POSTGRADUATE STUDIES
INTRODUCTION TO SEGi UNIVERSITY

SEGi was established in 1977 as Systematic College in the heart of Kuala Lumpur offering professional qualifications. Since its founding four decades ago, SEGi has undergone significant growth, strengthening the quality of its wide range of programmes from foundation to doctorate level.

It is one of the most established private higher education institutions in Malaysia with its flagship campus located in Kota Damansara and four other campuses are in Subang Jaya, Kuala Lumpur, Penang, and Kuching. Currently, SEGi has a population of 20,000 local and international students across its campuses.

SEGi is recognised as “The first Malaysian University that earned 5 Stars for Prioritizing Society’s Needs in Malaysia” by QS Stars, an international evaluation system for universities based on auditing.
AT A GLANCE

GLOBAL RECOGNITION
- Double Awards from Top 3.3% of Universities Worldwide (The Centre for World University Rankings 2017 [CWUR] University of Central Lancashire [UCLan])
- MQA Fully-Accredited Programmes
- 2017 QS Overall 3-star rating with 5-star rating in teaching, facilities, social responsibility, and inclusiveness

SCHOLARSHIPS
- 1st Malaysian University that earned 5 Stars for Prioritizing Society’s Needs in Malaysia (by QS Stars)
- Over RM100 million worth of Group scholarships awarded over the past 41 years
- QS 5 Stars rated for inclusiveness and social responsibility

EXCELLENT TEACHING, LEARNING & RESEARCH
- QS 5 Stars Rated for Excellence in Teaching
- QS 5 Stars Rated for Facilities
- SETARA, 2017 scored above medium of 83 in the category of Teaching and Learning
- Independent students’ 2017 evaluation rating: more than 95% of students rated our lecturers as excellence in teaching
- Student to academic staff ratio 21:1, based on SETARA (2017)
- Research-led environment

GLOBALLY RECOGNISED, DISTINCTIVELY SEGi. OUR 6 COMPETITIVE ADVANTAGES

SKILLS ENRICHMENT & SUPPORT
- More than 100 SEGi Enrichment Programmes in the areas of leadership, communication, and grooming skills (among others) to enhance students’ learning experience
- Academic Skills Unit to assist students in academic writing and effective study, research techniques, time management, academic integrity, and exam preparation
- Mentor-Mentee system to provide guidance to students on academic matters and to foster a close and constructive professional relationship between students and lecturers
- Technology-supported learning using the Blackboard learning management system

STUDENT SATISFACTION
- 80% of students are willing to recommend their friends and family to study with us

INDUSTRY DRIVEN GRADUATES
- 2017 SETARA Graduate Employability 85%
OUR ACCOMPLISHMENTS AND ACCOLADES

SEGi University & Colleges is at the forefront of educational excellence to help our students realise their career aspirations. We are honoured to have received a string of prestigious awards. These recognitions reflect SEGi’s continued commitment to highest-caliber educational experience for our students.

QS 5 STARS
In teaching, facilities, inclusiveness and social responsibility. Achieved a stunning 3 Stars overall. The First Malaysian University that earned 5 Stars for Prioritizing Society’s Needs in Malaysia.

PUTRA BRAND AWARDS
Putra Brand Awards is a brand valuation award measured by consumer preferences. There are various categories ranging from automotive to property development and education and learning, among others.

Students Choice Awards 2015
(Top 10 Universities)

The Edge Billion Ringgit Club 2013
(Best Performing Stock Award - Trading & Services)

3rd Global Leadership Award 2013
(Leadership in Educational & Training Excellence)

Asia Pacific Entrepreneurship Awards 2012
(Most Promising Entrepreneur)

10th Asia Pacific International Honesty Enterprise Keris Award 2011

The BrandLaureate Best Brand Award 2010 - 2011
(Education Tertiary Private)
Malaysian Financial Planning Council

MFPC is an independent body set up with the noble objective of promoting nationwide development and enhancement of the financial planning profession. MFPC provides an evolving set of Best Practice Standards and Code of Ethics that must be adhered to by Registered Financial Planner (RFP) and Shariah RFP designees. This requirement is aimed at ensuring that the public will be served with the highest quality of financial planning services. MFPC was registered on 10th of March 2004 under the Societies Act, 1996. The Registered Financial Planner (RFP) programme was launched by the Governor of Bank Negara Malaysia, Y. Bhg. Tan Sri Dato’ Sri Dr. Zeti Akhtar Aziz in November 2002.

The RFP designation was approved by Bank Negara Malaysia (BNM) as the prerequisite qualification to apply for the Financial Advisers’ License and Financial Advisers’ Representative License. RFP designation was also approved by Securities Commission Malaysia for the application of the Capital Markets Services License (CMSL) in view of the introduction of the Capital Markets and Services Act 2007.

Financial Planners take up the challenging task of helping clients to identify financial goals and ways to achieve them profitably. In view of constant changes in taxation laws, complex banking instruments and diverse insurance solutions, financial planners need to upgrade their knowledge and skills in order to serve the more educated populace. The Master in Financial Planning has been developed by SEGi University in collaboration with the Malaysian Financial Planning Council to give both experienced and new professionals the cutting edge advantage. This programme will equip students with a broad range of financial technical knowledge as well as professional soft skills that are necessary for professionals to take on the financial complexities in this modern era.
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. As 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.

University of Central Lancashire

The University of Central Lancashire is one of the largest universities in the UK which hosts about 25,000 students. This public university, located in Preston, Lancashire, England was founded as the Institution for the Diffusion of Knowledge in 1828 and became a university in 1992. Imbued with a celestial-sounding motto, ‘Ex solo ad solem’, which translates ‘From the Earth to the Sun’, the vastness of the university’s portfolio includes over 400 undergraduate programmes and 200 postgraduate courses. Hailed for its high student satisfaction in the recent international Student Barometer survey, its impressive reputation as a regional economy powerhouse testifies to over 1,000 students and graduates who have started a business or embarked on self-employment.

CIMA

CIMA is the world’s leading, and largest, professional body of management accountants. Its unique blend of management accounting, financial accounting and business-focused subjects produces competent and confident CGMAs who can lead their organisations to sustainable success.

The CGMA designation is powered by two of the world’s leading accounting bodies: the Chartered Institute of Management Accountants (CIMA) and American Institute of CPAs (AICPA). It aims to establish management accounting as the most valued profession in business worldwide.

Chartered Global Management Accountants play a vital role in managing business opportunities using evidence to develop dynamic solutions. Management accountants use information of all kinds, not just financial, to inform the strategy and help manage the future of a business.

Management accounting is about looking beyond numbers and spreadsheets to add real value to a company. CGMAs work in all areas of a business, in all types of organisations in both the public and private sectors, all over the world. They work in finance, IT, marketing, HR, operations and senior management positions. They could be project managers, management consultants, finance directors or chief executives, and many go on to run their own business.

By studying the CIMA qualification and going on to become a CIMA member, you will join the world’s largest professional body of management accountants. You will be able to use the Chartered Global Management Accountant (CGMA) designation and be part of a truly global network.
BLENDED LEARNING APPROACH
SEGi adopts blended learning technique by combining the traditional classroom methods and integration of online and face-to-face environments. It enhances communication between students and instructors.

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

ONLINE LEARNING WITH BLACKBOARD
SEGi uses Blackboard, a comprehensive online teaching and learning solution to disseminate study materials to students. We encourage learning on the go and live collaborations between lecturers and students.

UNIQUE STRUCTURED PhD PROGRAMMES
A comprehensive research plan would be provided to ensure students can complete their assignments on time.

WEEKEND/EVENING WORKSHOPS
Learners can engage with lecturers during the once a month evening or weekend workshop.

INDUSTRY RELEVANT MODULES
Some of our programmes are designed in collaboration with the Malaysian Financial Planning Council to ensure the modules are industry-relevant.

TOP-NOTCH RESOURCES FOR A QUALITY LEARNING EXPERIENCE

LEARNING & TEACHING
WE PRIORITISE YOUR NEEDS

SEGi CONNECT! 
(Located at 1st and 2nd Floor)
We make your exciting experience of stepping into the next chapter of your life as smooth and memorable as possible! From the moment you come in to SEGi for your registration, we will be there to guide you on the whole process. We are with you even before you enter class, and we continue to be with you throughout your studies. We, your first SEGi friends, will be in contact continually throughout your studies, until we know you will be fine on your own in our campus.

ACADEMIC LEARNING SUPPORT 
(Located At 2nd Floor)
Our Academic Skills Unit (ASU) was established to provide learning support and academic enhancement services for students, as part of their post-classroom learning experience. Our services include:
• assignment-writing
• thesis-construction
• language proficiency
• research brain-storming studying skills

EMPLOYMENT READINESS PROGRAMME 
(By Student Affairs Department)
We provide Pre-Internship and Pre-employment Workshops to instill Employment Values as You Venture From Academic to Work Life.
Our in-house “soft skills” training will prepare you for internship placement and employment upon graduation.

GLOBAL INDUSTRY EXPOSURE 
(Your Faculty)
• We enrich your learning experience by exposing you to local and global industry practices.
• We strategically network with industry leaders to foster long-term, multi-dimensional relationships.
• We apply academic expertise to generate socially relevant and high impact research activities with industry and community stakeholders.

STRONG GLOBAL INDUSTRY LINKAGES 
(Career Office at 2nd Floor)
• With the opportunity to join more than 1000 companies worldwide
• Career Fair within campus just for you.

MENTOR MENTEE SYSTEM 
(Your Lecturers)
The learning culture in higher education is very different whereby intellectual discussions happen between lecturers and students rather than the conventional spoon-feeding of information. Students are guided to be independent in their learning at SEGi University. The Mentor-Mentee programme at SEGi University is to help students fit into this new culture as well as help those who may need more guidance academically.

SEGi ENRICHMENT PROGRAMME 
(Every Wednesday Afternoon)
SEGi ENRICHMENT PROGRAMME addresses the major reasons for unemployment by providing opportunities for students to hone their soft skills through more than 100 structured and specially designed Seminars, Workshops, Conferences, Symposiums and training sessions that make our students industry-ready! These are developed based on industry and professional bodies’ feedback on the requirements of a fresh graduate.
**Relevant Bachelor Degree**

- Relevant Bachelor Degree

**Postgraduate**

- Master of Business Administration
  - Global Business
  - General Management
  - Finance
  - Human Resource Management
  - Marketing

- Master of Accountancy
- Master of Education
- MSc [Engineering]
- MSc [Management]
- MSc [Information Technology]
- MSc [Vision Science]

- Master in Financial Planning

- Master of Business Administration

**Dual Awards**

- Master of Business Administration
  - Global Business
  - General Management

- Master of Accountancy
- Master of Education
- MSc [Engineering]
- MSc [Management]
- MSc [Information Technology]
- MSc [Vision Science]

- Master in Financial Planning

**Relevant Master Degree**

- Relevant Master Degree

**Possible Exemptions**

- PhD (Management)
- PhD (Engineering)
- PhD (Education)
- PhD (Information Technology)
- Doctor of Business Administration
<table>
<thead>
<tr>
<th>Programme</th>
<th>Awarding Institution</th>
<th>Entry Requirements</th>
<th>Duration</th>
</tr>
</thead>
</table>
| PhD (Management) by Research*     |                      | • Pass a Master degree with honours; or  
• Any equivalent qualification that is recognised by the Malaysian government  
• IELTS score 6.0 or equivalent                                                                                                                                                                                                                                                                                                                                                      | 3 – 6 years (Full Time)  |
| PhD (Engineering) by Research*    |                      | • Master’s degree or its equivalent in a related field of study recognised by the Malaysian government and University’s Senate  
• TOEFL 500 OR IELTS 5.0 OR its equivalent                                                                                                                                                                                                                                                                                                                                                     | 3 – 6 years (Full Time)  |
| PhD (Education) by Research*      | SEGi University      | • A Master’s Degree in related field with First Class Honors and pass the relevant qualification test; or  
• Other qualifications equivalent to a Master’s degree as accepted by the HEP’s Senate  
• TOEFL 500 OR IELTS 5.0 OR MUET Band 3 or equivalent score                                                                                                                                                                                                                                                                                                                                     | 4 – 8 years (Part Time)  |
| PhD (Information Technology) by Research* |                      | • A Master’s Degree or equivalent; AND  
• Completed Degree (Master’s or Bachelor’s) in Computing or Information Technology  
English proficiency with either 600 in TOEFL or with a minimum score of 6 in IELTS; OR its equivalent                                                                                                                                                                                                                                                                                                                                                     |                          |
| MSc (Engineering) by Research *   | SEGi University      | • Bachelor’s Degree (Level 6, KKM) in the related field to obtaining at least CGPA 2.75 or equivalent as approved by the PPT Senate; or  
• Bachelor’s Degree (Level 6, KKM) in the related field to obtaining at least CGPA 2.50 and not achieving CGPA 2.75 can be admitted, subject to rigorous internal assessment process; or  
• Bachelor’s Degree (Level 6, KKM) in relevant field but did not achieve CGPA 2.50, can be admitted subject to minimum 5 years working experience in appropriate field  
English proficiency with minimum score of 500 in the TOEFL or 5.0 in IELTS                                                                                                                                                                                                                                                                                                                    | 2 – 4 years (Full Time)  |
| MSc (Information Technology) by Research * |                      | • Bachelor’s Degree in Computing with CGPA 2.50 and above. Candidates who earn a CGPA below, but above 2.0 can be accepted subject to rigorous internal assessment process; or  
• Other qualifications equivalent to a Bachelor’s Degree as accepted by the Government of Malaysia  
International students should have written and oral English proficiency certificates, for example a 6.0 scale for IELTS or equivalent.                                                                                                                                                                                                                                                                              | 3 – 6 years (Part Time)  |

* Students are required to submit a draft proposal for research topic.
<table>
<thead>
<tr>
<th>Programme</th>
<th>Awarding Institution</th>
<th>Entry Requirements</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Education by Research *</td>
<td></td>
<td>• Bachelor’s Degree with honors in related fields (Second Class Upper minimum; or</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Other qualifications recognised by Malaysian government • TOEFL 600 OR IELTS 6.0 OR Scores meet the criteria</td>
<td></td>
</tr>
<tr>
<td>MSc (Management) by Research *</td>
<td>SEGi University</td>
<td>• Pass a Bachelor degree with honours and 2 years working experience in the related field; or</td>
<td>2 – 4 years</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Pass a Bachelor degree with honours and 2 years working experience in the related field; or</td>
<td>(Full Time)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• TOEFL 600 OR IELTS 6.0 OR equivalent.</td>
<td>3 – 6 years</td>
</tr>
<tr>
<td>MSc (Vision Science) by Research</td>
<td></td>
<td>• Bachelor’s Degree in Optometry with a minimum CGPA 2.50 or equivalent, OR</td>
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<tr>
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<td></td>
<td>• Bachelor’s Degree in related Science with honours with a minimum CGPA of 2.50 and 2 years working experience in the relevant field; OR</td>
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<tr>
<td></td>
<td></td>
<td>• Any other equivalent qualifications recognised by the Senate</td>
<td></td>
</tr>
<tr>
<td>Doctor of Business Administration</td>
<td>SEGi University and CIMA</td>
<td>• A Master’s Degree or any equivalent qualification recognised by the Malaysian government • 5 years full-time management or professional equivalent work experience</td>
<td>3 years</td>
</tr>
<tr>
<td></td>
<td></td>
<td>OTHER REQUIREMENTS:</td>
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<tr>
<td></td>
<td></td>
<td>• Completed previous Master’s &amp; Honours Degree in English • IELTS overall test score of 5.0 or higher (foreign students) • Provide a detailed curriculum vitae outlining managerial/executive or teaching/research experience</td>
<td></td>
</tr>
<tr>
<td>Master of Financial Planning</td>
<td>SEGi University</td>
<td>• Bachelor’s Degree from a recognised higher education institution • Other equivalent qualification recognised by the Malaysian Government • Students with Professional Qualification in Financial Planning are eligible to apply</td>
<td>1½ – 2 years</td>
</tr>
<tr>
<td></td>
<td>In collaboration with</td>
<td></td>
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<tr>
<td></td>
<td>University of Southern Queensland, AUS</td>
<td>• A tertiary qualification at degree or equivalent level from a recognised institution. • Minimum of 3 years full-time equivalent work experience, as determined by the Director, USQ Australian Graduate School of Business. • IELTS of 6.5/TOEFL of 570 or equivalent</td>
<td>2 years</td>
</tr>
</tbody>
</table>

* Students are required to submit a draft proposal for research topic.
<table>
<thead>
<tr>
<th>Programme</th>
<th>Awarding Institution</th>
<th>Entry Requirements</th>
<th>Duration</th>
</tr>
</thead>
</table>
| Master of Business Administration (General Management) | SEGi University & University of Sunderland, UK                                         | • Completed a relevant Bachelor’s Degree; AND  
• IELTS score of 5.0  
• Students with Master’s Degree are eligible to apply for exemptions  
All applications will be individually assessed.                                                                                       | 1½ - 2 years |
| Master of Business Administration (Global Business) | OR  
SEGi University and University of Central Lancashire, UK  
Single & Dual Awards | • Completed a relevant Bachelor’s Degree; AND  
• IELTS score of 5.0  
• Students with Master’s Degree are eligible to apply for exemptions  
All applications will be individually assessed.                                                                                       | 1½ years |
| Master of Business Administration [Finance]      | SEGi University and CIMA                                                            | • Completed a relevant Bachelor’s Degree; AND  
• IELTS score of 6.0  
• Students with Master’s Degree are eligible to apply for exemptions  
All applications will be individually assessed.                                                                                       | 1½ years |
| Master of Accountancy                            |                                                                                      | • Bachelor degree with a minimum CGPA of 2.5  
• Minimum 5 years working experience in relevant fields  
All applications will be individually assessed.                                                                                         | 1½ years (full-time) or 1½ years (part-time) |
| Master of Business Administration (Marketing)    |                                                                                      |                                                                                                                                                    | 1½ years |
| Master of Business Administration (Human Resource Management) |                                                                                      |                                                                                                                                                    | 1½ years |
| Master of Arts in Corporate Communication        |                                                                                      |                                                                                                                                                    | 1½ years |

Note: The durations are approximate and may vary depending on the specific requirements and availability.
PhD (MANAGEMENT)  
BY RESEARCH

This programme focuses highly on an original contribution to academic literature or research in a specific discipline of business. Look forward to a thorough understanding of theoretical underpinnings and their applications, with an ability to think in a systematic way and apply quantitative and qualitative techniques to business related problems.

We aspire to train you to be highly skilled scholars in conducting research and teaching for careers where intensive research skills, and analytical capabilities are required.

Want to further enhance your knowledge, skills, and abilities obtained at the master’s level and gain the ability to conduct independent research? It’s possible through formal courses, seminars, independent studies, examinations, written papers, workshops, presentations, and the dissertation.

At SEGi University, you can focus on one of the following broad areas: Finance, Accounting, Human Resource Management, Organisation Behavior, Strategic Management, Business Administration, Marketing, and Operations Management to conduct their research as their field of study.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theory of Knowledge</td>
<td>Research and Thesis</td>
<td>Research and Thesis</td>
</tr>
<tr>
<td>Advanced Qualitative Research Methods</td>
<td>Advanced Quantitative Research Methods</td>
<td></td>
</tr>
<tr>
<td>Research Proposal &amp; Seminar</td>
<td></td>
<td>Research and Thesis</td>
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<tr>
<td>Research and Thesis</td>
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</tr>
</tbody>
</table>

Career Opportunities

The PhD Management programme is suitable for those seeking position in a variety of management fields including accountancy, business analysis, business development, consultancy, corporate strategy, finance and accounting, human resource management, and marketing management.
The Doctor of Business Administration programme is a combination of coursework and research for management practitioners and professionals who are oriented towards making a significant contribution to practice and/or policy. Our modules emphasise interdisciplinary understanding and application of knowledge, crucial for management in a global perspective. SEGi DBA is a doctoral degree at the highest-level business qualification attainable.

The overall aims of the programme are to:

• provide significant contribution and enhancement of professional practice through the application of existing knowledge and theoretical frameworks
• focus on existing real business issues through critical review and systematic application of theory and research knowledge to professional practice
• provide significant opportunity for considerable personal development to achieve higher level effectiveness as a professional practitioner

### Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management Theory &amp; Policies</td>
<td>Strategic Change and Quality Management</td>
<td>DBA Thesis</td>
</tr>
<tr>
<td>Strategic Human Resource Management &amp; Leadership</td>
<td>Advanced Research Methodology</td>
<td></td>
</tr>
<tr>
<td>Advanced Practices in Strategic Marketing Management</td>
<td>Advanced Data Analysis</td>
<td></td>
</tr>
<tr>
<td>International Business and Globalisation</td>
<td>Research Proposal</td>
<td></td>
</tr>
<tr>
<td>Advanced Financial Management</td>
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</tbody>
</table>

### Career Opportunities

As graduates of this programme, you’re expected to make a key contribution to global business practices. Hence, the coursework relates to leadership, change, finance and process management, as well as research methodologies.
The Doctor of Philosophy (Engineering) programme provides professionals in-depth knowledge of Engineering, thus shaping the ability to solve research and engineering problems effectively.

This doctorate programme keeps you updated with the latest developments in the field of engineering and cultivates research competitiveness to cater to societal needs. It also serves as a platform for innovation and creation.

With the guidance from our experienced academic team throughout the programme and well thought-out curriculum, you will master far more advanced analytical thinking skills and be well prepared to take on new challenges relevant to the industry.

**PROGRAMME MODULES**

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Research</td>
<td>Research and Thesis</td>
<td>Research and Thesis</td>
</tr>
<tr>
<td>Methods and Design</td>
<td></td>
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<tr>
<td>Research Proposal and</td>
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<tr>
<td>Seminar</td>
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<tr>
<td>Research and Thesis</td>
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</tbody>
</table>

**Career Opportunities**

A PhD graduate in engineering would have the opportunity to work in the industry as a full-fledged practising engineer specialising in areas of expertise from the research conducted.
The PhD programme is conducted fully by research and aims to groom you in the field of information technology. The programme prepares you for one of four likely career paths; as an academician in an institution of higher learning, a consultant in the ever-evolving IT industry, a technopreneur or researcher in industrial R&D or government-funded research institutions.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Research Methods and Design</td>
<td>Research and Thesis</td>
<td>Research and Thesis</td>
</tr>
<tr>
<td>Research Proposal and Seminar</td>
<td></td>
<td></td>
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<tr>
<td>Research and Thesis</td>
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</tbody>
</table>

The Doctor of Philosophy (Education) is designed for teachers to pursue professional development in order play a greater leadership role in academia or the industry.

Throughout this programme, candidates will develop students’ research skills through quality supervision, methodologies learned from the curriculum, and actual application of a research project on a topic of interest (entirely by research without the teaching practicum component). As candidates, you’re required to take courses in Advanced Quantitative Research Methods and Advanced Qualitative Research Methods.

Gain not a greater academic insight into the topic, but be a specialist in the subject with ethical values, social responsibility and professionalism.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Quantitative Research Methods</td>
<td>Research and Thesis</td>
<td>Research and Thesis</td>
</tr>
<tr>
<td>Advanced Qualitative Research Methods</td>
<td></td>
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<tr>
<td>Research Proposal and Seminar</td>
<td></td>
<td></td>
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<tr>
<td>Research and Thesis</td>
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</tr>
</tbody>
</table>

Career Opportunities

Graduates of the PhD (Information Technology) by Research have gained employment in both public and private sector organisations in a range of technology related positions such as IT Consultants, IT Managers, e-Business Consultants, Information Systems Strategic Managers, Business Development Managers, and Project Managers.

Career Opportunities

An academician at an institute of higher learning.
The Master in Financial Planning is for professionals who would like to acquire a broad range of financial planning skills. This programme provides students essential background material such as methodologies, techniques, and tools in systems analysis and design, business and financial planning alignment, and requirement analysis. Graduates will be equipped with all the skills and knowledge needed to support business financial planning analysis.

The objectives of this programme are to:

• equip learners with comprehensive knowledge and understanding of financial legislation and regulations related to the financial planning industry in Malaysia
• prepare learners to be competent financial planners capable of meeting the financial planning needs and goals of their clients
• strengthen the interpersonal skills of learners to enable them to develop and maintain successful client relationships with existing and potential clients
• improve learner’s competencies and skills in management, marketing, accounting, and finance
• develop learner’s quantitative and analytical skills to enable them to address complex financial situations
• expose learner’s to hands-on applications of financial planning technology and tools

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundamentals of Financial Planning</td>
<td>Retirement and Estate Planning</td>
</tr>
<tr>
<td>Risk Management and Insurance Planning</td>
<td>Taxation Planning</td>
</tr>
<tr>
<td>Accounting for Managers</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>Entrepreneurship Practices and Process</td>
<td>Corporate Finance</td>
</tr>
<tr>
<td>Managing in International Economy</td>
<td>Master’s Thesis</td>
</tr>
<tr>
<td>Financial and Investment Planning</td>
<td>Research Methodology in Financial Planning</td>
</tr>
</tbody>
</table>

INTERESTING FACT

SEGi’s Master in Financial Planning programme in collaboration with Malaysian Financial Planning Council is INDUSTRY RELEVANT.

Career Opportunities

As graduates of the programme, you can explore careers such as Financial planner, Agency manager, Financial analyst, Investment broker, Employee of financial institutions.
Global business consists of transactions devised and carried out across national borders to satisfy the objectives of individuals, companies, and organisations. To sustain an edge in such competitive market, businesses are relying solely on management staff with specialist skills and knowledge.

Our Masters of Business Administration (Global Business) programme grooms you in developing strategies and methods for the global market of tomorrow. A module in international finance, global business strategies, global supply chain management, international marketing, and international business law dealing with trade equips you to go forward in international business.

We designed the programme to expand your theoretical understanding and critical awareness in today’s global business. You’ll develop strategic and integrated views of organisations and management, develop skills in effective decision-making, a critical awareness of the operation of global organisations within their international environment, and understanding international, ethical and strategic concepts and current theories in the management of global businesses.

### Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing in International Economy</td>
<td>Economics for Managers</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>Accounting for Managers</td>
<td>Research Methodology</td>
</tr>
<tr>
<td>Finance for Managers</td>
<td>Master’s Thesis</td>
</tr>
<tr>
<td>Organisational Behaviour</td>
<td></td>
</tr>
<tr>
<td>Operations and Quality Management</td>
<td></td>
</tr>
<tr>
<td>International Marketing</td>
<td></td>
</tr>
<tr>
<td>International Entrepreneurship Development</td>
<td></td>
</tr>
<tr>
<td>Organisation Transformation and Change</td>
<td></td>
</tr>
<tr>
<td>(For Dual Awards Programme Only)</td>
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</tbody>
</table>

**Career Opportunities**

Global business is a crucial area for many companies (both large and small) with increasing number of companies branching into global markets; there is a high demand of professionals and managers with skills and qualifications in international business.
The Master of Business Administration (General Management) programme seeks to help you in understanding core business and management disciplines with emphasis in management skills and developing new ideas in areas of analysis, problem solving, decision-making, effective communication, and leadership.

The core elements of the programme - include the management of human resources, management of the immediate business environment, management of change and the management of general resources. These are delivered in focused modules and the project dissertation to encourage depth of understanding and to facilitate interactive teaching and learning.

Our modules originate from a wide range of business and management disciplines including economics, marketing, information systems, statistics, human resource management, and law.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
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<tr>
<td>Managing in International Economy</td>
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<td>Research Methodology</td>
</tr>
<tr>
<td>Finance for Managers</td>
<td>Master’s Thesis</td>
</tr>
<tr>
<td>Organisational Behaviour</td>
<td></td>
</tr>
<tr>
<td>Entrepreneurship Practice and Processes</td>
<td></td>
</tr>
<tr>
<td>Operations and Quality Management</td>
<td></td>
</tr>
<tr>
<td>Project Management - Framework and Sustainability</td>
<td></td>
</tr>
<tr>
<td>Organisation Transformation and Change</td>
<td></td>
</tr>
<tr>
<td><em>(For Dual Awards Programme Only)</em></td>
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</tbody>
</table>

Career Opportunities

As graduates, you are highly in demand to perform in a senior of managerial roles. Organisations are always looking for professionals with strong managerial skills and abilities as it determines the success of their business.
The Master of Business Administration in Finance programme is intended to provide graduates with a foundation of education in statistics, leadership, economics, strategy, and marketing. It also equips students to be efficient and effective in managing distinct challenges any organisations will face.

This MBA programme is ideal for students who want to accelerate their career path in the field of finance, investment, and corporate treasury within ONE year. Students pursuing the MBA in Finance will gain professional prospects by developing the business skills that are needed in today’s competitive global environment.

It also enables students to demonstrate relevant knowledge and understanding of organisations, which will acquire skills in communications, team-working, and problem-solving. This specialisation offers a variety of industries to thrive in including, commercial and corporate banking, investment services, and real estate.

### PROGRAMME MODULES

- Operations and Quality Management
- Economics for Managers
- Strategic Management
- Research Methodology
- Investment Decision
- Human Resource Management
- Marketing Management
- Management Information System
- Corporate Finance
- Organisational Behaviour
- Accounting & Finance for Managers
- Financial Statement Analysis
- Master’s Thesis

### HAVE YOU HEARD?

We offer a **UNIQUE STRUCTURED PHD PROGRAMME** that provides a comprehensive research plan to ensure students complete their assignments on time.

### Career Opportunities

The career opportunities for students pursuing MBA in Finance are Accounting Managers, Corporate Controllers, Chief Financial Officers, Risk and Insurance Manager, Investment Bankers, etc.
MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE MANAGEMENT)

Master of Business Administration in Human Resource Management provides graduates an opportunity to enhance their knowledge based on the latest practices in the area of human resource management and organisational leadership. This programme prepares students in the functional areas of business allowing them to develop managerial skills necessary to be effective in a rapidly changing business environment.

This programme is designed for students with an interest in entering or advancing their careers in business. With support of expertise from the academic team, students will be exposed to developing the skills and knowledge needed to move forward in the industry.

It also enables students to develop and acquire problem-solving ability and linking theory to real world challenges. Graduates will be able to pursue careers specialise in HR Management positions or consultancy roles in all areas of human resource management, up to director level.

**PROGRAMME MODULES**

- Operations and Quality Management
- Economics for Managers
- Strategic Management
- Research Methodology
- Compensation and Performance Management
- Human Resource Management
- Marketing Management
- Management Information System
- Recruitment and Selection
- Organisational Behaviour
- Accounting and Finance for Managers
- Human Resource Planning
- Master’s Thesis

**Career Opportunities**

Human Resource Manager, Training and Development Manager, Organisational Development Specialist, Public Relations Specialist.
The Master of Business Administration in Marketing will focus on business and organisations within the context of marketing, examining how marketing can help develop a competitive edge for a company in today’s challenging environment. Students will be exposed to the future of marketing in terms of trends and modern practices that affect how competitive an organisation will remain.

This programme aims to introduce innovative business understandings that integrate cutting-edge research and practice across all key business areas to cater and adapt to the ever-competitive industry.

It also enables students to develop key leadership skills such as communications, team working, and problem-solving. The Master of Business Administration in Marketing is grounded in principles that underpin businesses today and will equip students with a fresh strategic approach to the issues managers encounter.

**PROGRAMME MODULES**

- Operations and Quality Management
- Economics for Managers
- Strategic Management
- Research Methodology
- Human Resource Management
- Marketing Management
- Management Information System
- Sales & Distribution Management
- Organisational Behaviour
- Accounting and Finance for Managers
- Product & Brand Management
- Consumer Behaviour
- Master’s Thesis

**DID YOU KNOW?**

Our MBA programmes have achieved international-level excellence and strong regional relevance with **6 SPECIALISATIONS**, **WHICH ARE HIGHLY SOUGHT AFTER BY EMPLOYERS**

**Career Opportunities**

Marketing and Sales Manager, Market Research Analyst, Media Planner, Product Manager, Advertisement Manager.
The Master of Accountancy programme is designed to prepare students for careers in accounting by providing an in-depth study in the basic areas of the field. The programme prepares students for CIMA examinations.

The programme available only at SEGi University, is designed for working professionals as it is developed in a flexible learning format. Delivered by academics with relevant professional experience in a small-class setting, it provides students a greater support in their coursework and professional development throughout the programme.

The course provides students with a thorough understanding and an appreciation for social, professional, and ethical responsibilities inherent in the accounting profession. Students will be able to enhance and further develop their written, verbal and technological skills necessary for professional success. Students also have the opportunity to develop a deeper understanding of the international accounting perspective and principles.

**Programme Modules**

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Finance</td>
<td>Accounting Research Method</td>
</tr>
<tr>
<td>Management Accounting</td>
<td>Financial Management</td>
</tr>
<tr>
<td>Accounting Theory &amp; Policy</td>
<td>Risk Management &amp; Governance</td>
</tr>
<tr>
<td>Issues in Auditing &amp; Assurance</td>
<td>Strategic Management &amp; Business Analysis</td>
</tr>
<tr>
<td>Taxation Planning</td>
<td>Master’s Thesis</td>
</tr>
</tbody>
</table>

**Career Opportunities**

The insights you will gain as a graduate of the Master of Professional Accounting will provide you with the knowledge and skills needed to seek employment in fields including:
- financial and management accounting
- taxation
- auditing
- superannuation
- investment
- financial advising
- banking
- stockbroking
MASTER OF BUSINESS ADMINISTRATION

This internationally acclaimed MBA programme is designed for enterprising minds seeking to holistically combine their expertise with general management skills.

The Master of Business Administration (MBA) is an advanced academic programme for graduates from any discipline who have considerable business experience, and who have a recognised potential for advanced managerial responsibility. Learn decision-making and problem solving skills, international business environment, and strategies to manage globalisation.

We aspire to groom you to possess a range of management skills to better handle the managerial demands of modern business practices.

Choice of 5 Specialisations:
- Strategic Human Resource Management
- Strategic Marketing
- General Management
- Project Management
- Finance

Programme Modules

<table>
<thead>
<tr>
<th>Foundation Core Subjects</th>
<th>Non Foundation Core Subjects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing Organisational Behaviour</td>
<td>Global Information Systems Strategy</td>
</tr>
<tr>
<td>Accounting &amp; Financial Management</td>
<td>Leading Organisational Change</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>Applied Business Research &amp; Ethics</td>
</tr>
<tr>
<td>Economics for Managers</td>
<td>Project-Based Management</td>
</tr>
<tr>
<td>Strategic Management (CAPSTONE COURSE)</td>
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</tr>
</tbody>
</table>

Elective Subjects

<table>
<thead>
<tr>
<th>Strategic Human Resource Management</th>
<th>Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance Management &amp; People Development</td>
<td>Corporate Finance</td>
</tr>
<tr>
<td>Global Issues in Employment Relations</td>
<td>Financial Markets &amp; Instruments</td>
</tr>
<tr>
<td>Strategic Management of Human Resource &amp; Innovation</td>
<td>Strategic Investments</td>
</tr>
<tr>
<td>Project Management</td>
<td>Strategic Marketing</td>
</tr>
<tr>
<td>Project Process of Systems</td>
<td>Buyer Behaviour</td>
</tr>
<tr>
<td>Project Delivery</td>
<td>International Marketing</td>
</tr>
<tr>
<td>Project Risk Management</td>
<td>Strategic Marketing &amp; Innovation</td>
</tr>
<tr>
<td>General Management</td>
<td>Any 3 units from the range of majors</td>
</tr>
</tbody>
</table>

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.
This two-year programme is aimed for those who wish to gain in-depth knowledge of the various aspects of management.

Get analytical training according to the specialisation of each individual, allowing you to develop an applied final thesis as your MSc dissertation. We focus on highly specialised research that interests you and pushes you to be creative, innovative, and contribute new knowledge to different management fields.

In the first year of the programme, you will be required to complete three modules that include Theory of Knowledge, Advanced Research Methods and Design, and Research Proposal and Seminar.

Upon completion of these modules, you will conduct research and write a comprehensive thesis under the supervision of an approved supervisor.

### Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theory of Knowledge</td>
<td>Research and Thesis</td>
</tr>
<tr>
<td>Advanced Research Methods and Design</td>
<td></td>
</tr>
<tr>
<td>Research Proposal and Seminar</td>
<td></td>
</tr>
<tr>
<td>Research and Thesis</td>
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</table>

### Career Opportunities

The MSc Management programme is suitable for those seeking position in a variety of management fields including accountancy, business analysis, business development, consultancy, corporate strategy, finance and accounting, human resource management, and marketing management.
MSc (INFORMATION TECHNOLOGY)
BY RESEARCH

The programme prepares you for one of four likely career paths; a career as an academician in an institution of higher learning, a consultant in the lucrative IT industry, a technopreneur or research careers in industrial R&D or government-funded research institutions.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Research Methods &amp; Design</td>
<td>Research and Thesis</td>
</tr>
<tr>
<td>Research Proposal and Seminar</td>
<td></td>
</tr>
<tr>
<td>Research and Thesis</td>
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</tbody>
</table>

Career Opportunities

Graduates of the MSc (Information Systems) Management have gained employment in both public and private sector organisations in a range of technology related positions such as IT Consultants, IT Managers, Systems Analysts, Business Analysts, Business Development Managers, and Project Managers.

MSc (ENGINEERING)
BY RESEARCH

The Master of Science (Engineering) prepares you with comprehensive knowledge in the research area of Engineering.

Upon completion of the programme, you are able to establish and conduct surveys or experiments, analyse data, and present the results in a professional manner. Through this programme, we will cultivate research competitiveness in you, equipping you with the capacity for continuous learning and analysing contemporary issues.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Research Methods and Design</td>
<td>Research and Thesis</td>
</tr>
<tr>
<td>Research Proposal and Seminar</td>
<td></td>
</tr>
<tr>
<td>Research and Thesis</td>
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</tbody>
</table>

Career Opportunities

A Master graduate in engineering would have the opportunity to work in the industry as a fully-fledged practicing engineer specialising in areas of expertise from the research conducted, and later on as a manager in supervising younger engineers.
MASTER OF EDUCATION
BY RESEARCH

Master of Education by Research provides teachers the essential research skills to meet the demands of the workplace through quality supervision. The programme is by research and does not involve the teaching of courses. This professional development will also enable teachers to play a leadership role in academia or industry.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Methodology</td>
<td>Research and Thesis</td>
</tr>
<tr>
<td>Statistics and Data Analysis</td>
<td></td>
</tr>
<tr>
<td>Research Proposal and Seminar</td>
<td></td>
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<tr>
<td>Research and Thesis</td>
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</tbody>
</table>

Career Opportunities

The programme prepares you to take on leadership and management positions in a range of settings and services, for example children’s centres, extended schools, and child-minding networks.

MSc (VISION SCIENCE)
BY RESEARCH

With the Master of Science (Vision Science) by Research programme, we aim to provide you with a firm grounding in scholarly research work in clinical vision science that encompasses the subject areas of ocular and visual science through clinical optometry.

The programme forms the initial platform for vision related professionals to advance their knowledge on the scientific foundations of vision science by pursuing supervised research work in preparation for later pursuit of a doctoral degree by research in clinical optometry and/or vision science.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investigative Techniques in Clinical Vision Research</td>
<td>Research and Thesis</td>
</tr>
<tr>
<td>Advanced Research Methods &amp; Design</td>
<td></td>
</tr>
<tr>
<td>Research Proposal &amp; Seminar</td>
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</tbody>
</table>

Career Opportunities

An optometrist is a healthcare professional who provides Primary Eye Care ranging from vision testing and correction to the diagnosis and management of vision disorders with pathological causes. With routine hours and a good income, optometrists enjoy a lifelong career with a satisfying lifestyle. Career opportunities include professional private optometric practice (solo or group), retail optical practices, ophthalmology clinics, hospital eye departments, and multinational optical industry.
This programme is designed in such way that upon successful completion of the programme, the students should be able to demonstrate and appraise enhanced knowledge relating to the study and practice of Corporate Communication. Also, the students will process large volumes of info, and strive to become lifelong learners by staying abreast of knowledge, theories, and development in the study field. This programme includes a requisite of corporate communication practices such as managing, presenting, negotiating, and organising skills.

The students will get to work in a group to originate, organise, and disseminate researched ideas verbally, plus writing ads through visual presentations. Imagine applying enhanced ICT skills to critically evaluate technology for producing effective and creative solutions to problems relating to the programme. The students will essentially relate to others and readily act as communication experts to initiate resolutions to quandaries, where appropriate. This programme will allow the students to perform as corporate communication professionals and essentially address issues concerning values, norms and ethics within the community. Upon graduation, the students will administer functional teams and autonomously seize chances, take risks and compete within a revolutionised market.

**PROGRAMME MODULES**

- Advanced Psychology in Communication
- Advanced Corporate Communication
- Legal and Ethical Issues in Corporate Communication
- New Media and Communication Strategy
- Corporate Media Relations
- Crisis Communication
- Corporate Advertising, Image & Identity
- Video Production for Corporate Communication
- Research methods in Corporate Communication
- Corporate Sociology
- Issues in Public Communication Campaign Management
- Corporate Writing
- Final Project* 

* Each student may choose between a 20,000-word dissertation or a 5-minute PSA video production
“It’s my pleasure to be a student at SEGi University from MBA until DrBA. With the help of my supervisor and GSB lecturers, my knowledge and skills have expanded rapidly. I have enjoyed my time here. Hence, I pursued DrBA after graduating from the MBA. I have improved myself thanks to the conducive environment at SEGi, coupled with guidance and support from lecturers and classmates.”

Alice Zhang Meng Wan

“SEGi’s DBA programme complemented my then 22 years of working experience as an engineer and a manager. The comprehensive learning experience has contributed to my understanding of professional practices and enhanced my personal development as a business practitioner. I am truly honoured with my achievements at SEGi and am indebted to the programme facilitators at SEGi for their guidance and support.”

Dr Ling Chen Hoe

“In life, we make choices. I chose SEGi to pursue my MBA as it offers weekend classes, which suits my schedule because I am also currently working too. It is the best thing I have ever done for myself as the benefits I’ve gained are countless.”

Andy Lim

“These 2 years at SEGi University have enhanced my learning curve. GSB lecturers and staff were very supportive and helpful throughout my master. SEGi has also given us the best platform and guidance to achieve success in future.”

Michelle Chan Sze Yen
“The environment at SEGi is very conducive and the professors are very friendly. These are the reasons that make me love this university and this country. SEGi has widen my horizons beyond the confines of a classroom.”

Dong Jia Yi

“SEGi University provides me with the opportunity to acquire knowledge on management. I have improved my communication and leadership skills. I can further develop my career with the knowledge and skills acquired at SEGi.

I started my educational journey by pursuing MBA. Right after graduation, I decided to continue with the doctoral degree in SEGi.”

Angela Chen Haijun

“Working while studying is not easy especially if you are married with kids. However, the challenges I went through has been minimised with the team of lecturers who lectures with passions and interest, supportive, understanding, and their knowledge sharing is beyond academic. The experienced I gained at SEGi has definitely helped to make me a better person academically and able to relate it in my working environment.”

Gary Ang

“The 2 years at SEGi University have enhanced learning experiences during my master. The excellent facilities, well-equipped infrastructure and experienced lecturers at SEGi has nurtured my future and social life too.”

Swee Hoon Ling
The First Malaysian University that earned 5 stars for Prioritizing Society's Needs in Malaysia – by QS Stars

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