Students who take up the 3+0 Bachelor of Business programme offered at Sunway College in partnership with Victoria University will graduate with a wide range of practical skills that will further increase their employability.

In addition to sound academic knowledge, graduates will also have one year working experience gained through the course's unique co-opt programme.

Under the programme, third year students can spend one year at a local firm before returning to the college.

"Practical training is an important component of the programme," said Victoria University's pro vice-chancellor (International) Prof David L. Lawson. "We want the course to be a very practical one and the key area of consideration is the students' vocational prospects. We want to produce graduates who can fit into the industry as soon as they finish," he said in an interview.

Lawson said students who take up the optional co-opt year will gain valuable practical experience which greatly increases their employability.

Fifty per cent of students in Australia take the co-opt programme. "As for Malaysian students," Lawson said, "I would strongly recommend that they take the additional year as the evidence of its benefits are clear — students have a better range of practical skills, better integration of theory and the ability to generate a network of contacts which they can use to get employment later."

Another unique element of the course is the one week of intensive studying conducted by visiting lecturers from Victoria University. "Students will focus on only one subject during the one week of lectures and counseling sessions," Lawson said.

About a third of the course will be conducted by lecturers from the university. Students also have free access to the university's electronic resources and lecturers.

All these steps are taken to ensure that graduates of the 3+0 programme are at par with those from Victoria University in Australia.

Lawson said the university wanted to fully tap the strengths of both parties to ensure that students received the best in education.

"Sunway College has the best facilities among private colleges in Southeast Asia and Victoria University was recently rated as one of the top teaching universities in Australia.

"What we want to do is bring together excellent teaching and good facilities at the college to offer quality education."

Lawson said the university had already built an excellent working relationship with the Sunway College and would continue to build on it.

"We want to use the 3+0 programme at Sunway College as a model for other countries in the region," Lawson said.

The next intake for the 3+0 Bachelor of Business programme is in February. There are four specialisations — Accounting, Banking and Finance, International Trade and Marketing.