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SWINBURNE
UNIVERSITY OF
TECHNOLOGY
SARAWAK CAMPUS

Faculty of Business and Design 2018

Undergraduate

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Photo courtesy of Hobart Kho

WELCOME MESSAGE FROM THE DEAN



The Faculty of Business and Design is made up of a multidisciplinary and multicultural team of academics who want to see our students grow into responsible professionals in their chosen fields. Besides developing the necessary technical, interpersonal, and conceptual skills, the faculty also want our students to be keenly aware of the broader socioeconomic environments within which they will live and work, where they must remain open to learning from experience.

The Faculty offers courses spanning all levels of tertiary education. We have a broad portfolio of successful courses in business and design that are of great demand. All our courses are carefully monitored for their academic quality, career relevance, and compliance with Malaysian and Australian qualifications standards.

We allow flexibility to our undergraduate students to mix and match subjects from different streams to suit their own interests and employment opportunities.

We adopt an inclusive approach to facilitate students with different learning styles and needs.

We remain vigilant about career relevance of the education we provide. We continuously strive to modernise our methods of teaching, focusing on enhancing students' learning experience and meeting the desired learning outcomes.

Since the establishment of the University the Faculty has established good working relationship with government, industry, and community in the region.

Members of the Faculty have also developed academic and scholarly links both nationally and internationally, which is evident in our external engagements, collaborative projects, and publications.

As a Swinburne student, you can rely on us for a flexible, inclusive, relevant, and modern education in business and design.

Associate Professor Lee Miin Huui
Dean Faculty of Business and Design

GLOBAL Rankings

NO 1 **INTERNATIONAL
UNIVERSITY (BORNEO)**
Asia-Pacific University Ranking 2017,
Times Higher Education

TOP 100 **IN THE WORLD**
Under 50 Years Old
Young University Rankings
Times Higher Education
World University Rankings 2017

TOP 75 **CIVIL
ENGINEERING**
Shanghai Ranking's Global
Ranking of Academic
Subjects, 2016

TOP 50 **DESIGN**
QS World University Rankings
by Subject, 2016

TOP 400 **WORLDWIDE**
Times Higher Education World
University Rankings 2016 - 2017



SETARA'17

TIER 5

Mature University Category
Rating System for Higher
Education Institutions,
Ministry of Higher
Education Malaysia

EMPLOYMENT RATE

OVER 93%

With selected business
and engineering graduates
reporting 100%
employment rate

ABOUT 4000 STUDENTS

**MORE THAN
50 COUNTRIES**

Vibrant • Diverse • Colourful



Photo courtesy of Hobart Kho

ACADEMICS' **PROFILE**



Dr Lim Weng Marc

Associate Dean (Business)
Faculty of Business and Design

My interests lie in understanding human behaviour and how this understanding can be translated into strategies that encourages desired behavioural actions. This is reflected in the diverse areas in which I'd worked including consumer behaviour, education, sustainability, social entrepreneurship and strategic management.

As an academician, I teach branding, innovation and design, marketing channel design and integration, marketing theory and practice and marketing research methods.

I believe rules (not laws!) are meant to be broken. This begins by asking difficult but necessary questions, followed by innovating disruptive but valuable solutions for people, planet and profit.

People especially the young, who can do this well, can be future-ready, regardless of whether they choose to be employed or self-employed.



Dr Ho Chye Kok

Associate Dean (Postgraduate Business Education)
Faculty of Business and Design

I teach students to think deeply. Reflective thinking involves reason and affect, and the learner learns not just with the mind, but with the mind and body. How else can I teach and how else can my students learn, if we do not put our hearts and minds into it, and if we do not reflect on what hastens or what hinders teaching and learning.

Telling the right story and telling the story right is essential in creating shared meanings that inspire intellectual curiosity.

I am an advocate for disruptive innovation in the education space. Digital learning technologies must be exploited not simply to teach more, but to teach better.



Wendy Chang Ying Ying

Senior Lecturer (Accounting)
Faculty of Business and Design

With work experience in the industry as a Chartered Accountant and management consultant, I bring the real world into the classrooms. Real world examples provide students a glimpse of how theory covered in classrooms are relevant to their lives. Relevance keeps students interested in learning.

As an academician, I teach the fundamental principles of accounting and financial information systems. My research interests are in enterprise performance management, reputation risk management, quality management, sustainability reporting and higher-education regulation.

Fung Chong Yuan

Coordinator (Professional Accounting Courses)
Lecturer (Accounting and Finance)
Faculty of Business and Design

I teach accounting and finance units for undergraduate, postgraduate and professional accounting courses. With my previous industrial experience as an accountant and a Finance Manager, I am able to apply industry backgrounds and connections to my teaching. Furthermore, my postgraduate training in Human Resource Development and Educational Psychology (PhD in completion) has equipped me in making my classes more engaging and enriching for my students. My research interests lie in the areas of human resource development, human cognition, financial reporting and corporate governance.

I believe learning lies in the curiosity of knowing the unknown and we need to capitalise it to enhance our personal value. This, I believe, has to be one's lifelong learning objective.



Augustus Raymond Anak Segar

Associate Dean (Design)
Faculty of Business and Design

As a lecturer in multimedia design, I teach 3D animation and Modelling units using Autodesk Maya.

On top of that, I also teach units dealing with new technologies to create interactive content, including 3D games for various platforms including mobile.

My research interests are in Game Design and Human Computer/Mobile Interaction.



Gregory Wee Lik Hoo

Senior Lecturer (Design)
Faculty of Business and Design

I am an educator, researcher and practitioner in the disciplines of art including painting, illustration, comics, animation and film making. I have had cartoon illustrations and comics published, and have produced a 13-episode animated series for TVi (Astro Channel 180).

My research focuses on film industry, national cinema, animation, comics and digital creative content with a focus on Malaysian cinema and the search for a Malaysian visual identity in comics, animation and digital creative content.

Build Your OWN DEGREE

At Swinburne, we believe university should be a place of clarity and confidence. We want you to easily understand the requirements of your course and the outcomes of your degree.

Our degree structure gives you the freedom to choose between taking one or two majors, or adjusting your direction at any point.

You'll also discover more work-based learning in our degrees, including professional internships and industry tours.

Enjoy more clarity, choices and flexibility in your studies at Swinburne.

Degrees

Our standard three-year degrees comprise of 24 units of study. For our Engineering courses, the standard duration of study is four years.

Most of these units will focus on your primary area of study, which becomes what is known as your 'major'. A major allows you to deepen your knowledge in a particular area and sharpen your career focus.

You will also undertake a minor which is a set of subject (shorter than a major) studied throughout a degree. The number of subjects in a minor may vary between courses. Studying a minor will allow you to expand your career options by adding another area of expertise. You can also add depth to your qualification by studying units related to your major.

The remaining units that make up your degree are called elective units, which you can use to explore related or non-related areas of interests. These units add breadth to your knowledge and experience through another major or study of a minor.

Double degrees

Double degrees are a great way to broaden your study experience and are highly respected by employers. They combine two areas of study and on completion you'll be awarded two degrees. A double degree is generally only one year longer than a single degree.

Honours

You may be able to pursue your undergraduate studies at an advanced level by completing an additional specialised honours (fourth) year. An honours year allows you to deepen your understanding in your major field and develop your research skills. At Swinburne Sarawak, our engineering degrees have an integrated honours year.

Flexible course structure

Our flexible course structure allows you to add depth and breadth to your degree, by letting you choose from an extensive range of subjects from different disciplines.

As an example, our Bachelor of Business offers a combination of 21 business majors and 90 combinations of majors and minors. This gives you a unique combination of majors and minors to choose from.

Core: a set of compulsory units you must complete as part of your course

Major: a structured set of units in a field of study specific to your course

Co-Major: a structured set of units in a field of study outside your course

Minor: a structured set of four units in a field of study related or non-related, to your course

Elective: a standalone unit from any study area.

Modes of study

You will have the opportunity to participate in various types of study depending on your chosen course. These may include lectures, workshops, tutorials, laboratory sessions, group work, cross-discipline projects, case studies, practical sessions, discussion groups and individual research projects.

Improve Your Job **PROSPECTS**

Swinburne offers a range of services and courses that extend beyond what you learn in the classroom to enhance your qualification and help prepare you for a successful career.

Work Integrated Learning

Our learning options can prepare you for the day-to-day requirements of work, helping you become a more competitive graduate.



Professional placements

Our professional placements can pair you with a leading employer in your area of study. You will receive credit towards your degree, professional skills and insight into your potential future.



Professional internships

Some of your most valuable knowledge will come from observing industry professionals at work in your future field. An internship gives you the opportunity to do this while you are studying. If you are selected to undertake an internship, you will be paired with a leading employer in your area of study.



Accreditation placements

Some degrees include a mandatory work placement as a requirement of professional accreditation. Some professional experiences are credited to your degree, others not, but all are compulsory. We have a long-standing relationship with top organisations that welcome Swinburne Sarawak students every year.



Industry study tours

As a Swinburne Sarawak student, you may have the opportunity to participate in industry study tours. Study tours are designed to give you experience that will benefit your career. The tours give you credit towards your degree and offer a unique opportunity to enrich your learning and gain an insight into your area of study.



Industry-linked projects

Problem-solving is a strength that can help bolster your prospective career. Swinburne's industry-linked projects gives you the opportunity to take on authentic workplace challenges related to your future career. All projects are team-based and are normally undertaken as a unit of study during the final year of your course.

Student Leadership and Volunteer Program

The Student Leadership and Volunteer Program provides you with opportunities to contribute to the Swinburne community through leadership and volunteering roles. Volunteers develop practical experience and have opportunities to participate in events and activities.

Opportunities may include mentoring, volunteering at events and activities hosted by the university or its faculties, or participation in academic workshops and conferences.

Careers and employment services

Student Engagement have experienced career counsellors who provide a range of free career services for current students and recent graduates. Student Engagement also offers a range of additional services to assist students with employment, including employment resources and networking with employers through job fairs.

FACULTY OF
BUSINESS
AND
DESIGN

About The Faculty Of **BUSINESS AND DESIGN**

The close relationship between the Faculty, and our teaching and cutting-edge research gives our students the advantage of being exposed to the latest development.

We are highly industry-focused in both our teaching programs.

Business Courses

Prepare for a challenging and fast-moving career with a business qualification.

Our Business courses will give you skills and knowledge that are valued in any industry, anywhere in the world.

Design Course

Studying design at Swinburne allows you to combine your creativity with business sense and industry insight. Harness your imagination and take part in the innovative design thinking that will define the 21st century.

KEY

AM Adv./Add. Maths **Bio** Biology
MA Maths. (If any) **CH** Chemistry
PHY Physics

Course	Duration	Intake	2018 indicative course fee* (annual)	Prerequisite subjects
Business				
Bachelor of Business	3 Years	Jan, Feb, Sept, Oct	(M) RM23,072/(I) RM29,216 annual	AM/MA ^c
Bachelor of Business (Accounting)	3 Years	Jan, Feb, Sept, Oct	(M) RM23,072/(I) RM29,216 annual	AM/MA ^a
Bachelor of Business (Accounting and Finance)	3 Years	Jan, Feb, Sept, Oct	(M) RM23,072/(I) RM29,216 annual	AM/MA ^a
Bachelor of Business (Finance)	3 Years	Jan, Feb, Sept, Oct	(M) RM23,072/(I) RM29,216 annual	AM/MA ^a
Bachelor of Business (Human Resource Management)	3 Years	Jan, Feb, Sept, Oct	(M) RM23,072/(I) RM29,216 annual	AM/MA ^c
Bachelor of Business (International Business)	3 Years	Jan, Feb, Sept, Oct	(M) RM23,072/(I) RM29,216 annual	AM/MA ^c
Bachelor of Business (Management)	3 Years	Jan, Feb, Sept, Oct	(M) RM23,072/(I) RM29,216 annual	AM/MA ^c
Bachelor of Business (Management and Digital Media)	3 Years	Jan, Feb, Sept, Oct	(M) RM23,072/(I) RM29,216 annual	AM/MA ^c
Bachelor of Business (Marketing)	3 Years	Jan, Feb, Sept, Oct	(M) RM23,072/(I) RM29,216 annual	AM/MA ^c
Design				
Swinburne Foundation Studies (Design)	1 Year	Jan, Apr, Sept, Oct	(M) RM16,344/(I) RM23,598 annual	Pref any art, design
Bachelor of Design (Multimedia Design)	3 Years	Feb, Sept	(M) RM29,296/(I) RM37,576 annual	or media subject

Program fees

* The indicative fee detailed above is for 2018 only. It is based on a standard study load per year. For bachelor courses, there are normally 8 units of study per year.

All tuition fees are subject to an annual review and adjustment, and include all other fees such as lab, resources etc.

Additional costs

Tuition fees do not include minor equipment costs that may be incurred as part of your course (e.g. statistics calculators, some design equipment, study materials, study tour etc.)

a Pass in AM/MA (STPM or equivalent) or Credit in AM/MA (SPM or equivalent)

c For STPM graduates, must attain Pass in AM/MA

Contact us via email at study@swinburne.edu.my for more details.

For the complete list of entry requirements, visit <https://www.swinburne.edu.my/find-course/entry-requirements.php>

Swinburne Advantage **BUSINESS**

Studying a business-related course will give you skills and knowledge that are valued in any industry, anywhere in the world.

Professional Recognition

Depending on the specialisation selected, Swinburne's Business graduates are eligible for membership to:

- Australian Human Resources Institute (AHRI)
- CPA Australia (CPAA)
- Institute of Chartered Accountants in Australia (ICAA)
- Institute of Internal Auditors (IIA)
- Chartered Accountants Australia and New Zealand (CAANZ)
- National Institute of Management Accountants (CIMA)
- Australian Institute of Banking and Finance
- Financial Services Institute of Australasia
- Australian Institute of Management (AIM)
- Australian Marketing Institute (AMI)
- Australian Market and Social Research Society (AMSRS)
- Australian Human Resources Institute (AHRI)
- Institute of Public Accountants (IPA)
- Institute of Corporate Managers, Secretaries and Administrators.



Finding the right course

A business course could be right for you if your interests include:

- people and society
- consumers and their buying habits
- markets and marketing
- economies and how they function
- starting or owning your own business
- meeting new people and discovering new places.

Enhanced Qualifications

ACCA Accelerate Program

Our Bachelor of Business (Accounting) or Bachelor of Business (Accounting and Finance) students can now study for the ACCA Professional Qualifications through our ACCA Accelerate Program.

Under the ACCA Accelerate Program, you can undertake the ACCA Professional Level examinations while in the second year of your degree studies. Our highly-qualified and experienced ACCA lecturers offer you full learning support in a conducive learning environment, giving you a head-start in becoming qualified professional accountants.

CPA Program registered tuition provider

Swinburne Sarawak is the only tuition provider for the Australian Certified Practising Accountants (CPA) Programme in East Malaysia.

Swinburne's CPA tuition classes comprises of education segments and integrated workplace learning, providing the support for you to excel in your professional Australian accounting examinations.

The tuition courses run for six weeks. Comprising of a series of blocked lectures and workshops, classes are held in the weekends. These will lead to the CPA Professional Examinations.

Swinburne Foundation Studies (Business)

The Swinburne Foundation Studies (Business) help you meet the entry requirements for a business bachelor degree.

Students will develop fundamental communication and academic skills, with a focus on developing their English language skills. They learn the basic principles of business and complete studies in accounting, economics, law and marketing. Once you have successfully completed the Swinburne Foundation Studies (Business), you can progress directly into the first year of your Business Degree.

There are four intakes for the Foundation course in 2018. These are in **January, April, September and October**.

Visit www.swinburne.edu.my/study/foundation

Pathway to Swinburne Australia

Swinburne Sarawak provides pathway options for Bachelor of Business students to complete their undergraduate degree in Swinburne Australia. Student who meet the Swinburne Melbourne's faculty entry requirements may apply for entry to those faculties.

Majors available in Swinburne Australia are:

- Business Administration
- Business Information Systems
- Business Data Analytics
- Data Management
- Economics
- Entrepreneurship and Innovation
- Logistics and Supply Chain Management
- Public Relations.

Choice Of **BUSINESS MAJORS**

We understand business activities are the key drivers of economic growth worldwide. Our business courses take you on an exploration of the fast-moving and challenging business, financial and management fields.

A business course could lead to a future in accounting, data analysis, entrepreneurship, human resources, marketing and beyond.

Majors

Accounting

Learn to use accounting systems to record and analyse business activities, employ financial statements to guide investment decisions and use information from cost accounting systems to make decisions, price products, develop operating strategies and evaluate business performance.

Accounting and Finance

Develop core skills in analysing investments, sourcing foreign exchange deals, analysing and communicating the financial position of an organisation, risk management and business investment.

Finance

Learn how to analyse and assess financial forecasts and the value of companies, to manage risk, to investigate investment opportunities, and to examine the values of shares and bonds.

Human Resource Management

Learn about the impact of human resource management as the driver of innovation and high performance in the workplace. Gain the skills and knowledge to manage and coordinate people to achieve strategic business objectives.

International Business

Discover the importance of culture, politics, trade and business policies; time zones; economic systems; currencies and business customs; and learn about their effects on an organisation with international interests.

Management

Learn about the role of management in business and discover how key resources must be planned, monitored and controlled to meet strategic business objectives. Develop the skills to manage yourself, to organise and lead others, to make creative and well-informed decisions, and to evaluate current situations.

Management and Digital Media

Combine your research, creative design thinking and relevant technical skills in multimedia design applications, with a more critical and collaborative mindset in order to work with others within and across organisations.

Marketing

Develop the advanced marketing and managerial skills needed to succeed in the industry. Learn about buyer behaviour, innovation and design, planning, branding, channel design, integrated marketing communication and market research.



I like the fact that my lecturers are really attentive and supportive. This is especially so when we put more effort to understand what they expect from us. They are also very motivational. These have helped me develop a positive attitude towards my studies and discover more about myself and what I can do to achieve my career aspirations.

Darren Adrian Kong, Malaysia

Bachelor of Business (International Business)

BUSINESS

Courses

Bachelor of Business

R/340/6/0468 (12/19)

Campus: Sarawak, Hawthorn

Duration: Three years

Intake: Sarawak-January, February, September, October/

Hawthorn-February, July

2018 Sarawak Tuition Fees:

(M) RM23,072/(I) RM29,216

The Bachelor of Business course help develop future business leaders who have strong skills in innovation and entrepreneurship. Through this course, you will be introduced to the fundamental concepts behind certain business disciplines.

You have the choice of graduating with a Bachelor of Business, or one of the following professional major:

- Accounting
- Accounting and Finance
- Finance
- Human Resource Management
- International Business
- Management
- Management and Digital Media
- Marketing

Career opportunities

Graduates may seek employment in a wide range of fields such as accounting, business analysis, finance, human resources, international business, management or marketing. For specific career opportunities of individual majors, refer to the individual Business majors.

Course structure

For the completion of the Bachelor of Business, students are required to complete a total of 24 units (300 credit points) including eight Business discipline major, or 11 Accounting discipline major or 16 Accounting and Finance major.

Units of study

Core units

- Financial Information for Decision Making
- Professional Communication Practice
- Contemporary Issues in Entrepreneurship and Innovation
- Integrative Business Practice
- Industry Consulting Project or an equivalent approved unit
- Microeconomics
- Introduction to Business Law
- Introduction to Management

Bachelor of Business (Accounting)

R/344/6/0318 (12/19)

Campus: Sarawak, Hawthorn

Duration: Three years

Intake: Sarawak-January, February, September, October/

Hawthorn-February, July

2018 Sarawak Tuition Fees:

(M) RM23,072/(I) RM29,216

The Bachelor of Business (Accounting) course help you develop skills that are fundamental to evaluating, analysing and communication the financial position of a business. Our Accounting course prepares you in the areas of financial accounting, management accounting, finance, tax and auditing as well as economics and commercial law.

Career opportunities

Graduates may seek career opportunities in professional accounting practices and consultancies, fund management, general management, financial planning or in small businesses. Other roles include business analyst, auditor, fund accounting officer, taxation accountant and chief financial officer.

Course structure

For the completion of the Bachelor of Business (Accounting), students are required to complete a total of 24 units (300 credit points) including 11 Accounting discipline major, two mandatory final year capstone units - Integrative Business Practice and Industry Consulting Project, and Careers in the Curriculum, a not-for-credit unit.

Units of study

Core units

- Financial Information for Decision Making
- Introduction to Business Law
- Introduction to Management
- Microeconomics
- Contemporary Issues in Entrepreneurship and Innovation
- Professional Communication Practice

Discipline Major

- Financial Information Systems
- Macroeconomics
- Financial Statistics
- Management Accounting for Planning and Control
- Company Accounting
- Financial Management
- Company Law
- Taxation
- Accounting Theory
- Analysis for Competitive Advantage
- Auditing

Bachelor of Business (Accounting and Finance)

R/344/6/0319 (12/19)

Campus: Sarawak, Hawthorn

Duration: Three years

Intake: Sarawak-January, February,
September, October/

Hawthorn-February, July

2018 Sarawak Tuition Fees:

(M) RM23,072/(I) RM29,216

The Bachelor of Business (Accounting and Finance) course helps you develop core skills in investment analysis, sourcing of foreign exchange deals, and to analyse and communicate the financial position of a business. You will be equipped for the challenging and evolving industries of accounting, banking, finance and consultation.

Career opportunities

Graduates may seek employment with private practices, government-owned entities and banks in the roles of graduate accountant, account manager, auditor, fund accounting officer, taxation agent, merchant banker, corporate treasurer, investment banker and financial adviser.

Course structure

For the completion of the Bachelor of Business (Accounting and Finance), students are required to complete a total of 24 units (300 credit points) including 16 units from the Accounting and Finance discipline major, two mandatory final year capstone units - Integrative Business Practice and Industry Consulting Project, and Careers in the Curriculum, a not-for-credit unit.

Units of study

Core units

- Financial Information for Decision Making
- Professional Communication Practice
- Microeconomics
- Introduction to Business Law
- Introduction to Management
- Contemporary Issues in
- Entrepreneurship and Innovation

Discipline Major

- Financial Information Systems
- Macroeconomics
- Financial Statistics
- Management Accounting for Planning and Control
- Company Accounting
- Financial Markets
- Financial Management
- Company Law
- Taxation
- Accounting Theory
- Analysis for Competitive Advantage
- Auditing
- International Finance
- Financial Risk Management
- Monetary Policy and Risk Management
- Management of Investment Portfolios

Bachelor of Business (Finance)

R/343/6/0155 (12/19)

Campus: Sarawak, Hawthorn

Duration: Three years

Intake: Sarawak-January, February,
September, October/

Hawthorn-February, July

2018 Sarawak Tuition Fees:

(M) RM23,072/(I) RM29,216

The Bachelor of Business (Finance) course equips you with the knowledge and unique framework to inform businesses on the best course of action for financial profitability and security. You will be equipped to analyse and assess financial forecasts and the value of companies, to investigate investment opportunities, and to examine the values of shares and bonds.

Career opportunities

Graduates may seek employment in banking, broking, consumer finance, corporate finance, economic analysis, financial analysis and forecasting, funds management, international banking, insurance, investment management, merchant banking and treasury management.

Course structure

For completion of the Bachelor of Business (Finance) students are required to complete a total of 24 units (300 credit points) including eight Finance discipline major, two mandatory final year capstone units - Integrative Business Practice and Industry Consulting Project, and Careers in the Curriculum, a not-for-credit unit.

Units of study

Core units

- Financial Information for Decision Making
- Microeconomics
- Professional Communication Practice
- Introduction to Management
- Introduction to Business Law
- Contemporary Issues in Entrepreneurship and Innovation

Discipline major

- Macroeconomics
- Financial Statistics
- Financial Management
- Monetary Policy and Risk Management
- International Finance
- Financial Markets
- Financial Risk Management
- Management of Investment Portfolios

Bachelor of Business (Human Resource Management)

R/345/6/0656 (12/19)

Campus: Sarawak, Hawthorn
Duration: Three years
Intake: Sarawak-January, February, September, October/
Hawthorn-February, July
2018 Sarawak Tuition Fees:
(M) RM23,072/(I) RM29,216

The Bachelor of Business (Human Resource Management) course equips you with the knowledge to manage and coordinate people to achieve strategic business objectives. Human resource management includes staff recruitment and selection, employee relations management, staff training, job evaluation, change management and occupational health and safety.

Career opportunities

Graduates may seek employment human resources, training and talent management, recruitment, change management, quality coordination, occupational health and safety, employee relations, enterprise bargaining, change management and job evaluation.

Course structure

For completion of the Bachelor of Business (Human Resource Management) students are required to complete a total of 24 units (300 credit points) including eight Human Resource Management discipline major, two mandatory final year capstone units - Integrative Business Practice and Industry Consulting Project, and Careers in the Curriculum, a not-for-credit unit.

Units of study

Core units

- Financial Information for Decision Making
- Introduction to Management
- Microeconomics
- Introduction to Business Law
- Professional Communication Practice
- Contemporary Issues in
- Entrepreneurship and Innovation

Discipline major

- Human Resource Management
- Contemporary Issues in Human Resource Management
- Human Resource Analytics
- Managing Workplace Relations
- Dynamics of Diversity in Organisations
- International Human Resource Management
- Organisational Discourse and Innovation
- Performance Management and Innovation

Bachelor of Business (International Business)

R/340/6/0469 (12/19)

Campus: Sarawak, Hawthorn
Duration: Three years
Intake: Sarawak-January, February, September, October/
Hawthorn-February, July
2018 Sarawak Tuition Fees:
(M) RM23,072/(I) RM29,216

The Bachelor of Business (International Business) course equips you with the knowledge on the importance of culture, politics, trade and business politics, economic systems, currencies and their effects on an organisation with international interests.

Career opportunities

Graduates may seek employment in international trade, finance, marketing, tourism, hospitality, multinational firms, financial institutions and government departments.

Course structure

For completion of the Bachelor of Business (International Business) students are required to complete a total of 24 units (300 credit points) including eight International Business discipline major, two mandatory final year capstone units - Integrative Business Practice and Industry Consulting Project, and Careers in the Curriculum, a not-for-credit unit.

Units of study

Core units

- Financial Information for Decision Making
- Introduction to Business Law
- Professional Communication Practice
- Microeconomics
- Introduction to Management
- Contemporary Issues in Entrepreneurship and Innovation

Discipline major

- Foundations of International Business
- Southeast Asia Business Context
- Global Business Cultures
- Global Logistics and Supply Chain Management
- Managing the Global Marketplace
- International Finance and Law
- International Investment and Economic Development
- International Business Strategy

Bachelor of Business (Management)

R/345/6/0657 (12/19)

Campus: Sarawak, Hawthorn

Duration: Three years

Intake: Sarawak-January, February,

September, October/

Hawthorn-February, July

2018 Tuition Fees:

(M) RM23,072/(I) RM29,216

The Bachelor of Business (Management) course equips you with the knowledge to plan, monitor and control key resources to best meet strategic business objectives. You will develop skills to manage themselves, organise and lead others, evaluate current situations and make creative and well-informed decisions, while learning to be an ethical and socially responsible manager.

Career opportunities

Graduates will be equipped for roles with supervisory and management potential, in the fields such as business administration, planning and design, quality assurance, customer services, project management, events management and change management, investment management, merchant banking and treasury management.

Course structure

For completion of the Bachelor of Business (Management) students are required to complete a total of 24 units (300 credit points) including eight management discipline major, two mandatory final year capstone units - Integrative Business Practice and Industry Consulting Project, and Careers in the Curriculum, a not-for-credit unit.

Units of study

Core units

- Financial Information for Decision Making
- Professional Communication Practice
- Microeconomics
- Introduction to Business Law
- Fundamentals of Marketing
- Contemporary Issues in Entrepreneurship and Innovation

Discipline major

- Introduction to Management
- Critical Thinking in Management
- Organizational Behaviour
- Business and Society
- Management Decision Making
- Strategic Planning in Dynamic Environments
- Leadership in Context
- Sustainable Organisational Design

Bachelor of Business (Management and Digital Media)

N/345/6/0872 (11/20)

Campus: Sarawak, Hawthorn

Duration: Three years

Intake: Sarawak-January, February,

September, October/

Hawthorn-February, July

2018 Sarawak Tuition Fees:

(M) RM23,072/(I) RM29,216

The Bachelor of Business (Management and Digital Media) course equips you with the knowledge and skillsets for a career in business management complemented with the discipline of design. You will be able to combine research, creative design thinking and industry relevant technical skills in multimedia design applications while having a critical and collaborative mindset to develop shared understandings with others within and across organisations.

Career opportunities

Graduates will be equipped for roles in supervisory and management levels in the fields such as design consultancies, design management, advertising agencies, business administration, planning and design, and events management.

Course structure

For completion for the Bachelor of Business (Management and Digital Media), students are required to complete a total of 22 units plus 1 double-credit unit (300 credit points) which includes 11 Business core units, 12 Design core units and two mandatory final year capstone units - Integrative Business Practice and Industry Consulting Project, and Careers in the Curriculum, a not-for-credit unit.

Units of study

Core units

- Financial Information for Decision Making
- Professional Communication Practice
- Microeconomics
- Introduction to Business Law
- Fundamentals of Marketing
- Contemporary Issues in Entrepreneurship and Innovation
- Business and Society
- Organizational Behavior
- Sustainable Organizational Design
- Strategic Planning in Dynamic Environment
- Integrated Campaign Management

Discipline major

- Imaging for Narrative and Storyboards
- Design for Digital Media
- 2D Character Animation
- Interactive Design for Web Technology
- Interactive Design for Games and Web Applications
- Visual Language
- Advertising Design
- Copywriting
- Digital Media Design New Technologies
- Individual Research Project
- Digital Media Design Capstone Project

Bachelor of Business (Marketing)

R/342/6/0118 (12/19)

Campus: Sarawak, Hawthorn

Duration: Three years

Intake: Sarawak-January, February,
September, October/

Hawthorn-February, July

2018 Sarawak Tuition Fees:

(M) RM23,072/(I) RM29,216

The Bachelor of Business (Marketing) course helps you strengthen your knowledge in market research, buyer behaviour, marketing metrics and planning, advertising and promotion in order to explore the significance of marketing in the wider business context and how business results are achieved through the development and endorsement of a customer focus.

Career opportunities

Graduates may seek employment in international trade, finance, marketing, tourism, hospitality, multinational firms, financial institutions and government department in the roles of international trade experts, Asian business specialist, European business specialist and international business negotiator.

Course structure

For the completion of the Bachelor of Business (Marketing) students are required to complete a total of 24 units (300 credit points) including eight Marketing discipline major, two mandatory final year capstone units - Integrative Business Practice and Industry Consulting Project, and Careers in the Curriculum, a not-for-credit unit.

Units of study

Core units

- Financial Information for Decision Making
- Professional Communication Practice
- Microeconomics
- Introduction to Business Law
- Fundamentals of Marketing
- Contemporary Issues in Entrepreneurship and Innovation

Discipline major

- Marketing Research
- Integrated Marketing Communication
- Marketing Channel Design and Integration
- Product and Service Innovation Management
- Consumer Behaviour
- Marketing and Communication Information and Decision Making
- Marketing Strategy and Planning
- Branding, Innovation and Design

Swinburne Advantage **DESIGN**

Putting imagination to work begin with creative innovation. At Swinburne our Design course takes four years to complete.

Award-Winning students

Some of our Design students' achievements includes:

- UnFold, a mobile game developed by our students, was awarded top 10 Windows App in Malaysia
- Map Wars, a video mapping competition organized in collaboration with Borneo Tru Events Sdn Bhd
- TOU, The Sacrifice, a mobile game that gave our students the title of Champions in the regional leg of the Microsoft's Imagine Cup
- Plug-In, a mobile game which earned our students a place in the regional finals of the 2016 Microsoft Imagine Cup

Finding the right course

A design course could be right for you if your interests include:

- Communication
- Popular culture
- Visual expression
- Solving problems
- Style, colour and form
- Working with ideas to creatively express and present them.

Swinburne Foundation Studies (Business)

The Swinburne Foundation Studies (Business) help you meet the entry requirements for a business bachelor degree.

Students will develop fundamental communication and academic skills, with a focus on developing their English language skills. They learn the basic principles of business and complete studies in accounting, economics, law and marketing.

Once you have successfully completed the Swinburne Foundation Studies (Business), you can progress directly into the first year of your Design degree.

There are four intakes for the Foundation course in 2018. These are in **January, April, September and October.**

Visit www.swinburne.edu.my/study/foundation

Pathway to Swinburne Australia

Swinburne Sarawak provides pathway options for Bachelor of Design (Multimedia Design) students to complete their undergraduate degree in Swinburne Australia.

Majors available in Swinburne Australia are:

- Branded Environments
- Communication and Graphic Design
- Industrial and Product Design
- Innovation and Design
- Interior Architecture and Design
- Photography and Visual Arts
- Visual Merchandising.



Tou: The Sacrifice, was developed by Swinburne students who won first place of Microsoft Imagine Cup 2015.

Choice Of **DESIGN MAJORS**

We believe design has the power to define our spaces, products, culture and beyond. Our design courses invite you to harness your imagination and participate in the innovative design thinking that will define the 21st century. We provide the knowledge you need to combine creativity with business sense and insight and partner with industry to give you hands-on skills in your study area.

Major

Multimedia Design

Learn how to develop and deliver a range of digital media applications, including projects for web, digital film and television production, interactive digital media and handheld mobile devices. Gain skills in animation, 3D modelling, digital video, audio media and communication design for electronic media.



Expertise in virtual, augmented and mixed realities are in high-demand and Swinburne is a leader in this field.



Choosing to study multimedia design at Swinburne was the perfect choice as it has given me the opportunity to meet and interact with peers who are talented in this field and lecturers who are vastly experienced.

Azizi Zaidi, Malaysia

Bachelor of Design (Multimedia Design)

DESIGN

Courses

Bachelor of Design (Multimedia Design)

R/213/6/0122 (11/18)

Campus: Sarawak

Duration: Three years

Intake: Sarawak-February, September

2018 Sarawak Tuition Fee:

(M) RM29,296/(I) RM37,576

The Bachelor of Design (Multimedia Design) course equip you with skills to bring together research, creative design thinking and industry-relevant technical skills for a range of multimedia applications.

Career opportunities

Graduates will be equipped for roles in design consultancies, design management, advertising agencies, media and entertainment studios, music video or corporate promotional video production, postproduction studios, video games entertainment, online educational games or web design and development.

Course structure

For the completion of the Bachelor of Design (Multimedia Design) students are required to complete a total of 24 units (300 credit points) including 15 Multimedia Design professional major, four Specialisation Studies units, and Careers in the Curriculum, a not-for-credit unit.

Units of Study

- 20th Century Design
- Methods of Investigation
- 2D Animation
- Imaging for Narrative and Storyboards
- Design for Digital Media
- Typography for Screen and Motion
- Interactive Design for Web Technology
- Contemporary Design Issues
- Interactive Design for Games and Web Applications
- Digital Video Camera Techniques
- Post Production for Digital Video
- Digital Media Design New Technologies
- Individual Research Project
- Digital Media Design
- 4 Specialisation Studies
- 4 Electives

How To **APPLY**

Follow these steps carefully to ensure your application is processed properly.

If you need help with your application, email our education counsellors at study@swinburne.edu.my
You can also speak with a registered Swinburne representative in your home country.

1

Choose the course that suits your interests and career goals

- Visit www.swinburne.edu.my/courses
- Collect any documents you may require to apply to receive credit for previous study and/or experience.

2

Complete the application form

- Apply online <https://www.swinburne.edu.my/online-application-form> or you may download and complete the Application for Admission form <https://www.swinburne.edu.my/study/study-options/how-to-apply.php>
- Read the application form carefully, complete all relevant fields and provide all of the required documents so we can assess your application
- Complete the credit transfer section on the form if you wish to apply for credit
- Sign the declaration.

3

Attach additional required documents (if applicable) to your application form

These documents include:

- certified academic transcripts with grading system
- certified copies of all your academic transcripts (with grading system) and testamurs. If your documentation is in a language other than English, an official certified translation must be provided
- details of work experience, if applicable.
- certified copies of English proficiency test results (IELTS/TOEFL test scores or equivalent), if applicable
- program or unit (subject) syllabus outlines if applying for credit transfer. Refer to Section E of the application form on other required documents.

4

Submit your application form and required documents

You can send your completed application form along with relevant documents to your registered Swinburne Sarawak representative or send it directly to Swinburne Sarawak at:

Marketing & Student Recruitment
Swinburne University of Technology Sarawak Campus
Jalan Simpang Tiga, 93350 Kuching, Sarawak
MALAYSIA
Email: study@swinburne.edu.my

5

Receive your offer via email

Swinburne will assess your application. If you are successful you will receive a Letter of Offer via email.

The offer letter will indicate:

- the course you have been offered
- the annual tuition fee
- the course commencement date
- the duration of the course
- the deposit to be paid
- any conditions to the offer
- any additional information relevant to your course.

Visit www.swinburne.edu.my/accept to find out how to accept your offer.

Note: If you receive a conditional offer, you will be required to meet the condition(s) outlined in your offer letter.

Other INFORMATION

Applying for Credit

What is Credit?

Credit transfer is the granting of recognition for previous study and/or experience, in the form of exemption from certain course requirements. This term tends to be used interchangeably in Australian universities with the terms Recognition of Prior Learning (RPL), exemptions, advanced standing and/or status.

How to apply for Credit

Submit a course or unit (subject) syllabus with your application for admission. Your application will be assessed and if successful you will receive advice in your Letter of Offer.

If the credit is conditional, you must provide evidence that you have satisfactorily met the condition(s) prior to or at the time of accepting your offer. The course duration shown in your Letter of Offer will reflect the amount of credit granted.

If you do not request assessment of credit when you submit your application, you must request assessment within two weeks of commencing the program. Applications made after this time may not be approved. All application must be approved by your faculty.

Accepting your offer

If your application is successful, you will be made an offer. The offer will include:

- the course you have been offered
- commencement, enrolment and orientation date
- the tuition fee deposit payable which includes:
 - for International students: medical insurance, processing fee and security deposit
 - for Malaysian students: application fee
- the conditions attached to the offer
- any additional information relevant to your course.

To accept your Swinburne Sarawak offer, you are required to make payment of fees stated in the offer letter.

Payment

Please refer to the Offer Acceptance Form for the mode of payment and banking details.

Payment, preferably by bank draft or cheque, is to be made payable to **Swinburne Sarawak Sdn Bhd.**

Payment can also be made by credit card or telegraphic transfer. Please provide a copy of the transaction slip to the Marketing and Student Recruitment Division.

Applying for student Visa (for International students)

Once the required documents and payment have been received, and your application for enrolment into Swinburne Sarawak is accepted, the University will apply for your visa (Student Pass) with the Malaysian Immigration Department on your behalf.

You will have to wait for the Visa Approval Letter which Swinburne Sarawak will courier to you.

With the Visa Approval Letter in hand, you are to proceed to the Malaysian Embassy or consulate as indicated in the letter to obtain a Single Entry Visa with Reference into Malaysia. At this stage, you can also start making your travel arrangements.

After arriving at Swinburne Sarawak, you will be required to undergo a final medical test (no additional charge required).

Your passport and medical result will then be submitted to the Malaysian Immigration Department for conversion into a Student Pass (subject to final medical clearance), with the total duration depending on your program duration and your passport validity. This conversion will be done by the Student Visa Assistant of the University.

For more information, please contact the Marketing and Student Recruitment Division at Swinburne Sarawak.

Student responsibilities

Students of Swinburne University of Technology Sarawak Campus are responsible for complying with the rules, regulations, policies and procedures contained in this publication as well as those in other official University publications and announcements.

This information is related to the University's jurisdiction over student behaviour, academic and non-academic violations, and potential sanctions when a violation occurs.

Academic violations include allegations of cheating, plagiarism, or aiding another to cheat or plagiarise. Non-academic violations include rules concerning alcohol, drugs, infliction or threat of bodily harm, vandalism, disorderly conduct, sexual and racial harassment, sexual assault, and more.

Students are encouraged to read and understand the responsibilities of being a Swinburne Sarawak student. Learn more: www.swinburne.edu.my/successful-students-guidelines

● FURTHER INFORMATION


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 youtube.com/swinburnesarawakweb

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The information contained in this course guide was correct at the time of publication, January 2018.
The university reserves the right to alter or amend the material contained in this guide.

For most up-to-date course information please visit our website.

