LET’S BREAK THROUGH & COMMUNICATE

Communication

#bestinyou
DEVELOPING COMPETENT & PROFESSIONAL COMMUNICATORS

In this new digital age, communication has changed significantly as technology and social media sites have brought the world closer. It is essential to have good communication skills in diverse fields from advertising to public relations, marketing, political and public affairs, and other advanced platforms including, but not limited to, law and professional schools.

Our dedicated faculty members are committed to helping students in understanding communication in various contexts. The programmes developed are industry-relevant to enable the application of theoretical perspectives in their chosen fields upon graduation. Students are guaranteed an in-depth knowledge of communication techniques and how the technologies shape and govern the society. At SEGi, students will be propelled and challenged to be excellent communicators and pushed to succeed in their chosen career.

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6 REASONS TO CHOOSE SEGi

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 value 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 their full potential and excel in their chosen field.

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 experience. With more than 100 workshops and seminars to be explored, SEGi let 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, diploma, degree and 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 have 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. Being one of the pioneers for 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, reputable academicians offering knowledge and trainings 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 by 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 2016/2017 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.
LEARNING BEYOND THE CLASSROOM
At SEGi, it is more than just classroom and exams. We believe that learning takes place both within and outside the classroom. Hence, students are encouraged to participate in social activities and community engagements.

REPUTABLE ACADEMICIANS
Our academic team members have close links with the industry through various engagements and are firm advocates for industry-driven programmes. Thus, it provides opportunities for research and knowledge transfers in the classroom.

PROGRESSIVE FACILITIES
SEGi provides professional-standard and state-of-the-art facilities and equipment with the aim to furnish students with real hands-on experience during their study.

STUDENT-CENTERED LEARNING APPROACH
We believe in nurturing our students into becoming life-long learners. We place a strong emphasis on what interests our students in our teaching approach and at the same time foster development skills, such as problem solving, critical thinking and communications.

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

BROADCASTING STUDIO
Students have the opportunity to work on industry-standard software in our broadcasting studio. It boasts a variety of vision mixing systems, standard multi-camera production set-up with lighting, Chroma key backdrop, professional average grade audio equipment and many more.
University of Southern Queensland

University of Southern Queensland (USQ) has forged a reputation as one of Australia’s leading providers of on-campus and online education programmes in Australia. In less than fifty years, USQ have become a prominent multi-campus teaching and research institution providing education worldwide. Woven into the fabric of USQ is the vision and determination of many University and community members who, over the years, have been instrumental in implementing expansion and growth, shaping what we see today.

Gained full university status in 1992, the University has changed dramatically in many ways since then, including the expansion of Postgraduate programmes and establishing significant branch campuses.
# PROGRAMME MATRIX

<table>
<thead>
<tr>
<th>Programme</th>
<th>Awarding Institution</th>
<th>Entry Requirements</th>
<th>Campus</th>
</tr>
</thead>
</table>
| Bachelor of Communication [3+0] | University of Southern Queensland, Australia | • STPM / A-Level with at least a pass in 2 subjects or equivalent with min. CGPA 2.00; OR  
• UEC with at least grade B in 5 subjects; OR  
• Foundation in Arts / Communication Commerce; OR  
• Pass in Australian Capital Territory (Year 12)/ South Australia Certificate of Education (SACE) / Victorian Certificate of Education (VCE) / Western Australia Certificate of Education (WACE) / South Australia Matriculation (SAM) / Tertiary Entrance Education (TEE); OR  
• Diploma in Mass Communication or any related field; OR  
• Other equivalent qualifications recognised by the Malaysian government; AND  
• Minimum IELTS Band 6.0                                                                                       | Subang Jaya       |
| Diploma in Mass Communication   | SEGi College                                | • SPM / O-Level / SM2 3 credits (including English), OR  
• UEC, MCE OR  
• Any other equivalent qualification                                                                                | Subang Jaya       |
| Foundation in Arts             | SEGi College                                | SPM / O-Level or equivalent (minimum 5 credits)                                                                                                               | Subang Jaya       |

All diploma and degree programmes require students to take 4 general subjects (Mata Pelajaran Umum), 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. In addition, please note that certain combinations of options may not be available.
BACHELOR OF COMMUNICATION (3+0)
UNIVERSITY OF SOUTHERN QUEENSLAND, AUSTRALIA

The programme will explore the why we communicate and the effect of media has on our world. It combines the study of communication theory with the development of communication skills. The students will analyse the area of language, film, television and culture, while learning about interpersonal, group and mass communication and communication in multicultural societies.

Learn from lecturers with decades of experience in mass communication fields and network of contacts in the media and public relations.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 2</strong></td>
<td><strong>Semester 1</strong></td>
</tr>
<tr>
<td>Communication and Scholarship</td>
<td>Social Media</td>
<td>Public Relations Campaign Development</td>
</tr>
<tr>
<td>Principles and Practice of Public Relations</td>
<td>News Literacy</td>
<td>Public Relations Research Methods</td>
</tr>
<tr>
<td>Journalism Practice</td>
<td>Introduction to Media Studies</td>
<td>Radio Journalism</td>
</tr>
<tr>
<td>Elements of Graphic Design</td>
<td>News Reporting</td>
<td>Audio Production</td>
</tr>
<tr>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 2</strong></td>
<td><strong>Semester 1</strong></td>
</tr>
<tr>
<td>Feature Writing</td>
<td>Issues and Crisis Management</td>
<td>Public Relations Project</td>
</tr>
<tr>
<td>Community Consultation and Development</td>
<td>Issues in Organisational Communication</td>
<td>Media Law and Ethics</td>
</tr>
<tr>
<td>Writing for Public Relations</td>
<td>Publication Layout and Design</td>
<td>Online Journalism</td>
</tr>
<tr>
<td>Editing</td>
<td>Public Sector Communication</td>
<td>Broadcast Newsroom</td>
</tr>
</tbody>
</table>

Building relationships and maintaining a good reputation by communicating appropriately with others is the main key of success. My journey as a student in SEGi has shaped me to be a better person with sufficient knowledge in order to be competent in meeting new and challenging benchmarks.

Ereena Rosli

Career Opportunities

DIPLOMA IN
MASS COMMUNICATION
SEGİ COLLEGE

This programme is designed to cater to the high demand for skilled professional in the fields of advertising, multimedia, public relations and broadcasting.

Moreover, this diploma programme also aims to instill students with technological know-how and many invaluable skills to produce industry-centric graduates who are computer and IT-savvy, to enable them to excel in the global communications industry.

Upon completion of this programme, students will be fully equipped with exceptional design skills, presentation skills, communication skills, writing skills and management skills to apply in the challenging and competitive public relations, advertising and broadcasting industry.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Language Training</td>
<td>Public Relations</td>
</tr>
<tr>
<td>Introduction to Mass Communication</td>
<td>Visual Analysis</td>
</tr>
<tr>
<td>Introduction to E-Marketing</td>
<td>MPU: Malaysian Studies (Local)/Bahasa Komunikasi (International)</td>
</tr>
<tr>
<td>MPU: Moral Studies/Islamic Studies</td>
<td>Human Communication</td>
</tr>
<tr>
<td>News Reporting</td>
<td>Media Law &amp; Ethics</td>
</tr>
<tr>
<td>Business Communication</td>
<td>Copywriting</td>
</tr>
<tr>
<td>MPU: Presentation Skills/Bahasa Kebangsaan (for those no credit in BM SPM)</td>
<td>Digital Graphics</td>
</tr>
<tr>
<td>Videography</td>
<td>Decision Making Skills</td>
</tr>
<tr>
<td>Academic English</td>
<td>Film Appreciation</td>
</tr>
<tr>
<td>Advertising Principles</td>
<td>Journalism</td>
</tr>
<tr>
<td>Documentary &amp; Photojournalism</td>
<td>Communication Research</td>
</tr>
<tr>
<td>Fundamental Photography</td>
<td>Final Year Project</td>
</tr>
<tr>
<td>Media Studies</td>
<td>MPU: Pengurusan Ka-Kurikulum</td>
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<tr>
<td></td>
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<tr>
<td>Year 3</td>
<td></td>
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<tr>
<td>Industrial Training</td>
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</tbody>
</table>

Career Opportunities

Students who successfully complete the programme can then move on to pursue the bachelor degree programme, allowing students to pursue careers such as Public Relations Practitioner / Executive, Corporate Communication Executive, Account Management, Copywriter, Media Analyst, Journalist.
# Foundation in Arts

## SEGi College

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

### Programme Modules

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Language Training</td>
<td>Academic English</td>
<td>Public Speaking</td>
</tr>
<tr>
<td>Computer Application</td>
<td>Effective Listening (Credit in BM SPM) / Bahasa Kabangsaan A (Non-Credit in BM SPM)</td>
<td>Family Issues</td>
</tr>
<tr>
<td>Introduction to Business</td>
<td>Principle of Economics</td>
<td>Elective 3*</td>
</tr>
<tr>
<td>Statistics</td>
<td>Elective 1*</td>
<td>Elective 4*</td>
</tr>
<tr>
<td>Malaysian Studies 1 (For Local Student) / Bahasa Melayu Komunikasi 1 (For International Student)</td>
<td>Elective 2*</td>
<td>Elective 5*</td>
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</tbody>
</table>

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

### Elective Subjects

- Organizational Behaviour
- Consumer Behaviour
- International Business
- Programming Methodology
- Information Technology
- Database System
- History of Art
- Colour Studies
- Drawing Fundamentals
- Fundamental Photography
- Physical Education for Young Children
- Development of Young Children
- Play and Learning
- Introduction to Psychology
- Life Span Development
- Cognitive Psychology
- New Reporting
- Advertising Principles

* Electives may be subjected to change.

### 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 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. Students may be eligible to apply for advanced standing.