



New height for business courses

Dr Kok.

LEADING up to January next year, Sunway University College (SyUC) will be offering a new Bachelor of Business Management (Hons) programme. This three-year programme takes the level of business courses to a new height as 26 subjects are designed for the curriculum including liberal arts.

Science and Arts subjects such as Business Ethics and Social Responsibility, Contemporary Regional Issues and the Political Economy of Asia would endow graduates with intellectual and leadership qualities to improve their business and managerial acumen.

"Business is not transacted in a vacuum and a manager of today must be cognisant of the socio-economic, cultural and legal environment in which their business operates" said Dr Kok Kim Lian, Head of Business and Management at SyUC.

A seven-week internship in the final weeks of the programme gives students the opportunity to apply what they have learnt in the real world.

Students will also acquire problem-solving skills through subjects such as Quantitative Business Analysis, Research Methods in Business and they have the chance to complete a Business and Community Project.

Highly qualified lecturers from SyUC and part-time facilitators from the industry will provide expert teaching and mentoring support.

The programme will also feature the "Distinguished Speakers Series" whereby outstanding academicians and business leaders will share their insights. Among those slated for speaking engagements are Prof Wang Gungwu, Dr R Thillainathan and Prof Lim Chong Yah.

Teaching is conducted mainly through lec-



Prof Lim giving a public lecture at Sunway University College early this year.

tures, tutorials and practical computer laboratory classes. Assessment for the programme is in the form of a combination of assignments, attendance, project reports, tests and examinations.

Upon successful completion of the Bachelor of Business Management (Hons) programme, graduates will be equipped with the requisite knowledge and skills to embark on a successful business management career in the corporate world in Malaysia or anywhere in the world.

Other degree courses offered at SyUC are the Bachelor of Psychology (Hons), the "3 + 0" Bachelor of Business with Victoria University, Bachelor of Multimedia Systems (Hons), Bachelor of Information Technology (Hons) and Bachelor of Information Systems.

The Sunway Education Trust Fund was set up endorsing the status of SyUC as a socially respon-

sible institution.

Surpluses are reinvested through the Trust for educational, scientific and charitable purposes as well as upgrading of campus facilities.

To date, SyUC has awarded more than RM22mil in scholarships, awards, bursaries and grants to deserving students. Another RM2.9mil has been pledged for next year.

For the pioneering batch of students for the Bachelor of Business (Hons) programme, they may look forward to a substantial RM10,000 bursary in the total course fees.

Outstanding students may also apply for the Tan Sri Dr Jeffrey Cheah Entrance Scholarship and the Star Education Fund, among others.

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