ABE, CIM choices at Sunway College

As the nation gears towards K-economy, Sunway College, an MSC-status institution has introduced courses under two well-known professional bodies.

The College offers a range of professional-diploma and external-degree courses for school-leavers and mature students under the Association of Business Executives (ABE) and Chartered Institute of Marketing (CIM) programmes.

The two-year CIM programme is valued by Malaysian students as they can achieve a postgraduate diploma and with relevant working experience, can pursue an MBA.

The CIM is a recognised professional organisation for executives engaged in Marketing Management and its courses are structured with four different levels.

These are Foundation in Marketing, Certificate in Marketing, Advanced Certificate in Marketing and Postgraduate Diploma in Marketing.

The full-time tuition fees for these courses are RM1,400, RM1,700, RM2,100 and RM2,600 respectively.

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

Those in the Advanced Certificate in Marketing course will take on 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.

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

The ABE 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.

With six months for each level, this course will eventually allow practicing and aspiring managers and executives a route to further obtain their MBA after two-years of study and five years’ working experience.

The full-time tuition fee for the ABE courses are RM2,100, RM2,500, RM2,700 and RM3,900 for Certificate level, Diploma level 1, Diploma level 2 and Advanced Diploma, respectively.

The Certificate level and Diploma level 1 both require students to take four compulsory papers including Introduction to Business, Introduction to Quantitative Methods, Introduction to Accounting, Economics and Business Communication.

Students must also pass two more papers which they have an option to select out of Strategic Marketing, Corporate Finance, Strategic Human Resource Management and Managing the Information Resource.

The Association of Business Executives is a unique professional body providing non-specialist general business education to practising and aspiring managers and executives by giving them a route to further their studies towards their MBA.

CIMNET, the IT subsidiary of CIM also offers Professional e-qualifications 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.

CIMNET courses include CIM Certificate in Marketing & IT (CMIT), a one semester programme which helps students develop a strong foundation in marketing and supporting functions of Information Technology.

CIM Diploma in E-Commerce & Marketing, a two-semester programme aimed at developing skills to competently conduct e-business activities on the Internet; and CIM Postgraduate Diploma in E-Commerce & Marketing (PDEM), a year programme designed to produce technology-trained graduates.

All courses are offered on full-time and part-time basis.

For more information on Sunway Colleges professional courses, please contact the Sunway College Information Centre on 03-56358622 (tel), 03-56358633 (fax) or visit www.sunway.edu.my. — By R.V. Veera