



# Victoria University – Bachelor of Business



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# Welcome to the VU Bachelor of Business University programme

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

In the Times Higher Education (THE) World University Rankings 2024, VU is ranked in the top 2% of all universities worldwide. We are also Australia's No. 1 university for professional skills in the QILT Employer Satisfaction Survey 2022 – and for good reason.

Our revolutionary and award-winning VU Block Model® means you can immerse yourself in one subject at a time over four-week blocks in small, workshop-style classes. You will benefit from interactive, in-depth learning and an emphasis on the practical application of knowledge.

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 study the same curriculum we deliver in Australia, resulting in globally recognised qualifications.

You are also welcome to complete part of your studies with VU in Melbourne – recently named Australia's best student city and among the top four in the world by the global QS rankings. You will gain invaluable international learning experience at our state-of-the-art campuses and access work placements and employability programmes to help kick-start your career.

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



With best wishes,

A handwritten signature in blue ink that reads "Adam Shoemaker". The signature is fluid and cursive, with a long, sweeping underline.

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

**Victoria University**, based in Melbourne, Australia, is a world-class university, celebrated for its inclusive environment, industry connections and innovative approach to education. As an Australian public university, VU offers internationally recognised qualifications designed to empower students with the skills, knowledge and confidence to succeed in their future careers.

With over 4000 industry partners, VU keeps all courses up-to-date with the latest technology and trends. Our award-winning VU Block Model® will allow you to achieve your best by studying one subject at a time in small, interactive classes, a teaching method that has significantly improved student engagement and results.

# VU at a glance



**No.1 in Australia  
for technical and  
professional skills\***



**No.1 in Victoria  
for educational  
experience^**

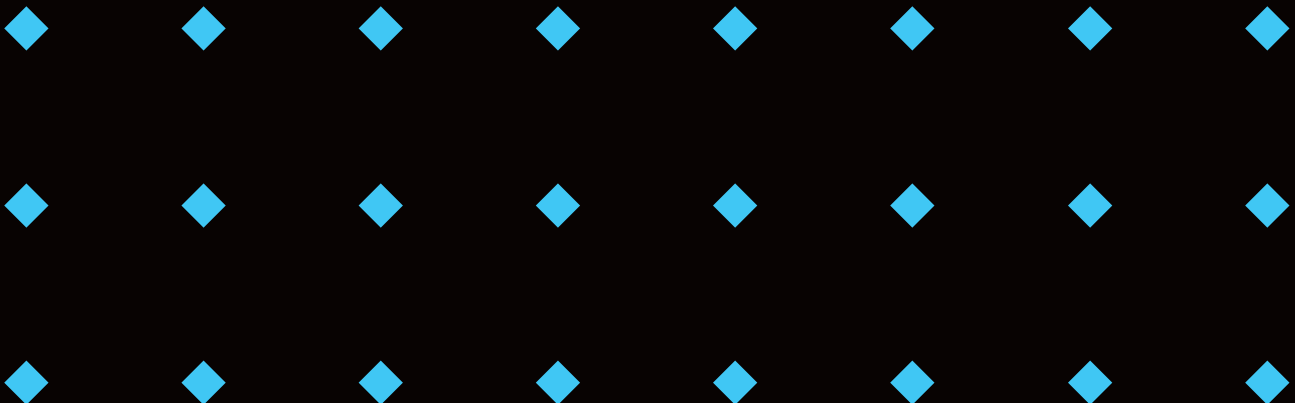


**Top 2% of  
universities  
worldwide#**

\* QILT Employer Satisfaction Survey 2022

^ QILT International Student Experience Survey 2022

# Times Higher Education World University Rankings 2024





# From the programme director

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 30 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 full degree 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 at 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, both Sunway College and VU provide an array of scholarships to eligible students.

## The Sunway advantage

**A pioneer of twinning programmes in Malaysia**

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**Strong industry linkages**

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

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**Identical curriculum & lower fees**

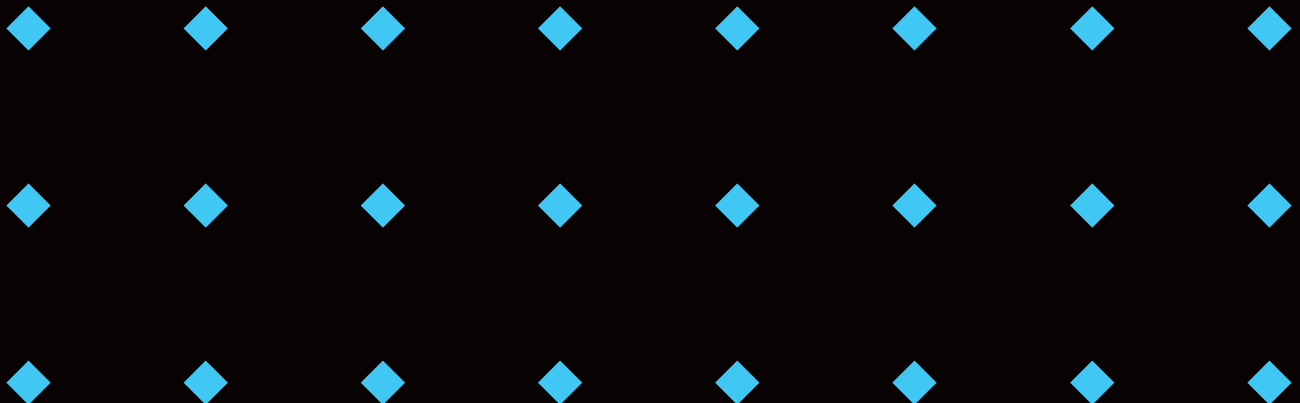
Scan to learn more





# Why VU at Sunway

- ◆ Identical curriculum
- ◆ Strong career outcomes
- ◆ Local and international accreditation
- ◆ Successful internships
- ◆ Employability assured
- ◆ Flexibility and mobility
- ◆ Bridging the gap between academia and industry





# 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.

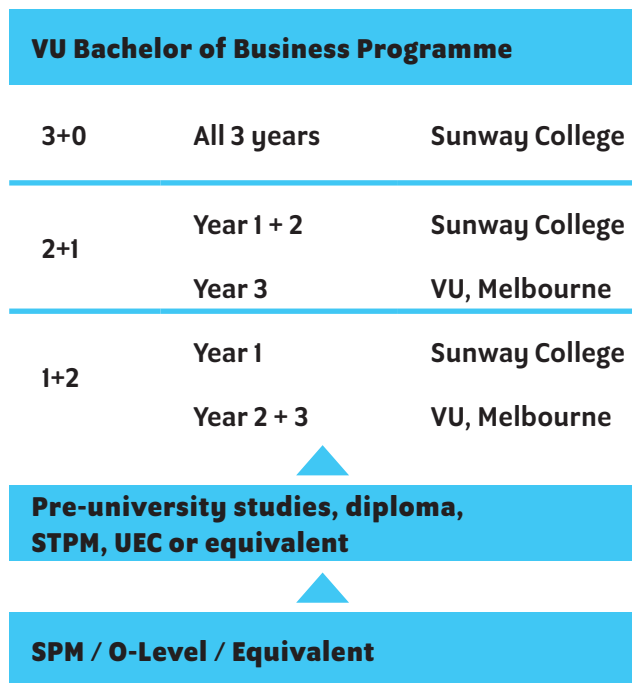
If you are interested in management, marketing, finance, or economics, VU at Sunway will provide you with the opportunity to work with directors at the management level to gain valuable work experience before you graduate. This work experience will become your competitive advantage when you are preparing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

# Education pathway



Intakes
February, July, September
Duration
3 years full time (2 semesters annually)

Bachelor of Business (VU Melbourne)	
<b>C</b>	<b>COURSE CODE:</b> BBNS <b>CRICOS:</b> 092944A
	<b>LOCATION</b> City Campus, Footscray Park
	<b>2024 FEES</b> A\$16,700 per semester

## Entry requirements

### Academic 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 advanced 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 entry 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 anytime.



# Course majors

## 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		For International Students	
<b>MPU3183</b> or <b>MPU3363</b>	Penghayatan Etika dan Peradaban Sustainable Development in Malaysia	<b>MPU3203</b>	Appreciation of Ethics and Civilisation
<b>MPU3193</b>	Falsafah dan Isu Semasa	<b>MPU3143</b>	Bahasa Melayu Komunikasi 2 (Malay Language Communication 2)
<b>MPU3223</b> or <b>MPU3213</b>	Entrepreneurial Skills Bahasa Kebangsaan A	<b>MPU3223</b>	Entrepreneurial Skills
<b>MPU3352</b> or <b>MPU3343</b>	Kursus Integriti dan Anti-Rasuah (KIAR) Organisational Behaviour in a Malaysian Multi-Ethnic Society	<b>MPU3362</b> or <b>MPU3343</b>	Integrity and Anti-Corruption Organisational Behaviour in a Malaysian Multi-Ethnic Society
<b>MPU3442</b>	Social Issues and Community Engagement	<b>MPU3442</b>	Social Issues and Community Engagement

\* Subject to change

# Bachelor of Business structure

## Management and 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

**BAO1101** Accounting for Decision Making

**BCO1102** Information Systems for Business

**BE01105** Economic Principles

**BE01106** Business Statistics

**BHO1171** Introduction to Marketing

**BLO1105** Business Law

**BM01102** Management and Organisation Behaviour

**BPD1100** Integrated Business Challenge

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

### Year 2 / Year 3

Major	Discipline Minor	Breadth Minor
Management and Innovation (BMAMAI)	Marketing (BMIMRK)	Breadth Minor (Select 3)
<b>BM02002</b> STRATEGIC MANAGEMENT	<b>BHO2265</b> INTEGRATED MARKETING COMMUNICATIONS	<b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE
<b>BM02004</b> BUSINESS ETHICS	<b>BHO2285</b> MARKETING RESEARCH	ELECTIVE 1
<b>BM02005</b> INNOVATION AND ENTREPRENEURSHIP	<b>BHO2434</b> CONSUMER BEHAVIOUR	ELECTIVE 2
<b>BM03000</b> KNOWLEDGE MANAGEMENT PRACTICES FOR INNOVATIVE ORGANISATION	<b>BHO3439</b> MARKETING SERVICES AND EXPERIENCES	ELECTIVE 3
<b>BM02000</b> HUMAN RESOURCE MANAGEMENT		
<b>BHO3373</b> INTERNATIONAL MARKETING		
<b>BM03332</b> MANAGING ORGANISATIONAL CHANGE		
<b>BPD3100</b> APPLIED BUSINESS CHALLENGE		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 and 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.

### 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>BE02000</b> FINANCIAL INSTITUTIONS AND MONETARY THEORY	<b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE
<b>BAO2001</b> CORPORATE FINANCE*	<b>BE02001</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>BE02006</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

**BA01101** Accounting for Decision Making  
**BC01102** Information Systems for Business  
**BE01105** Economic Principles  
**BE01106** Business Statistics

**BH01171** Introduction to Marketing  
**BL01105** Business Law  
**BM01102** Management and Organisation Behaviour  
**BPD1100** Integrated Business Challenge

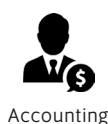
+All Year 1 subjects are identical for all majors under Bachelor of Business.

## Year 2 / Year 3

Major	Discipline Minor	Breadth Minor
Accounting (BMAACT)	Professional Accounting (BMIPAC)*	Breadth Minor (Select 3)
<b>BA02000</b> ACCOUNTING INFORMATION SYSTEMS	<b>BA03306</b> AUDITING	<b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE
<b>BA02001</b> CORPORATE FINANCE	<b>BLO2206</b> TAXATION LAW AND PRACTICE	ELECTIVE 1
<b>BA02202</b> FINANCIAL ACCOUNTING	<b>NIT2171</b> INTRODUCTION TO ICT MANAGEMENT	ELECTIVE 2
<b>BA02203</b> CORPORATE ACCOUNTING	<b>NIT3171</b> ICT BUSINESS ANALYTICS AND DATA VISUALISATION	ELECTIVE 3
<b>BA02204</b> MANAGEMENT ACCOUNTING		
<b>BE02006</b> CORPORATE REGULATION		
<b>BA03309</b> ADVANCED FINANCIAL ACCOUNTING	*This minor provides an integrated set of units to meet Accounting professional accreditation requirements for students undertaking the Accounting major.	4 Units including <b>BPD2100</b> International Business Challenge.
<b>BPD3100</b> APPLIED BUSINESS CHALLENGE		

### Graduate outcomes and careers

Career opportunities include roles in:



### Professional recognition





## Banking and 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  
**BE01105** Economic Principles  
**BE01106** 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.

### Year 2 / Year 3

Major	Discipline Minor	Breadth Minor
Banking and Finance (BMABKF)	Accounting (BMAICT)	Breadth Minor (Select 3)
<b>BE02000</b> FINANCIAL INSTITUTIONS AND MONETARY THEORY	<b>BAO2000</b> ACCOUNTING INFORMATION SYSTEMS	<b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE
<b>BE02001</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

**BA01101** Accounting for Decision Making  
**BC01102** Information Systems for Business  
**BE01105** Economic Principles  
**BE01106** Business Statistics

**BH01171** Introduction to Marketing  
**BL01105** Business Law  
**BM01102** Management and Organisation Behaviour  
**BPD1100** Integrated Business Challenge

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

## Year 2 / Year 3

Major	Discipline Minor	Breadth Minor
Financial Risk Management (BMAFNR)	Banking and Finance (BMIBKF)	Breadth Minor (Select 3)
<b>BA02001</b> CORPORATE FINANCE*	<b>BE02000</b> FINANCIAL INSTITUTIONS AND MONETARY THEORY	<b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE
<b>BE02255</b> APPLIED STATISTICS FOR BUSINESS	<b>BE02001</b> COMMERCIAL BANKING AND FINANCE	ELECTIVE 1
<b>BE02401</b> RISK MANAGEMENT AND INSURANCE	<b>BA02001</b> CORPORATE FINANCE*	ELECTIVE 2
<b>BL02206</b> TAXATION LAW AND PRACTICE	<b>BA03404</b> CREDIT AND LENDING DECISIONS	ELECTIVE 3
<b>BA03000</b> PERSONAL FINANCIAL PLANNING		
<b>BE03000</b> RISK MANAGEMENT MODELS		
<b>BA03403</b> INVESTMENT AND PORTFOLIO MANAGEMENT		
<b>BPD3100</b> APPLIED BUSINESS CHALLENGE	*This is a shared unit, students may choose an alternate unit	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

**BA01101** Accounting for Decision Making  
**BC01102** Information Systems for Business  
**BE01105** Economic Principles  
**BE01106** Business Statistics

**BH01171** Introduction to Marketing  
**BL01105** Business Law  
**BM01102** Management and Organisation Behaviour  
**BPD1100** Integrated Business Challenge

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

### Year 2 / Year 3

Major	Discipline Minor	Breadth Minor
International Trade (BMAITD)	Marketing (BMIMRK)	Breadth Minor (Select 3)
<b>BE02002</b> INTERNATIONAL BUSINESS CONTEXT	<b>BH02265</b> INTEGRATED MARKETING COMMUNICATIONS	<b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE
<b>BE02003</b> INTERNATIONAL ECONOMICS AND FINANCE	<b>BH02285</b> MARKETING RESEARCH	ELECTIVE 1
<b>BE02004</b> INTERNATIONAL TRADE PRACTICES	<b>BH02434</b> CONSUMER BEHAVIOUR	ELECTIVE 2
<b>BE02264</b> MICROECONOMIC ANALYSIS	<b>BH03439</b> MARKETING SERVICES AND EXPERIENCES	ELECTIVE 3
<b>BH03373</b> INTERNATIONAL MARKETING		
<b>BE03430</b> INTERNATIONAL ECONOMIC ANALYSIS		
<b>BE03432</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:



Export & Import



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

**BA01101** Accounting for Decision Making  
**BC01102** Information Systems for Business  
**BE01105** Economic Principles  
**BE01106** Business Statistics

**BH01171** Introduction to Marketing  
**BL01105** Business Law  
**BM01102** Management and Organisation Behaviour  
**BPD1100** Integrated Business Challenge

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

## Year 2 / Year 3

Major	Discipline Minor	Breadth Minor
Marketing (BMAMRK)	International Trade (BMIITD)	Breadth Minor (Select 3)
<b>BH02259</b> PRODUCTS AND SERVICES INNOVATIONS	<b>BEO2002</b> INTERNATIONAL BUSINESS CONTEXT	<b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE
<b>BH02265</b> INTEGRATED MARKETING COMMUNICATIONS	<b>BEO2003</b> INTERNATIONAL ECONOMICS AND FINANCE	ELECTIVE 1
<b>BH02285</b> MARKETING RESEARCH	<b>BEO2004</b> INTERNATIONAL TRADE PRACTICES	ELECTIVE 2
<b>BH02434</b> CONSUMER BEHAVIOUR	<b>BEO3430</b> INTERNATIONAL ECONOMIC ANALYSIS	ELECTIVE 3
<b>BH03373</b> INTERNATIONAL MARKETING		
<b>BH03439</b> MARKETING SERVICES AND EXPERIENCES		
<b>BH03435</b> MARKETING PLANNING AND STRATEGY		
<b>BPD3100</b> APPLIED BUSINESS CHALLENGE		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 and 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

**BA01101** Accounting for Decision Making  
**BC01102** Information Systems for Business  
**BE01105** Economic Principles  
**BE01106** Business Statistics

**BH01171** Introduction to Marketing  
**BL01105** Business Law  
**BM01102** Management and Organisation Behaviour  
**BPD1100** Integrated Business Challenge

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

## Year 2 / Year 3

Major	Discipline Minor	Breadth Minor
Supply Chain and Logistics Management (BMASCL)	International Trade (BMIITD)	Breadth Minor (Select 3)
<b>BM02181</b> OPERATIONS MANAGEMENT	<b>BE02002</b> INTERNATIONAL BUSINESS CONTEXT	<b>BPD2100</b> INTERNATIONAL BUSINESS CHALLENGE
<b>BM02201</b> DISTRIBUTION MANAGEMENT	<b>BE02003</b> INTERNATIONAL ECONOMICS AND FINANCE	ELECTIVE 1
<b>BM02202</b> PURCHASING AND SUPPLY MANAGEMENT	<b>BE02004</b> INTERNATIONAL TRADE PRACTICES	ELECTIVE 2
<b>BM02203</b> E-SUPPLY CHAIN MANAGEMENT	<b>BE03430</b> INTERNATIONAL ECONOMIC ANALYSIS	ELECTIVE 3
<b>BM03123</b> INTEGRATED SUPPLY CHAIN MANAGEMENT		
<b>BM03418</b> TRANSPORT AND LOGISTICS MANAGEMENT		
<b>BM03419</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 and 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

**BA01101** Accounting for Decision Making  
**BC01102** Information Systems for Business  
**BE01105** Economic Principles  
**BE01106** Business Statistics

**BH01171** Introduction to Marketing  
**BL01105** Business Law  
**BM01102** Management and Organisation Behaviour  
**BPD1100** Integrated Business Challenge

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

## Year 2 / Year 3

Major	MAJOR
Accounting (BMAACT)	Banking and Finance (BMABKF)
<b>BA02000</b> ACCOUNTING INFORMATION SYSTEMS	<b>BE02000</b> FINANCIAL INSTITUTIONS AND MONETARY THEORY
<b>BA02001</b> CORPORATE FINANCE*	<b>BE02001</b> COMMERCIAL BANKING AND FINANCE
<b>BA02202</b> FINANCIAL ACCOUNTING	<b>BA02001</b> CORPORATE FINANCE*
<b>BA02203</b> CORPORATE ACCOUNTING	<b>BA03402</b> INTERNATIONAL BANKING AND FINANCE
<b>BA02204</b> MANAGEMENT ACCOUNTING	<b>BA03404</b> CREDIT AND LENDING DECISIONS
<b>BE02006</b> CORPORATE REGULATION	<b>BL03405</b> LAW OF FINANCIAL INSTITUTIONS AND SECURITIES
<b>BA03309</b> ADVANCED FINANCIAL ACCOUNTING	<b>BA03403</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:



Accounting



Banking



Business Consulting



Financial Analysis



Financial Advisory



Funds Management

### Professional recognition

Accounting:



Think Ahead



Finance:





# Financial Risk Management + Banking and Finance

Become a finance specialist in the world of business with a double major. This degree 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

**BA01101** Accounting for Decision Making  
**BC01102** Information Systems for Business  
**BE01105** Economic Principles  
**BE01106** Business Statistics

**BH01171** Introduction to Marketing  
**BL01105** Business Law  
**BM01102** Management and Organisation Behaviour  
**BPD1100** Integrated Business Challenge

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

## Year 2 / Year 3

Major	Major
Banking and Finance (BMABKF)	Financial Risk Management (BMAFNR)
<b>BE02000</b> FINANCIAL INSTITUTIONS AND MONETARY THEORY	<b>BA02001</b> CORPORATE FINANCE*
<b>BE02001</b> COMMERCIAL BANKING AND FINANCE	<b>BE02255</b> APPLIED STATISTICS FOR BUSINESS
<b>BA02001</b> CORPORATE FINANCE*	<b>BE02401</b> RISK MANAGEMENT AND INSURANCE
<b>BA03402</b> INTERNATIONAL BANKING AND FINANCE	<b>BL02206</b> TAXATION LAW AND PRACTICE
<b>BA03404</b> CREDIT AND LENDING DECISIONS	<b>BA03000</b> PERSONAL FINANCIAL PLANNING
<b>BL03405</b> LAW OF FINANCIAL INSTITUTIONS AND SECURITIES	<b>BE03000</b> RISK MANAGEMENT MODELS
<b>BA03403</b> INVESTMENT AND PORTFOLIO MANAGEMENT*	<b>BA03403</b> INVESTMENT PORTFOLIO MANAGEMENT*
<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:



Banking



Financial Planning



Insurance



Investment



Financial Analysis



Funds Management

## Professional recognition



# Marketing + Management and 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

**BA01101** Accounting for Decision Making  
**BC01102** Information Systems for Business  
**BE01105** Economic Principles  
**BE01106** Business Statistics

**BH01171** Introduction to Marketing  
**BL01105** Business Law  
**BMO1102** Management and Organisation Behaviour  
**BPD1100** Integrated Business Challenge

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

## Year 2 / Year 3

Major	Major
Marketing (BMAMRK)	Management and Innovation (BMAMAI)
<b>BH02259</b> PRODUCT AND SERVICES INNOVATIONS	<b>BH03373</b> INTERNATIONAL MARKETING*
<b>BH02265</b> INTEGRATED MARKETING COMMUNICATIONS	<b>BMO2002</b> STRATEGIC MANAGEMENT
<b>BH02285</b> MARKETING RESEARCH	<b>BMO2004</b> BUSINESS ETHICS
<b>BH02434</b> CONSUMER BEHAVIOUR	<b>BMO2005</b> INNOVATION AND ENTREPRENEURSHIP
<b>BH03373</b> INTERNATIONAL MARKETING*	<b>BMO3000</b> KNOWLEDGE MANAGEMENT PRACTICES FOR INNOVATIVE ORGANISATION
<b>BH03439</b> MARKETING SERVICES AND EXPERIENCES	<b>BMO2000</b> HUMAN RESOURCE MANAGEMENT
<b>BH03435</b> MARKETING PLANNING AND STRATEGY	<b>BMO3332</b> MANAGING ORGANISATIONAL CHANGE
<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:



Market Analyst



Social Media Marketing  
Officer



Brand Strategist



Management Consultant



Entrepreneurship

### Professional recognition



# International Trade + Supply Chain and 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

**BA01101** Accounting for Decision Making  
**BC01102** Information Systems for Business  
**BE01105** Economic Principles  
**BE01106** Business Statistics

**BH01171** Introduction to Marketing  
**BL01105** Business Law  
**BM01102** Management and Organisation Behaviour  
**BPD1100** Integrated Business Challenge

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

## Year 2 / Year 3

Major	Major
International Trade (BMAITD)	Supply Chain & Logistics Management (BMASCL)
<b>BE02002</b> INTERNATIONAL BUSINESS CONTEXT	<b>BM02181</b> OPERATIONS MANAGEMENT
<b>BE02003</b> INTERNATIONAL ECONOMICS AND FINANCE	<b>BM02201</b> DISTRIBUTION MANAGEMENT
<b>BE02004</b> INTERNATIONAL TRADE PRACTICES	<b>BM02202</b> PURCHASING AND SUPPLY MANAGEMENT
<b>BE02264</b> MICROECONOMIC ANALYSIS	<b>BM02203</b> E-SUPPLY CHAIN MANAGEMENT
<b>BH03373</b> INTERNATIONAL MARKETING	<b>BM03123</b> INTEGRATED SUPPLY CHAIN MANAGEMENT
<b>BE03430</b> INTERNATIONAL ECONOMIC ANALYSIS	<b>BM03418</b> TRANSPORT AND LOGISTICS MANAGEMENT
<b>BE03432</b> STRATEGIC INTERNATIONAL TRADE OPERATIONS	<b>BM03419</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

**BA01101** Accounting for Decision Making  
**BC01102** Information Systems for Business  
**BE01105** Economic Principles  
**BE01106** Business Statistics

**BH01171** Introduction to Marketing  
**BL01105** Business Law  
**BM01102** Management and Organisation Behaviour  
**BPD1100** Integrated Business Challenge

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

### Year 2 / Year 3

Major	Major
International Trade (BMAITD)	Marketing (BMAMRK)
<b>BE02002</b> INTERNATIONAL BUSINESS CONTEXT	<b>BH02259</b> PRODUCT AND SERVICES INNOVATION
<b>BE02003</b> INTERNATIONAL ECONOMICS AND FINANCE	<b>BH02265</b> INTEGRATED MARKETING COMMUNICATIONS
<b>BE02004</b> INTERNATIONAL TRADE PRACTICES	<b>BH02285</b> MARKETING RESEARCH
<b>BE02264</b> MICROECONOMIC ANALYSIS	<b>BH02434</b> CONSUMER BEHAVIOUR
<b>BH03373</b> INTERNATIONAL MARKETING*	<b>BH03373</b> INTERNATIONAL MARKETING*
<b>BE03430</b> INTERNATIONAL ECONOMIC ANALYSIS	<b>BH03439</b> MARKETING SERVICES AND EXPERIENCES
<b>BE03432</b> STRATEGIC INTERNATIONAL TRADE OPERATIONS	<b>BH03435</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

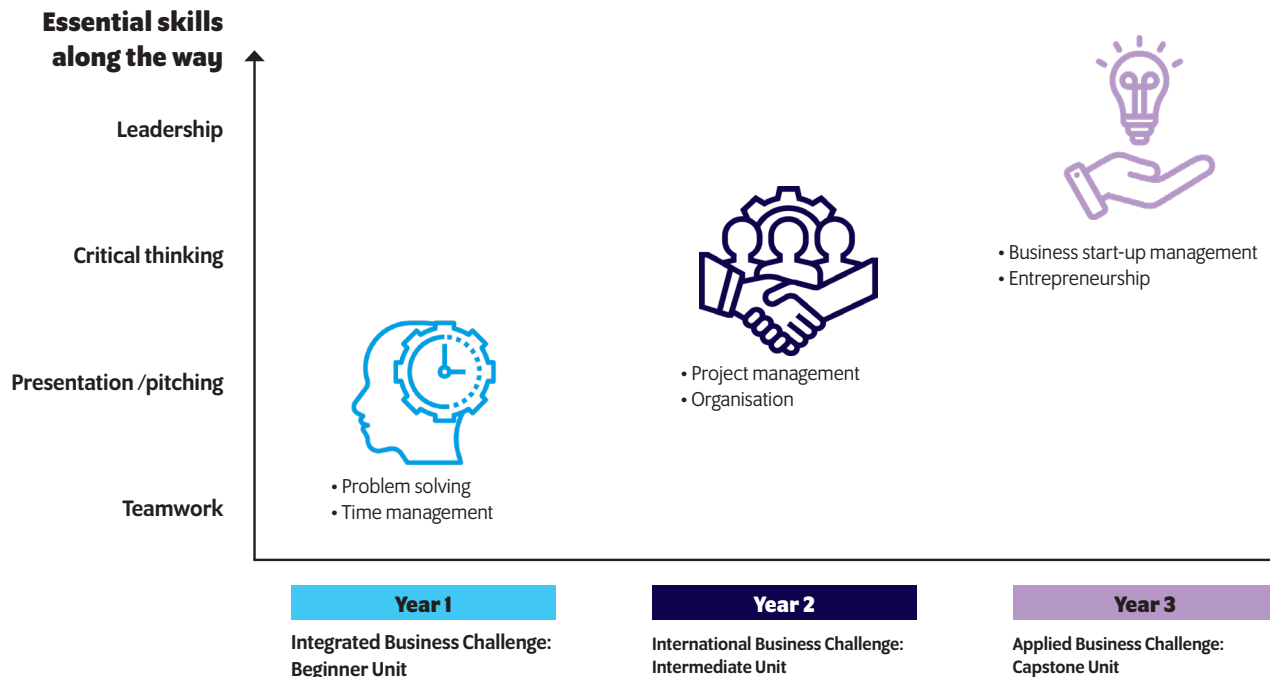


Policy Development

### Professional recognition



# Business challenge units



## Sunway Innovations Labs (ILABS)



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



**Bathday Handmade – Kang Phaik Wa (Malaysia)**

The VU Bachelor of Business programme 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 programmes.

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.

# Flexible learning to build your degree

## What is the VU Block Model®?

Victoria University students benefit from the award-winning VU Block Model®, an innovative style of higher education. Instead of studying multiple subjects at once, you'll complete one subject at a time over four-week 'blocks'.

Learning in interactive, workshop-style classes where you get to know your teachers and classmates, you'll put theory into practice, apply your knowledge to real-world scenarios, and receive fast feedback on your assessments.

You'll study in three-hour classes, three days a week, enabling you to balance study with other commitments. The VU Block Model® offers enhanced focus and flexibility to help you achieve your best.

- ◆ Study one subject at a time, in four-week blocks.
- ◆ Get practical skills and industry experience that prepares you for the career you want.
- ◆ Learn in small, interactive classes where your voice is heard.
- ◆ Enjoy more flexibility for your social life, work, family and everything else that matters.

## How VU Block Model® works

### VU Block Model learning structure

Summer Block JAN – FEB	Semester 1				Winter Block JUL	Semester 2			
	Block 1 FEB – MAR	Block 2 MAR – APR	Block 3 MAY	Block 4 MAY – JUN		Block 1 JUL – AUG	Block 2 AUG – SEP	Block 3 OCT	Block 4 OCT – NOV
Assessments	Assessments	Assessments	Assessments	Assessments	Assessments	Assessments	Assessments	Assessments	Assessments

4 Weeks

### Standard university learning 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



# Why it's smarter

## Build the skills you need

The practical, flexible VU Block Model allows you to build the skills you need for your career. We collaborate with industry partners to design career-focused courses so you can get to where you want to go. You'll benefit from practical learning opportunities, including industry projects and placements. The VU Block Model has also improved engagement and results, with unit pass rates over 93% for international students at VU Melbourne in 2022.

## Connect and collaborate

Your classes are held in interactive learning spaces, including industry partner facilities. You'll collaborate with your classmates and get real-time feedback on your assessments as you progress. It's a way of learning that connects you to other students, to your teachers and to industry partners – and ultimately your chosen career.

## Flexible and adaptable learning

Classes are small and collaborative with more face-to-face time with your teacher. There are also options to fast-track or pause your studies if life demands a break. The VU Block Model allows you to focus on one or two subjects at a time through three hour classes, three days a week. Focused, flexible timetables help you balance study with work and personal commitments. You'll also benefit from faster feedback on all your assessments.



**3-hour**  
classes



Classes  
**3 days**  
per week



Maximum  
**35 students**  
per class

# Proven student success



“

The thing I like most about the VU Block Model is it frees up my time to do 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.

”

**Peter Chew Ming Cong** — MUFY 2021  
Sunway College, Kuala Lumpur



“

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.

”

**Valerie Tan Jia Xin** — UEC 2021  
Pay Fong Middle School, Melaka



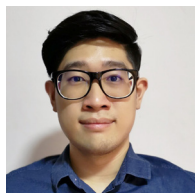
“

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.

”

**Sarrvina Soorage** — Foundation in Science  
UOW Malaysia KDU, Penang

# 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.

”

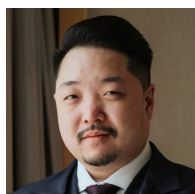


**Mandy Chai Lai Kuan**  
**Marketing + International Trade**  
DHL Express Singapore Pte Ltd  
Relationship Manager

“

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.

”

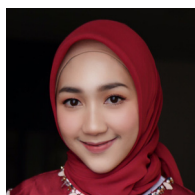


**Khurram Klevedal**  
**Marketing**  
Samhall AB, Sweden  
Area Manager

“

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.

”

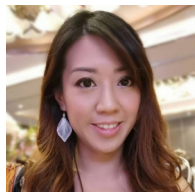


**Sasria Pratiwi Hasan**  
**Marketing + International Trade**  
Service Source for Google  
Account Manager Google  
Workspace

“

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 gives memorable life experiences. VU is truly a place I call my second home.

”



**Sabrina Melisa Aripin**  
**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 lay the most important foundations for our careers. In future, 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 had a wonderful experience and built 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 academically and personally challenged by the lecturers and mentors. It was these kinds of interpersonal relationship that stretched my capacity and revealed my potential.

”



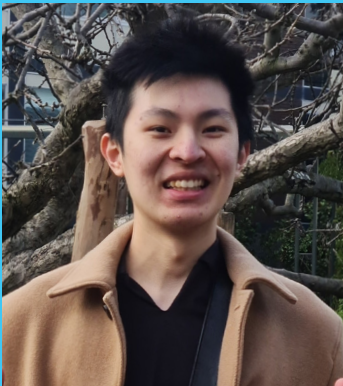
# Global experience: flexible transfer and mobility options

## 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



“

Studying at VU Melbourne has given me the opportunity to interact with students from countries across the world, including Mexico, China, Vietnam, Malaysia, Indonesia, the Middle East and Australia itself. The diverse background and culture created a fun learning environment. The decision to do an exchange is one of the best decisions I made in my life.

”

Justin Nathaniel Angelo



“

I am extremely grateful that this exchange opportunity has broadened my perspective on life and allowed me to immerse myself in an entirely new culture. Interacting with people from diverse demographics and backgrounds has been an invaluable experience. Hearing their personal stories and receiving advice has guided me towards self-improvement.

”

Kwek Chian Wen



“

It has always been my dream to experience studying abroad. I am very thankful to Sunway for giving me this golden opportunity to experience Melbourne with my own eyes. It was an unforgettable experience.

”

Jenson Chien Heng Loong



# Victoria University Melbourne study trip

“

Reflecting on our study trip, I am overwhelmed with gratitude for the opportunity to expand my horizons and meet incredible individuals. The connections we forged at VU Melbourne and the experiences we gained have left an indelible mark on my journey of personal and academic growth. This adventure was more than just a visit; it was a transformative experience that broadened my perspective and enriched my understanding of the world.

”

**Peter Chew Mingcong**  
Sunway-Victoria University Excellence Scholarship  
recipient February 2022

“

It was an incredible experience to be able to see VU firsthand and live on campus. I have learnt, explored and experienced so much as an individual and had the pleasure to meet so many incredible people from across the world and build meaningful connections in this truly remarkable and unforgettable study trip to Melbourne. It would be an experience that I would look back fondly on for years to come.

”

**Kevvel Kaur Tewana**  
Sunway-Victoria University Excellence Scholarship  
recipient July 2021





# VU campuses

VU's state-of-the-art campuses in central and west Melbourne offer industry-focused facilities and welcoming communities. Each campus is centred on specific industries and combines innovative, practical learning with onsite business partnerships.

## Footscray Park



## VU City Campus

The new VU City Campus, opened in 2022, embodies the university campus of the future. In our 32-level City Tower building in the centre of Melbourne, you'll enjoy collaborative classes with skyline views, outstanding facilities, student-run health and beauty clinics, and the opportunity to connect with industry partners on campus.





# 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.

## Safety and 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.



CAMPUS WITH A  
CONSCIENCE







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



Residences



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



# 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.

## Industry visits, charity work and events









# Organisations employing our graduates

## Accounting firms

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

## Banking and finance

- Alliance Bank
- CIMB
- 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

## Computers and information technology

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

## Digital marketing and commerce

- Google
- Grab
- Lazada
- Shopee
- TikTok

## Fashion and beauty

- L'Oreal
- Uniqlo
- Zara

## Food and beverages

- Coca-cola Bottlers
- Costa Coffee
- Mamee-Double Decker
- Nestle
- QSR Brands (KFC & Pizza Hut)

## Oil and gas

- BHP Billiton
- British Petroleum
- Petronas
- Shell Malaysia

## Property

- iProperty
- Mah Sing Group
- Paramount Property

## Transport and shipping

- DHL Express
- FedEx
- Maersk
- 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
- DIGI Telecommunications
- DKSH
- Sharp

- Sony Pictures Entertainment
- Star Cruises
- Tan Chong Motor
- Parkson
- The Star
- Warner Music Malaysia

## Employers overseas

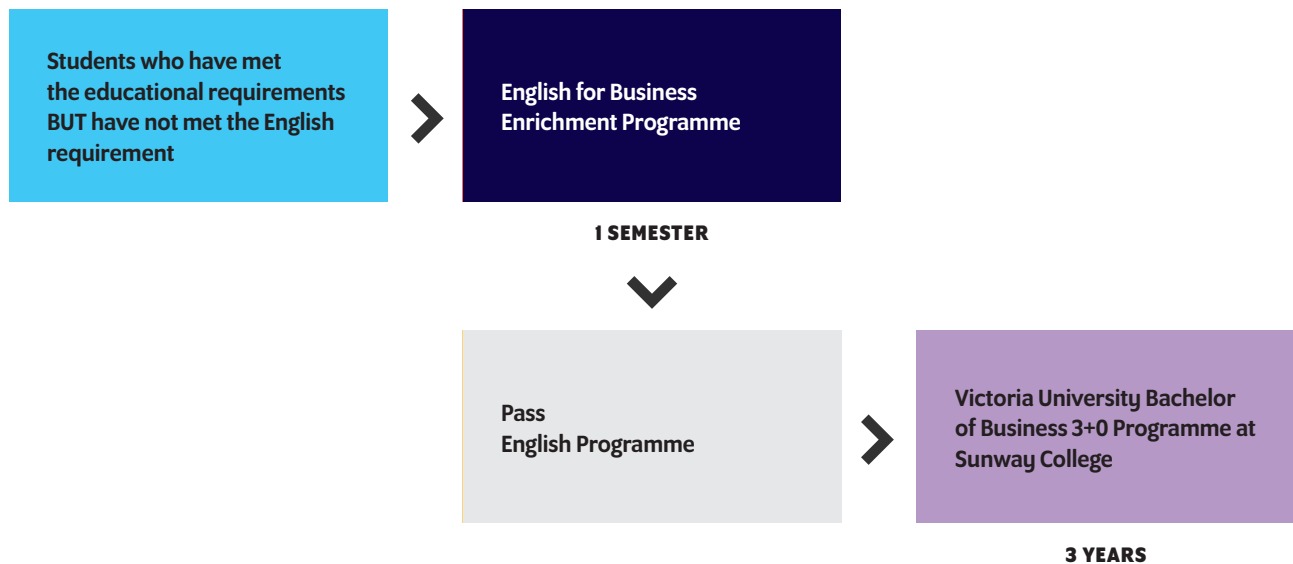
- American Express, Singapore
- Cathay Pacific Airways, Hong Kong
- ECMS Express, China
- Elite Finance Group, Australia
- Evergreen Shipping Agency, Indonesia
- Global Transportasi Nusantara, Indonesia
- HSBC, Hong Kong
- I & M Bank (T) Ltd, Tanzania
- JS Bank, Pakistan
- Maldives Monetary Authority
- Mauritius Commercial Bank
- Maybank, Indonesia
- Morrows Pty Ltd, Australia
- National Australia Bank
- 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 April 2024 intake in semester 1, July 2024 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

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