

# HOSPITALITY & TOURISM

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.





# ESTABLISHING 5-STAR HOSPITALITY STANDARDS

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 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 are designed to equip you with skills and knowledge that are increasingly in demand. The programmes include 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 work, 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.

## CONTENTS

---

Introduction to SEGi University	2
At a Glance	4
SEGi Towards IR4.0	5
World Renowned University Partner	6
Learning & Teaching	7
Consortium of Global Partners	8
Study Route & Programme Matrix	9
Programme Modules	10 - 14
Student Testimonials	15

## 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.

## **DOUBLE DEGREE PROGRAMMES**

SEGi University's Hospitality & Tourism 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.

## **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.

## **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.

## **MORE THAN 95% EMPLOYABILITY**

More than 95% of our Hospitality & Tourism graduates are employed within 3 months upon graduation.

## **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.



# CONSORTIUM OF GLOBAL PARTNERS

## 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, and have the option of undergoing training with any of SEGi's affiliated partners.

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 amount 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 certain modules, there will be a practical session where 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 local and international tourism destinations which give students real-time understanding of their programme syllabus and the industry.



**Sheraton**  
IMPERIAL  
KUALA LUMPUR  
HOTEL

*Le* **MERIDIEN**  
KUALA LUMPUR

**R**  
**RENAISSANCE**<sup>®</sup>  
KUALA LUMPUR HOTEL



**SUNWAY PUTRA HOTEL**  
KUALA LUMPUR

*THE Royale Chulan*  
KUALA LUMPUR

**PATA**<sup>®</sup>  
Pacific Asia Travel Association

*Crystal CROWN*  
HOTEL  
PETALING JAYA, MALAYSIA

*Michelangelo's*



**Travelport**

**MAH**  
MALAYSIAN ASSOCIATION OF HOTELS  
PERSATUAN HOTEL MALAYSIA

**ORIENTAL GROUP**

**food aid**  
FOUNDATION

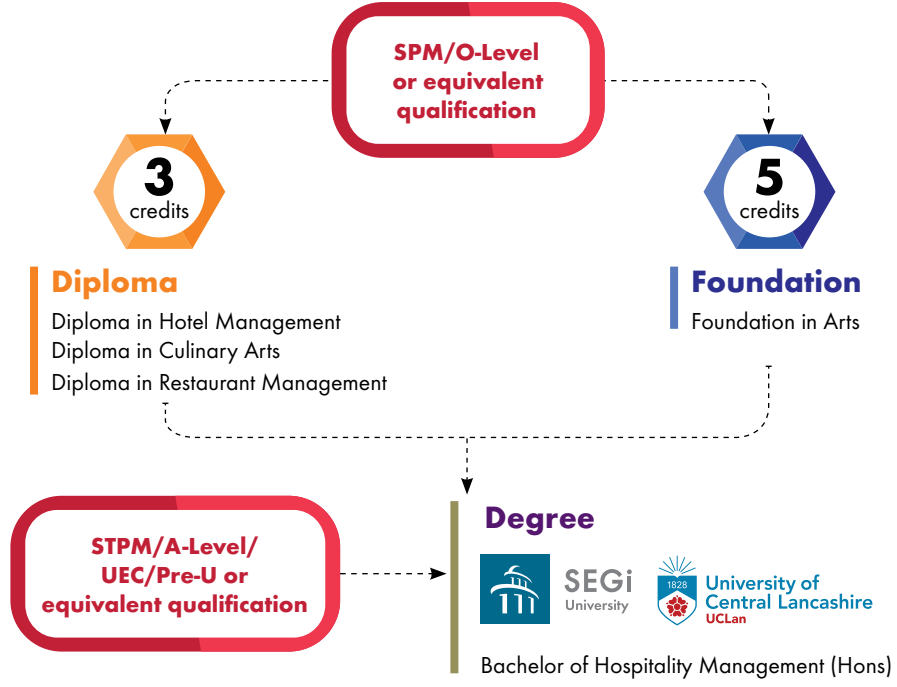
**RATIONAL**








# STUDY ROUTE & PROGRAMME MATRIX



Programme	Awarding Institution	Entry Requirements
Bachelor of Hospitality Management (Hons)	SEGi University and University of Central Lancashire, UK  <b>Double Degree</b> 	<ul style="list-style-type: none"> <li>• A-Levels/STPM with a minimum of 2 principal passes</li> <li>• Related foundation/diploma with at least CGPA 2.0</li> <li>• Any equivalent qualifications</li> </ul>
Diploma in Hotel Management	SEGi College Kota Damansara	<ul style="list-style-type: none"> <li>• 3 credits in SPM / O-Levels</li> <li>• Unified Examination Certificate (UEC) with at least 3Bs</li> <li>• Pass certificate in relevant fields from any IPT recognised by the Government of Malaysia</li> <li>• Any equivalent qualification that is approved by the Malaysia Government</li> </ul>
Diploma in Culinary Arts	SEGi College Kota Damansara	
Diploma in Restaurant Management	SEGi College Kota Damansara in collaboration with QSR	
Foundation in Arts	SEGi University & SEGi College Kota Damansara	<ul style="list-style-type: none"> <li>• SPM/O-Level (min. 5 credits)</li> <li>• Any equivalent qualifications</li> </ul>

As part of the curriculum, students are required to take 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.

# BACHELOR OF HOSPITALITY MANAGEMENT (HONS)

SEGi UNIVERSITY & UNIVERSITY OF CENTRAL LANCASHIRE, UK

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

The Bachelor of Hospitality (Hons) is a 3-year programme developed for you to learn the latest industry trends and to mould you according to the changing needs and wants of the hospitality industry.

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

Double Degree



## Programme Modules

### Year 1

- Introduction to the Hospitality Industry
- Business Communication
- Food Science, Nutrition and Production
- Innovative, Creative and Critical Thinking Skills
- Hospitality Computerised Systems
- Accommodation Management
- Business Economics in Hospitality Environment
- Marketing Management
- Hospitality Management 1
- Principles of Hospitality Accounting
- Food and Beverage Management

### Year 2

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

### Year 3

- Innovation And Business Strategy in Hospitality
- Tourism Resource Management
- Financial Management in Hospitality
- Tourism Destination Development
- Entrepreneurship
- Contemporary Issues in Hospitality and Tourism Industry
- Hospitality and Tourism Law
- Industrial Training

### MPU

- Bahasa Melayu Komunikasi (International Student)/ Hubungan Etnik(Local Student)
- Titas (Local Student)/ Malaysian Studies 3 (International Student)
- Effective Listening
- Personal Health Management
- Pengurusan Ko-Kurikulum

## Study Duration

3 Years

### Career Opportunities

With great understanding of the hospitality industry through this programme, you can excel in areas such as hotels, restaurants, retailing, transportation, travel agencies, airlines, cruise, and tour operations.



# DIPLOMA IN HOTEL MANAGEMENT

SEGi COLLEGE

Graduates of the Diploma in Hotel Management will be able to demonstrate an advanced knowledge of food & beverage, housekeeping, front offices, 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 hotels and resorts to apply what you have learned in the classroom to practical use.

## Programme Modules

### Year 1

- Introduction to Hospitality and Tourism Studies
- Food Safety and Sanitation
- Fundamental of Food
- Introductory French
- General Language Training
- Financial Accounting
- Principles of Management
- Principles of Marketing
- Food and Beverage Management

### Year 2

- Housekeeping Management
- Front Office Management
- Restaurant Management
- Human Resource Management
- Academic English
- Event, Banquet and Convention Management
- Financial Management
- Food Production
- Food Purchasing, Costing and Merchandising

### Year 3

- Entrepreneurship
- Hospitality Law
- Hotel Operation
- E-Commerce
- Human Resource Management
- Internship (4 months)

### MPU

- Malaysian Studies (Local Student)/ Bahasa Melayu Komunikasi 1 (International Student)
- Bahasa Kebangsaan (No Credit in SPM BM)/Presentation Skill
- Islamic Studies/Moral Studies
- Pengurusan Ko-Kurikulum

## Study Duration

2 Years and 6 Months

### Career Opportunities

As graduates, you can seek careers in the hotel industry, airline and cruise industry, food & beverage industry. This programme is also a pathway to a degree programme.

## SEGi COLLEGE

Do you have a strong passion for cooking and aspire to be a celebrated chef in local and international hotels? You should consider the Diploma in Culinary Arts as it provides a basic education in culinary skills.

Our Diploma in Culinary Arts provides sufficient culinary background required to enter the food service industry at entry-to-mid-level positions and advance to 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

#### Year 1

- Culinary Skill Development 1
- Food Safety and Sanitation
- Introduction Gastronomy
- General Language Training
- Culinary Maths
- Culinary Skill Development 2
- Commodity Knowledge
- Introductory French
- Garde Manger
- Principles of Management

#### Year 2

- Cuisine Europe
- Banqueting and Catering
- Chocolates and Confections
- Restaurant Management
- Wine and Food
- Cuisine of Asia
- Marketing & Promotion of Food
- People Communication
- Human Resource Management
- Food Purchasing, Costing and Merchandising
- Advanced Baking and Pastry
- Advanced Restaurant Cooking

#### Year 3

- Internship

#### MPU

- Malaysian Studies/  
Bahasa Melayu Komunikasi 2
- Presentation Skill
- Islamic Studies/Moral Studies
- Pengurusan Ko-Kurikulum

### Study Duration

2 Years and 6 Months

#### Career Opportunities

As graduates of culinary arts, you can start off from entry-to-mid-level positions in restaurants, hotels, catering, bakeries or even set up your own businesses.



# DIPLOMA IN RESTAURANT MANAGEMENT

SEGi COLLEGE

This programme will help you develop skills and understanding of key concepts in restaurant operations. It will cover procedural knowledge needed for real-life scenarios and the right competencies to support execution excellence in restaurant operations.

## Programme Modules

### Semester 1

- Introduction To Hospitality and Tourism Industry
- General Language Training
- Financial Accounting
- Food Production
- Principles of Management
- Food Nutrition, Hygiene and Sanitation

### Semester 2

- Purchasing, Cost and Control
- Food and Beverage Management
- Restaurant Operations and Services
- Malaysian Studies 2  
(for local students only)
- Bahasa Melayu Komunikasi 1  
(for international students only)

### Semester 3

- Introductory French
- Islamic / Moral Studies
- Academic English

### Semester 4

- Principles of Marketing
- Decision Making Skills /  
Bahasa Kebangsaan A  
(for local students without credit in SPM)
- Service Quality Management
- Hospitality, Tourism and Food Law
- Co-curriculum Management
- Entrepreneurship

### Semester 5

- Basic Restaurant Operations

### Semester 6

- Restaurant Customer Service
- Food Handling and Storage

### Semester 7

- Kitchen Operations
- Restaurant Leadership and Teamwork Skills

## Study Duration

2 Years and 6 Months

### Career Opportunities

Students with the Diploma in Restaurant Management qualification will be able to work with QSR Brands (KFC, Pizza Hut, Life and Ayamas) as management trainees.

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. 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 provides educational and professional opportunities to enhance our learning experience and expose us to the working world and equip us properly before working. I chose SEGi because it has everything I look for in a university."

**Pamela Mae Baritos**



"SEGi is my ultimate solution for education excellence and financial aid. With its innovative financing, obtaining a full loan for my education has helped to relieve a huge burden from my shoulders. I am grateful for this opportunity! Thank you SEGi!"

**Jane Tan Pei Jing**



"During my studies, SEGi's School of Hospitality & Tourism has given me the opportunity to chart my career path as I have been given the opportunity to manage events and put to practice what was taught in the classroom. The hands-on experience has prepared me well to make the first step into the working world."

**Christopher Adam Tan Khai Xian**



"The programme has provided me with 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, I am ready for the challenges in the working world!"

**Ivan Lee Kah Wai**

[segiuniversity.edu.my](http://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**

