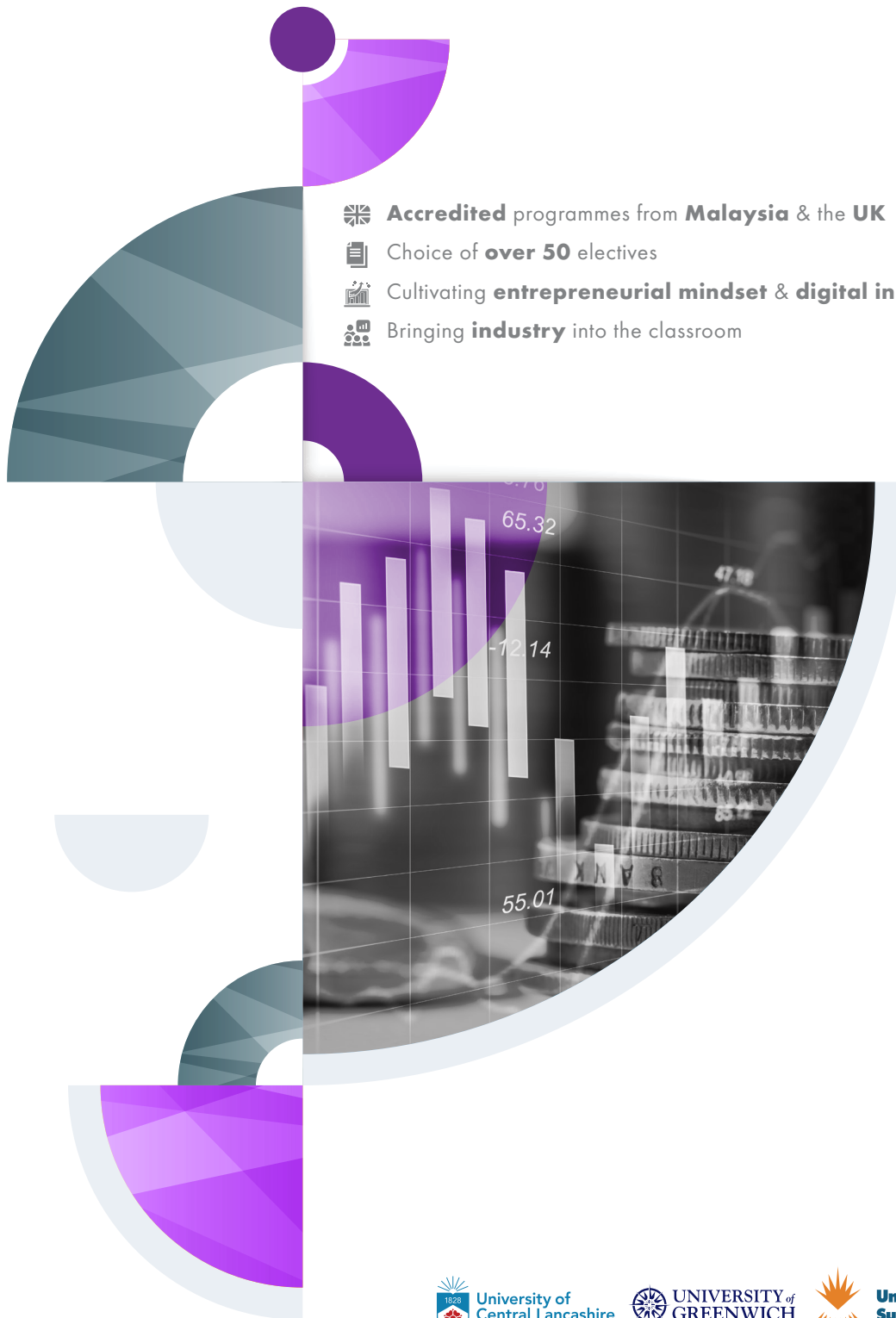




SEGi
University &
Colleges

BUSINESS AND ACCOUNTING



- Accredited** programmes from **Malaysia & the UK**
- Choice of **over 50** electives
- Cultivating **entrepreneurial mindset & digital innovators**
- Bringing **industry** into the classroom

in collaboration with



2018 /
2022



2016 /
2017



2014 /
2015



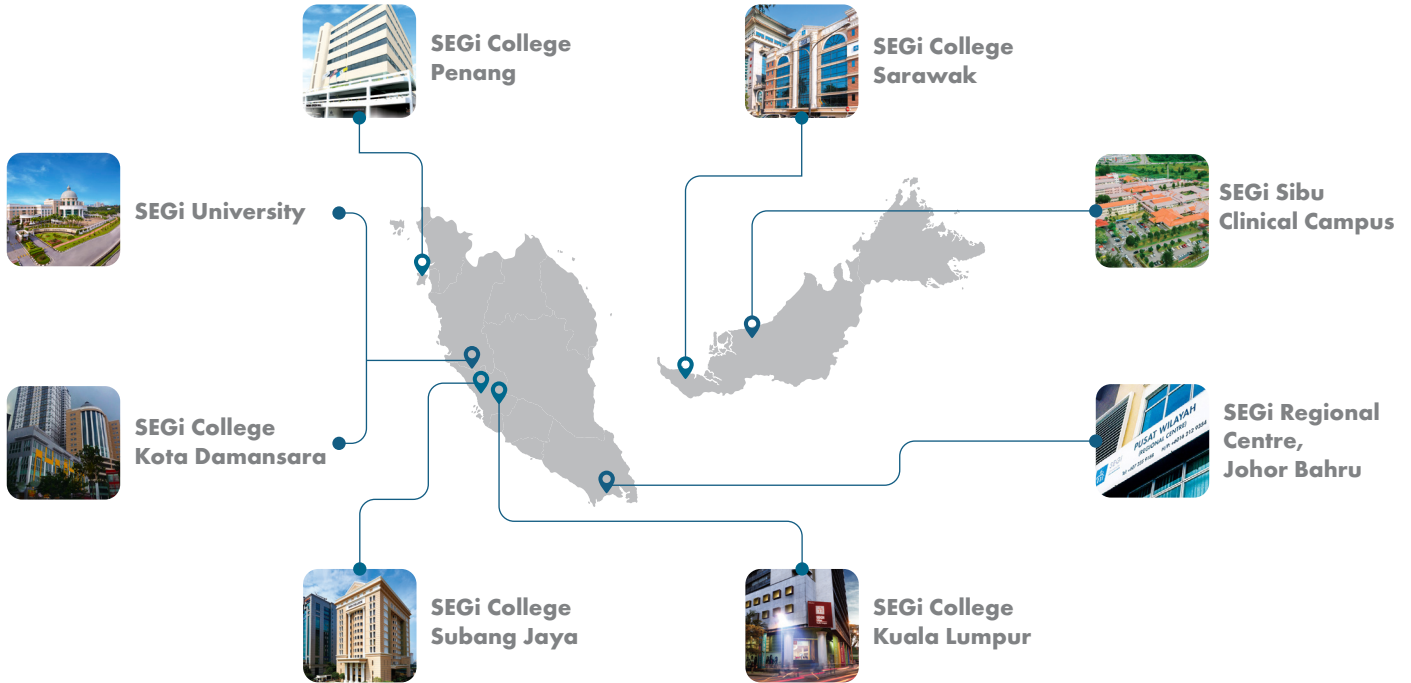
2010 /
2011



2012 /
2013



SEGi UNIVERSITY & COLLEGES



18,000
Students



550
Academics

9.1%
foreign faculty staff

546
Management & support staff

Quality education accredited and assured by Ministry of Education, Malaysia



Internal processes in compliance with international standards

ISO 9001:2015 Certified



Cert no: MY14/05009



Cert no: MY14/01588

REIMAGINING BUSINESS: DIGITAL DISRUPTION & BEYOND

The Faculty of Business & Accountancy is the legacy of Systematic College, renowned for its business & accounting programmes. Since then, with the rise of digital disruption and with Gen-Z taking over the global workforce, the faculty has proven time and again its abilities to adapt to the everchanging business world and is committed as ever to develop global business professionals. At SEGi, you will experience a variety of learning methods including lectures, seminars, workshops, presentations and practical sessions on the job, delivered by reputable academicians and industry captains in the community, serving as academic advisors, lecturers, examiners and moderators.



CONTENTS

SEGi University & Colleges	2
Bringing the World to You - Partner Universities	4 - 5
A Pathway for Everyone	6
Your Work Experience Counts - APEL(A)	7
Programme Matrix	8 - 11
Programme List	12 - 32
Elective Courses	33 - 34
Scholarship Available	35

BRINGING THE WORLD TO YOU

PARTNER UNIVERSITIES



University of
Central Lancashire
UCLan

University of Central Lancashire (UCLan)

The University of Central Lancashire is one of the largest universities in the UK, hosting about 25,000 students. Located in Preston, a city in Lancashire, northern England, the public university was founded as the Institution for the Diffusion of Knowledge in 1828 and attained university status in 1992.

Imbued with a celestial-sounding motto – “Ex solo ad solem”, which translates as “From the Earth to the Sun”, the university’s academic portfolio includes over 400 undergraduate programmes and 200 postgraduate courses.

Hailed for its high student satisfaction in the recent International Student Barometer survey, UCLan’s impressive reputation as a regional economy powerhouse testifies over 1,000 students and graduates who have started a business or embarked on self-employment.

- **Top 7% of universities worldwide** in the Centre for World University Rankings 2021-22.
- **Leading UK university for entrepreneurship** (based on the number of start-up businesses they have incubated that are still active after three years of trading) in the **HEBCIS 2016-17 survey**
- Top university in the North of England for producing start-up businesses; **ranked 5th** overall in the UK (Tide, 2021)
- Ranked **108th** in the Times University Guide 2022
- Ranked **97th** in the Guardian University Guide 2022





University of Greenwich (UoG), UK

Modestly founded in 1890 as Woolwich Polytechnic, the University of Greenwich (UoG) has risen in the ranks since it gained university status in 1992. A leader in the educational arena, the university has three campuses in South East London and Kent, and is a strong proponent of progressive learning, as is proven by its modern hi-tech facilities. Its 1,200 programmes include Law, Nursing, Business, and Engineering.

Acknowledged the world over as a leading provider of higher education according to the 2017 Teaching Excellence Framework (TEF), UoG is also the proud recipient of The Queen's Anniversary Prize for Higher and Further Education 2015, an award recognising the innovative research and development carried out by Greenwich's Natural Resources Institute within the Faculty of Engineering and Science.

- **QS World Ranking 701-750**
- **Times Higher Education World Ranking 601-800**
- **#1 Transnational University in UK** (Over 17,000 students in overseas campuses all around the world)
- Over 50% of Graduates received First Class Honours in the last 5 years
- Awarded **SILVER STATUS** by Teaching Excellence Framework (TEF)



University of Sunderland (UoS), UK



Established in 1901 as Sunderland Technical College, the University of Sunderland (UoS) is greatly praised as a prescient and innovative University with exemplary standards of teaching, research and support. Located in Sunderland in the North East of England, it gained its university status in 1992 and has since gained a reputation as a research-active university.

The University of Sunderland prides itself on holistic academic programmes as integral to its commitment of excellence to its students and to producing well-rounded graduates. The Guardian ranks its Hospitality, Event Management and Tourism programme as the 4th best in the country, while Nursing is ranked 5th best. Other highly ranked majors in the Guardian league tables are Business, Management and Marketing, Accounting and Finance, Mechanical Engineering, and Fashion and Textiles. Also, it was named University of the Year for Social Inclusion by The Times and Sunday Times Good University Guide 2021.

- **QS 5 Stars (2019)** in Teaching, Employability, Internationalisation, Inclusiveness & Outstanding Facilities
- Awarded **SILVER STATUS** by Teaching Excellence Framework (TEF)
- Recognised by the UK Government and the British Council for **innovative international activity**
- **UK's top 5** providers of transnational education
- Shortlisted for the **Times Higher Education University of the Year Award**



Troy University, USA



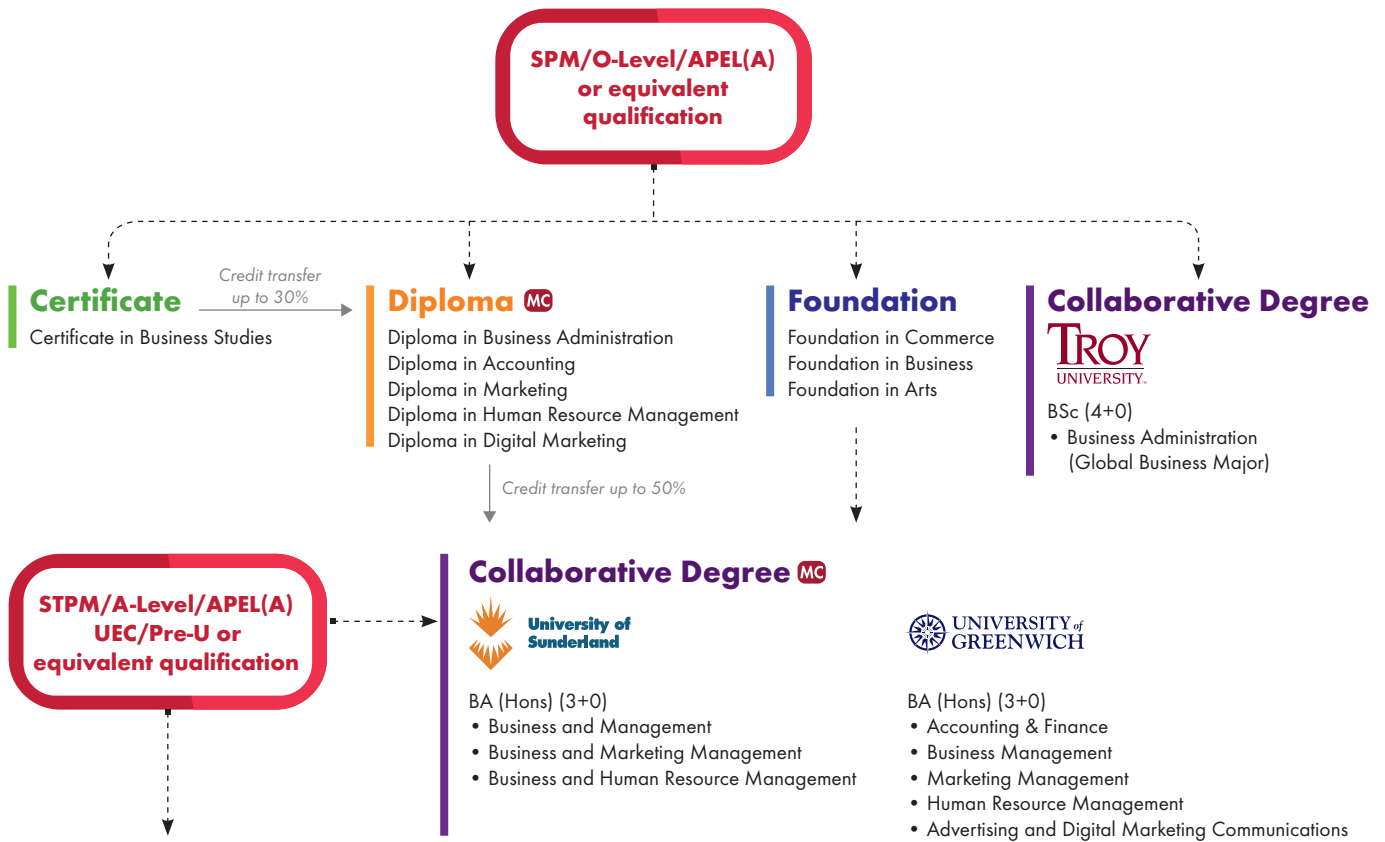
Troy University is a public school in Troy, Alabama, USA with three additional campuses throughout the state. Founded in 1887 as an institute for training teachers, it has expanded into a university system that offers more than 45 undergraduate majors and locations across the globe, including Vietnam, Malaysia, Japan, and South Korea.

International in scope, Troy University provides a variety of educational programs at the undergraduate and graduate levels, to include doctoral programs, for a diverse student body in traditional, nontraditional and emerging electronic formats. With quality teaching and a staff to student ratio above the national average, a degree from Troy University is solid preparation for employment or further study.

- Accredited by:
 - Southern Association of Colleges and Schools Commission on Colleges (SASCOC)
 - Council for Higher Education Accreditation (CHEA)
 - Dual-accreditation from Association to Advance Collegiate Schools of Business (AACSB International)
- **"No 1 in its Best 4-Year College in Alabama"** by Schools.com
- **"One of the Best Universities in the Southeast"** by Princeton Review
- **"a 'Top Tier' university in the South"** by US News & World Report

A PATHWAY FOR EVERYONE

STUDY ROUTE



Double Degree



- Bachelor of Accounting and Finance (Honours)
- Bachelor of Business Management (Honours)
 - Human Resource Management
 - General Management
 - Financial Management
 - Digital Marketing
 - Business Analytics (Single Award)

2+1 Articulation Pathway



- BA (Hons) International Business Administration
- BA (Hons) International Accounting and Finance
- Study 2 years in Malaysia, final year at University of Central Lancashire, UK.*

Integrated Degree

Allows Bachelor of Business Management (Honours) students to complete the MBA within 8 months.

PhD/Master

- SEGi University**
 - PhD (Management) by Research
 - Doctor of Business Administration
 - Master of Business Administration
 - Global Business
 - General Management
 - Finance
 - Human Resource Management
 - Marketing
 - Master of Accountancy
 - MSc (Management)



Master in Financial Planning



Master of Accountancy
Master in Financial Planning



Master of Business Administration

Dual Award



- Master of Business Administration
 - Global Business
 - General Management
 - Finance
 - Human Resource Management
 - Marketing

YOUR WORK EXPERIENCE COUNTS

APEL(A)

Get admission into our SEGi programme through Accreditation of Prior Experiential Learning or APEL, which is a systematic process that involves the identification, documentation and assessment of prior experiential learning to determine the extent to which an individual has achieved the desired learning outcomes, for access to a programme of study and/or award of credits.

APEL provides an opportunity for individuals with working experience but lack formal academic qualifications to pursue their studies in Higher Education Institutions (HEIs). In general, knowledge obtained through formal education and working experience will be both assessed in APEL's assessment.

At the moment, APEL in Malaysia can only be used as entry requirement to HEIs for the following level of qualification:

- Level 3 (Certificate);
- Level 4 (Diploma);
- Level 6 (Bachelor's Degree); and
- Level 7 (Master's Degree)

Basic requirements to apply APEL(A):

- Only applicable to Malaysians and Expatriates
- Pass the Aptitude Test and Portfolio
- Minimum age requirements:
 - a) Certificate - 19 years of age
 - b) Diploma - 20 years of age
 - c) Bachelor's Degree - 21 years of age
 - d) Master's Degree - 30 years of age



PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Campus
Bachelor of Accounting and Finance (Honours) <small>KD (R/343/6/0222)</small>	SEGi University & University of Central Lancashire, UK (Double Degree)	<ul style="list-style-type: none"> • SPM credit in Mathematics and a pass in English • UEC 5 grade B including Mathematics, and a pass in English • A-Level full pass in 2 subject (grade D) • MUET Band 2 • STPM with a minimum. Grade C+ (CGPA 2.33) in any two subjects, and credit in Mathematics and a pass in English at SPM level • STAM with a minimum. grade of Jayyid, (good) and credit in Mathematics and a pass in English at SPM level • Diploma in accounting or related field, or its equivalent with a minimum. CGPA of 2.50, and credit in Mathematics and a pass in English at SPM level • Matriculation/Foundation qualification or its equivalent with a minimum. CGPA of 2.50, and credit in Mathematics and a pass in English at SPM level • TOEFL score of 550 OR IELTS score of 5.5 OR its equivalent (international students) <p>English proficiency requirement The English proficiency requirement is exempted for both local and international students if:-</p> <ul style="list-style-type: none"> (i) the student has an academic qualification from an institution where English is used as a medium of instruction OR (ii) the international student is from a country where English is an official language 	Kota Damansara
Bachelor of Business Management (Hons) <ul style="list-style-type: none"> • General Management • Digital Marketing • Financial Management • Human Resources Management • Business Analytics (Single Award) <small>KD (R/340/6/0334)</small>		<ul style="list-style-type: none"> • SPM credit in Mathematics and a pass in English • UEC 5 grade B • A-Level full pass in 2 subject (grade D) • STPM with a minimum. Grade C (CGPA 2.0) in any 2 subjects, and a pass in Mathematics and English at SPM level, or any equivalent qualifications • STAM with a minimum. grade of Jayyid, and a pass in Mathematics and English at SPM level • Any Diploma or Advanced Diploma (Level 4 or 5, MQF) • Matriculation/Foundation qualification with a minimum. CGPA of 2.00 out of 4.00, or any equivalent qualifications • IELTS score of 5.5 OR its equivalent (International students) <p><i>NOTE: The requirement to pass Mathematics and English subjects at SPM level for STPM and STAM candidates can be waived should the qualifications contain Mathematics and English subjects with equivalent/higher achievements. English proficiency requirement The English proficiency requirement is exempted for international students if:-</i></p> <ul style="list-style-type: none"> (i) the student has an academic qualification from an institution where English is used as a medium of instruction OR (ii) the student is from a country where English is an official language 	
BA (Hons) International Accounting and Finance (2+1 Articulation Pathway) <small>KD JPT/BPP[U]1000-801/60/11d.7(21)(11/23)</small>	University of Central Lancashire, UK	<ul style="list-style-type: none"> • Must complete Year 1 and Year 2 of SEGi's Bachelor of Accounting and Finance (Honours) Programme before articulating to the final year at University of Central Lancashire, UK. 	Kota Damansara
BA (Hons) International Business Management (2+1 Articulation Pathway) <small>KD KPT/JPS[K]A9650[4/24]</small>		<ul style="list-style-type: none"> • Must complete Year 1 and Year 2 of SEGi's Bachelor of Business Management (Honours) Programme before articulating to the final year at University of Central Lancashire, UK. 	

PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Campus
Master of Business Administration SJ (R2/340/7/0753) [04/23] [A8624] KL (R2/340/7/0268) [11/23] [A9419] PG (R2/345/6/0303) [02/28] [A8848] SWK (R2/340/7/0569) [02/26] [MQA/FA0310]	University of Sunderland, UK	<ul style="list-style-type: none"> A recognised Degree A recognised Diploma with at least 5 years of management experience with MQA-APEL T7 	Subang Jaya Kuala Lumpur Penang Sarawak
BA (Hons) Business and Management (3+0) SJ (R2/340/6/0767) [09/22] [A7816] PG (R2/345/6/0094) [09/27] [A8079] SWK (R2/345/6/0165) [11/22] [A8585]		Subang Jaya Penang Sarawak	
BA (Hons) Business and Marketing Management (3+0) SJ (R2/342/6/0090) [08/24] [A10164] PG (R2/340/6/0165) [05/27] [MQA/FA1534]		Subang Jaya Penang	
BA (Hons) Business and Human Resource Management (3+0) SJ (R2/345/6/1098) [08/24] [A10163]		Subang Jaya	
BA (Hons) Accounting and Finance (3+0) SJ (R/344/6/0219) [10/24] [A10691] KL (R2/344/6/0479) [08/22] [A8170] PG (R2/344/6/0279) [03/25] [A10966] SWK (N/344/6/0535) [08/24] [MQA/PA12025]	University of Greenwich, UK	<ul style="list-style-type: none"> UEC with 5 credits STPM with Grade C in 2 subjects (for Accounting and Finance, requires Grade C+ in 2 subjects) A-Level with passes in 2 subjects Matriculation / Foundation or equivalent SAM / AUSMAT with min ATAR 60 Related SKM Level 5 Related Diploma MQA-APEL T6 	Subang Jaya Kuala Lumpur Penang Sarawak
BA (Hons) Advertising and Digital Marketing Communication (3+0) SJ (N/342/6/0216) [01/25] [MQA/PA12174] PG (N/342/6/0000) [09/25] [MQA/PA13339]		Subang Jaya Penang	
BA (Hons) Marketing Management (3+0) KL (R2/342/6/0210) [08/24] [A10439]		Kuala Lumpur	
BA (Hons) Human Resource Management (3+0) KL (R2/345/6/0662) [10/24] [A10440]			
BA (Hons) Business Management (3+0) KL (R2/345/6/0385) [03/24] [A9595]			
BSc in Business Administration (Global Business) (4+0) SJ (N/340/6/0550) [03/27] [MQA/FA6528] KL (R/340/6/0480) [10/26] [FA4729] PG (R/340/6/0587) [04/28] [MQA/FA6962]	Troy University, USA	<ul style="list-style-type: none"> SPM or equivalent with 5 credits UEC with 5 credits STPM with Grade C in 2 subjects A-Level with passes in 2 subjects Any Diploma or equivalent with min CGPA 2.00 <p>Additional Requirements Credit in Maths at SPM / O-Level or equivalent</p>	Subang Jaya Kuala Lumpur Penang

PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Campus
Diploma in Accounting KD [R2/344/4/0187] KL [R2/344/4/0118] [02/23] [A8730] PG [R2/344/4/0113] [01/23] [A8627]		<ul style="list-style-type: none"> • SPM / O-Level or equivalent with 3 credits • UEC with 3 credits • Related SKM Level 3 • Related Certificate or equivalent • MQA-APEL T4 	Kota Damansara Subang Jaya Kuala Lumpur Penang Sarawak
Diploma in Accountancy SJ [R2/344/4/0336] [08/25] [A11616] SWK [R2/344/4/0149] [12/23] [A9766]		Additional Requirements Credit in Maths and pass in English at SPM / O-Level or equivalent	
Diploma in Business Administration KD [R2/345/4/0417] SJ [R2/345/4/0020] [05/26] [A6928] KL [R2/345/4/0225] [02/23] [A8729] PG [R2/345/4/0260] [01/23] [A8629] SWK [R2/345/4/0637] [01/24] [A6762]	SEGi College	<ul style="list-style-type: none"> • SPM / O-Level or equivalent with 3 credits • UEC with 3 credits • Related SKM Level 3 • Related Certificate or equivalent • MQA-APEL T4 	Kota Damansara Subang Jaya Kuala Lumpur Penang Sarawak
Diploma in Marketing SJ [R2/342/4/0026] [04/22] [A7757] KL [R2/342/4/0119] [11/25] [A11332] SWK [R3/342/4/0015] [10/25] [A6383]			Subang Jaya Kuala Lumpur Sarawak
Diploma in Digital Marketing PG [N/342/4/0229] [09/27] [MQA/PA12376]			Penang
Diploma in Human Resource Management KL [R2/345/4/0659] [06/24] [A4382] SWK [R3/345/4/0026] [10/25] [A6325]			Kuala Lumpur Sarawak
Certificate in Business Studies SJ [R2/340/3/0484] [08/25] [A6275] KL [R2/340/3/0580] [08/26] [A6643] PG [R2/340/3/0325] [01/23] [A8628]		<ul style="list-style-type: none"> • SPM / O-Level or equivalent with 1 credit • UEC with 1 credit • SKM Level 2 • MQA-APEL T3 	Subang Jaya Kuala Lumpur Penang
Foundation in Commerce SJ [R2/010/3/0434] [05/22] [A7945] KL [R2/010/3/0258] [02/25] [A5212]	Dual Award: SEGi College & University of Greenwich, UK	<ul style="list-style-type: none"> • SPM / O-Level or equivalent with 5 credits • UEC with 3 credits 	Subang Jaya Kuala Lumpur
Foundation in Business SWK [R3/010/3/0418] [10/26] [A7097]			Sarawak
Foundation in Arts SJ [R2/010/3/0541] [07/26] [MQA/FA0452] KD [R/010/3/0406]			Kota Damansara Subang Jaya

PROGRAMME MATRIX

ENGLISH REQUIREMENTS*

Types of Exam	Diploma	Degree	Master
IELTS	Band 5.5	Band 6.0	Band 6.5
TOEFL iBT	42	46	60
Cambridge English	154	160	169
Pearson Test	47	51	59
Linguaskill Cambridge	154 - 161	169 - 175	176 - 179
MUET	Band 2	Band 3	-

*The English requirement serves as a guideline and it is subject to change. The weightage requirement may vary for different programmes.

ENTRY REQUIREMENTS FOR INTERNATIONAL STUDENTS



bit.ly/isentryreq

A pathway for everyone

Your prior-qualifications were not mentioned?
Did not meet the entry requirements?

When there is a will, there's always a way. Contact us and schedule a FREE one-on-one consultation session to plot out a customised pathway that will fit your needs.

BACHELOR OF ACCOUNTING & FINANCE (HONOURS)

KD (R/343/6/0222)

We've designed this programme for anyone who is interested to pursue a career in the accounting and finance sector and become qualified accountants. Also, as a graduate of this programme, you will earn your degree from both SEGi and University of Central Lancashire, UK.

Trained professional management and business graduates are in increasing demand. Thus, accountants must grasp the knowledge of operating a business in order to add value to the organisation. A strong commercial awareness while being able to manage and use financial system is an advantage. If you wish to acquire a wide-ranging finance and business qualification, this degree prepares you for the challenge.

Double Degree



Programme Modules

As the foremost institution Towards Industrial Revolution 4.0, SEGi's Faculty of Business, Accountancy, Communication and Hospitality Management exposes the accounting and finance students to a rich curriculum that is integrated with real-world IR 4.0 practices including guest lectures from industry experts.

Year 1

- Personal Development & Communication Skills
- Principles of Economics
- Business Management
- Financial Accounting 1
- Quantitative and Statistical Methods
- Financial Accounting 2
- Entrepreneurship
- Business Law
- Cost Accounting

Year 3

- Advanced Financial Accounting & Reporting 1
- Auditing & Assurance Services 1
- Corporate Finance
- Advanced Financial Accounting & Reporting 2
- Auditing & Assurance Services 2
- Strategic and Change Management
- Business Research Project
- Workplace Experience
- Research Methodology
- Elective 2

Year 2

- Computerised Accounting Systems
- Accounting Information Systems
- Investment Decisions
- Financial Management 1
- International Finance: Markets & Management
- Management Accounting
- Company Law
- Taxation 1
- Taxation 2
- Advanced Management Accounting
- Elective 1

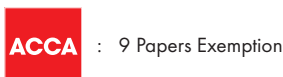
Electives [Choose any 2 courses]

- Business Ethics
- Money & Banking
- Environmental Management & Technology

MPU

- Philosophy and Current Issues (for local & international students)
- Appreciation of Ethics and Civilization (for local students only)
- Bahasa Melayu Komunikasi 2 (for international students only)
- Bahasa Kebangsaan A (for local students without credit for BM in SPM) or Effective Listening
- Sustainable Development

Graduates of the SEGi University Bachelor of Accounting and Finance (Honours) degree will be given exemptions for:



Career Opportunities

Typical examples of job positions include: Financial accountants, Financial analysts, Credit Risk Analysts, Budget Controllers, Tax Advisers, Internal Auditors. As graduates, you may also pursue relevant postgraduate qualifications such as master's programmes in financial management, accounting and risk management, or undertake professional accountancy qualifications from accountancy bodies including Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).

All diploma and degree programmes require students to take compulsory general subjects, as required by the Ministry of Education Malaysia.

BACHELOR OF BUSINESS MANAGEMENT (HONOURS)

KD R2/340/6/0334(4/24)

The Bachelor of Business Management (Honours) is designed to provide you with skills and knowledge across a range of business disciplines with emphasis on management skills. It prepares you in all aspects of business operations and management through a perfect balance of conceptual academic structure and hands-on practical experience.

This double degree programme is a collaboration between SEGi and University of Central Lancashire, UK. Therefore, graduates will receive two parchments upon graduation. You can choose an area of specialisation in the final year to gain a competitive edge when you enter the workforce. The specialisations are:

- General Management
- Financial Management
- Business Analytics (Single Award)
- Digital Marketing
- Human Resource Management

Double Degree



Programme Modules

Industrial Revolution 4.0 (IR4.0) is revolutionising businesses across various sectors, particularly manufacturing, service, education, banking and finance. Students will have access to an enhanced syllabus that encompasses digital marketing, technology-driven entrepreneurship, digital business, cyber law, intellectual property and civil liability related to IR4.0 and technologies in the world of banking and finance.

Year 1

- Personal Development & Communication Skills
- Quantitative and Statistical Methods
- Principles of Economics
- Business Management
- Financial Accounting 1
- Global and Applied Economics
- Consumer Behaviour
- Innovative & Creative Skills in Business
- Understanding Markets and Consumers
- Elective 1

Financial Management

- Financial Management 2
- Corporate Finance
- International Finance: Markets & Management
- Investment Decision
- Financial Auditing
- Financial Reporting

Digital Marketing

- Relationship Marketing in the Digital Age
- Digital Marketing Communication and Advertising Practices
- Marketing Principles, Directions and Applications
- Planning for Media, Direct and Online Marketing
- Critical Issues and Innovative Digital Marketing

Electives [Choose 4 out of 5 courses]

- Innovative Technology and Systems
- Business Communication
- Introduction to Strategic Management
- Environmental Management and Technology
- Business Ethics

Integrated Degree

- Strategic Management
- Organisational Behavior
- Managing in the International Economy

Year 2

- International Business
- Managing Organisation
- Customer Relationship Management
- Financial Management 1
- Business Law
- Negotiations & Conflict Management
- Digital Business
- Elective 2
- Elective 3

Human Resource Management

- Human Resource Management 1
- Human Resource Management 2
- Re-sourcing of Human Resource 1
- Re-sourcing of Human Resource 2
- Employment Relations

Business Analytics

- Analytics Approaches for Business Decisions
- Business Data Modelling
- Econometrics for Business
- Enterprise Analytics
- Forecasting Techniques and Application for Business

MPU

- Philosophy and Current Issues (for local & international students)
- Appreciation of Ethics and Civilization (for local students only)
- Bahasa Melayu Komunikasi 2 (for international students only)
- Bahasa Kebangsaan A (for local students without credit for BM in SPM) or Effective Listening
- Sustainable Development

Year 3

- Business-Government Relations
- Management Accounting
- Entrepreneurship
- Strategic and Change Management
- Business Research Project
- Research Methodology
- Elective 4

General Management

- Operation and Quality Management
- Human Resource Management 1
- Corporate Finance
- Corporate Strategy
- International Finance: Markets & Management

Career Opportunities

Graduates of the Bachelor of Business Management (Honours) programme will be qualified to apply for positions in business industry and government. The skills and knowledge acquired during the programme are applicable to almost any organisation, opening up career opportunities in: Administration, Business advice/development Management, International banking, Consumer finance, Economic analysis, Financial analysis, Accounting, Risk management, Market research, Marketing, Human resource management, Employee relations/industrial relations.

2+1 ARTICULATION PATHWAY

BA (HONS) INTERNATIONAL BUSINESS ADMINISTRATION

KD KPT/JPS(KA9650)(4/24)

It's important for you to possess the capacity to deal with a range of complex issues on a daily basis and make business decisions in the face of constant economic and social changes, while adapting and relating to both local and international market shifts.

We've designed the BA (Hons) International Business Administration programme to provide you with skills and knowledge across a range of business disciplines with emphasis on management skills. Blending a conceptual academic programme structure with hands-on practical experience, the programme aims to prepare you for all aspects of business operations and management. This programme is uniquely designed for students who intend to experience their final year abroad in University of Central Lancashire, UK. SEGi's 2+1 articulation pathway enhances student mobility in order to provide alternative access to higher education opportunities.

As graduates of this programme, you'll be groomed with the ability to establish a productive working environment, ensure efficiency of staff, focus on staff development, understand organisational change, assess and evaluate management ideas and implement plans and strategies.



Programme Modules

Year 1

- Personal Development & Communications Skills
- Quantitative and Statistical Methods
- Principles of Economics
- Business Management
- Financial Accounting 1
- Global and Applied Economics
- Consumer Behaviour
- Innovative & Creative Skills in Business
- Understanding Markets and Consumers
- Elective 1

Year 2

- International Business
- Managing Organisation
- Customer Relationship Management
- Financial Management 1
- Business Law
- Negotiations & Conflict Management
- E-Commerce
- Elective 2
- Elective 3
- Elective 4

Year 3

Study 2 years in Malaysia, final year at University of Central Lancashire, UK.

MPU

- Philosophy and Current Issues
(for local & international students)
- Appreciation of Ethics and Civilization
(for local students only)
- Bahasa Melayu Komunikasi 2
(for international students only)
- Bahasa Kebangsaan A (for local students without credit for BM in SPM) or Effective Listening
- Sustainable Development

Electives [Choose 4 out of 5 courses]

- Innovative Technology and Systems
- Business Communication
- Introduction to Strategic Management
- Environmental Management and Technology
- Business Ethics

Career Opportunities

The skills and knowledge acquired during the programme are applicable to roles in almost any organisation including: administration business advice/ business development and planning analysis, International banking, consumer finance, economic analysis, financial analysis, accounting, risk management, market research, marketing, human resource management, employee relations/industrial relations.

All diploma and degree programmes require students to take compulsory general subjects, as required by the Ministry of Education Malaysia.

2+1 ARTICULATION PATHWAY

BA (HONS) INTERNATIONAL ACCOUNTING AND FINANCE

KD JPT/BPP(U)1000-801/80/JID.7(21)(11/23)

15

We've designed this programme for anyone who is interested to pursue a career in the accounting and finance sector and become qualified accountants. This programme is uniquely designed for students who intend to experience their final year abroad in University of Central Lancashire, UK. SEG's 2+1 articulation pathway enhances student mobility in order to provide alternative access to higher education opportunities.



Trained professional management and business graduates are in increasing demand. Thus, accountants must grasp the knowledge of operating of a business in order to add value to the organisation. A strong commercial awareness while being able to manage and use financial system is an advantage. If you wish to acquire a wide-ranging finance and business qualification, this degree prepares you for the challenge.

Programme Modules

Year 1

- Personal Development & Communications Skills
- Principles of Economics
- Business Management
- Financial Accounting 1
- Quantitative and Statistical Methods
- Financial Accounting 2
- Entrepreneurship
- Business Law
- Cost Accounting
- Elective 1

Year 2

- Computerised Accounting Systems
- Accounting Information Systems
- Investment Decision
- Financial Management 1
- International Finance: Markets & Management
- Management Accounting
- Company Law
- Taxation 1
- Taxation 2
- Advanced Management Accounting
- Elective 2

Year 3

Study 2 years in Malaysia, final year at University of Central Lancashire, UK.

MPU

- Philosophy and Current Issues
(for local & international students)
- Appreciation of Ethics and Civilization
(for local students only)
- Bahasa Melayu Komunikasi 2
(for international students only)
- Bahasa Kebangsaan A (for local students without credit for BM in SPM) or Effective Listening
- Sustainable Development

Electives [Choose 2 out of 3 courses]

- Business Ethics
- Money & Banking
- Environmental Management and Technology

Career Opportunities

Typical examples of job positions include: Financial Accountants, Financial Analysts, Credit Risk Analysts, Budget Controllers, Tax Advisers, Internal Auditors. As a graduate, you may also pursue relevant postgraduate qualifications such as master's programmes in financial management, accounting and risk management, or undertake professional accountancy qualifications from accountancy bodies including Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).

All diploma and degree programmes require students to take compulsory general subjects, as required by the Ministry of Education Malaysia.

MASTER OF BUSINESS ADMINISTRATION

SJ [R2/340/7/0753] [04/23] [A8624] • KL [R2/340/7/0268] [11/23] [A9419] • PG [R2/345/6/0303] [02/28] [A8848] • SWK [R2/340/7/0569] [02/26] [MQA/FA0310]

Our internationally acclaimed MBA programme is designed for enterprising minds seeking to combine their expertise with general management skills. You'll learn decision-making and problem solving skills in an international business environment and strategies to manage globalisation issues.

The MBA will assimilate work-based learning that will improve your ability to bring many productive changes within your current organisation.



**University of
Sunderland**

Programme Modules (100% Assignment Based)

- Financial Management and Control
- Strategic Management in an International Context
- Value Creation in Organisations - Managing Operations and Marketing
- Professional Management and Leadership Development
- Innovation, Entrepreneurship and Technology Transfer
- MBA Project

Financial Aid / Funding Available*

- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.


ATLASSIAN


Blackboard
LEARN ULTRA


koha | FREE LIBRARY SYSTEM


100% Fully Accredited

IR4.0 IR4.0 Enhanced Syllabus

 Further Studies Overseas

 UK Lecturers / Tutors

 Sunderland Library

 Earn up to 12 Digital Badges

Career Opportunities

Suitable for professionals across all disciplines, the programme will significantly enhance your capability to function as a senior manager within a wide range of commercial and service organisations.

Recognition / Accreditation



BA (HONS) BUSINESS AND MANAGEMENT (3+0)

17

SJ (R2/340/6/0767) (09/22) (A7816) - PG (R2/345/6/0094) (09/27) (A8079) - SWK (R2/345/6/0165) (11/22) (A8585)

Business and Management are key components of a successful organisation. As graduates, you are indispensable assets of any organisation seeking to reach greater heights in their business.

We have established a partnership with the prestigious University of Sunderland, UK. The combined expertise of our Academics and the teaching comrades of the University of Sunderland helps you acquire knowledge and practical reinforcement in marketing, human resource management and financial management. This programme is uniquely updated to meet the requirements of your future employers. As our graduates, be empowered with the professional skills in communication, problem solving, teamwork and leadership.

Business and Management are key components of a successful organisation especially in the business world. That is why this programme is designed for future business leaders to demonstrate awareness of international markets, innovation, and adaptability in an ever-changing environment. The combined expertise of SEGi and the University of Sunderland will equip students to be multiskilled graduates with the ability to manage real-world competitive businesses. As a graduate of this programme, you will be ready to begin a rewarding and challenging business career anywhere in the world.



**University of
Sunderland**

Programme Modules

Year 1

- Essential Study and Employment Skills **ED**
- Introduction to Marketing **ED**
- Introduction to HRM and Talent Development
- Introduction to Accounting and Finance
- Introduction to Managing and Leading People
- Introduction to Business Operations and Services **ED**
- Business Economics
- Business Management **ED**
- English 1

Year 2

- Personal and Professional Development **ED**
- Management Thought and Practice
- Quality Management for Organisational Excellence
- Business Ethics, Responsibility and Sustainability **ED**
- Managing Entrepreneurship, Innovation & Creativity
- Innovation Management
- English 2
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students) **(NEW)**
- Falsafah dan Isu Semasa (Local students) **(NEW)**
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students) **(NEW)**
- Statistics for Managers **ED**
- Malaysia Society 5.0 **(NEW)**

Year 3

- Developing the Reflexive Practitioner
- Global Entrepreneurship and Innovation **ED**
- Strategic Corporate Finance
- Managing and Leading Change **ED**
- Marketing in a Digital World **ED**
- Strategic Management **ED**
- English 3
- Design Thinking **(NEW)** / Bahasa Kebangsaan A*
- Community Engagement
- Entrepreneurship
- Business Placement (Internship)

Financial Aid / Funding Available*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.

ATLASSIAN

Blackboard
LEARN ULTRA

koha | FREE LIBRARY SYSTEM

Student Mobility (MY & UK)

IR4.0 IR4.0 Enhanced Syllabus

Further Studies Overseas

UK Lecturers / Tutors

Sunderland Library

Earn up to 64 Digital Badges

ED **Executive Degree (ED) Module**
(Complete 6 modules to earn each award)

- ED in Business Excellence
- ED in Digital Marketing
- ED in Strategic Management

Career Opportunities

With the excellent grounding in business offered by this degree, you will be ready for a career in any business area, ranging from the human resources, marketing, operations, and administration.

*For Malaysian students who do not have a credit in SPM BM

BA (HONS) BUSINESS AND MARKETING MANAGEMENT (3+0)

SJ (R2/342/6/0090) (08/24) (A10164) - PG (R2/340/6/0165) (05/27) (MQA/FA1534)

Marketing is an essential part of any business and its discipline is required for enormous success in today's modern business environment.

Understanding the basic and rising needs of an organisation and its target audience is a highly challenging skill; thus placing great demands for graduates of Business and Marketing like you.

The BA (Hons) in Business and Marketing Management enables you to develop knowledge in understanding and analysing a business within a regional, national and international framework. The degree enhances communication and problem solving skills, often required in the marketing industry. As graduates, you'll be ready to fulfill expectations of the employers with the education and practical skills gained throughout our programme.




**University of
Sunderland**

Programme Modules


Year 1

- Essential Study and Employment Skills
- Introduction to Marketing
- Introduction to Human Resource Management and Talent Development
- Introduction to Accounting and Finance
- Introduction to Managing and Leading People
- Introduction to Business Operations and Services
- Business Economics
- Business Management
- English 1

Year 2

- Personal and Professional Development
- Quality Management for Organisational Excellence
- Business Ethics, Responsibility and Sustainability
- Digital Marketing
- Marketing Management and Metrics
- Integrated Marketing Communications
- English 2
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students) **(NEW)**
- Falsafah dan Isu Semasa (Local students) **(NEW)**
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students) **(NEW)**
- Statistics for Managers
- Managing Information System
- Malaysia Society 5.0 **(NEW)** 

Year 3

- Developing the Reflexive Practitioner
- Strategic Marketing
- Psychology of Consumers in a Digital Age
- Critical and Emerging Themes in Marketing
- Branding and Reputation Management
- Marketing Research in Practice
- English 3
- Design Thinking **(NEW)**  / Bahasa Kebangsaan A*
- Community Engagement
- Entrepreneurship
- Business Placement (Internship)

Financial Aid / Funding Available*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment


*terms & conditions apply.


 **ATLASSIAN**


Blackboard
LEARN ULTRA


 **koha** | FREE LIBRARY SYSTEM


 Student Mobility (MY & UK)

 IR4.0 Enhanced Syllabus

 Further Studies Overseas

 UK Lecturers / Tutors

 Sunderland Library

 Earn up to 84 Digital Badges

Career Opportunities

This degree will prepare you for management positions within advertising and public relations agencies and various marketing roles. You may also pursue careers in sales promotion, direct marketing, media, digital communications, and other advertising fields.

BSC IN BUSINESS ADMINISTRATION (GLOBAL BUSINESS MAJOR) (4+0)

SJ [N/340/6/0550] [03/27] [MQA/FA6528] • KL [R/340/6/0480] [10/26] [FA4729] • PG [R/340/6/0587] [04/28] [MQA/FA6962]

This programme aims to build a firm foundation in the fundamental areas of business, finance, accounting, management and marketing. It is designed to assist students to develop knowledge, skills and competencies to understand and cope with the challenges faced by business and organizational leaders in a dynamic and global workplace. Students will hone their practical managerial skills, communication skills, and business decision-making capabilities. The approach of this program is an extended outreach in moulding our candidates to be strong-minded business practitioners. Hence, it incorporates practical experience, in the form of case studies, presentations, industrial visits, and interaction with experts from the industry.

Programme Modules

Year 1

- Computer Concepts and Applications
- Visual Arts
- World Literature After 1660
- Principles of Biology
- Principles of Biology with Lab
- Pre-Calculus Algebra
- World Literature Before 1660
- General Chemistry
- General Chemistry I with Lab
- Community Services
- World History from 1500 (International students)
- Ethnic Relations (Local and International students)
- Bahasa Melayu Komunikasi 2 (International students)
- Islamic Asian Civilizations (Local students)
- University Orientation

Year 2

- Principles of Accounting I
- Principles of Management
- Principles of Marketing
- Composition and Modern English I
- Principles of Microeconomics
- Business Statistics and Data Analytics
- Legal Environment of Business
- Principles of Accounting II
- Composition and Modern English II
- Principles of Macroeconomics
- Personal Health Management
- Public Speaking Skills

Year 3

- Business Communications
- Managerial Finance
- International Trade
- Global Human Resource Management
- Design Thinking (NEW) **IR4.0** / Bahasa Kebangsaan A*
- Introduction to Info Systems & Data Analytics
- Business and Society
- Malaysia Society 5.0 (NEW) **IR4.0**
- Operations Management
- Leadership and Change
- Advanced Excel

Year 4

- Global Marketing
- Business Data Mining
- Services Marketing
- Retailing
- Organisational Behaviour
- Business Seminar
- Consumer Behaviour
- Strategic Management
- Money and Banking
- Managing in a Global Environment
- Internship

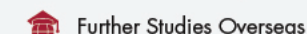
*For Malaysian students who do not have a credit in SPM BM



Financial Aid / Funding Available*

- PTPN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.



Career Opportunities

Our graduates will have the necessary skills to embark on successful careers in international business, management, human resource management, marketing, finance, entrepreneurship and many more.

BA (HONS) ACCOUNTING AND FINANCE (3+0)

SJ (R/344/6/0219) [10/24] [A10691] • KL (R2/344/6/0479) [08/22] [A8170] • PG (R2/344/6/0279) [03/25] [A10966] • SWK (N/344/6/0535) [08/24] [MGA/BA12025]

Regardless of the state of the economy, there is always demand for accountants and finance graduates. The degree is designed to help you acquire the numerical and analytical skills needed in businesses. These skills are required by banks, insurance companies, market research as well as those focused on running their own business or working for the civil service.

Employability is significantly improved by the experience acquired through job placements. For many, an accounting and finance degree provides a springboard to further professional development. Graduates have the opportunity to enhance their professional qualifications with a BA (Hons) in Accounting and Finance. They are allowed exemptions to global professional accounting bodies such as: ACCA, CIMA, CPA, ICAEW.

*SEGi Group of Colleges has the highest number of paper exemptions among recognised accounting professional certifications.



Programme Modules

Year 1

- Introduction to Financial Accounting (Part 1 & 2)
- Introduction to Management Accounting (Part 1 & 2) **ED**
- Introduction to Finance and Economics (Part 1 & 2) **ED**
- Personal and Professional Development (Part 1 & 2) **ED**
- English for Business Studies
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students) **(NEW)**
- Quantitative Method

Year 2

- Financial Accounting (Part 1 & 2) **ED**
- Management Accounting (Part 1 & 2) **ED**
- Business & Company Law (Part 1 & 2)
- Taxation (Part 1 & 2)
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students) **(NEW)**
- Falsafah dan Isu Semasa (Local students) **(NEW)**
- Design Thinking **(NEW)** **IR4.0** / Bahasa Kebangsaan A*
- English for Academic Studies

Year 3

- Advanced Management Accounting
- Advanced Financial Accounting
- Audit & Assurance (Part 1 & 2)
- Finance (Part 1 & 2) **ED**
- Strategic Financial Management (Part 1 & 2) **ED**
- Malaysia Society 5.0 **(NEW)** **IR4.0**
- Community Engagement

*For Malaysian students who do not have a credit in SPM BM

CIMA

- CIMA A-Star Programme exclusively for high achievers
- Applicable for First Class Honours degree*

*terms & conditions apply.

Graduates will be granted the following exemptions*:



: 9 Papers
Exemption



: 8 Papers
Exemption



: 8 Papers
Exemption



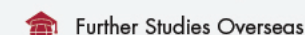
: 8 Papers
Exemption

*Subject to approval

Financial Aid / Funding Available*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.



ED Executive Degree (ED) Module (Complete 6 modules to earn each award)

- ED in Financial Accounting
- ED in Management Accounting
- ED in Strategic Corporate Finance

Career Opportunities

Graduates can pursue a career as a Chartered Accountant and explore other industries including banking, insurance companies, civil service and market research.

BA (HONS) ADVERTISING AND DIGITAL MARKETING COMMUNICATIONS (3+0)

SJ [N/342/6/0216] [01/25] [MQA/PA12174] • PG [N/342/6/0000] [09/25] [MQA/PA13339]

This stimulating degree is designed to develop your ability to identify trends, understand consumer behaviour, and create attention-grabbing campaigns. Modules on customer insight, brand management and social media focus on real knowledge, while briefs from the Institute of Direct and Digital Marketing and other organisations give you practical experience.

Key advantages and benefits of the Greenwich BA (Hons) Advertising and Digital Marketing Communications:

- A rigorous combination of established marketing theory and cutting-edge advertising digital practice
- Our marketing subjects are ranked highest in London overall (Complete University Guide 2019)
- The degree is accredited by both the Chartered Institute of Marketing (CIM) and the Chartered Institute of Data and Marketing (IDM)
- Offers exemptions from CIM and IDM examinations
- One of the first degrees of its kind in the UK, and unique in Malaysia

Programme Modules

Year 1

- Principles and Practice of Marketing (Part 1)
- Introduction to Advertising
- Introduction to Digital Marketing
- Personal Professional Development 1
- Principles and Practice of Marketing (Part 2)
- Financial Aspects of Marketing / Public Relations
- Creative Content Marketing
- Brand Management
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students) **(NEW)**
- Falsafah dan Isu Semasa (Local students) **(NEW)**
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students) **(NEW)**
- Design Thinking **(NEW)** **IR4.0** / Bahasa Kebangsaan A*

Year 2

- Customer Insight and Research (Part 1)
- Personal and Professional Development 2
- Media Planning and Buying
- Global Marketing Management
- Customer Insight and Research (Part 2)
- Research Methods
- Advertising Campaign Management
- Integrated Marketing Communication Management
- Statistics for Managers
- Malaysia Society 5.0 **(NEW)** **IR4.0**
- Community Engagement

Year 3

- Direct, Interactive and Digital Marketing (Part 1)
- Dissertation (Part 1)
- Internet Marketing
- Contemporary Issues in Marketing
- Direct, Interactive and Digital Marketing (Part 2)
- Dissertation (Part 2)
- Social Media and Analytics
- Strategic Communications
- Business Placement (Internship)

Recognition / Accreditation



*For Malaysian students who do not have a credit in SPM BM



Financial Aid / Funding Available*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.

NEW New Programme

Career Opportunities

This degree will prepare you for management positions within advertising and public relations agencies and various marketing roles. You may also pursue careers in sales promotion, direct marketing, media, digital communications, and other advertising fields.

BA (HONS) MARKETING MANAGEMENT (3+0)

KL [R2/342/6/0210] [08/24] [A10439]

The BA (Hons) Marketing Management is ideal for students who want to use your creativity and influence strategy and you're keen to impact the digital era as a marketing manager. This degree provides exemptions from certain diploma modules of professional bodies, including CIM and IDM, in preparation for a career in digital marketing.

SEGi's marketing subjects are ranked highest in London overall (Complete University Guide 2019).



Programme Modules

Year 1

- Personal and Professional Development 1 - The Marketer
- Principles and Practice of Marketing
- Multichannel Marketing
- Financial Aspect of Marketing
- Public Relations: From Concepts to Practice
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students) **(NEW)**
- Malaysia Society 5.0 **(NEW)** **IR4.0**

Year 2

- Customer Insight and Research
- Personal and Professional Development 2
- Integrated Marketing Communications Management
- Global Marketing Management
- Marketing Management
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students) **(NEW)**
- Falsafah dan Isu Semasa (Local students) **(NEW)**
- Design Thinking **(NEW)** **IR4.0** / Bahasa Kebangsaan A*

Year 3

- Dissertation
- Direct, Interactive and Digital Marketing
- Business and Marketing Strategy
- Social Media Analytics
- Contemporary Issues in Marketing
- Social Marketing
- Community Engagement

Financial Aid / Funding Available*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*Terms & conditions apply.



Blackboard
LEARN ULTRA

koha | FREE LIBRARY SYSTEM

100% Fully Accredited

Student Mobility (UK)

IR4.0 IR4.0 Enhanced Syllabus

Industry Partnership

Further Studies Overseas

UK Lecturers / Tutors

Greenwich Library

Earn up to 136 Digital Badges

Career Opportunities

As graduates from the marketing field, you can contribute your expertise in: sales management, advertising, consulting and marketing research and branding consultant.

BA (HONS) HUMAN RESOURCE MANAGEMENT (3+0)

KL (R2/345/6/0662) (10/24) (A10440)

The BA (Hons) Human Resource Management Degree programme is an innovative degree with a curriculum that focuses directly on the practice of human resource management. It develops knowledge and skills which are of immediate use to you as students and to employers in a practical business environment. The design of the programme is in response to listening to groups of employers who told us they want to recruit people who have high levels of practical skills and to students who say they want to be better equipped to get jobs. All learning on the programme is underpinned by academic research.

We recognise the wide range of learning styles within the student body by offering courses which emphasise skills alongside more traditional courses emphasising theory. However, in essence your degree remains a general human resource management degree aimed at future managers. This exciting degree programme has kept the strengths of traditional business degree programmes but introduces new and exciting developments in the world of business.

Programme Modules

Year 1

- Human Resources Metrics
- Managing Organisations and Individuals
- International Business Functions
- International Business Environment
- Personal and Professional Development
- Introduction to Human Resources Management
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students) **(NEW)**
- Malaysia Society 5.0 **(NEW)** 

Year 2

- Business Ethics
- Human Resources Analytics
- Cross Cultural Management and Diversity Management
- Future Paths
- Teams in Organisations
- Employee Relations and Reward
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students) **(NEW)**
- Falsafah dan Isu Semasa (Local students) **(NEW)**
- Design Thinking **(NEW)**  / Bahasa Kebangsaan A*

Year 3

- Leadership in Organisations
- Talent Management and Development
- Strategic and Contemporary Issues in Human Resource Management
- Organisational Decision Making
- Dissertation
- Community Engagement



Financial Aid / Funding Available*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

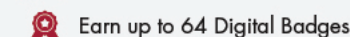
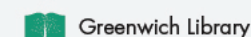
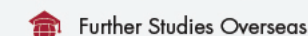
*terms & conditions apply.



100% Fully Accredited



IR4.0 IR4.0 Enhanced Syllabus



Career Opportunities

Human Resource Management graduates will be able to do the following in any Human Resource departments: Job hiring, performance management, administration, training, assessing employee's wellness and benefits, arranging team buildings.

*For Malaysian students who do not have a credit in SPM BM

BA (HONS) BUSINESS MANAGEMENT (3+0)

KL (R2/345/6/0385) (03/24) (A9595)

The BA (Hons) Business Management Degree programme is an innovative degree with a curriculum that focuses directly on the practice of management. It develops knowledge and skills which are of immediate use to you as students and to employers in a practical business environment. The design of the programme is in response to listening to groups of employers who told us they want to recruit people who have high levels of practical skills and to students who say they want to be better equipped to get jobs. All learning on the programme is underpinned by academic research.

We recognise the wide range of learning styles within the student body by offering courses which emphasise skills alongside more traditional courses emphasising theory. However, in essence your degree remains a general management degree aimed at future managers. This exciting degree programme has kept the strengths of traditional business degree programmes but introduces new and exciting developments in the world of business.

Programme Modules

Year 1

- Principles and Practices of Marketing
- Managing Organisations and Individuals
- Finance for Non-finance Managers
- International Business Environment
- Personal and Professional Development
- Management Practice 1
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students) **(NEW)**
- Malaysia Society 5.0 **(NEW)** 

Year 2

- Business Ethics
- Management Practice 2
- Cross Cultural Management and Diversity Management
- Future Paths
- Teams in Organisations
- Organisational Analysis & Performance
- Business Research Methods
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students) **(NEW)**
- Falsafah dan Isu Semasa (Local students) **(NEW)**
- Design Thinking **(NEW)**  / Bahasa Kebangsaan A*

Year 3

- Leadership in Organisations
- Management in Critical Context
- Strategy for Managers
- Organisational Decision Making
- International Human Resource Management
- Dissertation
- Community Engagement

*For Malaysian students who do not have a credit in SPM BM



Financial Aid / Funding Available*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*Terms & conditions apply.



Blackboard
LEARN ULTRA


koha | FREE LIBRARY SYSTEM

100% Fully Accredited

 Student Mobility (UK)

 IR4.0 Enhanced Syllabus

 Industry Partnership

 Further Studies Overseas

 UK Lecturers / Tutors

 Greenwich Library

 Earn up to 136 Digital Badges

Career Opportunities

Generally, Business Management graduates are needed in the fields of: Banking, Accountancy, Insurance, Education, Marketing and Civil Service.

DIPLOMA IN ACCOUNTING

KL [R2/344/4/0118] [02/23] [A8730] • PG [R2/344/4/0113] [01/23] [A8627]

Master all the major accountancy essentials from basic skills in book-keeping to advanced accounting knowledge in preparing balance sheets, profit and loss accounts, trial balance, cash flow, bank reconciliation, adjustments and depreciation.

Our programme helps you learn the differences between the international accounting standards and the Malaysian accounting standards in social responsibility reporting and creating financial reports.

About Auto Count

Founded in 1996, Auto Count Sdn Bhd is a leading Malaysian accounting and business software developer that delivers high quality and efficient business software solutions. Since its incorporation, Auto Count Sdn Bhd is actively servicing over 100,000 companies in Malaysia, Singapore, Indonesia, Myanmar, Vietnam, China, Hong Kong, Thailand, Australia and South Africa with its business software solution, AutoCount Business Suite comprising of Accounting, Stock Control, Payroll, Point of Sales and Mobile solutions.

Programme Modules

Year 1

- Introduction to Business **PP**
- Microeconomics
- General Language Training
- Financial Accounting 1 **PP**
- Data Analysis
- Academic English
- Falsafah dan Isu Semasa / Penghayatan Etika dan Peradaban (Local students) **(NEW)**
- Bahasa Melayu Komunikasi 1 (International students) **(NEW)**
- Introduction to Management Accounting
- Introduction to Finance
- Business Communication
- Growth Mindset **(NEW)** **IR4.0** / Bahasa Kebangsaan A*

Year 2

- Macroeconomics
- Financial Accounting 2 **PP**
- Finance
- Taxation **PP**
- Applied Digital Skills **(NEW)** **IR4.0**
- Financial Accounting 3 **PP**
- Business Management
- Industrial Revolution 4.0 in Malaysia **(NEW)** **IR4.0**
- Financial Accounting 4 **PP**
- Cost Accounting
- Business and Company Law
- IT Application in Accounting

Year 3

- Financial Accounting 5 **PP**
- Corporate Audit **PP**
- Business Research
- Co-curriculum Management
- Internship **(SEGi Sarawak Only)**

*For Malaysian students who do not have a credit in SPM BM

Graduates will be granted the following exemptions*:



: 4 Papers Exemption
(Foundation Level)

*Subject to approval

DIPLOMA IN ACCOUNTANCY

SJ [R2/344/4/0336] [08/25] [A1 1616] • SWK [R2/344/4/0149] [12/23] [A9766]



SEGi
College

in collaboration with



Financial Aid / Funding Available*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.

Blackboard
LEARN ULTRA

koha | FREE LIBRARY SYSTEM

100% Fully Accredited

Student Mobility (MY)

IR4.0 IR4.0 Enhanced Syllabus

Industry Partnership

Further Studies Overseas

Earn up to 102 Digital Badges

PP Professional Programme (PP) Module
(Complete 6 modules to earn each award)

- PP in Financial Accounting
- PP in Financial Management
- PP in Corporate Accounting

Career Opportunities

The Diploma provides you with a perspective on management accounting, essential for management and operating decisions. With the knowledge and skills gained, you'll become highly employable and sought-after by many corporations.

DIPLOMA IN BUSINESS ADMINISTRATION

SJ (R2/345/4/0020) [05/26] [A6928] • KL (R2/345/4/0225) [02/23] [A8729] • PG (R2/345/4/0260) [01/23] [A8629] • SWK (R2/345/4/0637) [01/24] [A6762]

Jointly designed by both Academics and our Industry partners, the diploma provides you with the competitive edge you need to establish your career path. Learn through a motivating environment, based on student-centered learning and acquire further knowledge, skills, techniques and ethics to excel in your careers.

We aim to increase and enrich your knowledge across a broad range of business disciplines and develop skills relating to business operations in areas such as management, administration, accounting, human resource management, marketing and entrepreneurship.



in collaboration with



About Malaysia Airlines

Malaysia Airlines is the national carrier of Malaysia, offering the best way to fly to, from and around Malaysia. Malaysia Airlines carries up to 40,000 guests daily on memorable journeys inspired by Malaysia's diverse richness. Malaysia Airlines embodies the incredible diversity of Malaysia, capturing its rich traditions, cultures and cuisines via its inimitable Malaysian Hospitality across all customer touch points.

Since September 2015, the airline has been owned and operated by Malaysia Airlines Berhad. It is part of the Malaysia Aviation Group (MAG), a global aviation organisation that comprises of different aviation business portfolios aimed at serving Malaysian air travel needs.

Programme Modules

Year 1

- Introduction to Business **PP**
- Microeconomics
- General Language Training
- Financial Accounting 1 **PP**
- Data Analysis **PP**
- Academic English
- Falsafah dan Isu Semasa / Penghayatan Etika dan Peradaban (Local students) **(NEW)**
- Bahasa Melayu Komunikasi 1 (International students) **(NEW)**
- Principles of Management **PP**
- Introduction to Finance **PP**
- Business Communication **PP**
- Growth Mindset **(NEW)** **IR4.0** / Bahasa Kebangsaan A*

Year 2

- Macroeconomics
- Elective **(NEW)**
- Organisational Behaviour **PP**
- Technopreneurship
- Applied Digital Skills **(NEW)** **IR4.0**
- Elective **(NEW)**
- Business Management **PP**
- Industrial Revolution 4.0 in Malaysia **(NEW)** **IR4.0**
- Elective **(NEW)**
- Cost Accounting **PP**
- Business and Company Law **PP**
- Operations Management **PP**
- Co-curriculum Management

Year 3

- Elective **(NEW)**
- International Business **PP**
- Business Research
- Human Resource Management **PP**
- Internship **(SEGi Sarawak Only)**

Financial Aid / Funding Available*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*Terms & conditions apply.

Blackboard
LEARN ULTRA

koha | FREE LIBRARY SYSTEM

100% Fully Accredited

Student Mobility (MY)

IR4.0 IR4.0 Enhanced Syllabus

Further Studies Overseas

Choice of Electives Available

Earn up to 102 Digital Badges

PP Professional Programme (PP) Module
(Complete 6 modules to earn each award)

- PP in Business Management
- PP in Human Capital Management
- PP in Cost Accounting and Budgeting
- PP in Marketing

Career Opportunities

Diploma in Business Administration will arm you with the basic knowledge and theories that apply to the business organisation. It will prepare you to be efficient in a diverse team as a leader or supervisor, demonstrating awareness and understanding of management, economics, accounting and entrepreneurship.

*For Malaysian students who do not have a credit in SPM BM

DIPLOMA IN MARKETING

SJ [R2/342/4/0026] [04/22] [A7757] • KL [R2/342/4/0119] [11/25] [A11332] • SWK [R3/342/4/0015] [10/25] [A6383]

Get the knowledge, skills, techniques and ethics that are prerequisites for implementing effective and efficient strategies in the business of marketing products and services.

Learn how to analyse market trends, define target markets, create marketing strategies and unlock business opportunities in a variety of marketing fields.

Programme Modules

Year 1

- Introduction to Business **PP**
- Microeconomics
- General Language Training
- Financial Accounting 1
- Data Analysis
- Academic English
- Falsafah dan Isu Semasa / Penghayatan Etika dan Peradaban (Local students) **(NEW)**
- Bahasa Melayu Komunikasi 1 (International students) **(NEW)**
- Principles of Management **PP**
- Business Communication
- Introduction to Marketing **PP** 
- Growth Mindset **(NEW)** **IR4.0** / Bahasa Kebangsaan A*

Year 2

- Macroeconomics
- Elective **(NEW)**
- Digital and Service Marketing **PP**
- Consumer Behaviour **PP** **realme**
- Applied Digital Skills **(NEW)** **IR4.0**
- Elective **(NEW)**
- Social Media Marketing **PP**
- Industrial Revolution 4.0 in Malaysia **(NEW)** **IR4.0**
- Marketing Management **PP**
- Digital Marketing **TRACING**
- Business and Company Law
- Elective **(NEW)**
- Co-curriculum Management

Year 3

- Personal Selling **realme**
- Integrated Marketing Communication **PP**
- Elective **(NEW)**
- Marketing Research **PP**
- Internship *(SEGi Sarawak Only)*



in collaboration with



Financial Aid / Funding Available*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.


Blackboard
LEARN ULTRA


koha | FREE LIBRARY SYSTEM

100% Fully Accredited

 Student Mobility (MY)

IR4.0 IR4.0 Enhanced Syllabus

 Further Studies Overseas

 Choice of Electives Available

 Earn up to 102 Digital Badges

PP Professional Programme (PP) Module
(Complete 6 modules to earn each award)

- PP in Marketing
- PP in Integrated Marketing

Career Opportunities

Discover marketing concepts in the wider business and social context relevant to the industry acquire skills and attributes for roles within several areas such as: Marketing, Management, Public Relations, Advertising and Sales.

*For Malaysian students who do not have a credit in SPM BM

The impact of the digital revolution is here to stay. This program will cater to the needs of today's marketing, not only for students but also for working adults, by giving them an in-depth approach to prepare them in becoming more effective in implementing digital marketing strategies and to gain competitive advantages.

This programme will equip new generations with required industry knowledge and skills to face challenges towards becoming a global entrepreneur. Students will gain experience and knowledge through theoretical and practical exposure offered by this programme, to get them ready to take on the world.

We are committed in providing the best opportunity for our graduates by enriching their knowledge in digital marketing and business.



in collaboration with

realme

About realme

realme is an emerging smartphone brand that specialises in providing high-quality smartphones for the youth. It was officially established in May 2018 by its founder Sky Li, together with Madhav Sheth and a young team with rich experience in the smartphone industry across the globe. realme focuses on user needs and presents products with strong performance and trendy design in the broad context of e-commerce.

Programme Modules

Year 1

- Introduction to Business
- Introduction to Digital Marketing
- Principles of Marketing
- Academic English
- Principles of Management
- Consumer Behaviour **realme**
- Introduction to Advertising
- Business and Company Law
- Principles of Economics
- Financial Accounting
- Social Media Marketing
- Falsafah dan Isu Semasa / Penghayatan Etika dan Peradaban (Local students) **(NEW)**
- Bahasa Melayu Komunikasi 1 (International students) **(NEW)**
- Growth Mindset **(NEW)** **IR4.0** / Bahasa Kebangsaan A*

Year 2

- Business Data Analytic
- Digital and Service Marketing
- Web Designing
- Search Engine Optimisation
- Digital Personal Selling **realme**
- Introduction to Finance
- Marketing Management
- Ethical Issues in Marketing
- Integrated Marketing Communication
- Technopreneurship
- Digital Marketing Research
- International Marketing
- Co-curriculum Management
- Industrial Revolution 4.0 in Malaysia **(NEW)** **IR4.0**

Financial Aid / Funding Available*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.

NEW New Programme

Blackboard
LEARN ULTRA

koha | FREE LIBRARY SYSTEM

IR4.0 IR4.0 Enhanced Syllabus

Further Studies Overseas

Choice of Electives Available

Earn up to 102 Digital Badges

Career Opportunities

As graduates, you will have vast career opportunities to choose from, such as: Digital Marketing Executive, Content Marketing Developer, Branding Specialist, Social Media Executive, Media Content Strategist and many more career opportunities. This programme is also a pathway to a degree programme.

DIPLOMA IN HUMAN RESOURCE MANAGEMENT

KL [R2/345/4/0659] [06/24] [A4382] • SWK [R3/345/4/0026] [110/25] [A6325]

You'll take charge of the wellbeing and satisfaction of an employee as a part of the Human Resource Management. To be a Human Resource Manager or to hold any managerial post, you need to study and understand ways to attract and retain the best people in corporations.

Our Diploma in Human Resource Management educates you with information and skill set on ways to motivate employees, inspire, teamwork and other related topics.



Programme Modules

Year 1

- Introduction to Business **PP**
- Principles of Management
- Principles of Accounting
- Principles of Economics
- General Language Training
- Introduction to Finance **PP**
- Falsafah dan Isu Semasa / Penghayatan Etika dan Peradaban (Local students) **(NEW)**
- Bahasa Melayu Komunikasi 1 (International students) **(NEW)**
- Organisational Behaviour **PP**
- Information Technology
- Business Mathematics
- Social Media Marketing
- Growth Mindset **(NEW)** **IR4.0** / Bahasa Kebangsaan A*

Year 2

- Technopreneurship
- Human Resource Management **PP**
- Decision Making Skills
- Business Data Analytics
- Business and Company Law **PP**
- Business Ethics
- Academic English
- Malaysian Employment Law
- Compensation and Benefits **PP**
- Training and Development
- Fundamentals of Graphic Design
- Human Resources Information System
- Performance Management **PP**
- Co-curriculum Management
- Industrial Revolution 4.0 in Malaysia **(NEW)** **IR4.0**

Year 3

- Occupational Safety and Health
- Unions and Labour Relations **PP**
- Human Resource Planning, Recruitment and Selection **PP**
- Business Research

Financial Aid / Funding Available*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.

Blackboard
LEARN ULTRA

koha | FREE LIBRARY SYSTEM

100% Fully Accredited

Student Mobility (MY)

IR4.0 IR4.0 Enhanced Syllabus

Further Studies Overseas

Choice of Electives Available

Earn up to 102 Digital Badges

PP Professional Programme (PP) Module
(Complete 6 modules to earn each award)

- PP in Performance Management
- PP in Human Capital Management

Career Opportunities

You will be prepared according to your employer requirements that enable you to work in various Human Resource sectors.

*For Malaysian students who do not have a credit in SPM BM

CERTIFICATE IN BUSINESS STUDIES

SJ [R2/340/3/0484] [08/25] [A6275] • KL [R2/340/3/0580] [08/26] [A6643] • PG [R2/340/3/0325] [01/23] [A8628]

The business world is a competitive place where professionals and executives need to prove their essential business skills, knowledge and understanding in order to pursue a career in the ever-changing business world. The Certificate in Business Studies programme can give you that important edge.

This programme is designed to equip you with strong communication and administrative skills and fundamental knowledge of management, applicable to varied roles in a broad cross-section of industries including: Supervision and Finance.

Upon successful completion of the programme, you will be able to demonstrate fundamental knowledge in the application of information technology, administration and accounting.



Programme Modules

Year 1

- General Language Training
- Basic Economics 1
- Basic Financial Accounting
- Introduction to Human Resource Management
- Business Ethics
- Falsafah dan Isu Semasa or Penghayatan Etika dan Peradaban (Local students) / Malaysian Studies 1 (NEW)
- Bahasa Melayu Komunikasi 1 (International students) (NEW)
- Basic Statistics
- Elective (NEW)
- Family Issues
- Basic Business Principles
- Elective (NEW)
- Academic English
- Basic Finance
- Introduction to Cost Accounting
- Public Speaking Skills / Bahasa Kebangsaan A*

Year 2

- Basic Management
- Basic Marketing
- Elective (NEW)
- Business Communication and Writing
- Basic Economics 2

Financial Aid / Funding Available*

- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.

Blackboard
LEARN ULTRA

koha | FREE LIBRARY SYSTEM

100% Fully Accredited

Student Mobility (MY)

IR4.0 IR4.0 Enhanced Syllabus

Further Studies Overseas

Choice of Electives Available

Earn up to 34 Digital Badges

Career Opportunities

This programme is specially designed for those who have completed SPM (1 credit) or any equivalent qualification and have decided to pursue a career in business or commerce.

Upon successful completion of the programme, you may pursue diploma or degree level studies.

*For Malaysian students who do not have a credit in SPM BM

FOUNDATION IN COMMERCE

SJ [R2/010/3/0434] [05/22] [A7945] • KL [R2/010/3/0258] [02/25] [A5212]

FOUNDATION IN BUSINESS

SWK [R3/010/3/0418] [10/26] [A7097]

Our programme bridges you from secondary studies to a university degree. The Foundation in Commerce will guarantee your entry into prestigious undergraduate programmes with SEGi, as well as our university partners in Australia and UK. The foundation programme enables you to gain direct entry into selective SEGi degrees and at the same time, provide basic knowledge in the areas of commerce and management.

Programme Modules

- Thinking Skills
- English I
- Mathematics
- Basic Information and Communication Technologies (ICT)
- Financial Accounting
- Essentials of Economics
- English II
- Introduction to Law
- Management Accounting
- Co-curriculum
- Introduction to Management
- Introduction to Marketing
- Electives *(Choose any two)*:
 - Introduction to Finance
 - Writing and Research Skills
 - Introduction to Psychology
 - Introduction to Visual Arts
 - Introduction to Mass Media and Communication
 - Introduction to Legal Skills

Dual Award



Financial Aid / Funding Available*

- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.



100% Fully Accredited



Further Studies Overseas



Option for Dual Certification



UK Lecturers / Tutors



Earn up to 32 Digital Badges

Career Opportunities

This qualification is specially designed for students with SPM, O-Level or any equivalent qualification. Upon successful completion of the Foundation programme in Commerce, you may apply to enrol into a range of management, business or accounting degree programmes.

FOUNDATION IN ARTS

SJ [R2/010/3/0541] [07/26] [MQA/FA0452]

The foundation year is an introductory programme that will equip students with the skills and knowledge to further their studies locally or internationally. Students are exposed to modules which will allow them to become creative thinkers and problem solvers that can be translated into practical ideas. This programme also enables students to develop a range of practical skills and solid knowledge, preparing them for a smooth progress into a degree of their choice.

Programme Modules

- Thinking Skills
- English I
- Mathematics
- Basic Information and Communication Technologies (ICT)
- Introduction to Psychology
- Essentials of Economics
- English II
- Introduction to Law
- Introduction to Sociology
- Co-curriculum
- Introduction to Management
- Writing and Research Skills
- Electives *(Choose any two)*:
 - Introduction to Finance
 - Introduction to Visual Arts
 - Introduction to Mass Media and Communication
 - Introduction to Legal Skills

Dual Award



Financial Aid / Funding Available*

- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.



Blackboard
LEARN ULTRA



100% Fully Accredited

- Further Studies Overseas
- Option for Dual Certification
- UK Lecturers / Tutors
- Earn up to 32 Digital Badges

Career Opportunities

This qualification is specially designed for students with SPM, O-Level or equivalent qualifications and who would like to pursue a bachelor's degree at the university. Upon successful completion of the Foundation in Arts programme, students may further their studies in a wide range of degree programmes depending on units completed during their studies. Students may be eligible to apply for advanced standing.

ELECTIVE COURSES

DIPLOMA LEVEL

No	Name of Course / Module	School	Credit Value	No	Name of Course / Module	School	Credit Value
1	Business and Company Law	Business and Accounting	3	28	CyberPsychology	Psychology	3
2	Business Communication		3	29	Positive Psychology		3
3	Business Management		3	30	Social Psychology		3
4	Cost Accounting		3	31	Understanding the Child's Growth and Development	Early Childhood Education	3
5	Data Analysis		3	32	Play & Learning for Young Children		3
6	Financial Accounting 1		3	33	Physical Education & Health Care for Young Children		3
7	Introduction to Business		3	34	Safety & Well-being of Young Children		3
8	Introduction to Finance		3	35	Global Citizenship for Young Children		3
9	Introduction to Management Accounting		3	36	An Introduction to Montessori Pedagogy	3	
10	Introduction to Marketing		3	37	Music for Children	Music	3
11	Principles of Management		3	38	Music Appreciation 1: Aesthetic & Style		3
12	Social Media Marketing		3	39	Music Appreciation 5: World Music		3
13	Technopreneurship		3	40	Music Fundamentals 1: Fundamental Theory	3	
14	Consumer Behaviour		4	41	Print Production	Hospitality & Tourism / Creative Arts & Design	3
15	Corporate Audit		4	42	Advertising Creativity		3
16	Digital and Service Marketing		4	43	Wedding Planning and Management	Hospitality & Tourism	3
17	Digital Marketing		4	44	Wine Management		3
18	Finance		4	45	Introductory to French		3
19	Human Resource Management		4	46	Food & Its Culture		3
20	Integrated Marketing Communication		4	47	Principles of Electronics & Electrical Engineering	Engineering	3
21	International Business		4	48	Engineering Drawing		3
22	Marketing Management		4	49	Fundamental of Photography	Creative Arts & Design	3
23	Operations Management		4	50	Digital Graphics		3
24	Organisational Behaviour		4	51	Introduction to Multimedia & Animation		4
25	Personal Selling		4	52	Interactive Web Design		4
26	Industrial and Organisational Psychology	Psychology	3	53	Videography		4
27	General Psychology		3	54	Presentation Skills	3	

ELECTIVE COURSES

CERTIFICATE LEVEL

No	Name of Course / Module	School	Credit Value	No	Name of Course / Module	School	Credit Value
1	Introduction to Information Technology	Information Technology	3	8	Business Law	Business & Accounting	3
2	Introduction to Programming		3	9	International Business		3
3	Web Designing		3	10	Fundamental of Food	Hospitality & Tourism*	3
4	Introduction to Database		3	11	Customer Service Management		3
5	Introduction to Java		3	12	Basic Childcare 1	Early Childhood Education	3
6	Introduction to Animation and Multimedia		3	13	Fundamental Photography	Creative Arts & Design	4
7	Applied Digital Skills		3				

**Only applicable in Subang Jaya and Kuala Lumpur campus.*



SCHOLARSHIPS AVAILABLE*

*subject to change

Scholarship Name	Priority Courses	
Program Graduan Cemerlang (GrEP MARA)	All Programmes	
Program Penajaan Pengajian Tertiar (TESP MARA)		
Bantuan Zakat MAIDAM		
Hong Leong Foundation Scholarship		
Keysight Malaysia Scholarship		
Lembaga Zakat Selangor		
Zakat Kelantan		
Karangkraf		
Sin Chew Media Corporation Bhd		
STAR Media Group Bhd		
SEGi High Achiever's Scholarship		
SEGi Ace Scholarship		
SEGi Unified Examination Certificate (UEC) Scholarship	<ul style="list-style-type: none"> • Education 	
Yayasan Kemanusiaan Da Sheng		
Sony Scholarship		<ul style="list-style-type: none"> • Electrical and Electronics Engineering • Mechanical Engineering • Marketing <ul style="list-style-type: none"> • Human Resources • Administration • Computer Science
Gamuda Scholarship		<ul style="list-style-type: none"> • Engineering • Accounting <ul style="list-style-type: none"> • Human Resource • Psychology
PETRONAS Education Sponsorship Programme		<ul style="list-style-type: none"> • Accounting & Business • Arts & Communication • Computer & Multimedia <ul style="list-style-type: none"> • Education • Engineering & Architecture
Bank Negara Scholarship		<ul style="list-style-type: none"> • Computer Science <ul style="list-style-type: none"> • Accounting
Tunku Abdul Rahman (BTAR) Scholarship		<ul style="list-style-type: none"> • Accounting & Business • Arts & Communication • Computer & Multimedia <ul style="list-style-type: none"> • Education • Engineering & Architecture
Genting Malaysia Scholarship Award		<ul style="list-style-type: none"> • Culinary Arts • Hospitality Management
OCBC Bank		<ul style="list-style-type: none"> • Accountancy • Business Administration • Computer Science • Engineering <ul style="list-style-type: none"> • Accounting & Business • Arts & Communication • Computer & Multimedia
Elena Cooke Education Fund		<ul style="list-style-type: none"> • Accounting & Business • Arts & Communications • Computer & Multimedia <ul style="list-style-type: none"> • Engineering & Architecture • Hospitality & Tourism



SEGi University (100589-U)

+603 6145 1777 +6011 1210 6389 1800 88 8028

SEGi College Kuala Lumpur (DK250(W))

+603 2070 2078 +6012 988 7482 1800 88 8028

SEGi College Subang Jaya (DK250-04(B))

+603 8600 1777 +6010 313 0303

SEGi College Penang (DK250-03(P))

+604 263 3888 +6013 629 4880

SEGi College Sarawak (DK250-02(Q))

+6082 252 566 +6017 859 2566 1300 88 7344

Regional Centre:

SEGi University Regional Centre, Johor Bahru

+607 235 9188 +6012 318 3136

