



**SEGi**  
University &  
Colleges



# MASTER OF BUSINESS ADMINISTRATION

with 11 Specialisations

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



**Fast Completion**  
**12 MONTHS**

**Industry Relevant**  
**6 MODULES**

**No Exams**  
**100% COURSEWORK**



# MASTER OF BUSINESS ADMINISTRATION

with 11 Specialisations

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

## SPECIALISATIONS

### MBA (ENTREPRENEURSHIP)

- [International Entrepreneurship \(Entrepreneurship\)](#)
- [Strategic Management Research \(Entrepreneurship\)](#)

Our MBA in Entrepreneurship programme prepares you to start and grow your business, wherever you are. Develop strategic analysis and business modelling skills to assess the strategic position of organisations, formulate effective strategies, and envision future possibilities for your company.

These subjects enable you to propel your career forward, seize opportunities, and make informed strategic decisions that drive success in the ever-evolving entrepreneurial environment.

### MBA (DATA ANALYTICS)

- [International Entrepreneurship \(Data Analytics\)](#)
- [Strategic Management Research \(Data Analytics\)](#)

Our MBA in Data Analytics equips you with essential skills for managing organisations in the data analytics industry.

By taking this subject, you will gain a critical understanding of the strategic business environment in which data analytics organisations operate, enabling you to evaluate future project possibilities, devise innovative business models, and formulate effective strategies in business.

### MBA (HEALTHCARE)

- [International Entrepreneurship \(Healthcare\)](#)
- [Strategic Management Research \(Healthcare\)](#)

Unlock the secrets to gaining essential skills for effective management and leadership in healthcare organisations with our Strategic Management Research in Healthcare course.

Learn how to assess the strategic position of healthcare organisations, evaluate future possibilities, and formulate innovative business models and strategies all in one course.

### MBA (DIGITAL MARKETING)

- [International Entrepreneurship \(Digital Marketing\)](#)
- [Strategic Management Research \(Digital Marketing\)](#)

Our MBA in Digital Marketing assists you in developing essential professional skills for management and leadership roles in the industry.

In this course, you will assess the position of digital marketing agencies, envision future possibilities of projects, and make informed management decisions.

### MBA (PUBLIC SERVICES)

- [International Entrepreneurship \(Public Services\)](#)
- [Strategic Management Research \(Public Services\)](#)

This programme will deepen your understanding of public service provision and teach you to make strategic decisions that drive positive change.

From policymaking to stakeholder engagement, this MBA in Public Service course prepares you to excel in a fulfilling career in serving the community and contributing to the greater good of society.

### MBA (SUSTAINABLE INDUSTRIES)

- [International Entrepreneurship \(Sustainable Industries\)](#)
- [Strategic Management Research \(Sustainable Industries\)](#)

Our MBA in Sustainable Industries helps you gain essential skills for management excellence in the field of sustainability.

Develop a deep understanding of the strategic business environment in sustainable organisations, assess your strategic position, evaluate future business possibilities, and formulate innovative business models and strategies.

This programme is designed for professionals who wish to advance into strategic or leadership roles. It offers a unique approach to education with a fast completion rate of 12 months. Additionally, this programme offers dual awards and 11 specialisations to choose from, allowing students to tailor their education to their specific interests and career goals. This approach provides a comprehensive and practical understanding of their chosen field, preparing them for success in their future careers.

## Programme Modules

- Block 1** Human Resource Management
- Block 2** Strategic Marketing Planning
- Block 3** International Entrepreneurship (*with specialisation*)
- Block 4** Economics Analytics
- Block 5** Accounting & Financial Analysis
- Block 6** Strategic Management Research (*with specialisation*)

## INTAKES

September  
November  
February  
April  
July

## MBA (PROJECT MANAGEMENT)

- [International Entrepreneurship \(Project Management\)](#)
- [Strategic Management Research in \(Project Management\)](#)

Our MBA in Project Management equips you with a comprehensive understanding of the business environment in which project management organisations operate.

Develop strategic thinking skills, evaluate future project possibilities, and make informed decisions to drive successful project outcomes.

## MBA (FINANCE)

- [International Entrepreneurship \(Finance\)](#)
- [Strategic Management Research in \(Finance\)](#)

In our Strategic Management Research course, you will learn how to develop a deep understanding of the business environment and its application within the dynamic world of finance. Whether in banks, credit card companies, investment funds, or government-sponsored financial firms, you'll be all set to manage them accordingly.

Acquiring this degree will boost your earnings, network, and senior leadership prospects in several professional finance opportunities.

## MBA (HUMAN RESOURCE MANAGEMENT)

- [International Entrepreneurship \(Human Resource Management\)](#)
- [Strategic Management Research \(Human Resource Management\)](#)

MBA in Human Resource Management will help you develop a critical understanding of the business environment in which HR providers operate.

This course enhances your critical awareness and analytical skills to navigate contemporary HR challenges and make impactful management decisions in the ever-evolving HR landscape.

## Entry Requirements

- A Bachelor's degree in related fields with a minimum CGPA of 2.50 as accepted by the Senate; OR
- A Bachelor's degree in related fields with a minimum CGPA of 2.00 and not meeting CGPA of 2.50 can be accepted, subject to a rigorous internal assessment
- A Bachelor's degree in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and with relevant working experience, subject to a rigorous internal assessment.
- A Bachelor's degree in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and without relevant working experience, subject to passing pre-requisite courses.
- Other equivalent/related qualifications to a Bachelor's degree (Level 6, MQF) recognised by the Malaysian Government.

## English Requirement

- Achieve a minimum Band 4 in MUET OR equivalent to CEFR (Mid B2). IELTS 6.0.

## Career Opportunities

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

## MBA (MANAGEMENT CONSULTANCY)

- [International Entrepreneurship \(Management Consultancy\)](#)
- [Strategic Management Research \(Management Consultancy\)](#)

Our programme helps you understand the dynamics of business environments in which management consultancies operate.

Develop strategic thinking skills, formulate effective business strategies, and make informed decisions to drive success in the management consultancy field.

## MBA (INFORMATION SYSTEMS)

- [International Entrepreneurship \(Information Systems\)](#)
- [Strategic Management Research \(Information Systems\)](#)

Be a lead in digital change by being a part of our programme. From strategic planning to managing cybersecurity, this course prepares you to bridge the gap between business and technology.

Explore how our MBA learning applies to information system development, management and implementation, and developing a critical understanding of the business environment in which information systems professionals operate.



[segi.edu.my](http://segi.edu.my)

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