

# **BUSINESS** **STUDY OPTIONS AND** **CAREER OPPORTUNITIES**

[swinburne.edu.my/business](https://swinburne.edu.my/business)



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NE**  
\* \* \* \* \*

SWINBURNE  
UNIVERSITY OF  
TECHNOLOGY

**MALAYSIA • AUSTRALIA**

# WITH A DEGREE FROM SWINBURNE, YOU CAN GO ANYWHERE IN THE WORLD.

Malaysia. Australia. Our graduates are spread around the globe and work for some of the most dynamic organisations, from start-ups to not-for-profit to multinationals.

A degree from Swinburne means you'll have the prestige of a globally renowned university paired with the confidence that comes from genuine workplace experience.

When you graduate, you'll become one of thousands of Swinburne graduates around the world who are writing their own success stories.



**TOP 5%  
WORLD'S BEST  
BUSINESS  
SCHOOLS**

Accredited by the  
Association to  
Advance Collegiate  
Schools of Business  
(AACSB)

**PROFESSIONAL  
ACCREDITATION**

ACCA, CPA, CAANZ,  
MICPA, CIMA

**INDUSTRY  
LINKAGES**

E&Y, KPMG, Apple,  
MaGIC, TEGAS

**REAL-WORLD  
LEARNING**

Collaborative CAPSTONE  
projects with industry to  
help solve real-world  
problems

# WHAT'S RIGHT FOR ME: PATHWAY OPTIONS

At Swinburne University, you get options. You can start your journey in Foundation studies then progress to a degree; jump in to a standard three-year degree, or you can even start your study journey now and go on to postgraduate study – like a Masters or PhD – down the track.



QUALIFICATION	SWINBURNE FOUNDATION STUDIES (BUSINESS)	DIPLOMA	BUSINESS DEGREE	MASTERS	DOCTOR OF PHILOSOPHY
Duration	1 year full-time	2.5 years full-time	3 years full-time	2 years	4 years
Entry requirements	Successful completion of SPM or equivalent and upon meeting the minimum entry requirements.	Successful completion of SPM or equivalent and upon meeting the minimum entry requirements.	Successful completion of STPM, A Levels or Year 12 equivalents, and meets the minimum entry requirements and pre-requisite subjects.	A recognized degree at a Credit level.	Four years or equivalent of tertiary studies in relevant discipline at a high level of achievement.

## 2020 INTAKES

**Foundation** - January, April, September, October

**Diploma** - April, September

**Degree** - January, March, September, October

## SWINBURNE FOUNDATION STUDIES (BUSINESS)

Foundation Studies prepares you for direct entry to a bachelor's degree at Swinburne Sarawak or Swinburne Australia, as long as you meet the entry requirement and pre-requisites\*. Courses are designed to help you develop fundamental academic and communication skills. Learn the basic principles of business and complete studies in accounting, economics, law and marketing.

\*must meet entry requirements and pre-determined requisites

## PROGRESSION INTO ACCOUNTING, ACCOUNTING AND FINANCE, AND FINANCE MAJOR

If you intend to articulate to Bachelor of Business (Accounting), Bachelor of Business (Accounting and Finance) or the Bachelor of Business (Finance) program, you must achieve a minimum CGPA of 2.50 in your Foundation year.

### UNITS OF STUDY

Students must complete seven core and two electives.

#### Core units

- FCL10001 Academic and Communication Skills A
- FCL10003 Innovation and Change
- FSB10031 Economics
- FCE10020 Introductory Mathematics
- FCT10010 Information Technology
- FCL10002 Academic and Communication Skills B
- FSB10030 Accounting

#### Electives

- FSB10033 Marketing
- FST10014 Programming
- FSB10032 Law
- FST10012 Mathematics for Computing
- FSD10040 Design Studies
- FST10013 Multimedia

## DIPLOMA

Our Diploma of Business Management program equips you with the business knowledge, and the analytical and creative skills to succeed in a fast changing business environment.

### UNITS OF STUDY

- DBC111 English Proficiency
- DBB111 Acquiring Business Awareness
- DBA111 Recording Financial Transactions
- DBF111 Introductory Mathematics
- DBC121 Academic and Communication Skills A
- DBI121 Information Technology
- DBM121 Marketing
- DBA121 Accounting
- DBC211 Academic and Communication Skills B
- DBE211 Economics
- DBI211 Fundamentals of Web Technology
- DBC212 Innovation and Change
- DBB221 Introduction to Management
- DBI311 Introduction to Business Information System

## SPECIALIST UNITS

- DBA221 Management Accounting
- DBM221 Fundamentals of Marketing
- DBB311 Critical Thinking in Management
- DBC311 Communicating in the Workplace

## NON-CREDIT UNIT

- MPU2133 Malay Language Communication 1 (for International students) OR
- MPU2163 Malaysian Studies 2 (for Malaysian students)

## WHAT'S IN A STANDARD BUSINESS DEGREE?

Our Business degrees are made up of 24 units of study for a 3-year program. A unit is basically another name for a subject and you'll usually take four per semester; eight per year. These units fall largely into one of three categories:

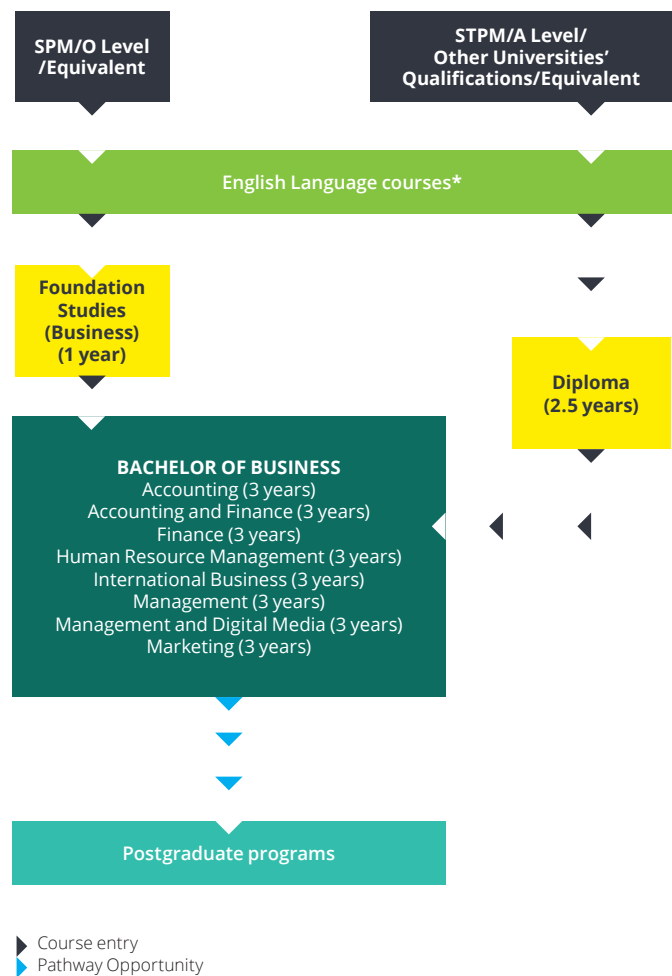
**Core units** – students will need to complete these units, regardless of his chosen major, in order to graduate.

**Major units** – these units make up your specialisation. So pick a major you love!

**Elective units** – these are the remaining units from any areas of study.

- Taking all elective units from your course gives you a second major
- If you take elective units from another course, you'll have a co-major
- Taking four electives from one area earns you a minor
- Mix and match elective units based on your interest.

## Your pathway options



\* If students does not meet the English Language entry requirement

# BUSINESS STUDY GUIDE

<p><b>"I WANT TO GAIN SKILLS AND KNOWLEDGE IN BUSINESS FOR ROLES IN MODERN ORGANISATIONS"</b></p>	<p><b>Study BUSINESS</b></p> <p>With a degree <b>Bachelor of Business</b></p> <p>R2/340/6/0468 MQA/SWA0004</p>	<p><b>To learn about Units</b></p> <p>Depending on your choice of study area, you will learn units from your chosen professional major.</p>	<p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Business Analyst</li> <li>• Event Manager</li> <li>• Financier</li> <li>• Human Resources Specialist</li> </ul>	<p><b>Annual tuition fee</b></p> <p>M: RM24,232 I: RM30,680</p> <p><b>Duration: 3 years</b></p>
<p><b>"I WANT TO LEARN ABOUT EVALUATING, ANALYSING AND COMMUNICATING THE FINANCIAL POSITION OF AN ORGANISATION"</b></p>	<p><b>Study ACCOUNTING</b></p> <p>With a degree <b>Bachelor of Business (Accounting)</b></p> <p>R2/344/6/0521 MQA/SWA0005</p>	<p><b>To learn about Units</b></p> <ul style="list-style-type: none"> <li>Accounting <b>8</b></li> <li>Core units <b>6</b></li> <li>Capstone <b>2</b></li> <li>Fixed units <b>3</b></li> <li>Electives <b>5</b></li> </ul>	<p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Certified Public Accountant</li> <li>• Auditor</li> <li>• Accounting Manager</li> <li>• Financial Manager</li> </ul>	<p><b>Annual tuition fee</b></p> <p>M: RM24,232 I: RM30,680</p> <p><b>Duration: 3 years</b></p>
<p><b>"I WANT TO DEVELOP SKILLS IN ANALYSING INVESTMENTS, SOURCE FOREIGN EXCHANGE DEALS AND ANALYSE FINANCIAL POSITION OF AN ORGANISATION"</b></p>	<p><b>Study ACCOUNTING AND FINANCE</b></p> <p>With a degree <b>Bachelor of Business (Accounting and Finance)</b></p> <p>R2/344/6/0319 MQA/SWA0095</p>	<p><b>To learn about Units</b></p> <ul style="list-style-type: none"> <li>Accounting &amp; Finance <b>16</b></li> <li>Core units <b>6</b></li> <li>Capstone <b>2</b></li> </ul>	<p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Chartered Accountant</li> <li>• Auditor</li> <li>• Forensic Accountant</li> <li>• Stockbroker</li> </ul>	<p><b>Annual tuition fee</b></p> <p>M: RM24,232 I: RM30,680</p> <p><b>Duration: 3 years</b></p>
<p><b>"I WANT TO LEARN HOW TO ANALYSE AND ASSESS FINANCIAL FORECASTS AND THE VALUE OF COMPANIES"</b></p>	<p><b>Study FINANCE</b></p> <p>With a degree <b>Bachelor of Business (Finance)</b></p> <p>R2/343/6/0155 MQA/SWA0096</p>	<p><b>To learn about Units</b></p> <ul style="list-style-type: none"> <li>Finance <b>8</b></li> <li>Core units <b>6</b></li> <li>Capstone <b>2</b></li> <li>Electives <b>8</b></li> </ul>	<p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Financial Planner</li> <li>• Financial Analyst</li> <li>• Actuary</li> <li>• Credit Analyst</li> </ul>	<p><b>Annual tuition fee</b></p> <p>M: RM24,232 I: RM30,680</p> <p><b>Duration: 3 years</b></p>
<p><b>"I WANT TO LEARN ABOUT THE IMPACT OF HUMAN RESOURCE MANAGEMENT AS THE DRIVER OF INNOVATION AND HIGH PERFORMANCE IN THE WORKPLACE."</b></p>	<p><b>Study HUMAN RESOURCE MANAGEMENT</b></p> <p>With a degree <b>Bachelor of Business (Human Resource Management)</b></p> <p>R2/345/6/0656 MQA/SWA0097</p>	<p><b>To learn about Units</b></p> <ul style="list-style-type: none"> <li>Human Resource Management <b>8</b></li> <li>Core units <b>6</b></li> <li>Capstone <b>2</b></li> <li>Electives <b>8</b></li> </ul>	<p><b>To become</b></p> <ul style="list-style-type: none"> <li>• HR consultant</li> <li>• Training and Development Specialist</li> <li>• Human Resources Information System Analyst</li> </ul>	<p><b>Annual tuition fee</b></p> <p>M: RM24,232 I: RM30,680</p> <p><b>Duration: 3 years</b></p>

Tuition fee for 2020 only. All tuition fees are subject to an annual review and adjustment.  
Note: M: Malaysian | I: International

**“I WANT TO LEARN ABOUT CULTURE, POLITICS, ECONOMIC SYSTEMS AND ITS IMPORTANCE AND EFFECTS ON AN ORGANISATION”**

**Study INTERNATIONAL BUSINESS**

With a degree **Bachelor of Business (International Business)**

R2/340/6/0469 MQA/SWA0006

**To learn about**

International Business	8
Core units	6
Capstone	2
Electives	8

**To become**

- Brand Manager
- Global Support Executive
- Marketing Communication Manager
- Foreign Trade Consultant

**Annual tuition fee**  
M: RM24,232  
I: RM30,680

**Duration: 3 years**

**“I WANT TO LEARN HOW KEY RESOURCES ARE PLANNED, MONITORED AND CONTROLLED TO MEET STRATEGIC BUSINESS OBJECTIVES”**

**Study MANAGEMENT**

With a degree **Bachelor of Business (Management)**

R2/345/6/0657 MQA/SWA00098

**To learn about**

International Business	8
Core units	6
Capstone	2
Electives	8

**To become**

- Business Analyst
- Account Manager
- Financial Analyst
- Marketing Manager
- Sales Manager

**Annual tuition fee**  
M: RM24,232  
I: RM30,680

**Duration: 3 years**

**“I WANT TO LEARN HOW TO COMBINE BUSINESS RESEARCH WITH CREATIVE DESIGN THINKING AND INDUSTRY TECHNICAL SKILLS.”**

**Study MANAGEMENT AND DIGITAL MEDIA**

With a degree **Bachelor of Business (Management And Digital Media)**

N/345/6/0872 MQA/PSA 9686

**To learn about**

Core units	21
Capstone	2

**To become**

- Multimedia Specialist
- Web Content Manager
- Media Researcher
- Broadcast Journalist

**Annual tuition fee**  
M: RM24,232  
I: RM30,680

**Duration: 3 years**

**“I WANT TO LEARN HOW TO ADVANCE MARKETING AND MANAGERIAL SKILLS TO SUCCEED IN THE INDUSTRY”**

**Study MARKETING**

With a degree **Bachelor of Business (Marketing)**

R2/342/6/0118 MQA/SWA0007

**To learn about**

Marketing	8
Core units	6
Capstone	2
Electives	8

**To become**

- Brand Manager
- Marketing Manager
- Market Research Analyst
- Media Planner

**Annual tuition fee**  
M: RM24,232  
I: RM30,680

**Duration: 3 years**

Tuition fee for 2020 only. All tuition fees are subject to an annual review and adjustment.  
Note: M: Malaysian | I: International

# SCHOLARSHIPS AND BURSARIES

Scholarships are about providing opportunity, promoting equity and recognising excellence and achievement. That's why we've created various scholarships and bursaries that may help you meet your financial needs.

If you've excelled in your previous study, you could be awarded a scholarship or bursary. Generally, the better your grades, the higher the amount will be. And if you continue to do well in your studies, you may also be rewarded pathway scholarship for your next level of study.

SCHOLARSHIP	DESCRIPTION	VALUE
<b>PRO CHANCELLOR'S ACADEMIC EXCELLENCE SCHOLARSHIP (FOUNDATION STUDIES)</b>	This is a full scholarship for students enrolled into a Foundation program, up to the completion of the program.	Full scholarship
<b>PRO CHANCELLOR'S ACADEMIC EXCELLENCE SCHOLARSHIP (UNDERGRADUATE STUDIES)</b>	This is a full scholarship for students enrolled into an Undergraduate program.	Full scholarship
<b>DEPUTY VICE-CHANCELLOR'S ACADEMIC EXCELLENCE AWARD (FOUNDATION STUDIES)</b>	This scholarship is for students enrolled into Foundation studies.	Between RM2,000 to RM12,000
<b>DEPUTY VICE-CHANCELLOR'S ACADEMIC EXCELLENCE AWARD (UNDERGRADUATE STUDIES)</b>	This scholarship is for students enrolled into an Undergraduate program.	Between RM3,000 to RM10,000
<b>ACADEMIC PROGRESSION SCHOLARSHIP</b>	This scholarship is open to students who enrolled during the current year only.	RM5,000 per annum
<b>UEC ACADEMIC GRANT</b>	UEC graduates applying for a Bachelor's degree program at Swinburne Sarawak and who is qualified for the Deputy Vice-Chancellor's Academic Excellence Award will also be offered the UEC Academic Grant.	15% reduction of the 1 <sup>st</sup> year's tuition fee on top of the Deputy Vice Chancellor's Academic Excellence Scholarship
<b>EMERGING TECHNOLOGY AWARD</b>	Open to students who had successfully enrolled into one of the programs below: <ul style="list-style-type: none"> <li>• Bachelor of Engineering (Chemical) (Honours)</li> <li>• Bachelor of Information and Communication Technology</li> <li>• Bachelor of Computer Science</li> <li>• Bachelor of Design</li> <li>• Bachelor of Design (Multimedia Design)</li> <li>• Bachelor of Science (Biotechnology).</li> </ul>	Up to 20% off the 1 <sup>st</sup> year's tuition fee
<b>DEAN'S OUTSTANDING AWARD</b>	This award is in recognition of your participation in co-curricular activities or sports events at the state and national level.	Up to RM5,000
<b>BUMIPUTERA FINANCIAL SCHEME</b>	This financial scheme is open to Sarawakian Bumiputera students who are newly enrolled into any Foundation or Undergraduate program of study at Swinburne Sarawak.	Zero payment while waiting for loan approval from relevant government bodies (Terms & Conditions apply)
<b>SIBLING'S REBATE</b>	Open to 2 <sup>nd</sup> and subsequent sibling of a current Swinburne student enrolled in a full-time award-bearing program of study.	10% rebate off 1 <sup>st</sup> year's tuition fee
<b>DIPLOMA PATHWAY BURSARY</b>	Open to students who have successfully completed a Swinburne Sarawak diploma program.	15% rebate off 1 <sup>st</sup> year's tuition fee
<b>DIPLOMA PATHWAY SCHOLARSHIP</b>	Open to students who had successfully completed a Diploma program from other institutions of higher learning.	10% off from the 1 <sup>st</sup> year's tuition fees
<b>SWINBURNE SARAWAK TRANSITION GRANT</b>	This grant is to help offset any costs incurred for when a student enrol into any program of study at Swinburne Sarawak.	RM4,000 (Malaysian) RM5,000 (International)
<b>BP40 BURSARY SCHEME</b>	This bursary scheme is offered by Yayasan Sarawak to students wishing to enrol into Swinburne Sarawak's program of studies.	Tuition fee rebates and a Yayasan Sarawak study loan

# SWINBURNE AT A GLANCE



DOWNLOAD



Kuching VR  
from Google Play or  
Apple App store

- A** Chancellery Building
- B** Faculty of Business, Design & Arts
- C** Multipurpose Hall
- D** Lecture Theatre
- E** Faculty of Engineering, Computing & Science
- F** Multistorey Carpark
- G** Block G & Centre for Digital Futures
- H** Hostel
- I** Cafeteria
- J** Student Leisure Centre & Chillin' Crib



# TOP 10

Jobstreet Preferred Private Universities

# KUCHING. MELBOURNE. OR BOTH.

An Australian education at 1/3 the tuition fee. Or transfer to Melbourne after your 1<sup>st</sup> year

# TOP 3%

Among World's Top Universities (QS World University Rankings 2020)



Food & Beverage Outlets

**1** Swinburne University of Technology Sarawak Campus

**2** Borneo Medical Centre

**3** Off-campus Residence-Victoria Hall

**4** Immigration Department @ Federal Offices Complex

**5** RHB Bank Bhd

**6** The Spring Shopping Mall

**7** Kuching District Police Headquarters

**8** Mosque-Masjid Darul Ittihaad

**9** Hotel-Citadines Uplands Kuching

# HOW MUCH DOES A BUSINESS GRADUATE MAKE?

The average starting salary for a business graduate varies depending on the job. Some of the more lucrative business majors are in marketing, finance and business administration.

## THE AVERAGE MONTHLY SALARY FOR A BUSINESS GRADUATE WORKING IN MALAYSIA

Field	Entry (< 3 years)	Average (< 7 years)	Senior (> 10 years)
Financial Analyst	RM5,000 – RM7,000	RM7,000 – RM10,500	RM10,000 – RM15,000
Marketing Specialist	RM4,000 – RM5,500	RM5,000 – RM7,500	RM8,000 – RM10,000
HR Generalist	RM3,000 – RM5,500	RM5,000 – RM7,500	RM8,000 – RM9,500
Accountant	RM3,800 – RM5,500	RM7,000 – RM9,000	RM9,000 – RM11,000

Source: salaryexpert.com



"You have to be willing to be  
misunderstood if you're going  
to innovate."

– Jeff Bezos



## CAMPUS

### **Swinburne University of Technology Sarawak Campus**

Jalan Simpang Tiga  
93350 Kuching,  
Sarawak, Malaysia

## FURTHER INFORMATION

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The information contained in this course guide was correct at the time of publication, March 2020.  
The university reserves the right to alter or amend the material contained in this guide.

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

