



SEGi
Group of
Colleges



**LET'S JOURNEY
TO AMERICA
TOGETHER**

**American
Degree Program**

#bestinyou



A WORLD-CLASS AMERICAN EDUCATION

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

Students can customize their American education pathway with flexible transfer arrangements or take the option to complete their American education in Malaysia.

Why choose ADP at SEGi?

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

*SEGi Group of Colleges has the highest number of paper exemptions among recognised accounting professional certifications



WORLD RENOWNED UNIVERSITY PARTNER



Troy University

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

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

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

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

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

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

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

SEGi GROUP OF COLLEGES

First established in 1977 as Systematic College, SEGi Group of Colleges has undergone significant growth, strengthening the quality of its wide range of programmes from foundation to post graduate.

SEGi Group of Colleges is dedicated to provide students the opportunity to earn a foreign degree in Malaysia with its world renowned university partners. In addition, SEGi also has strong presence of international students who seek quality, globally-recognised education in Malaysia.

With the strong heritage in catering to working professionals, SEGi Group of Colleges offer an array of in-demand programmes to those who wish to enhance their careers by obtaining higher qualifications, such as degree programmes, MBA and other professional courses, in a flexible manner.



SEGi COLLEGE SUBANG JAYA

The campus is strategically located in the Klang Valley, just next to The Summit shopping complex. One of the pioneers of Early Childhood Education, the campus is also most sought-after for its Business programmes. Students of this college also have the convenience of public transport. The college is within 5 minutes walk to the USJ 7 Light Rapid Transit (LRT) and Bus Rapid Transit (BRT) stations.

The campus is the winner of the highest Six-Star (Outstanding) MyQuest award for three consecutive years from 2012 to 2017.



SEGi COLLEGE KUALA LUMPUR

The campus is located in the heart of Kuala Lumpur and is only 240m from the Masjid Jamek LRT Station. The campus is supported by experienced and reputable academicians offering knowledge and training in Business & Accounting, Allied Health Sciences, as well as Hospitality & Tourism fields.

Apart from being a Centre of Excellence for Business and Accounting as well as Hospitality and Tourism, the campus has received the Five-Star (Excellent) award from MyQuest 2016/2017 for 'International Students' category.



SEGi COLLEGE PENANG

The campus is located in Green Hall, a unique coastal location, which provides an ideal learning lifestyle with affordable cost of living. The college offers a wide range of programmes in the fields of Business & Accounting, Early Childhood Education, Information Technology and American Degree Program (ADP).

The campus was awarded the highest Six-Star (Outstanding) award by MyQuest 2016/17 for the 'Private Colleges' category.



SEGi COLLEGE SARAWAK

Located in the vibrant city of Kuching, SEGi College Sarawak is one of the largest private colleges in East Malaysia. The campus offers programmes in the fields of Management, Accountancy, Hospitality, Information Technology and Law, the only campus in the East Malaysia to offer Law programmes at diploma and degree levels.

The college was awarded a Six Star rating (Outstanding) for Private Colleges in MyQuest 2016/2017.





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

Schools.com



**"One of the best
universities in the Southeast."**

The Princeton Review



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

US News & World Report



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

IIE "Open Doors"



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

Southern Association of Colleges and Schools Commission on Colleges

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

Association to Advance Collegiate Schools of Business

Troy University's Sorrell College of Business is one of just 189 colleges of business worldwide to hold dual accreditation from AACSB International, the longest-serving global accrediting body for business schools. AACSB accreditation was achieved in fall 2018, while supplemental accreditation of the College's School of Accountancy was announced in January 2019.

Council for Higher Education Accreditation

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

STUDY ROUTE & PROGRAM MATRIX



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

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

Troy University, USA

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

With credit exemptions
(Subject to evaluation)

 Program	 Entry Requirements
Bachelor of Science in Business Administration (Global Business Major)	<ul style="list-style-type: none"> • SPM with 5 credits in any subjects and pass in Mathematics and English; OR • UEC with Grade B in 5 subjects and pass in Mathematics and English; OR • Other equivalent qualifications approved by MOHE • STPM minimum 2.0 & 2 principles in any subjects
Bachelor of Science in Communication Arts (Promotion OR Psychology Minor)	<ul style="list-style-type: none"> • SPM with 5 credits in any subjects including English; OR • UEC with Grade B in 5 subjects including English; OR • Other equivalent qualifications approved by MOHE • STPM minimum 2.0 & 2 principles in any subjects & SPM English credit
Bachelor of Science in Psychology (Communication Studies)	<ul style="list-style-type: none"> • SPM with credits in 5 subjects; including Mathematics and Science, and a pass in English; OR • UEC with Grade B in 5 subjects; including Mathematics and Science, and a pass in English; OR • Other equivalent qualifications approved by MOHE • STPM minimum 2.0 and Gred C in any subjects
Bachelor of Science in Psychology (Global General Business)	<ul style="list-style-type: none"> • SPM with credits in 5 subjects; including Mathematics and Science, and a pass in English; • UEC with Grade B in 5 subjects; including Mathematics and Science, and a pass in English; • Other equivalent qualifications approved by MOHE • STPM minimum 2.0 and Gred C in any subjects

*IELTS / TOEFL required.

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (GLOBAL BUSINESS MAJOR)

TROY UNIVERSITY

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

Program Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Visual Arts ■ Public Speaking ■ Principles of Microeconomics ■ Principles of Macroeconomics ■ Principles of Marketing ■ Islamic Asian Civilizations/ World History from 1500 ■ University Orientation ■ Composition and Modern English I ■ Composition and Modern English II ■ General Chemistry ■ General Chemistry with lab ■ Pre-Calculus Algebra 	<ul style="list-style-type: none"> ■ World Literature before 1660 ■ World Literature after the 1660 ■ Principles of Biology ■ Principles of Biology with lab ■ Computer Concepts & Applications ■ Principles of Accounting I ■ Principles of Accounting II ■ Business Statistics ■ Legal Environment of Business ■ Principles of Management ■ Ethnic Relations/Malaysian Studies ■ Soft Skills Seminar
Year 3	Year 4
<ul style="list-style-type: none"> ■ Community Services ■ Advanced Excel ■ Business Communications ■ Operations Management ■ Global Human Resource Management ■ Managerial Finance ■ Introduction to Information System & Data Analytics ■ Services Marketing ■ Organisational Behaviour ■ Consumer Behaviour ■ Communication in Malay Language II (for International students only) 	<ul style="list-style-type: none"> ■ International Trade & Finance ■ Leadership & Change ■ Intermediate Microeconomics / Money & Banking ■ Personal Health Management ■ Business & Society ■ Global Marketing ■ Retailing ■ Introduction to Project Management / Business Data Mining ■ Managing in the Global Environment ■ Strategic Management ■ Business Seminar

Career Opportunities

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

*Subject to changes based on the Troy Curriculum.

BACHELOR OF SCIENCE IN COMMUNICATION ARTS (PROMOTION MINOR)

TROY UNIVERSITY

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

Program Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Visual Arts ■ Public Speaking ■ Introduction to Communications ■ Islamic Asian Civilizations/ World History from 1500 ■ University Orientation ■ Composition and Modern English I ■ Composition and Modern English II ■ General Chemistry ■ General Chemistry with lab ■ Ethnic Relations (Local)/ Malaysian Studies (International) ■ Pre-Calculus Algebra ■ Fundamentals of Speech 	<ul style="list-style-type: none"> ■ World Literature before 1660 ■ World Literature after the 1660 ■ Principles of Biology ■ Principles of Biology with lab ■ Introduction to Public Relations ■ Legal Environment of Business ■ Community Services ■ Principles of Accounting I ■ Personal Health Management ■ Technologies in Journalism ■ Computer Concepts and Applications ■ Soft Skills Seminar ■ Voice & Diction
Year 3	Year 4
<ul style="list-style-type: none"> ■ Interpersonal Communication ■ Conflict Management ■ Principles of Marketing ■ Group Discussion & Leadership ■ Advanced Technologies in Journalism ■ International/Intercultural Communication ■ Interviewing & Information ■ Special Topic in Journalism ■ Organizational Communication ■ Communication in Malay Language II (for International students only) ■ Retailing ■ Principles of Microeconomics 	<ul style="list-style-type: none"> ■ Communication Research ■ Propaganda & Persuasion ■ Personal Selling ■ Advertising ■ Rhetorical & Communication Theory ■ Multimedia Law ■ Organisational Communication ■ Communication Seminar ■ Internship ■ Guided Independent Research ■ New Media

Career Opportunities

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

BACHELOR OF SCIENCE IN COMMUNICATION ARTS (PSYCHOLOGY MINOR)

TROY UNIVERSITY

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

Program Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Visual Arts ■ Public Speaking ■ Introduction to Communications ■ Islamic Asian Civilizations/ World History from 1500 ■ University Orientation ■ Composition and Modern English I ■ Composition and Modern English II ■ General Chemistry ■ General Chemistry with lab ■ Ethnic Relations (Local)/ Malaysian Studies (International) ■ Pre-Calculus Algebra ■ Fundamentals of Speech 	<ul style="list-style-type: none"> ■ World Literature before 1660 ■ World Literature after the 1660 ■ Principles of Biology ■ Principles of Biology with lab ■ Introduction to Public Relations ■ Voice & Diction ■ Computer Concepts and Application ■ Curriculum Management Community Services ■ Social Psychology ■ Personal Health Management ■ Sensation & Perception ■ Theory of Learning ■ Technologies in Journalism ■ Soft Skills Seminar
Year 3	Year 4
<ul style="list-style-type: none"> ■ Interpersonal Communication ■ Conflict Management ■ Group Discussion & Leadership ■ Advanced Technologies in Journalism ■ International/Intercultural Communication ■ Interviewing & Information ■ Special Topic in Journalism ■ Organizational Communication ■ Communication in Malay Language II (for International students only) ■ Applied Behavior Analysis ■ Principles of Counselling 	<ul style="list-style-type: none"> ■ Communication Research ■ Propaganda & Persuasion ■ Business & Industrial Psychology ■ Theories of Personality ■ Rhetorical & Communication Theory ■ Multimedia Law ■ Communication Seminar ■ Internship ■ Retailing ■ Guided Independent Research

Career Opportunities

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

BACHELOR OF SCIENCE IN PSYCHOLOGY (COMMUNICATIONS STUDIES MINOR)

TROY UNIVERSITY

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

Program Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Visual Arts ■ Public Speaking ■ General Psychology ■ Islamic Asian Civilizations/ World History from 1500 ■ University Orientation ■ Composition and Modern English I ■ Composition and Modern English II ■ General Chemistry ■ General Chemistry with lab ■ Ethnic Relations (Local)/ Malaysian Studies (International) ■ Orientation to Psychology ■ Pre-Calculus Algebra 	<ul style="list-style-type: none"> ■ World Literature before 1660 ■ World Literature after 1660 ■ Principles of Biology ■ Principles of Biology with lab ■ Developmental Psychology ■ Computer Concepts & Applications ■ Abnormal Psychology ■ Community Services ■ Social Psychology ■ Personal Health Management
Year 3	Year 4
<ul style="list-style-type: none"> ■ Conflict Management ■ Basic Statistics ■ Forensic Psychology ■ Psychology of Learning ■ Cognitive Psychology ■ Research Methods ■ Business & Industrial Psychology ■ Communication in Malay Language II (for International students only) ■ International/Intercultural Communication ■ Communication Reserach ■ Propaganda & Persuasion 	<ul style="list-style-type: none"> ■ Psychological Tests & Measurements ■ Psysiological Psychology ■ Organisational Communication ■ Group Discussion & Leadership ■ Principles of Counseling ■ Senior Seminar in Psychology ■ Introduction to Substance Abuse Counseling ■ Theories of Personality ■ Applied Behaviour Analysis ■ History & System in Psychology ■ Guided Independent Research ■ Field Experience in Psychology (Internship) ■ Adolescent Psychology

Career Opportunities

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

There may be slight variations in course offerings across centres.

BACHELOR OF SCIENCE IN PSYCHOLOGY (GLOBAL GENERAL BUSINESS MINOR)

TROY UNIVERSITY

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

Program Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Visual Arts ■ Public Speaking ■ General Psychology ■ Islamic Asian Civilizations/ World History from 1500 ■ University Orientation ■ Composition and Modern English I ■ Composition and Modern English II ■ General Chemistry ■ General Chemistry with lab ■ Ethnic Relations (Local)/ Malaysian Studies (International) ■ Orientation to Psychology ■ Pre-Calculus Algebra 	<ul style="list-style-type: none"> ■ World Literature before 1660 ■ World Literature after the 1660 ■ Principles of Biology ■ Principles of Biology with lab ■ Developmental Psychology ■ Computer Concepts & Applications ■ Abnormal Psychology ■ Community Services ■ Social Psychology ■ Personal Health Management ■ Principles of Microeconomics ■ Organisational Behaviour
Year 3	Year 4
<ul style="list-style-type: none"> ■ Principles of Accounting ■ Principles of Management ■ Basic Statistics ■ Forensic Psychology ■ Psychology of Learning ■ Cognitive Psychology ■ Research Methods ■ Business & Industrial Psychology ■ Communication in Malay Language II (for International students only) ■ Principles of Marketing 	<ul style="list-style-type: none"> ■ Psychological Tests & Measurements ■ Physiological Psychology ■ Global Human Resource Management ■ Principles of Counseling ■ Senior Seminar in Psychology ■ Introduction to Substance Abuse Counseling ■ Theories of Personality ■ Applied Behaviour Analysis ■ History & System in Psychology ■ Guided Independent Research ■ Field Experience in Psychology (Internship) ■ Adolescent Psychology

Career Opportunities

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

There may be slight variations in course offerings across centres.

SEGi College Kuala Lumpur (42114-V)

☎ 603 2070 2078 📞 012 988 9627 📞 1800 88 8028

SEGi College Subang Jaya (284515-V)

☎ 603 8600 1777 📞 016 212 9154 📞 1800 88 8622

SEGi College Penang (187620-W)

☎ 604 263 3888 📞 013 629 4880

SEGi College Sarawak (172726-T)

☎ 6082 252 566 📞 017 859 2566 📞 1300 88 7344

The best in you, made

POSSIBLE

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SCANME



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