



# VU BACHELOR OF BUSINESS



*Pathway to a Brighter Future*

# THE NEW WAY TO DO UNI



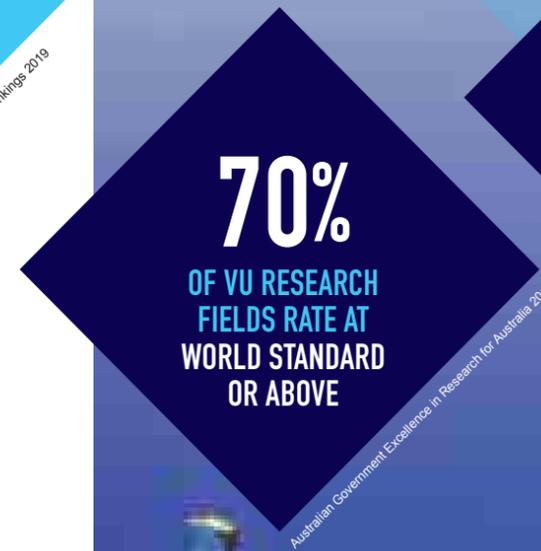
Victoria University (VU), achieved university status in 1990, but its preceding institutions date back to 1916. A highly respected, multi-discipline university based in Melbourne, Australia, VU successfully provides high quality, practical, industry-connected undergraduate and postgraduate courses, including business specialisations, to serve enterprise, industry and individuals. As an internationally-focused university, it also makes significant contributions to education and research outside Australia, including Malaysia.

VU is a leader in work-integrated learning, because it understands the importance of 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.

Approximately 40,000 students study at VU each year, including 3,600 international students studying in Melbourne. More than 6,500 international students undertake their VU degree at VU partner institutions outside of Australia. VU has 2,500 staff, attractive campuses in Melbourne and Sydney, and university partnerships in many countries, including Malaysia.

VU is ranked in the **world's top 2%** of universities worldwide and ranked **#45 worldwide** of young universities under 50 years (*Times Higher Education (THE) World University Rankings 2019*).

VU won the 2018 International Education Association of Australia Awards for Excellence in Innovation for the First Year Model (FYM) and the 2018 Victorian International Education Awards for Excellence in International Education - University category.



# FROM THE DESK OF THE DIRECTOR OF PROGRAMME

Greetings from Victoria University at Sunway, which offers the Victoria University Bachelor of Business Programme (BBNS). This undergraduate programme offers a solid platform for academic excellence as well as a launching pad for future employment and entrepreneurship.

Sunway's partnership with VU dates back more than 25 years and the VU degree has been accredited both locally and internationally. VU graduates are recognised for their adaptability and employability by international employers such as KPMG, Deloitte, KassimChan, PricewaterhouseCoopers, Ernst & Young and many more.

VU students at the Sunway campus are high achievers who top many subjects in the University exams held across all campuses in Australia. This is a testimony of the dedicated and quality teaching by lecturers at the Sunway campus.

Apart from the academic aspect, students also have the opportunity to experience an active university life via involvement in clubs and societies and can also network with the business community.

The hallmark of the Victoria University at Sunway programme is its excellent pastoral care. If I may quote Carl Jung\*:  
"One looks back with appreciation to the brilliant teachers but with gratitude to those who touched our human feelings. The curriculum is so much necessary raw material, but warmth is the vital element for the growing plant and for the soul of the child."

We invite you to enrol in the Victoria University at Sunway programme to experience a holistic university education and we look forward to welcoming you.

\* Carl Jung (26 July 1875 – 6 June 1961) was a Swiss psychiatrist and psychoanalyst who founded analytical psychology.

**Ms Greeja De Silva**



JPT/BPP(K)(R/340/6/0382/A4933)3/24

## VICTORIA UNIVERSITY'S BACHELOR OF BUSINESS PROGRAMME OFFERS ▶

- Cutting-edge business and finance knowledge and skills
  - Development of professional and personal capabilities
- Together, these form your 21st Century global employment portfolio.

## OUR FACULTY ARE LEADING ACADEMICS WITH BUSINESS EXPERIENCE WHO FOCUS ON ▶

- Student engagement and personal challenge
- Application of knowledge and skills in and out of class

## WE PROVIDE A FLEXIBLE, INTERNATIONAL STUDY MODEL ▶

- 3+0: BBNS all at Sunway
- Transfer to Melbourne for 1 or more years of study, or your final semester
- Some study abroad places available

**3+0**

<https://www.vu.edu.au/about-vu/international-engagement/international-delivery-partnerships>



# REASONS TO UNDERTAKE VU BACHELOR OF BUSINESS

<b>STRONG CAREER OUTCOMES</b>	Many local and international students who have completed their degree at VU-Sunway have established promising careers worldwide or continued to pursue postgraduate qualifications all over the world in the past 22 years.
<b>LOCAL AND INTERNATIONAL ACCREDITATION</b>	<p>The VU Bachelor of Business degree is approved by the Ministry of Education (MOE), fully accredited by the Malaysian Qualifications Agency (MQA) and audited by the Australian Tertiary Education Quality Standards Agency (TEQSA). The VU Bachelor of Business in Accounting is recognised by professional bodies such as:</p> 
<b>BUSINESS LEARNING EXPERIENCE PROJECT</b>	This unique curriculum comprises a business learning experience project that requires students to undertake three business challenge units complementing the major area of study. These units are taught using a technology intensive learner-centred collaborative learning model.
<b>SUCCESSFUL INTERNSHIPS</b>	Students are strongly encouraged to undertake internships prior to graduation. The programme assists to facilitate second and third year students into placement with the leading professional services firms and other corporations.
<b>EMPLOYABILITY ASSURED</b>	<p>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, employability and are sought-after by international employers, such as:</p> 

<b>AUSTRALIAN MARKETING INSTITUTE (AMI)</b>	The VU Bachelor of Business (Marketing) received accreditation from the Australian Marketing Institute in 2012, providing an independent verification of status and quality, thus recognising the course as meeting the requirements for course content. The accreditation is extended to VU's offshore partners at Sunway in Malaysia.
<b>CHARTERED INSTITUTE OF LOGISTICS AND TRANSPORT, AUSTRALIA (CILT)</b>	<p>VU's Bachelor of Business (Supply Chain and Logistics Management) is accredited by the Chartered Institute of Logistics and Transport, Australia (CILT). This certification allows students to achieve the educational requirements of Chartered Membership (CMILT) and provides certainty of the quality and relevance of the programs to their workplaces and careers.</p> 
<b>IDENTICAL CURRICULUM</b>	The curriculum delivered at VU-Sunway is identical to the one in Melbourne, Australia. The syllabi, assignments, tests and final examinations are set by VU, ensuring a true Australian university education. All tests and examinations are conducted on the same day and at the same time as VU, Melbourne. The academic transcripts and certificates are issued by VU.
<b>GRADUATE WITH FLYING COLOURS</b>	Students at Sunway frequently achieve top position in the examinations across all campuses in Australia, a testimony of the dedication and quality teaching by Sunway lecturers on the VU programme.
<b>ACTIVE LIVING</b>	The VU Business Club and the Sunway CPA Australia Student Charter are run by students who independently carry out activities with their coursemates and also network with the business community. Students and academic staff of VU-Sunway also jointly publish the VU Voices, a newsletter highlighting events and activities that are held throughout the year.

# REASONS TO UNDERTAKE VU BACHELOR OF BUSINESS

## COLLABORATION WITH THE BEST

Chartered Financial Analyst (CFA)  
The Chartered Financial Analyst (CFA) programme is a globally recognised, graduate level qualification for investment professionals. Final year VU Bachelor of Business students in the Banking and Finance and/or Financial Risk Management Business specialisations can choose to pursue this renowned programme even before they graduate. They will be offered exemptions for selected workshop subjects in the CFA programme via collaboration between Sunway College and AB Maximus, the leading CFA course provider in Southeast Asia.

## FLEXIBILITY AND MOBILITY

Students have the flexibility and mobility to choose to transfer to VU in Australia at any time during their course of study. Subject to approval, VU students at Sunway can also complete one semester in VU Melbourne through the Student Exchange Programme without paying the much higher Australian tuition fee. Students finishing their first year studies upon meeting all the specific conditions, can also opt to transfer to other Australian and New Zealand universities.

## 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 unit and the Applied Business Challenge unit, which complement the major areas of study. These units focus on the development of professional and personal attributes sought-after by industry in fresh graduates. They are taught using a student-centred collaborative learning model combined with face-to-face interaction with experienced facilitators in class.

## BRIDGING THE GAP BETWEEN ACADEMIA AND ENTREPRENEURSHIP

The VU programme works closely with the Sunway Innovation Labs (iLABS) a non-profit organisation and a part of the Jeffrey Cheah Foundation that provides a co-working space located in Menara Sunway. This space was built to enable students to gain exposure to the market - everything from the mindset and financial literacy to Silicon Valley jargons. It was launched in May 2017 to provide an opportunity for start-ups, freelancers, digital nomads and small and medium enterprises to meet up. Modelled partly after Harvard's Innovation Labs, interested and young budding entrepreneurs who are bursting with ideas and who are keen to proceed to the next level may be hand-picked to get a one-way ticket into the iLABS accelerator programmes.

Selected from the capstone unit of Applied Business Challenge, students are provided with facilities and the tools to come up with the products, technology and to eventually launch their business ideas for incubation and/or acceleration. iLABS has built partnerships with big names such as Grab, MaGIC, Cradle and Silicon Valley's Young Outliers.

The VU programme enables students to gain exposure to experienced entrepreneurs from Silicon Valley such as designers from Tesla and other experts from Google and Facebook.

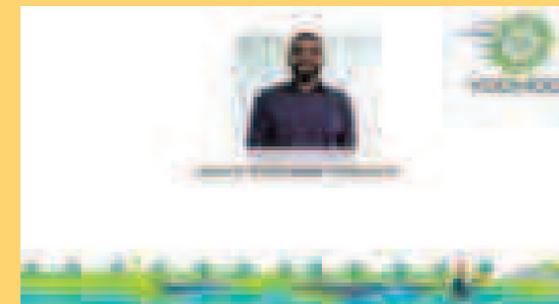
During the launch of iLABS in 2017, three student start-ups from VU were showcased.



Tax Uncle (app) -  
Dickson Pua (Malaysia)



Bathday Handmade -  
Kang Phaik Wa (Malaysia)



YooHoo - Abdulla Ali  
Abdulla Hassan Abdulla  
Sarhan (Bahrain)

# EDUCATION PATHWAY AND ENTRY REQUIREMENTS

## VU BACHELOR OF BUSINESS PROGRAMME

**3+0**

- Complete all 3 years at Sunway College

**1+2\***

- Year 1 - Sunway College
- Year 2+3
  - VU, Melbourne
  - RMIT University
  - The University of Queensland
  - The University of Western Australia

**2+1\***

- Year 1+2 - Sunway College
- Year 3 - VU, Melbourne

\* Students also have the option to transfer to other Australian universities (subject to meeting specific requirements of the respective universities).

SPM / O-Level / Equivalent

Pre-University Studies, STPM, UEC or Equivalent

### ACADEMIC REQUIREMENTS\*

Applicants are evaluated for admission based on the following entry requirements:

\* Students must have Credit in Mathematics at SPM or its equivalent in order to major in Accounting and/or Banking & Finance.

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
International Baccalaureate (IB) Diploma	Completed with an overall minimum result of 24 points
Australian Matriculation	ATAR 55
Canadian Matriculation	60%
MUFY	55%
UEC	Maximum 26 points on 5 subjects (A1-B6)
FIA/FIST	CGPA 2.0
Other qualifications	Case-by-case

### ENGLISH LANGUAGE REQUIREMENTS\*

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

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
ESL / English	Satisfactory level in Pre-University Studies

# COURSE STRUCTURE

The Bachelor of Business degree is offered over three years on a full-time basis.

To attain the award of Bachelor of Business, students must successfully complete 288 credit points (equivalent to 24 units) consisting of:

## 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

## YEAR 2 YEAR 3

OPT to do (A) a Double Major or (B) 1 Major + 1 Discipline Minor + 1 Breadth Minor  
Choice of:

If (A) - a Double Major

Major (8 units)		+ Major (8 units)	
Accounting		+	Banking & Finance
OR	Financial Risk Management	+	Banking & Finance
OR	Marketing	+	International Trade

If (B) - 1 Major + 1 Discipline Minor + 1 Breadth Minor

Major (8 units)		+ Discipline Minor (4 Units)		+ Breadth Minor	
Accounting		+	Banking & Finance	(4 units, including BPD2100 International Business Challenge)	
OR	Financial Risk Management	+	Banking & Finance		
OR	Banking and Finance	+	Accounting		
OR	Marketing	+	International Trade		
OR	International Trade	+	Marketing		
OR	Management and Innovation	+	Marketing		
OR	Supply Chain and Logistics Management	+	International Trade		

# PROGRAMME STRUCTURE

JPT/BPP(K)(R/340/6/0382/A4933)3/24

## BACHELOR OF BUSINESS

The Bachelor of Business is a three-year course on a full-time basis. We offer a common first year that allows you the time to consider and choose which major is best for you. All students undertake the same first year subjects which are complemented in the second and third year by majors.

### INTAKES

February, July, September

### DURATION

3 years full time degree  
(2 semesters annually)

### EXAMINATIONS

June and November

Malaysian and international students are required to pass MOE General Studies subjects.

## YEAR 1

### BUSINESS CORE UNITS OF STUDY

The compulsory Business Core Units are common across all business disciplines and are undertaken in the first year of study.

### COMMON FIRST YEAR

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

## YEAR 2 AND YEAR 3

### MAJORS

#### ACCOUNTING (BMAACT)

BAO2000	Accounting Information Systems
BAO2001	Corporate Finance
BAO2202	Financial Accounting
BAO2203	Corporate Accounting
BAO2204	Management Accounting
LLW2004	Corporations Law
BAO3309	Advanced Financial Accounting
BPD3100	Applied Business Challenge

The following units are recommended for membership eligibility to Professional Accounting associations:

BAO3306	Auditing
BLO2206	Taxation Law and Practice

#### BANKING AND FINANCE (BMABKF)

BEO2000	Financial Institutions and Monetary Theory
BEO2001	Commercial Banking and Finance
BAO2001	Corporate Finance
BAO3402	International Banking and Finance
BAO3404	Credit and Lending Decisions
BLO3405	Law of Financial Institutions and Securities
BAO3403	Investment and Portfolio Management
BPD3100	Applied Business Challenge

#### FINANCIAL RISK MANAGEMENT (BMAFNR)

BAO2001	Corporate Finance
BEO2255	Applied Statistics for Business
BEO2401	Risk Management and Insurance
BLO2206	Taxation Law and Practice
BAO3000	Personal Financial Planning
BEO3000	Risk Management Models
BAO3403	Investment and Portfolio Management
BPD3100	Applied Business Challenge

#### INTERNATIONAL TRADE (BMAITD)

BEO2002	International Business Context
BEO2003	International Economics and Finance
BEO2004	International Trade Practices
BEO2264	Microeconomic Analysis
BHO3373	International Marketing
BEO3430	International Economic Analysis
BEO3432	Strategic International Trade Operations
BPD3100	Applied Business Challenge

#### MANAGEMENT AND INNOVATION (BMAMAI)

BMO2002	Strategic Management
BMO2004	Business Ethics
BMO2005	Innovation and Entrepreneurship
BMO3000	Knowledge Management Practices for Innovative Organisation
BMO2000	Human Resource Management
BHO3373	International Marketing
BMO3332	Managing Organisational Change
BPD3100	Applied Business Challenge

#### MARKETING (BMAMRK)

BHO2259	Product and Services Innovations
BHO2265	Integrated Marketing Communications
BHO2285	Marketing Research
BHO2434	Consumer Behaviour
BHO3373	International Marketing
BHO3439	Marketing Services and Experiences
BHO3435	Marketing Planning and Strategy
BPD3100	Applied Business Challenge

#### SUPPLY CHAIN AND LOGISTICS MANAGEMENT (BMAASCL)

BMO2181	Operations Management
BMO2201	Distribution Management
BMO2202	Purchasing and Supply Management
BMO2203	E-Supply Chain Management
BMO3123	Integrated Supply Chain Management
BMO3418	Transport and Logistics Management
BMO3419	Supply Chain Analytics
BPD3100	Applied Business Challenge

### DISCIPLINE MINORS

#### ACCOUNTING (BMAICT)

BAO2000	Accounting Information Systems
BAO2202	Financial Accounting
BAO2203	Corporate Accounting
BAO2204	Management Accounting

#### BANKING AND FINANCE (BMIBKF)

BEO2000	Financial Institutions and Monetary Theory
BEO2001	Commercial Banking and Finance
BAO2001	Corporate Finance
BAO3404	Credit and Lending Decisions

#### FINANCIAL RISK MANAGEMENT (BMIFNR)

BEO2401	Risk Management and Insurance
BLO2206	Taxation Law and Practice
BAO3000	Personal Financial Planning
BEO3000	Risk Management Models

#### INTERNATIONAL TRADE (BMITD)

BEO2002	International Business Context
BEO2003	International Economics and Finance
BEO2004	International Trade Practices
BEO3430	International Economic Analysis

#### MANAGEMENT AND INNOVATION (BMIMAI)

BMO2004	Business Ethics
BMO2005	Innovation and Entrepreneurship
BMO3000	Knowledge Management Practices for Innovative Organisation
BMO2002	Strategic Management

#### MARKETING (BMIMRK)

BHO2265	Integrated Marketing Communications
BHO2285	Marketing Research
BHO2434	Consumer Behaviour
BHO3439	Marketing Services and Experiences

#### SUPPLY CHAIN AND LOGISTICS MANAGEMENT (BMISCL)

BMO2181	Operations Management
BMO2201	Distribution Management
BMO2203	E-Supply Chain Management
BMO3123	Integrated Supply Chain Management

# BUSINESS COURSES

## AVAILABLE

Sunway College offers a twinning programme with VU. The Bachelor of Business offers students the opportunity and flexibility to choose various options of majors and minors including Accounting, Banking and Finance, Financial Risk Management, International Trade, Marketing, Management and Innovation, and Supply Chain and Logistics Management. This degree is offered either as a single major with minor studies or a double major and can be completed entirely in Malaysia. Students also have the option to transfer to VU, Melbourne to complete their degree in Australia. For further information, please refer to the Victoria University office at Sunway College.

### ACCOUNTING

This degree equips graduates with the technical and management skills needed to succeed in a wide range of accounting and finance related fields.

#### Careers

Auditing, taxation, receivership as well as a variety of careers within the business environment.

#### Professional Recognition

Graduates who successfully complete the appropriate subjects will meet the educational requirements of (set by) CPA Australia, The Chartered Accountants Australia and New Zealand (CAANZ), Association of Chartered Certified Accountants (ACCA) and The Institute of Chartered Accountants in England and Wales (ICAEW).

### ACCOUNTING / BANKING AND FINANCE

This degree equips graduates with the skills to manage a wide range of accounting and finance activities as well as developing a sound business education.

#### Careers

Stockbroking, banking, insurance, investment, fund management and financial institutions. Create your own niche in the world of business with a joint degree in Accounting / Banking and Finance.

### BANKING AND FINANCE

This degree equips graduates with a sound business education and the necessary skills to manage a wide range of activities in the banking and finance sector.

#### Careers

Stockbroking, banking, insurance, investment, risk management and financial institutions.

#### Professional Recognition

Graduates who successfully complete the appropriate subjects will meet the academic requirements for admission to the Financial Services Institute of Australasia (FIINSIA) and the Institute of Bankers Malaysia (IBBM).

### FINANCIAL RISK MANAGEMENT

This degree equips graduates with a sound business education and the necessary skills to manage a wide range of financial and risk management activities.

#### Careers

Financial planning, insurance and risk management.

### FINANCIAL RISK MANAGEMENT / BANKING AND FINANCE

This degree equips graduates with a sound business education and the necessary skills to manage a wide range of banking, financial and risk management activities.

#### Careers

Stockbroking, banking, financial planning, insurance, investment, fund management and financial institutions.

### MARKETING

This degree equips graduates with a sound business education as well as the flexibility offered by a choice of electives and optional practical experience.

#### Careers

General marketing, marketing research and analysis, promotions and public relations and fundraising. Become an integral part of any organisation's marketing and communications efforts with a degree in marketing.

#### Professional Recognition

Graduates who successfully complete the appropriate subjects will meet the academic requirements for admission to the Australian Marketing Institute (AMI).

### INTERNATIONAL TRADE

This degree equips graduates with the skills necessary to successfully operate in a variety of areas in the international economic and business environment.

#### Careers

Import / export administration, trade negotiations, export development, international operations management and international marketing.

### MARKETING / INTERNATIONAL TRADE

This degree equips graduates with business, marketing and trade skills that will enable you to conduct marketing activities for a variety of international organisations.

#### Careers

General marketing, marketing research and analysis, policy development and international public relations and promotions. Become part of the vital and dynamic world of international business with this combined degree.

### MANAGEMENT AND INNOVATION

This degree equips graduates with comprehensive coverage of important management functions and helps them develop career-ready skills in communication, negotiation, teamwork, problem-solving and strategic thinking.

#### Careers

Career opportunities for graduates of this course include entrepreneurship, service management, management consulting, human resources, general management, training and development, operations management and strategic planning.

### SUPPLY CHAIN AND LOGISTICS MANAGEMENT

This degree equips graduates with a qualification in transport, logistics and supply chain from VU. You'll have the potential to connect with any industry, anywhere in the world.

#### Careers

Administrative and supervisory roles in export / import, procurement and distribution, freight forwarding and customs, warehousing and inventory control, stock analysis or research.

# COURSES OFFERED AT VICTORIA UNIVERSITY

Various courses in business are available under the '1+2' arrangement where students will have to transfer to Australia in their second year.

## COURSES

**Accounting**

**Banking and Finance**

**Event Management**

**Financial Risk Management**

**Human Resource Management**

**Information Systems Management**

**Tourism and Hospitality Management**

**International Trade**

**Management and Innovation**

**Marketing**

**Supply Chain and Logistics Management**

## CAREERS

Accounting, taxation and auditing.

Banking, fund management, financial planning, stockbroking, superannuation, insurance, and investment risk management.

Festival and special events management, conventions, expositions and sporting events.

Insurance, superannuation, financial planning and credit management industries.

Human resources management, employee relations and employee development.

Systems analyst, programmer and designer, applications developer, database administrator, information systems manager, help-desk manager, computer consultant, technical and systems support.

Managerial positions within full service hotels and large scale catering organisations, particularly those that cater to major events. National, state or local destination management organisations, tourism transport operations, tour operations, resort hotels and airlines.

Import / export administration, trade negotiations, export development, international operations management and employee development.

General management, service management and operations management.

Market research and analysis, promotions and public relations, customer relationship management, fundraising and brand management.

Supervisory or managerial position in the logistics and supply chain industry dealing with procurement, distribution, warehousing, inventory control, export / import and supply chain as a whole.

THE VICTORIA UNIVERSITY,  
MELBOURNE

# VU STUDENT EXCHANGE

Students have the opportunity to spend a semester at VU in Melbourne, Australia, living the exciting life Down Under as exchange students with a new perspective and broader horizons.



## GABRIEL OH JUN WHYE

I was fortunate to have the opportunity to study abroad and experience the lifestyle, culture and food of Australia through the Victoria University Student Exchange Programme. Living in one of the world's most liveable cities has given me a more international perspective on life. Melbourne's lifestyle is captivating with an energising, charming and welcoming atmosphere. The Australian culture is different from the Malaysian culture. For instance, Australians have their own slang words such as 'arvo' for 'afternoon' or 'bikkie' which means 'cookie'. Also, I was thrilled to learn the history and art of the Aboriginals. And well, there is of course, the food. Melbourne beckons you with an endless array of sumptuous food! Above all, the student exchange has given me a journey of self-discovery and personal growth filled with unforgettable memories. I managed to join the committee of Corporate Insight & Empowerment by the Malaysian Students' Council of Australia (MASCA) for a wider exposure with other universities' committees and companies. The exchange programme has, therefore, provided for me a good platform for self-improvement and preparation for the working world. I believe we need to have courage to step out of our comfort zone and give new experiences a try. For me, it was skiing at Mt Buller, camping at Wilson Promontory National Park, hiking to the peak of Mt Oberon, driving by the Great Ocean Road, star-gazing at the top of the hill, cliff jumping from the rocks of Blairgowrie and scuba diving at the Great Barrier Reef. I am indeed blessed and grateful to have had this fruitful time and study abroad experience.

THE VICTORIA UNIVERSITY,  
MELBOURNE

## VU STUDENT EXCHANGE



### LIM SHU LING

I completed my final semester as an exchange student in Melbourne, Australia in July 2016. I was so excited when I was offered the opportunity to participate in the student exchange programme. Going to Melbourne is to me the most daring and adventurous decision I have ever made as it was my first time leaving home but I took up this challenge as I thought it was a great opportunity to be independent and responsible and to gain new experiences. When I first touched down in Melbourne, I was surprised and appreciative of the kindness and hospitality shown by everyone. There were get-together parties organised by the University which allowed me to meet and make friends from all around the world. I will not forget the amazing experience of going to the Australian Football League (AFL) session to learn about the history and background of the sport. We were then invited to watch an AFL match in Etihad Stadium. We also visited the 12 Apostles by the Great Ocean Road, Grampians National Park, Yarra Valley, Mornington Peninsula and many other fascinating places. I participated in the activities organised by the Victoria University Malaysia Association (VUMA), a student association managed by a group of Malaysian students at Victoria University. I was able to make new friends. I participated in a volunteer event, V4U Day, organised by Victoria University. Being an exchange student in Melbourne was the most wonderful experience I have had in my university life. It not only enabled me to get a broader view on life and about the diverse cultures between Malaysia and Australia, but it allowed me to experience the different lifestyle of learning and living in Melbourne. I will not hesitate to encourage my juniors to join the programme and the advice that I will leave them is that it might change you completely!

HANSUNG UNIVERSITY

## INTERNATIONAL SUMMER SCHOOL

### JASON TAN YIE JIAT

People say that travelling to see the world is far more valuable than reading through the words of a book. True and blessed enough, I was given the opportunity to join the International Summer School Exchange Programme of Hansung University. Not being familiar with the history and culture of Korea, I had a lot to gain from this programme. We had the opportunity to learn the Korean language, history, culture and art. I am also truly grateful to Professor Kim, who taught us the politics of Korea. He explained the formation of South and North Korea, which had affected the lives of millions. It helped remind me that the peace and independence that our forefathers who had fought hard to obtain must be appreciated and not taken for granted. I will never forget the experience of wearing the traditional attire - Hanbok, watching the hilarious Nanta show, and tasting traditional Korean snacks and delicacies. What is most memorable for me is receiving the Honor Student Award.

I would like to share the award with the entire Australian University Programme (AUP) family, my friends and family back home. I would not have been able to achieve this without the support and guidance from everyone. The Programme has indeed 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 cherish 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 the Australian University Programme (AUP) for this precious opportunity of experiencing one of the best events that had ever happened in my life - the Hansung International Summer School Programme (HISS). There were many international participants from different parts of the world including the United States, Taiwan, Thailand and Korea. Regardless of our different backgrounds, we were able to form close friendships immediately. We attended Korean Studies and Korean Language classes, which were taught by some really talented and awesome professors.

We visited various places in Korea as well - we had visited 32 places! I was highly impressed with the advancement of technology in Korea when we visited the Samsung Innovation Museum and Hyundai Asan Plant. It was definitely an eye-opener to see how far they have come with technology. For me, a sweet and memorable surprise was when I received the Honor Student Award. Together with Lauren from USA, I was also awarded the Best Student in Korean Language. I felt so happy that I was able to contribute to Sunway and AUP. The biggest credit should go to my friends, the AUP staff and lecturers and also Mr David, the Director of the Hansung Summer School Programme. Without their support and understanding, I would not be able to achieve this. No words can describe how thankful I feel towards my friends from different countries, Korean buddies and especially David Oppa. All of them have become the source of motivation and inspiration for me to keep improving myself in the chapters of my life. I am truly grateful that I got to experience this once-in-a-lifetime adventure, and met and befriended this amazing group of people.



# 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, mould our students into effective leaders and communicators.



Visit to Alliance Bank



Visit to KPMG



VU Night



VU Sports Tournament



SCSC CSR Project

1 World Culture Inter-College Challenge - 1<sup>st</sup> runner-up and best performance award



VU Business Challenge



VUBC Team Building

# OUR GRADUATES SAY



**Mony Norin Tau, Cambodia**

- Bachelor of Business (Marketing/ International Trade), Victoria University
- Master of Business Administration/Master of Accounting, Victoria University
- Postgraduate Conversion Manager, Manager, Conversion & Customer Engagement, RMIT University, Australia
- Business Analyst, FUNC, Australia

“ Looking back at my experience at VU brings me nothing but wonderful memories and fulfilment. Not only did I gain great knowledge and wisdom from the marvellous teaching staff preparing me for success in future employment, I also obtained lifelong learning lessons in the general aspects of life due to the many fantastic people from various walks of life I encountered over the years. VU is a place of opportunity where you are given a chance to shine and a choice to be extraordinary in your own unique way. If I could go back in time, I would choose VU as my choice of university over and over again.”



**Mohd Fahmy Hashim, Malaysia**

- Bachelor of Business (Marketing/ International Trade), Victoria University
- Sales Head, Cards, Affin Bank Berhad, Malaysia

“ I am very pleased and proud to be part of VU-Sunway. The knowledge and skills gained from VU-Sunway have empowered me to practise them in my daily life. The atmosphere in the University is very uplifting. Besides having dedicated, caring and helpful lecturers, I must say that I have discovered new cultures and have made new friends from all over the world. What is great about VU-Sunway is that it teaches and prepares the students to deal with problems and difficulties that we will face in our career. All in all, VU-Sunway has helped me to be industry-ready, knowledgeable, culture-sensitive, creative and smart.”



**Rupini Deepa Rajagopalan, Malaysia**

- Bachelor of Business (Banking & Finance), Victoria University
- M. Litt (Finance & Management), University of St. Andrews, Scotland
- Ph.D (Finance) University of Reading, UK
- Junior Professor, Faculty of Business, Economics & Social Sciences, University of Hamburg, Germany

“ My experience at VU has been one of fond memories. The lecturers and staff were always dedicated and ready to help me with all my questions. I was also part of the student committee at VU, where I helped to organise various events. This strengthened my confidence and boosted my leadership skills. Most importantly, the international mix of students made it a very diverse and culturally exciting educational experience. After seven years since graduation, I still make it a point to visit the staff at VU whenever I am back in Malaysia. Their welcoming smile always awaits. All in all, I am glad I made the choice to study at VU!”



**Meagan Liew Pei Yee, Malaysia**

- Bachelor of Business (Marketing/ International Trade), Victoria University
- Assistant Manager, Admissions Office, Sunway Education Group, Malaysia

“ Three years spent in VU-Sunway had given me invaluable memories. I gained a lot out of classroom experiences in which books alone could never provide and that helped me tremendously throughout my years of working. I especially appreciate the lecturers who were always dedicated in helping and guiding me and I have since enhanced my capacity to perceive. I am happy and I will always be proud to identify myself as a VU alumnus.”



**K.D. Tharika Sevvandi, Sri Lanka**

- Bachelor of Business (Banking & Finance/ Financial Risk Management), Victoria University

“ I was thrilled to have made it to my graduation after 3 years of intense hard work. Looking back at my time at Sunway, I have realised that it was not just about a degree. It was so much more. It was about growing personally, professionally and relationally. More importantly, however, it was all about stepping out of my comfort zone. I had the opportunity to meet and interact with new people, to participate in clubs, societies and community-centric initiatives. And if there is one thing you could do to make your time at Sunway memorable – it is to step out of your comfort zone.”



**Yanty Kurnia, Indonesia**

- Bachelor of Business (Marketing/ International Trade), Victoria University
- Marketing Executive, Indonesia

“ Life is a learning process and my VU journey was part of it. It was fulfilling because the VU programme sharpened our skills and shaped our character. It was memorable as friendly lecturers and administrative staff at VU-Sunway always provided caring support. It was fruitful as I managed to obtain a job in an International shipping company upon graduation. I am proud to be a VU alumnus and thank you for the amazing 3 years at VU-Sunway.”



**Tabassum Mohamedali Dhalla, Tanzania**

- Bachelor of Business (Banking & Finance/ Financial Risk Management), Victoria University
- M. Sc (Investment Management) Distinction, Coventry University, UK
- Credit Analyst, Bank NIC(T) Ltd, Tanzania

“ VU has shaped me to fit into the business world. It has taught me and made me the person from whom the business world would benefit. In my working environment, it made me realise the worth of what I do on a daily basis. VU is the backbone of where I stand today. I am indeed grateful to have chosen VU.”



**Andrianto Saputra, Indonesia**

- Bachelor of Business (Marketing/International Trade), Victoria University
- Manager - Customer Relations Management and International Recruitment, Sunway Education Group, Malaysia

“ VU has given me the opportunity to learn beyond classrooms as I had the privilege to be part of the VU Business Club (VUBC). Event planning and fundraising were just some of the skills that I was able to pick up during my time at VU and VUBC. They certainly impacted me immensely in my current working environment.”

## OUR ALUMNI SAY

### ANG KER SOON



Ang Ker Soon, a successful and enterprising alumnus, first joined the VU programme in 2004. He graduated in 2006 with a Bachelor of Business in Marketing and International Trade. The Seri Kembangan lad presently holds the position of Retail & Telesales Manager at DHL Express Singapore. Early on in his career, Ang Ker Soon has shown remarkable achievements having received several awards in 2016 and 2017. Not only has he been named Employee of the Year by DHL Express Singapore, he has also emerged as the winner of the DHL Asia Pacific Best Demonstrated Practice Award 2017 and CIO Award 2017 for the leadership category for his project. Putting innovation and creativity into practice, this promising employee also took home the second place award for the DHL Asia Pacific Innovation Award 2017. His contributions to the community are of equal awe, having supported and led numerous projects, which include sending gifts/toys to Syrian children. Ang Ker Soon has

set his visions ahead for the future. In DHL, he intends to lead his projects to global terrains and revolutionise the landscape of retail logistics industry. His determination and enthusiasm will soon drive him to achieve his own dreams of front lining his own company and setting up his own trust fund to continuously support and improve the lives of the poor. Owing part of his success to VU, Ang Ker Soon shared how VU has helped him shape his mindset and prepared him for the real world as he joined the workforce. He lauded VU for having amazing lecturers who took extra effort in teaching to ensure students excelled. He attributes all the activities he has participated in as well as all the additional lessons at university to making him grow into a better person. In his own words, Ang Ker Soon says "I'm truly grateful that I studied at VU".

### CHUA TECK BOON



Chua Teck Boon knew early on in life that culinary was his calling. This Johorian alumnus began his journey into the culinary arts in 1996 when he joined the VU programme and graduated in 2000 with a Bachelor of Business in Catering and Hotel Management. Accomplished in his own ways, Chua Teck Boon is now the proud owner of Elephant Bean Coffee Sdn. Bhd, an enterprising restaurant that began operation in 2010 and is located in his home state of Johor. A man of many trades, Chua Teck Boon has received numerous accolades for his various commitments and contributions. In 2006, he was conferred the Victoria University '90 Legends', a notable honour given to only 90 nominated VU graduates around the world. Additionally, he has been given the Anugerah Rakan Cop by the Chief Police Officer of Johor in 2010 and has also proudly received the Hoadley Medal for Distinguished Alumnus by Victoria University in 2017. That did not stop Chua Teck Boon as he then made sure he was set as winner of the Malaysia Book of Records for two astounding achievements - for having the largest retro car show and largest mural portrait in Malaysia. This dynamic alumnus

also has a string of impressive contributions that are a reflection of his passions and pursuits. He organised the first dragon boat race in Sungai Muar in 2017, co-organised an international retro car show and introduced oBike, a bike-sharing concept into Muar in 2017. Holding on to the motto of "think global act local", he plans to hone his entrepreneurial skills by taking part actively in the local tourism industry, creating tourism packages and promoting inbound tourism. Active since his undergraduate years, Chua Teck Boon says that his participation in student bodies on campus had helped him to be ready to serve the larger community based on social justice and to always think of ways to improve the current well-being of the society. Through his VU degree, he was able to put into practice problem solving skills as well as soft skills when dealing with people and the corporate world. Reflecting on his VU days, he says, "an Aussie tertiary education not only allows you to earn a living but it opens the doors to many business and life opportunities for now and the future".

## WHERE OUR GRADUATES ARE

### BANKS

- Affin Investment Bank
- Ambank
- Bangkok Bank
- Citibank
- Deutsche Bank
- Hong Leong Bank
- HSBC
- I & M Bank (T) Ltd
- J P Morgan
- Maldives Monetary Authority (Central Bank )
- Maybank
- OCBC
- Pac-Lease Berhad (OCBC)
- Panin Bank
- Permata Bank
- Public Bank
- RHB
- Royal Bank of Canada
- Standard Chartered Bank
- UOB

### ACCOUNTING FIRMS

- Baker Tilly Monteiro & Heng
- BDO
- Deloitte
- Ernst & Young
- KPMG
- PwC

### OTHERS

- AC Nielsen
- Acorn Comm Sdn Bhd
- AIG
- Alpha Home Appliances
- American Express
- BFM Edge Education Sdn Bhd
- BHP Billiton
- British Petroleum
- Cathay Pacific Airways
- Chong Nam Logistics Solution
- Citi Transactional Service Malaysia CTSM
- Coway (M) Sdn Bhd
- DKSH Malaysia
- Dun & Bradstreet (D & B) Malaysia Sdn Bhd
- EMCS (M) Sdn Bhd
- Evergreen Shipping Line Indonesia
- Fuji Xerox Asia
- Grab
- GuocoLand Malaysia
- IBM
- International Furniture Alliance Sdn Bhd
- Lazada
- Maersk
- Mah Sing Group
- Mamee-Double Decker (M) Berhad
- Microsoft (M) Sdn Bhd
- MyTeksi Sdn Bhd
- Nautica Ship Management Sdn Bhd
- Nestlé Malaysia
- Neway
- Oracle Assets Technology Sdn Bhd
- Paramount Property
- Parkson Online Sdn Bhd
- Paypal
- PT Aeon Mall Indonesia
- Qatar Airways
- Kualitas Medical
- Saudi Telekom Company
- Sellbytel Services M'sia Sdn Bhd
- Sen Heng Electric (KL) Sdn Bhd
- Sharp Malaysia
- Sime Darby Global Service Centre
- SSIG Insurance (M) Bhd
- Sunway City (Ipoh) Sdn Bhd
- Sunway Quarry Industries Sdn Bhd
- Taiwan Trade Centre
- Tan Chong Industrial Machinery (Pte) Ltd
- Tesco Stores Malaysia
- The Star Publication
- TNT Express Worldwide (M) Sdn Bhd
- Transfreight Logistics Limited
- UM Corporation Berhad
- UPG Wealth Advisory
- VAF (M) Sdn Bhd
- Yamoto Transport
- Yun Nam Holdings Bhd

# VICTORIA UNIVERSITY CAMPUSES IN AUSTRALIA

## CITY FLINDERS

Located in the heart of the city, this campus consists of two buildings – situated on Melbourne’s central Flinders Street and Flinders Lane. Both buildings are just minutes from Flinders Street Station, the Yarra River and Southbank shopping and dining. Courses in osteopathy, dermal sciences, business, information systems, and media and communications are delivered here. City Flinders is also home to VU College, which delivers higher education diplomas and English language courses (ELICOS).

## FOOTSCRAY PARK

Located next to picturesque parklands, Footscray Park is our largest campus and under 10 minutes from the city by train. The campus has a large aquatic and fitness centre, cafés, a children’s centre, many student support services and a new 500-bed residence (UniLodge @ VU) directly opposite. Advanced teaching resources include engineering labs with practical testing facilities and a world-class sport precinct with an altitude hotel and state-of-the-art laboratories. Footscray Park is home to the VU Hanger – a start-up hub that supports VU students, staff and members of the community to improve or open their own business. Staff and students can also gain hands-on experience with the latest software and hardware technologies on campus at the interactive learning area known as The Hive.



# SCHOLARSHIPS AND FINANCIAL AID

The Jeffrey Cheah Foundation (JCF) is founded on the fundamental premise of giving back to society. In line with the spirit of the Foundation, a good education at the highest level should not be denied to those deserving; and for those that come from disadvantaged backgrounds, there should be a means, through scholarships, for them to succeed. JCF safeguards its institutions for the purpose of providing and sustaining quality education for present and future generation of students.



## JEFFREY CHEAH ENTRANCE SCHOLARSHIP

This Scholarship is offered to all new students; SPM leavers entering into pre-university programmes and pre-university graduates entering into undergraduate programmes, in recognition of their excellent academic achievements prior to admission into a new programme in Sunway College.

## JEFFREY CHEAH ACE SCHOLARSHIP

This Scholarship is offered to all Sunway College Pre-University and Foundation Studies students progressing into undergraduate programmes at Sunway University and Victoria University's Bachelor of Business.

## JEFFREY CHEAH SCHOLASTIC AWARD

The Scholastic Award is a nominated award for students who have achieved outstanding results in their individual academic programme upon completion at Sunway. Each award recipient will receive a RM2,000 cash prize and a Scholastic Award Certificate.

## PTPTN (FOR MALAYSIAN STUDENTS ONLY)

Students can apply for PTPTN loan based on their results. For more information, kindly visit [www.ptptn.gov.my](http://www.ptptn.gov.my)

## EPF (FOR MALAYSIAN STUDENTS ONLY)

Parents can withdraw funds from their EPF Account to help finance their child's education of choice. For more information, kindly visit [www.kwsp.gov.my](http://www.kwsp.gov.my)

Kindly refer to our Scholarship Brochure for more details or log on to [sunway.edu.my/scholarships](http://sunway.edu.my/scholarships) for the full list of scholarships available. To obtain further details, do visit the Admissions Office located at the Ground Floor of Sunway College.

# CAREER SERVICES

PRéPARE, the core of Sunway Career Services, is designed to equip students with the right tools and essential skills, aiming to create employable graduates so as to prepare them for the working world.

## STUDENTS

PRéPARE is dedicated to accomplishing its 3 main objectives on campus:

- eQUIP students with essential work skills
- eNHANCE students' career development in the working world
- eMPOWER students to be confident in building their career

## EMPLOYERS

- PRéPARE seeks to foster partnerships with esteemed employers, creating various opportunities for recruitment activities through events
- Career fairs and talks expose students to different careers, giving employers access to our graduates

## ALUMNI

- PRéPARE provides an avenue for members to build their careers
- PRéPARE makes various resources and opportunities available for members to heighten their careers and even network with the employers
- PRéPARE Job Centre is a medium where the alumni can seek employment opportunities



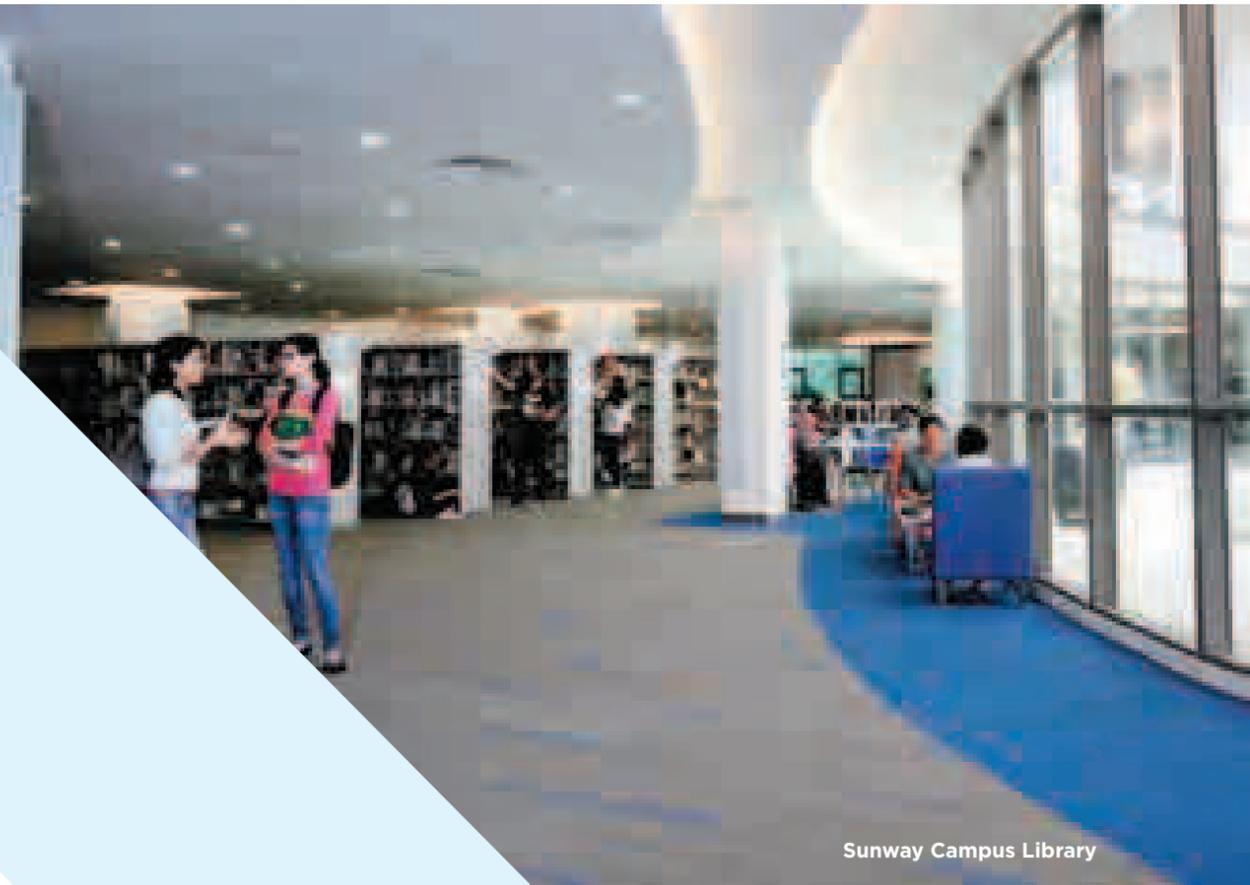
# STATE-OF-THE-ART FACILITIES

## SUNWAY CAMPUS LIBRARY

The ISO 9001:2015 certified Library is one of the largest libraries for private educational institutions in Malaysia. Equipped with the latest library technology, Sunway Campus Library is linked worldwide, providing easy access to international e-databases and thousands of e-journals.

Its spacious 72,000 square feet of floor space provides a variety of learning spaces including individual and collaborative learning, Viewing Zone, Group Project Pods, Training Rooms, Instructional Lab, Drink and Phone Area, and Computer clusters. Users may study in the Extended Hour Study Area until 2.00 am every day.

Our library is ever growing with a huge variety of books, e-journals, online e-databases, audiovisual and other collections to support the teaching, learning and research efforts of the academic community at Sunway College KL.



Sunway Campus Library



FIFA-certified synthetic turfed football field



The Harvard Collection



Victoria University Business Challenge Lab

## QUICK FACTS

- State-of-the-art library, with latest technologies, including RFID and the SirsiDynix integrated library system
- A Discovery Service (SearchAll) to search across the catalogue, library e-resources and Internet resources at one go
- Excellent collection comprising over 147,000 books, 127 e-databases, 55,663 e-journals, 207,085 e-books, and 11,800 audiovisual materials
- 1,300 seats
- Wi-Fi access, plus 115 wired computers
- Research support for staff and students, including information skills workshops, Help Desk and orientation briefings
- Assistance in academic writing through the Academic Language Learning Service
- Online access to the Library's e-resources using PCs and mobile devices from anywhere
- Over RM2.8 million spent for library materials annually
- 40 library staff, with 18 professional librarians
- Reciprocal borrowing privileges and access to books and e-resources from Monash University Malaysia Library and Learning Commons
- Access to e-resources from Victoria University for students following VU programmes

# CAMPUS LIFE

## EAT. PLAY. MOVE.

Eat and chill out at the spacious on-campus cafeteria, nearby off-campus restaurants and food centre, or 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 Monash 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 away from everything a student would want or need.

## 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.



# SUNWAY CITY, INTEGRATION AT ITS FINEST

Sunway City is home to world-class retail, hospitality, leisure and healthcare amenities, offering a safe lifestyle with high-technology surveillance cameras, auxiliary police and security guards.

Everything is within walking distance connected by pedestrian-friendly tracks, allowing students to fully immerse in an all-encompassing campus township lifestyle. Sunway City is also connected to the city by an efficient network of public transportation.



An award-winning multi-themed park, Sunway Lagoon is fun for all and regularly play host to international performances making it a vibrant event hub.



An internationally recognised institution offering pre-university, diploma and professional accounting programmes as well as undergraduate twinning degree and MBA Programmes with a well-recognised Australian university.



Sunway University has established a reputation both in Malaysia and overseas, as an inspiring educational leader. Perfectly harnessing the highest quality of academic personnel and an exceptional portfolio of local and international programmes reflective of a global educational powerhouse.



Connected to Sunway Pyramid, these trendy hotels are convenient places for visiting families and friends to stay.



An accredited private hospital dedicated to specialised healthcare services with some of the best healthcare professionals in the country.



Less than 5-minute walk between campus via the shaded Canopy Walk, Sunway Pyramid is a retail haven with plenty of exhibition space and activity areas.



A reputable, top international school that follows the renowned Ontario Secondary School curriculum.

## SUNWAY MONASH RESIDENCE

A hub for students to experience an independent lifestyle with premium facilities and service, all within a 3-minute walk away from Monash University Malaysia.

## SUN-U RESIDENCE

The safe accommodation of choice to maintain an active and healthy lifestyle, that is a 3-minute walk away from Sunway University / Sunway College and 7 minutes from Monash University Malaysia.

## SUN-U APARTMENT

A short 3-minute walk from the Sunway University / Sunway College campus and 10 minutes from Monash University Malaysia, boasting 24-hour security surveillance and patrol.



**SUNWAY COLLEGE** DK265-01 (W)  
**Owned and governed by the**  
**Jeffrey Cheah Foundation** Registration no: 200701042913 (800946-T)

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**Jeffrey Cheah**  
**Foundation** 

*Nurturing the Seeds of Wisdom*

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