

# JUMPSTART YOUR CAREER!

**SUNWAY  
UNIVERSITY**


## GEARING TOWARDS A FIRST CLASS UNIVERSITY



***Now that we are a University, what's next?  
This is not the end, but the beginning of a greater journey...  
A journey towards being a First Class University.***

This is something close to the heart of our Vice Chancellor, Professor Robert Bignall. Let us hear more on what he has to share:

### ***Q: What does it mean to be a First Class University?***

First class universities attract good students because they offer academic programmes that are challenging, up to date and interesting. First class universities maintain high academic standards and so serve as a benchmark for other universities. They are also known for the quality of their academic staff and for their ability to produce cutting edge research that advances knowledge.

Another important attribute of a first class university is that the degrees they offer are taught by the academic staff that developed those degrees. Sunway has set itself on the path to becoming a world class university by ensuring that all of the degrees that we have developed meet the rigorous academic standards set by a high ranking and internationally recognised institution, namely Lancaster University. We are the only Malaysian university that benchmarks its degrees in this way.

### ***Q: What do you foresee to be the challenges in achieving First Class status?***

A first class university has outstanding academic staff, including senior professors who are known and respected internationally by their peers in their discipline area. Sun-U has managed to attract some very good staff, but we now need to appoint more full professors, who can provide high level academic leadership in those discipline areas where we have strong academic programmes.

Senior professors are necessary, not just to provide great teaching, but to help us ensure that our degrees reflect the latest and most up-to-date knowledge.

### ***Q: What are the attributes of a First Class University student/graduate?***

Graduates from a first class university are confident, well-rounded, have strong written and spoken communication skills, are able to think critically and are lifelong learners. They have an enthusiasm for ideas and for learning new things, not just in the areas that they have studied but in other areas as well.

### ***Q: With regards to careers & employability, how should Sun-U graduates stand out from the rest?***

We have made sure that all of our degree programmes are geared to developing good communication skills and the habit of independent learning. For this reason we have included study skills and communication skills as an explicit part of the undergraduate curriculum. We also encourage all of our students to develop leadership skills.

### ***Q: What is your advice to students in starting the year right as we begin 2011?***

Focus on developing independent study skills. Learn to use the library facilities, especially the on-line catalogues and databases, so that you become efficient in finding the information you need for assignments etc. At the same time, get involved in the social life of the campus, so that you get to know your fellow students and enjoy the many benefits in terms of personal development that come from being a student at a vibrant university. Join some clubs, and perhaps even stand for election to the Student Council.







# Pulse Check 2011

Start the year right by taking a simple career health check here.  
Just rate yourself (from 1 to 5 as given below) on the following questions,  
then see how you score in terms of your career readiness.

**1 NO WAY!**    **2 Hmm.. Guess NOT**    **3 Guess SO..**    **4 YUP**    **5 Definitely dude!**

1. I know how to match my interest and skills to career ideas.
2. I have explored my career options and carefully researched them.
3. I know the purpose of my course/degree and how it will point me to the career I want.
4. I am very clear on what I would like to do after graduation.
5. I am informed on the professional training or postgraduate qualification that I may need for a particular career.
6. I have an action plan to get me to the career of my choice after graduation.
7. I can make good decisions most of the time.
8. I am ready to face the challenges of the working world.
9. I am aware of who my potential employers are and am evaluating my options now.
10. I have compared different career options.
11. I have spoken to people in the industry of my career choice as part of my research.
12. I believe that my time on campus is a training ground for my future career.
13. I make the most of avenues like career fairs and career talks to explore my options.
14. Thinking about my future career excites me.
15. I have begun to draft my resume and cover letter.



TOTAL SCORE

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## Results

From your rating above, total the scores to determine which category you fall into, as shown below.


### > 60 Way to Go!

 You are a proactive person and have taken sufficient preparatory steps for your future career! You are clear on your goals & directions and are taking the right steps to get to them. Keep it up!

Some tips on how to excel further:

- Perfecting your resume
- Practicing Job Interview questions
- Targeting employers and making sure you meet their requirements!


### 35 -59 Coming along..

 You have a rough idea of what you want in the future but just need to refine your thoughts. You are working on self improvement. You need some practical guidance.

Some areas you can work on :

- RESEARCH prospective careers and companies
- Speak to parents, lecturers or people in the industry who can advise you based on their experience.

### <35 No Clue at All!

 You are lost & have no idea what you should do in the future. Don't panic. Resolve to start doing something today. You need to focus and begin thinking about your future.

We strongly suggest that you:

- Discover your strengths and interest areas
- Get involved in extra-curricular activities & take on leadership roles
- Participate in career related activities

You are not alone. Whatever stage you are in, PRePARE Career Services is here to help you.

Feel free to drop by our office at Student Services Department or email us at [prepare@sunway.edu.my](mailto:prepare@sunway.edu.my)

Checked by

FMY  
28/1/13





Many people mistake sales and marketing to be the same- they are not. They do go hand in hand in increasing revenue of the business though. Read on...

## Marketing Vs Sales

### MARKETING

- Marketing is the function of creating awareness and promoting your product by reaching your targeted prospects effectively.
- In general the marketing process covers:
  - Discovering what product customers want
  - Producing a product with the appropriate features
  - Pricing the product correctly
  - Promoting the product
- As such marketing means generating sales prospects. Once the product is out in the market, it is the task of the sales person to influence the customer to buy it.
- Marketing is aimed at longer terms for example, building the brand name and winning customers.
- Marketing consists mainly of branding, advertising, public relations, viral marketing and direct marketing.
- Putting it simply, a good job in Marketing will lead to sales.

### SALES

- Eventually when customers buy the product, then the company makes Sales.
- Sales involves more interpersonal interaction whilst Marketing reaches out to the masses. Sales attempts to engage the prospect on a personal level rather than at a distance.
- A sales person's objective is to convince or influence the customer to buy. He desires to sell as quickly as possible to fulfill sales volume objectives.
- Sales is focused on meeting consumer demand, attempting to make consumer demand match the products it has, whereas Marketing revolves around research and promotional activities to find out what products are desired by customers and to make potential customers aware of them.

### MUST HAVE

- Any degree in Business & Commerce. A major in Marketing could be an advantage.
- For a career in Sales, having a high EQ (emotional quotient) and excellent interpersonal skills will put you above others.

**Want to know more? Hear from a Marketing expert himself, also an alumnus of Sunway University. Read on -->**

## Brian shares his experiences...

*Brian Lee formerly pursued his Business degree in Victoria University's (VU) 3+0 programme and there-after also completed his VUMBA here in Sun-U. Currently the Marketing*



*Director of Fullhouse Lifestyle Store & Café, Brian also holds the position as the President of JCI Kuala Lumpur (Junior Chamber International), an NGO partner with the United Nations.*

### Describe your DAY TO DAY job.

It mainly revolves around meeting potential franchisee and business clients locally or abroad, understanding consumer behaviour, planning the marketing strategy and also looking into the branding of the company as a whole.

### What are the BEST & WORST BITs of the job?

Best - Enjoying good food when meeting clients.  
Worst - Meeting a conman who is trying to take advantage of me. There are a lot of scheming people out there, so one needs to be alert.

### What is the career path and progression for a person in Marketing?

For myself and a few other directors, we were part of JCI, which was a platform for us to network with entrepreneurs locally and abroad, as well as attending business seminars to upgrade our knowledge and skills in marketing and business.

Our career path is a long journey of learning where we pick up something new every day, whether we know it or not.

The same goes for marketing, it is a continuous learning progression via our work experiences, reading, attending seminars, meeting customers/suppliers, etc.

### ADVICE TO INTERESTED STUDENTS?

- Besides doing your best academically, get involved in entrepreneurial challenges among universities! You never know if you will be head-hunted to lead a new business somewhere.
- Foster a positive group of friends in your campus days. They could be your 'TEAM' in business one day.
- Join an entrepreneur club or get involved in business networking.

### TO CONNECT & BUILD

<http://alumni.sunway.edu.my>







# LEAP

## Your way forward...

Welcome back to another year in LEAP!  
If LEAP sounds alien to you, read on to find out more...

Almost everybody has a degree. **What makes you any different?**

As a student, you need to not just work on passing grades but also UPGRADING yourself in other soft-skills and developmental areas.

That is where **LEAP comes in; to train and groom you towards being an employable graduate.** Employers are becoming more demanding and are looking for more than just mediocre graduates! They are eyeing those who graduate with an edge; all-rounder in academics & extra-curricular activities, excellent communication skills, problem solving abilities.. etc.

The LEAP programme consists of different activities that are carefully crafted to meet the employer's market, eg., career talks, industry forums, company visits, career fair, entrepreneurship events, Job Shadow Day, soft-skills workshops and many more.

LEAP was launched last year and received an overwhelming response from students, having more than 800 members. Will you be one of them this year? **Sign up for LEAP today!** Find out more at our office in Student Services Department or email [prepare@sunway.edu.my](mailto:prepare@sunway.edu.my).

**Leap**   
Always Ahead

## Job search JARGON

Whether you are looking for an internship or your first job, this JOB SEARCH JARGON should help you get on your way...

### COMPETITIVE SALARY:

We remain competitive by paying less than our competitors.

### FLEXIBLE HOURS:

Work 55 hours; get paid for 37.5.

### GOOD COMMUNICATION SKILLS:

Management communicates, you listen, figure out what they want you to do.

### SOME OVERTIME REQUIRED:

Some time each night and some time each weekend.

### DUTIES WILL VARY:

Anyone in the office can boss you around.

### SEEKING CANDIDATES WITH A WIDE VARIETY OF EXPERIENCE:

You'll need it to replace three people who just left.



## Need help?

**Careers,  
Resumes,  
internships,  
and MORE.....**

Visit us at our office in Student Services Department or contact us via email:

[prepare@sunway.edu.my](mailto:prepare@sunway.edu.my)