P 2 - 3
The Best in You, Made Possible

P 4
10 Reasons to Study at SEGi University & Colleges

P 5
Centre of Excellence

P 6
World Renowned University Partners

P 7
Consortium Of Global Partners

P 8
SEGi’s Edge

P 9
SEGian DNA

P 10
Study Route

P 11
Programme Matrix

P 12 - 20
Programme Modules
There is tremendous growth in the hotel and tourism industry as businesses and people spend more money on leisure than ever before, making this sector of the industry one of the largest and fastest creators of employment. There is a need for educated and trained individuals who can deliver first class services.

The Hospitality & Tourism programmes available are designed to equip you with skills and knowledge that are increasingly in demand. Study highly relevant modules that cover marketing, destination management, human resources, information management, planning and research, among others. The programme helps you develop wider skills in communication, team working, problem solving, use of information technology and application of numbers, essential to launch careers and provide a framework for life-long learning.

In the discipline of Hotel & Tourism, we offer programmes in the areas of Hospitality & Hotel Management, Tourism Management and Culinary Arts.
Awards received by SEGi University & Colleges

- **Education – Malaysia World Branding Award**
- **MRCA Gold Awards Outstanding Innovation Award 2014**

- **Reader’s Digest Trusted Brand 2014** (Services, Private University/College)
- **Reader’s Digest Trusted Brand 2013** (Services, Private University/College)

- **PUTRA Brand Awards**
  - **SILVER 2014** (Education & Learning)
  - **SILVER 2013** (Education & Learning)
  - **BRONZE 2012** (Education & Learning)

- **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)
ACREDITATION BY MALAYSIAN QUALIFICATION AGENCY (MQA)

WORLD RENOWNED UNIVERSITY PARTNERS

Almost 40 years of establishment

Wide-ranging quality programmes

Advance credit transfer

Innovative financing

Holistic learning

Cutting edge facilities

Broad entry level

Accessibility

10 REASONS TO STUDY AT SEG i UNIVERSITY & COLLEGES
We, at SEGi University & Colleges are always on our toes to reinvent strategies, finding innovative ways to build improvements in all capacities, 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 Kuala Lumpur, concentrating on the Hospitality & Tourism 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.

**State-of-the-art Teaching Facilities**

In efforts to enhance the quality of teaching excellence, it is only befitting to provide students with complete and first-class teaching environments. The teaching facilities at SEGi College Kuala Lumpur is designed to suit the Hospitality & Tourism programmes, as it incorporates a mock fine dining restaurant, mock hotel rooms and a full functioning kitchen. These extra facilities give students a hands-on experience in culinary cooking techniques and other hospitality practices that will benefit in their future career.

**Wide Internship and Employment Opportunities**

Today, we have collaborations with up to 75 hotels as affiliated partners, to provide Hospitality and Tourism students a complete learning and training experience, through internship placement and also increasing their opportunity for employment upon graduation. In future, we intend to have more partnerships and affiliations with organisations in the tourism and event management sector to further benefit our students.
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.
Internship & Employment Opportunity with the Best in Industry

SEGi partners with some of the top national and multinational hotels to ensure our Hospitality & Tourism students get the best industry relevant training. Students will undergo an internship as part of the programme module, and have the option of training at any of SEGi’s 75 partner hotels.

This wide spectrum of top industry partners will give SEGi’s Hospitality & Tourism graduates an upper hand in terms of depth of exposure and range of specific skills.

Structured Workplace Learning

Hospitality & Tourism programmes offered by SEGi are modeled upon the philosophy of structured workplace learning. SEGi students also stand to gain from a high ratio of hands-on training and practical experience built into the Hospitality & Tourism diploma and degree programmes.

Immediate application of theory is one of the most effective ways of learning. After almost every module there is a practical session where the students must apply their knowledge by organising an event relevant to that module.

Apart from that, they are exposed to and brought on field trips to Hospitality & Tourism operators as well as specific holiday destinations which give students real-time understanding of their programme syllabus and the industry.

SEGi is now a Gold member of the Chefs Association of Malaysia (CAM) and World Association of Chefs Societies (WACS).
The variety of modern and up-to-date facilities designed and built to stimulate the actual working environment of hospitality & tourism establishments, for students to utilise and enhance the learning experience.

### Skilful Teaching Team
The lecturers in this programmes are experts in their field, making it easy for students to comprehend lessons in and beyond the classrooms.

### Full-functioning Kitchen
With a full-functioning kitchen at hand, students get to experiment and gain a holistic learning experience.

### Advanced And Complete Practical Facilities
The mock hotel rooms and restaurant acts as a platform for students to expand their knowledge by placing theories learned in classrooms to practical use.

### Superior Teaching Facilities
With the mock fine dining restaurant, students gain hands-on experience in culinary cooking techniques to further polish their skills in the culinary arts.

### Hospitality At Its Best
Students are equipped with knowledge excellence, an essential recipe for success and meeting the industry needs through education, research and practical exercises.
SEGian DNA

8. Leadership & Management
Resourceful team player who excels at influencing as well as building trusting relationships with customers and colleagues.

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

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

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.

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

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

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

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

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.
STPM / A-Level / Pre-U or equivalent qualification

1 credit
Certificate
Certificate in Hotel Operations

SPM / O-Level / SM2 / SM3 or equivalent qualification

3 credits
Diploma
Diploma in Hotel Management
Diploma in Culinary Arts
Diploma in Baking & Pastry Arts
Diploma in Hospitality Management

SPM / O-Level / SM2 or equivalent qualification

5 credits
Foundation
Foundation Programme in Commerce

Degree
Bachelor of Hospitality Management (Hons)

Dual Degree
Bachelor of Hospitality Management (Hons)

Collaborative Degree (3+0)
BSc (Hons) International Tourism and Hospitality Management
<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>BSc (Hons) International Tourism and Hospitality Management (3+0)</td>
<td>University of Sunderland, UK</td>
<td>• Foundation in Commerce; or • STPM/Pre-U/A-Level/UEC; or • Any equivalent qualification (2 principal passes)</td>
<td>3 years</td>
<td>Kota Damansara Kuala Lumpur Subang Jaya Penang Sarawak</td>
</tr>
<tr>
<td>Bachelor of Hospitality Management (Hons)</td>
<td>SEGi University &amp; University of Sunderland, UK</td>
<td>• A-Level/STPM; or • SEGi’s Foundation in Commerce; or • Diploma in Hotel Management/ Hospitality Management/Tourism Management; or • Any equivalent qualification</td>
<td>3 years</td>
<td>Kota Damansara</td>
</tr>
<tr>
<td>Diploma in Tourism Management</td>
<td>SEGi College</td>
<td>• SPM/O-Level/SM2/UEC (3 credits); or • Any equivalent qualification</td>
<td>3 years</td>
<td>Kuala Lumpur Penang Sarawak</td>
</tr>
<tr>
<td>Diploma in Hotel Management</td>
<td>SEGi College</td>
<td>• SPM/O-Level/SM2/UEC (3 credits); or • Any equivalent qualification</td>
<td>3 years</td>
<td>Kuala Lumpur Subang Jaya Penang Sarawak</td>
</tr>
<tr>
<td>Diploma in Culinary Arts</td>
<td>SEGi University &amp; SEGi College</td>
<td>• SPM/O-Level/SM2/UEC (3 credits); or • Any equivalent qualification</td>
<td>3 years</td>
<td>Kota Damansara Kuala Lumpur Penang Sarawak</td>
</tr>
<tr>
<td>Diploma in Baking &amp; Pastry Arts</td>
<td>SEGi College</td>
<td>• SPM/O-Level/SM2 (3 credits); or • Any equivalent qualification</td>
<td>2 - 2½ years</td>
<td>Sarawak</td>
</tr>
<tr>
<td>Diploma in Hospitality Management</td>
<td>SEGi University</td>
<td>• SPM/O-Level/SM2/UEC (3 credits); or • Any equivalent qualification</td>
<td>2 - 2½ years</td>
<td>Kota Damansara</td>
</tr>
<tr>
<td>Certificate in Hotel Operations</td>
<td>SEGi College</td>
<td>• SPM/O-Level/SM2 (1 credit); or • Any equivalent qualification</td>
<td>1 year 4 months (including 1 semester internship)</td>
<td>Kuala Lumpur</td>
</tr>
<tr>
<td>Foundation Programme in Commerce</td>
<td>SEGi University &amp; SEGi College</td>
<td>• SPM/O-Level (minimum 5 credits); or • Any equivalent qualification</td>
<td>1 year</td>
<td>Kota Damansara Kuala Lumpur Subang Jaya Penang Sarawak</td>
</tr>
</tbody>
</table>

As part of the curriculum, students are required 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 programmes offered and individual course content are continuously updated to meet industry needs. Also, please note that certain combination of options may not be available.
As graduates of this programme, you stand a good chance of being employed into the tourism companies and opportunities in regional and national government in Malaysia, UK and overseas. Besides this, you can work as travel agents, food service managers and hotel industries as they are well equipped for many positions in the wider service sector and also for moving onto postgraduate programmes.

**Programme Modules**

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing &amp; Business for Tourism and Leisure</td>
<td>Tourism Research Methods and Personal Development Planning</td>
<td>International Hospitality Management</td>
</tr>
<tr>
<td>Tourism and Heritage Management</td>
<td>Tourism Independent Study</td>
<td>Major Project 1 &amp; 2</td>
</tr>
<tr>
<td>Fundamentals of Tourism, Leisure and Hospitality</td>
<td>Cultural Tourism, Festival and Event</td>
<td>International Hospitality Management</td>
</tr>
<tr>
<td>Tourism Fieldwork 1</td>
<td>Managing the Event</td>
<td>Strategic Planning for Tourism &amp; Leisure</td>
</tr>
<tr>
<td>Human Resources for Tourism, Leisure and Hospitality</td>
<td>e-Marketing for Tourism, Leisure and Hospitality</td>
<td>Urban Tourism</td>
</tr>
<tr>
<td>Information for Tourism, Leisure and Hospitality</td>
<td>Current Issues in Tourism and Hospitality</td>
<td>e-Tourism</td>
</tr>
<tr>
<td>English 1</td>
<td>Tourism Fieldwork 2</td>
<td>Bahasa Malaysia</td>
</tr>
<tr>
<td>English 2</td>
<td>English 3</td>
<td>Industrial Placement</td>
</tr>
<tr>
<td>Pengajian Malaysia</td>
<td>Moral / Islamic Study</td>
<td></td>
</tr>
</tbody>
</table>

**Career Opportunities**

As graduates of this programme, you stand a good chance of being employed into the tourism companies and opportunities in regional and national government in Malaysia, UK and overseas. Besides this, you can work as travel agents, food service managers and hotel industries as they are well equipped for many positions in the wider service sector and also for moving onto postgraduate programmes.

"I choose SEGi because it provides me with a platform to gain much more knowledge, especially with the establishment of Centre of Excellence (CoE) for Hospitality & Tourism. The lecturers are experts in the modules they teach and I am proud to call myself a product of SEGi."

MOHD SHAIFUL NIZAM BIN MANSOR
BACHELOR OF HOSPITALITY MANAGEMENT (HONS)

SEGi UNIVERSITY* & UNIVERSITY OF SUNDERLAND, UK

The Hospitality Industry comprise of a various categories within the service industry, which includes lodging, food, travel and tourism, event planning as well as related business areas that make up to the hospitality industry.

The Bachelor in Hospitality offered is a 3-year programme that was developed for you to learn the latest industry trends, to mould you according to the changing needs and wants of international travelers.

This degree programme also conferred you with intellectual and leadership skills that allow you to move into a range of international managerial positions within prestigious organisations.

*Homegrown programme also available.

Programme Modules

**Year 1**
- Food and Beverage Management
- Innovative, Creative and Critical Thinking Skills
- Tourism and Heritage Management
- Food Science, Nutrition and Production
- Business Communication
- Hospitality Computerised Systems
- Marketing Management
- Accommodation Management
- Business Economics in Hospitality Environment
- Hospitality Management 1
- Principles of Hospitality
- Accounting
- Bahasa Malaysia
- Malaysian Studies
- Moral / Islamic Studies

**Year 2**
- Catering Operation and Management
- Premises and Facilities Management
- Consumer Behaviour in Hospitality
- Hospitality Management 2
- Management Accounting in Hospitality Industry
- Cuisine Operation and Management
- Research Methodology
- Business and Government Relations
- Business Ethics
- Human Resource Management
- E-commerce
- Negotiations and Conflict Management
- Tourism Policy Studies

**Year 3**
- Industrial training
- Environmental Management
- Technology Innovation and Business Strategy in Hospitality
- Tourism Resource Management
- Financial Management in Hospitality
- Tourism Destination Development
- Entrepreneurship Development
- Contemporary Issues in Hospitality and Tourism Industry

“During the years of my studies, SEGi’s Faculty of Hospitality & Tourism has given me the opportunity to chart my career path as I have been given the exposure to manage events and put to practice what is thought in the classrooms. The hands-on experience has prepared me well to make the first step into the working world.”

CHRISTOPHER ADAM TAN KHAI XIAN

Career Opportunities

With the great understanding of the hospitality industry through this programme, you can excel in areas such as: Hotels, restaurants, retailing, transportation, travel agencies, tour companies, sports industries and cultural industries.
If you have the interest to pursue a career in destination or operations management in the tourism industry, the Diploma in Tourism Management is the right choice for you.

Here in SEGi, the Diploma in Tourism Management gives you an understanding of theoretical concepts and strategies for tourism business environment. This programme is well structured; international focused and provides sufficient hands-on skills for you to excel in the tourism industry.

During the programme, you will be able to broaden your knowledge of the many service providers and contribute to the travel and tourism industry such as the tour and travel operators, hotels & resorts, airlines and visitor attractions.

### Programme Modules

<table>
<thead>
<tr>
<th>Language</th>
<th>Marketing</th>
<th>Tourism Studies</th>
<th>Compulsory Studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>Principles of Marketing</td>
<td>Geography</td>
<td>Moral / Islamic Studies</td>
</tr>
<tr>
<td>Introductory French</td>
<td>E-Marketing</td>
<td>Principles of Tourism</td>
<td>Malaysian Studies</td>
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<tr>
<td></td>
<td></td>
<td>Introduction to Hospitality Studies</td>
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<td></td>
<td></td>
<td>Tourist Behaviour Management</td>
<td>Bahasa Kebangsaan</td>
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<tr>
<td></td>
<td></td>
<td>Cultural Studies</td>
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<tr>
<td></td>
<td></td>
<td>Tourism Survey and Research</td>
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<tr>
<td></td>
<td></td>
<td>Tour Planning and Design</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Travel &amp; Transport</th>
<th>Ticketing</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation</td>
<td>Electronics Booking Tools</td>
<td></td>
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</tr>
<tr>
<td>Technology in the Travel Industry</td>
<td>Air Fares &amp; Ticketing</td>
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<table>
<thead>
<tr>
<th>Management</th>
<th>Accounting</th>
<th>Internship</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Principles of Management</td>
<td>Financial Accounting</td>
<td>Internship</td>
<td></td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>Financial Management</td>
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</tr>
<tr>
<td>Service Quality Management</td>
<td>Management Accounting</td>
<td></td>
<td></td>
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<tr>
<td>Law</td>
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</tbody>
</table>

### Career Opportunities

As graduates, you will have vast career opportunities to choose from such as:
- Restaurant supervisor
- Event Managers
- Tourism Marketing Manager
- Ecotourism Project Manager
- Front Office Executive

As graduates, you can work in the tourism marketing, hotel marketing, airlines operations and in the tour and travel industry.
**DIPLOMA IN HOTEL MANAGEMENT**

This programme offers a comprehensive and thorough curriculum if you’re seeking skills in hospitality and management. As graduates of the Diploma in Hotel Management, you will be able to demonstrate an advanced knowledge of food & beverage, housekeeping, front office and the general operation of hotels and resorts. An important aspect of the programme is the internship whereby you will have an opportunity for hands-on experience at leading hotels.

### Programme Modules

<table>
<thead>
<tr>
<th>Language</th>
<th>Food &amp; Beverages</th>
<th>Hotel &amp; Resort Operations</th>
</tr>
</thead>
</table>
| General Language Training  
- Academic English  
- Introduction to French | Food & Society  
- Food & Beverage Management  
- Banquet Management | Facilities Operations  
- Housekeeping Management  
- Front Office Management  
- Hotel & Resort Operations  
- Purchasing, Cost and Control |

<table>
<thead>
<tr>
<th>Management</th>
<th>Accounting</th>
<th>Computing</th>
</tr>
</thead>
</table>
| Principles of Management  
- Human Resource Management  
- Principles of Marketing  
- Hospitality Law | Financial Accounting  
- Financial Management | Computer Application  
- E-Commerce |

<table>
<thead>
<tr>
<th>Hospitality Studies</th>
<th>Compulsory Studies</th>
<th>Internship</th>
</tr>
</thead>
</table>
| Introduction to Hospitality Studies  
- Introduction to Tourism  
- Events & Convention Management  
- Service Quality Management | Moral / Islamic Studies  
- Malaysian Studies  
- Bahasa Kebangsaan | Internship |

**SEGi is my ultimate solution for education excellence and financial aid.** With its innovative financing, obtaining a full loan for my education has lifted off a huge burden from my shoulders. I am grateful for this opportunity of a lifetime! Thank you SEGi!

---

**JANE TAN PEI JING**

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**Career Opportunities**

As graduates, you can seek careers in the Hotel industry, Airline industry, Retail sector, Food & Beverage, Hotel Front Office, Event Management Executive, Restaurant Managers, Public Relations, Sales and Marketing.
As graduates from culinary arts, you can start off from entry-to-mid-level positions such as cook, apprentice chef or caterer including restaurants, hotels, catering, bakeries and even set up your own businesses.

Our Diploma in Culinary Arts provides sufficient culinary background, required to enter the food service industry at entry-to-mid-level positions and to advance to variety of related positions. We’ve designed the modules of this programme in a way that you have practical and theoretical training in all areas of food production.

You will master Asian and European cooking methods, principles of design in food production, nutrition planning as well as management and leadership skills by the end of the programme.

### Programme Modules

#### Semester 1
- **Culinary Math**
  - Food Safety & Sanitation
  - Introduction to Gastronomy
  - Commodity Knowledge

#### Semester 2
- **Meat & Seafood Identification & Butchery**
  - Culinary Skill Development I
  - Garde Manger
  - Introductory French
  - Moral / Islamic Studies

#### Semester 3
- **Culinary Skill Development II**
- Nutritional Cooking & Menu Development
- Malaysian Studies

#### Semester 4
- **Cuisines of Europe**
- Wine & Food
- Banqueting & Catering Advanced Baking & Pastry

#### Semester 5
- **People Communication**
- Cuisines of Asia
- Cuisines of French
- Marketing & Promotion of Food

#### Semester 6
- **Internship (3 months)**

#### Semester 7
- **Advanced Restaurant Cooking**
- Food Purchasing, Costing & Merchandising
- Chocolates and Confections
- Restaurant Management

### Career Opportunities

As graduates from culinary arts, you can start off from entry-to-mid-level positions such as cook, apprentices chef or caterer including restaurants, hotels, catering, bakeries and even set up your own businesses.
Diploma in Baking & Pastry Arts offers a broad array of baking and pastry theory, and practical knowledge essential to anyone seeking a career as a Pastry Chef, Head Chef or Baker. If you would like to elevate your love of pastry baking skills to a professional level, this diploma is definitely for you.

In this programme, you will learn the skills of preparing pastries and cakes, pies and other baked goods using a variety of dough, icings, fillings, and other ingredients used in pastry making.

With a perfect balance of lectures and hands-on kitchen experiences, this program will train you to become well poised to move directly into employment.

Programme Modules

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic English</td>
<td>Financial Accounting</td>
<td>Commercial Production of Pastry and Bakery</td>
<td></td>
</tr>
<tr>
<td>Information System</td>
<td>Contemporary Desserts</td>
<td>Commercial Law</td>
<td></td>
</tr>
<tr>
<td>Introduction to Hospitality</td>
<td>Cookies and Biscuits</td>
<td>Food Purchasing, Costing and Merchandising</td>
<td></td>
</tr>
<tr>
<td>Food Safety and Sanitation</td>
<td>Nutritional Cooking and Menu Development</td>
<td>Industry Placement I</td>
<td></td>
</tr>
<tr>
<td>Basic Culinary Skill</td>
<td>Food and Beverage Development</td>
<td>Industry Placement II</td>
<td></td>
</tr>
<tr>
<td>Introduction to Pastry and Bakery</td>
<td>Pastry Artistry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Principles of Marketing</td>
<td>Chocolates and Confectionery</td>
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</tr>
<tr>
<td>Bread and Rolls</td>
<td>Traditional Kuih</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contemporary Cakes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Principles of Management</td>
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</tr>
</tbody>
</table>

As an Executive Chef of the Culinary Arts Programme at SEGi University Culinary School, my main goal is to inspire as many budding chefs to truly unleash their potentials. I share as much as possible with my students, my experience at various culinary competitions around the world and I dedicate each award to my students, as they are my most prized possessions!

CHEF KEVIN RYAN
Executive Chef, SEGi University

Career Opportunities
The breadth of venues requiring the services of Baking & Pastry Chef are innumerable. Graduates from this diploma will qualify to work in the global scale leisure industry such as resorts, hotels, cruises and international restaurants. After earning the Diploma in Baking & Pastry Arts, graduates are able to seek entry-level employment in the baking and pastry arts field such as baker, caterer, chocolatier, culinary artist, expediters, pastry chef, pastry cook or prep cook.
The hospitality industry is an ideal career pathway for students who are people friendly, dynamic, creative, innovative and relish an exciting lifestyle. They love to help people, explore different cultures, provide solutions, organised and possess an international standpoint. Graduates will find ample job opportunities in Malaysia and also worldwide.

The Diploma In Hospitality Management educates students about the principles, social etiquette, concepts, phrases, expressions, sentence structures and the vocabulary needed for the hospitality industry. At the end of this programme, students are equipped with knowledge about hotel management and administration, marketing, human resource and public relations.

**Programme Modules**

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Duration:</strong> 14 Weeks</td>
<td><strong>Duration:</strong> 14 Weeks</td>
<td><strong>Duration:</strong> 7 Weeks</td>
</tr>
<tr>
<td>Food Fundamentals</td>
<td>English for Hospitality</td>
<td>Introductory French</td>
</tr>
<tr>
<td>Restaurant Service 1</td>
<td>Restaurant Service 2</td>
<td>Intro to Tourism Industry</td>
</tr>
<tr>
<td>Practical Cookery 1</td>
<td>Practical Cookery 2</td>
<td>Presentation Skills</td>
</tr>
<tr>
<td>Basic Pastry</td>
<td>Malaysian Studies / Bahasa Melayu Komunikasi 2</td>
<td></td>
</tr>
<tr>
<td>Intro to Hospitality Industry</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Practical Placement**

**Duration:** 48 Weeks

<table>
<thead>
<tr>
<th>Semester 4</th>
<th>Semester 5</th>
<th>Semester 6</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Duration:</strong> 7 Weeks</td>
<td><strong>Duration:</strong> 14 Weeks</td>
<td><strong>Duration:</strong> 7 Weeks</td>
</tr>
<tr>
<td>F&amp;B Cost Control</td>
<td>Front Office Management</td>
<td>Marketing to Hospitality Industry</td>
</tr>
<tr>
<td>Business Communication</td>
<td>Beverage Management</td>
<td>Hospitality Employee Management &amp; Supervision</td>
</tr>
<tr>
<td>Islamic or Moral Studies</td>
<td>Professional Housekeeping Operations 1</td>
<td>Basic Accounting</td>
</tr>
<tr>
<td></td>
<td>Cuisine &amp; Culture</td>
<td>Professional Housekeeping Operation 2</td>
</tr>
<tr>
<td></td>
<td>Pengurusan Ko-Kurikulum</td>
<td>Events and Convention Management</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 7</th>
<th>Semester 8</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Duration:</strong> 7 Weeks</td>
<td><strong>Duration:</strong> 24 Weeks</td>
</tr>
<tr>
<td>Principles of Management</td>
<td>Practical Placement – 8 Weeks</td>
</tr>
<tr>
<td>Hospitality Financial Management</td>
<td>Internship (MQA: 8 Kredit) – 16 Weeks</td>
</tr>
<tr>
<td>Entrepreneurship</td>
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</tr>
</tbody>
</table>

**Career Opportunities**

As graduates, you can seek careers as/in the Hotel industry, Airline industry, Retail sector, Food & Beverage, Hotel Front Office, Event Management Executive, Restaurant Managers, Public Relations, Sales and Marketing.
We’ve designed the Certificate in Hotel Operations programme in line with the industry and to equip you with strong communication and administrative skills, as well as fundamental knowledge of hotel operations including food & beverage, housekeeping, front office, kitchen and the general operations.

### Programme Modules

#### Certificate in Hotel Operations

**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>Semester 2</strong></td>
</tr>
<tr>
<td>General Language Training (English 1)</td>
<td>Room Division Management 2</td>
</tr>
<tr>
<td>Introduction to Hospitality and Tourism Industry (Introduction to Hospitality Operation)</td>
<td>[Housekeeping Operation]</td>
</tr>
<tr>
<td>Bahasa Malaysia</td>
<td>Room Division Management 1</td>
</tr>
<tr>
<td>Basic Pastry</td>
<td>[Front Office Operation]</td>
</tr>
<tr>
<td>Financial Accounting 1 (Basic Accounting)</td>
<td><strong>Semester 2</strong></td>
</tr>
<tr>
<td>Personal and Professional Development (Introduction to Computer Application)</td>
<td>Practical Training / Internship</td>
</tr>
<tr>
<td><strong>Semester 2</strong></td>
<td></td>
</tr>
<tr>
<td>Pengajian Malaysia</td>
<td></td>
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<tr>
<td>Moral/Islamic Studies</td>
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<tr>
<td><strong>Semester 3</strong></td>
<td></td>
</tr>
<tr>
<td>Academic English (English II)</td>
<td></td>
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<tr>
<td>Customer Service</td>
<td></td>
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<tr>
<td>Food Production</td>
<td></td>
</tr>
<tr>
<td>Food and Beverage Training 2 (Restaurant Service Management Theory)</td>
<td></td>
</tr>
<tr>
<td>Food and Beverage Training 1 (Restaurant Service Skill) (Practical)</td>
<td></td>
</tr>
<tr>
<td>Fundamentals of Food</td>
<td></td>
</tr>
</tbody>
</table>

**Career Opportunities**

This programme is specially designed for those of you who have completed your SPM (1 credit) or equivalent qualification and who have decided to pursue a career in the hospitality industry. Upon successful completion of the Certificate in Hotel Operations programme, you can articulate into the Diploma in Hotel Management or equivalent further studies.

“Ivan Lee Kah Wai”

“Being in the programme has gained me many hands-on experience. We were required to coordinate various events, and with these practical training, I was able to harness my skills and increase my level of knowledge. Hence, ready for the challenges in the working world!”
## Programme Modules

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quantitative Methods 1</td>
<td>Quantitative Methods 2</td>
<td>Quantitative Methods 3</td>
</tr>
<tr>
<td>Accounting 1</td>
<td>Accounting 2</td>
<td>Accounting 3</td>
</tr>
<tr>
<td>Economics 1</td>
<td>Economics 2</td>
<td>Economics 3</td>
</tr>
<tr>
<td>General Language Training</td>
<td>Academic English</td>
<td>Introduction to Business</td>
</tr>
</tbody>
</table>

### Foundation Programme in Commerce

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

- **Quantitative Methods 1**
- **Accounting 1**
- **Economics 1**
- **General Language Training**

### 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 in Commerce, you may apply to enrol in a range of management, business or accounting degree programmes.

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“When it comes to quality, SEGi offers the excellent choice for Hospitality & Tourism programmes. With its experienced lecturers, modern technologies and internship placement with over 75 affiliated hotels to boot, it's all the tools I need to achieve success with flying colours.”

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TRISHA HO SI XIN

TRISHA HO SI XIN

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KPT/BPP/J/10DDA07007000/01/16 • JPP/J/20/0124/01/16

RD, KL, SJ, PG & SWK CAMPUSES