The Faculty of Business & Accountancy is the largest and oldest in SEGi and we take pride in providing the highest quality of business education. Providing industry relevant and innovative programmes that adapt to the ever-changing business world, the faculty is committed 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. We also draw a large number of top-notch academics and industry captains into our community, who serve as academic advisors, lecturers, examiners and moderators.
Awards received by SEGi University & Colleges

- **The Edge Billion Ringgit Club 2013**
  (Best Performing Stock Award - Trading & Services)

- **3rd Global Leadership Award 2013**
  (Leadership in Educational & Training Excellence)

- **Asia Pacific Entrepreneurship Awards 2012**
  (Most Promising Entrepreneur)

- **10th Asia Pacific International Honesty Enterprise Keris Award 2011**

- **The BrandLaureate Best Brand Award 2010 - 2011**
  (Education Tertiary Private)
ACCReditation by Malaysian Qualification Agency (MQA)

Almost 40 Years of Establishment

World Renowned University Partners

Award-winning Quality programmes

Wide-ranging facilities

Broad Entry Level

Holistic Learning

Advance Credit Transfer

Innovative Financing

Accessibility

10 Reasons to Study at Segi University & Colleges
We, at SEGi University & Colleges are always on our toes to reinvent strategies, finding innovative ways to make improvements in all areas, ranging from the programmes we offer right down to the nitty-gritty details of the facilities we provide; all this for one main reason – to deliver a superior tertiary education to our students.

Thus far, our efforts are apparent with the establishment of Centre of Excellence (CoE) for SEGi College Kuala Lumpur, concentrating on the Business & Accounting programmes. The CoE will pave the way for top of the mark graduates while also leading the development and improvement of programmes for the entire Group.

**Esteemed Industry Advisors**

In order to support the efforts to improve upon student experience and programme quality, Navis Capital Partners are working hand-in-hand with SEGi by sharing their expertise in the business and accounting industry.

Navis Capital Partners is a leading private equity company in Asia with 7 offices in the ASEAN region, managing funds of more than USD 3 billion. In regards to having such reputable achievements in the business arena, we have assigned Mr Nicholas Rupert Heylett Bloy, Managing Partner of Navis to become our esteemed Industry Advisor. He often engages students through talks, seminars and workshops to share his insights and knowledge of the current business trends, which are most valuable to students in the business programmes.
University of Sunderland, United Kingdom

A provider of higher education in the United Kingdom since 1901, University of Sunderland (UOS) proudly stands out to be an accessible and an inspirational university. Its innovative, forward-thinking with high standards of teaching, research and support of strong links from industry and business, has resulted them working closely with some of the world’s leading companies.

UOS is committed to ensuring that students have the best learning environments and support by listening to, understanding and acting on their needs. As of year-end 2012-2013, UOS raked in 15,152 students and its strength range from widening access and student experience to research, international and industry links.

University of Greenwich, United Kingdom

The University of Greenwich (UOG) has a proud and historic tradition of helping students attain academic excellence in a diverse range of disciplines and fields.

Its Educational Development Unit (EDU) is at the centre of activity to maximise the effectiveness of student learning, teaching and assessment at the university. It promotes and encourages innovation and excellence in curriculum design and delivery and act as a catalyst in the growth of networks and collaborations across the institution and into the Higher Education Sector.

The university works closely with a number of colleges, both in the local region and internationally. Through these partnerships the university helps to meet the rising demand for higher education at a local, regional, national and international level.
Teesside University, United Kingdom

Dynamic, confident and committed to the pursuit of excellence, Teeside goes from strength to strength as a University widely recognised as an enabling, passionate and partnership-focused institution with a can-do mentality, that organisations are keen to work with.

Students have access to a vibrant learning environment in which excellent courses, great facilities and committed staff combine to inspire individuals with talent and energy to gain the knowledge and expertise they need to get into and flourish in their chosen profession.

Teeside University is fully committed to developing the relationship between student learning, research, knowledge transfer and business engagement, each informing the other, for the benefit of students, business and the social, economic and cultural development of the region. Teeside University truly is innovative and inspires success.

Abertay University, United Kingdom

Abertay University (AU) has a long history as one of Scotland’s leading universities. AU has an entrenched reputation for professionalism in offering career-driven higher education. All of AU’s researchers are involved in teaching and developing courses, giving students the chance to learn from the world leaders every day. The University is home to world-leading research teams, whose discoveries are hailed internationally. Abertay researchers are also studying issues as varied as the Scottish economy, food and nutrition science, psychology, computer arts and digital media, and many other topics. They are the top-rated university in Scotland for environmental science research, with leading-edge initiatives such as the Abertay Centre for the Environment promoting ‘green’ business practices; the Urban Water Technology Centre developing innovative new drainage and pollution-control technology; and the SIMBIOS unit exploring bioinformatics.
University of Southern Queensland, Australia

The University of Southern Queensland (USQ) has forged a reputation as one of Australia’s leading providers of on-campus and online education programmes in Australia. In less than fifty years, USQ have become a prominent multi-campus teaching and research institution providing education worldwide. Woven into the fabric of USQ is the vision and determination of many University and community members who, over the years, have been instrumental in implementing expansion and growth, shaping what we see today.

Gained full university status in 1992, the University has changed dramatically in many ways since then, including the expansion of Postgraduate programmes and establishing significant branch campuses.

York St John University, United Kingdom

York St John University is an outstanding university, known for its academic excellence and responsive nature, always putting the student at the heart of everything it does. We were rated in the top 20 of institutions with the highest student satisfaction scores for teaching quality in the 2013 Sunday Times University Guide.

We care about the quality of our teaching and we listen to our students. In response to student feedback and to ensure our learning and teaching facilities were up-to-date and appropriate to your needs, we invested heavily in our Fountains Learning Centre, and this is now a hub for student-centred learning.

Students learning experience are not only limited to classroom lectures, seminars, tutorials and workshops but you will also experience group work, learning via Moodle, our Virtual Learning Environment (VLE), work placements, client-projects, practical and studio work.
The variety of facilities available for students to utilise in order to enhance the learning experience.

**Library**
There is a full collection of reference books on the topic of business and accounting at the library for students to utilise in assignments and examinations.

**SEGiSphere**
An all-in-one portal to cater needs of students ranging from recruitment, shopping, lecturer’s notes and also access to E-Library.

**Faculty of Business & Accounting**
The programme aims to produce graduates with a comprehensive knowledge of a range of business fields in accounting, finance, economics, administration, marketing and management.

**Computer Laboratory**
The computer laboratory at SEGi is equipped for students in the Faculty of Business and Accounting as it doubles as a research and resource tool.

**E-Library**
With just a click of mouse, students may access E-Library to obtain reviews, research papers, journals and reports on a spectrum of topic titles any time, any day.
SEGian DNA

SEGi graduates are fully equipped with the skills and tools of the trade essential in facing the challenges of today. These skills carved into everyday practice, proves that SEGians are all-rounders, at the top of their game in all aspects.

1. **Analytical/Creativity Critical Thinking**
   Innovative problem-solver who can generate creative solutions.

2. **Entrepreneurship**
   Results-driven achiever with exemplary planning and organisational skills, along with a high degree of detail orientation.

3. **Job Readiness**
   Highly analytical thinking with demonstrated talent for identifying, scrutinising, improving, and streamlining complex work processes.

4. **Lifelong Learning**
   Flexible individual who is self-motivated and thrives to pursue knowledge autonomously for personal or professional reasons.

5. **Managing EQ (Positive Thinking)**
   Goal-driven leader who maintains a productive climate and confidently motivates, mobilises, and coaches employees to meet high performance standards.

6. **Communication Skills**
   Exceptional listener and communicator who effectively conveys information verbally and in writing.

7. **Global Perspective/Citizenship**
   Personable professional whose strengths include cultural sensitivity and an ability to build rapport with a diverse workforce in multicultural settings.

8. **Leadership & Management**
   Resourceful team player who excels at influencing as well as building trusting relationships with customers and colleagues.
<table>
<thead>
<tr>
<th>Programme</th>
<th>Awarding Institution</th>
<th>Entry Requirements</th>
<th>Duration</th>
<th>Campus</th>
</tr>
</thead>
</table>
| PhD (Management) by Research | SEGi University | • A Master’s degree or any other equivalent qualifications recognised by the Malaysian government  
• Submit proposal for research topic (1,000 words)  
**ENGLISH LANGUAGE REQUIREMENTS:**  
• Minimum score of 600 in the Test of English as a Foreign Language (TOEFL); OR  
• Minimum band of 6 in the International English Language Testing System (IELTS) | 3 – 6 years | Kota Damansara |
| Doctor of Business Administration | SEGi University | • A Master’s degree or any other equivalent qualifications recognised by the Malaysian government  
• 5 years full-time management or professional equivalent work experience  
• Submit proposal for research topic (1,000 words)  
**OTHER REQUIREMENTS:**  
• Completed previous Master’s & Honours degree in English  
• IELTS overall test score of 6.5 or higher, and a written score of 6.5 or higher (foreign students)  
• Provide a detailed curriculum vitae outlining managerial/executive or teaching/research experience | 3 years | Kota Damansara |
| Master in Financial Planning | SEGi University | • Bachelor’s degree from a recognised higher education institution  
• Other equivalent qualification recognised by the Malaysian Government | 2 years | Kota Damansara |
| Master of Business Administration (General Management) | SEGi University | • Completed a relevant Bachelor’s degree; AND  
• IELTS score of 6.0  
• Students with Master’s degree are eligible to apply for exemptions  
*All applications will be individually assessed.* | 2 years | Kota Damansara |
<table>
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<tr>
<th>Programme</th>
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<th>Duration</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Master of Business Administration (Global Business)</td>
<td>SEGi University</td>
<td>• Completed a relevant Bachelor’s degree; AND&lt;br&gt;• IELTS score of 6.0&lt;br&gt;• Students with Master’s degree are eligible to apply for exemptions&lt;br&gt;All applications will be individually assessed.</td>
<td>2 years</td>
<td>Kota Damansara</td>
</tr>
<tr>
<td>Master of Business Administration (International Business)</td>
<td>University of Greenwich, UK</td>
<td>• Bachelor’s degree with minimum 2 years related working experience; OR&lt;br&gt;• Professional qualification or diploma with minimum 5 years related working experience&lt;br&gt;ENGLISH ENTRY REQUIREMENTS:&lt;br&gt;• IELTS overall test score of 6.5 or higher, and a written score of 6.5 or higher (foreign students); OR&lt;br&gt;• SEGi English Language Test</td>
<td>2 years</td>
<td>Kuala Lumpur</td>
</tr>
<tr>
<td>Master of Business Administration</td>
<td>University of Sunderland, UK</td>
<td>• At least 23 years of age with an Honours Degree; OR&lt;br&gt;• Any equivalent internationally recognised degree / professional qualification; OR&lt;br&gt;• 2 years of management-related work experience; OR&lt;br&gt;• A recognised Diploma with 5 years of management related work experience&lt;br&gt;All applications will be individually assessed.</td>
<td>2 years</td>
<td>Kota Damansara</td>
</tr>
<tr>
<td>Master of Business Administration</td>
<td>University of Southern Queensland, AUS</td>
<td>• A tertiary qualification at degree or equivalent level from a recognised institution&lt;br&gt;• Minimum of 3 years full-time equivalent work experience, as determined by the Director, USQ Australian Graduate School of Business&lt;br&gt;• IELTS of 6.5 / TOEFL of 570 or equivalent&lt;br&gt;All applications will be individually assessed.</td>
<td>2 years</td>
<td>Kota Damansara</td>
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<tr>
<td>Programme</td>
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</table>
| MA International Business | York St John University, UK | • Bachelor’s degree or equivalent level in business management  
• SEGi College English Proficiency Test  
• Qualifications from other related fields from a recognised institution are subject to university’s approval. No work experience required | 2 years | Kota Damansara |
| MSc in Management by Research | SEGi University | • Related Honours Bachelor Degree [minimum 2nd upper]; OR  
• Any equivalent qualification in a related field of study | 2 – 4 years | Kota Damansara |
| Bachelor of Business Management (Hons) | SEGi University and Abertay University, UK | • Foundation in Commerce / STPM [2 principals], Pre-University / A-Level / UEC or equivalent | 3 years | Kota Damansara |
| Bachelor of Accounting and Finance (Hons) | SEGi University and Abertay University, UK | YEAR ONE ENTRY:  
• Malaysian University English Test (MUET) Band 2; AND  
• A pass in STPM or its equivalent, with a minimum Grade C+ (GP 2.33) in any two subjects, and Credit in Mathematics and a pass in English at SPM level; OR  
• Matriculation / Foundation in Commerce / FIA with minimum CGPA of 2.5 & Credit in Mathematic and pass in English in SPM or equivalent qualification  
YEAR TWO ENTRY:  
• Malaysian University English Test (MUET) Band 2; AND  
• A 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 | 3 years | Kota Damansara |
<table>
<thead>
<tr>
<th>Programme</th>
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<th>Duration</th>
<th>Campus</th>
</tr>
</thead>
</table>
| Bachelor of Accounting (Hons) | SEGi University & Abertay University, UK | YEAR ONE ENTRY:  
• Malaysian University English Test (MUET) Band 2; AND  
• A pass in STPM or its equivalent, with a minimum Grade C+ (GP 2.33) in any two subjects, and Credit in Mathematics and a pass in English at SPM level; OR  
• Matriculation / Foundation in Commerce / FIA with minimum CGPA of 2.5 & Credit in Mathematics and pass in English in SPM or equivalent qualification  
YEAR TWO ENTRY:  
• Malaysian University English Test (MUET) Band 2 AND  
• A diploma in accounting or related field, or its equivalent with a minimum CGPA of 2.50, and credits in Mathematics and a pass in English at SPM level | 3½ years | Kota Damansara |
<p>| BA (Hons) Business Psychology | University of Greenwich, UK | • Foundation in Commerce / STPM [2 principals], Pre-U / A-Level / UEC / South Australian Matriculation or equivalent | 3 years | Kuala Lumpur |
| Bachelor of Accounting and Finance (Hons) | University of Greenwich, UK | • Foundation in Commerce, STPM [2 principals] / Pre-U / A-Level / UEC or equivalent | 3 years | Kuala Lumpur Subang Jaya |
| BA (Hons) Human Resource Management | University of Greenwich, UK | • Foundation in Commerce, STPM [2 principals] / Pre-U / A-Level / UEC or equivalent | 3 years | Kuala Lumpur |
| Bachelor of Arts (Hons) Business Management [3+0] | University of Greenwich, UK | • Foundation in Commerce, STPM [2 principals] / Pre-U / A-Level / UEC or equivalent | 3 years | Kuala Lumpur |
| BA (Hons) Marketing | University of Greenwich, UK | • Foundation in Commerce, STPM [2 principals] / Pre-U / A-Level / UEC or equivalent | 3 years | Kuala Lumpur |
| BSc (Hons) Economics with Banking | University of Greenwich, UK | • Foundation in Commerce / STPM [2 principals], Pre-U / A-Level / UEC / South Australian Matriculation or equivalent | 3 years | Subang Jaya |</p>
<table>
<thead>
<tr>
<th>Programme</th>
<th>Awarding Institution</th>
<th>Entry Requirements</th>
<th>Duration</th>
<th>Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) Accounting and Financial Management</td>
<td>University of Sunderland, UK</td>
<td>• Foundation in Commerce, STPM (2 principals) / Pre-U / A-Level / UEC or equivalent</td>
<td>3 years</td>
<td>Penang, Sarawak</td>
</tr>
<tr>
<td>BA (Hons) Business Management</td>
<td>University of Sunderland, UK</td>
<td>• Foundation in Commerce, STPM (2 principals) / Pre-U / A-Level / UEC or equivalent</td>
<td>3 years</td>
<td>Kota Damansara, Subang Jaya, Penang, Sarawak</td>
</tr>
<tr>
<td>BA (Hons) Business and Marketing Management</td>
<td>University of Sunderland, UK</td>
<td>• Foundation in Commerce, STPM (2 principals) / Pre-U / A-Level / UEC or equivalent</td>
<td>3 years</td>
<td>Subang Jaya, Penang, Sarawak</td>
</tr>
<tr>
<td>BA (Hons) Business and Human Resource Management</td>
<td>University of Sunderland, UK</td>
<td>• Foundation in Commerce, STPM (2 principals) / Pre-U / A-Level / UEC or equivalent</td>
<td>3 years</td>
<td>Subang Jaya, Sarawak</td>
</tr>
<tr>
<td>Bachelor of Arts Business (Hons) (2+1)</td>
<td>Abertay University, UK</td>
<td>• STPM [2 principal passes with CGPA at least 2.0; AND • SPM with minimum 3 credits including English • Foundation / A-Level or any equivalent qualification • Diploma / UEC with minimum grade B in 5 subjects</td>
<td>3 years</td>
<td>Kota Damansara</td>
</tr>
<tr>
<td>BA (Hons) Accounting &amp; Finance</td>
<td>Teesside University, UK</td>
<td>YEAR ONE ENTRY: • Malaysian University English Test (MUET) Band 2; AND • A pass in STPM or its equivalent, with a minimum Grade C+ [GP 2.33] in any two subjects, and Credit in Mathematics and a pass in English at SPM level; OR • Matriculation / Foundation in Commerce / FIA with minimum CGPA of 2.5 &amp; Credit in Mathematic and pass in English in SPM or equivalent qualification YEAR TWO ENTRY: • Malaysian University English Test (MUET) Band 2; AND • A 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</td>
<td>3 years</td>
<td>Kota Damansara</td>
</tr>
<tr>
<td>Programme</td>
<td>Awarding Institution</td>
<td>Entry Requirements</td>
<td>Duration</td>
<td>Campus</td>
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</tbody>
</table>
| Executive Diploma in Business Administration  | SEGi College               | • Working adults at a minimum age of 21  
• 2 years working experience          | 18 months (part-time evening and weekend classes as well as online learning) (part time) | Kuala Lumpur            |
| Executive Diploma in Accounting               | SEGi College               | • Working adults at a minimum age of 21  
• 2 years working experience          | 18 months (part-time evening and weekend classes as well as online learning) (part time) | Penang Sarawak Kuala Lumpur |
| Executive Diploma in Human Capital Management | SEGi College               | • Working adults at a minimum age of 21  
• 2 years working experience          | 18 months (part-time evening and weekend classes as well as online learning) (part time) | Sarawak Kuala Lumpur    |
| Executive Diploma in Marketing                | SEGi College               | • Working adults at a minimum age of 21  
• 2 years working experience          | 18 months (part-time evening and weekend classes as well as online learning) (part time) | Penang Sarawak          |
| Diploma in Accounting                         | SEGi University & SEGi College | • A pass in SPM / UEC or its equivalent with a minimum of 3 credits including Mathematics and a pass in English; OR  
• A pass in Sijil Tinggi Persekolahan Malaysia (STPM) or its equivalent (minimum Grade C GP 2.0) in any subject and Credit in Mathematics and a pass in English at SPM level; OR  
• A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Maqbul and credit in Mathematics and a pass in English at SPM level; OR  
• A pass in SKM Level 3 in a related field and a pass in SPM with a minimum of 1 credit in any subject with Credit in Mathematics and a pass in English; OR  
• A certificate or its equivalent in a related field | 2½ - 3 years | Kota Damansara Subang Jaya Kuala Lumpur Penang Sarawak |
<table>
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<tr>
<th>Programme</th>
<th>Awarding Institution</th>
<th>Entry Requirements</th>
<th>Duration</th>
<th>Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diploma in Business Administration</td>
<td>SEGi University &amp; SEGi College</td>
<td>• SPM / O-Level / SM2 / UEC or equivalent [3 Credits]</td>
<td>2½ - 3 years</td>
<td>Kota Damansara Subang Jaya Kuala Lumpur Penang Sarawak</td>
</tr>
<tr>
<td>Diploma in Marketing</td>
<td>SEGi University &amp; SEGi College</td>
<td>• SPM / O-Level / SM2 / UEC or equivalent [3 Credits]</td>
<td>3 years</td>
<td>Kota Damansara Subang Jaya Kuala Lumpur Penang Sarawak</td>
</tr>
<tr>
<td>Diploma in Human Resource Management</td>
<td>SEGi College</td>
<td>• SPM / O-Level / SM2 / UEC or equivalent [3 Credits and a pass in Mathematics]</td>
<td>3 years</td>
<td>Subang Jaya Kuala Lumpur Penang Sarawak</td>
</tr>
<tr>
<td>Certificate in Business</td>
<td>SEGi College</td>
<td>• SPM / O-Level / SM2 / UEC or equivalent qualification [1 Credit]</td>
<td>1½ years</td>
<td>Subang Jaya</td>
</tr>
<tr>
<td>Certificate in Business Studies</td>
<td>SEGi College</td>
<td>• SPM / O-Level / SM2 / UEC or equivalent qualification [1 Credit]</td>
<td>1½ years</td>
<td>Kuala Lumpur Penang</td>
</tr>
<tr>
<td>Foundation Programme in Commerce</td>
<td>SEGi University &amp; SEGi College</td>
<td>• SPM / O-Level / SM2 / UEC or equivalent [3 Credits and a pass in Mathematics]</td>
<td>1 year</td>
<td>Kota Damansara Subang Jaya Kuala Lumpur Penang Sarawak</td>
</tr>
</tbody>
</table>

All diploma and degree programmes require students to take 4 compulsory general subjects, as required by the Ministry of Education Malaysia.

The following is an indication of current programme content. However, the rapidly changing nature of the subject area means that the courses offered and individual course content are continuously updated to meet industry needs. Also, please note that certain combinations of options may not be available.
PhD (MANAGEMENT) BY RESEARCH
SEGİ UNIVERSITY

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.

Want to further enhance your knowledge, skills and abilities obtained at the master’s level and gain the ability to conduct independent research? It’s possible through formal programmes, seminars, independent studies, examinations, written papers, workshops, presentations and the dissertation.

At SEGİ 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 their research as their field of study.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
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</thead>
<tbody>
<tr>
<td>Semester 1</td>
<td>Research and Thesis</td>
<td>Research and Thesis</td>
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<tr>
<td>Theory of Knowledge</td>
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<tr>
<td>Semester 2</td>
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<tr>
<td>Advanced Research Methods and Design</td>
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<tr>
<td>Semester 3</td>
<td></td>
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<tr>
<td>Research Proposal and Seminar</td>
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</tbody>
</table>

"You can be comforted in the knowledge that ahead of you are cohorts of people now in the workforce who came through SEGİ and they got a great education at the end of it."

Nicholas Rupert Heylett Bloy
Managing Partner of Navis Capital
Industry Advisor for Business & Accounting Programmes

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. With this programme, you are able to enhance your career prospects (promotions, overseas posting), enhance the career rewards (pay rises in tandem with higher academic qualifications), change your career path, aspire to be an academician, aspire to be a trainer, aspire to be a researcher.

Nicholas Rupert Heylett Bloy
Managing Partner of Navis Capital
Industry Advisor for Business & Accounting Programmes
In order to operate a business, acquiring knowledge in business administration is definitely a wise choice to establish your business fundamentals.

The programme shapes you to be all rounded, well informed and prepared to venture into the business world.

The Doctor of Business Administration programme is a combination of coursework and research programme 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 research-based degree at the highest-level business qualification attainable.

Considered as a strategic initiative in the Business School, it paves a way for senior managers to deepen their knowledge and skills to meet the intellectual and professional demands of organisations.

The overall aims of the programme are to:

• Provide significant contribution and enhancement of professional practice 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 to professional practice.
• Provide significant opportunity for considerable personal development to achieve higher level effectiveness as a professional practitioner.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management Theory &amp; Policies</td>
<td>Public Sector Management:</td>
<td>DBA Thesis</td>
</tr>
<tr>
<td>Organisational Behaviour</td>
<td>Policy &amp; Social Relations</td>
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<tr>
<td>Strategic HRM &amp; Leadership</td>
<td>Incentives and Monitoring in Accounting</td>
<td></td>
</tr>
<tr>
<td>Advance Practices in Strategic Marketing</td>
<td>Strategic Change and Quality Management</td>
<td></td>
</tr>
<tr>
<td>Management</td>
<td>Contemporary Issues in Financial Reporting</td>
<td></td>
</tr>
<tr>
<td>International Business and Globalization</td>
<td>&amp; Corporate Disclosures</td>
<td></td>
</tr>
<tr>
<td>Advance Financial Management</td>
<td>Research Methodology 1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Research Methodology II</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Research Proposal</td>
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</tbody>
</table>

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.
MASTER IN FINANCIAL PLANNING
SEGi UNIVERSITY

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.

Programme Modules

- Accounting for Managers
- Introduction to Financial Planning
- Managing in the International Economy
- International Business Law
- Entrepreneurship and Innovation
- Strategic Management
- Corporate Finance
- Risk Management and Insurance Planning
- Taxation Planning
- Financial and Investment Planning
- Retirement Planning and Estate Planning
- Financial Planning Project

Career Opportunities

As graduates of the programme, you can explore careers such as Financial Planner, Agency Manager, Financial Analyst, Accountant, Investment Consultant, Investment Broker, Chief Financial Officer, Employee of Financial Institutions.

Apart from its strategic location, SEGi attracted me with its innovative financing, making the tuition fees affordable. I am most impressed with the facilities such as the electronic library and LMS portal, which is most useful for students to perform research and assignments.

MAX SIEW HENG YEW
The Master of Business Administration (General Management) programme seeks to help you in understanding the core business and management disciplines with emphasis in management skills and developing new ideas in areas of analysis, problem solving, decision-making, effective communication and leadership.

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 and the project dissertation to encourage depth of understanding and to facilitate interactive teaching and learning.

Our modules originate from a wide range of business and management disciplines including economics, marketing, information systems, statistics, human resource management and law.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester 1</td>
<td>Semester 1</td>
</tr>
<tr>
<td>Managing in the International Economy</td>
<td>Economics for Managers</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>Accounting for Managers</td>
<td>Research Methodology</td>
</tr>
<tr>
<td>Semester 2</td>
<td>Semester 2</td>
</tr>
<tr>
<td>Finance for Managers</td>
<td>Masters Project</td>
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<tr>
<td>Organisational Behaviour</td>
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<tr>
<td>Entrepreneurship</td>
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<tr>
<td>Corporate Social Responsibility</td>
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<tr>
<td>Semester 3</td>
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<tr>
<td>Operations &amp; Quality Management</td>
<td></td>
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<tr>
<td>Project Management - Framework &amp; Sustainability</td>
<td></td>
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<tr>
<td>Compensation and Benefit Management</td>
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</tr>
</tbody>
</table>

Career Opportunities

As graduates, you are highly in demand to perform in a senior managerial roles. Organisations are always looking for professionals with strong managerial skills and abilities as it determines the success of their business. Due to the variety of modules of the programme, you will have the opportunity to pursue general management positions across a wide range of sectors. Generally, you get to enjoy strong demands from industry for your skills and knowledge as well as compensation to match.
The increase in globalisation of businesses today carries a dramatic effect on companies worldwide, particularly developing countries. Due to this trend, there’s an increasing demand in the market for business graduates with a strong understanding of the challenges faced in international business.

The Master of International Business offered by University of Greenwich helps you explore the complexity and diversity of business in an increasingly interconnected world. Designed for those of you who have completed an undergraduate honours degree in a non-business subject or for those who do not necessarily have significant experience in a business management role but wish to gain an advanced knowledge of international business.

The concentrated feature of the programme is the commercial relevance of the content with real-life case studies and professional management application, helping you to achieve high employment rates.

We’ll help you develop skills in assessing the global environment for business, identifying new opportunities and analysing international markets and industries. You will engage in critical analysis of international business and investigate the international context of business today. Shape your analytical, creative and intellectual skills as well as an international awareness of business, particularly managerial decision-making and enhancing knowledge of those highly sought after.

Overall, you’ll establish a strong foundation in business management, international business strategy, leadership and professional development, critical and analytical decision-making, business communication in an international setting and the management of complex information.

### Programme Modules

<table>
<thead>
<tr>
<th>Core Subject</th>
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<tbody>
<tr>
<td>Foundations of Scholarship &amp; Research</td>
</tr>
<tr>
<td>Financial &amp; Management Accounting</td>
</tr>
<tr>
<td>Global Strategy: Analysis and Practice</td>
</tr>
<tr>
<td>Competition and Business Risk</td>
</tr>
<tr>
<td>International Business</td>
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<tr>
<td>Issues in International Business</td>
</tr>
<tr>
<td>Regulatory Institutions of the World Economy</td>
</tr>
<tr>
<td>International Trade and Institutions</td>
</tr>
<tr>
<td>Business Research Methods</td>
</tr>
<tr>
<td>Advanced Professional Development and Research</td>
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<tr>
<td>Plus 1 Project / Dissertation</td>
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<tr>
<td>Plus 1 Professional Practice</td>
</tr>
</tbody>
</table>

### Career Opportunities

The Master of International Business is structured to guide you into professional management careers, with opportunities available in multinational firms, small or medium sized exporters, local or central government agencies involved in business development, consultancies and media companies. Professional recognition of the programme ensures that you gain student member status with the Chartered Management Institute while enrolled in the programme, and Associate Member status upon graduation.
MASTER OF BUSINESS ADMINISTRATION (GLOBAL BUSINESS)

Global business consists of transactions devised and carried out across national borders to satisfy the objectives of individuals, companies, and organisations. To sustain an edge in such competitive market, businesses are replying solely on management staff with specialist skills and knowledge.

Our Masters of Business Administration (Global Business) programme grooms you in developing strategies and methods for the global market of tomorrow. A module in international finance, global business strategies, global supply chain management, international marketing and international business law dealing with trade equips you to go forward in international business.

We designed the programme to expand your theoretical understanding and critical awareness in today’s global business. You’ll develop strategic and integrated views of organisations and management, develop skills in effective decision-making, a critical awareness of the operation of global organisations within their international environment, and understanding international, ethical and strategic concepts and current theories in the management of global businesses.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
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<tr>
<td><strong>Semester 1</strong></td>
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<td>Research Methodology</td>
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<tr>
<td><strong>Semester 2</strong></td>
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</tr>
<tr>
<td>Finance for Managers</td>
<td>Masters Project</td>
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<tr>
<td>Organisational Behaviour</td>
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<tr>
<td>International Business Law</td>
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<tr>
<td>Corporate Social Responsibility</td>
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<tr>
<td><strong>Semester 3</strong></td>
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<tr>
<td>Operations &amp; Quality Management</td>
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<tr>
<td>International Marketing</td>
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<tr>
<td>Export and Supply Chain Management</td>
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</tbody>
</table>

"SEGi offers the most competitive tuition fees payment scheme. With no worries about money, I can fully concentrate on my studies."

Career Opportunities

Global business is a crucial area for many companies (both large and small) with 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 working in a business environment, studying the programme is ideal way to progress your career and enjoy improved promotional prospects. Alternatively, as graduates, you’ll have the ability to pursue a new career path in global business management, enjoying a rewarding and challenging career ahead of you.

Khor Zhu Zheng

SEGi UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION
UNIVERSITY OF SOUTHERN QUEENSLAND, AUS

This internationally acclaimed MBA programme is designed for enterprising minds seeking to holistically combine their expertise with general management skills. It involves a significant investment of time and money as the programme gives you a better understanding on managing people and organisations.

The 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. Learn decision making and problem solving skills, international business environment and strategies to manage globalisation.

We aspire to groom those of you 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.

Choice of 6 Specialisations:
- Strategic Human Resource Management
- Strategic Marketing
- Digital Transformation
- Project Management
- Finance
- General Management

Programme Modules

Foundation Core Subjects
- Managing Organisational Behaviour
- Accounting & Financial Management
- Marketing Management
- Economics for Managers

Non Foundation Core Subjects
- Global Information Systems Strategy
- Leading Organisational Change
- Business Ethics & Sustainability
- Project-Based Management
- Strategic Management
  (CAPSTONE COURSE)

Electives Subjects

Strategic Human Resource Management
- Performance Management
- Global Issues in Employment Relations
- Strategic Management of HR & Innovation

Project Management
- Project Quality, Risk & Procurement Management
- Project Scope, Time & Cost Management
- Project Human Resources, Communications & Integration Management

Strategic Marketing
- Buyer Behaviour
- International Marketing
- Services Marketing Management

Finance
- Finance for Executives
- Financial Markets & Instruments
- Strategic Investments

Digital Transformation
- Business Intelligence
- Digital Innovation
- Strategic Information Security

General Management
Any 3 Units From The Range Of Majors To Provide Students With Generalist Skills

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. The USQ MBA qualification will develop your business expertise through a deeper understanding of managing people and organisations, decision making and problem-solving, international business environment, strategies to manage globalisation, strategic marketing and operations management.
Our internationally acclaimed MBA programme is designed for enterprising minds seeking to combine their expertise with general management skills. It involves a significant investment of time and money as you gain better understanding on managing people and organisations. You’ll learn decision-making and problem solving skills in an international business environment and strategies to manage globalisation issues.

The demand for highly knowledgeable work force is always increasing. The MBA will assimilate work-based learning that will improve your ability to bring many productive changes within your current organisation.

**Programme Modules**

- Financial Management and Control
- Managing and Leading People
- Operations Management
- Marketing Management
- Information Management (Statistics)
- Project Management
- International Business Environment
- Global Corporate Strategy

**Dissertation**

This research paper of 15,000 - 20,000 words will need to be completed based on contemporary business and management research area proposal by students.

**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.

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The MA International Business offers students the opportunity to delve deeper into the understanding of the complex and volatile and competitive environments surrounding international business. This is explored within a context of business sustainability, an awareness of environmental concerns and an understanding of corporate social responsibility. Students will gain a broader knowledge of the international context in which they operate, with the opportunity to reflect, evaluate and apply key theories of international business management.

**Programme Modules**

- Managing Business Finance
- Sustainable Business
- International Trade and Globalisation
- Project Management
- Strategic Human Resource Management
- Global Marketing Leadership
- International Business Strategy
- Global Markets and Consumers
- Research Methods
- Research Investigation

**Career Opportunities**

Business executives or professionals in public and private sector organisations, with opportunities in banks, financial institutions, securities firms, investment companies, export/import companies, international business consultancies, multinational manufacturers including automobile companies, port, cargo, global shipping companies, the travel, tourism, and hospitality industries.
# MASTER OF SCIENCE IN MANAGEMENT BY RESEARCH

**SEGi UNIVERSITY**

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, allowing 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’ll be required to complete four modules that include advance qualitative research methods, advance quantitative research methods, theory of knowledge and research proposal and seminar.

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

## Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semester 1</strong></td>
<td><strong>Research and Thesis</strong></td>
</tr>
<tr>
<td>Theory of Knowledge</td>
<td></td>
</tr>
<tr>
<td>Advanced Research Methods and Design</td>
<td></td>
</tr>
<tr>
<td><strong>Semester 2</strong></td>
<td></td>
</tr>
<tr>
<td>Research Proposal and Seminar</td>
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<tr>
<td><strong>Semester 3</strong></td>
<td></td>
</tr>
<tr>
<td>Research and Thesis</td>
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</tr>
</tbody>
</table>

## Career Opportunities

The MSc 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. With MSc Management, you are able to: enhance your career prospects (promotions, overseas posting), enhance the career rewards (pay rises in tandem with higher academic qualifications), change your career path, aspire to be an academician, aspire to be a trainer, aspire to be a researcher.

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“...I am really happy to be part of SEGi College Subang Jaya because there’s a lot of activities and events in our college which have exposed me to different experiences.”

**JAYNELLE KHOO**
BAcHeLoR oF  
BUSINESS MANAGEMENT (HONS)  
SEGi UNIVERSITY & ABERTAY UNIVERSITY, UK

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

As managers, you also carry the responsibility to take on the role of coordinating and integrating the activities of people to ensure that an organisation achieves its goals.

We’ve designed the Bachelor of Business Management (Hons) 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.

You also will also get to choose an area of specialisation in your final year to gain an additional edge when you enter the business world. Specialisations that you can choose from are:

• General Management  
• Financial Management  
• Marketing Management  
• Human Resource Management

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

I would like to thank my lecturers for valuable guidance and experience in the duration of my college life. Lastly I express my sincere appreciation for the High Achievers scholarship from the SEGi Scholarship Board, which gave me an opportunity to receive quality education.

“ I would like to thank my lecturers for valuable guidance and experience in the duration of my college life. Lastly I express my sincere appreciation for the High Achievers scholarship from the SEGi Scholarship Board, which gave me an opportunity to receive quality education.”

Career Opportunities
You’ll have the advantage to pursue a variety of career opportunities in various sectors and industries, from the range of acquired knowledge and skills relevant to business operations and management. Graduates of the Bachelor of Business Management (Hons) programme will be qualified to apply for positions in business, industry and government. The skills and knowledge acquired during the programme are applicable to roles in almost any organisation, opening up career opportunities to work in roles including: Administration, Business advice/development, General management, planning and development, International banking, Consumer finance, Economic analysis, Financial analysis, Accounting, Risk management, Market research, Marketing, Human resource management, Employee relations/industrial relations.

WARREN GOH

KD CAMPUS
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
- Information Technology and System
- Innovative & Creative Skills in Business
- Understanding Markets and Consumers

### Year 2
- International Business
- Business Communication
- Managing Organisation
- Customer Relationship Management
- Financial Management 1
- Research Methodology
- Business Law
- Negotiations & Conflict Management
- E-Commerce
- Introduction to Strategic Management
- Environmental Management and Technology

### Year 3
- Business Ethics
- Business-Government Relations
- Management Accounting
- Entrepreneurship
- Strategic and Change Management
- Business Research Project

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

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

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

### MPU Subjects
- TITAS - only for local students
- Hubungan Emik - only for local student
- Bahasa Kebangsaan A
- SPM BM less than Credit
- Bahasa Melayu Komunikasi 2
- Only for International Students
- Malaysian Studies 3
- Only for International Students
- Effective Listening
- Personal Health Management
- Co-curriculum Management

### Marketing Management
- Relationship Marketing
- Marketing Communication and Advertising Practices
- Marketing Principles, Directions and Applications
- Planning for Media, Direct and Online Marketing
- Critical Issues and Innovative Marketing
We’ve designed this programme for anyone who is interested to pursue a career in the accounting and finance sector and become qualified accountants.

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 these challenges.

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

**Year 2**
- Business Ethics
- Computerised Accounting Systems
- Accounting Information Systems
- Investment Decision
- Financial Management 1
- International Finance: Markets & Management
- Management Accounting
- Money and Banking
- Company Law
- Taxation 1
- Taxation 2
- Advanced Management Accounting

**Year 3**
- Advanced Financial Accounting & Reporting 1
- Auditing and Assurance Services 1
- Corporate Finance
- Advanced Financial Accounting & Reporting 2
- Auditing and Assurance Services 2
- Environmental Management and Technology
- Strategic and Change Management
- Business Research Project
- Workplace Experience
- Research Methodology

**MPU Subjects**
- TITAS - only for local students
- Hubungan Etnik - only for local student
- Bahasa Kebangsaan A (SPM - BM less than Credit)
- Bahasa Melayu Komunikasi 2 Only for International Students
- Malaysian Studies 3 Only for International Students
- Effective Listening
- Personal Health Management
- Co-curriculum Management

**Career Opportunities**

Upon graduation, you will enjoy employment opportunities within accounting and finance departments in both public and private sectors. 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 accountant qualifications from accountancy bodies including Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).
**Bachelor of Accounting (Hons)**

SEGi University & Abertay University, UK

Today, accountancy sets yet higher standards and an accountant is expected to undertake roles more than just ‘number-crunching’ ones.

Professionals in the accounting field are expected to possess a variety of skills relevant to business advising and planning, as well as general accountancy skills. Due to the wide variety of the accounting profession, an accounting degree is the kind that can take you anywhere; from computer auditing to taxation planning to treasury, presenting you with endless career possibilities.

The SEGi University Bachelor of Accounting (Hons) programme combines industry-driven theoretical content with practical aspects. Our aim is of developing your skills and knowledge specific to accounting by giving you a broader understanding of financial management, economics and the fundamentals of business practice - skills that employers are increasingly demanding from their accountants.

Our programme prepares professionals and graduates to take advantage of the expanding market and range of opportunities available in accounting, as well as areas of finance and business management. The wide base of studies covered during studies will help you develop technical skills and analytical problem-solving skills, while improving your overall communication skills.

### Programme Modules

#### Year 1
- Personal Development & Communications Skills
- Information Technology and System
- Principles of Microeconomics
- Business Management
- Financial Accounting 1
- Business Mathematics
- Quantitative and Statistical Methods
- Principles of Macroeconomics
- Financial Accounting 2
- Understanding Markets and Consumers

#### Year 2
- International Business
- Intermediate Financial Accounting
- Business Communication
- E-Commerce
- Cost Accounting
- Business Ethics
- Computerized Accounting Systems
- Accounting Information Systems
- Investment Decision
- Entrepreneurship
- Financial Management 1
- International Finance: Markets & Management
- Management Accounting

#### Year 3
- Advanced Financial Accounting & Reporting 1
- Auditing and Assurance Services 1
- Business Law
- Taxation 1
- Advanced Financial Accounting & Reporting 2
- Auditing and Assurance Services 2
- Company Law
- Taxation 2
- Workplace Experience

#### Year 4
- Advanced Management Accounting
- Advanced Accounting Theory and Practices
- Research Methodology
- Public Sector Accounting
- Environmental Management and Technology
- Integrated Case Study in Accounting
- Strategic and Change Management
- Business Research Project

#### MPU Subjects
- TITAS (Local students only)
- Hubungan Etnik (Local students only)
- Bahasa Kebangsaan A (SPM - BM less than Credit)
- Bahasa Melayu Komunikasi 2 (Int’l students only)
- Malaysian Studies 3 (Int’l students only)
- Effective Listening
- Personal Health Management
- Co-curriculum Management

Graduates of the SEGi University Degree in Accounting will be given exemption accreditations for:

- **ACCA**: 9 Papers Exemption
- **CIMA**: 8 Papers Exemption
- **CPA** (P1 & P2): 8 Papers Exemption

**Career Opportunities**

Given the need for financial accountability and cost effective decision-making in just about every organisation throughout the world, qualified accountants are essential and upon graduation, have a variety of career opportunities available to them. Knowledge and skills acquired through the Bachelor of Accounting (Hons) are transferable across many sectors such as government, education, the arts, commerce and industry. Modern professional accountants are multi-skilled and enjoy a wide range of career options including: Accountant, Auditor, Business analyst, Investment manager, Company secretary, Management accountant, Internal auditor, Taxation adviser.
As accountants, you’re responsible to manage the company’s audits and process financial information of the organisation while financial accounting gathers and prepares data such as balance sheet, income statement, tax authorities and other stakeholders.

With professionals in this area being in demand, acquiring a degree in Accounting and Finance would allow you to learn the whole operation of business to add substantial value to any organisation various readily available financial systems.

Programme Modules

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<thead>
<tr>
<th>Year 1</th>
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<tbody>
<tr>
<td>Personal &amp; Team Effectiveness</td>
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<tr>
<td>Economic Principles</td>
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<tr>
<td>Intro to Management Accounting</td>
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<tr>
<td>English 1</td>
</tr>
<tr>
<td>Intro to Financial Accounting</td>
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<tr>
<td>Business Law &amp; Ethics</td>
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<tr>
<td>Management &amp; the Organisation</td>
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<tr>
<td>English 2</td>
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<tr>
<td>Intro to Finance</td>
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<td>English 3</td>
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<tr>
<th>Year 2</th>
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<tbody>
<tr>
<td>Leadership &amp; Mentoring</td>
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<tr>
<td>Accounting Information Systems</td>
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<tr>
<td>Accounting for Management Performance</td>
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<tr>
<td>Business Ethics</td>
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<td>Financial Accounting</td>
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<tr>
<td>Company Law and Audit</td>
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<td>Taxation</td>
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<tr>
<th>Year 3</th>
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<tbody>
<tr>
<td>Business Research &amp; Project 1</td>
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<tr>
<td>Advanced Auditing</td>
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<tr>
<td>Accounting for Management Decisions</td>
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<tr>
<td>Environmental Management &amp; Technology</td>
</tr>
<tr>
<td>Corporate Finance</td>
</tr>
<tr>
<td>Advanced Financial Accounting</td>
</tr>
<tr>
<td>Business Research &amp; Project 2</td>
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<tr>
<td>Strategic &amp; Change Management</td>
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<tr>
<td>E-Commerce</td>
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<tr>
<td>Practical Training &amp; Report/Presentation</td>
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</tbody>
</table>

**Career Opportunities**

You have wide opportunities to grow within the finance and accounting departments of organisations. To name a few, your options are likely to be: Financial Accountants, Management Accountants, Chartered Accountants, Tax Adviser, Budget Controller, Financial Analyst.

Upon graduation, you have the opportunity to further your studies in professional accountancy courses such as Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).
Get the knowledge, skills and understanding of business and management, and psychology of individual and group behaviour at work. Be equipped with theoretical base and practical skills to manage people and the understand dynamics of human interaction in the workplace.

This programme stresses on the development of communication and thinking skills that we believe, are essential for personal and professional success at the start of their career. During the final stage in the programme you will write an extended dissertation project, enabling you to develop specialist expertise in an area of interest within business psychology.

As graduates of this degree, you will not become a qualified occupational psychologist, but will have a higher-level knowledge of psychology and the ability to apply psychological principles to business problems. These skills are highly valued within the increasingly complex human environment of modern business.

### Programme Modules

#### Year 1
- Introduction to Business Functions
- Personal and Professional Development: Study Skills and Self Evaluation
- Context and Regulatory Framework of Business
- Management Skills: Managing the Individual and Team
- Organisational Behaviour: Managing the Performance of Individuals
- Foundations of Psychology for Business

#### Year 2
- Cross Cultural Management
- Business Ethics
- Management Skills: Managing Effectively
- Personal and Professional Development: Communication and Business Research
- Management and Information Systems
- Organisational Behaviour: Managing Groups and Teams
- Business Management and Psychology

#### Year 3
- Dissertation – General Management
- Strategic Management
- Organisational Behaviour: Leadership
- Professional and Personal Development: Career Management
- Contemporary Issues in Management
- Human Performance in Organisations
- One Option from:
  - Advanced Counselling Theory; OR
  - Social Psychology: Current Social Issues

“With a balance between theory and practical knowledge, the SEGi’s Diploma in Accountancy comprehensive syllabus equipped me to future my degree overseas. Personally I think these skills are crucial in the working environment especially when it comes to planning and leading employees and teamwork.”

**ADIB SULAIMAN**

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**Career Opportunities**

You will be in demand in any business organisation. You’ll be equipped with the skills and knowledge to put you in a strong position for promotion. Alternatively, you can choose to further study with MBA or Master’s degrees in human resource management or international business.

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*UNIVERSITY of GREENWICH, UK*

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The success of any organisation depends on the business marketing strategies. It is key to determine the growth of an organisation and it has much to offer the new generations, both in the local and international arena.

Students in pursuit of the marketing Degree will learn techniques of being a flexible and skilled communicator. You will be trained with new technologies, product and service innovations of the marketing discipline. Upon developing your critical understanding of the subject, we encourage developing skills and personal capabilities that allow you to be competent for available career opportunities.

Programme Modules

BA (HONS) MARKETING UNIVERSITY OF GREENWICH, UK

Programmes Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
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</thead>
<tbody>
<tr>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
</tr>
<tr>
<td>Marketing Principles &amp; Planning</td>
<td>The Marketing Practitioner (PPD2, Double Module)</td>
<td>The Marketing Manager (PPD3 - Thematic Independent Studies (Double Module))</td>
</tr>
<tr>
<td>The Marketing Profession (Sector Application of Marketing, Double Module)</td>
<td>Customer Insight &amp; Research</td>
<td>Contemporary Issues in Marketing (Double Module)</td>
</tr>
<tr>
<td>Personal &amp; Professional Development (PPD1 - Quantitative Methods, Double Module)</td>
<td>Global Marketing Management</td>
<td>Global Operations and Logistics (Double Module)</td>
</tr>
<tr>
<td>Context &amp; Regulatory Framework of Business</td>
<td>Marketing Management</td>
<td></td>
</tr>
<tr>
<td>Personal &amp; Professional Development (PPD1 - Study Skills and Self Evaluation)</td>
<td>Malaysia Studies</td>
<td></td>
</tr>
<tr>
<td>Economic &amp; Financial Framework for Business</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Moral Studies / Islamic Studies</td>
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<tr>
<td>Bahasa Malaysia</td>
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</tbody>
</table>

**Electives for Year 1**

- Principles of Managing Entrepreneurship
- Introduction to Human Resource Strategy
- Introduction to Operations

<table>
<thead>
<tr>
<th>Electives for Year 1</th>
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<tbody>
<tr>
<td>Principles of Managing Entrepreneurship</td>
</tr>
<tr>
<td>Introduction to Human Resource Strategy</td>
</tr>
<tr>
<td>Introduction to Operations</td>
</tr>
</tbody>
</table>

Graduates of the SEGi University Degree in Accounting will be given exemption accreditations for:

- ACCA : 9 Papers Exemption
- CPA : 8 Papers Exemption
- CIMA : 8 Papers Exemption
- CIA : 8 Papers Exemption

**Career Opportunities**

As graduates from the Marketing field, you contribute your expertise in sales management, advertising, consulting and marketing research, branding consultant.
As Accounting and Finance graduates, you can pursue your career as a Chartered Accountant. Your services also extend in the banking industry, insurance companies, civil service and market research. Graduates can enter any finance related jobs in various organisations locally and internationally.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
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</thead>
<tbody>
<tr>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
</tr>
<tr>
<td>Personal Development and</td>
<td>Financial Management</td>
<td>Advanced Financial Accounting 1</td>
</tr>
<tr>
<td>Communications Skills</td>
<td>Money and Banking</td>
<td>Auditing and Assurance Services 1</td>
</tr>
<tr>
<td>Principles of Economics</td>
<td>Accounting Information Systems</td>
<td>Research Methodology</td>
</tr>
<tr>
<td>Business Management</td>
<td>Company Law</td>
<td>Environmental Management and Technology</td>
</tr>
<tr>
<td>Financial Accounting 1</td>
<td>Taxation 1</td>
<td>Strategic and Change Management</td>
</tr>
<tr>
<td>Bahasa Malaysia A /</td>
<td>International Finance:</td>
<td>Workplace Experience</td>
</tr>
<tr>
<td>Bahasa Malaysia B</td>
<td>Markets &amp; Management</td>
<td>Advanced Financial Accounting 2</td>
</tr>
<tr>
<td>Malaysian Studies (Pengajian Malaysia)</td>
<td>Management Accounting</td>
<td>Auditing and Assurance Services 2</td>
</tr>
<tr>
<td>Islamic Studies /</td>
<td>Business Ethics</td>
<td>Business Research Project</td>
</tr>
<tr>
<td>Moral Studies</td>
<td>Taxation 2</td>
<td>Corporate Finance</td>
</tr>
<tr>
<td>Entrepreneurship Development</td>
<td>Computerised Accounting Systems</td>
<td></td>
</tr>
<tr>
<td>Cost Accounting</td>
<td>Advanced Management Accounting</td>
<td></td>
</tr>
<tr>
<td>Quantitative and Statistical Methods</td>
<td>Investment Decision</td>
<td></td>
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<tr>
<td>Business Law</td>
<td></td>
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</tr>
<tr>
<td>Financial Accounting 2</td>
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</tbody>
</table>

Career Opportunities

As Accounting and Finance graduates, you can pursue your career as a Chartered Accountant. Your services also extend in the banking industry, insurance companies, civil service and market research. Graduates can enter any finance related jobs in various organisations locally and internationally.
BA (HONS) BUSINESS MANAGEMENT (3+0)
UNIVERSITY OF GREENWICH, UK

We’re set out to equip you with the practical skills needed to become an effective manager of teams and individuals with strong academic orientation to the world of commerce and public service.

The Bachelor in Business Administration enables you to acquire an in-depth understanding of business concepts and prepares you for work in a number of general management roles.

We place emphasis on shaping your ability to manage people, so that by the end of the programme, you can confidently anticipate complex interpersonal interactions, which take place between members of teams, with clients and with customers. The ability to manage people effectively is essential qualifications of becoming a successful manager.

This business programme adopts a variety of assessment methods that includes exams, coursework, essays, presentations, group work and real-life business simulations.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>■ Introduction to Business Functions</td>
<td>■ Management Information Systems</td>
<td>■ Strategic Management</td>
</tr>
<tr>
<td>■ Context and Regulatory Framework of Business (Double Module)</td>
<td>■ Managing Across Cultures</td>
<td>■ Independent Research Project (Double Module)</td>
</tr>
<tr>
<td>■ Business Planning &amp; Development (Quantitative Methods)</td>
<td>■ Value Chain Management (Double Module)</td>
<td>■ Organisational Behaviour 3 - Leadership</td>
</tr>
<tr>
<td>■ Management Skills</td>
<td>■ Management Skills</td>
<td>■ Employee Relations and Rewards (Double Module)</td>
</tr>
<tr>
<td>■ Personal &amp; Professional Development (PPD – Study Skills and Self Evaluation)</td>
<td>■ Business Ethics</td>
<td>■ Contemporary Issues in Management</td>
</tr>
<tr>
<td>■ Business Planning &amp; Development (Financial &amp; Management Accounting)</td>
<td>■ Organisational Behaviour 2</td>
<td>■ Personal &amp; Professional Management 3 (Career Management)</td>
</tr>
<tr>
<td>■ Organisational Behaviour (Managing Performance of Individuals)</td>
<td>■ Personal &amp; Professional Development 2 (Managing Groups &amp; Teams)</td>
<td></td>
</tr>
<tr>
<td>■ Moral Studies / Islamic Studies</td>
<td>■ Communications &amp; Research</td>
<td></td>
</tr>
<tr>
<td>■ Bahasa Kebangsaan</td>
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</tbody>
</table>

“ As far as Business & Accounting programmes are concerned, I am a true believer that SEGi offers one of the finest tertiary education. The programmes don’t just provide you with paper qualifications, it comes complete with guiding you to use the right tools to succeed.”

LOW HONG KAI

Career Opportunities

The programme is aimed primarily at students wishing to enter a finance-related career and many graduates have obtained trainee accountant positions in a variety of organisations locally and internationally. This programme also provides an excellent basis for entry into general management.
Economics is concerned with some of the most important issues which affect us all – employment, income, prices, housing, poverty, the distribution of income and wealth, the environment and pollution, leisure, government spending on services such as health, education and transport, competitiveness, investment, productivity and growth, international trade and finance. There are only a few aspects of our lives that cannot be analysed from an economic perspective, evaluating and comparing the costs and benefits of alternative courses of action.

We aspire to groom you with sophisticated understanding and application of economic theory in international contexts, business, markets and institutions. Our programme is unique. Being internationally attuned, its evidence-based approach prepares you to become competent, confident and ready to start a career at an international level.

You get a rigorous grounding in economic theory, solid training in quantitative subjects and are offered to gain specific knowledge of behaviour and practices of banks, other financial intermediaries and the place of the financial system in the economy and to become aware of the effects of the rise of international finance on the financial system’s stability and the issues of financial regulation.

We frequently revise this programme to reflect current business priorities and demands of employers to ensure that you are trained in relevant issues and business applications.

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<tbody>
<tr>
<td><strong>Semester 1</strong></td>
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<td><strong>Semester 1</strong></td>
</tr>
<tr>
<td>▪ Personal and Professional Development Part 1</td>
<td>▪ Professional Practice in International Business &amp; Economics</td>
<td>▪ Project (Part 1 – Proposal)</td>
</tr>
<tr>
<td>▪ Macroeconomics 1 (Part 1)</td>
<td>▪ Macroeconomics 2 (Part 1)</td>
<td>▪ Economics of Finance and Investment (Part 1)</td>
</tr>
<tr>
<td>▪ Microeconomics 1 (Part 1)</td>
<td>▪ Microeconomics 2 (Part 1)</td>
<td>▪ Monetary Economics</td>
</tr>
<tr>
<td>▪ English 1</td>
<td>▪ English 3</td>
<td>▪ Semester 2</td>
</tr>
<tr>
<td>▪ Semester 2</td>
<td>▪ Semester 2</td>
<td><strong>Business Placement (Internship)</strong></td>
</tr>
<tr>
<td>▪ Bahasa Malaysia</td>
<td>▪ Islamic Studies (Pengajian Islam)</td>
<td><strong>Semester 3</strong></td>
</tr>
<tr>
<td>▪ Semester 3</td>
<td>▪ Banking and Finance in a Global Context</td>
<td>▪ Applied Econometrics (Part 2)</td>
</tr>
<tr>
<td>▪ Banking and Finance in a Global Context</td>
<td>▪ Quantitative Methods for Economics Part 2 (Part 2)</td>
<td>▪ Economics of Finance and Investment (Part 2)</td>
</tr>
<tr>
<td>▪ Quantitative Methods for Economics Part 2</td>
<td>▪ Macroeconomics 2 (Part 2)</td>
<td>▪ Managerial Economics</td>
</tr>
<tr>
<td>▪ Macroeconomics 1 (Part 2)</td>
<td>▪ Microeconomics 2 (Part 2)</td>
<td></td>
</tr>
<tr>
<td>▪ Microeconomics 1 (Part 2)</td>
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<tr>
<td>▪ English 2</td>
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</tbody>
</table>

Career Opportunities

With this programme, you can aspire to achieve various entry-level jobs in banking, finance, insurance, stock markets, sales and marketing as well as corporations including consulting firms or government departments. You may also kick-start your career with government enterprises, public undertakings, investment firms, education, advertising, commercial management and research, business journals and newspapers.
If you’re interested in hiring an employee to work, preparing appraisal of staff performance, creating job analysis, preparing assessments or trainings and taking care of benefits and wellness of employees, you’re set to pursue a career and Degree in the Human Resource Management.

This programme grooms you with skills and knowledge in shaping an organisation by providing guidance for the employee who works in the organisation. Be well versed with the working culture and environment and contribute effectively to your future companies’ development.

**BA (HONS) HUMAN RESOURCE MANAGEMENT UNIVERSITY OF GREENWICH, UK**

**Programme Modules**

**BA (HONS) HUMAN RESOURCE MANAGEMENT UNIVERSITY OF GREENWICH, UK**

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<tbody>
<tr>
<td><strong>Semester 1</strong></td>
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<td><strong>Semester 1</strong></td>
</tr>
<tr>
<td>Introduction to Business Functions</td>
<td>Strategic Human Resource Management</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>Context and Regulatory Framework of Business (Double Module)</td>
<td>Managing Across Cultures</td>
<td>Independent Research Project</td>
</tr>
<tr>
<td>Business Planning &amp; Development (Quantitative Methods)</td>
<td>Employee Resourcing &amp; Development (Double Module)</td>
<td>Organisational Behaviour 3 – Leadership</td>
</tr>
<tr>
<td>Management Skills</td>
<td>Management Skill</td>
<td>Employee Relations and Reward (Double Module)</td>
</tr>
<tr>
<td>Personal &amp; Professional Development (PPD: Study Skills and Self Evaluation)</td>
<td>Business Ethics</td>
<td>Contemporary Issues in HRM</td>
</tr>
<tr>
<td>Business Planning &amp; Development (Financial &amp; Management Accounting)</td>
<td>Organisational Behaviour 2</td>
<td>Independent Research Project</td>
</tr>
<tr>
<td>Organisational Behaviour (Managing Performance of Individuals)</td>
<td>Managing Groups &amp; Teams</td>
<td>Personal &amp; Professional Management 3 (Career Management)</td>
</tr>
<tr>
<td>Moral Studies / Islamic Studies</td>
<td>Personal &amp; Professional Development 2 (Communications &amp; Research)</td>
<td></td>
</tr>
<tr>
<td>Bahasa Malaysia</td>
<td>Malaysian Studies</td>
<td></td>
</tr>
</tbody>
</table>

I appreciate the dedicated lecturers as they have supported me in every way possible in order for me to succeed. Combined with its facilities and extra facilities, I am truly glad I chose SEGi.

**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.

**STEFFENIE CHAN CARR MENN**

“I appreciate the dedicated lecturers as they have supported me in every way possible in order for me to succeed. Combined with its facilities and extra facilities, I am truly glad I chose SEGi.”
Arguably the most important asset of any company, you’ll likely play a significant contribution in the administration and development of the organisations personnel.

As more organisations place a great importance towards training their people in ways that support business goals, human resource management is increasingly becoming an integral part of organisational strategy.

This programme is designed to equip you with knowledge in human resource and core areas of business and management including:

- Recruitment
- Staffing
- Leadership and strategy development
- Training and development
- Remuneration
- Workplace relations

The combination of theoretical and practical experience will assist you in developing key transferable skills including communication skills, management skills and personal professional skills.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning From Practice &amp; Reflection</td>
<td>Business Ethics</td>
<td>Business Research Dissertation I</td>
</tr>
<tr>
<td>Core Business Skills</td>
<td>Operation Management</td>
<td>Corporate Strategy</td>
</tr>
<tr>
<td>Principles of Marketing</td>
<td>Introduction to Strategic Management</td>
<td>Human Resource Strategies</td>
</tr>
<tr>
<td>Accounting for Business and Management</td>
<td>Human Resource Management</td>
<td>Business Research Dissertation II</td>
</tr>
<tr>
<td>Understanding the Global Environment</td>
<td>Practical Employment Law</td>
<td>Organisational and Human Resource Development Strategies</td>
</tr>
<tr>
<td>Organisation Studies</td>
<td>Managing Diversity and Equality</td>
<td>Employment Relations</td>
</tr>
</tbody>
</table>

Career Opportunities

Tap into a wide range of human resource roles and be involved in the analysis and planning of human resource structure of organisations. As graduates, you are likely to find employment in: human resource management, employee relations/industrial relations, payroll, training and development, occupational health and safety, recruitment, remuneration.
Accounting and Finance is crucial to any organisation to keep track of an organisation’s financial progress and money flow.

Studying the Degree in Accounting and Finance offered by University of Sunderland allows you to manage accounts and gains experience in managing finance through its international financial reporting and project management.

### Programme Modules

**BA (HONS) ACCOUNTING & FINANCE**  
**UNIVERSITY OF SUNDERLAND, UK**

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
</table>
| - Introduction to Financial Accounting  
- Cost Accounting in an Ethical and Organisational Context  
- Quantitative Analysis and Systems  
- Business and Financial Environment  
- Personal and Professional Development 1 for the Accountants  | - Management Accounting  
- Business & Company Law  
- Advanced Financial Accounting  
- Taxation  | - Finance  
- Current Issues in Financial Accounting  
- Auditing  
- Strategic Financial Management  
- Current Issues in Management Accounting |

“ Its diverse curriculum has given me a wide range of employment choices, and the practical industry knowledge from internship combined with theoretical knowledge, is what needed in the commercial business sector. ”

**Career Opportunities**

You stand a high chance for employment in the banking field or financial departments of any organisation.
Marketing is an essential part of any business and its discipline is required for enormous success in today’s modern business environment.

Understanding 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 Bachelor of Arts (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.

### Programme Modules

**BA (HONS) BUSINESS AND MARKETING MANAGEMENT**

UNIVERSITY OF SUNDERLAND, UK

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### Programme Modules

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UNIVERSITY OF SUNDERLAND, UK

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### Programme Modules

- **Year 1**
  - Learning From Practice & Reflection
  - Core Business Skills
  - Principles of Marketing
  - Accounting for Business and Management
  - Understanding the Global Environment
  - Organisation Studies

- **Year 2**
  - Business Ethics
  - Operation Management
  - Introduction to Strategic Management
  - Marketing Intelligence
  - Marketing Communications
  - Marketing Management

- **Year 3**
  - Business Research Dissertation 1
  - Corporate Strategy
  - Critical Issue in Marketing
  - Industrial Placement
  - Business Research Dissertation II
  - Consumer Psychology
  - E-Marketing

„My experience in SEGi is irreplaceable! Its relevant and practical teaching has resulted in unleashing the best potentials in a student."

ABDUL HABEEB
MOHAMED RAWEH

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/or administration.
Business and Management are key components of a successful organisation. As graduates, you’re 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 University 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.

### ProgrammeModuleName

#### BA (HONS) BUSINESS AND MANAGEMENT

**UNIVERSITY OF SUNDERLAND, UK**

#### Programme Modules

| Year 1 | Semester 1 | Employment Skills |
| Year 2 | Semester 2 | Business Finance |
| Year 3 | Semester 3 | Strategic Management |

#### Year 1 Semester 1
- Employment Skills
- Understanding The Business Environment - Part 1
- Understanding Business - Part 1
- Consumer Behaviour
- Financial Accounting

#### Year 1 Semester 2
- Contemporary Debates In Business Management
- Understanding The Business Environment - Part 2
- Understanding Business - Part 2
- Information Technology And Systems

#### Year 1 Semester 3
- Personal Health Management
- Co-curriculum Management
- English 1

#### Year 2 Semester 1
- Business Finance
- Marketing Management
- Responsible Business
- English 2
- Bahasa Kebangsaan A
  - if SPM BM less than Credit

#### Year 2 Semester 2
- Human Resource Management
- Introduction To Strategic Management
- Developing Career Prospects
- English 3
- Titas (Local Student only)
- Bahasa Melayu Komunikasi
  - (International Student only)

#### Year 2 Semester 3
- Effective Listening
- Malaysian Studies 3
  - (International Student only)
- Hubungan Etik (Local Student only)

#### Year 3 Semester 1
- Strategic Management
- Applying Critical Reflective Practice
- Research Methodology
- Employee Relations

#### Year 3 Semester 2
- Business Research Dissertation
- Strategic Marketing
- Learning And Development
- Operation And Quality Management

#### Year 3 Semester 3
- Workplace Experience

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**Career Opportunities**

The job market offers graduates a myriad opportunity to work their way up the career ladder at an incredibly rapid pace. Generally, Business and Management graduates are needed in the fields of Banking, Accountancy, Insurances, Education, Marketing, Civil Service. As Business and Management graduates, you can look forward to embrace challenges and opportunities ahead of a successful career.
We’ve designed this programme for anyone who is interested to pursue a career in the accounting and finance sector and become qualified accountants.

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 these challenges.

### 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

#### Year 2
- Business Ethics
- Computerised Accounting Systems
- Accounting Information Systems
- Investment Decision
- Financial Management 1
- International Finance: Markets & Management
- Management Accounting
- Money and Banking
- Company Law
- Taxation 1
- Taxation 2
- Advanced Management Accounting

#### Year 3
Study 2 years in Malaysia, final year at Abertay University, UK.

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**Career Opportunities**

Upon graduation, you will enjoy employment opportunities within accounting and finance departments in both public and private sectors. Typical examples of job positions include: Financial Accountants, Financial Analysts, Credit Risk Analysts, Budget Analysts, 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).
It’s important for you to possess the capacity to deal a range of complex issues on a daily basis and make business decisions in the face of constant economic and social change, while adapting and relating to both local and international market shifts.

As managers, you also carry the responsibility to take on the role of coordinating and integrating the activities of people to ensure that an organisation achieves its goals.

We’ve designed the Bachelor of Arts (Hons) Business Studies 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.

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

Programme Modules

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<tr>
<td>Introduction to Business Functions</td>
<td>Management Information Systems</td>
<td>Study 2 years in Malaysia, final year at Abertay University, UK.</td>
</tr>
<tr>
<td>Context and Regulatory Framework of Business (Double Module)</td>
<td>Managing Across Cultures</td>
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<td>Organisational Behaviour 2 (Managing Groups &amp; Teams)</td>
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<tr>
<td>Organisational Behaviour (Managing Performance of Individuals)</td>
<td>Personal &amp; Professional Development 2 (Communications &amp; Research)</td>
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<tr>
<td>Moral Studies / Islamic Studies</td>
<td>Malaysian Studies</td>
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<tr>
<td>Bahasa Kebangsaan</td>
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</tbody>
</table>

Career Opportunities

You’ll have the advantage to pursue a variety of career opportunities in various sectors and industries, from the range of acquired knowledge and skills relevant to business operations and managements.

Graduates of the Bachelor of Business Management (Hons) programme will be qualified to apply for positions in business, industry and government. The skills and knowledge acquired during the programme are applicable to roles in almost any organisation, opening up career opportunities to work in roles including: administration, business advice, development, general management, planning and development, international banking, consumer finance, economic analysis, financial analysis, accounting, risk management, market research, marketing, human resource management, employee relations/industrial relations.
EXECUTIVE DIPLOMA IN BUSINESS ADMINISTRATION

Specially designed for working adults, the Executive 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.

The Executive Diploma recognises prior learning and skills gained through work experience as entry into the programme. Instead of a higher education diploma that would normally take 3 years, the Executive Diploma is for the working adult and can be completed in just 1 ½ years.

With this Business Administration Executive Diploma, 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.

Programme Modules

- Academic English
- Microeconomics
- Principles of Management
- Human Resource Management
- Financial Accounting
- Macroeconomics
- Principles of Marketing
- Business and Company Law
- Cost Accounting
- Management Information System
- Marketing Management
- Entrepreneurship
- Business Research

EXECUTIVE DIPLOMA IN MARKETING

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.

The Executive Diploma also prior learning and skills gained through work experience as entry into the programme. Instead of a higher education diploma that would normally take 3 years, the Executive Diploma is for the working adult and can be completed in just 1 ½ years.

Programme Modules

- Academic English
- Consumer Behaviour
- Principles of Marketing
- Service Marketing
- Marketing Management
- Channel of Distribution
- Creative Production and Presentation
- Personal Selling
- Advertising Management
- Integrated Marketing Communication
- International Marketing
- Entrepreneurship
- Business Research
Programme Modules

EXECUTIVE DIPLOMA IN
ACCOUNTING

SEGi COLLEGE

We’ll equip you with the knowledge and skills of recording, classifying, and summarising in a significant manner and in terms of money, transactions and events.

Master all the major accountancy essentials from basic skills in bookkeeping 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.

The Executive Diploma also recognises prior learning and skills gained through work experience as entry into the programme. Instead of a higher education diploma that would normally take 3 years, the Executive Diploma is for the working adult and can be completed in just 1½ years.

Programme Modules

- Financial Accounting I, II, III, IV and V
- Introduction to Management Accounting
- Academic English
- Business Management
- Finance
- Cost Accounting
- Corporate Audit
- Taxation
- Business Research

EXECUTIVE DIPLOMA IN
HUMAN CAPITAL MANAGEMENT

SEGi COLLEGE

This programme provides you with the knowledge, skills, techniques and ethics that are prerequisites for effective and efficient strategies in managing human resources in an organisation.


The Executive Diploma recognises prior learning and skills gained through work experience as entry into the programme. Instead of a higher education diploma that would normally take 3 years, the Executive Diploma is for the working adult and can be completed in just 1½ years.

Programme Modules

- Academic English
- Human Resource Management
- Principals of Management
- Training and Development
- Organisational Development
- Compensation and Benefits
- Malaysian Employment Law
- Organisational Behaviour
- Union and Labour Relations
- Occupational Safety and Health
- Human Resource Information Systems
- Entrepreneurship
- Business Research

Career Opportunities

As graduates, you’ll be able to analyse potential human resource solutions from the view of technical, commercial and social aspects and apply newfound knowledge and theories applicable to the industry.

Pick up the latest technologies that are being used to computerise Human Resource Management functions, enhancing efficiency and effectiveness as a human resource executive or manager.

In addition, you will also gain knowledge of management and business fundamentals to define business strategies, tactics, procedures and practices pertaining to human capital. Communicate effectively with the business associations and the society at large, function effectively and efficiently in any establishment and demonstrate an understanding of professional ethics, responsibilities and norms of human resource practices.
DIPLOMA IN
HUMAN RESOURCE MANAGEMENT
SEGi COLLEGE

You’ll take charge of the well-being 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, staff motivation, teamwork and other related topics.

Programme Modules

Business Environment
- Business and Its Environment
- Business Ethics and Law
- Malaysian Employment Law

Economics, Finance & Marketing
- Principles to Economics
- Principles to Finance
- Principles of Marketing

Information Technology
- Information Systems
- Human Resource Information Systems

Language & Communication Skills
- Business Communication
- General Language Training
- Study Skills in English
- Academic Research

Quantitative Analysis
- Basic Statistics
- Principles of Accounting
- Business Mathematics

Trade Unions & Health Safety
- Union and Labour Relations
- Occupational Safety and Health
- Collective Bargaining

Human Resource, Development & Performance Management
- Introduction to Human Resource Management
- HR Planning, Recruitment and Selection
- Training & Development
- Organisational Development
- Performance Management
- Compensation & Benefits

Management
- Principles of Management
- Teamwork & Leadership
- Organisational Behavior

Compulsory Studies
- Moral / Islamic Studies
- Malaysian Studies
- Bahasa Malaysia

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

DIPLOMA IN ACCOUNTING
SEGi UNIVERSITY & SEGi COLLEGE

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.

It also recognises prior learning and skills gained through work experience as entry into the programme. Instead of a higher education diploma that would normally take 3 years, the Executive Diploma is for the working adult and can be completed in just 1 ½ years.

Programme Modules

- General Language Training
- Academic English
- Business Research
- Information Technology
- Business Mathematics
- Business Statistic
- Business Communication
- Introduction to Business
- Introduction to Finance
- Business & Company Law
- Principles of Marketing
- Business Management
- Cost Accounting
- Financial Accounting 1
- Macroeconomics
- Microeconomics
- Intro to Mgmt Accounting
- Financial Accounting 2
- Financial Accounting 3
- Financial Accounting 4
- Taxation
- Finance
- Financial Accounting 5
- Corporate Audit
- Bahasa Melayu Komunikasi 1 [International Students]
- Moral Studies / Islamic Studies
- Bahasa Kebangsaan A - SPM BM less than Credit
- Presentation Skills
- Pengurusan Ko-Kurikulum
- Malaysian Studies (Local Students Only)

Career Opportunities

The Diploma provides you with a perspective on management accounting, essential for management and operating decisions. Budgeting and costing are regarded as vital skills and indeed the core reasons why some businesses fail.

With the knowledge and skills gained, you’ll become highly employable and sought-after by many corporations.
DIPLOMA IN MARKETING
SEGi UNIVERSITY & SEGi COLLEGE

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.

The Diploma also prior learning and skills gained through work experience as entry into the programme. Instead of a higher education diploma that would normally take 3 years, the Diploma is for the working adult and can be completed in just 1½ years.

Programme Modules

- General Language Training
- Academic English
- Business Research
- Business Statistic
- Introduction to Business
- Introduction to Finance
- Business & Company Law
- Principles of Marketing
- Principles of Management
- Consumer Behavior
- Macroeconomics
- Microeconomics
- Entrepreneurship
- Service Marketing
- Marketing Management
- Public Relation Writing
- Advertising Management
- Creative Prad & Presentation
- Personal Selling
- Channel Distribution
- Ethical Issue in Marketing
- Integrated Marketing Communication
- International Marketing
- Bahasa Melayu Komunikasi 1 (International Students)
- Moral Studies / Islamic Studies
- Bahasa Kebangsaan A (SPM BM less than Credit)
- Presentation Skills
- Pengurusan Ko-Kurikulum
- Malaysian Studies (Local Students Only)
DIPLOMA IN
BUSINESS ADMINISTRATION
SEGI UNIVERSITY & SEGI COLLEGE

Specially designed for working adults, 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, techniques and ethics to excel in your careers.

The Diploma recognises prior learning and skills gained through work experience as entry into the programme. Instead of a higher education diploma that would normally take 3 years, the Executive Diploma is for the working adult and can be completed in just 1½ years.

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.

Programme Modules

- General Language Training
- Academic English
- Business Research
- Information Technology
- Business Mathematics
- Business Statistic
- Business Communication
- Introduction to Business
- Introduction to Finance
- Business & Company Law
- Principles of Marketing
- Principles of Management
- Business Management
- Consumer Behavior
- Cost Accounting
- Financial Accounting 1
- Macroeconomics
- Microeconomics
- Human Resource Management
- Organisation Behavior
- Operation Management
- E-Commerce
- Promotional Management
- International Business
- Bahasa Melayu Komunikasi 1 (International Students)
- Moral Studies (International students) / Islamic Studies (Local students)
- Bahasa Kebangsaan A [SPM BM less than Credit]
- Presentation Skills
- Pengurusan Ko-Kurikulum
- Malaysian Studies [Local Students Only]

Career Opportunities

A Diploma in Business Administration will arm you with the basic knowledge and theories that apply to the business organisation. Learn the way organisations operate - from a micro and macro perspective, analysing based on objectives and goals, changing trends in business strategies, applying critical decision making and improving the future organisation profitability and sustainability.

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.
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
- 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

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
</tr>
</thead>
</table>
| - English Study Skills I  
- IT Application Packages  
- Accounting I  
- Fundamental of Business  
- Bahasa Malaysia | - English Study Skills II  
- Basic Mathematics  
- Fundamental of Economics  
- Fundamental of Marketing  
- Business Communication  
- Pendidikan Islam / Pendidikan Moral | - Basic Statistics  
- English Study Skills III  
- Accounting II |

<table>
<thead>
<tr>
<th>Semester 4</th>
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</thead>
</table>
| - Basic Statistics  
- English Study Skills III  
- Accounting II |

### Career Opportunities

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

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

“...My decision to enroll at SEGi was definitely the right one. Studying in the Faculty of Business & Accounting has provided me with a myriad of new experiences...”

MOHD SYAZWAN BIN MOHD HANAFIE
**CERTIFICATE IN BUSINESS**

**SEGI COLLEGE**

With the increasing competition of business world today, look forward to move into any business discipline with the skills and knowledge to take on challenging and ever changing roles.

The Certificate in Business programme is designed to provide you with the skills for middle management in business/office/administration environments.

Learn to manage the physical, human and financial resources within a business environment. Upon completion of the Certificate in Business, you’ll be able to manage time and priorities, work effectively in a team, produce business documents, coordinate the implementation of customer service strategies and undertake business planning.

**Programme Modules**

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
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<tbody>
<tr>
<td>Financial Accounting I</td>
<td>Financial Accounting II</td>
</tr>
<tr>
<td>Introduction to Finance</td>
<td>Information Systems</td>
</tr>
<tr>
<td>Business Statistics</td>
<td>Business Mathematics</td>
</tr>
<tr>
<td>Microeconomics</td>
<td>Microeconomics</td>
</tr>
<tr>
<td>Bahasa Malaysia</td>
<td>Malaysian Studies</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 3</th>
<th>Semester 4</th>
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</thead>
<tbody>
<tr>
<td>Introduction to Marketing</td>
<td>Introduction to Management</td>
</tr>
<tr>
<td>Introduction to Business</td>
<td>Business Organisation &amp; Administration</td>
</tr>
<tr>
<td>Business Communication</td>
<td>Moral Studies or Islamic Studies</td>
</tr>
</tbody>
</table>

**Career Opportunities**

The Certificate in Business is designed for those who completed SPM examination (1 credit) or equivalent qualification and wish to seek better career prospects or further studies.

Upon successful completion of the programme, you may escalate to diploma or degree level studies, or proceed into a career in fields such as: Administration, Marketing, Management, Accounting, Human resource.

**FOUNDATION PROGRAMME IN COMMERCE**

**SEGI UNIVERSITY & SEGI COLLEGE**

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 partner universities in Australia and UK. The foundation will also enable you to receive exemptions into selective SEGi degree, at the same time, provide basic knowledge in the areas of commerce and management.

**Programme Modules**

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
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</thead>
<tbody>
<tr>
<td>Quantitative Methods 1</td>
<td>Accounting 1</td>
</tr>
<tr>
<td>Accounting 1</td>
<td>Economics 1</td>
</tr>
<tr>
<td>Economics 1</td>
<td>General Language Training</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 2</th>
<th>Semester 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quantitative Methods 2</td>
<td>Accounting 3</td>
</tr>
<tr>
<td>Accounting 2</td>
<td>Economics 3</td>
</tr>
<tr>
<td>Economics 2</td>
<td>Introduction to Business</td>
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</table>

<table>
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<tr>
<th>Semester 4</th>
<th>Semester 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Marketing</td>
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</tr>
<tr>
<td>Business Communication</td>
<td>Moral Studies or Islamic Studies</td>
</tr>
</tbody>
</table>

**Career Opportunities**

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

SETARA 2013
(SEGi University, Tier 5 Rating: Excellent)

MyQUEST 2012/2013
(SEGi College Kuala Lumpur 6 Star Rating: Social Sciences, Business and Law, Arts and Humanities; Science, Mathematics and Computing; Services)

MyQUEST 2012/2013
(SEGi College Subang Jaya 6 Star Rating: International Students Readiness Rating; Services)

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