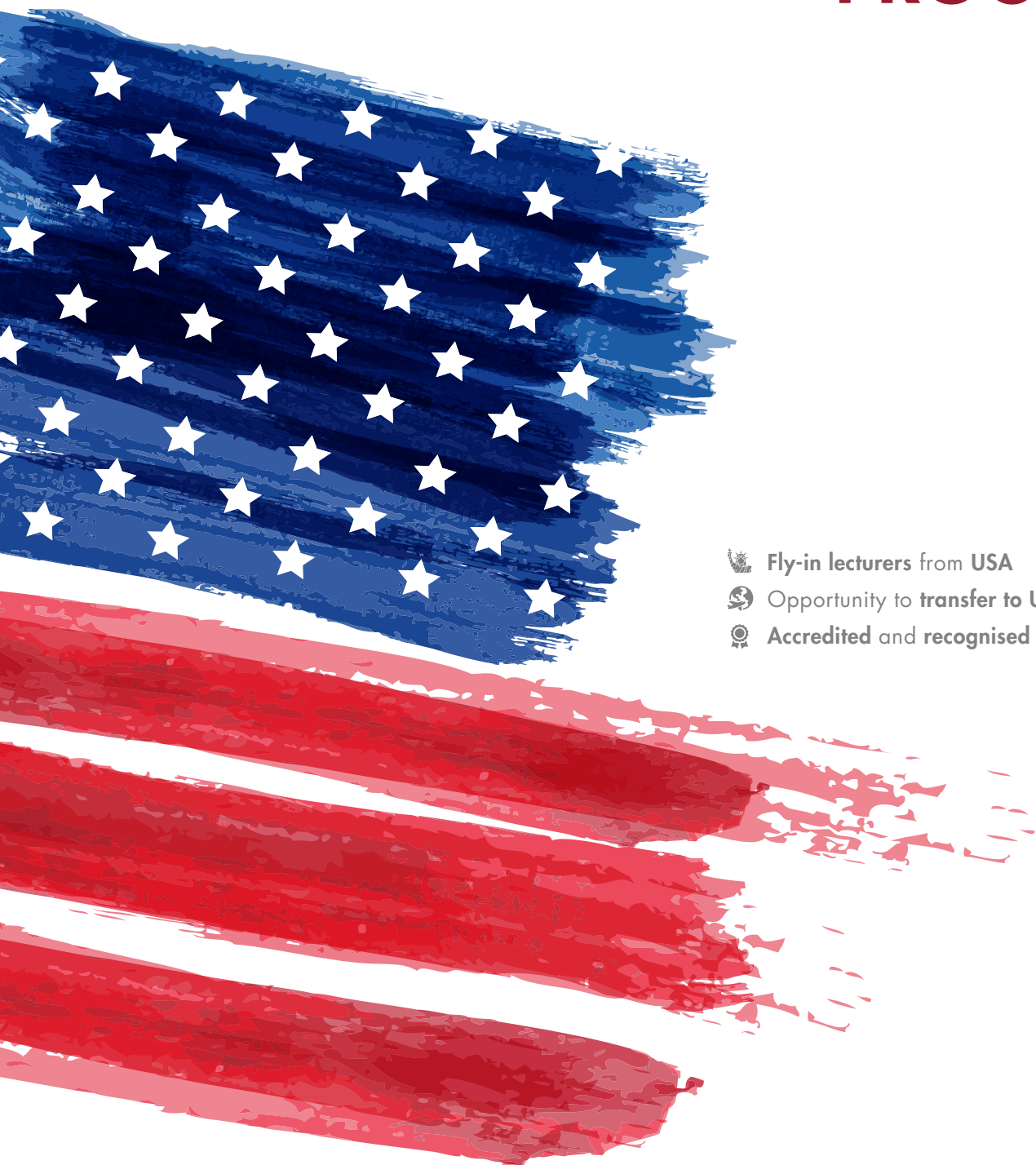




SEGi
Group of
Colleges

Towards
R4.0

AMERICAN DEGREE PROGRAM



- Fly-in lecturers from **USA**
- Opportunity to **transfer to USA**
- Accredited** and recognised ADP programme

in collaboration with

TROY
UNIVERSITY



**University of
Sunderland**

2018 /
2019



2016 /
2017



2014 /
2015



2010 /
2011



2012 /
2013



CHAMPIONING 3H TRANSFORMATIVE LEARNING

At SEGi, we champion the 3H Transformative Learning to cultivate future-proof graduates. The education of the Head, the Heart and the Hands is a holistic learning approach in transforming future leaders:



HEAD (Knowledge)

Providing the latest curriculum co-designed with international partner universities, local industry practitioners and experts. Our proven teaching and learning process has seen over 130,000 graduates working in over 90 countries - ranging from successful entrepreneurs to high level executives and policymakers.



HEART (Attitude)

Being civic-minded and nurturing our students' heart have always been a big part of our curriculum. Throughout the programme, students are encouraged to organise and participate in Corporate Social Responsibility (CSR) projects to use what they have learnt to give back to the community.



HANDS (Skills)

Having the right technical skills will give our students an advantageous edge over their peers. We work hand-in-hand with industry partners to offer professional certifications so that our students have the right academic knowhow, and the relevant technical abilities to put what they have learnt into practice.

A WORLD-CLASS AMERICAN EDUCATION



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

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

Why choose ADP at SEGi?

- Degrees awarded by reputable public university
- Obtain an American degree at local cost
- Continuous learning through courseworks
- Conducive learning environment
- Education partially delivered by visiting professors from the USA

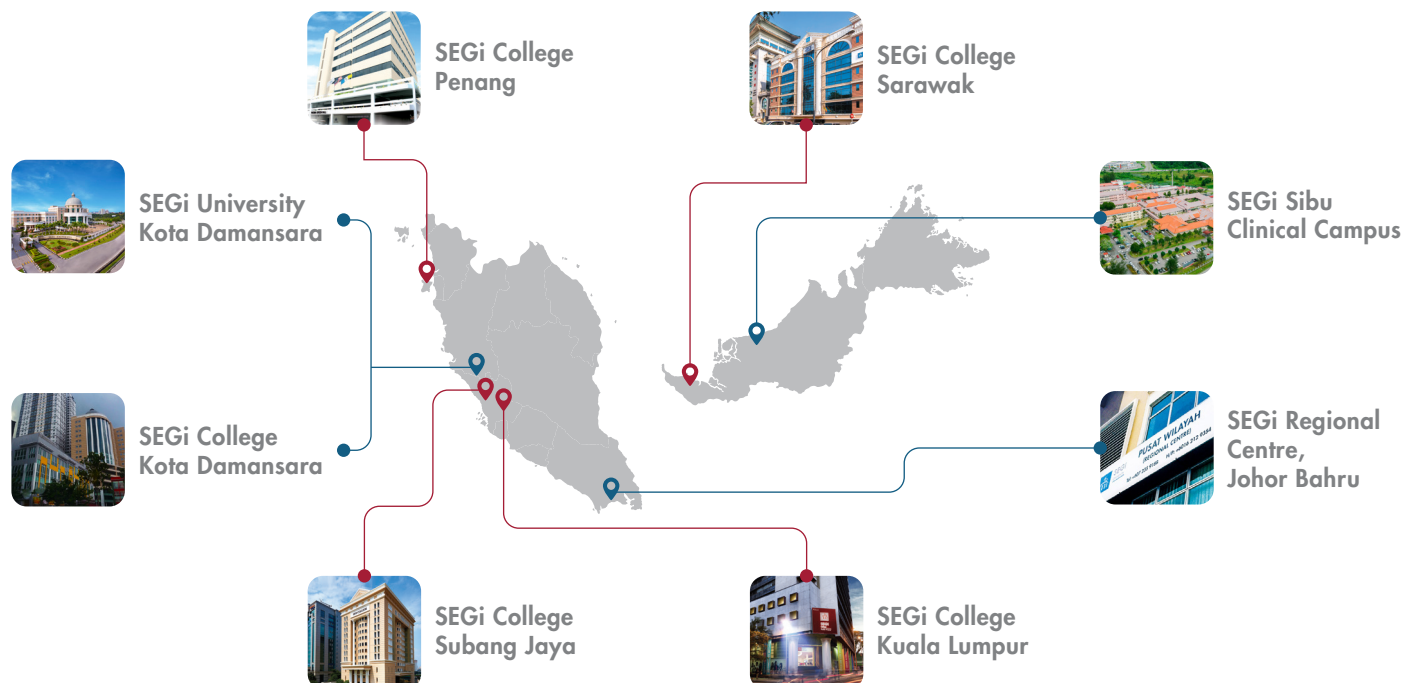
**SEGi Group of Colleges has the highest number of paper exemptions among recognised accounting professional certifications*

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SEGi UNIVERSITY & COLLEGES



20,000
Students

Malaysian  70%
International  30%

778
Academics

10%
foreign faculty staff

614
Management & support staff

Quality education
accredited and
assured by
Ministry of Education,
Malaysia



Internal processes
in compliance
with international
standards

ISO 9001:2015 Certified



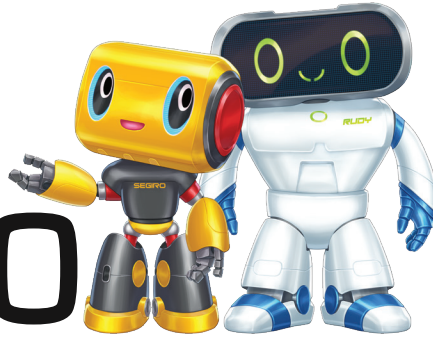
Cert no: MY14/05009



Cert no: MY14/01588

Towards

R4.0



REIMAGINE possibilities

Increasing the employability and marketability of graduates through the creation of new jobs and roles to meet tomorrow's industry needs.

RECOGNISE your potential

Unleashing the true nature of graduates and their ability to touch lives and make a significant touch lives and make a significant.

REDEFINE your future

Imbibing the idea of change as the only constant and creating a sustainable future through qualifications that matter.

REVOLUTIONISE the market

Introducing innovative programmes that are in tandem with the market's growth and direction.



Every student learns coding & IR4.0 relevant subjects



Inter-faculty assignments to develop cross-disciplinary skills



Cyber physical classrooms & learning



Multi-million Ringgit learning management software



Over 600 corporate partners & collaborations





WELL-BEING

- On-campus counsellors
- 24/7 accessibility to counselling services
- International office & student accommodation office



LEARN WHILE HAVING FUN

- Student Affairs Office
- Gym, E-Sports studio and extended facilities



PERSONAL DEVELOPMENT & GROWTH

- Personal Professional
- Development Programme
- Career Development Centre



STUDENT MOBILITY PROGRAMME

- Cross-campus experiences
- Option to transfer overseas

BEYOND EDUCATION

LEARNING WITH SEGi



ACADEMIC SUCCESS

- Student Success Centre
- 24/7 Online learning portal (Blackboard & E-libraries)
- Free applications & tools (Microsoft 365, Adobe, AutoCount)



BRINGING THE WORLD TO YOU

PARTNER UNIVERSITIES



University of Sunderland (UoS), UK

Established in 1901 as Sunderland Technical College, the University of Sunderland (UoS) is greatly praised as a prescient and innovative University with exemplary standards of teaching, research and support. Located in Sunderland in the North East of England, it gained its university status in 1992 and has since gained a reputation as a research-active university.

The University of Sunderland prides itself in holistic academic programmes as integral to their commitment of excellence to their students and to producing well-rounded graduates. The Guardian ranks its Hospitality, Event Management and Tourism programme as the 4th best in the country, while Nursing is ranked 5th best. Other highly ranked majors in the Guardian league tables are Business, Management and Marketing, Accounting and Finance, Mechanical Engineering, and Fashion and Textiles. Also, it was named University of the Year for Social Inclusion by The Times and Sunday Times Good University Guide 2021.

- **QS 5 Stars** (2019) in Teaching, Employability, Internationalisation, Inclusiveness & Outstanding Facilities
- Awarded **SILVER STATUS** by Teaching Excellence Framework (TEF)
- Recognised by the UK Government and the British Council for **innovative international activity**
- **UK's top 5** providers of transnational education
- Shortlisted for the **Times Higher Education University of the Year Award**



Troy University, USA

Troy University is a public school in Troy, Alabama, USA with three additional campuses throughout the state. Founded in 1887 as an institute for training teachers, it has expanded into a university system that offers more than 45 undergraduate majors and locations across the globe, including Vietnam, Malaysia, Japan, and South Korea.

International in scope, Troy University provides a variety of educational programs at the undergraduate and graduate levels, to include doctoral programs, for a diverse student body in traditional, nontraditional and emerging electronic formats. With quality teaching and a staff to student ratio above the national average, a degree from Troy University is solid preparation for employment or further study.

- Accredited by:
 - Southern Association of Colleges and Schools Commission on Colleges (SASCOC)
 - Council for Higher Education Accreditation (CHEA)
 - Dual-accreditation from Association to Advance Collegiate Schools of Business (AACSB International)
- **"No 1 in its Best 4-Year College in Alabama"** by Schools.com
- **"One of the Best Universities in the Southeast"** by Princeton Review
- **"a 'Top Tier' university in the South"** by US News & World Report

WHY STUDY AN AMERICAN DEGREE PROGRAM?



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

Schools.com



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

The Princeton Review



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

US News & World Report



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

IIE "Open Doors"



Dr Jack Hawkins, Jr
Chancellor, Troy University

Accreditations Received by Troy University



Southern Association of Colleges and Schools Commission on Colleges (SACSCOC)

The SACSCOC is one of the seven regional organisations recognised by the US Department of Education and the Council for Higher Education Accreditation. Accreditation by SACSCOC is a statement of an institution's commitment to integrity as well as its capacity to provide effective programmes and services.



Association to Advance Collegiate Schools of Business (AACSB)

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

Council for Higher Education Accreditation (CHEA)

A national advocate and institutional voice for self-regulation of academic quality through accreditation, CHEA is an association of 3,000 degree-granting colleges and universities and recognises 60 institutional and programmatic accrediting organisations. CHEA is the only non-governmental higher education organisation in the United States that undertakes this scrutiny. The federal government, through the U.S. Department of Education, conducts governmental recognition reviews.

A PATHWAY FOR EVERYONE

STUDY ROUTE

9

**SPM
(5 credits)**

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

Note: A requirement of "SPM credits in 5 subjects, including Mathematics and Science, and a pass in English" is applicable for all 4 programmes

*With credit exemptions
(Subject to evaluation)*

Collaborative Degree **MC**

TROY
UNIVERSITY

BSc (4+0)

- Business Administration (Global Business Major)
- Psychology
- Communication Arts

Postgraduate



University of
Sunderland

- Master of Business Administration

Credit Transfer

Your previous studies and qualifications may earn credits towards your diploma or degree. The award of credits is given on the basis of subject mapping and grades achieved. The maximum transferrable credits you may earn for a previous academic qualification could be 50% of the total credits at the Bachelor's degree. Work experience, MOOCs and other training certifications may earn you credit transfers of up to 30%. All credit transfers are subject to approvals by the Senate or College Academic Board.

MC Micro-credential

We break it down to build you up. SEGi's Micro-credentials are unbundled from accredited qualifications, offering the modern learners a tempting, tantalising buffet-style learning model. While traditional diplomas or degrees are well-structured and solid, SEGi's Micro-credentials offer learners the choice of ultimate flexibility and customisation, empowering learners to select only what they want to consume, experience and learn. Through our innovative curriculum framework, these unbundled courses delivered through micro-credentials can then be easily re-bundled into accredited and recognised qualifications.

YOUR WORK EXPERIENCE COUNTS

APEL(A)

Get admission into our SEGi programme through Accreditation of Prior Experiential Learning or APEL, which is a systematic process that involves the identification, documentation and assessment of prior experiential learning to determine the extent to which an individual has achieved the desired learning outcomes, for access to a programme of study and/or award of credits.

APEL provides an opportunity for individual with working experience but lack of formal academic qualifications to pursue their studies in Higher Education Institutions (HEIs). In general, knowledge obtained through formal education and working experience will be both assessed in APEL's assessment.

At the moment, APEL in Malaysia can only be used as entry requirement to HEIs for the following level of qualification:

- Level 3 (Certificate);
- Level 4 (Diploma);
- Level 6 (Bachelor's Degree); and
- Level 7 (Master's Degree)

Candidates are required to submit the application for APEL(A) certification to MQA directly.

Basic requirements to apply APEL(A):

- Only applicable to Malaysian
- Pass the Aptitude Test and Portfolio
- Minimum age requirements:
 - a) Certificate - 19 years of age
 - b) Diploma - 20 years of age
 - c) Bachelor's Degree - 21 years of age
 - d) Master's Degree - 30 years of age
 - e) Doctoral Degree - 35 years of age



PROGRAMME MATRIX



| Programme | Awarding Institution | Entry Requirements | Campus |
|--|------------------------------|--|--|
| Master of Business Administration SJ (R/2/340/7/0753) (04/23) (A8624) KL (R/2/340/7/0268) (11/23) (A9419) PG (R/2/345/6/0303) (02/23) (A8848) SWK (R/340/7/0569) (02/21) (FA0310) | University of Sunderland, UK | <ul style="list-style-type: none"> A recognised Degree A recognised Diploma with at least 5 years of management experience with MQA-APEL T7 | Subang Jaya Kuala Lumpur Penang Sarawak |
| BSc in Business Administration (Global Business) (4+0) SJ (R/340/6/0550) (03/27) (FA6528) KL (R/340/6/0480) (10/26) (FA4729) PG (N/340/6/0587) (04/21) (PA6962) | Troy University, USA | <ul style="list-style-type: none"> SPM or equivalent with 5 credits UEC with any 5 credits STPM with Grade C in 2 subjects A-Level with passes in 2 subjects Any Diploma or equivalent with min CGPA 2.00 | Subang Jaya Kuala Lumpur Penang |
| BSc in Communication Arts (4+0) SJ (R/321/6/0180) (03/27) (FA6550) KL (R/321/6/0159) (11/27) (FA4731) | | Additional Requirements Credits in Mathematics and 1 Science at SPM/ O-Level or equivalent | Subang Jaya Kuala Lumpur |
| BSc in Psychology (4+0) SJ (R/311/6/0065) (05/25) (FA6135) KL (R/311/6/0056) (01/27) (FA4730) PG (N/311/6/0072) (10/27) (FA6533) | | <ul style="list-style-type: none"> UEC with 5 credits STPM with Grade C in 2 subjects A-Level with passes in 2 subjects Matriculation / Foundation or equivalent SAM / AUSMAT with min ATAR 60 Related SKM Level 5 Related Diploma MQA-APEL T6 Additional Requirements Credits in Maths and 1 Science at SPM / O-Level or equivalent and pass in English | Subang Jaya Kuala Lumpur Penang |

PROGRAMME MATRIX

ENGLISH REQUIREMENTS*

| Types of Exam | Diploma | Degree | Master |
|-----------------------|-----------|-----------|-----------|
| IELTS | Band 5 | Band 5 | Band 6.5 |
| TOEFL iBT | 42 | 46 | 60 |
| Cambridge English | 154 | 160 | 169 |
| Pearson Test | 47 | 51 | 59 |
| Linguaskill Cambridge | 154 - 161 | 162 - 168 | 169 - 175 |
| MUET | Band 2 | Band 3 | - |

**The English requirement serves as a guideline and it is subject to change. The weightage requirement may vary for different programmes.*

ENTRY REQUIREMENTS FOR INTERNATIONAL STUDENTS



bit.ly/isentryreq

A pathway for everyone

Your prior-qualifications were not mentioned?
Did not meet the entry requirements?

When there is a will, there's always a way. Contact us and schedule a FREE one-on-one consultation session to plot out a customised pathway that will fit your needs.

MASTER OF BUSINESS ADMINISTRATION

SJ (R2/340/7/0753) (04/23) (A8624) • KL (R2/340/7/0268) (11/23) (A9419) • PG (R2/345/6/0303) (02/23) (A8848) • SWK (R2/340/7/0569) (02/26) (MQA/FA0310)

13

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

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

Programme Modules (100% Assignment Based)

- Financial Management and Control
- Strategic Management in an International Context
- Value Creation in Organisations - Managing Operations and Marketing
- Professional Management and Leadership Development
- Innovation, Entrepreneurship and Technology Transfer
- MBA Project



**University of
Sunderland**

Recognition / Accreditation



Financial Aid / Funding Available*

- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.



Blackboard
LEARN ULTRA





100% Fully Accredited

IR4.0 Enhanced Syllabus

 Further Studies Overseas

 UK Lecturers / Tutors

 Sunderland Library

 Earn up to 12 Digital Badges

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.

BSC IN BUSINESS ADMINISTRATION (GLOBAL BUSINESS MAJOR) (4+0)

SJ (N/342/6/0216) (01/25) (PA12174) • KL (R/340/6/0480) (10/26) (FA4729) • PG (N/342/6/0000) (09/25) (PA13339)

This programme aims to build a firm foundation in the fundamental areas of business, finance, accounting, management and marketing. It is designed to assist students to develop knowledge, skills and competencies to understand and cope with the challenges faced by business and organizational leaders in a dynamic and global workplace. Students will hone their practical managerial skills, communication skills, and business decision-making capabilities. The approach of this program is an extended outreach in moulding our candidates to be strong-minded business practitioners. Hence, it incorporates practical experience, in the form of case studies, presentations, industrial visits, and interaction with experts from the industry.



Programme Modules



Year 1

- Computer Concepts and Applications
- Visual Arts
- World Literature After 1660
- Principles of Biology
- Principles of Biology with Lab
- Pre-Calculus Algebra
- World Literature Before 1660
- General Chemistry
- General Chemistry I with Lab
- Community Services
- World History from 1500 (International students)
- Ethnic Relations (Local and International students)
- Bahasa Melayu Komunikasi 2 (International students)
- Islamic Asian Civilisations (Local students)
- University Orientation

Year 2

- Principles of Accounting I
- Principles of Management
- Principles of Marketing
- Composition and Modern English I
- Principles of Microeconomics
- Business Statistics & Data Analytics
- Legal Environment of Business
- Principles of Accounting II
- Composition and Modern English II
- Principles of Macroeconomics
- Personal Health Management
- Public Speaking Skills

Year 3

- Business Communications
- Managerial Finance
- International Trade
- Global Human Resource Management
- Design Thinking (NEW)  / Bahasa Kebangsaan A*
- Introduction to Info Systems & Data Analytics
- Business and Society
- Malaysia Society 5.0 (NEW) 
- Operations Management
- Leadership and Change
- Advanced Excel

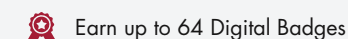
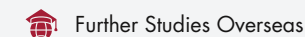
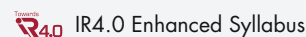
Year 4

- | | |
|----------------------------|------------------------------------|
| • Global Marketing | • Consumer Behaviour |
| • Business Data Mining | • Strategic Management |
| • Services Marketing | • Money and Banking |
| • Retailing | • Managing in a Global Environment |
| • Organisational Behaviour | • Internship |
| • Business Seminar | |

Financial Aid / Funding Available*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.



Career Opportunities

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

BSC IN PSYCHOLOGY (4+0)

SJ (R/311/6/0065) (05/25) (FA6135) • KL (R/311/6/0056) (01/27) (FA4730) • PG (N/311/6/0072) (10/27) (FA6533)

15

The BSc in Psychology offers students a useful foundation to embark on further study at graduate level, leading to various careers in psychology or to study in the health professions and social work. The program equips students with communication skills related to employment, industry or human services and a basic understanding of human mental processes and behaviors in daily interaction. This program will provide students with a range new opportunity for employment in medical settings, education, business as well as private practice, university teaching and research.

Programme Modules

Year 1

- Public Speaking Skills / Bahasa Kebangsaan A*
- Visual Arts
- Introduction to Communication
- University Orientation
- Composition and Modern English I
- Computer Concepts and Applications
- Pre-Calculus Algebra
- World History from 1500 (International students)
- Islamic Asian Civilisations (Local students)
- Composition and Modern English II
- General Psychology

Year 2

- Principles of Biology with lab
- Principles of Biology
- World Literature before 1660
- Orientation to Psychology
- Basic Statistics
- World Literature after the 1660
- General Chemistry with lab
- General Chemistry
- Developmental Psychology
- Community Service
- Social Psychology
- Abnormal Psychology
- Ethnic Relations (Local and international students)
- Bahasa Melayu Komunikasi 2 (International students)

Year 3

- Research Methods
- Theories of Learning
- Forensic Psychology
- Psychological Tests and Measurements
- Theories of Personality
- Guided Independent Research I
- Personal Health Management

Select modules according to the minor:

Minor: Communications

- Interpersonal Communication
- Conflict Management
- International / Intercultural Communication
- Group Discussion and Leadership
- Organisational Communication
- Communication Research

Minor: Global Business

- Principles of Accounting I
- Principles of Microeconomics
- Principles of Management
- Principles of Marketing
- Global Human Resource Management
- Organisational Behavior

Year 4

- Physiological Psychology
- Industrial / Organisational Psychology
- History and System of Psychology
- Guided Independent Research II
- Field Experience in Psychology I
- Cognitive Psychology
- Principles of Counseling
- Senior Seminar in Psychology
- Field Experience in Psychology II

TROY
UNIVERSITY™

Financial Aid / Funding Available*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment


*terms & conditions apply.


 **canvas**

Blackboard
LEARN ULTRA

 **koha** | **FREE LIBRARY SYSTEM**


 **Student Mobility (MY & USA)**

 **IR4.0 Enhanced Syllabus**

 **Further Studies Overseas**

 **Fly-in Lecturers from the USA**

 **Troy University Library**

 **Earn up to 64 Digital Badges**

Career Opportunities

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

*For Malaysian students who do not have a credit in SPM BM

This programme offers students insights into topics such as public relations, organisational communication, and media. Theories of visual, oral, and written communication will also be studied. Students will also be trained to incorporating visual, written, and oral communication to produce effective marketing campaigns, political platforms, or community relations events. Upon the completion of the program, students will be equipped with the knowledge to become skilful negotiators, learn to resolve disputes, and manage diverse issues. Additionally, students will learn theories of interpersonal, multicultural, and organisational communication.

Programme Modules

Year 1

- Composition and Modern English I
- Composition and Modern English II
- World Literature Before 1660
- World Literature After 1660
- Visual Arts
- Community Service
- Pre-Calculus Algebra
- Principles of Biology
- Principles of Biology with Lab
- General Chemistry
- General Chemistry I with Lab
- World History from 1500 (International students)
- Ethnic Relations (Local and International students)
- Bahasa Melayu Komunikasi 2 (International students)
- Islamic Asian Civilizations (Local students)
- Computer Concepts and Applications
- General Psychology
- Interviewing & Information

Year 2

- Technology in Journalism
- Introduction to Public Relations
- University Orientation
- Interpersonal Communication
- Conflict Management
- International / Intercultural Communication
- Group Discussion & Leadership
- Communication Research
- Propaganda & Persuasion
- Rhetorical & Communication Theory
- Advanced Technologies in Journalism
- Communication Seminar

Year 3

- Public Speaking Skills / Bahasa Kebangsaan A*
- Personal Health Management

Select modules according to the minor:

Minor: Psychology

- Orientation to Psychology
- Developmental Psychology
- Social Psychology
- Theories of Learning
- Theories of Personality
- Industrial / Organisational Psychology

Minor: Promotion

- Principles of Accounting I
- Principles of Microeconomics
- Legal Environment of Business
- Principles of Marketing
- Advertising
- Personal Selling

Year 4

- Voice and Diction
- Organisational Communication
- Multimedia Law
- Special Topics in Journalism
- Guided Independent Research
- Internship
- Experience

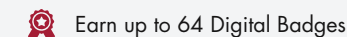
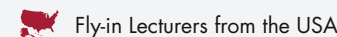
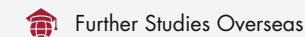
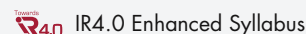
*For Malaysian students who do not have a credit in SPM BM



Financial Aid / Funding Available*

- PTPN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.



Career Opportunities

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

ELECTIVE COURSES

17

DIPLOMA LEVEL

| | Name of Course / Module | School | Credit Value | No | Name of Course / Module | School | Credit Value |
|----|--|-------------------------|--------------|----|---|--|--------------|
| 1 | Business and Company Law | Business and Accounting | 3 | 27 | CyberPsychology | Psychology | 3 |
| 2 | Business Communication | | 3 | 28 | Positive Psychology | | 3 |
| 3 | Business Management | | 3 | 29 | Social Psychology | | 3 |
| 4 | Cost Accounting | | 3 | 30 | Understanding the Child's Growth and Development | Early Childhood Education | 3 |
| 5 | Data Analysis | | 3 | 31 | Play & Learning for Young Children | | 3 |
| 6 | Financial Accounting 1 | | 3 | 32 | Physical Education & Health Care for Young Children | | 3 |
| 7 | Introduction to Business | | 3 | 33 | Safety & Well-being of Young Children | | 3 |
| 8 | Introduction to Finance | | 3 | 34 | Global Citizenship for Young Children | | 3 |
| 9 | Introduction to Management Accounting | | 3 | 35 | An Introduction to Montessori Pedagogy | | 3 |
| 10 | Introduction to Marketing | | 3 | 36 | Music for Children | Music | 3 |
| 11 | Principles of Management | | 3 | 37 | Music Appreciation 1: Aesthetic & Style | | 3 |
| 12 | Social Media Marketing | | 3 | 38 | Music Appreciation 5: World Music | | 3 |
| 13 | Technopreneurship | | 3 | 39 | Print Production | Hospitality & Tourism / Creative Arts & Design | 3 |
| 14 | Consumer Behaviour | | 4 | 40 | Advertising Creativity | | 3 |
| 15 | Corporate Audit | | 4 | 41 | Wedding Planning and Management | Hospitality & Tourism | 3 |
| 16 | Digital and Service Marketing | | 4 | 42 | Wine Management | | 3 |
| 17 | Digital Marketing | | 4 | 43 | Introductory to French | | 3 |
| 18 | Finance | | 4 | 44 | Food & Its Culture | | 3 |
| 19 | Human Resource Management | | 4 | 45 | Principles of Electronics & Electrical Engineering | Engineering | 3 |
| 20 | Integrated Marketing Communication | | 4 | 46 | Engineering Drawing | | 3 |
| 21 | International Business | | 4 | 47 | Fundamental of Photography | Creative Arts & Design | 3 |
| 22 | Marketing Management | | 4 | 48 | Digital Graphics | | 3 |
| 23 | Operations Management | | 4 | 49 | Introduction to Multimedia & Animation | | 4 |
| 24 | Organisational Behaviour | | 4 | 50 | Interactive Web Design | | 4 |
| 25 | Personal Selling | | 4 | 51 | Videography | | 4 |
| 26 | Industrial and Organisational Psychology | Psychology | 3 | 52 | Presentation Skills | | 3 |

ELECTIVE COURSES

CERTIFICATE LEVEL

| No | Name of Course / Module | School | Credit Value | No | Name of Course / Module | School | Credit Value |
|----|---|-------------------------|--------------|----|---|---------------------------|--------------|
| 1 | Basic Financial Accounting | Business and Accounting | 3 | 7 | Basic Management | Business and Accounting | 3 |
| 2 | Introduction to Human Resource Management | | 3 | 8 | Basic Marketing | | 3 |
| 3 | Business Ethics | | 3 | 9 | Business Communication and Writing | | 3 |
| 4 | Basic Statistics | | 3 | 10 | Basic Finance | | 3 |
| 5 | Basic Business Principles | | 3 | 11 | The Basics of Physical Education and Health Care in Early Childhood | Early Childhood Education | 3 |
| 6 | Introduction to Cost Accounting | | 3 | 12 | Fundamental Photography | Creative Arts & Design | 4 |



SCHOLARSHIPS AVAILABLE*

**subject to change*

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| Scholarship Name | Priority Courses |
|--|---|
| Program Graduan Cemerlang (GrEP MARA) | All Programmes |
| Program Penajaan Pengajian Tertiri (TESP MARA) | |
| Bantuan Zakat MAIDAM | |
| Hong Leong Foundation Scholarship | |
| Keysight Malaysia Scholarship | |
| Lembaga Zakat Selangor | |
| Zakat Kelantan | |
| Karangkraf | |
| Sin Chew Media Corporation Bhd | |
| STAR Media Group Bhd | |
| SEGi High Achiever's Scholarship | |
| SEGi Ace Scholarship | |
| SEGi Unified Examination Certificate (UEC) Scholarship | |
| Yayasan Kemanusiaan Da Sheng | <ul style="list-style-type: none"> • Education |
| Sony Scholarship | <ul style="list-style-type: none"> • Electrical and Electronics Engineering • Mechanical Engineering • Marketing • Human Resources • Administration • Computer Science |
| Gamuda Scholarship | <ul style="list-style-type: none"> • Engineering • Accounting • Human Resource • Psychology |
| PETRONAS Education Sponsorship Programme | <ul style="list-style-type: none"> • Accounting & Business • Arts & Communication • Computer & Multimedia • Education • Engineering & Architecture |
| Bank Negara Scholarship | <ul style="list-style-type: none"> • Computer Science • Accounting |
| Tunku Abdul Rahman (BTAR) Scholarship | <ul style="list-style-type: none"> • Accounting & Business • Arts & Communication • Computer & Multimedia • Education • Engineering & Architecture |
| Genting Malaysia Scholarship Award | <ul style="list-style-type: none"> • Culinary Arts • Hospitality Management |
| OCBC Bank | <ul style="list-style-type: none"> • Accountancy • Business Administration • Computer Science • Engineering • Accounting & Business • Arts & Communication • Computer & Multimedia |
| Elena Cooke Education Fund | <ul style="list-style-type: none"> • Accounting & Business • Arts & Communications • Computer & Multimedia • Engineering & Architecture • Hospitality & Tourism |



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**SEGi Covid-19
Readiness Guide**



bit.ly/c19readinessguide