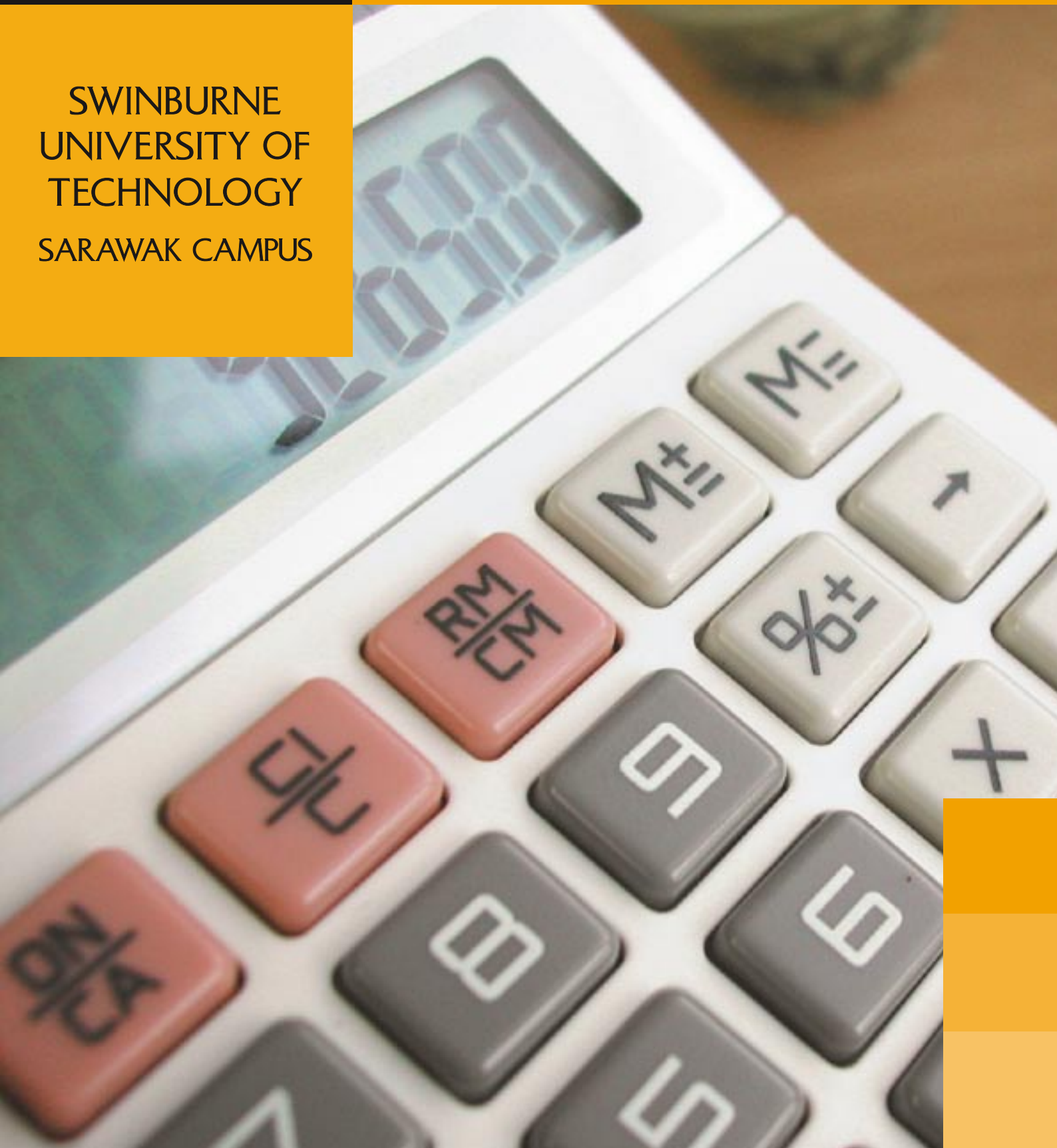


SWIN BUR * NE *

School of Business

- Foundation in Business
- Diploma (Business and Information Systems)
- Bachelor of Business (Accounting)
- Bachelor of Business (Marketing)
- Bachelor of Business (Information Systems)

SWINBURNE
UNIVERSITY OF
TECHNOLOGY
SARAWAK CAMPUS



Business



The Bachelor of Business at the Sarawak campus equips students with a diverse range of theoretical knowledge and practical skills to prepare them for the demands of tomorrow's business world. In the first year, students undertake a range of core studies across all business disciplines, enabling them to sample subject areas before committing. Students then select major and minor study sequences or electives, depending on career aspirations or interests, from the following:

- Accounting
- Marketing
- Information Systems

Students can choose to do a double major e.g. Marketing and Information Systems. For other majors that are not offered in the Sarawak campus, students are offered flexible learning where they can take up either double or single majors in the Australian campuses.

Other majors available are:

Asian Business*, Business Law*, Economics*, eMarketing*, European Business*, Finance, Human Resource Management / Organisation Behaviour, International Business, Management and Manufacturing Management.

* Available as a minor study sequence only.

Students may also undertake studies from a wide range of subjects in the Bachelor of Arts and Bachelor of Social Science.

Graduates will have the basic capacity, attributes and mindset to consider creating their own enterprises from the time of graduation, or at some future point in their career. They will therefore be well prepared to either seek professional entry as an employee in their chosen field of specialisation or to grasp innovative business opportunities to employ themselves and others.

Foundation in Business

KP/JPS (KA5195)7/09

Duration: One year full-time

Semester fee: RM4000
Total course fee: RM8000

Semester entry: January, March and August

Entry requirements:

- SPM / 'O' Level: 5 Credits inclusive of English and Mathematics
- Senior Middle 2: 5 Bs inclusive of English and Mathematics
- SMU II grade 7.0 average or SMU III grade 6.0 to 7.0 average
- Other equivalent examinations results

Course Module

Semester 1

FND3	Information Technology 1
FND5	Oral Communication & Presentation Skills
FND6	Reading for Academic Purposes
FND11	Economics
FND14	Mathematics 1

Semester 2

FND4	Information Technology 2
FND7	Academic Writing
FND8	Research Skills & Report Writing
FND10	Accounting
FND13	Marketing
FND15	Mathematics 2

Summer Semester *

LAN1003	Malaysian Studies
FND9	Study & Information Literacy Skills
LAN1004 / 05	Pengajian Islam / Pendidikan Moral
LAN1001	Bahasa Kebangsaan (A) **
LAN1002	Bahasa Kebangsaan (B) ***

To enter into Bachelor of Business / Bachelor of Multimedia, students must PASS all subjects and are encouraged to achieve CREDITS in the majoring subjects.

- * No additional charges for the Summer Semester
- ** For Malaysian students only
- *** For International students only

Diploma (Business and Information Systems)

KP/JPS(KA1962)12/03

Duration: Three years full-time

Annual fee: RM6000
Total course fee: RM18000

Semester entry: February and August

Entry requirements:

- SPM / 'O' Level: 3 to 4 Credits including PASS in both English and Mathematics
- SMU II grade 6.0 to 7.0 average or SMU III grade 5.0 to 6.0 average
- Other equivalent examination results

This 3-year diploma programme provides students with the experience, knowledge and procedures to effectively apply the required practices and manage a variety of roles related to administration in a business / office enterprise. Upon completion of this 3-year diploma program, students are able to pursue their degree at Swinburne University of Technology (Sarawak Campus). Students get to choose their preferred major out of Marketing, Accounting or Information Systems under the business pathway or Bachelor of Multimedia (Business Marketing). These selections of majors would provide students with more specialisation and specific skills required for their preferred future career and / or further studies.

Career opportunities: Office management, general administration, sales and IT related positions.

Course Module

Year 1

DBI1114	General English 1
DBI1124	Bridging Mathematics 2
DBI1134	Introduction to Business
DBI1144	Introduction to IT
DBI1214	General English 2
DBI1224	Productivity Tools
DBI1234	Book Keeping
DBI1244	Office Operations and Procedures

Year 2

DBI2114	English for Communication 1
DBI2124	Bridging Mathematics 3
DBI2134	Desktop Publishing
DBI2144	Management Skills
DBI2214	English for Communication 2
DBI2224	Task Management
DBI2234	Introduction to Marketing
DBI2244	Web Publishing



- Year 3
- DBI3155 Workplace Communications Skills
 - DBI3164 Introduction to eCommerce
 - DBI3114 Marketing Tools
 - DBI3134 Business Programming 1
 - DBI3274 Quantitative Analysis
 - DBI3284 Business Applications
 - DBI3224 Developing Marketing Plans
 - DBI3234 Data Communication and Networking
 - DBI3244 Business Programming 2

Bachelor of Business (Accounting)

KP/JPS(KN1963)1/06

Duration: Three years full-time

Annual fee: RM12000
Total course fee: RM36000

Semester entry: February and August

Entry requirements:

- Swinburne University Foundation in Business Programme: Pass all subjects
- STPM / 'A' Level: 2 principal passes
- UEC: 5 Bs including English and Mathematics
- SMU III 7.0 average
- Other equivalent examination results

The Bachelor of Business (Accounting) is a professionally oriented course designed to assist in the intellectual, social and personal development of the student as preparation for entrance to accounting professions. The programme prepares students for a career in business, whether domestic or international, recognising that the business world is a global one. It also produces educationally rounded people, capable of excelling in their chosen professions and in the community in which they live. Swinburne takes particular pride in producing business graduates who are employment-ready, possess immediately relevant workplace skills to their employers and are capable of excellent career development from a strong commencing base.

Career opportunities: Graduates are eligible to seek rewarding work in industry, commerce, the public sector, the financial industry or business consulting and public accounting.

Professional recognition: Graduates fulfill the requirements for recognition by CPA Australia (CPAA).

Course Module

- Year 1
- HBC110 Accounting for Success
 - HBE110 Microeconomics
 - HBH110 Organisation and Management
 - HBL111 Law in Global Business
 - HBM110 The Marketing Concept
 - HIT1025 Introduction to Information Systems
 - HMB110 Quantitative Analysis
 - HBC220 Financial Information Systems

- Year 2
- HBC221 Corporate Accounting
 - HBC222 Management Decision Making
 - HBC224 Financial Management
 - HBL220 Contract Law
 - HBL221 Company Law
 - HBM270 eBusiness
 - SWK2001 Workplace Communication Skills
 - SWK2002 Business Communication Skills

- Year 3
- HBC223 Analysis for Competitive Advantage
 - HBC225 Auditing
 - HBC330 Current Issues in Accounting
 - HBC331 Taxation Issues and Planning
 - HBE220 Macroeconomics
 - HBM272 eMarketing
 - HIT1091 Web Development
 - Approved Business Elective

Bachelor of Business (Marketing)

KP/JPS(KN1963)1/06

Duration: Three years full-time

Annual fee: RM12000
Total course fee: RM36000

Semester entry: February and August

Entry requirements:

- Swinburne University Foundation in Business Programme: Pass all subjects
- STPM / 'A' Level: 2 principal passes
- UEC: 5 Bs including English and Mathematics
- SMU III 7.0 average
- Other equivalent examination results

Successful companies take the path of being 'market focused' that is, their strategies are customer driven. Marketing deals with the building and implementation of customer focus. At Swinburne we explain the components of a business plan and marketing's central role in strategy.

Students are introduced to topics such as customer behaviour, demand determinants, customer focus, marketing research, marketing planning, product and services management, advertising and promotion, international marketing and business environments of some European and Asian countries.

Students are encouraged to think through problems and to find their own answers. They are encouraged to explore their thinking processes to ensure that they make the most of their abilities. Practical application and work related subjects are the key features of a marketing major in Swinburne. In addition each subject has an international orientation.

Career opportunities: Graduates should be able to relate their university studies to the world of business and to offer employers a competitive advantage in business operations. Employment can be found in public relations, advertising, product/brand management, market research, direct marketing and international marketing.

Course Module

- Year 1
- HBC110 Accounting for Success
 - HBE110 Microeconomics
 - HBH110 Organisation and Management
 - HBL111 Law in Global Business
 - HBM110 The Marketing Concept
 - HIT1025 Introduction to Information Systems
 - HMB110 Quantitative Analysis
 - HBC220 Financial Information Systems

- Year 2
- HBM220 Market Behaviour
 - HBM222 Marketing Planning
 - HBM223 Transnational Marketing
 - HBQ229 Marketing Research
 - HBL222 Marketing Law
 - HBM270 eBusiness
 - SWK2001 Workplace Communication Skills
 - SWK2002 Business Communication Skills

- Year 3
- HBM272 eMarketing
 - HBM330 Marketing Innovation Management
 - HBM331 Services Marketing and Management
 - HBM333 Communications Strategy
 - HBM341 Business Strategy
 - HIT1091 Web Development
 - Approved Business Elective 1
 - Approved Business Elective 2

Swinburne Business Programmes

Bachelor of Business (Information Systems)

KP/JPS(KN1963)1/06

Duration: Three years full-time

Annual fee: RM12000

Total course fee: RM36000

Semester entry: February and August

Entry requirements:

- Swinburne University Foundation in Business Programme: Pass all subjects
- STPM / 'A' Level: 2 principal passes
- UEC: 5 Bs including English and Mathematics
- SMU III grade 7.0 average
- Other equivalent examination results

Information Technology has encompassed every aspect of business organisations. As such, the study of computing and information systems and the supporting technology is vital for any business student. Because of its dual emphases on IT and business, the course is an integrated study of computer-based-management systems. It has three aims:

- To provide the necessary knowledge and skills in the application of information technology to support organisations in conducting their business
- To provide skills for developing business information systems
- To examine the technology, techniques and organisational issues relating to the analysis and implementation of solutions to business requirements.

Career opportunities: Graduates should be able to relate their university studies to the world of business and to offer employers a competitive advantage in business operations. Employment can be found in systems analysis, product support, software development, user liaison, project management, computer programming, software support and technical specialisation in a range of IT environments, products or analytical methods.

Course Module

Year 1

HBC110	Accounting for Success
HBE110	Microeconomics
HBH110	Organisation and Management
HBL111	Law in Global Business
HBM110	The Marketing Concept
HIT1025	Introduction to Information Systems
HMB110	Quantitative Analysis
HIT1109	Introduction to Programming (Visual Basic stream)

Year 2

HIT2110	Programming for VB.NET *
HIT2049	Systems Analysis and Design *
HIT1091	Web Development *
HIT2016	Database 1
HIT2024	Introduction to Human Computer Interaction *
HBM270	eBusiness *
SWK2001	Workplace Communication Skills
SWK2002	Business Communication Skills

Year 3

HIT3044	Professional Issues in Information Technology *
HBM272	eMarketing *
HIT3017	Database 2 *
HIT3034	Information Systems Project *
HIT3185	Data Communications & Networks
HIT2092	Advanced Web Technologies *
Approved Business Elective 1	
Approved Business Elective 2	

* Before these subjects can be taken, there is a pre-requisite subject(s) that has to be completed and passed. For more details on pre-requisite of subjects, contact the Marketing and Communications Department.



Contact

Swinburne University of Technology (Sarawak Campus)
(Owned by Swinburne Sarawak Sdn Bhd : 497194-M)
Kompleks Negeri, Jalan Simpang Tiga,
93576 Kuching, Sarawak, Malaysia.

General Line: +60 82 416353

Course Enquiry: +60 82 415353

Fax: +60 82 423594

Website: www.swinburne.edu.my

Email: info@swinburne.edu.my

Privacy Statement

While the information provided in this flyer was correct at the time of its publication, Swinburne University of Technology (Sarawak Campus) reserves the right to alter the information should the need arises.

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EDUCATION THAT WORKS

swinburne.edu.my