Go the Sunway Professional route

By R.V. VEERA

PROFESSIONAL courses at Sunway College are a great attraction. Currently 600 students are enrolled in Marketing and Business programmes while at least another 1,000 students are taking professional Accounting courses.

The College offers a range of professional-diploma and external-degree courses for school-leavers and mature students; the Association of Business Executives (ABE), Chartered Institute of Marketing and London Chamber of Commerce and Industry (LCCI) programmes.

The ABE programme is popular among those who are uncertain whether they want a diploma or a degree. Students have the choice going to degree level or simply stopping after their diploma.

The ABE is also a unique professional body providing non-specialist general business education to practising and aspiring managers and executives, giving them a route to obtain an MBA, after two-years of study and five years working experience.

The programme at Sunway College offers all four levels. School-leavers can enter at the Certificate level and make their way up to the Advanced Diploma in Business Administration going through Diploma Levels One and Two.

Students can opt to go overseas for the final nine months of their course or they can take Sunway's 3+0 degree programme with the Victoria University of Technology, Australia, where they will enter the second year of the university's Bachelor of Business programme.

With the strong business foundation which the ABE programme gives, students can easily adapt to any degree programme.

Director of Admissions (Asia/ Africa) of Northwood University USA Daniel R. Kelch told Sunway ABE students at a recent talk that those who have successfully completed the Advanced Diploma will be eligible for direct entry into the third year of the Bachelor of Management or Marketing.

The Chartered Institute of Marketing is also a popular course because it offers a post graduate diploma after two years. As with the ABE programme, the Diploma in Marketing is recognised as a degree equivalent and students with relevant working experience can enter many MBA programmes.

The courses have four different levels - each level lasting six months. They are the Foundation in Marketing, Certificate in Marketing, Advanced Certificate in Marketing and Diploma in Marketing. The Foundation in Marketing course is internally assessed while the Certificate, Advanced Certificate and Diploma in Marketing are externally assessed.

The subjects taught at the Diploma level are specialised Marketing subjects such as Integrated Marketing Communications, International Marketing Strategy, Planning and Control, and Analysis and Decision.

In the LCCI Group Diplomas and Certificates, the College offers majors in Advertising, Marketing and Accounting. The programme is conducted over eight to 10 months and upon successful completion students may seek employment or choose to seek further professional qualifications.

Sunway College, the first College in the world to conduct the computer-based Certified Accounting Technician (CAT) Level A examinations, has to-date, maintained a pass-rate of 95% and above for the Level A examination. The CAT programme is a vocational qualification designed by the Association of Certified Chartered Accountants (ACCA). Students who successfully complete this programme will be able to act as assistants to certified accountants.

The course involves nine examinations, at three levels with each designed to test the knowledge, skills and understanding required in accounting support roles. Students must also gain at least one year's financial training to achieve 'Technician' status.

Students who have completed the CAT programme can proceed to the Certificate Stage of the ACCA as they are exempted from the Foundation Stage.

The combination of excellent teaching staff and facilities has proven to be a winning formula as students from Sunway's professional courses have won awards and scholarships worldwide.

The next intake for the professional courses is January 8, 2001 and registration is open now. Sunway College is holding an Open Day on December 10 which will highlight all the educational opportunities there.

For more information call (03) 735 8622.