors and gives you the choice of single or double major options. We ensure you are industry-ready with professionally recognised qualifications from courses accredited by professional bodies.

I would like to end with a quotation from the great philosopher, Lao Tzu.  
*"The journey of a thousand miles begins with one step."*

Together we will map your future and chart your goals and work towards a successful career.

Sincerely,  
**Dr. Jason Cheok**





# THE VU @ SUNWAY EXPERIENCE

Sunway College is the only international delivery partner of VU in Malaysia, offering the VU Bachelor of Business twinning programme since 1994.

This exclusive partnership allows students to receive quality Australian education closer to home. Students are given the flexibility of transferring to VU in Melbourne at any time during their course of study. Studying in Melbourne gives students the opportunity to live and study in one of the most liveable cities in the world. They also get to choose how many semesters they want to study in VU Melbourne. They can choose anywhere from one semester to a full two years of study.

Students have the flexibility to apply to transfer to other Australian and New Zealand universities upon completing their first year of the VU Bachelor of Business programme at Sunway College.

Studying VU's Bachelor of Business at Sunway College enables you to attain the same quality VU business degree at an affordable cost. Furthermore, Sunway College provides an array of scholarships to eligible students.

## THE SUNWAY ADVANTAGE

**A pioneer of twinning programmes in Malaysia**

**Strong industry linkages**

**Flexible transfer options to Australia & New Zealand universities**

**Identical curriculum & lower fees**





# WHY VU @ SUNWAY

## IDENTICAL CURRICULUM

The curriculum, course structure, assessments and grading system are identical to those used in VU Melbourne. The academic transcripts and certificates are issued by VU.

## STRONG CAREER OUTCOMES

Many local and international students who have completed their degree at VU @ Sunway have established promising careers worldwide or continued to pursue postgraduate qualifications in the past 29 years.

## LOCAL AND INTERNATIONAL ACCREDITATION

The VU Bachelor of Business degree is approved by the Ministry of Education (MOE) and fully accredited by the Malaysian Qualifications Agency (MQA). The VU Accounting, Marketing and Supply Chain and Logistics Management majors are recognised by professional bodies.



## SUCCESSFUL INTERNSHIPS

Students are strongly encouraged to undertake internships prior to graduation. We assist second and third-year students to find placements.

## EMPLOYABILITY ASSURED

As a result of the focus on the development of a student's personal attributes and professional skills, VU graduates are recognised for their adaptability and employability, and are sought-after by international employers.



## FLEXIBILITY AND MOBILITY

Students can transfer to VU in Melbourne anytime during their course of study, subject to relevant Australian visa and other regulation. Many students choose to complete their course and graduate in Melbourne, and stay on to complete internships or take up work opportunities.

## BRIDGING THE GAP BETWEEN ACADEMIA AND INDUSTRY

Embedded in the VU Bachelor of Business curriculum are 3 units in the business learning experience project, namely the Integrated Business Challenge, the International Business Challenge and the Applied Business Challenge, which complement the major areas of study. These units focus on the development of professional and personal attributes sought-after by industry in graduates. They are taught using a student-centred collaborative learning model combined with face-to-face interaction with experienced facilitators in class.



# INTERVIEW OPPORTUNITIES AND COACHING



## SUNWAY GROUP JOB INTERVIEW FOR TOP 10 ACHIEVERS

VU Top 10 Achievers from the graduating batch will be provided a job interview with placement opportunities within the Sunway Group.

Graduates taking the following majors are eligible:

- Accounting
- Banking & Finance
- Financial Risk Management
- International Trade
- Management & Innovation
- Marketing
- Supply Chain & Logistics Management

**SUNWAY®**



## MANAGEMENT COACHING PROGRAMME

Eligible third-year students will have a two-week coaching opportunity with the directors of Sunway Education Group, or alternatively, with prominent corporate and industry leaders of professional groups, departments and specialties to gain practical and inspiring insight into the world of business. This is in a setting where the student works with the executive leadership coach, enabling the student to explore and grow their leadership skills. This experience of real-world practices and approaches of executive leadership coaching will prepare students for leadership roles in their future career.

If you are interested in management, marketing, finance, or economics, VU at Sunway will provide you with the opportunity to work with directors at the management level to gain valuable work experience before you graduate. This work experience will become your competitive advantage when you are preparing for your first job in the competitive market.

Benefits include:

- Work with a personal leadership coach
- Challenge yourself to be a better leader
- Develop your leadership vision

**SUNWAY**  
EDUCATION GROUP

# EDUCATION PATHWAY

## VU BACHELOR OF BUSINESS PROGRAMME

3+0

ALL 3 YEARS

SUNWAY COLLEGE

2+1

YEAR 1 + 2

SUNWAY COLLEGE

YEAR 3

VU, MELBOURNE

1+2

YEAR 1

SUNWAY COLLEGE

YEAR 2 + 3

VU, MELBOURNE

PRE-UNIVERSITY STUDIES, DIPLOMA,  
STPM, UEC OR EQUIVALENT

SPM / O-LEVEL / EQUIVALENT

### ENTRY POINTS

FEBRUARY, MARCH,  
JULY, AUGUST

### DURATION

3 YEARS FULL TIME DEGREE  
(2 SEMESTERS ANNUALLY)

## BACHELOR OF BUSINESS (VU Melbourne)



**COURSE CODE:** BBNS

**CRICOS:** 092944A



### LOCATION

CITY CAMPUS, FOOTSCRAY PARK



### 2023 FEES

A\$15,800 PER SEMESTER

# ENTRY REQUIREMENTS

## ENTRY REQUIREMENTS \*

STPM	CC (C=2.0) Based on two (2) academic subjects
A-Level	10 points (CD/DDE) (A=10, B=8, C=6, D=4, E=2) Minimum two (2) subjects
Sunway Diploma in Business Administration	CGPA 2.5 (out of 4.0) (Direct entry to Year 2)
Other Sunway Diploma Programmes	CGPA 2.0 (out of 4.0)
International Baccalaureate (IB) Diploma	Completed with an overall minimum result of 24 points
Australian Matriculation	ATAR 55
Canadian Matriculation	55%
MUFY	55%
UEC	Maximum 26 points on 5 subjects (A1-B6)
FIA/FIST	CGPA 2.0 (out of 4.0)
Other Qualifications	Case-by-case

\* Sunway Diploma - student may obtain advance standing if credit transfer requirements are met.

\* Qualification standards displayed are indicative only and VU reserves the right to adjust these at any time.

## ENGLISH REQUIREMENTS \*

TOEFL	Overall Internet Score 67 (Section score no less than Listening 12, Speaking 18, Reading 15, Writing 21)
IELTS	Overall 6.0 (Academic Module) with no individual bands below 6.0
MUET	Band 4
UEC English	Distinction (A1/A2) or B3/B4 with maximum 22 points on 5 subjects (A1-B6)
O-Level English (1119)	Credit
SPM English	A+, A, A-
ESL / English	Satisfactory level in VU approved Pre-University Studies

\* Based on results achieved within the previous 24 months.

\* Qualification standards displayed are indicative only and VU reserves the right to adjust these at any time.



## DOUBLE MAJOR

ACCOUNTING + BANKING & FINANCE
FINANCIAL RISK MANAGEMENT + BANKING & FINANCE
MARKETING + INTERNATIONAL TRADE
MARKETING + MANAGEMENT & INNOVATION
INTERNATIONAL TRADE + SUPPLY CHAIN & LOGISTICS MANAGEMENT

## SINGLE MAJOR

ACCOUNTING (MINOR IN BANKING & FINANCE)
ACCOUNTING (MINOR IN PROFESSIONAL ACCOUNTING)
BANKING & FINANCE (MINOR IN ACCOUNTING)
FINANCIAL RISK MANAGEMENT (MINOR IN BANKING & FINANCE)
MARKETING (MINOR IN INTERNATIONAL TRADE)
INTERNATIONAL TRADE (MINOR IN MARKETING)
MANAGEMENT & INNOVATION (MINOR IN MARKETING)
SUPPLY CHAIN & LOGISTICS MANAGEMENT (MINOR IN INTERNATIONAL TRADE)

## ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

### FOR LOCAL STUDENTS

Penghayatan Etika dan Peradaban
Falsafah dan Isu Semasa
Entrepreneurial Skills OR Bahasa Kebangsaan A (National Language A)
Organisational Behaviour in a Malaysian Multi-Ethnic Society
Social Issues and Community Engagement

### FOR INTERNATIONAL STUDENTS

Appreciation of Ethics and Civilisation
Bahasa Melayu Komunikasi 2 (Malay Language Communication 2)
Entrepreneurial Skills
Organisational Behaviour in a Malaysian Multi-Ethnic Society
Social Issues and Community Engagement

# BACHELOR OF BUSINESS COURSE STRUCTURE

## MANAGEMENT & INNOVATION

Whether you want to be an entrepreneur or pursue a career within organisations, this degree will enable you to develop management skills and creativity. Your theoretical and practical skills will help you build innovative, ethical organisations through the management of agile and creative teams.

## YEAR 1

### CORE BUSINESS UNITS

<b>BAO1101</b> Accounting for Decision Making	<b>BHO1171</b> Introduction to Marketing
<b>BCO1102</b> Information Systems for Business	<b>BLO1105</b> Business Law
<b>BEO1105</b> Economic Principles	<b>BMO1102</b> Management and Organisation Behaviour
<b>BEO1106</b> Business Statistics	<b>BPD1100</b> Integrated Business Challenge

+All Year 1 subjects are identical for all majors under Bachelor of Business.

++ All listed Year 1 subjects are compulsory and must be completed before progressing to Year 2.

## YEAR 2 | YEAR 3

MAJOR	DISCIPLINE MINOR	BREADTH MINOR
MANAGEMENT AND INNOVATION (BMAMAI)	MARKETING (BMIMRK)	BREADTH MINOR (SELECT 3)
<b>BMO2002</b> STRATEGIC MANAGEMENT  <b>BMO2004</b> BUSINESS ETHICS  <b>BMO2005</b> INNOVATION AND ENTREPRENEURSHIP  <b>BMO3000</b> KNOWLEDGE MANAGEMENT PRACTICES FOR INNOVATIVE ORGANISATION  <b>BMO2000</b> HUMAN RESOURCE MANAGEMENT  <b>BHO3373</b> INTERNATIONAL MARKETING  <b>BMO3332</b> MANAGING ORGANISATIONAL CHANGE  <b>BPD3100</b> APPLIED BUSINESS CHALLENGE	<b>BHO2265</b> INTEGRATED MARKETING COMMUNICATIONS  <b>BHO2285</b> MARKETING RESEARCH  <b>BHO2434</b> CONSUMER BEHAVIOUR  <b>BHO3439</b> MARKETING SERVICES AND EXPERIENCES	<b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE  ELECTIVE 1  ELECTIVE 2  ELECTIVE 3        4 Units including <b>BPD2100</b> International Business Challenge.

### GRADUATE OUTCOMES AND CAREERS

Career opportunities include roles in:



Entrepreneurship



Management Consulting



General Management



Operations Management



Service Management



Human Resources



Training & Development



Strategic Planning



# ACCOUNTING

(Minor: Banking & Finance)

Become a financial expert and use your specialist knowledge to help inform better business decisions for local and global companies. This major equips you with the technical and management skills needed to succeed in the field of accounting and finance.

## YEAR 1

### CORE BUSINESS UNITS

**BAO1101** Accounting for Decision Making

**BCO1102** Information Systems for Business

**BEO1105** Economic Principles

**BEO1106** Business Statistics

**BHO1171** Introduction to Marketing

**BLO1105** Business Law

**BMO1102** Management and Organisation Behaviour

**BPD1100** Integrated Business Challenge

+All Year 1 subjects are identical for all majors under Bachelor of Business.

++ All listed Year 1 subjects are compulsory and must be completed before progressing to Year 2.

## YEAR 2 | YEAR 3

MAJOR	DISCIPLINE MINOR	BREADTH MINOR
ACCOUNTING (BMAACT)	BANKING AND FINANCE (BMIBKF)	BREADTH MINOR (SELECT 3)
<b>BAO2000</b> ACCOUNTING INFORMATION SYSTEMS	<b>BEO2000</b> FINANCIAL INSTITUTIONS AND MONETARY THEORY	<b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE
<b>BAO2001</b> CORPORATE FINANCE*	<b>BEO2001</b> COMMERCIAL BANKING AND FINANCE	<b>BAO3306</b> AUDITING**
<b>BAO2202</b> FINANCIAL ACCOUNTING	<b>BAO2001</b> CORPORATE FINANCE*	<b>BLO2206</b> TAXATION LAW AND PRACTICE**
<b>BAO2203</b> CORPORATE ACCOUNTING	<b>BAO3404</b> CREDIT AND LENDING DECISIONS	ELECTIVE 1
<b>BAO2204</b> MANAGEMENT ACCOUNTING		
<b>BEO2006</b> CORPORATE REGULATION		
<b>BAO3309</b> ADVANCED FINANCIAL ACCOUNTING		
<b>BPD3100</b> APPLIED BUSINESS CHALLENGE	*This is a shared unit, students may choose an alternate unit.	**This set of units is required to meet Accounting professional accreditation requirements for students undertaking the Accounting major. 4 Units including <b>BPD2100</b> International Business Challenge.

### GRADUATE OUTCOMES AND CAREERS

Career opportunities include roles in:



Accounting



Auditing



Business Analysis



Financial advisory



Taxation



Treasury

### PROFESSIONAL RECOGNITION



# ACCOUNTING

(Minor: Professional Accounting)

Launch a career combining accounting and business analytics. In the new era of big data, it is more crucial than ever that accountants are equipped with sound analytics, modelling and reporting skills to make data-driven decisions.

## YEAR 1

### CORE BUSINESS UNITS

**BAO1101** Accounting for Decision Making  
**BCO1102** Information Systems for Business  
**BEO1105** Economic Principles  
**BEO1106** Business Statistics

**BHO1171** Introduction to Marketing  
**BLO1105** Business Law  
**BMO1102** Management and Organisation Behaviour  
**BPD1100** Integrated Business Challenge

+All Year 1 subjects are identical for all majors under Bachelor of Business.

++ All listed Year 1 subjects are compulsory and must be completed before progressing to Year 2.

## YEAR 2 | YEAR 3

MAJOR	DISCIPLINE MINOR	BREADTH MINOR
ACCOUNTING (BMAACT)	PROFESSIONAL ACCOUNTING (BMIPAC)	BREADTH MINOR (SELECT 3)
<b>BAO2000</b> ACCOUNTING INFORMATION SYSTEMS <b>BAO2001</b> CORPORATE FINANCE <b>BAO2202</b> FINANCIAL ACCOUNTING <b>BAO2203</b> CORPORATE ACCOUNTING <b>BAO2204</b> MANAGEMENT ACCOUNTING <b>BEO2006</b> CORPORATE REGULATION <b>BAO3309</b> ADVANCED FINANCIAL ACCOUNTING <b>BPD3100</b> APPLIED BUSINESS CHALLENGE	<b>BAO3306</b> AUDITING <b>BLO2206</b> TAXATION LAW AND PRACTICE <b>NIT2171</b> INTRODUCTION TO ICT MANAGEMENT* <b>NIT3171</b> ICT BUSINESS ANALYTICS AND DATA VISUALISATION*  *This minor provides an integrated set of units to meet Accounting professional accreditation requirements for students undertaking the Accounting major.	<b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE  ELECTIVE 1  ELECTIVE 2  ELECTIVE 3  4 Units including <b>BPD2100</b> International Business Challenge.

### GRADUATE OUTCOMES AND CAREERS

Career opportunities include roles in:



Accounting



Auditing



Business Intelligence



Data Analytics



Taxation



Financial Advisory

### PROFESSIONAL RECOGNITION



Think Ahead





# BANKING & FINANCE

Gain insights into the intricate workings of financial markets and investment management. This major will develop your understanding of financial institutions, financial instruments and financial markets.

## YEAR 1

### CORE BUSINESS UNITS

**BAO1101** Accounting for Decision Making  
**BCO1102** Information Systems for Business  
**BEO1105** Economic Principles  
**BEO1106** Business Statistics

**BHO1171** Introduction to Marketing  
**BLO1105** Business Law  
**BMO1102** Management and Organisation Behaviour  
**BPD1100** Integrated Business Challenge

+All Year 1 subjects are identical for all majors under Bachelor of Business.

++ All listed Year 1 subjects are compulsory and must be completed before progressing to Year 2.

## YEAR 2 | YEAR 3

MAJOR	DISCIPLINE MINOR	BREADTH MINOR
BANKING AND FINANCE (BMABKF)	ACCOUNTING (BMAICT)	BREADTH MINOR (SELECT 3)
<b>BEO2000</b> FINANCIAL INSTITUTIONS AND MONETARY THEORY	<b>BAO2000</b> ACCOUNTING INFORMATION SYSTEMS	<b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE
<b>BEO2001</b> COMMERCIAL BANKING AND FINANCE	<b>BAO2202</b> FINANCIAL ACCOUNTING	ELECTIVE 1
<b>BAO2001</b> CORPORATE FINANCE	<b>BAO2203</b> CORPORATE ACCOUNTING	ELECTIVE 2
<b>BAO3402</b> INTERNATIONAL BANKING AND FINANCE	<b>BAO2204</b> MANAGEMENT ACCOUNTING	ELECTIVE 3
<b>BAO3404</b> CREDIT AND LENDING DECISIONS		
<b>BLO3405</b> LAW OF FINANCIAL INSTITUTIONS AND SECURITIES		
<b>BAO3403</b> INVESTMENT AND PORTFOLIO MANAGEMENT		
<b>BPD3100</b> APPLIED BUSINESS CHALLENGE		4 Units including <b>BPD2100</b> International Business Challenge.

### GRADUATE OUTCOMES AND CAREERS

Career opportunities include roles in:



Banking



Funds Management



Financial Planning



Stockbroking



Superannuation



Financial Analysis

### PROFESSIONAL RECOGNITION



# FINANCIAL RISK MANAGEMENT

Launch your career in financial planning and risk management, you will gain specialist knowledge to combat complex challenges faced by businesses in this thriving, fast-paced financial sector.

## YEAR 1

### CORE BUSINESS UNITS

<b>BAO1101</b> Accounting for Decision Making	<b>BHO1171</b> Introduction to Marketing
<b>BCO1102</b> Information Systems for Business	<b>BLO1105</b> Business Law
<b>BEO1105</b> Economic Principles	<b>BMO1102</b> Management and Organisation Behaviour
<b>BEO1106</b> Business Statistics	<b>BPD1100</b> Integrated Business Challenge

+All Year 1 subjects are identical for all majors under Bachelor of Business.

++ All listed Year 1 subjects are compulsory and must be completed before progressing to Year 2.

## YEAR 2 | YEAR 3

MAJOR	DISCIPLINE MINOR	BREADTH MINOR
FINANCIAL RISK MANAGEMENT (BMAFNR)	BANKING AND FINANCE (BMIBKF)	BREADTH MINOR (SELECT 3)
<b>BAO2001</b> CORPORATE FINANCE* <b>BEO2255</b> APPLIED STATISTICS FOR BUSINESS <b>BEO2401</b> RISK MANAGEMENT AND INSURANCE <b>BLO2206</b> TAXATION LAW AND PRACTICE <b>BAO3000</b> PERSONAL FINANCIAL PLANNING <b>BEO3000</b> RISK MANAGEMENT MODELS <b>BAO3403</b> INVESTMENT AND PORTFOLIO MANAGEMENT <b>BPD3100</b> APPLIED BUSINESS CHALLENGE	<b>BEO2000</b> FINANCIAL INSTITUTIONS AND MONETARY THEORY <b>BEO2001</b> COMMERCIAL BANKING AND FINANCE <b>BAO2001</b> CORPORATE FINANCE* <b>BAO3404</b> CREDIT AND LENDING DECISIONS  *This is a shared unit, students may choose an alternate unit	<b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE  ELECTIVE 1  ELECTIVE 2  ELECTIVE 3  4 Units including <b>BPD2100</b> International Business Challenge.

### GRADUATE OUTCOMES AND CAREERS

Career opportunities include roles in:



Banking



Funds Management



Financial Planning



Insurance



Superannuation



Risk Management

### PROFESSIONAL RECOGNITION



# INTERNATIONAL TRADE

Gain the expertise to inform international trade through an understanding of core economic principles and a focus on strategies to improve trade and investment. You will be equipped with the knowledge and skills to propose policies, interventions and strategies to a range of organisations such as corporations, governments and educational institutions.

## YEAR 1

### CORE BUSINESS UNITS

**BAO1101** Accounting for Decision Making  
**BCO1102** Information Systems for Business  
**BEO1105** Economic Principles  
**BEO1106** Business Statistics

**BHO1171** Introduction to Marketing  
**BLO1105** Business Law  
**BMO1102** Management and Organisation Behaviour  
**BPD1100** Integrated Business Challenge

+All Year 1 subjects are identical for all majors under Bachelor of Business.

++ All listed Year 1 subjects are compulsory and must be completed before progressing to Year 2.

## YEAR 2 | YEAR 3

MAJOR	DISCIPLINE MINOR	BREADTH MINOR
INTERNATIONAL TRADE (BMAITD)	MARKETING (BMIMRK)	BREADTH MINOR (SELECT 3)
<b>BEO2002</b> INTERNATIONAL BUSINESS CONTEXT	<b>BHO2265</b> INTEGRATED MARKETING COMMUNICATIONS	<b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE
<b>BEO2003</b> INTERNATIONAL ECONOMICS AND FINANCE	<b>BHO2285</b> MARKETING RESEARCH	ELECTIVE 1
<b>BEO2004</b> INTERNATIONAL TRADE PRACTICES	<b>BHO2434</b> CONSUMER BEHAVIOUR	ELECTIVE 2
<b>BEO2264</b> MICROECONOMIC ANALYSIS	<b>BHO3439</b> MARKETING SERVICES AND EXPERIENCES	ELECTIVE 3
<b>BHO3373</b> INTERNATIONAL MARKETING		
<b>BEO3430</b> INTERNATIONAL ECONOMIC ANALYSIS		
<b>BEO3432</b> STRATEGIC INTERNATIONAL TRADE OPERATIONS		
<b>BPD3100</b> APPLIED BUSINESS CHALLENGE		4 Units including <b>BPD2100</b> International Business Challenge.

### GRADUATE OUTCOMES AND CAREERS

Career opportunities include roles in:



Import/Export  
Administration



International  
Operations/  
Management



Export Development



International Marketing



Trade Negotiations



# MARKETING

Become a switched-on marketer, connecting brands, products and services with their target markets. This major will give you a solid understanding of core business and marketing studies, equipping you with the skills and knowledge to work in an evolving marketplace where customers' needs are continually changing.

## YEAR 1

### CORE BUSINESS UNITS

**BAO1101** Accounting for Decision Making  
**BCO1102** Information Systems for Business  
**BEO1105** Economic Principles  
**BEO1106** Business Statistics

**BHO1171** Introduction to Marketing  
**BLO1105** Business Law  
**BMO1102** Management and Organisation Behaviour  
**BPD1100** Integrated Business Challenge

+All Year 1 subjects are identical for all majors under Bachelor of Business.

++ All listed Year 1 subjects are compulsory and must be completed before progressing to Year 2.

## YEAR 2 | YEAR 3

MAJOR	DISCIPLINE MINOR	BREADTH MINOR
MARKETING (BMAMRK)	INTERNATIONAL TRADE (BMIITD)	BREADTH MINOR (SELECT 3)
<b>BHO2259</b> PRODUCTS AND SERVICES INNOVATIONS <b>BHO2265</b> INTEGRATED MARKETING COMMUNICATIONS <b>BHO2285</b> MARKETING RESEARCH <b>BHO2434</b> CONSUMER BEHAVIOUR <b>BHO3373</b> INTERNATIONAL MARKETING <b>BHO3439</b> MARKETING SERVICES & EXPERIENCES <b>BHO3435</b> MARKETING PLANNING & STRATEGY <b>BPD3100</b> APPLIED BUSINESS CHALLENGE	<b>BEO2002</b> INTERNATIONAL BUSINESS CONTEXT <b>BEO2003</b> INTERNATIONAL ECONOMICS AND FINANCE <b>BEO2004</b> INTERNATIONAL TRADE PRACTICES <b>BEO3430</b> INTERNATIONAL ECONOMIC ANALYSIS	<b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE ELECTIVE 1 ELECTIVE 2 ELECTIVE 3 4 Units including <b>BPD2100</b> International Business Challenge.

### GRADUATE OUTCOMES AND CAREERS

Career opportunities include roles in:



Brand Strategising



Market Analysis



Marketing & Communications



Fundraising



Social Media Coordinating

### PROFESSIONAL RECOGNITION



# SUPPLY CHAIN & LOGISTICS MANAGEMENT

Studying the Supply Chain and Logistics Management major will enable you to pursue a business career in logistics, supply chain management and export/import operations. This major will also give you the skills to work closely with companies in areas like manufacturing and services.

## YEAR 1

### CORE BUSINESS UNITS

<b>BAO1101</b> Accounting for Decision Making	<b>BHO1171</b> Introduction to Marketing
<b>BCO1102</b> Information Systems for Business	<b>BLO1105</b> Business Law
<b>BEO1105</b> Economic Principles	<b>BMO1102</b> Management and Organisation Behaviour
<b>BEO1106</b> Business Statistics	<b>BPD1100</b> Integrated Business Challenge

+All Year 1 subjects are identical for all majors under Bachelor of Business.

++ All listed Year 1 subjects are compulsory and must be completed before progressing to Year 2.

## YEAR 2 | YEAR 3

MAJOR	DISCIPLINE MINOR	BREADTH MINOR
SUPPLY CHAIN & LOGISTICS MANAGEMENT (BMASCL)	INTERNATIONAL TRADE (BMITD)	BREADTH MINOR (SELECT 3)
<b>BMO2181</b> OPERATIONS MANAGEMENT	<b>BEO2002</b> INTERNATIONAL BUSINESS CONTEXT	<b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE
<b>BMO2201</b> DISTRIBUTION MANAGEMENT	<b>BEO2003</b> INTERNATIONAL ECONOMICS AND FINANCE	ELECTIVE 1
<b>BMO2202</b> PURCHASING AND SUPPLY MANAGEMENT	<b>BEO2004</b> INTERNATIONAL TRADE PRACTICES	ELECTIVE 2
<b>BMO2203</b> E-SUPPLY CHAIN MANAGEMENT	<b>BEO3430</b> INTERNATIONAL ECONOMIC ANALYSIS	ELECTIVE 3
<b>BMO3123</b> INTEGRATED SUPPLY CHAIN MANAGEMENT		
<b>BMO3418</b> TRANSPORT AND LOGISTICS MANAGEMENT		
<b>BMO3419</b> SUPPLY CHAIN ANALYTICS		
<b>BPD3100</b> APPLIED BUSINESS CHALLENGE		4 Units including <b>BPD2100</b> International Business Challenge.

### GRADUATE OUTCOMES AND CAREERS

Career opportunities include roles in:



Export & Import



Freight Forwarding



Warehousing & Inventory Control



Stock Analysis & Research



Procurement & Distribution



Customs

### PROFESSIONAL RECOGNITION



The Chartered  
Institute of Logistics  
and Transport



# ACCOUNTING + BANKING & FINANCE

Create your own niche in the world of business with a double major in Accounting + Banking & Finance, which is highly sought after by employers around the world. It gives you an extra competitive edge to obtain a double major within the 3 years of study with no extra cost and time.

## YEAR 1

### CORE BUSINESS UNITS

**BAO1101** Accounting for Decision Making  
**BCO1102** Information Systems for Business  
**BEO1105** Economic Principles  
**BEO1106** Business Statistics

**BHO1171** Introduction to Marketing  
**BLO1105** Business Law  
**BMO1102** Management and Organisation Behaviour  
**BPD1100** Integrated Business Challenge

+All Year 1 subjects are identical for all majors under Bachelor of Business.

++ All listed Year 1 subjects are compulsory and must be completed before progressing to Year 2.

## YEAR 2 | YEAR 3

MAJOR	MAJOR
ACCOUNTING (BMAACT)	BANKING AND FINANCE (BMABKF)
<b>BAO2000</b> ACCOUNTING INFORMATION SYSTEMS	<b>BEO2000</b> FINANCIAL INSTITUTIONS AND MONETARY THEORY
<b>BAO2001</b> CORPORATE FINANCE*	<b>BEO2001</b> COMMERCIAL BANKING AND FINANCE
<b>BAO2202</b> FINANCIAL ACCOUNTING	<b>BAO2001</b> CORPORATE FINANCE*
<b>BAO2203</b> CORPORATE ACCOUNTING	<b>BAO3402</b> INTERNATIONAL BANKING AND FINANCE
<b>BAO2204</b> MANAGEMENT ACCOUNTING	<b>BAO3404</b> CREDIT AND LENDING DECISIONS
<b>BEO2006</b> CORPORATE REGULATION	<b>BLO3405</b> LAW OF FINANCIAL INSTITUTIONS AND SECURITIES
<b>BAO3309</b> ADVANCED FINANCIAL ACCOUNTING	<b>BAO3403</b> INVESTMENT AND PORTFOLIO MANAGEMENT
<b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE	<b>BPD3100</b> APPLIED BUSINESS CHALLENGE
*This is a shared unit, students may choose an alternate unit.	*This is a shared unit, students may choose an alternate unit.

Note: BAO3306 Auditing and BLO2206 Taxation Law & Practice units are required to meet Accounting professional accreditation requirements for students undertaking the Accounting major.

### GRADUATE OUTCOMES AND CAREERS

Career opportunities include roles in:



### PROFESSIONAL RECOGNITION

#### ACCOUNTING



#### FINANCE





# FINANCIAL RISK MANAGEMENT + BANKING & FINANCE

Become a finance specialist in the world of business with a double major. This helps you to chart a career in banking services as well as risk management. It gives you an extra competitive edge to obtain a double major within 3 years of study with no extra cost and time.

## YEAR 1

### CORE BUSINESS UNITS

**BAO1101** Accounting for Decision Making  
**BCO1102** Information Systems for Business  
**BEO1105** Economic Principles  
**BEO1106** Business Statistics

**BHO1171** Introduction to Marketing  
**BLO1105** Business Law  
**BMO1102** Management and Organisation Behaviour  
**BPD1100** Integrated Business Challenge

+All Year 1 subjects are identical for all majors under Bachelor of Business.

++ All listed Year 1 subjects are compulsory and must be completed before progressing to Year 2.

## YEAR 2 | YEAR 3

MAJOR	MAJOR
BANKING AND FINANCE (BMABKF)	FINANCIAL RISK MANAGEMENT (BMAFNR)
<b>BEO2000</b> FINANCIAL INSTITUTIONS AND MONETARY THEORY <b>BEO2001</b> COMMERCIAL BANKING AND FINANCE <b>BAO2001</b> CORPORATE FINANCE* <b>BAO3402</b> INTERNATIONAL BANKING AND FINANCE <b>BAO3404</b> CREDIT AND LENDING DECISIONS <b>BLO3405</b> LAW OF FINANCIAL INSTITUTIONS AND SECURITIES <b>BAO3403</b> INVESTMENT AND PORTFOLIO MANAGEMENT <b>BPD3100</b> APPLIED BUSINESS CHALLENGE	<b>BAO2001</b> CORPORATE FINANCE* <b>BEO2255</b> APPLIED STATISTICS FOR BUSINESS <b>BEO2401</b> RISK MANAGEMENT AND INSURANCE <b>BLO2206</b> TAXATION LAW AND PRACTICE <b>BAO3000</b> PERSONAL FINANCIAL PLANNING <b>BEO3000</b> RISK MANAGEMENT MODELS <b>BAO3403</b> INVESTMENT PORTFOLIO MANAGEMENT* <b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE
*This is a shared unit, students may choose an alternate unit.	*This is a shared unit, students may choose an alternate unit.

### GRADUATE OUTCOMES AND CAREERS

Career opportunities include roles in:



Banking



Financial Planning



Insurance



Investment



Financial Analysis



Funds Management

### PROFESSIONAL RECOGNITION



# MARKETING + MANAGEMENT & INNOVATION

This double major will give you a strong understanding of core business and marketing studies, equipping you with the skills and knowledge to work in an evolving market where customers' needs are continually changing. You will learn how to think strategically about business models, emerging technological approaches and innovative measures – all of which will help you stay a step ahead in your industry.

## YEAR 1

### CORE BUSINESS UNITS

**BAO1101** Accounting for Decision Making  
**BCO1102** Information Systems for Business  
**BEO1105** Economic Principles  
**BEO1106** Business Statistics

**BHO1171** Introduction to Marketing  
**BLO1105** Business Law  
**BMO1102** Management and Organisation Behaviour  
**BPD1100** Integrated Business Challenge

+All Year 1 subjects are identical for all majors under Bachelor of Business.

++ All listed Year 1 subjects are compulsory and must be completed before progressing to Year 2.

## YEAR 2 | YEAR 3

MAJOR	MAJOR
MARKETING (BMAMRK)	MANAGEMENT & INNOVATION (BMAMAI)
<b>BHO2259</b> PRODUCT AND SERVICES INNOVATIONS <b>BHO2265</b> INTEGRATED MARKETING COMMUNICATIONS <b>BHO2285</b> MARKETING RESEARCH <b>BHO2434</b> CONSUMER BEHAVIOUR <b>BHO3373</b> INTERNATIONAL MARKETING* <b>BHO3439</b> MARKETING SERVICES AND EXPERIENCES <b>BHO3435</b> MARKETING PLANNING AND STRATEGY <b>BPD3100</b> APPLIED BUSINESS CHALLENGE	<b>BHO3373</b> INTERNATIONAL MARKETING* <b>BMO2002</b> STRATEGIC MANAGEMENT <b>BMO2004</b> BUSINESS ETHICS <b>BMO2005</b> INNOVATION AND ENTREPRENEURSHIP <b>BMO3000</b> KNOWLEDGE MANAGEMENT PRACTICES FOR INNOVATIVE ORGANISATION <b>BMO2000</b> HUMAN RESOURCE MANAGEMENT <b>BMO3332</b> MANAGING ORGANISATIONAL CHANGE <b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE
*This is a shared unit, students may choose an alternate unit.	*This is a shared unit, students may choose an alternate unit.

### GRADUATE OUTCOMES AND CAREERS

Career opportunities include roles in:



Market Analyst



Social Media Marketing  
Officer



Brand Strategist



Management Consultant



Entrepreneurship

### PROFESSIONAL RECOGNITION



# INTERNATIONAL TRADE + SUPPLY CHAIN & LOGISTICS MANAGEMENT

You will gain a strong understanding of core economic principles, as well as a deep knowledge of sustainable logistics and supply chain management. This degree will enable you to devise and assess strategies to improve trade and investment worldwide.

## YEAR 1

### CORE BUSINESS UNITS

**BAO1101** Accounting for Decision Making  
**BCO1102** Information Systems for Business  
**BEO1105** Economic Principles  
**BEO1106** Business Statistics

**BHO1171** Introduction to Marketing  
**BLO1105** Business Law  
**BMO1102** Management and Organisation Behaviour  
**BPD1100** Integrated Business Challenge

+All Year 1 subjects are identical for all majors under Bachelor of Business.

++ All listed Year 1 subjects are compulsory and must be completed before progressing to Year 2.

## YEAR 2 | YEAR 3

MAJOR	MAJOR
INTERNATIONAL TRADE (BMAITD)	SUPPLY CHAIN & LOGISTICS MANAGEMENT (BMASCL)
<b>BEO2002</b> INTERNATIONAL BUSINESS CONTEXT	<b>BMO2181</b> OPERATIONS MANAGEMENT
<b>BEO2003</b> INTERNATIONAL ECONOMICS AND FINANCE	<b>BMO2201</b> DISTRIBUTION MANAGEMENT
<b>BEO2004</b> INTERNATIONAL TRADE PRACTICES	<b>BMO2202</b> PURCHASING AND SUPPLY MANAGEMENT
<b>BEO2264</b> MICROECONOMIC ANALYSIS	<b>BMO2203</b> E-SUPPLY CHAIN MANAGEMENT
<b>BHO3373</b> INTERNATIONAL MARKETING	<b>BMO3123</b> INTEGRATED SUPPLY CHAIN MANAGEMENT
<b>BEO3430</b> INTERNATIONAL ECONOMIC ANALYSIS	<b>BMO3418</b> TRANSPORT AND LOGISTICS MANAGEMENT
<b>BEO3432</b> STRATEGIC INTERNATIONAL TRADE OPERATIONS	<b>BMO3419</b> SUPPLY CHAIN ANALYTICS
<b>BPD3100</b> APPLIED BUSINESS CHALLENGE	<b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE

### GRADUATE OUTCOMES AND CAREERS

Career opportunities include roles in:



Export & Import



Freight Forwarding



International  
Operational  
Management



Procurement &  
Distribution



Trade  
Negotiations



Customs

### PROFESSIONAL RECOGNITION



The Chartered  
Institute of Logistics  
and Transport





# MARKETING + INTERNATIONAL TRADE

This major equips graduates with business, marketing and trade skills that will enable you to conduct marketing activities for a variety of international organisations. It gives you an extra competitive edge to obtain a double major within the 3 years of study with no extra cost and time.

## YEAR 1

### CORE BUSINESS UNITS

**BAO1101** Accounting for Decision Making  
**BCO1102** Information Systems for Business  
**BEO1105** Economic Principles  
**BEO1106** Business Statistics

**BHO1171** Introduction to Marketing  
**BLO1105** Business Law  
**BMO1102** Management and Organisation Behaviour  
**BPD1100** Integrated Business Challenge

+All Year 1 subjects are identical for all majors under Bachelor of Business.

++ All listed Year 1 subjects are compulsory and must be completed before progressing to Year 2.

## YEAR 2 | YEAR 3

MAJOR	MAJOR
INTERNATIONAL TRADE (BMAITD)	MARKETING (BMAMRK)
<b>BEO2002</b> INTERNATIONAL BUSINESS CONTEXT	<b>BHO2259</b> PRODUCT AND SERVICES INNOVATION
<b>BEO2003</b> INTERNATIONAL ECONOMICS AND FINANCE	<b>BHO2265</b> INTEGRATED MARKETING COMMUNICATIONS
<b>BEO2004</b> INTERNATIONAL TRADE PRACTICES	<b>BHO2285</b> MARKETING RESEARCH
<b>BEO2264</b> MICROECONOMIC ANALYSIS	<b>BHO2434</b> CONSUMER BEHAVIOUR
<b>BHO3373</b> INTERNATIONAL MARKETING*	<b>BHO3373</b> INTERNATIONAL MARKETING*
<b>BEO3430</b> INTERNATIONAL ECONOMIC ANALYSIS	<b>BHO3439</b> MARKETING SERVICES AND EXPERIENCES
<b>BEO3432</b> STRATEGIC INTERNATIONAL TRADE OPERATIONS	<b>BHO3435</b> MARKETING PLANNING AND STRATEGY
<b>BPD3100</b> APPLIED BUSINESS CHALLENGE	<b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE
*This is a shared unit, students may choose an alternate unit.	*This is a shared unit, students may choose an alternate unit.

### GRADUATE OUTCOMES AND CAREERS

Career opportunities include roles in:



General Marketing



Marketing Research & Analysis



International Public Relations & Promotions

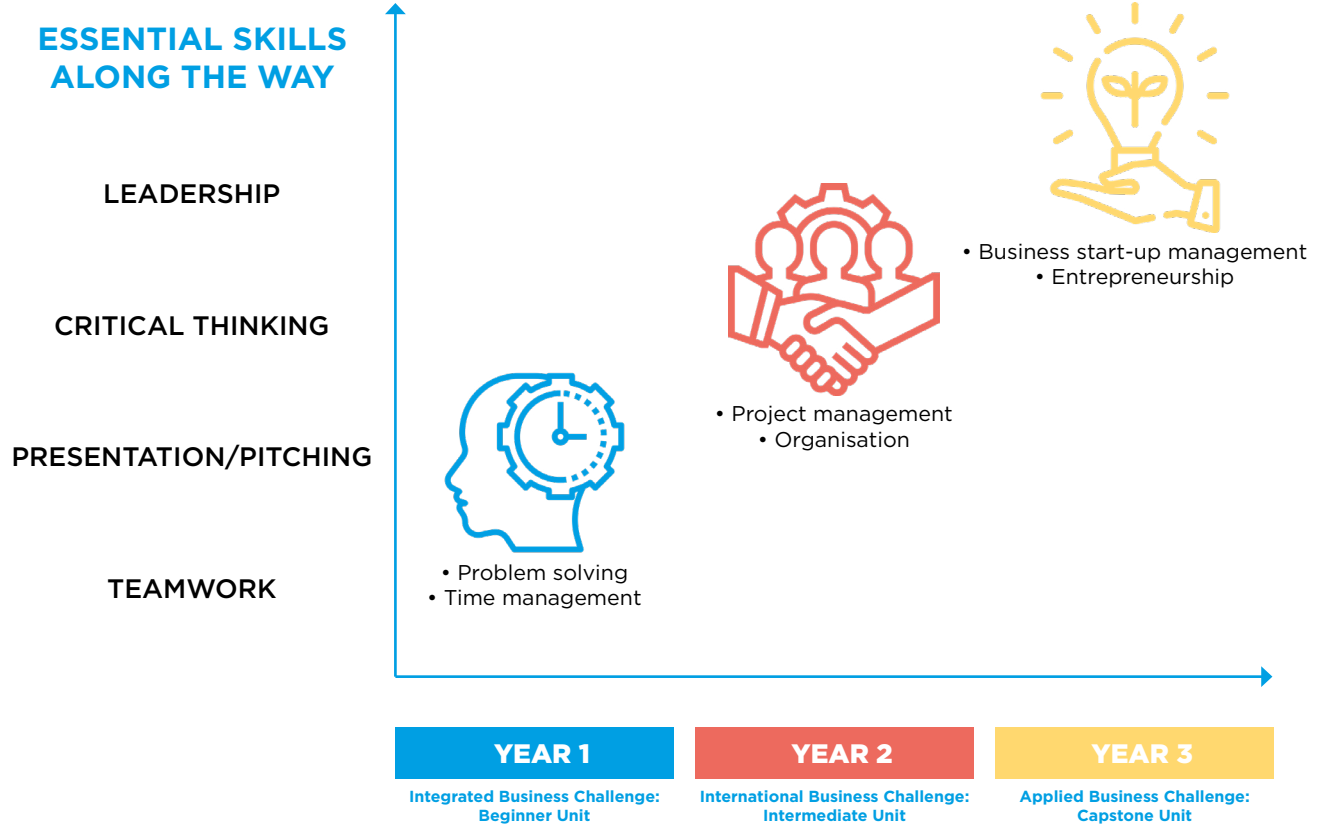


Policy Development

### PROFESSIONAL RECOGNITION



# BUSINESS CHALLENGE UNITS



## SUNWAY INNOVATIONS LABS (ILABS)

The VU Bachelor of Business program works closely with Sunway Innovation Labs (iLabs), a non-profit organisation and part of the Jeffrey Cheah Foundation. iLabs provides a co-working space in Menara Sunway, enabling students to gain industry exposure and learn more about everything from financial literacy to Silicon Valley jargon. Launched in 2017, iLabs offers opportunities for students, entrepreneurs, freelancers and SME staff to come together, share ideas and develop skills through a range of accelerator programs.

Each year, selected students from the VU Applied Business Challenge are provided with the tools and facilities to develop new products and technology, with the chance to incubate, accelerate and showcase their ideas. iLabs has partnerships with organisations including Grab, MaGIC, Cradle and Silicon Valley's Young Outliers, connecting students to experienced entrepreneurs and staff from major Silicon Valley companies like Tesla, Google and Facebook.



Tax Uncle (app) - Dickson Pua (Malaysia)  
(Dickson is now the Founder & CEO of  
Company Stive (2Kinjo Sdn Bhd))



Bathday Handmade - Kang Phaik Wa  
(Malaysia)

# VU BLOCK MODEL: A REVOLUTION IN LEARNING

## WHAT IS VU'S BLOCK MODEL?

Victoria University Australia has introduced a new, highly effective way of learning to help students transition to university more easily and prepare them to enter the workforce with confidence.

Instead of dealing with the standard stress of studying four subjects at once, the VU Block Model enables students to focus on one subject at a time in four-week 'blocks'.

The VU Block Model is founded on the success of universities using similar models in Sweden, Canada and the U.S. It's a more engaging and immersive learning style that has already created significant improvement in student satisfaction and success.

## VU BLOCK MODEL: HOW IT WORKS

Instead of juggling four subjects at once, your semester is broken into four blocks. Each subject typically has three, three-hour, face-to-face teaching sessions per week, scheduled over three days.

## STANDARD UNIVERSITY MODEL

### SEMESTER

UNIT CLASSES

UNIT ASSESSMENTS

UNIT 1	LECTURES / TUTORIALS / ASSIGNMENTS	EXAMS
UNIT 2	LECTURES / TUTORIALS / ASSIGNMENTS	EXAMS
UNIT 3	LECTURES / TUTORIALS / ASSIGNMENTS	EXAMS
UNIT 4	LECTURES / TUTORIALS / ASSIGNMENTS	EXAMS

16 WEEKS

## BLOCK MODEL

### SEMESTER

UNIT CLASSES

UNIT ASSESSMENTS

UNIT 1	UNIT 2	UNIT 3	UNIT 4
ASSESSMENT	ASSESSMENT	ASSESSMENT	ASSESSMENT

4 WEEKS  
16 WEEKS

## WHY IS VU'S BLOCK MODEL BETTER FOR ME?







**CLASSES  
3 DAYS  
PER WEEK**



**3 HOUR  
CLASSES**



**MAX  
35 STUDENTS  
PER CLASS**

## WHY IT'S SMARTER

### INTERACTIVE, CONNECTED AND COLLABORATIVE

At VU, we've waved goodbye to stuffy lecture theatres. Instead, you'll learn in interactive, workshop-style classes – where teachers know you and you know your classmates. Each class, you'll collaborate, put theory into practice with real-world scenarios, and get timely feedback on your assessments. It's a more connected and engaging way to learn. Students agree – Ranking VU number 1 in Victoria for Learning Engagement.<sup>^</sup>

### DEVELOP CRITICAL PROBLEM-SOLVING SKILLS

The VU Block Model's focus on developing problem-solving skills in real-world applications, and the ability to work collaboratively in teams, better prepares you for the workplace. Australian employers agree – Ranking VU graduates number 1 in Australia for Employability Skills for the second year.\*

### FOCUSED TIMETABLING = MORE FREE TIME

The focused timetabling of the VU Block Model means you have more time for work, social life, sport, caring responsibilities, and everything else that's important to you.



**TEACHING AND  
LEARNING  
EXCELLENCE AWARD**

Australian Financial Review Higher Education Awards 2021



**EXCELLENCE  
AWARD**

Victorian International Education Awards 2018



**INNOVATION  
AWARD**

IEAA Excellence Awards 2018

<sup>^</sup> 2021 Good Universities Guide/2020 QILT Student Experience Survey.

\* 2021 QILT Employer Satisfaction Survey.

# PROVEN STUDENT SUCCESS

## #1

IN AUSTRALIA  
FOR STUDENT  
EMPLOYABILITY\*

## #2

IN AUSTRALIA  
FOR ADAPTIVE &  
COLLABORATIVE SKILLS\*

## #3

IN AUSTRALIA  
FOR LEARNER  
ENGAGEMENT\*



**PETER CHEW MING CONG**

**MUFY 2021**

SUNWAY COLLEGE,  
KUALA LUMPUR

“The thing I like most about the block model is it frees up my time to doing what I like: volunteering, music, art and keeping fit. I learn how to do problem-solving in a short time which is akin to real world challenges in times of emergency that require quick solutions.”



**VALERIE TAN JIA XIN**

**UEC 2021**

PAY FONG MIDDLE SCHOOL,  
MELAKA

“It motivated me to work harder. I learned how to complete my assessment independently and effectively. It makes the lesson more productive and interesting. The lecturers and students interacted more, which made me feel more at ease and eager to learn in that environment.”



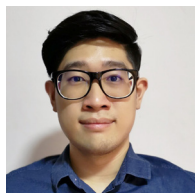
**SARRVINA SOORACE**

**FOUNDATION IN SCIENCE**

UOW MALAYSIA KDU,  
PENANG.

“Experiencing the Block Model has been eye-opening. Having no prior business knowledge, it enabled me to grasp new concepts with ease. The workshop-style classes encourage students to manage their time well while learning transferable (soft) skills. What I liked most is how helpful my lecturers are, when catering to the needs of their students.”

# TESTIMONIALS



## **JASON TAN YIE JIAT**

Banking and Finance + Financial Risk Management  
Oracle  
Lead Analyst Credit

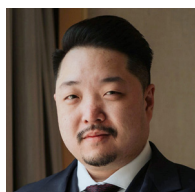
“There’s never a dull moment studying with VU. Every class is a new learning journey.”



## **MANDY CHAI LAI KUAN**

Marketing + international Trade  
DHL Express Singapore Pte Ltd  
Relationship Manager

“Dedicated lecturers who cared about the students’ development both academically and personally. Always there to guide and help whenever we needed the extra support.”



## **MARK FOONG TIAN JIN**

Marketing + International Trade  
Costa Coffee Malaysia  
General Manager, Operations

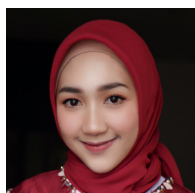
“VU is the place to experience the best years of your life. The programme emphasises the importance of activities both inside and outside the classroom with a certain finesse.”



## **KHURRAM KLEVEDAL**

Marketing  
Samhall AB, Sweden  
Area Manager

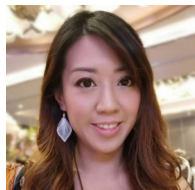
“VU is one of the best things that ever happened in my life. I miss everyone - my lecturers, the admin staff and my friends. Love you all.”



## **SASRIA PRATIWI HASAN**

Marketing + International Trade  
Service Source for Google  
Account Manager Google  
Workspace

“VU is the place where I started my new life, made new friends and formed my own family. It also helped me to learn and develop new skills. Studying at VU was definitely one of the best memories in my life.”



## **CELINE PHANG SHIH YIN**

Banking & Finance  
CIMB Bank Berhad  
Assistant Vice President

“VU is about learning that moulds a lifetime, learning that shapes the future and giving memorable life experiences. VU is truly a place I call “my second home”.”



## **SABRINA MELISA ARIPIEN**

Accounting  
Society for Equality, Respect And Trust for All Sabah (SERATA)  
President & Founder

“My VU experience: A memorable experience which formed the person I am today.”



## **ANG KER SOON**

Marketing + International Trade  
ECMS Express Singapore |  
Greenbugs Farm  
Managing Director | Founder

“Life at VU was amazing - academically and personally. These cornerstones laid some of the most important foundations for our future successful careers. Many years down the road when you reflect back, you’ll be grateful to have the VU chapter in your life.”

**KANG PHAIK WA**

Accounting  
American Express & Bathday  
Handmade Body Care  
Senior Hong Kong Business  
Consultant & Founder

“My three-year sojourn in VU at Sunway has been the most memorable chapter in my life.”

**SHAWN TAN KHUAN SHIUN**

Marketing + International Trade  
Shopee Malaysia  
Category Lead for Health &  
Beauty

“I loved how VU was practical in its academic syllabus. Most importantly, I was blessed to be guided by supportive lecturers that cared for me beyond my academics.”

**DANIEL ROSLAN**

Marketing + International Trade  
NinjaVan  
Head of Commercial - Fulfilment

“I appreciate the wonderful opportunity given by Sunway which has greatly benefited me in my career development. I also had a wonderful experience, highlights include building lifelong relationships with people from various backgrounds.”

**KEE YIT HAN**

Accounting + Banking & Finance  
National Australia Bank  
Business Banker, Commercial  
Broker

“VU gave me the platform to do well academically and professionally through the wide variety of club activities and events which were fun and memorable.”

**UMMAY BENGAH**

Banking & Finance + Financial  
Risk Management  
HSBC, Hong Kong  
Manager, Financial Crime Analysis  
for Asia Pacific

“I was living the student dream by accumulating a mix bag of wonderful experiences. It was a once in a lifetime opportunity which was very precious to me.”

**DICKSON PUA KAH WAI**

International Trade  
2KINJO Sdn Bhd  
Director

“I learn best through hands-on experience and VU provides that.”

**NAVINDRAN KARUNAKARAN**

Marketing + International Trade  
Ocean Flair Group  
Founder and Culinary Innovator

“Lecturers that connect with us and teach us real-life matters. They take a personal interest in our growth and development.”

**NICO FERNANDO**

Accounting + Banking & Finance  
Maybank Indonesia  
Investment Product, Head

“I was both academically as well as personally challenged by the lecturers and mentors. It was this kind of interpersonal relationship that stretched my capacity and revealed my potential.”



# GLOBAL EXPERIENCE

Flexible transfer and mobility options

## VICTORIA UNIVERSITY, MELBOURNE VU STUDENT EXCHANGE



Students on the Victoria University Programme have the opportunity to spend up to two years studying at VU campuses in Melbourne. Those who would like a shorter international experience can choose to spend a single semester at VU, only paying Sunway College local fees. Experience an exciting life Down Under as an exchange student, gaining new perspectives and broader horizons. The VU Melbourne Student Exchange programme is available every semester.



# TESTIMONIALS

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## **ESTHER CHANG SHIN HUI (Semester 1, 2020)**

I have experienced a lot of things that I have never tried before. Having studied my final semester in Melbourne has drawn my university life to a perfect end as it has broadened my views and allowed me to experience a different learning and living style that I would not experience in Malaysia. Having pastry and a cup of coffee is a must in Melbourne!



## **LIM YING JUN (Semester 1, 2020)**

I was amazed by the culturally diverse community and the dynamic and cutting-edge arts scenes in every corner. Attending classes in Australia was fun and interesting. I had an opportunity to team up with students from Mexico, China and Thailand for my group assignment. I met so many people who had made an impact on me. It was indeed a wonderful and unforgettable experience.



## **LIM POI POR (Semester 1, 2019)**

I was able to meet other exchange students from other countries as well as the local students and we learned from each other about our cultures and our countries. It has made me grow independently and living in Melbourne was an eye-opening experience. I also had the opportunity to travel to Falls Creek, famous for skiing and snowboarding during the winter.



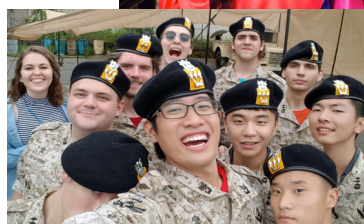


# GLOBAL EXPERIENCE

## HANSUNG UNIVERSITY INTERNATIONAL SUMMER SCHOOL



Final year students are given an opportunity to visit Korea to learn the Korean language, Korean culture and Korean history. It is also an opportunity to meet students from various other countries.



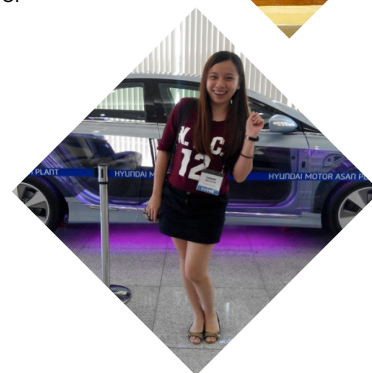
## TESTIMONIALS

### JASON TAN YIE JIAT

The programme has been a life-changing experience for me. I was able to see the world from a different perspective. I met people from different cultures and most importantly, I gained a second family known as the Summer School family. I cherished every moment spent and it will forever have a spot in my heart from now till the end of time. Looking back, it was the first summer I had ever experienced, a long and hot summer, filled with sweet memories.

### ONG LEE YAN

I would like to express my gratitude to Hansung University and VU at Sunway College for this precious opportunity to experience one of the best events that had ever happened in my life - the Hansung International Summer School Programme (HISS). I was able to visit various places, met people from different countries and embraced different cultures.



# VU CAMPUSES

VU has campuses in the centre of Melbourne and in its cosmopolitan western suburbs. All campuses are easily accessible by public transport.





# CAMPUS LIFE

## EAT. PLAY. MOVE.

Eat and chill out at the spacious on-campus cafeteria, nearby off-campus restaurants and food centre, or at the endless variety available at Sunway Pyramid mall — only a Canopy Walk away.

## RESIDE ON CAMPUS

Plus points — no traffic jam, convenient to get to classes, opportunity to meet new friends. Three types of on-campus accommodation are available: Sun-U Apartment, Sun-U Residence and Sunway Waterfront Residence.

Sunway College offers various types of excellent on-campus accommodation, with priority given to outstation and international students. All hostel units are a mere walk from everything a student would want or need.

## #CampusWithAConscience

#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 of 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:

- The United Nations Sustainable Development Goals
- Acceptance and tolerance towards each community member of the campus and the wider national and global community;
- Inclusiveness of all and unity with all;
- Well-being, both physical and mental;
- Doing things right for society.

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



CAMPUS WITH A  
CONSCIENCE

## SAFETY & SECURITY

The campus values security and have therefore set up a 24-hour Security and Auxiliary Police & Security personnel who are accorded full-fledged auxiliary police status.

Whenever a student feels under the weather, they can make their way to the sick bay. Endearingly known as Nightingale Bay, it is located at the Ground Floor of South Building West, Sunway College where a matronly Registered Nurse is on duty and well-equipped to handle minor ailments.



## #MostHappeningCampus

#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.





Sunway Education Group 30<sup>th</sup> Anniversary Celebration



Sunway hosts United Nations Sustainable Development Goals event - Join Hands & Make the Pledge



Residences



# BEYOND THE CLASSROOM

Our students not only hit the books, they also get involved in all things fun. Our programmes nurture students through tested and proven methods complemented with learning outside the classroom. Participation in student activities, clubs and societies, field trips and educational workshops moulds our students into effective leaders and communicators.

## CHARITY

UMCC



## EVENTS

Team Building



Orientation



Club Activities







Hand2Heart



Top Glove

## INDUSTRY VISITS

Averis



Tasco

PwC



# ORGANISATIONS EMPLOYING OUR GRADUATES

## ACCOUNTING FIRMS

- BDO
- Deloitte
- Ernst & Young
- KPMG
- PwC
- RSM Malaysia

## BANKING AND FINANCE

- AIG
- Affin Bank
- Alliance Bank
- Ambank
- CIMB
- Citibank
- Deutsche Bank
- Hong Leong Bank
- HSBC
- JP Morgan
- Maybank
- OCBC
- Permodalan Nasional Berhad (PNB)
- Public Bank
- Refinitiv London Stock Exchange
- Securities Commission Malaysia
- Standard Chartered Bank
- UOB

## COMPUTER AND INFORMATION TECHNOLOGY

- Dell
- Fuji Xerox Asia
- Hewlett Packard (HP)
- IBM
- Intel Corporation
- Microsoft
- Oracle

## DIGITAL MARKETING AND COMMERCE

- Google
- Grab
- Lazada
- Shopee
- SearchGuru
- TikTok

## FASHION AND BEAUTY

- FashionValet
- L'Oreal
- F.O.S. Apparel Group
- Uniqlo
- Zara

## FOOD AND BEVERAGES

- Coca-cola Bottlers
- Costa Coffee
- Jollibee Malaysia
- Mamee-Double Decker
- Nando's Chickenland
- Nestle
- QSR Brands (KFC & Pizza Hut)

## OIL AND GAS

- BHP Billiton
- British Petroleum
- Petronas
- Shell Malaysia

## PROPERTY

- iProperty
- Malaysian Resources Corp Bhd (MRCB)
- Mah Sing Group
- Paramount Property

## TRANSPORT AND SHIPPING

- DHL Express
- FedEx
- Maersk
- MSC Mediterranean Shipping Company
- Nautica Ship Management
- PLUS
- Tiong Nam Logistic
- TNT Express

## SUNWAY

- Sunway Education Group
- Sunway Group
- Sunway Medical Centre
- Sunway Property
- Sunway REIT
- Sunway IT Shared Services

## OTHERS

- AC Nielsen
- Accenture
- AirAsia
- Astro Malaysia
- Bayer
- BFM
- British American Tobacco
- British Council
- DIGI Telecommunications
- DKSH
- DPO International
- Electrolux
- Roche Services

- Press Metal Group
- Sen Heng Electric
- Sharp
- Sony Pictures Entertainment
- Star Cruises
- Tan Chong Motor
- Parkson
- The Star
- UM Corporation
- Warner Music Malaysia
- White Horse
- Wintech Metal Processing

## EMPLOYERS OVERSEAS

- American Express, Singapore
- Cathay Pacific Airways, Hong Kong
- ECMS Express, China
- Elite Finance Group, Australia
- Evergreen Shipping Agency, Indonesia
- Global Transportasi Nusantara, Indonesia
- HSBC, Hong Kong
- I & M Bank (T) Ltd, Tanzania
- JS Bank, Pakistan
- Maldives Monetary Authority
- Mauritius Commercial Bank
- Maybank, Indonesia
- Morrows Pty Ltd, Australia
- National Australia Bank
- Redmart, Singapore
- RMIT Australia
- Shopee, Indonesia
- Taiwan Trade Centre
- The Hayleys Group, Sri Lanka
- Toyo Corporation, Japan
- Ultimate Security, Australia
- WanasaTime Entertainment, Bahrain
- Wilmar International, Singapore

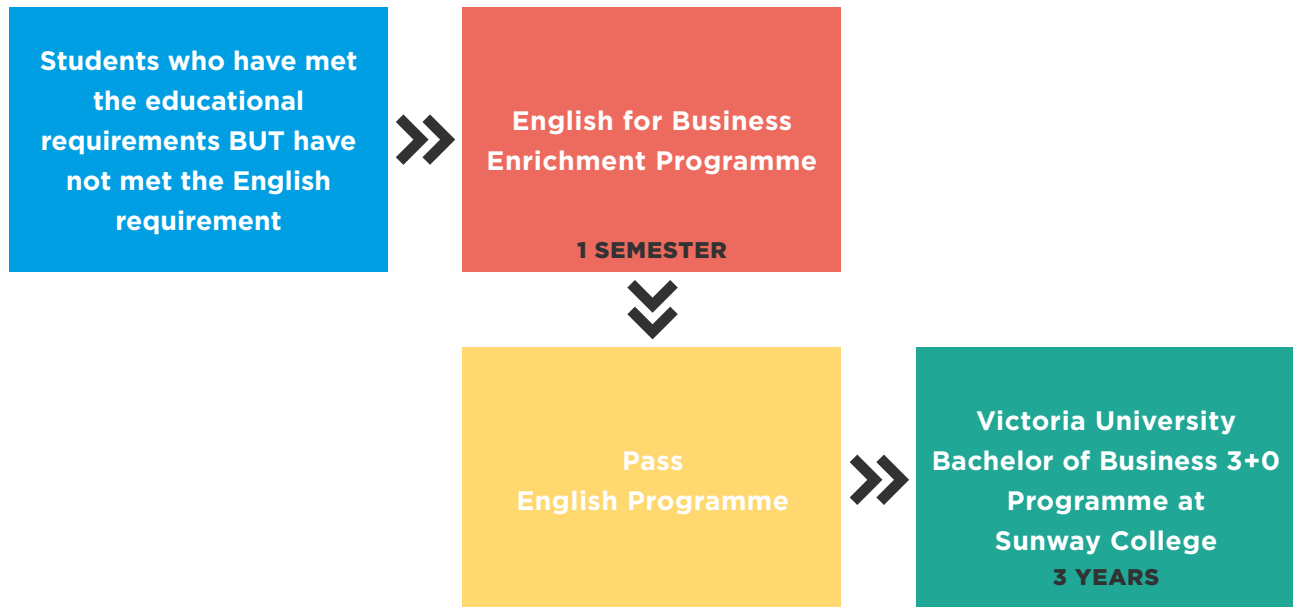
## CAREER SERVICES

Sunway Career Services is a one-stop career centre to equip and support students as they navigate through their career pathway on campus through different resources, avenues and counsel.



# ENGLISH FOR BUSINESS ENRICHMENT PROGRAMME

Our English for Business Enrichment Programme is specifically designed to help you get into the VU Bachelor of Business programme at Sunway College.



## PROGRAMME STRUCTURE

The English for Business: Enrichment Programme carries 10 credit hours. The duration of the programme is 10 weeks or one semester. Students can join the March 2023 intake in semester 1, June 2023 intake in semester 2\* (\*subject to change).

## BENEFITS

English for Business Enrichment Programme is specifically designed with the objective to develop students' vocabulary, spoken and written English for daily business communication, and their knowledge of the business field which are essential for their business studies.

## AUDIENCE

English for Business Enrichment Programme is ideal for **local and international students** who have met the educational requirements BUT have not met the English requirement:

- STPM, UEC, IB or equivalent holders who did not meet the English requirement, or with IELTS 5.0 but less than 6.0
- International students with IELTS 5.5 but less than 6.0



**SUNWAY COLLEGE** DK265-01 (W)

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*Nurturing the Seeds of Wisdom*

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