

Pathway to a Brighter Future

2020/2021 MICRO-CREDENTIALS PROGRAMMES



WHAT ARE MICRO-CREDENTIALS?

Micro-credentials are short courses that are designed to build professional skills relevant to your career in rapidly growing industries and allow you to pursue further study in a specialised field.

How do micro-credential work?



Learn online with experts

Study online courses over 12-16 weeks, created by subject experts and with dedicated support throughout.



Earn a professional credential

Finish your learning and pass your assessments to gain a certificate of completion.



Complete project-based assessments

Test your understanding as you progress towards a final assessment.



Advance your career

Use your microcredential as evidence of your specialised skills to progress your career.

Some frequently asked questions



Do the minimum entry requirements for academic programmes apply to MCs from accredited programmes?

No formal entry requirements to enrol in an MC. However, if the learners want to use the MC/MCs to gain an award/qualification, then he/she must meet the minimum qualification before the award.



Must the MCs be offered as online courses?

No. MCs can be offered it as conventional/traditional course or ODL or a combination.



Can a HEP offer bundles of the academic programmes as a series of MCs to working adults?

That is precisely the objective – to unbundle academic programmes and offer to non-traditional learners.



Can these MCs be recognised i.e. given credits if these learners enrol in academic programmes?

Yes, recognition can be given. The guideline describes different MC conditions and the recognition that can be provided.

- a. *Where MCs are considered a part of an accredited programme, the MC is treated as completion of credit if tendered to the same Higher Education Partner (HEP).*
- b. *Where the MC is not considered a part of an accredited programme, it can be tendered to any Higher Education Partner (HEP) for credit transfer.*
- c. *Where the MC is standalone, it can be tendered under APEL C mechanism for credit recognition.*

CHOOSE YOUR MICRO-CREDENTIAL (MC)

Sunway College Kuching has a series of Micro-credential short courses that are designed to build professional skills relevant to your career in rapidly growing industries and allow you to pursue further study via credit transfer into our **Diploma in Business Management** program upon meeting all the terms and conditions.



Introductory Certificate to Financial Accounting

To equip students with the knowledge of business process and the transactions involved in daily operations as well as recording of the transactions.



Introductory Certificate to Marketing

To enable students to understand the fundamental concepts of theories of marketing and how they may be applied to the marketplace in a modern and dynamic environment.



Introductory Certificate to Management

To expose students to the theories of management, organizational theory, and the practice of management in contemporary organizations from a conceptual, analytical, and pragmatic perspective. The course is a study of how to be better managers and aims at developing skills and knowledge needed to successfully manage an organization.



Entrepreneurship Certificate

To provide students with the knowledge that needed if they intend to startup their own business or to be involved in positions such as business development, management consulting, or as an entrepreneurial manager.



Software Applications Certificate

To equip students with the computer skills that they will need in their future workplace in order to produce professional-looking documents, analyzing data by using formulae in Microsoft Excel, Managing Data by using Microsoft Access, and to do presentation with Microsoft Powerpoint.



Human Resource Management Certificate

To help the students to understand the roles, functions and application of human resource management within an organization.



Marketing – Consumer Behaviour Certificate

To understand the basic laws and principles of consumer behavior in order to influence their purchasing decisions.



English for Specific Purpose – Academic English 1

To equip students with English language and academic skills. This will enable students to express their ideas in well-constructed sentences and improve academic writing skills, using skimming and scanning skills for reading of academic texts; be able to understand lectures and take effective notes; improve their accuracy and understanding of text; be more confident in using the language in their oral communications.



English for Specific Purpose – Academic English 2

To provide students with writing for academic purposes skills to meet the demands of university courses.



English for Specific Purpose – Business Communication

To help the students to be able to communicate more effectively with less time and effort.



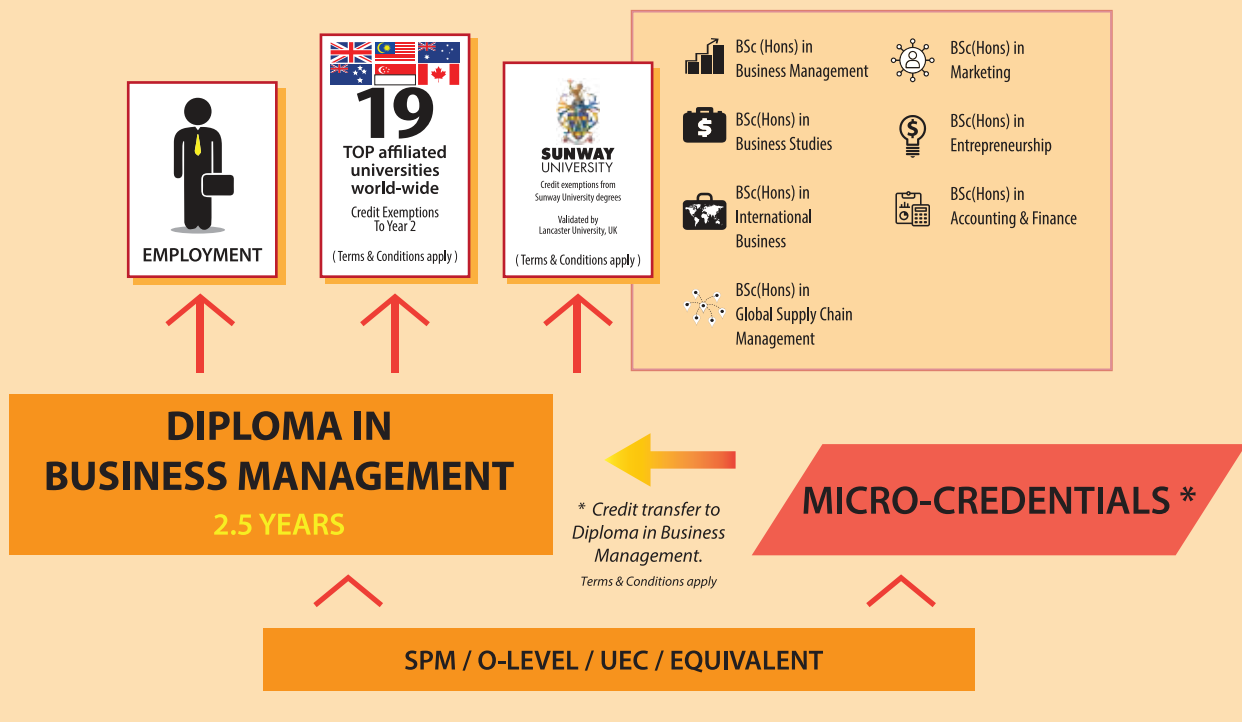
Marketing – Retail Marketing Certificate

To introduce students to the fundamental concepts of business law. This course also presents the basis and structure of Malaysian Legal System and introduces relevant areas of business regulations.



Duration (per programme)	:	12-16 weeks
Intake	:	January, April, July, October
Credits (per programme)	:	3
Cost (per programme)	:	RM1,150.00

Diploma In Business Management Pathway



NEXT STEPS

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KOLEJ SUNWAY KUCHING

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