



BEYOND 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 of the industry 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 in SEGi are designed to equip you with skills and knowledge that are increasingly in demand and relevant through modules that cover marketing, destination management, human resources, information management, planning and research, among others. The programmes are developed to enhance your core skills, which includes communications, team work, problem solving, use of information technology, and application of numbers. These skills are essential to launch your career in the Hospitality and Tourism sectors, as well as provide a framework for lifelong learning.

SEGi offer programmes in the areas of Hospitality & Hotel Management, Tourism Management and Culinary Arts.

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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 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 Programmme 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 seeks 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 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

MODERN AND STATE-OF-THE-ART FACILITIES

SEGi College Kota Damansara, Kuala Lumpur and Penang provides state-of-the-art facilities simulating real-life working environments for its Hospitality students, such as mock restaurants, housekeeping rooms and full-functioning industry standard kitchens.

STRUCTURED WORKPLACE LEARNING

We cultivate learning excellence through a comprehensive module that incorporates hands-on training and practical experience. There will be field trips to local and international tourism destinations to provide an in-depth understanding of programme syllabus and the industry.

EXTENSIVE INTERNSHIP & EMPLOYMENT OPPORTUNITIES

We collaborate closely with more than 100 hotels as affiliated partners, providing a wide internship opportunities to our Hospitality and Tourism students and a plethora of employment opportunities upon graduation.

GLOBAL PARTNERSHIPS WITH WORLD-WIDE UNIVERSITIES

We bring an international experience to our students through collaboration with some of the most prestigious universities from the United Kingdom to develop a knowledge-rich curriculum for our collaborative degree programme.

HOSPITALITY & TOURISM CENTRE OF EXCELLENCE

We have established a Centre of Excellence (CoE) for SEGi College Kuala Lumpur to ensure our programmes are in top-rated condition.

EXPERIENCED AND SKILFUL ACADEMICIAN

We pride ourselves on having committed and skilful academicians who are also experts in the field of Hospitality and Tourism to allow our students to gain a deeper insight into the industry.



WORLD RENOWNED UNIVERSITY PARTNER



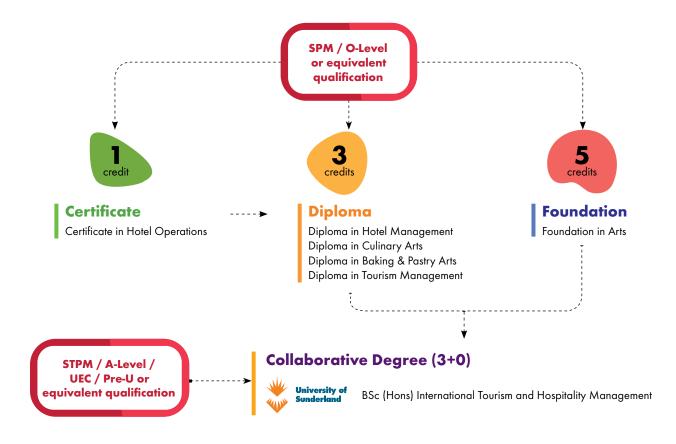


University of Sunderland

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 root 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 of the institution 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.

STUDY ROUTE



PROGRAMME MATRIX 7

Programme	Awarding Institution	ि Entry Requirements	Campus
BSc (Hons) International Tourism and Hospitality Management (3+0)	University of Sunderland, UK	 STPM with a minimum of 2 credits; or UEC with a minimum of 5 Bs; or Foundation/Diploma with a minimum CGPA of 2.00; or Any equivalent qualifications 	Kuala Lumpur Subang Jaya Penang
Diploma in Tourism Management			Kuala Lumpur Penang Sarawak
Diploma in Hotel Management	SEGi College	SPM / O-Level / UEC (3 credits); or Any equivalent qualifications	Kuala Lumpur Subang Jaya Penang Sarawak
Diploma in Culinary Arts			Kuala Lumpur Penang Sarawak
Diploma in Baking & Pastry Arts	SEGi College	SPM / O-Level / (3 credits); or Any equivalent qualifications	Sarawak
Certificate in Hotel Operations	SEGi College	SPM / O-Level / (1 credit); or Any equivalent qualifications	Kuala Lumpur Subang Jaya
Foundation in Arts	SEGi College	SPM / O-Level (minimum 5 credits); or Any equivalent qualifications	Subang Jaya

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.

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 at 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.

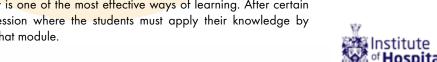
Structured Workplace Learning

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 handson 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 is a practical session where the 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.

SEGi is a Gold member of the Chefs Association of Malaysia (CAM) and World Association of Chefs Societies (WACS).













Sheraton^{*}



BY HILTON-KUALA LUMPUR











BSC (HONS) INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT

UNIVERSITY OF SUNDERLAND, UK

Tourism is one of the fastest growing industries in the Asia Pacific region, and so many exciting opportunities in managing and developing tourism and hospitality businesses arise. We have established a partnership with the prestigious University of Sunderland, UK. The combined expertise of the University of Sunderland arms you with the required knowledge and practical reinforcement in tourism and hospitality.

This programme brings an international flavour to degree-level studies in one of today's fastest growing industries. This programme is uniquely tailored to meet the requirements of employers. You will be empowered with the professional skills in communication, problem solving, teamwork, relationship building and leadership.



Programme Modules

Year 1

- Tourism and Heritage Management
- Marketing and Business for the Hospitality Sector
- Fundamentals of Tourism Leisure And Hospitality
- Hubungan Etnik *(For Local Student)
- Bahasa Melayu Komunikasi 2*(For International Student)
- English 1
- English 2
- Tamadun Islam dan Tamadun Asia*(For Local Student)

- Malaysian Studies 3*(For International Student)
- Effective Listening
- Bahasa Kebangsaan A
 *(For Student Without Credit BM in SPM)
- Impact Of Festival And Event / Tourism Fieldwork 1
- Study Skills for the Hospitality Sector
- Global Tourism
- Economics for the Hospitality Industry

Year 2

- Destination Branding / Tourism Independent Study
- Current Issues in Tourism and Hospitality
- Tourism Fieldwork 2
- Restaurant, from Concept to Operation
- Organizational Behaviour
- English 3

- Room Division Management 1
- Meeting, Incentives, Conferences and Exhibition
- Cultural Tourism, Festivals and Events
- Research Methods for Tourism, Hospitality and Events
- Room Division Management 2

Year 3

- Strategic Planning for Tourism and Leisure
- Urban Tourism
- Pengurusan Ko-Kurikulum
- Major Project (part 1)
- Human Resource Management for the Hospitality Industry
- Practical Placement
- International Hospitality Management
- E-Tourism
- Major Project (part 2)
- The Practice of Managing People

Career Opportunities

As graduates of this programme, you stand a good chance of being employed into tourism companies and opportunities in regional and national hospitality and tourism organisations in Malaysia, UK and overseas.

DIPLOMA IN TOURISM MANAGEMENT

SEGi COLLEGE

The Diploma in Tourism Management gives you an understanding of theoretical concepts and strategies for tourism business environment. This programme is well structured; international focused and provides sufficient hands-on skills for you to excel in the tourism industry.

You will be able to broaden your knowledge of the many service providers and contribute to the travel and tourism industry such as the tour and travel operators, hotels & resorts, airlines and visitor attractions.

Programme Modules

Year 1

- Introduction to Hospitality & Tourism
 Industry
- Financial Accounting
- Principles of Management
- English 1
- Bahasa Komunikasi 1
 - *For International Student
- Pengajian Malaysia 2
 - * For Local Student

- Geography of Travel and Tourism
- Decision Making Skills
- Bahasa Kebangsaan A
 *(For Student Without Credit BM in SPM)
- Service Quality Management
- Principles of Marketing
- Electronic Booking Tools
- Heritage Resources Management

Year 2

- Introductory French
- English 2
- Tourism Marketing
- Travel Agency Operation and Tour Guiding
- Human Resource Management
- Fundamental of Graphic Design
- Transportation In Tourism
- Air Fares, Ticketing And International Travel
- Tourism Product, Planning And Development
- Hospitality And Tourism Law

Year 3

- Entrepreneurship
- Tourist Behaviour Management
- Pengurusan Ko-Kurikulum
- Sustainable Tourism
- Internship



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 lifted off a huge burden from my shoulders. I am grateful for this opportunity! Thank you SEGi!

Jane Tan Pei Jing

Career Opportunities

As graduates, you will have vast career opportunities to choose from such as: Event Management, Tourism Marketing, Eco-tourism Project.

DIPLOMA IN CULINARY ARTS

SEGI COLLEGE

Do you have a strong passion for cooking and aspire to be a 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 to advance to variety of 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

- Introduction to Hospitality & Tourism Industry
- General Language Training
- Financial Accounting
- Fundamental of Food
- Baking And Patisseries
- Culinary Cooking Techniques
- Menu Planning And Development
- Bahasa Melayu Komunikasi 1
 - *For International Student

- Pengajian Malaysia 2
 - * For Local Student
- Food And Beverage Management
- Food Nutrition, Hygiene And Sanitation
- Fundamental Of Graphic Design
- Decision Making Skills
- Bahasa Kebangsaan A
 - *For Student Without Credit BM in SPM

Year 2

- Purchasing, Cost And Control
- Introductory French
- Principles Of Marketing
- Service Quality Management
- Principles Of Management
- Academic English

- Culinary Artistry And Design
- International Cuisine
- Asian Cuisine
- Pengurusan Ko-Kurikulum
- Hospitality And Tourism Law
- Human Resource Management

Year 3

- Culinary Project
- Garde Manger & Larder
- Entrepreneurship
- Internship

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 HOTEL MANAGEMENT

SEGI COLLEGE

Graduates of the Diploma in Hotel Management, you will be able to demonstrate an advanced knowledge of food & beverage, housekeeping, front office 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 '

- Introduction to Hospitality and Tourism
 Industry
- General Language Training
- Fundamental of Food
- Principles of Management
- Financial Accounting
- Housekeeping Management
- Front Office Management
- Food Nutrition, Hygiene & Sanitation
- Food and Beverage Management
- Food Production
- Fundamental of Graphic Design
- Academic English
- Service Quality Management

Year 2

- Human Resource Management
- Restaurant Management
- Purchasing, Cost And Control
- Introductory French
- Hotel Operation
- Principles Of Marketing
- Bahasa Melayu Komunikasi 1
 *For International Student
- Pengajian Malaysia 2
 - * For Local Student
- Entrepreneurship
- Hospitality And Tourism Law
- Decision Making Skills
- Bahasa Kebangsaan A
 - *For Student Without Credit BM in SPM

Year 3

- Event And Banquet Management
- Financial Management
- Pengurusan Ko-Kurikulum
- Internship



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 thought 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

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.

R2/811/4/0011 • R2/811/4/0028 • JPT/BPP(K)1000-600/P728 JLD. 6 (13) • R2/811/4/0005 KL, SJ, PG & SWK Campuses

DIPLOMA IN BAKING & PASTRY ARTS

SEGi COLLEGE

Diploma in Baking & Pastry Arts offers a broad array of baking and pastry theory, and practical knowledge essential to anyone seeking a career as a Pastry Chef, Head Chef or Baker. If you would like to elevate your love of pastry baking skills to a professional level, this diploma is definitely for you.

In this programme, you will learn the skills of preparing pastries and cakes, pies and other baked goods using a variety of dough, icings, fillings, and other ingredients used in pastry making.

With a perfect balance of lectures and hands-on kitchen experiences, this programme will train you to become well poised to move directly into employment.

Programme Modules

Year 1

- Academic English
- Information System
- Introduction to Hospitality
- Food Safety and Sanitation
- Basic Culinary Skill
- Introduction to Pastry and Bakery
- Principles of Marketing
- Bread and Rolls
- Contemporary Cakes
- Principles of Management
- Presentation Skills

Year 3

- Commercial Production of Pastry and Bakery
- Commercial Law
- Food Purchasing, Costing and Merchandising
- Industry Placement I
- Industry Placement II

Year 2

- Financial Accounting
- Contemporary Desserts
- Cookies and Biscuits
- Nutritional Cooking and Menu Development
- Food and Beverage Development
- Pastry Artistry
- Chocolates and Confectionery
- Traditional Kuih



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

Pamela Mae Baritos

Career Opportunities

Graduates are able to seek entry-level employment in the baking and pastry arts field such as baker, caterer, chocolatier, culinary artist, pastry chef or prep cook.

CERTIFICATE IN HOTEL OPERATIONS

SEGi COLLEGE

We've designed the Certificate in Hotel Operations programme in line with the industry and to equip you with strong communication and administrative skills, as well as fundamental knowledge of hotel operations including food & beverage, housekeeping, front office, kitchen and the general operations.

Programme Modules

Year '

- General Language Training
- Introduction to Hospitality Studies
- Bahasa Melayu Komunikasi 1
 *For International Student
- Malaysian Study 1* For Local Student
- Basic Pastry
- Basic Accounting
- Introduction to Computer Application
- Public Speaking
- Bahasa Kebangsaan A
 - *For Student Without Credit BM in SPM
- Electronic Publishing
- Academic English
- Customer Service
- Food Production
- Restaurant Service Management (Theory)
- Restaurant Service Skill (Pratical)
- Fundamental of Food

rear 2

- Housekeeping Operation
- Front Office Operation
- Practical Training / Internship



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

Career Opportunities

Upon successful completion of the Certificate in Hotel Operations programme, you can articulate into the Diploma in Hotel Management or its equivalent further studies.

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

Semester 1

- General Language Training
- Computer Application
- Introduction to Business
- Statistics
- Malaysian Studies 1 (For Local Student)
 / Bahasa Melayu Komunikasi 1
 (For International Student)

Semester 3

- Public Speaking
- Family Issues
- Elective 3 *
- Elective 4*
- Elective 5*

Semester 2

- Academic English
- Effective Listening (Credit in BM SPM) / Bahasa
 Kabangsaan A (Non-Credit in BM SPM)
- Principle of Economics
- Elective 1*
- Elective 2*
- * 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 FundamentalsFundamental 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.

SEGi College Kuala Lumpur (DK250(W))

SEGi College Subang Jaya (DK250-04(B))

SEGi College Penang (187620-W)

SEGi College Sarawak (DK250-02(Q))

The best in you, made

POSSBLE

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