

AMERICAN DEGREE PROGRAM



Psychology | Communication | Business Administration

1st
Malaysian University
that earned 5★ for Prioritizing
Society's Needs in Malaysia
- by QS Stars



SEGi
University &
Colleges



A WORLD-CLASS EDUCATION AND THE AMERICAN DREAM

SEGi has teamed up with some powerhouses of education to provide opportunities for students to experience American-style learning through American Degree Program (ADP).

Students can customize their education pathway with flexible transfer arrangements or to complete the program in Malaysia through 4+0.

Why choose ADP at SEGi?

- Degrees awarded by reputable public university
- Affordable American degree at local cost
- Continuous learning through coursework
- Conducive learning environment
- Education partially delivered by visiting professors from the USA
- Holistic education with a wide variety of majors



WORLD RENOWNED UNIVERSITY PARTNERS

SEGi partners with international universities of great repute to offer a globalised learning experience for our students. Programmes offered by our university partners are regulated by them on a regular basis, thus ensuring the same quality of education that students will obtain at their main campus.



UNITED STATES OF AMERICA



Troy University

Troy University's tradition of teaching excellence dates to its founding on February 26, 1887, when an act of the Alabama Legislature established Troy State Normal School as an institution to train teachers for Alabama's schools. Joseph Macon Dill was the institution's first president. In 1893, the school was renamed Troy State Normal College.

The Normal College offered extension courses for teachers and granted teaching certificates until 1929, when the State Board of Education changed the charter of the institution and renamed it Troy State Teacher's College. That same year, the college moved to its present site and the first two buildings were dedicated: Shackelford Hall, named for Edward Madison Shackelford, president of the school from 1899-1936, and Bibb Graves Hall, named for David Bibb Graves, Alabama's "education governor". Governor Bibb Graves is also remembered for commissioning the Olmsted Brothers architectural firm of Brookline, Massachusetts, to design the campus landscape plan.

Like many American universities, Troy State Teacher's College enjoyed one of the most prosperous periods of growth in the years following World War II when returning veterans took advantage of the GI Bill. The enrollment of the College increased and this growth led to the introduction of degree programs in disciplines other than education, most notably in business. In 1957, the State Board of Education recognized this expanded role and dropped "Teacher's" from Troy State College's name.

The decade of the 1950s also marked the University's long relationship with the United States Military, as extension courses were offered on nearby bases, first at Fort Rucker, near Dothan, and later at Maxwell Air Force Base in Montgomery. A separate Troy State College teaching center was established at Fort Rucker in 1961, which evolved into the present-day Dothan Campus. A similar center, begun at Maxwell Air Force Base in 1965, led to the creation of the present-day Montgomery Campus. These programs were the forerunners of the modern Troy Global Campus division of Troy University, which operates all TROY teaching sites outside of Alabama. In 1973, the University opened sites at military bases in Florida. Today, Troy Global Campus operates sites in seven U.S. states, locations in both Japan and Korea and partnerships with universities in Vietnam and Malaysia.

In 1967, Gov. Lurleen B. Wallace appointed eight members to the newly established Troy State College Board of Trustees, removing the institution from the control of the State Board of Education. One of the first acts of the new board was to recommend the change of the name to Troy State University. The new name became official on December 14, 1967.

In 1975, the Phenix City Campus was opened as a branch of the main campus.

In 1982, the Troy State University System was formed, as the campuses in Dothan and Montgomery were granted independent accreditation status. In April of 2004, the Board of Trustees voted to drop "State" from the University's name to better reflect the institution's worldwide mission. Starting August 2005, all TROY campuses were again unified under one accreditation.

OUR HISTORY – SEGI UNIVERSITY & COLLEGES

SEGi was established in 1977 as Systematic College in the heart of Kuala Lumpur offering professional qualifications. Since its founding four decades ago, SEGi has undergone significant growth, strengthening the quality of its wide range of programmes from foundation to doctorate level.

It is one of the most established private higher education institutions in Malaysia with its flagship campus located in Kota Damansara and four other campuses are in Subang Jaya, Kuala Lumpur, Penang and Kuching. Currently, SEGi has a population of 25,000 local and international students across its campuses.

SEGi is recognized as “The first Malaysian University that earned 5 Stars for prioritizing society’s needs in Malaysia” by QS Stars, an international evaluation system for universities based on auditing.



SEGi College Subang Jaya



SEGi College Sarawak



SEGi College Penang



SEGi College Kuala Lumpur



"One of the best universities in the Southeast."

The Princeton Review

5

"...No. 1 in its Best 4 - Year College in Alabama"

Schools.com

"... a 'Top-Tier' university in the South."

US News & World Report

"... one of the nation's 25 leading Master's-level institutions for international student enrollment..."

IIE "Open Doors"



Senior Vice Chancellor Professor Dr Earl Ingram and Chancellor Dr Jack Hawkins, Jr from Troy University connecting with SEGians.

Southern Association of Colleges and Schools Commission on Colleges

Troy University is regionally accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate, baccalaureate, master's, education specialist, and doctoral degrees. The SACSCOC is one of the seven regional organisations recognized by the US Department of Education and the Council for Higher Education Accreditation. Accreditation by SACSCOC is a statement of an institution's commitment to integrity as well as its capacity to provide effective programs and services.

Accreditation Council for Business Schools and Programs

Troy University, through its Sorrell College of Business, is nationally accredited by the Accreditation Council for Business Schools and Programs (ACBSP) to offer baccalaureate degree programs in accounting, global business and economics. Troy's graduate business programs in Accountancy, Business Administration, Management and Human Resource Management are also accredited by ACBSP.

Council for Higher Education Accreditation

A national advocate and institutional voice for self-regulation of academic quality through accreditation, CHEA is an association of 3,000 degree-granting colleges and universities and recognizes 60 institutional and programmatic accrediting organizations. It is governed by a 20-person board of college and university presidents, institutional representatives and public members. Recognition is the scrutiny and affirmation of the quality of regional, faith-related, career-related and programmatic accrediting organizations. CHEA is the only non-governmental higher education organization in the United States that undertakes this scrutiny. The federal government, through the U.S. Department of Education, conducts governmental recognition reviews.

STUDY ROUTE & PROGRAMME MATRIX



**SPM / O-Level
(5 credits)**

**STPM / A-Level
(2 principles)
or equivalent**

Troy University, USA

- Bachelor of Science in Business Administration (Major in Global Business)
- Bachelor of Science in Communication Arts (Minor in Promotion OR Psychology)
- Bachelor of Science in Psychology (Minor in Communication Studies OR Global General Business)

With credit exemptions
(Subject to evaluation)

 Programme	 Entry Requirements
Bachelor of Science in Business Administration (Global Business Major)	<ul style="list-style-type: none"> • SPM with 5 credits in any subjects and pass in Mathematics and English; • UEC with Grade B in 5 subjects and pass in Mathematics and English; • or other equivalent qualifications approved by MOHE
Bachelor of Science in Communication Arts (Promotion OR Psychology Minor)	<ul style="list-style-type: none"> • SPM with 5 credits in any subjects including English; • UEC with Grade B in 5 subjects including English; • or other equivalent qualifications approved by MOHE
Bachelor of Science in Psychology (Communication Studies)	<ul style="list-style-type: none"> • SPM with credits in 5 subjects; including Mathematics and Science, and a pass in English; • UEC with Grade B in 5 subjects; including Mathematics and Science, and a pass in English; • Or other equivalent qualifications approved by MOHE
Bachelor of Science in Psychology (Global General Business)	<ul style="list-style-type: none"> • SPM with credits in 5 subjects; including Mathematics and Science, and a pass in English; • UEC with Grade B in 5 subjects; including Mathematics and Science, and a pass in English; • Or other equivalent qualifications approved by MOHE

*IELTS / TOEFL required.

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (GLOBAL BUSINESS MAJOR)

TROY UNIVERSITY

This program provides a firm foundation in the fundamental areas in business, finance, accounting, management and marketing. It is designed to assist students to develop knowledge, skills and competencies to understand and cope with the challenges faced by business and organizational leaders in a dynamic and global workplace. Students will hone their practical managerial skills, communication skills, and business decision-making capabilities. This program incorporates practical experience, in the form of case studies, presentations, industrial visits, and interaction with experts from the industry.

Programme Modules

Year 1

- Visual Arts
- Public Speaking
- Principles of Microeconomics
- Principles of Macroeconomics
- Principles of Marketing
- Tamadun Islam & Tamadun Asia Tenggara/
World History from 1500
- University Orientation
- Composition and Modern English I
- Composition and Modern English II
- General Chemistry
- General Chemistry with lab
- Pre-Calculus Algebra

Year 2

- World Literature before 1660
- World Literature after 1660
- Principles of Biology
- Principles of Biology with lab
- Computer Concepts & Applications
- Principles of Accounting I
- Principles of Accounting II
- Business Statistics
- Legal Environment of Business
- Principles of Management
- Ethnic Relations/Malaysia Studies

Year 3

- Curriculum Management
- Innovative Practice & Thoughts
- Business Communications
- Operations Management
- Global Human Resource
- Managerial Finance
- Electronic Business & Data Analysis
- Services Marketing
- Organisational Behaviour
- Consumer Behaviour
- Bahasa Melayu Komunikasi II
(for International students only)

Year 4

- International Trade & Finance
- Leadership & Change
- Business Data Mining
- Health Promotion
- Business & Society
- Global Marketing
- Retailing
- Introduction to Project Management
- Managing in the Global Environment (capstone)
- Strategic Management
- Business Seminar (capstone)

There might be slight variations in course offerings across centres.

HAVE YOU HEARD?

Students can facilitate the integration of knowledge by **TAKING A VARIETY OF CLASSES IN DIFFERENT FIELDS** such as literature, sciences, social sciences and arts.



Career Opportunities

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

BACHELOR OF SCIENCE IN COMMUNICATION ARTS (PROMOTION MINOR)

TROY UNIVERSITY

Student will develop their abilities to analyze and interpret works of art and performances as well as the rhetoric and actions of past and present leaders. This program also allows students to communicate effectively within a variety of contexts using the multiple languages and tools of the communication arts disciplines; also to make intelligent decisions in an increasingly complex and diverse, media-driven society. Students will work together harmoniously in groups to accomplish established goals. The mission of this program includes the creation of a climate that encourages responsible, ethical, and informed expression within the disciplines.

Programme Modules

Year 1

- Visual Arts
- Public Speaking/Fundamentals of Speech
- Introduction to Communication
- Tamadun Islam & Tamadun Asia Tenggara/
World History from 1500
- University Orientation
- Composition and Modern English I
- Composition and Modern English II
- General Chemistry
- General Chemistry with lab
- Ethnic Relations (Local)/
Malaysia Studies (International)
- Pre-Calculus Algebra

Year 2

- World Literature before 1660
- World Literature after 1660
- Principles of Biology
- Principles of Biology with lab
- Introduction to Public Relations
- Voice & Diction
- General Psychology
- Introduction to Microeconomics
- Curriculum Management
- Accounting Principles I
- Health Promotion

Year 3

- Interpersonal Communication
- Conflict Management
- Accounting Principles I
- Principles of Management
- Group Discussion & Leadership
- Advanced Technologies in Journalism
- International/Intercultural Communication
- Interviewing & Information
- Special Topic in Journalism
- Organisational Communication
- Bahasa Melayu Komunikasi II
(for International students only)

Year 4

- Communication Research
- Propaganda & Persuasion
- Effective Listening
- Personal Selling
- Advertising
- Rhetorical & Communication Theory
- Media Law
- Organisational Communication
- Communication Seminar
- Internship

There might be slight variations in course offerings across centres.

DID YOU KNOW?

Students experience **BLOCK TEACHING** by Troy professors from the main campus for selected subjects.



Career Opportunities

Our graduates will use their skills in communication and persuasion to embark on successful careers in public relations, advertising, journalism, sales marketing and other careers that influence our society everyday.

BACHELOR OF SCIENCE IN COMMUNICATION ARTS (PSYCHOLOGY MINOR)

TROY UNIVERSITY

The program offers students the opportunity to delve into topics such as public relations, organizational communication and media. Theories of visual, oral and written communication are studied. Students might discover methods of incorporating visual, written and oral communication to produce effective marketing campaigns, political platforms or community relations events. They could become skillful negotiators, learn to resolve disputes and manage diversity issues. Students will learn theories of interpersonal, multicultural and organisational communication.

Programme Modules

Year 1

- Visual Arts
- Public Speaking/Fundamentals of Speech
- Introduction to Communication
- Tamadun Islam & Tamadun Asia Tenggara/
World History from 1500
- University Orientation
- Composition and Modern English I
- Composition and Modern English II
- General Chemistry
- General Chemistry with lab
- Ethnic Relations (Local)/
Malaysia Studies (International)
- Pre-Calculus Algebra

Year 2

- World Literature before 1660
- World Literature after 1660
- Principles of Biology
- Principles of Biology with lab
- Introduction to Public Relations
- Voice & Diction
- General Psychology
- Developmental Psychology
- Curriculum Management
- Social Psychology
- Health Promotion

Year 3

- Interpersonal Communication
- Conflict Management
- Forensic Psychology
- Psychology of Learning
- Group Discussion & Leadership
- Advanced Technologies in Journalism
- International/Intercultural Communication
- Interviewing & Information
- Special Topic in Journalism
- Organisational Communication
- Bahasa Melayu Komunikasi II
(for International students only)

Year 4

- Communication Research
- Propaganda & Persuasion
- Effective Listening
- Business & Industrial Psychology
- Theories of Personality
- Rhetorical & Communication Theory
- Media Law
- Organisational Communication
- Communication Seminar
- Internship

Career Opportunities

Our graduates will use their skills in communication and their understanding of human behavior to embark on career in organizational communication, public speaking, advertising, journalism, sales, marketing and other careers that influence our society everyday.

BACHELOR OF SCIENCE IN PSYCHOLOGY (COMMUNICATIONS STUDIES MINOR)

TROY UNIVERSITY

The Bachelor of Science in Psychology (Communications Studies Minor) provides students with a useful foundation to embark on further study at graduate level, leading to various careers in psychology or to study in the health professions and social work. The program equips students with communication skills related to employment, industry or human services and a basic understanding of human mental processes and behaviors in daily interaction. Students who obtained an advanced degree will have a growing range of new opportunities for employment in medical settings, education, business as well as private practice, university teaching and research.

Programme Modules

Year 1

- Visual Arts
- Public Speaking
- General Psychology
- Tamadun Islam & Tamadun Asia Tenggara/
World History from 1500
- University Orientation
- Composition and Modern English I
- Composition and Modern English II
- General Chemistry
- General Chemistry with lab
- Ethnic Relations (Local)/
Malaysia Studies (International)
- Orientation to Psychology
- Pre-Calculus Algebra

Year 2

- World Literature before 1660
- World Literature after 1660
- Principles of Biology
- Principles of Biology with lab
- Developmental Psychology
- Computer Concepts & Applications
- Abnormal Psychology
- Introduction to Communication
- Curriculum Management
- Social Psychology
- Health Promotion

Year 3

- Child Psychology/Gerontology
- Interpersonal Communication
- Conflict Management
- Basic Statistics
- Forensic Psychology
- Psychology of Learning
- Cognitive Psychology
- Research Methods
- Business & Industrial Psychology
- Bahasa Melayu Komunikasi II
(for International students only)
- International/Intercultural Communication

Year 4

- Psychological Test & Measurements
- Physiological Psychology
- Organisational Communication
- Interviewing & Information/Group Discussion &
Leadership/Propaganda & Persuasion/
Rhetorical & Communication Theory
- Principles of Counseling
- Senior Seminar in Psychology
- Introduction to Substance Abuse Counseling
- Child Psychology/Gerontology
- Experimental Psychology
- Theories of Personality/
Applied Behaviour Analysis
- History & System in Psychology

Year 5

- Field Work in Psychology/Internship

Career Opportunities

With a Bachelor of Science in Psychology (Communications Studies Minor), you are equipped with good research and writing skills, analytical and critical thinking and problem solving skills. Many graduates find jobs in mental health services, human resources, administrative support and education. Some may further their specialization and career path as clinical psychologists, developmental psychologists, family and marriage counselors, psychotherapists and social workers.

BACHELOR OF SCIENCE IN PSYCHOLOGY (GLOBAL GENERAL BUSINESS MINOR)

TROY UNIVERSITY

The Bachelor of Science in Psychology (Global General Business Minor) provides students with a useful foundation to embark on further study at graduate level, leading to various careers in psychology, human resources, training and development. This program also develops students' practical managerial skills, business problem-solving and decision-making capabilities. Students who obtained an advanced degree will have a growing range of new opportunities for employment in top and middle-level business management, as well as private practice, university teaching and research.

Programme Modules

Year 1

- Visual Arts
- Public Speaking
- General Psychology
- Tamadun Islam & Tamadun Asia Tenggara/
World History from 1500
- University Orientation
- Composition and Modern English I
- Composition and Modern English II
- General Chemistry
- General Chemistry with lab
- Ethnic Relations (Local)/
Malaysia Studies (International)
- Orientation to Psychology
- Pre-Calculus Algebra

Year 2

- World Literature before 1660
- World Literature after 1660
- Principles of Biology
- Principles of Biology with lab
- Developmental Psychology
- Computer Concepts & Applications
- Abnormal Psychology
- Introduction to Microeconomics
- Curriculum Management
- Social Psychology
- Health Promotion

Year 3

- Child Psychology/Gerontology
- Accounting Principles I
- Principles of Management
- Basic Statistics
- Forensic Psychology
- Psychology of Learning
- Cognitive Psychology
- Research Methods
- Business & Industrial Psychology
- Bahasa Melayu Komunikasi II
(for International students only)
- Principles of Marketing

Year 4

- Psychological Test & Measurements
- Physiological Psychology
- Consumer Behaviour
- Global Human Resource Management
- Principles of Counseling
- Senior Seminar in Psychology
- Introduction to Substance Abuse Counseling
- Child Psychology/Gerontology
- Experimental Psychology
- Theories of Personality/
Applied Behaviour Analysis
- History & System in Psychology

Year 5

- Field Work in Psychology/Internship

Career Opportunities

With a Bachelor of Science in Psychology (Global Business Minor), you are armed with good people skills to be involved in many business-related jobs. Graduates will have the skills to pursue careers in human resources, management, consumer research, administrations etc. Those who further their studies in industrial and organizational psychology can pursue careers in consulting, recruitment, labor relations, compensation, training and development.



The best in you, made
POSSIBLE

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SCANME



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