Postgraduate Programmes
For more than 34 years, SEGi Education Group (SEGi) has equipped graduates from diverse backgrounds with exceptional foundations for career achievement and personal success.

It first opened its doors as Systematic College in 1977 in the heart of Kuala Lumpur’s commercial district, offering professional qualifications. Since then, the Group has experienced significant growth by adapting and catering to an increasing demand for higher academic and professional qualifications in Malaysia.

Today, the Group is one of the largest private higher education providers in Malaysia and serves more than 23,000 students through its six major campuses located in the Klang Valley, Penang and Kuching. With programmes tailored to meet both industry and student needs, SEGi graduates have easily found employment and many have gone on to become leaders of their respective industries.

SEGi University College

“Education takes one out of poverty and gives one the opportunity to excel. Postgraduate degrees come with an abundance of benefits which give graduates the edge over others. SEGi University College is the platform to achieve these goals.” ... Dr. Madeleine Cheah Hevera

SEGi provides industry driven programmes from foundation and diploma level to bachelor and master degree in medicine, optometry, dentistry, pharmacy, allied health science, business & accountancy, law, engineering, built environment, information technology, creative arts & design, hospitality, tourism, education, social sciences, nursing and mass communication, as well as the popular American Degree Program and Doctor of Business Administration programme.

Apart from these, SEGi offers skills-based courses at its many training centres throughout the nation. All SEGi programmes have focused, comprehensive curriculum, complemented by creative teaching and learning techniques.

Students are exposed to a variety of learning methods including lectures, seminars, workshops, presentations as well as practical experience in laboratories and on the job. SEGi also draws a large number of top-notch academics and captains of industries into its community, who serve as academic advisors, lecturers, examiners and moderators.

Through these efforts, thousands of Malaysian youths and international students who have undergone studies or training at SEGi, have gone on to write their own success stories.

SEGi University College Graduate School of Business

Today’s business environment demands professionals with expert knowledge and business savvy. Highly acclaimed and internationally recognised, the MBA programmes offered at SEGi University College Graduate School of Business are intended for enterprising individuals seeking to holistically combine their expertise with general management skills.

SEGi University College Graduate School of Business is a clear leader in the adult-learner segment, offering quality programmes that produce competent graduates with necessary skills and knowledge to meet industry needs. The industry relevant and innovative programs are adapted to meet the needs of an ever-changing business world, developing global business professionals with skills and knowledge in line with the business community. The flexible delivery of the programmes allows busy executives the option of attending weekend classes or, for those who wish to concentrate on completing the programme quickly, the option of joining full-time classes.

INTERNATIONALLY RECOGNISED PROGRAMMES

SEGi has built strong global connections with first-class universities worldwide as well as corporate links with many large companies, offering graduates a variety of internationally recognized qualifications and proven links with industry.

SEGi’s consortium of global partners consists of top-notch universities such as The University of Sheffield, University of Greenwich, Teesside University, University of Sunderland and University of London from the UK; Upper Iowa University from the US; University of Southern Queensland from Australia; Wanganui School of Design from New Zealand; Sunchon University, Chung Cheong University and Hansai University from South Korea.

CONSORTIUM OF GLOBAL PARTNERS

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Facilities and Infrastructure

High Speed Internet Access & Wi-fi
Computer Laboratories are available for student use and are equipped with high speed Internet access. Students with notebooks can also take advantage of the wireless environment on campus.

Learning Materials Available Online
Living up to its standards as an e-campus, SEGi University College has most of its learning materials online so students can access library materials and tutorials via the student portal (SEGi2U).

Access to International Knowledge Bases
The well-resourced library contains large selections of the latest books, journals and online materials as recommended by professional bodies and industry. Students have access to the latest updates in topics via SEGi’s subscription to online and physical journals. These materials, along with the campus-wide wireless environment, provide students with access to international knowledge databases any time anywhere within the campus.

Furnished Residence Blocks within Campus Grounds
SEGi University College boasts furnished residence blocks within campus grounds for outstation students.

Auditoriums and Tutorial Rooms
Spacious Auditoriums and Tutorial Rooms with modern facilities provide a conducive learning environment for students.

Swimming Pool and Sporting Equipment
Students can make use of sport and recreational facilities including the swimming pool, squash courts, basketball courts and sporting equipment free of charge.
Course Matrix

ASSESSMENT

Assessment methods vary from module to module, however, assessment generally comprises a combination of written assignments and final examinations, and may also include online tests and class presentations. Students enrolled in the MBA programmes will also be required to complete a Master's project.

MBA ENTRY REQUIREMENTS

Applicants must have completed a relevant Bachelor degree, be 23 years of age or older and have obtained an IELTS score of 6.0. Students who have completed studies at master's level may also be eligible to apply for exemptions.

Students who do not meet these entry requirements but have a significant amount of related work experience may also apply.

All applications will be individually assessed.

Qualification Pathway
Master of Business Administration (Global Business)

With more and more companies branching out around the globe every day, the global market in today’s business world is becoming increasingly competitive. To maintain an edge in such a competitive market, businesses rely on management staff with specialist skills and knowledge.

The SEGi University College Master of Business Administration (MBA) in Global Business programme aims to assist students in developing strategies to deal with the global market of today as well as the global market of tomorrow. Modules in international finance, global business strategies, global supply chain management, international marketing and international business law dealing with trade all add to the skills a business person needs to go forward in international business.

The MBA in Global Business is designed to develop a theoretical understanding and critical awareness of the major strategic challenges facing today’s global business. The programme has an international focus, along with its multidisciplinary and integrative curriculum, reinforcing the strategic, international and ethical dimensions of business. Students will develop and enhance strategic and integrated views of organisations and management; develop skills in effective decision-making; develop a critical awareness of the operation of global organisations within their international environment; and develop an advanced understanding of international, ethical and strategic concepts, together with current theories in the management of global businesses.

Career Opportunities

Global business is a crucial area for many companies, both large and small, and with the increasing number of companies branching into global markets, there is a high demand for professionals and managers with skills and qualifications in international business.

For graduates who are already working in a business environment, studying the MBA in Global Business is the ideal way to progress their careers and enjoy improved promotional prospects. Alternatively, graduates will have the ability to pursue a new career path and move into the exciting area of global business management, enjoying a rewarding and challenging career.

Programmes Modules

Core Modules
- Marketing Management
- Accounting for Managers
- Finance for Managers
- Organisational Behaviour
- International Business Law
- Operations & Quality Management
- Economics for Managers
- Strategic Management
- Corporate Social Responsibility
- Research Methodology

Specialised Modules
- Managing in the International Economy
- International Marketing
- Export & Supply Chain Management
- Thesis
As the business environment becomes increasingly fast-paced and competitive, transitioning into senior positions and positions of management can be daunting. Professionals who are entering into such positions, or those wishing to break into business management, need to ensure that they have the necessary skills and knowledge to successfully manage and succeed in a changing and challenging business environment.

The SEGi University College Master of Business Administration (MBA) in General Management programme seeks to promote an understanding of core business and management disciplines while emphasizing and enhancing the management skills and knowledge of students. Students will enhance and hone their existing management skills as well as develop new ideas and concepts in the areas of analysis, problem-solving, decision-making, effective communication and leadership, which are critical components in any organisation.

The core elements of the programme – including the management of human resources, management of the immediate business environment, management of change and the management of general resources – are delivered in focused modules. The project dissertation is to encourage depth of understanding and to facilitate interactive teaching and learning. The modules taught comprise a wide range of business and management disciplines including economics, marketing, information systems, statistics, human resource management and law.

**Career Opportunities**

Graduates of the MBA in General Management are highly sought after for their qualities, skills, knowledge, confidence and competence to perform in a senior or managerial role. Companies are always looking for professionals with strong managerial skills and abilities, as the success of their business can rely heavily on the skills and abilities of the management.

Due to the coverage and wide variety of modules of the MBA in General Management, graduates will have the opportunity to pursue general management positions across a wide range of sectors and specialisations. Generally, graduates enjoy strong demand and compensation from the industry for their skills and knowledge.
Innovation and flexibility are the secrets to success in today’s business marketplace – especially given the current global economy.

Entrepreneurship no longer refers specifically to the establishment of a new business but is a generally applicable skill instrumental in revitalising an existing business by identifying opportunities and managing new challenges. Therefore, an MBA in Entrepreneurship is an asset both for those looking to start up a new business and for managers at established businesses that operate on an entrepreneurial model.

The SEGi University College Master of Business Administration (MBA) in Entrepreneurship programme focuses on business administration strategies and the specific needs of entrepreneurs and innovators while fostering the enterprising innovation, flexibility and managerial autonomy that businesses rely on to stay competitive in this dynamic economy.

Coursework covers business fundamentals from an entrepreneurial angle including strategic development, economics, entrepreneurial management and more. In addition, the project/dissertation encourages students to work on real-life projects of direct relevance and interest. Throughout the programme there will be sessions organised to bring venture capitalists, attorneys and entrepreneurs onto campus to help students understand the dimensions of building a business.

Career Opportunities

Graduates of the MBA in Entrepreneurship are well positioned for success across a wide variety of industries and are capable of starting, developing and managing new business enterprises to achieve company growth. They may also enhance career development within existing organisations.

Salaries and position titles vary widely for entrepreneurship graduates, but entrepreneurship MBAs generally enjoy strong demand and compensation to match.
Synopsis of Modules

9 core modules

1. Marketing Management
This module focuses on the establishment of competitive advantage with the application of various marketing tools in the process of achieving organisational objectives. Students will be introduced to methods of formulating short and medium term plans using a range of analytical models and techniques.

2. Accounting for Managers
This module focuses on the various applications of capital budgeting, investment appraisal, financial decisions, portfolio approach, business valuation techniques and foreign exchange management.

3. Finance for Managers
The module is aimed to equip students with sufficient knowledge of accounting to allow them to understand the important contribution that financial accounts play in the effective running of an organisation.

4. Economics for Managers
Economics for Managers provides the manager with an understanding of economics and its role in managerial decision-making. The module is focused on modern economic thinking and its relevance to business and management. Macroeconomic and microeconomic topics are covered with attention to some international economic perspectives.

5. Organisational Behaviour
Students will develop an understanding of organisational behaviour by understanding what goes on in the minds of managers and employees when they interact in organisations. The primary goal is to improve students’ understanding of how people behave in the context of an organisational structure. Having greater knowledge of human behaviour will help one to better understand attitudes and behaviour of their co-workers, subordinates, supervisors and clients. More importantly, the module will help the students to better understand their own past and future behaviour as a member and manager/leader within an organisation. Students will be able to explore motivation factors as well as individual and group behaviour in their communication process. Besides that, the module provides a theoretical foundation that students may use to evaluate organisational phenomena and managerial practices.

6. Operations & Quality Management
This module enables students to understand the concepts underlying in an operation and quality management system function. Students will learn to appreciate the different nature of the tasks and issues involved in managing the operation and quality management functions in a manufacturing company as well as in a service organisation.

7. Strategic Management
This module allows students to identify and articulate the strategic issues that organisations are faced with. Students will be able to draw upon some of the critical concepts, techniques and information from other units studied in order to develop informative and comprehensive responses to some of the key questions encountered in the strategic management of an organisation. This unit provides a framework for analysis and integration by focusing attention on the development of an organisation’s strategic directions, strategic capabilities, internal dynamics and external dynamics.

8. Research Methodology
Research provides leaders the opportunity to gain new knowledge that subsequently can change how their understanding of themselves, the business and the business environment. This course explores the use of research to enhance management decisions and improve leadership effectiveness in the production, finance, marketing and management area of business.

9. Corporate Social Responsibility (CSR)
The aim of the module is to consider a range of contextual questions that relate to their understanding of CSR and business ethics, and their role in societies that are increasingly governed by sensitivities to risk and hazard. Whilst much of the CSR literature focuses upon the social responsibilities of corporations including the ethical conflicts their activities raise, such developments are often viewed in isolation from broader social changes such as the evolution of the ‘risk society’ and ‘globalisation’. This module introduces students to these issues and examine the ‘connectivity’ of risk, environment, global citizenship and the international political economy of businesses. The purpose of this module is to introduce students to this complexity and to the various components which might comprise socially responsible behaviour. This is to provide a framework both for further study and for planning and evaluating the actions and performance of an organisation in the context of sustainable and socially responsible activity.
Specialised Modules for the following programmes:

Managing in the International Economy (GB,GM)
Students get to explore a variety of topics utilising discussion, researched reports and case analysis. They will explore issues including the nature of international business, the external environment of international business, strategy and planning, marketing, trade practices, human resource management, financial management and operations management in an international environment. Students will also explore the ethical considerations faced by international managers in decision-making.

Compensation and Benefit Management (GM)
This module discusses the processes of analysing, developing, implementing, administering and performing ongoing evaluation of a total compensation and benefits system for all employee groups consistent with human resource management goals. The module also covers topics on the application of compensation principles to organisational objectives, strategic use of compensation systems for attracting, motivating and retaining employees, managerial aspects of paying employees at all organisational levels and managing employee compensation in contemporary organisations.

Export and Supply Chain Management (GB)
The module evaluates and deals with all issues and elements that a business requires to export successfully including export motivation, export strategy, management of export operations, export marketing, product design and export transactions. This module also provides students with broad understanding of exporting which is an essential skill needed to determine the costs, benefits, risks and opportunities for creating an international business plan.

Entrepreneurship: Practice & Processes (E)
Enterprise development is created through interactive processes. This project-based module will help students to reflect on the entrepreneurial processes that produce enterprise development. It also enables students to develop a conceptual and practical understanding of the key dynamic entrepreneurship processes that produce and sustain an enterprise.

International Marketing (GB)
This module introduces students to marketing concepts used by domestic and foreign companies seeking to market products in global markets. Students will recognise the opportunities and challenges in today's international business climate and understand how these opportunities and challenges are important factors in modern marketing strategies and planning. A marketing plan/national audit of a specific product in a specific foreign market will also be designed.

International Business Law (GB)
This module provides students with a comprehensive understanding of the analysis of the local and foreign laws governing international trade. It also provides students with a comprehensive understanding of the contemporary domestic and international legal framework. Students will benefit from a dedicated team of lecturers and supervisors who have commercial and professional law backgrounds as well as substantial teaching experience on postgraduate programmes.

International Business Law (GB)

Entrepreneurship (GM)
Enterprise module covers both internal organisational and external entrepreneurship. This module will enable the learner to understand the meaning of entrepreneurship in the technical, economic and social aspects of an organisation.

Project Management – Framework and Sustainability (GM)
Project management is a specialised field of management which has grown around the need to apply specific management techniques to activities which are not ongoing, such as work that has a finite target date or which must produce a specific item or result with a fixed amount of resources. This module is developed with the objective of providing the primary emphasis on managerial aspects and issues in the evaluation of a typical project from the time it emerges as an organisational objective or requirement, until it is accepted into the organisation.

Foundations of the Enterprise (E)
A strong enterprise is built on well-managed everyday practices in the key value-added areas – customers, finance and operations. This module enables students to take a holistic perspective of finance, marketing and operations, and how they contribute to, and interact with, an organisation’s strategic management.

Critical Enterprise Futures (E)
This module helps students to understand an enterprise's wider environment, helping students to anticipate risks and opportunities as the world changes. This module develops students' knowledge and skills to examine critically the powers, agents, institutions and structures shaping the present and future environments for enterprise development. It will help students to be sensitive to the environment to reflexively shape what the enterprise becomes.

Master's Project (GB,GM,E)
The dissertation comprises the research and writing of a thesis (maximum of 30,000 words). Students examine a professional area of interest, usually related to their work environment and are assisted by one or more supervisors with appropriate background. Each candidate for the applied research project is required to submit a research proposal to the head of department and faculty research and higher degrees committee for approval and endorsement by the dean prior to the commencement of research. Most topics are drawn from the candidate’s work experience and interest. However, it is recognised that the work of some candidates is not necessarily suited for that purpose. The head of department and faculty research and higher degrees committee then considers topics drawn from elsewhere if necessary. The dissertation will be a significant piece of independently conducted and written research. To successfully complete the dissertation, students will be required to select a research topic, develop a proposal, carry out supervised research on the chosen topic using an appropriate research method, and present and defend the results.
University of Southern Queensland (USQ), Australia
The USQ Master of Business Administration (MBA) is an advanced academic program for graduates from any discipline who have considerable business experience, and who have a recognised potential for advanced managerial responsibility. This programme focuses on the areas of modern management that develop judgement, skills and attitudes that are essential to managerial responsibility. Students undertaking the programme may supplement their generalist skills by exploring an area of management in depth, chosen from a Discipline Specialisation.

Suitable for executives across all disciplines, the programme offers diversity and flexibility, both in its specialisations and in the delivery of the programme. With the increasing demands of organisations today, a USQ MBA qualification will assimilate coursework-based learning that will improve their ability to bring about change within their current organisation.

The aim of the USQ MBA programme is to produce graduates who have been exposed to a range of management skills and who have been trained to use these skills in a manner that will enable them to better handle the managerial demands of modern business practices.

University of Sunderland (UOS), UK
The University of Sunderland is a dynamic, modern university with high standards of teaching and research and a growing reputation as the university of enterprise, employment and opportunity. UoS has developed a reputation nationally and internationally for developing programmes that meet the needs of employers and for working closely with businesses to provide students with relevant, practical teaching that greatly enhances career prospects.

Sunderland, located at the heart of the buzzing North East of England, is acknowledged as one of Britain’s foremost attractions for its surviving historic and cultural heritage. It founded its Business School in the early 1990’s and prospered in the physical expansion and reputation within five years. Its teaching has been recognised for excellence by the Quality Assurance Agency in the UK.

The University has diversified its programmes to tailor to corporate clients, entrepreneurs and researchers alike. It has also developed four research centres under its Business and Management Research Group initiative.

University of Greenwich (UOG), UK
An award-winning university with research affiliations and partnerships in more than 80 countries worldwide, UOG has delivered international education excellence in the vibrant and challenging technology-based world.

The university traces its roots to 1890, when Britain’s second polytechnic was opened near the Thames at Woolwich to teach practical and commercial skills to London workers. The name Thames Polytechnic was adopted in 1970 and university status awarded in 1992.

Over the years a range of specialist organisations have joined the institution, giving it the diverse strengths it has today in subjects such as teacher training, architecture, engineering and history.

People from more than 100 countries choose to study at Greenwich, part of an international student community of 4,000. Students benefit from a research environment where staff share their expertise and specialist facilities. The University sets high standards for teaching quality and provides professional training opportunities for all lecturers.

UOG is accredited by the Institute of Management of Information Systems (IMIS). It is also a past recipient of prestigious awards from the British Computing Society (BCS), and the Queen’s Anniversary Prize.
The Senate of SEGi University College
confers upon

who has fulfilled all prescribed requirements
and passed all examinations
the award of

Master of Business Administration
(Specialisation)

Dated this __________ day of __________ in the year

______________________________  ______________________________
Vice Chancellor                        Registrar