

BUSINESS & ACCOUNTING

SEGi UNIVERSITY



SEGi
University

Towards

iR4.0

INTRODUCTION TO SEGi UNIVERSITY

SEGi was established in 1977 as Systematic College in the heart of Kuala Lumpur offering professional qualifications. Since its founding over 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 in Subang Jaya, Kuala Lumpur, Penang, and Kuching. Currently, SEGi has a population of 20,000 local and international students across its campuses.

SEGi is recognised as “The first Malaysian University that earned 5 Stars for Prioritising Society’s Needs in Malaysia” by QS Stars, an international evaluation system for universities based on auditing.



BEST BUSINESS PRACTICE IN THE CLASSROOM

The Faculty of Business, Accountancy, Communication and Hospitality Management 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 developing 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.

CONTENTS



Introduction to SEGi University	2
At a Glance	4
SEGi Towards IR4.0	5
World Renowned University Partner	6
Learning & Teaching	7
Study Route	8
Programme Matrix	9 - 10
Programme Modules	11 - 17
Student Testimonials	18
Faculty Events	19

AT A GLANCE

GLOBAL RECOGNITION

- Double Awards from Top 3.3% of Universities Worldwide (The Centre for World University Rankings 2017 (CWUR) University of Central Lancashire (UCLAN)
- MQA Fully-Accredited Programmes
- 2017 QS Overall 3-star rating with 5-star rating in teaching, facilities, social responsibility, and inclusiveness

SKILLS ENRICHMENT & SUPPORT

- More than 100 SEGi Enrichment Programmes in the areas of leadership, communication, and grooming skills (among others) to enhance students' learning experience
- Academic Skills Unit to assist students in academic writing and effective study, research techniques, time management, academic integrity, and exam preparation
- Mentor-Mentee system to provide guidance to students on academic matters and to foster a close and constructive professional relationship between students and lecturers

EXCELLENT TEACHING, LEARNING & RESEARCH

- QS 5 Stars Rated for Excellence in Teaching
- QS 5 Stars Rated for Facilities
- SETARA, 2017 scored above medium of 83 in the category of Teaching and Learning
- Independent students' 2017 evaluation rating: more than 95% of students rated our lecturers for excellence in teaching
- Student to academic staff ratio 21:1, based on SETARA (2017)
- Research-led environment

GLOBALLY RECOGNISED,
DISTINCTIVELY SEGi.

OUR 6 COMPETITIVE ADVANTAGES

SCHOLARSHIPS

- 1st Malaysian University that earned 5 Stars for Prioritising Society's Needs in Malaysia (by QS Stars)
- Over RM100 million worth of Group scholarships awarded in the past 40 over years
- QS 5 Stars rated for inclusiveness and social responsibility

STUDENT SATISFACTION

- 80% of students are willing to recommend their friends and family to study with us

INDUSTRY DRIVEN GRADUATES

- 2017 SETARA Graduate Employability 85%

Towards

iR4.0



IR4.0 IN A NUTSHELL

The IR4.0 has a big impact on the local economy and community as it changes the job market, which in turn, changes the human capital's qualification requirements. The new-age industries require human capital with relevant and adequate digital and data literacy.

Global data point towards major shifts in perceptions and hiring trends. A study by McKinsey Global Institute shows that one-fifth of the global workforce will be impacted by the adoption of AI and automation. Similarly, another study by Cisco and Oxford Economics found that emerging technologies have the capacity to change 28 million jobs in ASEAN alone.

SEGi's 4R APPROACH

SEGi has taken a calculated view of the new market and has set a strategic direction to achieve its goal of becoming a leading IR4.0 institution. Guided by the drive "Towards IR4.0", we have recognised four thrusts to drive the institution forward.

REIMAGINE possibilities

Increasing the employability and marketability of graduates through the creation of new jobs and roles to meet tomorrow's industry needs.

RECOGNISE your potential

Unleashing the true nature of graduates and their ability to touch lives and make a significant impact on the community

REDEFINE your future

Imbibing the idea of change as the only constant and creating a sustainable future through qualifications that matter

REVOLUTIONISE the market

Introducing innovative programmes that are in tandem with the market's growth and direction

WORLD RENOWNED UNIVERSITY PARTNER



**University of
Central Lancashire**
UCLan

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 exact same quality of education that students will obtain at their home base.



UNITED KINGDOM

University of Central Lancashire

The University of Central Lancashire is one of the largest universities in the UK which hosts about 25,000 students. This public university, located in Preston, Lancashire, England was founded as the Institution for the Diffusion of Knowledge in 1828 and became a university in 1992. Imbued with a celestial-sounding motto, 'Ex solo ad solem', which translates 'From the Earth to the Sun', the vastness of the university's portfolio includes over 400 undergraduate programmes and 200 postgraduate courses. Hailed for its high student satisfaction in the recent international Student Barometer survey, its impressive reputation as a regional economy powerhouse testifies to over 1,000 students and graduates who have started a business or embarked on self-employment.



TOP-NOTCH RESOURCES

FOR A QUALITY LEARNING EXPERIENCE

INTERNATIONAL COLLABORATIONS

We work with some of the world's most prestigious universities from the United Kingdom and Australia to develop a knowledge-rich and industry-relevant curriculum.

PARTNERSHIPS WITH INDUSTRY

SEGi University establishes strong links with key industry players from a wide range of fields to provide access to internships and job opportunities for our students.

DOUBLE DEGREE PROGRAMMES

SEGi University's business and accounting programmes reflect international recognition. Students enrolled in the Double Degree award programme will graduate with 2 parchments – one from SEGi University and another from University of Central Lancashire, UK.

MORE THAN 95% EMPLOYABILITY

More than 95% of our Business Management, Accounting and Accounting & Finance Graduates are employed within 3 months upon graduation.

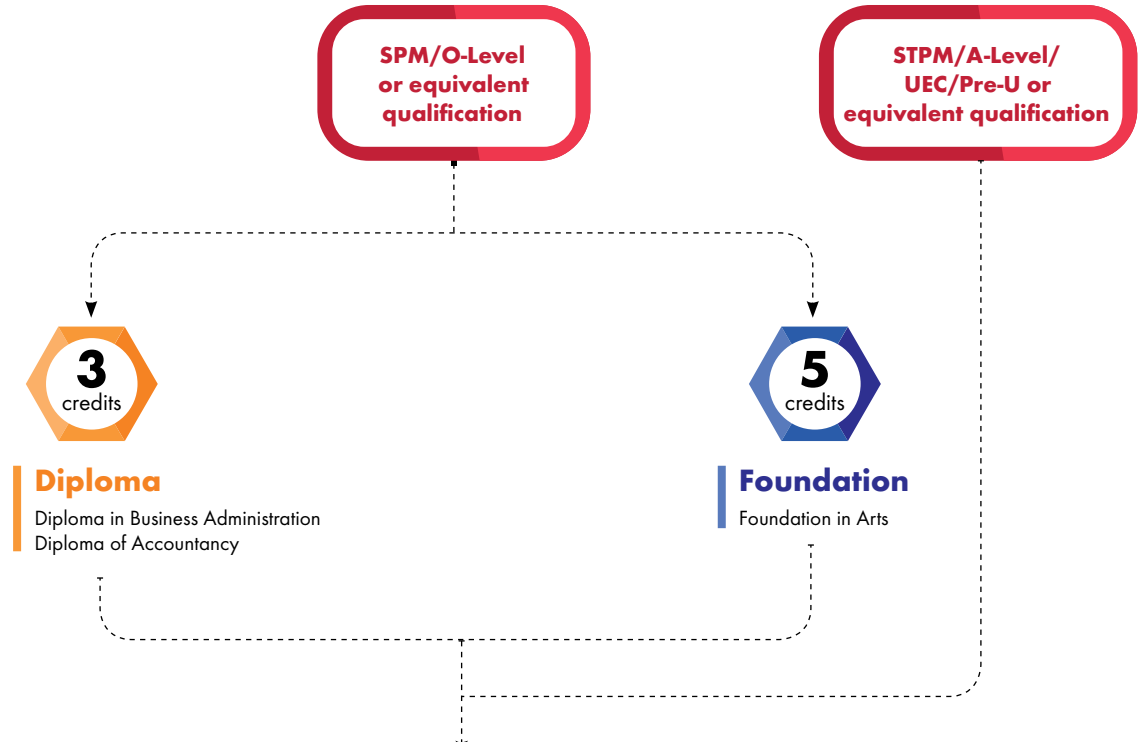
NURTURING INDUSTRY-READY GRADUATES

In the past 40 years, SEGi University has produced capable graduates who are highly sought-after by employers for their key management skills.

ESTEEMED INDUSTRY ADVISORS

In line with our brand promise to provide a complete learning experience, we work closely with reputable industry advisors to facilitate the transfer of knowledge and experience.

STUDY ROUTE



**SPM/O-Level
or equivalent
qualification**

**STPM/A-Level/
UEC/Pre-U or
equivalent qualification**

**3
credits**

**5
credits**

Diploma

Diploma in Business Administration
Diploma of Accountancy

Foundation

Foundation in Arts

Double Degree



- Bachelor of Accounting and Finance (Honours)
- Bachelor of Business Management (Honours)
 - Human Resource Management
 - General Management
 - Financial Management
 - Digital Marketing

2+1 Articulation Pathway



- BA (Hons) International Business Administration
 - BA (Hons) International Accounting and Finance
- Study 2 years in Malaysia, final year at University of Central Lancashire, UK.*

Integrated Degree

Allows Bachelor of Business Management (Honours) students to complete the MBA within 8 months.

PhD/Master



- PhD (Management)
- Doctor of Business Administration
- Master of Business Administration
 - Global Business
 - General Management
 - Finance
 - Human Resource Management
 - Marketing
- Master of Accountancy
- MSc (Management)



Master in Financial Planning



Master of Accountancy
Master in Financial Planning








Dual Award



- Master of Business Administration
 - Global Business
 - General Management
 - Finance
 - Human Resource Management
 - Marketing






PROGRAMME MATRIX

 Programme	 Awarding Institution	 Entry Requirements
Bachelor of Accounting and Finance (Honours)	SEGi University and University of Central Lancashire, UK Double Degree	<ul style="list-style-type: none"> • MUET Band 2 • STPM with a minimum. Grade C+ (CGPA 2.33) in any two subjects, and credit in Mathematics and a pass in English at SPM level • STAM with a minimum. grade of Jayyid, (good) and credit in Mathematics and a pass in English at SPM level • 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 • Matriculation/Foundation qualification or its equivalent with a minimum. CGPA of 2.50, and credit in Mathematics and a pass in English at SPM level • TOEFL score of 550 OR IELTS score of 5.5 OR its equivalent (international students) <p><u>English proficiency requirement</u> The English proficiency requirement is exempted for both local and international students if:-</p> <ul style="list-style-type: none"> (i) the student has an academic qualification from an institution where English is used as a medium of instruction OR (ii) the international student is from a country where English is an official language
Bachelor of Business Management (Honours) <ul style="list-style-type: none"> • General Management • Financial Management • Digital Marketing • Human Resource Management 	 SEGi University  University of Central Lancashire UCLan	<ul style="list-style-type: none"> • STPM with a minimum. Grade C (CGPA 2.0) in any 2 subjects, and a pass in Mathematics and English at SPM level, or any equivalent qualifications • STAM with a minimum. grade of Jayyid, and a pass in Mathematics and English at SPM level • Any Diploma or Advanced Diploma (Level 4 or 5, MQF) • Matriculation/Foundation qualification with a minimum. CGPA of 2.00 out of 4.00, or any equivalent qualifications • IELTS score of 5.5 OR its equivalent (International students) <p>NOTE: The requirement to pass Mathematics and English subjects at SPM level for STPM and STAM candidates can be waived should the qualifications contain Mathematics and English subjects with equivalent/higher achievements. English proficiency requirement The English proficiency requirement is exempted for international students if:-</p> <ul style="list-style-type: none"> (i) the student has an academic qualification from an institution where English is used as a medium of instruction OR (ii) the student is from a country where English is an official language
BA (Hons) International Accounting and Finance (2+1 Articulation Pathway)	University of Central Lancashire, UK	<ul style="list-style-type: none"> • Must complete Year 1 and Year 2 of SEGi's Bachelor of Accounting and Finance (Honours) Programme before articulating to the final year at University of Central Lancashire, UK.

PROGRAMME MATRIX



 Programme	 Awarding Institution	 Entry Requirements
BA (Hons) International Business Management (2+1 Articulation Pathway)	University of Central Lancashire, UK	<ul style="list-style-type: none"> • Must complete Year 1 and Year 2 of SEGi's Bachelor of Business Management (Honours) Programme before articulating to the final year at University of Central Lancashire, UK.
Diploma of Accountancy	SEGi College	<ul style="list-style-type: none"> • SPM or its equivalent with a minimum. of 3 credits including Mathematics, and a pass in English • STPM or its equivalent, with a minimum. of Grade C (CGPA 2.0) in any subject, and credit in Mathematics and a pass in English at SPM level • STAM with a minimum. grade of Maqbul (pass) and credit in Mathematics and a pass in English at SPM level • SKM Level 3 in a related field and a pass in SPM with a minimum of 1 credit in any subjects with credit in Mathematics and a pass in English • A certificate or its equivalent in a related field. • TOEFL score of 550 OR IELTS score of 5.5 OR its equivalent (International students) <p><u>The English proficiency requirement is exempted for international students if:-</u></p> <p>(i) the student has an academic qualification from an institution where English is used as a medium of instruction; OR</p> <p>(ii) the student is from a country where English is an official language</p>
Diploma in Business Administration	SEGi College	<ul style="list-style-type: none"> • SPM with at least credit in any 3 subjects • STPM with a minimum. of Grade C (CGPA 2.0) in any subject, or any equivalent qualification • STAM with a minimum. grade of Maqbul • SKM Level 3 in a related field, and a pass in SPM with a minimum of 1 credit in any subject • Any qualifications equivalent to Certificate (Level 3, Malaysian Qualifications Framework, MQF). • IELTS score of 5.0 OR it's equivalent (international students) <p><u>The English proficiency requirement is exempted for international students if:-</u></p> <p>(i) the student has an academic qualification from an institution where English is used as a medium of instruction OR</p> <p>(ii) the student is from a country where English is an official language</p>
Foundation in Arts	SEGi University & SEGi College	<ul style="list-style-type: none"> • Passed SPM/O-Level or equivalent (minimum 5 credits)

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

The above 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.

BACHELOR OF ACCOUNTING & FINANCE (HONOURS)

SEGi UNIVERSITY & UNIVERSITY OF CENTRAL LANCASHIRE, UK

We've designed this programme for anyone who is interested to pursue a career in the accounting and finance sector and become qualified accountants. Also, as a graduate of this programme, you will earn your degree from both SEGi and University of Central Lancashire, UK.

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 the challenge.

Double Degree



Programme Modules

As the foremost institution Towards Industrial Revolution 4.0, SEGi's Faculty of Business, Accountancy, Communication and Hospitality Management exposes the accounting and finance students to a rich curriculum that is integrated with real-world IR 4.0 practices including guest lectures from industry experts.

Year 1

- Personal Development & Communication Skills
- Principles of Economics
- Business Management
- Financial Accounting 1
- Quantitative and Statistical Methods
- Financial Accounting 2
- Entrepreneurship
- Business Law
- Cost Accounting

Year 2

- Computerised Accounting Systems
- Accounting Information Systems
- Investment Decisions
- Financial Management 1
- International Finance: Markets & Management
- Management Accounting
- Company Law
- Taxation 1
- Taxation 2
- Advanced Management Accounting

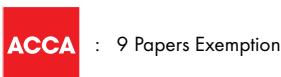
Year 3

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

Electives [Choose any 2 courses]

- Business Ethics
- Money & Banking
- Environmental Management & Technology

Graduates of the SEGi University Bachelor of Accounting and Finance (Honours) degree will be given exemptions for:



Career Opportunities

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 accountancy qualifications from accountancy bodies including Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).

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

BACHELOR OF BUSINESS MANAGEMENT (HONOURS)

SEGi UNIVERSITY & UNIVERSITY OF CENTRAL LANCASHIRE, UK

The Bachelor of Business Management (Honours) is designed to provide you with skills and knowledge across a range of business disciplines with emphasis on management skills. It prepares you in all aspects of business operations and management through a perfect balance of conceptual academic structure and hands-on practical experience.

This double degree programme is a collaboration between SEGi and University of Central Lancashire, UK. Therefore, graduates will receive two parchments upon graduation. You can choose an area of specialisation in the final year to gain a competitive edge when you enter the workforce. The specialisations are:

Double Degree



- General Management
- Digital Marketing
- Financial Management
- Human Resource Management

Programme Modules

Industrial Revolution 4.0 (IR4.0) is revolutionising businesses across various sectors, particularly manufacturing, service, education, banking and finance. Students will have access to an enhanced syllabus that encompasses digital marketing, technology-driven entrepreneurship, digital business, cyber law, intellectual property and civil liability related to IR4.0 and technologies in the world of banking and finance.

Year 1

- Personal Development & Communication Skills
- Quantitative and Statistical Methods
- Principles of Economics
- Business Management
- Financial Accounting 1
- Global and Applied Economics
- Consumer Behaviour
- Innovative & Creative Skills in Business
- Understanding Markets and Consumers

Year 2

- International Business
- Managing Organisation
- Customer Relationship Management
- Financial Management 1
- Business Law
- Negotiations & Conflict Management
- Digital Business

Year 3

- Business-Government Relations
- Management Accounting
- Entrepreneurship
- Strategic and Change Management
- Business Research Project
- Research Methodology

Financial Management

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

Human Resource Management

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

Digital Marketing

- Relationship Marketing in the Digital Age
- Digital Marketing Communication and Advertising Practices
- Marketing Principles, Directions and Applications
- Planning for Media, Direct and Online Marketing
- Critical Issues and Innovative Digital Marketing

General Management

- Operation and Quality Management
- Human Resource Management 1
- Corporate Finance
- Corporate Strategy
- International Finance: Markets & Management

Electives [Choose 4 out of 5 courses]

- Innovative Technology and Systems
- Business Communication
- Introduction to Strategic Management
- Environmental Management and Technology
- Business Ethics

Integrated Degree

- Strategic Management
- Organisational Behavior
- Managing in the International Economy

Career Opportunities

Graduates of the Bachelor of Business Management (Honours) programme will be qualified to apply for positions in business industry and government. The skills and knowledge acquired during the programme are applicable to almost any organisation, opening up career opportunities in: 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.

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

2+1 ARTICULATION PATHWAY BA (HONS) INTERNATIONAL BUSINESS ADMINISTRATION

UNIVERSITY OF CENTRAL LANCASHIRE, UK

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

We've designed the BA (Hons) International Business Administration 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. This programme is uniquely designed for students who intend to experience their final year abroad in University of Central Lancashire, UK. SEGi's 2+1 articulation pathway enhances student mobility in order to provide alternative access to higher education opportunities.

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



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
- Innovative & Creative Skills in Business
- Understanding Markets and Consumers

Year 2

- International Business
- Managing Organisation
- Customer Relationship Management
- Financial Management 1
- Business Law
- Negotiations & Conflict Management
- E-Commerce

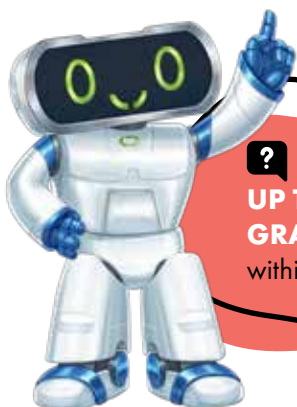
Year 3

Study 2 years in Malaysia, final year at University of Central Lancashire, UK.

Electives [Choose 4 out of 5 courses]

- Innovative Technology and Systems
- Business Communication
- Introduction to Strategic Management
- Environmental Management and Technology
- Business Ethics

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



? HAVE YOU HEARD?
UP TO 100% OF OUR GRADUATES get employed within 3 months upon graduation.

Career Opportunities

The skills and knowledge acquired during the programme are applicable to roles in almost any organisation including: administration business advice/ business development and planning analysis, International banking, consumer finance, economic analysis, financial analysis, accounting, risk management, market research, marketing, human resource management, employee relations/industrial relations.

2+1 ARTICULATION PATHWAY BA (HONS) INTERNATIONAL ACCOUNTING AND FINANCE

UNIVERSITY OF CENTRAL LANCASHIRE, UK



We've designed this programme for anyone who is interested to pursue a career in the accounting and finance sector and become qualified accountants. This programme is uniquely designed for students who intend to experience their final year abroad in University of Central Lancashire, UK. SEGi's 2+1 articulation pathway enhances student mobility in order to provide alternative access to higher education opportunities.

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 the challenge.

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

- Computerised Accounting Systems
- Accounting Information Systems
- Investment Decision
- Financial Management 1
- International Finance: Markets & Management
- Management Accounting
- Company Law
- Taxation 1
- Taxation 2
- Advanced Management Accounting

Year 3

Study 2 years in Malaysia, final year at University of Central Lancashire, UK.

Electives [Choose 2 out of 3 courses]

- Business Ethics
- Money & Banking
- Environmental Management and Technology

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

Career Opportunities

Typical examples of job positions include: Financial Accountants, Financial Analysts, Credit Risk Analysts, Budget Controllers, Tax Advisers, Internal Auditors. As a graduate, 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).



INTERESTING FACT

We offer one of the most versatile pre-university programmes with **MORE THAN 130 ARTICULATION PATHWAYS** for undergraduate programmes.

DIPLOMA IN BUSINESS ADMINISTRATION

SEGi COLLEGE

This 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.

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

Year 1

- Principles of Management
- Principles of Economics
- Cost Accounting
- Financial Accounting 1
- Principles of Marketing
- Personal Development & Communications Skills
- Global and Applied Economics
- Business & Company Law
- Introduction to Finance
- Business Mathematics
- Information Technology

Year 2

- Business Statistic
- Academic English
- Business Communication
- Business Management
- Consumer Behavior
- Innovative & Creative Skills in Business
- Organisation Behavior
- Introduction to Strategic Management
- E-Commerce

Year 3

- Business Research
- Human Resource Management
- Customer Relationship Management
- International Business

MPU

- Pengurusan Ko-Kurikulum
- Moral Studies
(for non-muslim & international students)
- Islamic Studies (for muslim students only)
- Bahasa Kebangsaan A
- Presentation Skills
- Pengajian Malaysia (for local students only)
- Bahasa Melayu Komunikasi 1
(for international students only)



? HAVE YOU HEARD?
Graduates from this faculty
can earn **UP TO RM4,500**
A MONTH.

Career Opportunities

A Diploma in Business Administration will arm you with the basic knowledge and theories that apply to the business organisation.

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.

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.

Programme Modules

Year 1

- Introduction to Business
- Principles of Economics
- Cost Accounting
- Financial Accounting 1
- Business Ethics
- Personal Development & Communications Skills
- Financial Accounting 2
- Business & Company Law
- Introduction to Finance
- Business Mathematics
- Accounting Information System

Year 2

- Business Statistic
- Financial Accounting 3
- Academic English
- Business Communication
- Business Management
- Financial Accounting 4
- Entrepreneurship
- Introduction to Management Accounting
- Corporate Audit

Year 3

- Business Research
- Taxation
- Finance
- Money and Banking

MPU

- Moral Studies
(for non-muslim & international students)
- Islamic Studies (for muslim students only)
- Pengurusan Ko-Kurikulum
- Bahasa Kebangsaan A
- Presentation Skills
- Pengajian Malaysia (for local students only)
- Bahasa Melayu Komunikasi 1
(for international students only)



DID YOU KNOW?

Our programmes are taught by **QUALIFIED AND EXPERIENCED LECTURERS.**

Career Opportunities

The Diploma provides you with a perspective on management accounting, essential for management and operating decisions.

With the knowledge and skills gained, you'll become highly employable and sought-after by many corporations.

FOUNDATION IN ARTS

SEGi UNIVERSITY

The foundation year is an introductory programme that will equip students with the skills and knowledge to further their studies locally or internationally. Students are exposed to modules which will allow them to become creative thinkers and problem solvers that can be translated into practical ideas. This programme also enables students to develop a range of practical skills and solid knowledge, preparing them for smooth progress to a degree of their choice.

Programme Modules

Semester 1

- General Language Training
- Computer Application
- Introduction to Business
- Statistics

Semester 3

- Public Speaking
- Critical Thinking Skills
- Principles of Economics
- Elective 5*

Semester 2

- Academic English
- Elective 1*
- Elective 2*
- Elective 3*
- Elective 4*

* Students will have to choose the electives according to the discipline of undergraduate studies they intend to pursue.

* Electives

Business & Accounting

- Introduction to Financial Accounting
- Fundamental of Management
- Intercultural Communication
- Information Technology
- Introduction to Marketing

Quantity Survey/Hospitality/Education

- Information Technology
- Interpersonal Communication
- Fundamental of Management
- Introduction to Marketing
- Intercultural Communication

Communication Studies/English & PR

- Interpersonal Communication
- Intercultural Communication
- Fundamental Photography
- Information Technology
- Introduction to Marketing

Information Technology

- Programming Methodology
- Interpersonal Communication
- Fundamental of Management
- Intercultural Communication
- Information Technology

Creative Design/Architecture/Interior Architecture

- Colour & Form
- Drawing Fundamentals
- Fundamental Photography
- Intercultural Communication
- Interpersonal Communication

Why study this programme?

This qualification is specially designed for students with SPM, O-Level or equivalent qualifications and who would like to pursue a bachelor's degree at the university. Upon successful completion of the Foundation in Arts programme, students may further their studies in a wide range of degree programmes depending on units completed during their studies.

* Electives are subjected to change without prior notice.



STUDENT TESTIMONIALS



"SEGi BBM programme stands out as the industry-driven module can enhance my knowledge on business and finance. It also provides opportunities to sharpen my soft skills as it requires students to work in a group to complete the tasks and present the work using relevant software. The lecturers are experienced and qualified, and I have made many friends from different countries too."

Muqrie Marzuki

Bachelor of Business Management (Hons) Financial Management



"It is a great honour to study here. I'm happy to be part of this multi-cultural environment. The atmosphere here is very friendly. I've made a lot of friends from different nations and cultures. Lecturers in SEGi are very professional and marvellous; they train us to think out of the box, I've learned a lot of new skills. Also, the staffs here are very nice and helpful. Life in SEGi exposed me to various events such as the International Culture Night, fashion show, official ceremonies, accounting skill training, etc. I also got a chance to do my internship in KPMG Malaysia."

Li Ya Jie (China)

Bachelor of Accounting (Hons)



"SEGi University is a well-established higher education provider that offers a variety of courses for students who wish to excel and bring their talents beyond greater heights. Being able to enrol in the Dual Awards programme that is recognised both domestically and internationally broadens the job placement opportunities in the corporate sector throughout my career. Choose excellence, choose SEGi."

Cordell Chong Foo Fatt

Bachelor of Accounting and Finance (Hons)



"My cousin introduced me to SEGi and told me to contact her counsellor to help me with the admission process. I was able to clarify my enquiries and therefore the process was smooth. By being a hardworking student, I was able to receive the Merit Scholarship whereby SEGi provided financial aid based on my performance, which I am so grateful for. Moreover, the lecturers teach us by applying real-life situations. I believe that this course will enable me to find employment not only in the finance field but in marketing and human resource as well since the modules covered all these areas."

Nerissa Bakhtia Rodrigues Lopes Da Cruz (Timor-Leste)

Bachelor of Business Management (Hons) Financial Management

FACULTY EVENTS



SEGi University's Faculty of Business, Accounting and Management students had the honour of meeting and listening to renowned industry leaders in an event titled, "Social Media: A Great Platform for Entrepreneurs". The leaders from multinational companies of various industries shared their life experiences and journey throughout the years as they progressed through a successful career. Apart from giving advice and sharing inspiring quotes, the speakers also used their unique ways to engage with the audience.



To heighten the entrepreneurial spark in students, a series of talks by industry captains are also given – sharing success stories and invaluable business-savvy insights. Furthermore, students are also exposed to the benefits of networking in business and emerging business trends such as the use of social media. Among the series of inspiring talks given include "Industrial Revolution 4.0: Are You Ready?"; "Creative Thinking in Business"; as well as "Employers' Expectations".

segiuniversity.edu.my



SEGi University Kota Damansara (100589-U)
No. 9, Jalan Teknologi, Taman Sains Selangor, Kota Damansara,
PJU 5, 47810 Petaling Jaya, Selangor Darul Ehsan.
☎ 603 6145 1777
📍 011 1210 6389

The best in you, made
POSSIBLE

The information in this brochure is correct at the time of printing (June 2021).
Changes may be made without prior notice. Copyright 2021. All rights reserved.

Chat with us today!
SCAN HERE

