



SEGi
Group of
Colleges



**LET'S TURN
YOUR BIG IDEAS
INTO A BUSINESS
REALITY**

**Business
& Accounting**

#bestinyou

CLASSROOM TO BOARDROOM

The Faculty of Business & Accountancy is the legacy of systematic college, renowned for its business & accounting programmes. Since then, it has grown and provided industry relevant and innovative programmes that adapt to the ever-changing business world, and the faculty is committed as ever to develop global business professionals. At SEGi, you will experience a variety of learning methods including lectures, seminars, workshops, presentations and practical sessions on the job, delivered by reputable academicians and industry captains in the community, serving as academic advisors, lecturers, examiners and moderators.



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WIDE RANGE OF QUALITY COURSES

Tailored to your Passion

Programmes offered at SEGi Group of Colleges, from foundation to post graduate level, are well-rounded, meticulously planned and are equivalent to other prestigious international universities.



REAL-WORLD EXPERIENCE

Empower today, Lead tomorrow

SEGi Group of Colleges partners with a plethora of valued corporate partners to ensure SEGi students obtain the experience needed to be workplace ready upon graduation.



WORLD-CLASS ACADEMIC LEADERS

Dedicated academicians, Great mentors

With strong industry connections, our world-class faculty members are passionate in teaching and coaching students to realise their full potentials and excel in their chosen fields.

6 REASONS TO CHOOSE SEGi



TRUSTED & RECOGNISED

Continuing the legacy since 1977

Established in 1977, SEGi has undergone significant growth in providing quality education to willing minds and talents, making it one of the most established, trusted and recognised education institutions in Malaysia.



FUTURE SKILLS FOCUSED

Shine & stand out from the crowd

The SEGi future skills Programme provides opportunities to enhance students' learning experiences. With more than 100 workshops and seminars to be explored, SEGi lets you go beyond the classroom to enhance your skills and secure your future.



CAREER READY FIRST CLASS GRADUATES

Top of the class

93% of SEGi graduates are employed or pursuing further studies within 6 months of graduation.*

*Employability tracer study in comparison with MOHE Graduate tracer study

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.



FIRST-CLASS RESOURCES FOR A QUALITY LEARNING EXPERIENCE



PARTNERSHIPS WITH INDUSTRY

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

WELL-STOCKED LIBRARIES

Each SEGi campus is equipped with a well-stocked and up-to-date library that includes web databases and other electronic resources for students' use.

INTERNATIONAL COLLABORATIONS

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

BUSINESS & ACCOUNTING CENTRE OF EXCELLENCE

We have established a Centre of Excellence (CoE) for SEGi College Kuala Lumpur, to ensure a world-class tertiary education for our business and accounting students.

CUTTING-EDGE COMPUTER LABS

Our business and accounting students have access to top-of-the-class computer labs with cutting-edge technology, which double as a research and resource tool to aid students in class assignments and data analyses.

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 to engage our students with real-life industry exposure.

WORLD RENOWNED UNIVERSITY PARTNERS



University of Greenwich (UOG)

University of Greenwich (UOG) can trace its roots back to 1890, founded as Woolwich Polytechnic and later awarded university status in 1992. The University has a long history in the field of education and has three campuses in south east London and Kent within a progressive learning environment supported by modern and hi-tech facilities.

Today, it has 1,200 programmes including some of the more popular choices of Law, Nursing, Business, and Engineering. The University has been acknowledged by the sector and its peers to be a silver rated provider of higher education according to the 2017 Teaching Excellence Framework (TEF). UOG is also the proud recipient of The Queen's Anniversary Prize for Higher and Further Education 2015, awarded for innovative research and development carried out by Greenwich's Natural Resources Institute within the Faculty of Engineering & Science.

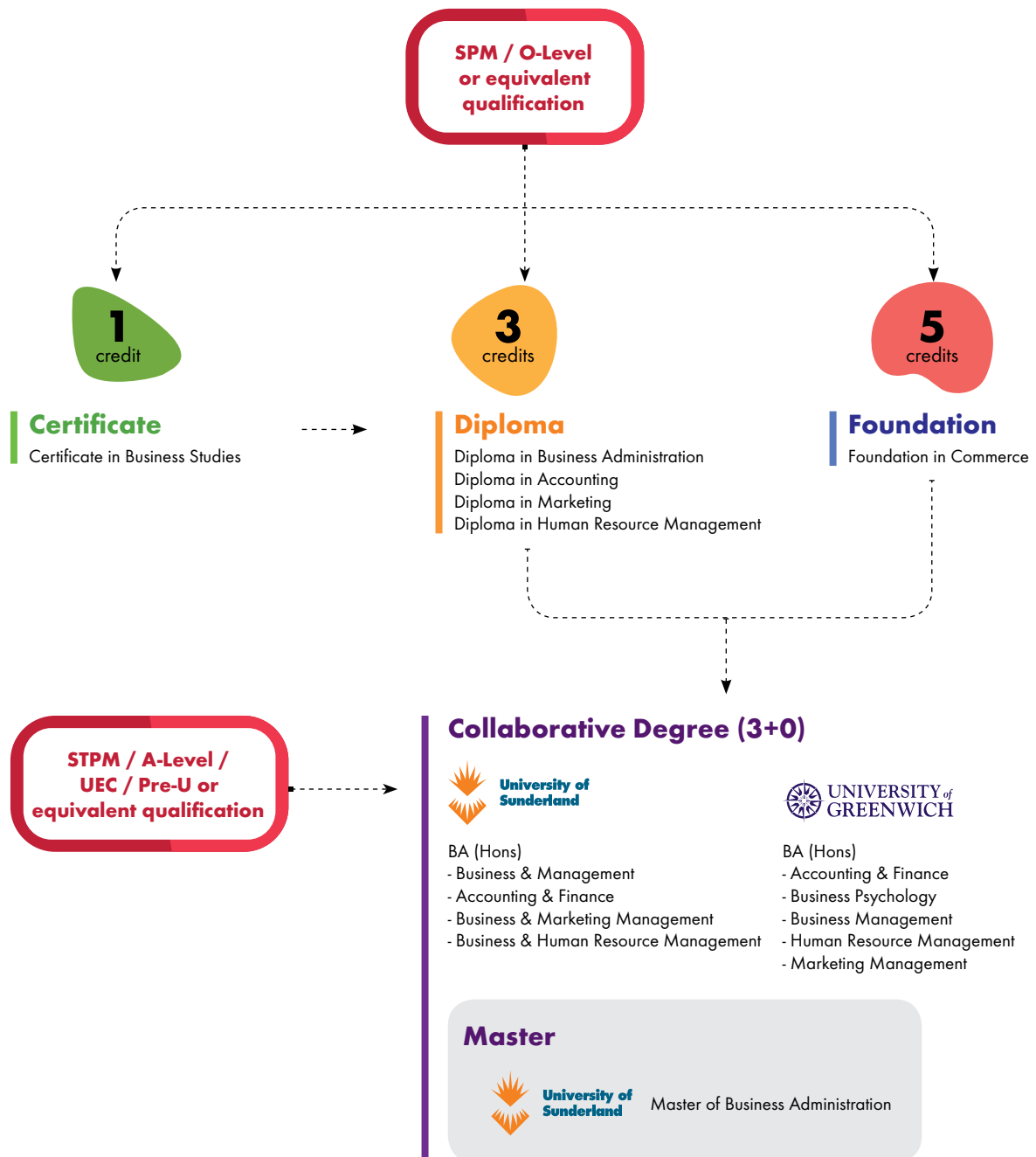


**University of
Sunderland**





University of Sunderland





University of Sunderland (UOS) has been providing higher education since 1901 and is proud to be an innovative, forward-thinking university with high standards of teaching, research and support. It is located in Sunderland in the North East of England. The University can trace its roots back to 1901 when its predecessor, Sunderland Technical College, was established as a municipal training college. It gained university status in 1992 and develops into a research active university. UOS aims to enhance the learning experience of its students as well as its academic standing as a seat of higher learning and scholarship.

Academic programmes are at the core of the University's commitment to producing well-rounded graduates. The Guardian ranks its Hospitality, Event Management & Tourism as 4th best in the country, while Nursing is ranked 5th best. Other highly-ranked majors in the Guardian league tables are Business, Management & Marketing, Accounting & Finance, Mechanical Engineering and Fashion & Textiles.



PROGRAMME MATRIX

 Programme	 Awarding Institution	 Entry Requirements	 Campus
Master of Business Administration		<ul style="list-style-type: none"> Any equivalent internationally recognised degree/ professional qualification with minimum 6 months work experience and applicant should be able to demonstrate their ability to operate at a managerial level; OR A recognised Diploma with at least 5 years of management related work experience with MQA-APEL certificate <p><i>(All applications will be individually assessed)</i></p>	Kuala Lumpur Subang Jaya
BA (Hons) Business Management (3+0)	University of Sunderland, UK	<ul style="list-style-type: none"> A pass in STPM, with a minimum Grade C (GP 2.00) in any 2 subjects, and a pass in Mathematics and English at SPM level or any equivalent qualifications; OR A pass in Unified Examination Certificate (UEC) with minimum Grade B in 5 subjects; OR A pass in STAM, with a minimum grade of Jayyid, and a pass in Mathematics and English at SPM level; OR Any qualifications equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF); OR Matriculation/ Foundation qualification with a minimum CGPA of 2.00 out of 4.00, or any equivalent qualification International students are required to achieve Malaysian University English Test (MUET) Band 4 OR IELTS (6.0) OR TOEFL (600). <p><i>Note: The requirement for Mathematics and English at SPM level can be exempted if the relevant qualification (STPM & STAM) has Mathematics and English subjects and the student has obtained a grade which is equivalent/ above the requirement at SPM level.</i></p>	Subang Jaya Penang Sarawak
Bachelor of Accounting and Finance (Hons) (3+0)	University of Greenwich, UK	<ul style="list-style-type: none"> Malaysian University English Test (MUET) Band 2; AND A pass in STPM or its equivalent, with a minimum Grade C+ (GP 2.33) in any two subjects, and credits in Mathematics and a pass in English at SPM level; OR A pass in UEC or its equivalent with a minimum Grade B in 5 subjects including Credits in Mathematics and a pass in English; OR A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Jayyid, and credits in Mathematics and a pass in English at SPM level; OR <p>YEAR 2 ENTRY REQUIREMENTS:</p> <ul style="list-style-type: none"> A diploma in accounting or related field, or its equivalent with a minimum CGPA of 2.50, and credits in Mathematics and a pass in English at SPM level; OR Matriculation/Foundation qualification or its equivalent with a minimum CGPA of 2.50, and credits in Mathematics and a pass in English at SPM level. 	Kuala Lumpur Subang Jaya Penang
BA (Hons) Human Resource Management (3+0)		<ul style="list-style-type: none"> A pass in STPM or its equivalent, with a minimum Grade C (GP 2.00) in any two subjects, and a pass in Mathematics and English at SPM level or any equivalent; OR A pass in UEC or its equivalent with a minimum Grade B in 5 subjects including Credits in Mathematics and a pass in English; OR A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Jayyid, and a pass in Mathematics and English at SPM level; OR 	
Bachelor of Arts (Hons) Business Management (3+0)		<ul style="list-style-type: none"> A pass in STPM or its equivalent, with a minimum Grade C (GP 2.00) in any two subjects, and a pass in Mathematics and English at SPM level or any equivalent; OR A pass in UEC or its equivalent with a minimum Grade B in 5 subjects including Credits in Mathematics and a pass in English; OR A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Jayyid, and a pass in Mathematics and English at SPM level; OR 	Kuala Lumpur
BA (Hons) Marketing Management (3+0)		<p>YEAR 2 ENTRY REQUIREMENTS:</p> <ul style="list-style-type: none"> Any qualifications equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF); OR Matriculation/Foundation qualification with a minimum CGPA of 2.00 out of 4.00, or any equivalent qualification 	

 Programme	 Awarding Institution	 Entry Requirements	 Campus
BA (Hons) Accounting and Finance (3+0)	University of Sunderland, UK	<ul style="list-style-type: none"> Foundation in Commerce, STPM (2 principals) / Pre-U / A-Level / UEC or equivalent 	Sarawak
BA (Hons) Business and Marketing Management (3+0)		<ul style="list-style-type: none"> Foundation in Commerce, STPM (2 principals) / Pre-U / A-Level / UEC or equivalent; AND International students are required to achieve a minimum score of 5.5 for IELTS OR its equivalent (SEGi's EPT / IEP) 	Subang Jaya Penang Sarawak
BA (Hons) Business and Human Resource Management (3+0)		<ul style="list-style-type: none"> International students are required to achieve a minimum score of 5.5 for IELTS OR its equivalent (SEGi's EPT / IEP) 	Subang Jaya Sarawak
Diploma in Accounting	SEGi College	<ul style="list-style-type: none"> A pass in SPM / UEC or its equivalent with a minimum of 3 credits including Mathematics and a pass in English; OR A pass in Sijil Tinggi Persekolahan Malaysia (STPM) or its equivalent (minimum Grade C GP 2.0) in any subject and Credit in Mathematics and a pass in English at SPM level; OR A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Maqbul and credit in Mathematics and a pass in English at SPM level; OR A pass in SKM Level 3 in a related field and a pass in SPM with a minimum of 1 credit in any subject with Credit in Mathematics and a pass in English; OR A certificate or its equivalent in a related field 	Subang Jaya Kuala Lumpur Penang Sarawak
Diploma in Business Administration	SEGi College	<ul style="list-style-type: none"> A pass in SPM, with at least Credit in any 3 subjects or any equivalent qualification; OR A pass in STPM, with a minimum of Grade C (GP 2.0) in any subject or any equivalent qualification; OR A pass in STAM with a minimum grade of Maqbul; OR A pass in SKM Level 3 in a related field, and a pass in SPM with a minimum of 1 Credit in any subject; OR Any qualifications equivalent to Certificate (Level 3, MQF) OR UEC (with 3 Credits) 	Subang Jaya Kuala Lumpur Penang Sarawak
Diploma in Marketing		<ul style="list-style-type: none"> A pass in SPM, with at least Credit in any 3 subjects or any equivalent qualification; OR A pass in STPM, with a minimum of Grade C (GP 2.0) in any subject or any equivalent qualification; OR A pass in STAM with a minimum grade of Maqbul; OR A pass in SKM Level 3 in a related field, and a pass in SPM with a minimum of 1 Credit in any subject; OR Any qualifications equivalent to Certificate (Level 3, MQF) OR UEC (with 3 Credits) 	Subang Jaya Kuala Lumpur Sarawak
Diploma in Human Resource Management	SEGi College	<ul style="list-style-type: none"> SPM / O-Level / SM2 / UEC or equivalent (3 Credits) 	Kuala Lumpur Sarawak
Certificate in Business Studies	SEGi College	<ul style="list-style-type: none"> SPM / O-Level / SM2 / UEC or equivalent qualification (1 Credit) 	Subang Jaya Kuala Lumpur Penang
Foundation in Commerce	SEGi College	<ul style="list-style-type: none"> SPM / O-Level / SM2 / UEC or equivalent (5 Credits and a pass in Mathematics) 	Subang Jaya Kuala Lumpur Penang Sarawak

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.

10 MASTER OF BUSINESS ADMINISTRATION

UNIVERSITY OF SUNDERLAND, UK



Our internationally acclaimed MBA programme is designed for enterprising minds seeking to combine their expertise with general management skills. You'll learn decision-making and problem solving skills in an international business environment and strategies to manage globalisation issues.

The MBA will assimilate work-based learning that will improve your ability to bring many productive changes within your current organisation.

Programme Modules

Core Subjects

- Financial Management and Control
- Managing and Leading People
- Operations Management
- Marketing Management
- Managing Innovation and Technology Transfer
- Project Management
- International Business Environment
- Global Corporate Strategy

Dissertation

This research paper of 15,000 words will need to be completed based on contemporary business and management research area proposal by students.



I chose the University of Sunderland MBA programme offered by SEGi as it is recognised as one of the best UK MBA twinning programme. It has enhanced and developed my business acumen, improved my approach in communication and team building and added to my organisational development skills. Having awarded with a Distinction upon completion of my MBA, I was instantly promoted in my employment. Knowledge is Power!

Friiscor Mah Cheng Chai

Career Opportunities

Suitable for professionals across all disciplines, the programme will significantly enhance your capability to function as a senior manager within a wide range of commercial and service organisations.

JPT/BPP(K)1000-600/WP186 Jld 14(39) • JPT/BPP(K)1000-600/B270 Jld.13(24) • JPT/BPP(K)1000-600/G1326Jld.8(55)
KL, SJ, SWK Campuses

BA (HONS) ACCOUNTING & FINANCE (3+0)

UNIVERSITY OF GREENWICH, UK

Regardless of the state of the economy, there is always demand for accountants and finance graduates. The degree is designed to help you acquire the numerical and analytical skills needed in businesses. These skills are required by banks, insurance companies, market research as well as those focused on running their own business or working for the civil service.

Employability is significantly improved by the experience acquired through job placements. For many, an accounting and finance degree provides a springboard to further professional development. Graduates have the opportunity to enhance their professional qualifications with a BA (Hons) in Accounting and Finance. They are allowed exemptions to global professional accounting bodies such as: ACCA, CIMA, CPA, ICAEW.

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

Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Introduction to Financial Accounting Part 1 ■ Introduction to Management Accounting ■ Introduction to Finance and Economics Part 1 ■ Personal and Professional Development Part 1 ■ Introduction to Financial Accounting Part 2 ■ Introduction to Management Accounting Part 2 ■ Introduction to Finance and Economics Part 1 ■ Quantitative Method ■ Personal and Professional Development Part 2 ■ English for Business Studies (EBS 2123) ■ Bahasa Melayu Komunikasi 3 (II)/ TITAS (L) 	<ul style="list-style-type: none"> ■ Management Accounting Part 1 ■ Business and Company Law Part 1 ■ Financial Accounting Part 1 ■ Taxation Part 1 ■ Management Accounting Part 2 ■ Business and Company Law Part 2 ■ Advanced Financial Accounting Part 2 ■ Taxation Part 2 ■ Malaysian Studies (I) / Hubungan Etnik (L) ■ Public Speaking ■ English for Academic Studies
Year 3	
<ul style="list-style-type: none"> ■ Finance Part 1 ■ Strategic Financial Management Part 1 ■ Advanced Financial Accounting ■ Audit and Assurance Part 1 ■ Finance Part 2 ■ Strategic Financial Management Part 2 ■ Advanced Management Accounting ■ Audit and Assurance Part 2 ■ Co-Curriculum/Community Service ■ Personal Health management 	

Graduates of University of Greenwich, UK in BA (Hons) Accounting & Finance will be granted the following exemptions:



: 9 Papers Exemption



: 8 Papers Exemption



: 8 Papers Exemption



: 8 Papers Exemption

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

*Correct at the time of publication. We reserve the right to change the course titles without prior notice.

Career Opportunities

Graduates can pursue a career as a Chartered Accountant and explore other industries including banking, insurance companies, civil service and market research.

BA (HONS) BUSINESS MANAGEMENT (3+0)

UNIVERSITY OF GREENWICH, UK

We are set out to equip you with the practical skills needed to become an effective manager of teams and individuals with strong academic orientation to the world of commerce and public service.

The Bachelor in Business Administration enables you to acquire an in-depth understanding of business concepts and prepares you for work in a number of general management roles.

We place emphasis on shaping your ability to manage people, so that by the end of the programme, you can confidently anticipate complex interpersonal interactions, which take place between members of teams, with clients and with customers. The ability to manage people effectively is essential qualifications of becoming a successful manager.

This business programme adopts a variety of assessment methods that includes exams, coursework, essays, presentations, group work and real-life business simulations.

Programme Modules

Year 1

- Introduction to Business Functions
- International Business Environment
- Business Planning & Development (Quantitative Methods)
- Management Practice 1
- Organisation Behaviour 1: Managing Performance of Individuals
- Professional Practice 1

Year 2

- Management Information Systems
- Cross-Cultural Management
- Management Practice 2
- Business Ethics
- Professional Practice 2: Communications & Research
- Operations Management: Teams in Organisations

Year 3

- Managing in Strategic Context
- Dissertation
- Leadership in Organisations
- International Human Resources Management
- Career and Professional Practice
- Management in Critical Context

HAVE YOU HEARD?

Graduates from this faculty can earn
UP TO RM4,500 A MONTH.



Career Opportunities

The programme is aimed primarily at students wishing to enter a finance-related career and many graduates have obtained trainee accountant positions in a variety of organisations locally and internationally. This programme also provides an excellent basis for entry into general management.

BA (HONS) HUMAN RESOURCE MANAGEMENT (3+0)

UNIVERSITY OF GREENWICH, UK

If you are interested in hiring an employee to work, preparing appraisal of staff performance, creating job analysis, preparing assessments or trainings and taking care of benefits and wellness of employees, you are set to pursue a career and degree in the Human Resource Management.

This programme grooms you with skills and knowledge in shaping an organisation by providing guidance for employees who work in the organisation. Be well versed with the working culture and environment and contribute effectively to your future company's development.

Programme Modules

Year 1	Year 2
<ul style="list-style-type: none">■ International Business Environment■ Management Practice 1■ Introduction to Human Resources Management■ Introduction to Business Functions■ Organisation Behaviour 1: Managing the Performance of individuals■ Professional Practice 1	<ul style="list-style-type: none">■ Business Ethics■ Management Practice 2■ Management and Information Systems■ Professional Practice 2: Communication and Research■ Employee Resourcing and Development■ Cross-Cultural Management■ Team in Organisations
Year 3	
<ul style="list-style-type: none">■ Managing in Strategic Context■ Career & Professional Practice■ Dissertation■ Employee Relations and Rewards■ Contemporary Issues in Human Resource Management■ Leadership in Organisations	

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

*Correct at the time of publication. We reserve the right to change the course titles without prior notice.

DID YOU KNOW?

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



Career Opportunities

Human Resource Management graduates will be able to do the following in any Human Resource departments: Job hiring, performance management, administration, training, assessing employee's wellness and benefits, arranging team buildings.

BA (HONS) MARKETING MANAGEMENT (3+0)

UNIVERSITY OF GREENWICH, UK



The BA (Hons) Marketing will expose students to new technologies, product and service innovations of the marketing discipline. SEGi encourages you to learn techniques to become a flexible and skilled communicator. Our experienced academician will help you develop critical understanding of all the subjects to prepare you for the 21st century workforce.

Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Personal and Professional Development 1 ■ Principles and Practice of Marketing ■ Financial Aspects of Marketing ■ Multi-channel Marketing ■ Public Relations: From Concepts to Practice 	<ul style="list-style-type: none"> ■ Research Methods (MET) ■ Customers Insight and Research ■ Marketing Management ■ Strategic Brand Management ■ Personal and Professional Development 2 ■ Global Marketing Management
Year 3	
<ul style="list-style-type: none"> ■ Contemporary Issues in Marketing ■ Strategic Decision Making for Marketers ■ Social Marketing ■ Direct, Interactive and Digital Marketing ■ Leading Innovation and Creativity ■ Dissertation 	

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

*Correct at the time of publication. We reserve the right to change the course titles without prior notice.



I would like to thank my lecturers for valuable guidance and experience during my duration at college.

Warren Goh

Career Opportunities

As graduates from the marketing field, you can contribute your expertise in: sales management, advertising, consulting and marketing research and branding consultant.

BA (HONS) BUSINESS AND MANAGEMENT (3+0)



UNIVERSITY OF SUNDERLAND, UK

Business and Management are key components of a successful organisation. As graduates, you are indispensable assets of any organisation seeking to reach greater heights in their business.

We have established a partnership with the prestigious University of Sunderland, UK. The combined expertise of our University and the teaching comrades of the University of Sunderland helps you acquire knowledge and practical reinforcement in marketing, human resource management and financial management. This programme is uniquely updated to meet the requirements of your future employers. As our graduates, be empowered with the professional skills in communication, problem solving, teamwork and leadership.

Business and Management are key components of a successful organisation especially in the business world. That is why this programme is designed for future business leaders to demonstrate awareness of international markets, innovation, and adaptability in an ever-changing environment. The combined expertise of SEGi and the University of Sunderland will equip students to be multi-skilled graduates with the ability to manage real-world competitive businesses. As a graduate of this programme, you will be ready to begin a rewarding and challenging business career anywhere in the world.

Programme Modules

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> ■ Essential Study And Employment Skills ■ Introduction To Managing And Leading People ■ Introduction To Business Operations And Services ■ English 1 ■ Introduction To Marketing ■ Introduction To Human Resource Management And Talent Development ■ Introduction To Accounting And Finance ■ Business Economics ■ Business Management 	<ul style="list-style-type: none"> ■ Contemporary Development In HRM ■ Personal And Professional Development ■ Management Thought ■ English 2 ■ Malaysian Studies (I)* / Hubungan Etnik (L)* ■ Quality Management For Organisational Excellence ■ Business Ethics, Responsibility And Sustainability (ESR) ■ Marketing Management And Metrics ■ Managing Information Systems ■ Bahasa Melayu Komunikasi (I)* / Tamadun Islam & Tamadun Asia (L)* ■ Statistics for Managers ■ Personal Health Management 	<ul style="list-style-type: none"> ■ Developing The Reflexive Practitioner ■ Global Entrepreneurship And Innovation ■ Strategic Management ■ English 3 ■ Public Speaking / Bahasa Kebangsaan A (Only For Local Students Who Did Not Obtain Credit in SPM For Bahasa Malaysia) ■ Strategic Corporate Finance ■ Managing And Leading Change ■ Marketing In A Digital World ■ Community Service ■ Entrepreneurship ■ Business Placement (Internship)

(I) International Students
(L) Local Students

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

Career Opportunities

Generally, Business and Management graduates are needed in the fields of: Banking, Accountancy, Insurance, Education, Marketing, Civil Service.

BA (HONS) ACCOUNTING & FINANCE (3+0)

UNIVERSITY OF SUNDERLAND, UK



Accounting and Finance is crucial to any organisation to keep track of an organisation's financial progress and money flow.

Studying the degree in Accounting and Finance offered by University of Sunderland allows you to manage accounts and gain experience in managing finance through its international financial reporting and project management module.

Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Introduction to Financial Accounting ■ Introduction to Management Accounting ■ Introduction to Business Management ■ Quantitative Methods for Business ■ Economics ■ Business Law 	<ul style="list-style-type: none"> ■ Financial Accounting ■ Management Accounting ■ Business Finance ■ Business Management ■ Business Taxation ■ Audit And Assurance
Year 3	SEGi Core
<ul style="list-style-type: none"> ■ Financial Management ■ Strategic Management Accounting ■ Business Modelling for Decision Making ■ International Financial Reporting ■ Managing Projects ■ Contemporary Developments in Business & Management 	<ul style="list-style-type: none"> ■ English 1, 2 & 3 ■ Company Law ■ Advanced Business Finance ■ Advanced Financial Accounting ■ Advanced Financial Management ■ Marketing ■ Introduction to Finance ■ Practical Placement

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



My decision to enrol at SEGi was definitely the right one. Studying in the Faculty of Business & Accounting has provided me with a myriad of new experiences.

Mohd Syazwan Bin Mohd Hanafie

Career Opportunities

You stand a high chance for employment in the banking field or financial departments of any organisation.

BA (HONS) BUSINESS AND MARKETING MANAGEMENT (3+0)

UNIVERSITY OF SUNDERLAND, UK



University of
Sunderland

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Marketing is an essential part of any business and its discipline is required for enormous success in today's modern business environment.

Understanding the basic and rising needs of an organisation and its target audience is a highly challenging skill; thus placing great demands for graduates of Business and Marketing like you.

The Bachelor of Arts (Hons) in Business and Marketing Management enables you to develop knowledge in understanding and analysing a business within a regional, national and international framework. The degree enhances communication and problem solving skills, often required in the marketing industry. As graduates, you'll be ready to fulfill expectations of the employers with the education and practical skills gained throughout our programme.

Programme Modules

Year 1	Year 2
<ul style="list-style-type: none">■ Employability Skills■ Understanding the Business Environment – Part 1■ Understanding Business – Part 1■ English 1■ Business Economics■ Business Management■ Contemporary Debates in Business Management■ Understanding the Business Environment – Part 2■ Understanding Business – Part 2	<ul style="list-style-type: none">■ Marketing Intelligence■ Marketing Management■ Responsible Business■ English 2■ Malaysian Studies (I) / Hubungan Etnik (L)■ Business Placement Internship■ Marketing Communications■ Introduction to Strategic Management■ Developing Career Prospects■ Managing Information Systems■ Bahasa Melayu Komunikasi 3 (I) / TITAS (L)
Year 3	
<ul style="list-style-type: none">■ Business Research Dissertation – Proposal■ Applying Critical Reflective Practice■ Consumer Psychology■ English 3■ Public Speaking■ Entrepreneurship■ Statistics for Managers■ Co-Curriculum / Community Service■ Business Research Dissertation (report)■ Internet Marketing■ Strategic Marketing■ Personal Health Management	

(I) International Students

(L) Local Students

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

Career Opportunities

With the excellent grounding in business offered by this degree, you will be ready for a career in any business area, ranging from the human resources, marketing, operations, and administration.

BA (HONS) BUSINESS AND HUMAN RESOURCE MANAGEMENT (3+0)

UNIVERSITY OF SUNDERLAND, UK



Arguably the most important asset in any company, you will have a significant contribution in the administration and development of the organisations personnel.

As more organisations place great importance towards training their people in ways that support business goals, human resource management is increasingly becoming an integral part of organisational strategy.

This programme is designed to equip you with the knowledge in human resource and core areas of business and management including:

- Recruitment
- Leadership and strategy development
- Remuneration
- Staffing
- Training and development
- Workplace relations

The combination of theoretical and practical experience will assist you in developing key transferable skills including communication skills, management skills and personal professional skills.

Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Employability Skills ■ Understanding the Business Environment – Part 1 ■ Understanding Business – Part 1 ■ English 1 ■ Business Economics ■ Business Management ■ Contemporary Debates in Business Management ■ Understanding the Business Environment – Part 2 ■ Understanding Business – Part 2 	<ul style="list-style-type: none"> ■ Contemporary Development in HR ■ Applying Professional Practice ■ Responsible Business ■ English 2 ■ Malaysian Studies (I) / Hubungan Etnik (L) ■ Business Placement Internship ■ Introduction to Strategic Management ■ Developing Career Prospects ■ Employment Cycle ■ Managing Information System ■ Bahasa Melayu Komunikasi 3 (I) / TITAS (L)
Year 3	
<ul style="list-style-type: none"> ■ Human Resource Dissertation (Proposal) ■ Applying Critical Reflective Practice ■ Exploring Equality and Diversity ■ English 3 ■ Public Speaking ■ Entrepreneurship ■ Statistics for Managers ■ Co-Curriculum / Community Service ■ Human Resource Dissertation (Report) ■ Contemporary Employee Relations ■ Learning and Development ■ Personal Health Management 	

(I) International Students

(L) Local Students

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

Career Opportunities

Tap into a wide range of human resource roles and be involved in the analysis and planning of human resource structure of organisations. As graduates, you are likely to find employment in:

human resource management, employee relations/industrial relations, payroll, training and development, occupational health and safety, recruitment and remuneration.

DIPLOMA IN ACCOUNTING

SEGi COLLEGE

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

Semester 1 <ul style="list-style-type: none">■ Cost Accounting■ Introduction to Business■ Financial Accounting 1■ Microeconomic	Semester 5 <ul style="list-style-type: none">■ Business & Company Law■ Academic English
Semester 2 <ul style="list-style-type: none">■ General Language Training■ Introduction to Finance■ Malaysian Studies 2 - (Local) Bahasa Melayu Komunikasi 1 (International)	Semester 6 <ul style="list-style-type: none">■ Financial Accounting 4■ Finance■ Business Communication■ Fundamental of Graphic Design
Semester 3 <ul style="list-style-type: none">■ Financial Accounting 2■ Macroeconomics■ Business Maths■ Principles of Marketing	Semester 7 <ul style="list-style-type: none">■ Business Management■ Information Technology■ Pengurusan Ko-Kurikulum
Semester 4 <ul style="list-style-type: none">■ Financial Accounting 3■ Intro. To Management Accounting■ Business Statistics■ Decision Making Skills	Semester 8 <ul style="list-style-type: none">■ Financial Accounting 5■ Taxation■ Corporate Audit■ Business Research

There may be slight variations in course offerings across centres.

in collaboration with



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Graduates of the SEGi College Diploma in Accounting will be given exemption accreditations for:

ACCA : 4 Papers Exemption (Foundation Level)



Auto Count

Founded in 1996, Auto Count Sdn Bhd is a leading Malaysian accounting and business software developer that delivers high quality and efficient business software solutions. Since its incorporation, Auto Count Sdn Bhd is actively servicing over 100,000 companies in Malaysia, Singapore, Indonesia, Myanmar, Vietnam, China, Hong Kong, Thailand, Australia and South Africa with its business software solution, AutoCount Business Suite comprising of Accounting, Stock Control, Payroll, Point of Sales and Mobile solutions.

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.

DIPLOMA IN HUMAN RESOURCE MANAGEMENT

SEGi COLLEGE

You'll take charge of the wellbeing and satisfaction of an employee as a part of the Human Resource Management. To be a Human Resource Manager or to hold any managerial post, you need to study and understand ways to attract and retain the best people in corporations.

Our Diploma in Human Resource Management educates you with information and skill set on ways to motivate employees, inspire, teamwork and other related topics.

Programme Modules

Semester 1

- Introduction to Business
- Principles of Management
- Principles of Accounting
- Principles of Economics

Semester 5

- Business Ethics
- Academic English

Semester 2

- General Language Training
- Introduction to Finance
- Malaysian Studies 2 (Local) / Bahasa Melayu Komunikasi 1 (International)

Semester 6

- Malaysian Employment Law
- Compensation and Benefits
- Training and Development
- Fundamental of Graphic Design

Semester 3

- Organisation Behaviour
- Technopreneurship
- Business Mathematics
- Social Media Marketing

Semester 7

- Human Resource Information System
- Performance Management
- Pengurusan Ko-Kurikulum

Semester 4

- Information Technology
- Human Resource Management
- Decision Making Skills
- Business Data Analytics
- Business & Company Law

Semester 8

- Occupational Safety and Health
- HR Planning, Recruitment & Selection
- Unions and Labour Relations
- Business Research

Career Opportunities

You will be prepared according to your employer requirements that enable you to work in various Human Resource sectors.

DIPLOMA IN BUSINESS ADMINISTRATION

SEGi COLLEGE

Specially designed for working adults, the 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

Semester 1 <ul style="list-style-type: none"> ■ Cost Accounting ■ Introduction To Business ■ Financial Accounting 1 ■ Microeconomics 	Semester 5 <ul style="list-style-type: none"> ■ Business Communication ■ Academic English
Semester 2 <ul style="list-style-type: none"> ■ General Language Training ■ Introduction To Finance ■ Malaysian Studies 2 (Local) / Bahasa Melayu Komunikasi 1 (International) 	Semester 6 <ul style="list-style-type: none"> ■ Information Technology ■ Business & Company Law ■ Consumer Behaviour ■ Fundamental of Graphic Design
Semester 3 <ul style="list-style-type: none"> ■ Macroeconomics ■ Technopreneurship ■ Social Media Marketing ■ Principles Of Management 	Semester 7 <ul style="list-style-type: none"> ■ Digital And Service Marketing ■ Human Resource Management ■ Pengurusan Ko-Kurikulum
Semester 4 <ul style="list-style-type: none"> ■ Business Data Analytics ■ Decision Making Skills ■ Organisational Behaviour ■ Business Management 	Semester 8 <ul style="list-style-type: none"> ■ Promotional Management ■ Operation Management ■ International Business ■ Business Research

There may be slight variations in course offerings across centres.

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.

DIPLOMA IN MARKETING

SEGi COLLEGE

Get the knowledge, skills, techniques and ethics that are prerequisites for implementing effective and efficient strategies in the business of marketing products and services.

Learn how to analyse market trends, define target markets, create marketing strategies and unlock business opportunities in a variety of marketing fields.

Programme Modules

Semester 1 <ul style="list-style-type: none"> ■ Introduction to Business ■ Principles of Marketing ■ Principles of Management ■ Principles of Economics 	Semester 5 <ul style="list-style-type: none"> ■ Ethical Issue In Marketing ■ Digital Marketing ■ Decision Making Skills
Semester 2 <ul style="list-style-type: none"> ■ General Language Training ■ Introduction to Finance) ■ Malaysian Studies 2 (Local) Bahasa Melayu Komunikasi 1 (International) 	Semester 6 <ul style="list-style-type: none"> ■ Consumer Behaviour ■ Marketing Management ■ Fundamental of Graphic Design
Semester 3 <ul style="list-style-type: none"> ■ Technopreneurship ■ Business Mathematics ■ Social Media Marketing ■ Academic English 	Semester 7 <ul style="list-style-type: none"> ■ Digital and Service Marketing ■ Personal Selling ■ Pengurusan Ko-Kurikulum
Semester 4 <ul style="list-style-type: none"> ■ Creative Production & Presentation ■ Business Data Analytics ■ Business & Company Law 	Semester 8 <ul style="list-style-type: none"> ■ Channel of Distribution ■ Intergrated Marketing Communication ■ International Marketing ■ Market Research

There may be slight variations in course offerings across centres.



HAVE YOU HEARD?

UP TO 100% OF OUR GRADUATES get employed within 3 months upon graduation.



Career Opportunities

Discover marketing concepts in the wider business and social context relevant to the industry acquire skills and attributes for roles within several areas such as: Marketing, Management, Public Relations, Advertising and Sales.

CERTIFICATE IN BUSINESS STUDIES

SEGi COLLEGE

The business world is a competitive place where professionals and executives need to prove their essential business skills, knowledge and understanding in order to pursue a career in the ever-changing business world. The Certificate in Business Studies programme can give you that important edge.

This programme is designed to equip you with strong communication and administrative skills and fundamental knowledge of management, applicable to varied roles in a broad cross-section of industries including: Supervision and Finance.

Upon successful completion of the programme, you will be able to demonstrate fundamental knowledge in the application of information technology, administration and accounting.

Programme Modules

Semester 1	Semester 2	Semester 3
<ul style="list-style-type: none"> ■ Personal and Professional Development ■ General Language Training ■ Basic Statistics ■ Basics of Financial Accounting ■ Malaysian Studies 1 - for Local Students Bahasa Melayu Komunikasi 1 - for International Students 	<ul style="list-style-type: none"> ■ Intermediate Financial Accounting - NEW ■ Introduction to Animation & Multimedia ■ Electronic Publishing 	<ul style="list-style-type: none"> ■ Basic Economics 1 ■ Introductory Mathematics ■ Basic Business Principles ■ Academic English ■ Introduction to Cost Accounting
Semester 4	Semester 5	
<ul style="list-style-type: none"> ■ Fundamentals of Computer Applications ■ Bahasa Kebangsaan A - Only for students who did not obtain a credit in SPM for BM ■ Public Speaking 	<ul style="list-style-type: none"> ■ Basics of Management ■ Introduction to Information Technology ■ Basic Economics 2 ■ Business Communication And Writing ■ Basics of Finance ■ Basics of Marketing 	

Career Opportunities

This programme is specially designed for those who have completed SPM (1 credit) or any equivalent qualification and have decided to pursue a career in business or commerce.

Upon successful completion of the programme, you may pursue diploma or degree level studies.

R/340/3/0580 • R/340/3/0484 • JPT/BPP(K)1000-600/P728 JLD.8 (2)
KL, SJ & PG Campuses

FOUNDATION IN COMMERCE

SEGi UNIVERSITY & SEGi COLLEGE

Our programme bridges you from secondary studies to a university degree. The Foundation in Commerce will guarantee your entry into prestigious undergraduate programmes with SEGi, as well as our university partners in Australia and UK. The foundation programme enables you to gain direct entry into selective SEGi degrees and at the same time, provide basic knowledge in the areas of commerce and management.

Programme Modules

Semester 1	Semester 3
<ul style="list-style-type: none"> ■ Quantitative Methods 1 ■ Accounting 1 ■ Computer Application ■ Economics 1 ■ Introduction to Business 	<ul style="list-style-type: none"> ■ Economics 3 ■ Quantitative Methods 3
Semester 2	Semester 4
<ul style="list-style-type: none"> ■ Accounting 2 ■ Economics 2 ■ General Language Training ■ Quantitative Methods 2 	<ul style="list-style-type: none"> ■ Academic English ■ Accounting 3 ■ Personal and Professional Development

Career Opportunities

This qualification is specially designed for students with SPM, O-Level or any equivalent qualification. Upon successful completion of the Foundation programme in Commerce, you may apply to enrol into a range of management, business or accounting degree programmes.

R/010/3/0258 • R2/010/3/0434 • JPT/BPP(K)1000-600/P728 JLD.6 (15) •
R2/010/3/0418 KL, SJ, PG & SWK Campuses

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

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