SEGi University & Colleges

POSTGRADUATE STUDIES

/ˌpəʊstˈgrædʒ.u.ət/ /ˈstʌd·iz/ **noun**

1. Experienced and well-reputed supervisors
2. Personal research and learning support
3. Highly focused on GOT (Graduate on Time)

QS WORLD UNIVERSITY RANKINGS

AACSB Business Education Alliance Member

TOP 1.5%

UNIVERSITY IN THE WORLD

JOINING THE WORLD'S BEST – DEBUTING @ #731-740

You're not just choosing a university — you're stepping into the global spotlight. SEGi University is now officially ranked among the world's best, placing in the 731-740 band in the QS World University Rankings 2026.

This is your chance to learn, grow, and thrive at a university recognised for world-class teaching, real-world impact, and future-ready graduates. Welcome to a community that's not just part of the conversation — we're leading it.

The **Quacquarelli Symonds (QS) World University Rankings** are among the most trusted global benchmarks for university excellence.

There are an estimated 50,000 universities in the world. Of these, QS evaluates over 8,467 institutions worldwide based on academic reputation, employer reputation, faculty-to-student ratio, research impact, and international diversity.

Being ranked means a university has proven its quality, impact, and global relevance — and by joining SEGi, you become part of the world's best.

QS WORLD UNIVERSITY RANKINGS

RANKED

#731-740

#8 IN THE WORLD
STUDENT DIVERSITY

#13 IN THE WORLD
INTERNATIONAL STUDENTS

#100 IN THE WORLD
FACULTY-STUDENT RATIO

#179 IN THE WORLD
INTERNATIONAL FACULTY

#1 IN MALAYSIA
STUDENT DIVERSITY

#1 IN MALAYSIA
INTERNATIONAL STUDENTS

#5 IN MALAYSIA
INTERNATIONAL FACULTY

#9 IN MALAYSIA
EMPLOYMENT OUTCOMES

Source: QS World University Rankings

BE A PART OF THE WORLD'S

BEST

Unlock possibilities at one of the
FINEST UNIVERSITIES in the world

>80
NATIONALITIES
@ SEGi

>600
INDUSTRY
PARTNERS

100%
EMPLOYABILITY
RATE

Being part of a world-ranked university isn't just about prestige — it's about recognition, opportunity and your future.

When you study at SEGi, you're joining a university that the world now recognises for academic excellence, impactful research, and graduate success.

At SEGi, your journey isn't just local — it's global. And this ranking is just the beginning of where your degree can take you.

A GLOBALLY RESPECTED DEGREE

Your qualification carries international weight. A SEGi degree gives you a competitive edge when applying for jobs, scholarships, or further studies abroad.

STRONGER EMPLOYER CONFIDENCE

Employers recognise the QS brand and value graduates from ranked universities. A SEGi degree signals that you're trained to global standards.

ACCESS TO GLOBAL NETWORKS

Join SEGi's international academic and industry community — with opportunities to collaborate, intern, and work around the world.

QUALITY THAT'S PROVEN

From personalised learning and industry-integrated projects to global research and diverse classrooms — you're learning from, and being mentored by, the best.

PRIORITY ACCESS TO INTERNATIONAL PATHWAYS

QS-ranked universities are preferred partners for credit transfers, postgraduate admissions, and student exchange. SEGi offers a smoother route to global education.

HIGHER VALUE IN THE JOB MARKET

A degree from a globally ranked university helps you stand out in competitive job markets — locally and internationally.

LEARNING WITH THE WORLD

You'll study alongside students and academics from across the globe — building cultural intelligence and real-world collaboration skills.

Programme accreditations and recognitions

MINISTRY OF HIGHER EDUCATION

MQA
Agensi Kelayakan Malaysia
Malaysian Qualifications Agency

ONE OF THE LARGEST & LEADIN

48 YEARS A

ONE OF THE ONLY 24 IN THE WORLD

QS WORLD-RANKED UNIVERSITY WITH A QS 5 STARS+ RATING

QS Overall OUTSTANDING ★★★★★+

★★★★★ Teaching

★★★★★ Internationalisation

★★★★★ Online Learning

★★★★★ Arts & Culture

★★★★★ Employability

★★★★★ Academic Development

★★★★★ Bachelor of Medicine and Bachelor of Surgery (MBBS)

★★★★★ Inclusiveness

NG HIGHER EDUCATION GROUP IN MALAYSIA

T THE FOREFRONT OF EDUCATION

KOTA DAMANSARA | KUALA LUMPUR | SUBANG JAYA
PENANG | KUCHING | IPOH | JOHOR BAHRU | SIBU

Quality education accredited and assured by the Malaysian Ministry of Education and other organisations

QS WORLD UNIVERSITY RANKINGS

QS Overall OUTSTANDING

SETARA

MyQUEST

Times Higher Education Impact Rankings

RANKED ASIA 2020

QS WORLD UNIVERSITY RANKINGS

SETARA 2019 TIER COMPETITION

MyQUEST 2018/2019

MOHE MyQuest
2010/2011 Evaluation
Overall College-Based Category
Arts & Humanities Category

MOHE MyQuest
2012/2013 Evaluation
International Student Readiness Criteria
Cluster-Based Score (Services)

MyQUEST 2014/2015 6

6 MyQUEST OUTSTANDING

PUTRA BRAND AWARDS SILVER 2013 - 2015 (Education & Learning)

PUTRA BRAND AWARDS BRONZE 2012, 2016, 2017 & 2018 (Education & Learning)

BRAND OF THE YEAR
Education - Malaysia World Branding Award

MRCA CROWN AWARDS
Outstanding Innovation Award 2014

TRUSTED BRAND 2015
Reader's Digest Trusted Brand 2013 - 2015
(Services, Private University/College)

5 SETARA-2019 Emerging University

LEARN UNDER THE BIGGEST & BRIGHTEST FROM THE INDUSTRY

To excel in your career from day one, you need cross-disciplinary skills, industry insights, and technical know-how. These are often not adequately provided by traditional education methods like written assignments, industry visits, or internships.

Our programmes integrate industry expertise directly into the classroom experience. Co-designed, co-delivered, and co-assessed by industry professionals, our programmes offer hands-on learning opportunities with over 300 partner brands. The aim is to ensure you have real-world experience and secure job or business opportunities before graduation.

Winner of the
Employers' Choice Award
by Talentbank for
THREE CONSECUTIVE YEARS

CONSORTIUM OF INDUSTRY PARTNERS

Partner Universities and Institutions

YOUR GATEWAY TO LEADING GLOBAL INSTITUTIONS

Consortium of Global Research and Mobility Partners

日本薬科大学 NIHON PHARMACEUTICAL UNIVERSITY

COORG INSTITUTE OF DENTAL SCIENCES

PEOPLE'S UNIVERSITY

三亚学院 UNIVERSITY OF SANYA

SAVEETHA UNIVERSITY

MTIA

UNIVERSITY OF SEYCHELLES

Université de Limoges

FERRANDI PARIS

경북전문대학교 KYUNGBUK COLLEGE

FPT Education

FPT UNIVERSITY

STUDY ROUTE

Relevant Bachelor Degree or equivalent

possible exemptions

SEGi UNIVERSITY

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

Master of Business Adminstration (by Coursework)
Master of Laws
Master of Creative Design Management
MSc (Engineering)
MSc (Management)
MSc (Information Technology)
MSc (Vision Science)
MSc (Pharmaceutical Sciences)
Master of Social Science in Psychology
Master of Science in Information Technology (By Coursework)
Master of Science in Environmental Sustainability with Artificial Intelligence
Master of Education (By Research)
Master of Education (By Coursework)
Master of Medical Science (By Research)

SEGi UNIVERSITY In collaboration with MFPC Malaysian Financial Planning Council

Master in Financial Planning

SEGi UNIVERSITY AICPA & CIMA

Master of Accountancy

Relevant Masters Degree / Bachelor Degree with First Class Honours

SEGi UNIVERSITY

PhD (Management)
PhD (Engineering)
PhD (Education)
PhD (Information Technology)
Doctor of Business Administration

ENTRY REQUIREMENTS FOR INTERNATIONAL STUDENTS

bit.ly/engentry

PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Duration
Doctor of Philosophy (Management) by Research*	SEGi University	• Master's Degree with honours • Degree with First Class Honours • Any equivalent qualifications that is recognised by the Malaysian government • IELTS 6.0	3 years (Full-Time) 4 years (Part-Time)
Doctor of Business Administration		• Master degree in related field • Master degree in non-related field & working experience & rigorous assessment • Master degree in non-related, without work experience – Prerequisite OTHER REQUIREMENTS: • IELTS 6.0 (international candidates)	
MSc (Management) by Research *		• Non related field with min. CGPA 2.50 & relevant working experience & rigorous assessment • Non related field with min. CGPA 2.0 & 5 years working experience & rigorous assessment • Non related field with min. CGPA 2.0 without working experience – Prerequisite • Bachelor's Degree - in a business-related field with min. CGPA of 2.75, or its equivalent • Bachelor's Degree - in a business-related field not meeting CGPA of 2.75 but above the CGPA of 2.50, or its equivalent qualifications may be accepted, subject to the HEP's rigorous internal assessment (may include tests, interviews or portfolio) • Bachelor's Degree - in a business-related field with CGPA below 2.50, or its equivalent qualifications may be accepted, subject to a min. of 5 years of working experience in relevant field & rigorous assessment OTHER REQUIREMENTS: • IELTS 6.0 (International candidates)	2 years (Full-Time) 3 years (Part-Time)
Master of Financial Planning	SEGi University In collaboration with MFPC Malaysian Financial Planning Council Competence.Ethics.Standards	• Bachelor's Degree - in related field with min. CGPA of 2.75 or its equivalent as accepted by the HEP Senate • Bachelor's Degree - in related field with min. CGPA of 2.75 but above 2.50 or its equivalent, subject to min. of 5 years working experience in relevant field. OTHER REQUIREMENTS: • IELTS 6.5 (international candidates)	1 year
Master of Accountancy	SEGi University and CIMA Conditional Exemption AICPA & CIMA Together as the Association of International Certified Professional Accountants	• Bachelor – Non accounting with min. CGPA 2.50 – rigorous to identity appropriate prerequisite that equivalent to work experience or 5 years work experience • Bachelor's Degree - in accounting or related field with a min. CGPA of 2.75 • Bachelor's Degree - in accounting or related field not meeting CGPA of 2.75 but above CGPA of 2.50 can be accepted, subject to the HEP's rigorous internal assessment • Relevant professional accounting qualifications equivalent to a Bachelor's Degree • Other qualifications equivalent to a Bachelor's Degree with a min. CGPA of 2.75 • Bachelor's Degree - in accounting or related field below a CGPA of 2.50 can be accepted, subject to a min. of 5 years working experience in the relevant field. OTHER REQUIREMENTS: • IELTS 5.5 (foreign candidates).	

** Students are required to submit a draft proposal for research topic.*

Programme	Awarding Institution	Entry Requirements	Duration
Master of Business Administration (Finance)	SEGi University	• Bachelor degree in non-related field – with min. CGPA 2.0 – Relevant work experience & rigorous assessment • Bachelor degree non-related field – with min. CGPA 2.0 without work experience - prerequisite • IELTS 6.0 ***All applications will be individually assessed.***	1 year
Master of Business Administration (General Management)			
Master of Business Administration (Global Business)			
Master of Business Administration (Marketing)			
Master of Business Administration (Human Resource Management)			
Master of Business Administration (by Coursework)			
PhD (Engineering) by Research*		• Master's Degree - or its equivalent in the related field recognised by the Government of Malaysia. • Degree with First Class Honours For international students, TOEFL score of 500 OR IELTS score of 5.0 or ITS EQUIVALENT. If a candidate's does not meet this requirement, HEPs must offer English proficiency courses to ensure that the candidate's proficiency is sufficient to meet the needs of the programme. This is normally conducted through an assessment process.	3 years (Full-Time) 4 years (Part-Time)
PhD (Information Technology) by Research*		• A Master's degree (Level 7, MQF) in Computing or related fields as accepted by the HEP Senate; OR • A Master's degree (Level 7, MQF) in Non-Computing fields with a minimum of FIVE (5) years of working experience in Computing or related fields must undergo appropriate prerequisite courses as determined by the HEP; OR • A Master's degree (Level 7, MQF) in Non-Computing fields with less than FIVE (5) years of working experience in Computing or related fields must undergo a thorough rigorous assessment as determined by the HEP to identify the appropriate prerequisite courses that equivalent to their working experience in the Computing or related fields; OR • Other qualifications equivalent to a Master's degree (Level 7, MQF) in Computing or related fields recognised by the Government of Malaysia as equivalent to the above requirement • Degree with First Class Honours English Requirement: • Achieve a minimum of Band 4 in MUET or equivalent to CEFR (Mid B2). • If a student does not meet this requirement, the HEP must offer English proficiency courses to ensure that the student's proficiency is sufficient to meet the needs of the programme.	

** Students are required to submit a draft proposal for research topic.*

PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Duration
MSc (Engineering) by Research *	SEGi University	• A bachelor's degree in the field or related fields with a minimum CGPA of 2.75 or equivalent, as accepted by the HEP Senate; or • A bachelor's degree in the field or related fields or equivalent with a minimum CGPA of 2.50 and not meeting CGPA of 2.75, can be accepted subject to rigorous internal assessment; or • A bachelor's degree in the field or related fields or equivalent with minimum CGPA of 2.00 and not meeting CGPA of 2.50, can be accepted subject to a minimum of 5 years working experience in the relevant field and rigorous internal assessment. • Candidates without a qualification in the related fields or relevant working experience must undergo appropriate prerequisite courses determined by the HEP and meet the minimum CGPA based on (i) to (iii). • For international candidates, TOEFL score of 500 OR IELTS score of 5.0 or its equivalent. If a candidate does not meet this requirement, HEPs must offer English proficiency courses to ensure that the student's proficiency is sufficient to meet the needs of the programme. This is normally conducted through an assessment process.	2 years (Full-Time) 3 years (Part-Time)
MSc (Information Technology) by Research *		• A Bachelor's degree (Level 6, MQF) in Computing or related fields with a minimum CGPA of 3.00, as accepted by the HEP Senate; OR • A Bachelor's degree (Level 6, MQF) in Computing or related fields with a minimum CGPA of 2.00 and not meeting a CGPA of 3.00 can be accepted subject to a thorough rigorous assessment as determined by the HEP; OR • A Bachelor's degree (Level 6, MQF) in Non-Computing field with a minimum CGPA of 2.50 can be accepted subject to a thorough rigorous assessment as determined by the HEP to identify the appropriate prerequisite courses that equivalent to their working experience in the Computing or related fields; OR • A Bachelor's degree (Level 6, MQF) in Non-Computing field with a minimum CGPA of 2.50 can be accepted subject to appropriate prerequisite courses; OR • Other qualifications equivalent to a Bachelor's degree (Level 6, MQF) in Computing or related fields recognised by the Government of Malaysia must fulfill the requirement on item i or ii. English Requirements: • Achieve a minimum of Band 4 in MUET or equivalent to CEFR (Mid B2). • If a candidate does not meet this requirement, the HEP must offer English proficiency programme	
Master of Science in Information Technology by Coursework		• A Bachelor's degree (Level 6, MQF) in Computing or related fields with a minimum CGPA of 2.50, as accepted by the HEP Senate; OR • A Bachelor's degree (Level 6, MQF) in Computing or related fields with a minimum CGPA of 2.00 and not meeting a CGPA of 2.50 can be accepted subject to a thorough rigorous assessment as determined by the HEP; OR • A Bachelor's degree (Level 6, MQF) in Non-Computing field with a minimum CGPA of 2.00 can be accepted subject to a thorough rigorous assessment as determined by the HEP to identify the appropriate prerequisite courses that equivalent to their working experience in the Computing or related fields; OR • A Bachelor's degree (Level 6, MQF) in Non-Computing field with a minimum CGPA of 2.00 can be accepted subject to appropriate prerequisite courses; OR • Other qualifications equivalent to a Bachelor's degree (Level 6, MQF) in Computing or related fields recognised by the Government of Malaysia must fulfil the requirement on item i or ii. English Requirements: • Achieve a minimum of Band 4 in MUET or equivalent to CEFR (Mid B2). • If a candidate does not meet this requirement, the HEP must offer English proficiency programme	1 year

** Students are required to submit a draft proposal for research topic.*

Programme	Awarding Institution	Entry Requirements	Duration
Master of Science in Environmental Sustainability with Artificial Intelligence	SEGi University	• Bachelor's degree in a relevant science field with a minimum CGPA of 2.50 • CGPA 2.00–2.49 accepted with a minimum of 5 years relevant working experience and internal assessment • Candidates without a related qualification may be required to take prerequisite courses • Other equivalent qualifications recognised by the Government of Malaysia • Working experience may be cumulative (pre- or post-qualification) if relevant • For international students, TOEFL score of 500 OR IELTS score of 5.0 or its equivalent. If a candidate does not meet this requirement, HEPs must offer English proficiency courses to ensure that the candidate's proficiency is sufficient to meet the needs of the programme . This is normally conducted through an assessment process.	1 year
PhD (Education) by Research*		• A Master's degree in education field (Level 7, MQF) as accepted by the HEP Senate; OR • A Master's degree (non-education) must undergo prerequisite courses (Common Core Education foundation.); OR • Other relevant equivalent qualifications recognised by Malaysian government as equivalent to the above requirements. English Requirement Achieving minimum of Band 1 in MUET or equivalent to CEFR (Low B1)	3 years (Full-Time) 4 years (Part-Time)
Master of Education by Research *		• A Bachelor's degree in education field (Level 6, MQF) with a minimum CGPA of 2.75 or its equivalent as accepted by the HEP Senate; OR • A Bachelor's degree in education field with a minimum CGPA of 2.50, can be accepted subject to rigorous internal assessment; OR • A Bachelor's degree in education field with a minimum CGPA of 2.00, can be accepted subject to a minimum of THREE years working experience in the education field and rigorous internal assessment; OR • A Bachelor's degree with a minimum CGPA of 2.75 must undergo prerequisite courses (Common Core Education foundation.); OR • A Bachelor's degree with a minimum CGPA of 2.50, can be accepted subject to rigorous internal assessment AND must undergo prerequisite courses (Common Core Education foundation.); OR • A Bachelor's degree with a minimum CGPA of 2.00, can be accepted subject to a minimum of THREE years working experience in the education field and rigorous internal assessment AND must undergo prerequisite courses (Common Core Education foundation.); OR • Other relevant equivalent qualifications recognised by Malaysian government as equivalent to the above requirements. ENGLISH COMPETENCY REQUIREMENT6 (INTERNATIONAL STUDENT) • Achieve (MUET) or any English competency test equivalent to a Low B1 Common European Framework of Reference (CEFR).	2 years (Full-Time) 3 years (Part-Time)
Master of Education by Coursework		• A Bachelor's Degree or its equivalent, with a minimum CGPA of 2.50, as accepted by the Senate; OR • A Bachelor's Degree or its equivalent, not meeting CGPA of 2.50, subjected to a minimum of five (5) years working experience in a relevant field. • A Bachelor's Degree or its equivalent, not meeting CGPA of 2.50, and does not have five (5) years working experience in a relevant field shall undergo appropriate prerequisite courses. • APEL. A Certificate • International English Language Testing System (IELTS) 5.0 or equivalent.	1 year

** Students are required to submit a draft proposal for research topic.*

PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Duration
Master of Social Science in Psychology	SEGi University	• A Bachelor's degree in Psychology (Level 6, MQF) with a minimum CGPA of 2.50 or its equivalent as accepted by the HEP Senate; OR • A Bachelor's degree in Psychology with a minimum CGPA of 2.00 and not meeting a CGPA of 2.50, can be accepted subject to rigorous internal assessment. OR • Candidates with a Bachelor's degree (non-psychology, Level 6, MQF) with a minimum CGPA of 2.50 with a minimum 45 credits of prerequisites modules in Psychology or a graduate diploma in Psychology or its equivalent as accepted by the HEP Senate OR • Candidates with a Bachelor's degree (non-psychology, Level 6, MQF) with a minimum CGPA of 2.50 and a Master's degree in Psychology with a minimum 45 credits of prerequisites modules in Psychology * or a graduate diploma in Psychology or its equivalent as accepted by the HEP Senate OR • Other relevant equivalent qualifications recognised by Malaysian government as equivalent to the above requirements.	1 year
MSc (Vision Science) by Research		• Bachelor's Degree - in Optometry with a min. CGPA 2.50 or equivalent • Bachelor's Degree - in related Science with Honours with a min. CGPA of 2.50 and 2 years of working experience in the relevant field • Any equivalent qualifications recognised by the Senate	2 years (Full-Time) 3 years (Part-Time)
MSc (Pharmaceutical Sciences) by Research		• Bachelor's Degree in Pharmacy with Honours or its equivalent with a minimum CGPA 2.75 or equivalent • Bachelor's Degree in Science or its equivalent in a related field of study with a minimum CGPA 2.75 or equivalent OTHER REQUIREMENTS: • Minimum test score of 500 in TOEFL or a band score of 6.0 in IELTS (International Candidates) Note: Candidates with CGPA of 2.50 – 2.74 or equivalent as accepted by the University's Senate, and possess at least one year of job experience in relevant fields.	2 years (Full-Time)
Master of Laws		• A bachelor's degree in law or Shariah with a minimum CGPA of 2.50 or its equivalent qualification as accepted by the HEP Senate. • A bachelor's degree in law or Shariah below a CGPA of 2.50 or its equivalent qualification can be accepted, subject to a minimum of 5 years' working experience.	1 year
Master of Arts in Corporate Communication		• Bachelor in Media & Communication with min. CGPA 2.50 • Bachelor in Media & Communication with min. CGPA 2.0 – Rigorous Assessment • Bachelor Non-Media & Communication with min. CGPA 2.0 – Rigorous Assessment • Other qualification equivalent to Bachelor degree in Media & Communication or related field – Rigorous assessment (requirement with min. CGPA 2.0 (with rigorous assessment) – 2.50) • IELTS 6.0	1½ years
Master of Creative Design Management		• Bachelor's Degree in Art & Design or related field with CGPA ≥ 2.67 • CGPA 2.50–2.66 with 3 years experience (field-related) • Other equivalent qualifications (subject to Senate approval) • APEL.A Certificate (Level 7) • IELTS 5.0 or equivalent (for international students)	1 year
Master of Medical Science by Research		• A recognised Bachelor's Degree (Level 6 MQF) in medicine, dentistry, pharmacy, nursing, allied health sciences, or a related field with a minimum CGPA of 2.75; OR • CGPA between 2.50 – 2.74, subject to rigorous internal assessment and Senate approval; OR • CGPA between 2.00 – 2.49 with a minimum of 5 years working experience and internal assessment • English requirement: MUET Band 4 / IELTS 5.5 / TOEFL 550 / Degree completed in English	

DOCTOR OF PHILOSOPHY (MANAGEMENT) BY RESEARCH

This programme focuses highly on an original contribution to academic literature or research in a specific discipline of business. Look forward to a thorough understanding of theoretical underpinnings and their applications, with an ability to think in a systematic way and apply quantitative and qualitative techniques to business related problems.

We aspire to train you to be highly skilled scholars in conducting research and teaching for careers where intensive research skills, and analytical capabilities are required. Enhance your knowledge, skills, and abilities obtained at the master's level and gain the ability to conduct independent research through formal courses, seminars, independent studies, examinations, written papers, workshops, presentations, and the dissertation.

At SEGi University, you can focus on one of the following broad areas: Finance, Accounting, Human Resource Management, Organisation Behaviour, Strategic Management, Business Administration, Marketing, and Operations Management to conduct your research.

Programme Modules

Year 1	Year 2	Year 3
■ Advanced Qualitative Research Methods ■ Advanced Quantitative Research Methods ■ Research and Thesis	■ Research and Thesis	■ Research and Thesis

Career Opportunities

The PhD Management programme is suitable for those seeking position in a variety of management fields including accountancy, business analysis, business development, consultancy, corporate strategy, finance and accounting, human resource management, and marketing management.

KD (R3/0414/8/0086)(10/33)(MQA/FA0791)
ODL (N-DL/345/8/1085)(02/28)(MQA/PA14178)

MSc (MANAGEMENT) BY RESEARCH

This two-year programme is aimed for those who wish to gain in-depth knowledge of the various aspects of management. Get analytical training according to the specialisation of each individual, which allows you to develop an applied final thesis as your MSc dissertation. We focus on highly specialised research that interests you and pushes you to be creative, innovative, and contribute new knowledge to different management fields.

In the first year of the programme, you will be required to complete three modules that include Theory of Knowledge, Advanced Research Methods and Design, and Research Proposal and Seminar.

Upon completion of these modules, you will conduct research and write a comprehensive thesis under the supervision of an approved supervisor.

Programme Modules

Year 1	Year 2
■ Advanced Qualitative Research Methods ■ Advanced Quantitative Research Methods ■ Research and Thesis	■ Research and Thesis

Career Opportunities

The MSc Management programme is suitable for those seeking a position in a variety of management fields including accountancy, business analysis, business development, consultancy, corporate strategy, finance and accounting, human resource management, and marketing management.

KD (R2/345/7/0122)(10/26)(MQA/FA0788)

DOCTOR OF BUSINESS ADMINISTRATION

Single Award

SEGi UNIVERSITY

The Doctor of Business Administration programme is a combination of coursework and research for management practitioners and professionals who are oriented towards making a significant contribution to practice and/or policy. Our modules emphasise interdisciplinary understanding and application of knowledge, crucial for management in a global perspective. SEGi DBA is a doctoral degree at the highest-level business qualification attainable.

The overall aims of the programme are to:

- provide significant contributions and enhancements of professional practices through the application of existing knowledge and theoretical frameworks
- focus on existing real business issues through critical review and systematic application of theory and research knowledge
- provide significant opportunity for considerable personal development in order to achieve higher level effectiveness as a professional practitioner

Programme Modules

Year 1	Year 2	Year 3
Management Theory & Policies	Strategic Change and Quality Management	DBA Thesis
Organisational Behaviour: Theory and Advanced Practices	Financial Accounting and Corporate Governance	
Strategic Human Resource Management & Leadership	Advanced Research Methodology	
Advanced Practices in Strategic Marketing Management	Advanced Data Analysis	
International Business and Globalisation	Research Proposal	
Advanced Financial Management		

Career Opportunities

As graduates of this programme, you're expected to make a key contribution to global business practices. Hence, the coursework relates to leadership, change, finance and process management, as well as research methodologies.

KD (R2/340/8/0627)(03/27)(MQA/A10550)

MASTER IN FINANCIAL PLANNING

The Master in Financial Planning is for professionals who would like to acquire a broad range of financial planning skills. This programme provides students essential background material such as methodologies, techniques, and tools in systems analysis and design, business and financial planning alignment, and requirement analysis. Graduates will be equipped with all the skills and knowledge needed to support business financial planning analysis.

Single Award

SEGi UNIVERSITY

Exemption

MFPC Malaysian Financial Planning Council Competence.Ethics.Standards

The objectives of this programme are to:

- equip learners with comprehensive knowledge and understanding of financial legislation and regulations related to the financial planning industry in Malaysia;
- prepare learners to be competent financial planners capable of meeting the financial planning needs and goals of their clients;
- strengthen the interpersonal skills of learners to enable them to develop and maintain successful client relationships with existing and potential clients;
- improve learner's competencies and skills in management, marketing, accounting, and finance;
- develop learner's quantitative and analytical skills to enable them to address complex financial situations;
- expose learner's to hands-on applications of financial planning technology and tools.

Programme Modules

Year 1	Elective Modules
Advanced Financial Planning	Managing the International Economy
Risk Management and Insurance Planning	Entrepreneurship: Practice & Processes
Accounting for Managers	Applied Financial Econometric
Financial and Investment Planning	Risk Management and Governance
Retirement and Estate Planning	Laws and Ethics in business environment
Taxation	
Strategic Management	
Corporate Finance	
Research Methodology	
Master's Project	
Elective I	
Elective II	

Career Opportunities

As graduates of the programme, you can explore careers such as Financial planner, Agency Manager, Financial Analyst, Investment Broker, Employee of Financial Institutions.

KD (R3/0412/7/0013)(10/32)(MQA/A11443)

MASTER OF ACCOUNTANCY

The Master of Accountancy programme is designed to prepare students for careers in accounting by providing an in-depth study in the basic areas of the field. The programme prepares students for CIMA examinations.

The programme, available only at SEGi University, is designed for working professionals as it is developed in a flexible learning format. Delivered by academics with relevant professional experience in a small-class setting, it provides students a greater support for their coursework and professional development throughout the programme.

The course provides students with a thorough understanding and an appreciation for social, professional, and ethical responsibilities inherent in the accounting profession. Students will be able to enhance and further develop their written, verbal and technological skills necessary for professional success. Students also have the opportunity to develop a deeper understanding of the international accounting perspective and principles.

Single Award

SEGi UNIVERSITY

Conditional Exemption

AICPA & CIMA
Together as the Association of International Certified Professional Accountants

Programme Modules

Year 1	Elective Modules
Advanced Management Accounting	Strategic Management
Accounting Theory & Policy	Financial Statement Analysis
Issues in Auditing & Assurance	Investment Decisions
Taxation	
Advanced Corporate Reporting	
Accounting Research Method	
Advanced Financial Management	
Risk Management & Governance	
Applied Research Paper	
Elective I	
Elective II	

Career Opportunities

The insights you will gain as a graduate of the Master of Professional Accounting will provide you with the knowledge and skills needed to seek employment in fields including:

- financial and management accounting
- taxation
- auditing
- superannuation
- investment
- financial advising
- banking
- stockbroking

KD (R/344/7/0454)(02/28)(MQA/FA12863)
ODL (N-DL/0411/7/0008)(07/31)(MQA/PA17451)

MASTER OF BUSINESS ADMINISTRATION

Designed with ambitious corporate leaders, this program is your key to excelling in the ever-evolving VUCA (volatility, uncertainty, complexity, and ambiguity) business landscape. You'll be equipped with the knowledge and skills to revolutionize the market through an engaging curriculum that encompasses cutting-edge topics.

In just one year, you'll emerge not just with an MBA, but with a renewed vision for your career and business, ready for a quantum leap – it is time to change your story.

Networking Opportunities
Within SEGi University's MBA Programme, you'll join a cohort of industry leaders, business owners, and policymakers, creating a prime environment for networking.

Experienced Academics
Our lecturers are proven veterans of the industry. You'll learn from a perfect blend of real-world lessons and the latest academic findings.

Guest Lectures
Our programme features exclusive guest lectures from the helm of the world's most successful companies. You get to engage and learn from the best brands and brightest minds from the industry.

Personal Academic Mentorship
Expert guidance is available around the clock, covering all aspects of your studies, from citation and assignment structuring to mastering academic English.

Fully Coursework
Our fully coursework-based MBA emphasizes the practical application of knowledge over exams.

Fast Track
Designed with working professionals in mind, our MBA offers a 12-month fast track to completion.

Accessible Learning
Experience unparalleled flexibility in your studies through SEGi Blackboard — a world-class learning management system worth millions of Ringgit. This platform allows you to access lessons and consult with your lecturers at any time, from any location across the globe.

MASTER OF BUSINESS ADMINISTRATION (GENERAL MANAGEMENT)

KD (R3/0410/7/0005)(04/31)(A9855) • SJ (N/0410/7/0022)(12/29)(MQA/PA17913) • PG (N/0410/7/0021)(12/31)(MQA/PA17909) • ODL (R2/0414/7/0270)(09/30)(MQA/FA3551)

PROGRAMME MODULES

- Sem 1: Accounting & Finance
  - Accounting for Managers
  - Finance for Managers
- Sem 2: Global Economic Management
  - Economics for Managers
  - Managing the International Economy
  - Research Methodology
- Sem 3: Entrepreneurial and Quality Excellence
  - Entrepreneurship: Practice and Processes
  - Operations and Quality Management
- Sem 4: Integrated Business Leadership
  - Marketing Management
  - Strategic Management
  - Organizational Behaviour
- Sem 5: Research Project
  - Business Plan

MASTER OF BUSINESS ADMINISTRATION (GLOBAL BUSINESS)

KD (R3/0410/7/0790)(04/31)(A9856) • ODL (R/340/7/0383)(06/26)(MQA/FA4527)

PROGRAMME MODULES

- Sem 1: International Marketing & Accounting
  - Accounting for Managers
  - International Marketing
- Sem 2: Global Economic Management
  - Economics for Managers
  - Managing the International Economy
  - Research Methodology
- Sem 3: Consumer Behaviour and Quality Excellence
  - Consumer Behaviour
  - Operations and Quality Management
- Sem 4: Integrated Business Leadership
  - Marketing Management
  - Strategic Management
  - Organizational Behaviour
- Sem 5: Research Project
  - Business Plan

MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE MANAGEMENT)

KD (R2/0414/7/0037)(12/30)(MQA/FA3469)

PROGRAMME MODULES

- Sem 1: Human Resource Strategies
  - Human Resource Management
  - Human Resource Planning
- Sem 2: Global Economic Management
  - Economics for Managers
  - Compensation and Performance Management
  - Research Methodology
- Sem 3: Human Resource Decision Making
  - Recruitment and Selection
  - Operations and Quality Management
- Sem 4: Integrated Business Leadership
  - Marketing Management
  - Strategic Management
  - Organizational Behaviour
- Sem 5: Research Project
  - Master's Plan

MASTER OF BUSINESS ADMINISTRATION (MARKETING)

KD (R2/0414/7/0039)(12/30)(MQA/FA3468)

PROGRAMME MODULES

- Sem1: Global Brand Strategy
  - Product and Brand Management
  - International Marketing
- Sem 2: Global Economic Management
  - Economics for Managers
  - Managing the International Economy
  - Research Methodology
- Sem 3: Consumer Behaviour & Quality Management
  - Consumer Behaviour
  - Operations and Quality Management
- Sem 4: Integrated Business Leadership
  - Marketing Management
  - Strategic Management
  - Organizational Behaviour
- Sem 5: Research Project
  - Master's Plan

MASTER OF BUSINESS ADMINISTRATION (FINANCE)

KD (R2/0414/7/0038)(12/30)(MQA/FA3467)

PROGRAMME MODULES

- Sem 1: Corporate Financial Management
  - Corporate Finance
  - Finance for Managers
- Sem 2: Global Economic Management
  - Economics for Managers
  - Financial Statement Analysis
  - Research Methodology in Financial Planning
- Sem 3: Investment Strategies and Quality Excellence
  - Investment Decision
  - Operations and Quality Management
- Sem 4: Integrated Business Leadership
  - Marketing Management
  - Strategic Management
  - Organizational Behaviour
- Sem 5: Research Project
  - Master's Plan

MASTER OF BUSINESS ADMINISTRATION BY COURSEWORK

Fast Completion
12 Months

Industry Relevent
6 Modules

No Exams
100% Coursework

This programme is designed for professionals who wish to advance into strategic or leadership roles. It offers a unique approach to education with a fast completion rate of 12 months. This approach provides a comprehensive and practical understanding of their chosen field, preparing them for success in their future careers.

PROGRAMME MODULES

- Human Resource Management
- Strategic Marketing Planning
- International Entrepreneurship
- Economics Analytics
- Accounting & Financial Analysis
- Strategic Management Research

Career Opportunities

Suitable for professionals seeking a position in a variety of management fields including entrepreneurship, business analysis, business development, consultancy, corporate strategy, finance and accounting, healthcare, human resource management, public services, project management, information systems, sustainable industries and marketing management.

(N/0414/7/0189)(07/29)(MQA/PA17450)

MASTER OF LAWS

The Master of Laws (LL.M) in Advanced Legal Practice at SEGi University is a specialised postgraduate programme aimed at providing legal professionals with advanced expertise and practical skills to excel in various legal careers.

The programme's specialised curriculum provides a comprehensive understanding of various legal domains, equipping students with advanced research methodologies and critical thinking skills. This advanced knowledge enhances their ability to analyse complex legal issues and propose effective solutions in diverse legal contexts. Moreover, the opportunity to choose from a variety of elective subjects allows students to tailor their education to align with their specific interests and career aspirations.

Programme Modules

Semester 1	Semester 2	Semester 3
Legal Research Methodology	Legal Research Methodology	Choose 3 subjects from the following electives:
Choose 2 subjects from the following electives: • Business Law & Practice • Advanced Banking Law • Alternative Dispute Resolution	Choose 2 subjects from the following electives: • Media Law • Advanced Company Law • Criminal Litigation	• Human Rights • Civil Litigation and Advocacy • Research Project • Intellectual Property Law

Career Opportunities

- Contracts Director
- Corporate Secretary
- Legal Advisor or Consultant
- NGO Policy & Legal Counsel
- Compliance Officer or Regulatory Director
- Enforcement and Judicial Officer

KD (N/0421/7/0003)(08/28)(MQA/16833)

PhD (INFORMATION TECHNOLOGY) BY RESEARCH

The PhD programme is conducted fully by research and aims to groom you in the field of information technology. The programme prepares you for one of four likely career paths; as an academician in an institution of higher learning, a consultant in the ever-evolving IT industry, a technopreneur or researcher in industrial R&D or government-funded research institutions.

Programme Modules

Year 1	Year 2	Year 3
■ Advanced Quantitative Research Methods ■ Advanced Qualitative Research Methods ■ Research and Thesis	■ Research and Thesis	■ Research and Thesis

Career Opportunities

Graduates of the PhD (Information Technology) by Research have gained employment in both public and private sector organisations in a range of technology related positions such as IT Consultants, IT Managers, e-Business Consultants, Information Systems Strategic Managers, Business Development Managers, and Project Managers.

KD (R2/0611/8/0025)(06/32)(MQA/FA3150)
ODL (N-DL/0611/8/0021)(08/31)(MQA/PA17276)

PhD (ENGINEERING) BY RESEARCH

The Doctor of Philosophy (Engineering) programme provides professionals with in-depth knowledge of Engineering, thus shaping the ability to solve research and engineering problems effectively. This doctorate programme keeps you updated with the latest developments in the field of engineering and cultivates research competitiveness to cater to societal needs. It also serves as a platform for innovation and creation.

With the guidance from our experienced academic team throughout the programme and well thought-out curriculum, you will master far more advanced analytical thinking skills and be well prepared to take on new challenges relevant to the industry.

Programme Modules

Year 1	Year 2	Year 3
■ Research Methodology ■ Research and Thesis	■ Research and Thesis	■ Research and Thesis

Career Opportunities

A PhD graduate in engineering would have the opportunity to work in the industry as a full-fledged practising engineer specialising in areas of expertise from the research conducted.

KD (R2/0710/8/0013) (03/32)(MQA/FA2682)

MSc (ENGINEERING) BY RESEARCH

Programme Modules

Year 1	Year 2
■ Research Methodology ■ Research and Thesis	■ Research and Thesis

Career Opportunities

A Master graduate in engineering would have the opportunity to work in the industry as a full-fledged practicing engineer specialising in areas of research or management younger engineers.

KD (R2/520/7/0042)(01/28)(MQA/FA2552)

MSc (INFORMATION TECHNOLOGY) BY RESEARCH

Programme Modules

Year 1	Year 2
■ Advanced Quantitative Research Methods ■ Advanced Qualitative Research Methods ■ Research and Thesis	■ Research and Thesis

Career Opportunities

Graduates of the MSc (Information Systems) Management have gained employment in both public and private sector organisations in a range of technology related positions such as IT Consultants, IT Managers, Systems Analysts, Business Analysts, Business Development Managers, and Project Managers.

KD (R2/481/7/0312)(06/30)(MQA/FA3149)
ODL (N-DL/0611/7/0037)(08/31)(MQA/PA17278)

MSc (INFORMATION TECHNOLOGY) BY COURSEWORK

Programme Modules

Semester 1	Semester 2	Semester 3
■ Research Methodology in Computing ■ Internet of Things ■ IT Strategy ■ Data Management ■ Decision Support System	■ IT Project Management ■ Big Data Analysis ■ Business Intelligent Systems ■ Digital Transformation ■ Information Security Management	■ Project

Career Opportunities

- Chief Technology Officer
- Chief Systems Designer
- Chief Software Architect
- Software Quality Assurance Specialist
- Senior Programmer
- Senior Research Analyst

KD (N/0611/7/0017) (11/28)(MQA/PA 16943)

MASTER OF SCIENCE IN ENVIRONMENTAL SUSTAINABILITY WITH ARTIFICIAL INTELLIGENCE

PROGRAMME MODULES

- Introduction to Sustainability
- Sustainable Energy Systems
- Research Methodology
- Internet of Things (IoT)
- Big Data Analysis
- Smart Remote Sensing Technologies
- Water and Wastewater Treatment Management
- Business Intelligent Systems
- IT Strategy
- Environmental Impact Assessment & Risk Analysis
- Environmental Project Management
- Final Project
- Electives (Choose one)
- Digital Transformation
- Climate Change & Carbon Reporting
- Circular Economy: Sustainable Materials Management

Career Opportunities

- Sustainability Analyst
- Environmental Data Scientist
- Climate Change Analyst
- Environmental Risk Manager
- Sustainability Consultant
- Green Technology Specialist
- Environmental Policy Analyst
- Sustainable Supply Chain Manager

KD (N/0717/7/0006)(07/30)(MQA/PA18220)

PhD (EDUCATION) BY RESEARCH

The Doctor of Philosophy (Education) is designed for teachers to pursue professional development in order to play a greater leadership role in academia or the industry.

Throughout this programme, candidates will develop students' research skills through quality supervision, methodologies learned from the curriculum, and actual application of a research project on a topic of interest (entirely by research without the teaching practicum component). As candidates, you're required to take courses in Advanced Quantitative Research Methods and Advanced Qualitative Research Methods.

Programme Modules

Year 1	Year 2	Year 3
■ Advanced Quantitative Research Methods ■ Advanced Qualitative Research Methods ■ Research Proposal and Seminar ■ Research and Thesis	■ Research and Thesis	■ Research and Thesis

Career Opportunities

An academician at an institute of higher learning.

KD (R2/141/8/0016)(05/30)(MQA/FA3352)
ODL (N-DL/140/8/0028)(02/28)(MQA/PA14179)

MASTER OF EDUCATION BY RESEARCH

Master of Education by Research provides teachers the essential research skills to meet the demands of the workplace through quality supervision. The programme is by research and does not involve the teaching of courses. This professional development will also enable teachers to play a leadership role in academia or industry.

Programme Modules

Year 1	Year 2
■ Research Methodology ■ Statistics and Data Analysis ■ Research Proposal and Seminar ■ Research and Thesis	■ Research and Thesis

Career Opportunities

The programme prepares you to take on leadership and management positions in a range of settings and services, such as children's centres, extended schools, and child-minding networks.

KD (R2/141/7/0017)(05/30)(MQA/FA3351)
ODL (N-DL/140/7/0027)(02/26)(MQA/PA14177)

MASTER OF EDUCATION BY COURSEWORK

This programme is designed for education professionals who wish to move into strategic and leadership positions in their education career. The strength of this programme lies in its faculty members. Comprising a group of industry practitioners and esteemed academics, the programme boasts a distinguished panel of experts who bring real-world experience and academic excellence to the forefront. Recognizing the busy schedules of teachers, this programme is structured to accommodate their demanding lifestyle by offering a streamlined curriculum that ensures the fastest pathway to programme completion with maximum flexibility in delivery.

Programme Modules

Semester 1	Semester 2	Semester 3
■ Digital Technologies in Education ■ Research Methodology ■ One subject from specialisation	■ Entrepreneurship in Education ■ Two subjects from specialisation	■ Research Project

SPECIALISATIONS

■ **Educational Psychology**
- Advanced Educational Psychology
- Applied Cognitive Psychology
- Psychological Assessment and Psychometric

■ **Early Childhood Care & Education**
- Early Childhood Policies and Practices
- Curriculum & Instruction in Early Childhood Care & Education
- Leadership & Management in Early Childhood Care & Education Settings

■ **Inclusive & Special Education**
- Collaboration & Consultation in Inclusive & Special Education
- Current Issues and Trends in Inclusive & Special Education
- Assistive Technology in Inclusive and Special Education

■ **Teaching English To Speakers of Other Languages (Tesol)**
- Applied Linguistics & Second Language Acquisition
- English Language Testing and Assessment
- Approaches to English Language Teaching & Learning

■ **Digital Learning Technologies & Innovation**
- Learning Technologies
- Current Issues & Debates in Learning Technologies & Innovation
- Evaluating Learning Technologies and Innovations

■ **Educational Management, Leadership & Entrepreneurship**
- Education Leadership
- Contemporary Challenges in Educational Leadership
- Strategic Leadership in Education

■ **Curriculum And Instruction Design for Sustainable Development**
- Contemporary Issues in Curriculum
- Curriculum Designing
- Curriculum Implementation and Evaluation

Career Opportunities

- Principal / Head of Department
- Academic Specialist / Director
- Senior Manager / Senior Education Consultant
- Educational Researcher

KD (N/0114/7/0006)(07/28)(MQA/FA16375)
ODL (N-DL/0114/7/0043)(01/30)(MQA/PA17357)

MASTER OF SOCIAL SCIENCE IN PSYCHOLOGY

The Master of Social Science (M.Soc.Sc.) in Psychology programme offers a comprehensive and modern curriculum, equipping students with advanced skills and knowledge.

The course places strong emphasis on Research Methodology and Statistics, ensuring proficiency in data analysis and interpretation. Cutting-edge courses in advanced and emerging areas such as Digital Technologies in Psychology and Psychology of Entrepreneurship & Innovation prepare students for the future of the field. Ethical considerations are addressed through dedicated coursework in Ethics in Psychology. Students explore Advanced Cognitive Psychology and Personality Development and Assessment. Unique modules like Psychology of Life Coaching and Mentoring equip students for diverse career paths. The programme also includes Social and Cultural Psychology, enhancing understanding of psychological principles in diverse contexts.

Programme Modules

- Psychometric and Psychological Assessment
- Digital Technologies in Psychology
- Ethics in Psychology
- Advanced Cognitive Psychology
- Personality Development and Assessment
- Research Methodology
- Research Statistics
- Psychology research project
- Electives (choose 1)
  - Psychology of Life Coaching and Mentoring
  - Psychology of Entrepreneurship & Innovation
  - Social and Cultural Psychology

Career Opportunities

- Educational Psychologist
- Industrial-Organizational Psychologist
- Research Scientist
- Life Coach and Mentor
- Psychometrician
- Entrepreneurship and Innovation Consultant
- Social and Cultural Psychologist
- Digital Health Specialist
- Ethics Consultant

KD (N/0313/7/0016)(07/29)(MQA/PA 17449)

MSc (VISION SCIENCE) BY RESEARCH

With the Master of Science (Vision Science) by Research programme, we aim to provide you with a firm grounding in scholarly research work in clinical vision science that encompasses the subject areas of ocular and visual science through clinical optometry.

The programme forms the initial platform for vision related professionals to advance their knowledge on the scientific foundations of vision science by pursuing supervised research work in preparation for later pursuit of a doctoral degree by research in clinical optometry and/or vision science.

Programme Modules

Year 1	Year 2
Investigative Techniques in Clinical Vision Research	Research and Thesis
Advanced Research Methods & Design	
Research Proposal & Seminar	

Career Opportunities

An optometrist is a healthcare professional who provides primary eye care ranging from vision testing and correction to the diagnosis and management of vision disorders with pathological causes. With routine hours and a good income, optometrists enjoy a lifelong career with a satisfying lifestyle. Career opportunities include professional private optometric practice (solo or group), retail optical practices, ophthalmology clinics, hospital eye departments, and multi-national optical industry.

KD (R/726/7/0002)(10/26)(MQA/FA2553)

MSc (PHARMACEUTICAL SCIENCES) BY RESEARCH

The Master of Science in Pharmaceutical Sciences is a research-oriented degree programme that encompasses a broad spectrum of subject areas within the field.

The research degree enables you to acquire a sound understanding of knowledge for personal enrichment in the respective area of specialisation. It also allows you to enhance your skills to remain competitive in the graduate employment market.

Throughout the two-year programme, you will acquire high-level research skills and produce a body of original work that contributes to wider literature in your specialisation area. You will be taught Research Methodology to strengthen your research knowledge and skills, as well as exposure to new developments and challenges in your research area in the international arena through media, seminars and conferences.

Programme Modules

Year 1	Year 2
■ Advanced Quantitative Research Methods ■ Advanced Qualitative Research Methods ■ Research Proposal	■ Research and Thesis

Career Opportunities

As graduates, you'll find diverse career options like academia, research (clinical, non-clinical, and analytical), industry R&D, product specialisation, graduate research, executive roles, PhD studies, pharmaceutical development (drugs/ formulations), quality control, biotechnology, clinical/ community pharmacy, medical writing, and cosmeceutical formulation.

KD (R/0916/7/0013)(02/30)(MQA/PA11457)

MASTER OF MEDICAL SCIENCE BY RESEARCH

This research-driven master's programme is designed for professionals and graduates in the medical, biomedical, and health sciences sectors who aspire to lead cutting-edge research and advance healthcare through evidence-based innovation.

You will begin by mastering advanced qualitative and quantitative research methods before undertaking a personalised research project under expert supervision. With flexible full-time or part-time pathways, you'll work closely with supervisors to explore key issues in public health, pharmacology, pathology, or your chosen specialisation.

The programme's minimal coursework structure and strong academic support system provide an ideal foundation for PhD pathways and careers in clinical research, academia, and consultancy.

Programme Modules

Semester 1	Semester 2
■ Advanced Quantitative Research Methods ■ Advanced Qualitative Research Methods	■ Dissertation (Supervised Research) *No MPU subjects required

Career Opportunities

- Academician / Lecturer
- Clinical Researcher
- Diagnostic Scientist
- Healthcare Administrator
- Research Project Manager
- Research Scientist
- Consultant / Research Fellow

KD (N/0910/7/0027)(06/32)(MQA/PA18223)

MASTER OF ARTS IN CORPORATE COMMUNICATION

This programme is designed in such a way that upon successful completion of the programme, the students should be able to demonstrate and appraise enhanced knowledge relating to the study and practice of Corporate Communication. Also, the students will be able to process large volumes of info, and strive to become lifelong learners by staying abreast of knowledge, theories, and development in the field. This programme includes a requisite of corporate communication practices such as managing, presenting, negotiating, and organising skills.

The students will get to work in a group to originate, organise, and disseminate researched ideas verbally, plus writing ads through visual presentations. Imagine applying enhanced ICT skills to critically evaluate technology for producing effective and creative solutions to problems relating to the programme. The students will essentially relate to others and readily act as communication experts to initiate resolutions to quandaries, where appropriate. This programme will allow the students to perform as corporate communication professionals and essentially address issues concerning values, norms and ethics within the community. Upon graduation, the students will administer functional teams and autonomously seize chances, take risks and compete within a revolutionised market.

PROGRAMME MODULES

- Advanced Psychology in Communication
- Advanced Corporate Communication
- Legal and Ethical Issues in Corporate Communication
- New Media and Communication Strategy
- Corporate Media Relations
- Crisis Communication
- Corporate Advertising, Image & Identity
- Video Production for Corporate Communication
- Research methods in Corporate Communication
- Corporate Sociology
- Issues in Public Communication Campaign Management
- Corporate Writing
- Final Project*

***Each student may choose between a 20,000-word dissertation or a 5-minute PSA video production**

Career Opportunities

Marketing Communication Manager, New Media Strategist, Community Manager, Brand Manager, Corporate Communication Officer, Director of Corporate Affairs, Head of Public Relations and Media Relations or Social Media Manager.

KD (R2/0323/7/0007)(11/31)(MQA/FA2507)

MASTER OF CREATIVE DESIGN MANAGEMENT

The Master of Creative Design Management blends the worlds of creativity and strategic leadership — developing professionals who can lead, manage, and innovate across multidisciplinary teams and industries. Designed for aspiring design managers, entrepreneurs, and creative professionals, this programme integrates design thinking, project leadership, business strategy, and innovation to prepare graduates for leadership roles in the global creative economy.

Through an immersive, practice-led curriculum, students will develop the ability to lead transformative design projects, navigate digital disruption, and foster innovation that shapes both culture and commerce. With a strong emphasis on sustainable design, creative data, and social media integration, this programme empowers learners to become future-ready leaders who create value through design.

The curriculum is project-based and industry-relevant, featuring collaborative workshops, real-world case studies, and access to SEGi's creative ecosystem of mentors and partners. Whether advancing in an established organisation or launching a creative venture, students graduate with the confidence, agility, and creative insight to drive change.

Programme Modules

Semester 1	Semester 2	Semester 3
■ Design Research Methodology ■ Design Management ■ Design Thinking	■ Design Innovation ■ Electives (Choose one): • Creative Data • Social Media Marketing	■ Final Design Project ■ Master Project Report

Career Opportunities

- Creative Director
- Design Manager
- Innovation Consultant
- Strategic Design Specialist
- Product Development Manager
- Creative Project Manager
- Brand Strategist
- Design Entrepreneur
- UX Lead
- Head of Design Operations

KD (N/0211/7/0007)(12/29)(MQA/PA17950)

SEGi University (100589-U)
603 6145 1777 011 1501 8838

SEGi College Kuala Lumpur (42114-V)
603 2070 2078 012 988 7482 1800 88 8028

SEGi College Subang Jaya (284515-V)
603 8600 1777 010 313 0303

SEGi College Penang (187620-W)
604 263 3888 013 629 4880

SEGi College Sarawak (172726-T)
6082 252 566 017 859 2566 1300 88 7344

SEGi University Regional Centre, Johor Bahru
607 235 9188 010 313 0303

SEGi Admissions and Support Centre, Ipoh
016 212 9736

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POSSIBLE

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