MORE Malaysian youths are seeking professional training to keep in step with the Government's programme to develop a Knowledge-based economy.

In line with this development, Sunway College — a Multimedia Super Corridor-status institution — has introduced courses by two well-known professional bodies. It offers a range of professional-diploma and external-degree courses for school-leavers and mature students under the Association of Business Executives and Chartered Institute of Marketing programmes.

The CIM programme is valued by Malaysians as they can achieve a postgraduate diploma within two years. Then, with relevant working experience, they can pursue an MBA. The Chartered Institute of Marketing is a recognised professional organisation for executives engaged in Marketing Management.

Its Foundation in Marketing course is internally assessed while both the Certificate in Marketing and the Advanced Certificate in Marketing courses are continuously assessed where 50 per cent of the students' project work and 50 per cent of the final exam performance grades make up the overall assessment.

In the Foundation and Certificate levels, the courses introduce students to Business Communications, Quantitative Studies, Advertising and a range of Marketing related subjects.

Those taking the Advanced Certificate in Marketing course will study subjects such as Marketing Operations and Management Information for Marketing Decisions.

The Postgraduate Diploma in Marketing course is the only level under this programme which is externally assessed throughout.

Subjects taught at this level go deeper with specialised Marketing topics such as International Marketing Communications, International Marketing Strategy, Planning and Control and Analysis and Decision.

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The Diploma in Marketing is recognised as a degree allowing access to many MBA programmes.

Meanwhile, the Association of Business Executive programme is in demand by those who are uncertain about pursuing a diploma or a degree.

Students have the choice of a diploma leading to the degree level or simply stopping after their diploma.

The programme at Sunway College offers all four levels of this non-specialist general Business education where fresh school-leavers can enter at the Certificate level and make their way up to the Advanced Diploma in Business Administration through Diploma Level 1 and 2.

This course will eventually allow practising and aspiring managers and executives a route to further obtain their MBA after two-years of study and five years working experience.

With the strong business foundation which the ABE programme gives them, students should easily adapt to the degree programmes offered by universities.

Sunway College has recently signed a Memorandum of Understanding with CIMNET, the IT training arm of the Chartered Institute of Marketing, Asia Pacific.

CIMNET develops e-marketing and IT programmes to meet the professional manpower requirements of the new Knowledge-based economy.

All qualifications offered through CIMNET are highly recognised as they are fully accredited and awarded by the Chartered Institute of Marketing.

For more information on the college's professional courses, contact its Information Centre at tel: 03-56358622; fax: 03-56358633 or visit www.sunway.edu.my