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But of course, it's not only on facts. "It's the how to do it, the application," said Dr Leong. "This is where the community project gives the students a chance to test their business mettle. It gives them a better overall management view and makes them more employable."

There is also opportunity for internship in the last seven weeks of the programme where students are required to apply what they have learnt in the real world, develop practical skills and forge alliances with the industry, business and the local community. So far, the Sunway and Genting group have agreed to take in BBM interns.

Analytical skills, highly regarded in the business setting are imbued into students through the subjects of Quantitative Business Analysis, Research Methods in Business and a Business and Community Project.

In fact, extensive research was carried out for the BBM. Lecturers travelled to the best schools all around the world to incorporate the best features. Their lecturers are experienced and seasoned people, not only in the academic world, but also from the business and financial world itself. Dr Kok Kim Lian (pic), Head of the School of Business & Management was the former Head, Department of Applied Statistics, Faculty of Economics and Administration, Universiti Malaya. He has written an extensive volume of journal articles and contributed greatly to the academic world.

For instance, if the topic happens to fall on financial crisis, getting a speaker who has weathered the financial storm will give great insight to students, instead of them just reading the theoretical part of it," said Dr Leong.

The programme will also feature the "Distinguished Speakers Series" whereby outstanding academicians and renowned business leaders will share their insights on current business-related issues. Among some of the well-known speakers slated for future speaking engagements are Professor Wang Gungwu and Professor Lim Chong Yah.

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Nowadays, employers lament over the lack of employable graduates. Seeing the absence of soft skills, SyUC has introduced three core subjects that teaches essential business writing skills in English. Compulsory for all SyUC students, it gives them an advantage over many graduates who may have scored A's but fail to write a decent letter.

The SyUC RM120 million campus is fully equipped with academic and sporting facilities such as a computer learning centre, condominium-styled hostels, Olympic-sized swimming pool and a pitch for year round soccer, rugby and cricket, to provide the right environment for the all-round education of students. With international student numbers comprising a quarter of the total student population there is a multicultural element in the environment which enhances learning.

The next intake is on Jan 4. There are three full scholarships and two partial scholarships on offer now. Students with STPM, A-Levels or equivalent entry requirements are encouraged to apply.

Outstanding students intending to pursue the BBM (Hons) Degree programme may apply for the Tan Sri Datuk Seri Dr Jeffrey Cheah Entrance Scholarship which is available at full or half of the course fees. For enquiries on the programme and other courses please call 03-74918622.