

Meeting of minds

CONVENTIONS and events management is a multibillion-dollar industry globally and a rapidly growing industry in Malaysia.

In recent years, Malaysia has been a host to various large and small-scale conferences, meetings, festivals, trade shows and social events.

The Asean Summit was one of the recently concluded international level events that Malaysia celebrated, reflecting that expertise in this field is at greater demand.

The Centre for Tourism, Hospitality and Culinary Management (CTHCM) at Sunway University hopes to nurture young professionals to meet the increased demand in this field and now offers a new degree programme, the BSc (Hons) in Conventions and Events Management.

The BSc (Hons) in Conventions and Events Management programme is designed to allow students to acquire key skills in this area while equipping students with a comprehensive understanding of business management.

Graduates of this programme will possess skills relevant to the industry as the programme has been designed to reflect industry expectations and standards.

Students will develop a solid foundation



The crowd at the Festival of Learning, jointly organised by Sunway University and Bournemouth University.

in areas of research, writing convincing proposals, planning and managing events.

As with other programmes offered by CTHCM, this new programme focuses on strategic thinking, critical analysis and industrial exposure.

It aims to provide hands-on experience to students, further ensuring their employability.

Students will also gain essential practical experience through an 18-week industry internship.

"In the programme development stage, we have consulted our advisory board, which includes industry partners – namely the Malaysia Convention and Exhibition Bureau (MYCEB), Kuala Lumpur Convention Centre (KLCC) and Hoshoes, for the latest trends and insights into the industry to enhance our new programme design and delivery," said head of CTHCM Anisha Chai Mee Fong.

"In the pipeline, we are also looking at developing possible internship opportunities with more industry players."

Graduates of this programme are expected to start their careers in various positions such as professional conference organiser, convention services manager, director of catering, events planner or director, events manager, exhibition services manager, business development manager and business entrepreneur.

Transition from university level to aspiring careers can be smoothed with the credibility of an education provider.

Sunway University has a consistent and promising record of nurturing graduates who are highly sought after by employers.

This is proven with the global accolades Sunway University has achieved.

Sunway University was awarded five stars in the 2015/2016 QS Stars Rating System in the categories of teaching, employability and facilities.

In the International Student Barometer Survey Entry Wave 2015 undertaken by i-graduate, the Sunway Education Group (SEG), including Sunway University, achieved high student satisfaction and was ranked No.1 in Asia for the categories of learning and employability.

This is the second consecutive year that SEG topped the employability category.

The Centre for Tourism, Hospitality and Culinary Management (CTHCM) is a well-established centre under the Sunway University's Business School, the largest faculties on campus, and was awarded Tier 5 D-Setara '12 Excellent Curriculum, Quality Graduates and Graduate Satisfaction in



Anisha Chai Mee Fong, Sunway University's Head of Centre for Tourism, Hospitality and Culinary Management, is hopeful that graduates of BSc (Hons) in Conventions and Events Management programme will be highly sought after due to the increasing industry needs.

Hospitality and Tourism Discipline by Malaysian Qualifications Agency.

Recently, the CTHCM in collaboration with Bournemouth University organised Bournemouth University's first Global Festival of Learning at Sunway University.

The festival was a gathering of minds from the hospitality, culinary and tourism industry.

Throughout the one day festival, academicians and students had the opportunity to attend parallel sessions on Hospitality, Tourism, Emerging Issues, Food and Beverage, and Tourism and Sport facilitated by academicians from Bournemouth University and Sunway University.

■ For more information about the BSc (Hons) in Conventions and Events Management or any other programmes offered by the Centre for Tourism, Hospitality and Culinary Management at Sunway University, visit university.sunway.edu.my/tourism-hospitality-culinary or call 03-7491 8622.

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