







SEGi
Group of
Colleges

Towards
R4.0

BUSINESS & ACCOUNTING



-  **Accredited** programmes from **Malaysia & the UK**
-  Choice of **over 50** electives
-  Cultivating **entrepreneurial mindset & digital innovators**
-  Bringing **industry** into the classroom

in collaboration with



**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.

REIMAGINING BUSINESS: DIGITAL DISRUPTION & BEYOND

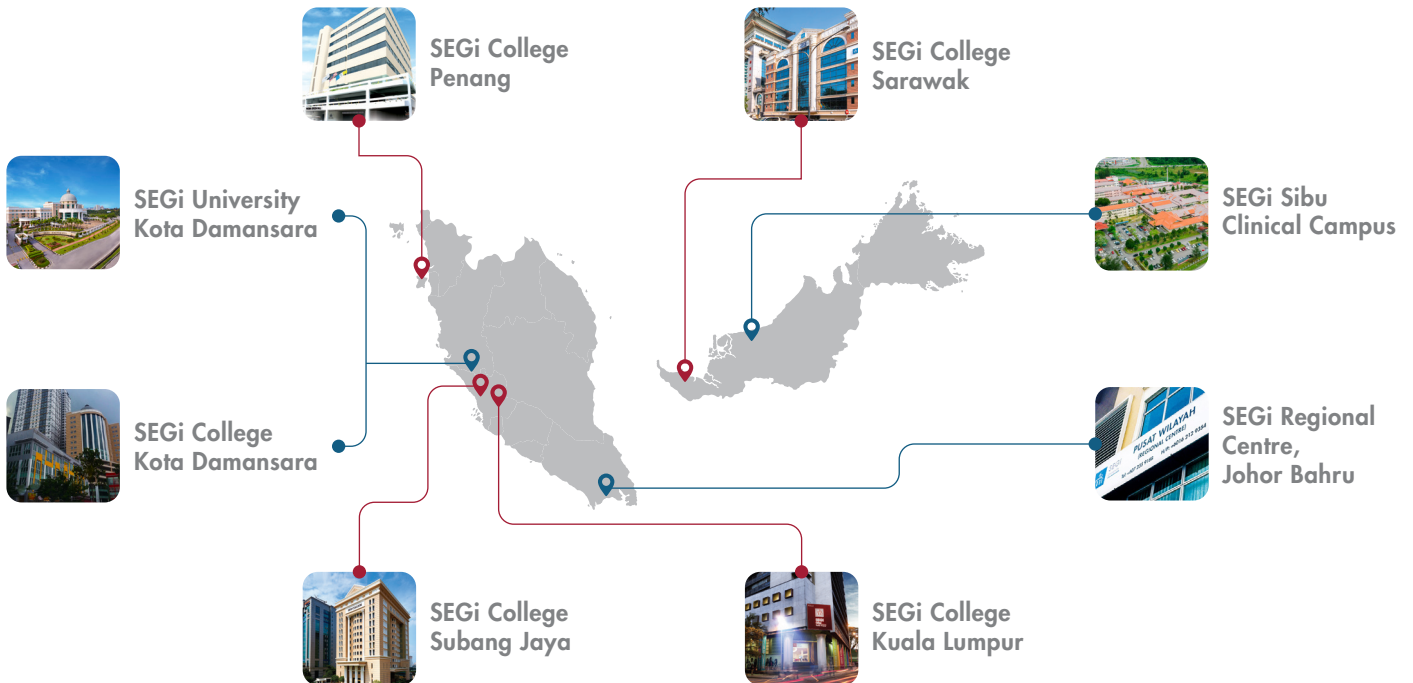


The Faculty of Business & Accountancy is the legacy of Systematic College, renowned for its business & accounting programmes. Since then, with the rise of digital disruption and with Gen-Z taking over the global workforce, the faculty has proven time and again its abilities to adapt to the everchanging business world and is committed as ever to develop global business professionals. At SEGi, you will experience a variety of learning methods including lectures, seminars, workshops, presentations and practical sessions on the job, delivered by reputable academicians and industry captains in the community, serving as academic advisors, lecturers, examiners and moderators.

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SEGi UNIVERSITY & COLLEGES



20,000
Students



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



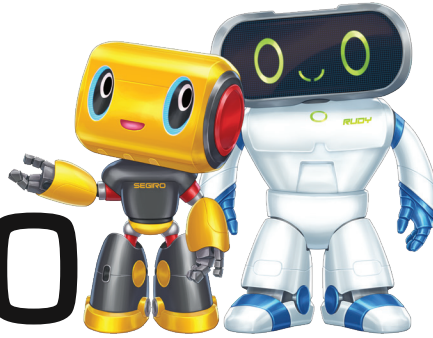
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Cert no: MY14/01588

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



Highly interactive web-based learning management software, allowing learners to connect from anywhere across the world



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 Greenwich (UoG), UK

Modestly founded in 1890 as Woolwich Polytechnic, the University of Greenwich (UoG) has risen in the ranks since it gained university status in 1992. A leader in the educational arena, the university has three campuses in South East London and Kent, and is a strong proponent of progressive learning, as is proven by its modern hi-tech facilities. Its 1,200 programmes include Law, Nursing, Business, and Engineering.

Acknowledged the world over as a leading provider of higher education according to the 2017 Teaching Excellence Framework (TEF), UoG is also the proud recipient of The Queen's Anniversary Prize for Higher and Further Education 2015, an award recognising the innovative research and development carried out by Greenwich's Natural Resources Institute within the Faculty of Engineering and Science.

- **QS World Ranking 701-750**
- **Times Higher Education World Ranking 601-800**
- **#1 Transnational University in UK** (Over 17,000 students in overseas campuses all around the world)
- Over 50% of Graduates received First Class Honours in the last 5 years
- Awarded **SILVER STATUS** by Teaching Excellence Framework (TEF)



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 A BUSINESS DEGREE?

For the aspiring entrepreneurs and business leaders, a business management degree is consistently a popular choice. It provides the academic knowledge and skills to pursue global career opportunities and helps you develop a broad understanding of businesses and specific areas such as finance and human resources. But if you're still not 100% sure if a business management degree is for you, here are 10 reasons that will convince you.



Develop Key Management Skills

Managing a team or a business can be difficult, with many factors to consider and moving parts to take care of. There are two ways you could acquire management skills - **learn by gaining experiences over a lifetime, or leverage by learning through others' experience via existing management models, frameworks and best-practises**, hence saving you valuable time and money. KPMG listed the ability to react fast in a fluid business landscape and organisational resiliency as key factors in the post-Covid-19 business scene - Having strong and diverse business management skills will help you stand out.



Look beyond technical operations, broaden your horizon

Unlike a technical degree like engineering, IT or Health Sciences; business degrees will help you gain in-depth knowledge and understanding of the core elements of business and management. It help you see beyond the technical day-to-day operations of a business and provides industry insights (such as market trends, emerging opportunities and industry reports), for you to raise above your peers and manage, lead and grow your organisation. You will **build a skill set to respond to challenges and current developments in business and society**, giving you the ability to make informed managerial decisions that consider ethical, economic and social implications.



Gain a global perspective

Few programs of study these days really examine things beyond a local lens, but studying business will force you to look at things globally, especially in today's international economy. This is great for those who want to work towards having a more global perspective and outlook. And of course, when you study business in SEGi, you'll also have **opportunities to learn from UK/US lecturers and even studying abroad**. If this is something that would interest you. 30% of SEGi's student population are non-Malaysians, even if you don't choose to study abroad, your programme will have you working alongside with international students who will help you become more culturally diverse, especially considering many business degrees include some level of communicating with international students.



Everything is business

No matter what career path or industry a person chooses, there is a business component to everything we do. Dr Derek Watson, Associate Professor of Cultural Management, University of Sunderland, states that the world's problems are becoming more complex and we need leaders with skills that an MBA can provide. A strong overall understanding of how business works helps you make more well-rounded business decisions. That business knowledge is critical in financial or accounting roles, but also at all levels of management or when starting and running your own business. For example, a person with a degree in information technology who **gained core business knowledge in their studies will likely make better decisions** because they understand how they affect the business.



Employability and pathways

Students who choose to study business management at university graduate with highly desirable transferable skills and strong business knowledge, two things that are sought after by potential employers. As you progress through your business degree you will be **able to shape the direction of your career**, choosing a specialised area of business that interests you such as entrepreneurship, marketing or human resource management, opening yourself up to endless possibilities and pathways. Besides, did you know that 100% of SEGi's business students land a job within 6 months of graduating, even during the Covid-19 pandemic!



Top majors for a lucrative career

7 out of 10 professions in the Top 10 highest paying jobs in Malaysia list by MichaelPage's (a global head hunting company) are business-related professions including C-suites, Finance & banking, Sales & Marketing and shared services (HR, Legal, Procurement etc). CEOs, CFOs and Marketing Directors' average monthly salary ranges between RM8,820 to RM14,700 according to Salaryexplorer.com.



Recession-proof your future

Many of us experienced the economic impact of the Covid-19 pandemic. According to the Graduate Management Admission Council (GMAC) in the US, following the Great Recession between 2007 and 2009, 86% of business school graduates found employment in 2011 after earning their degree. **Business degree graduates often enter in-demand career fields** such as financial management, information technology, management, and human resource management.



Leave your options open

If you're not 100% certain on what you want your future career to be, or you just want to have a broader knowledge, then a business management degree is an excellent choice. **You will learn an overview of the main business functions** that contribute to the success of a business and then often be able to specialise in an area of your choice later-on in your career.



Combine your passions

What many people don't realise when they consider a business degree is that, often times, it is also possible to combine a business programme with another program of your choice. This way, if you're interested in business but ultimately want to pursue a career in another field, you may still be able to combine other online business courses within your programme of study to obtain a double-major or similar accolade. SEGi Group of Colleges' business programmes **enables you to customise your own study plan with over 50 elective subjects** from more than 10 fields to choose from.



Be your own boss

Who doesn't dream of someday being able to work as their own boss? However, between 50-95% of start-ups in emerging countries like Malaysia fail within 3 years. Running a business is more than just setting up a store and finding customers. From knowing how to more wisely manage your money to learning the ins and outs of writing a business plan or finding your own clients, studying a business degree will **equip you with the right skills you need to start your own business**.



Digital Innovator

**SEGi
Business
Graduates
DNA**



Entrepreneurial
Mindset



Multi
Disciplines



EXPERIENCED EDUCATORS



DR RAJ DASS
Principal Lecturer
International Collaborations Representative

Partnerships in the Business Faculty at the University of Greenwich. The Business Faculty has international partnerships with institutions in Malaysia, Singapore, Vietnam, Hong Kong and Sri Lanka.

Based in South-East Asia since January 2014, Dr Dass is managing the Business Faculty portfolio of International collaborations overseas. Previous roles in higher education include student employability manager, admissions tutor and administration manager.

ADVERTISING & DIGITAL MARKETING COMMUNICATIONS



DR PETER VLACHOS
Principal Lecturer;
International Partnerships Link Tutor

Dr Peter Vlachos expertise is based on his research on the 'experience economy' and its impacts on urban development. His research examines how the creative and leisure sectors influence place branding, labour mobility, and local and regional economic diversification.

Dr Vlachos began his academic career with degrees in Political Science from the University of Toronto. Working in several federal and provincial government ministries in Canada, he moved on to a variety of cultural organisations in Canada and the UK. He began his teaching career at City University, London, on the MA in Cultural Policy and Management. He joined the University of Greenwich in 2007, whereupon he established and led the new MA in Events Management.

Peter is a member of the senior management team in the Department of Marketing, Events, and Tourism.



DR EMMANUEL MOGAJI
PhD, MA, PgCert, FHEA, BSc
Senior Lecturer in Advertising and
Marketing Communications

Dr Emmanuel Mogaji has a PhD in Marketing, and he joined the University of Greenwich in 2017 as a Lecturer in Advertising and Marketing Communications, choosing to focus on service brands. Prior to this, he was with the University of Bedfordshire from 2014 to 2017 as an Associate Lecturer and researcher at the Business and Management Research Institute.

Emmanuel's primary areas of interest are ABCDE of Marketing Communications - Advertising, Branding, Communications, and Digital Ethics. His studies include people's attitude towards brands and advertisement through various media such as print and social. He has published peer-reviewed journal articles and book chapters and presented his works in a large number of national and international conferences.

He is a Fellow of the Higher Education Academy (HEA), a testament of his teaching philosophy and commitment to encouraging experiential learning.

EXPERIENCED EDUCATORS



MARKETING



DR MAZIA YASSIM
Programme Leader; Senior Lecturer in Marketing

Dr Mazia Yassim joined the University of Greenwich as a Visiting Lecturer in 2006 and then went on to become a permanent member of staff in January 2012. Dr Yassim has also worked as a Visiting Lecturer at the Queen Mary University of London and the University of East London. Dr Yassim has also provided research consultancy for the non-profit sector and has held a Research Associateship within this sector.

ACCOUNTING AND FINANCE



KAREN ALDRIDGE
International Partnerships Link Tutor for BA (Hons) Accounting & Finance

Karen Aldridge began her accounting career by completing a Foundation in Accountancy at Bristol Polytechnic (now the University of the West of England), then qualifying as a chartered accountant in 1989, after which she trained with Kingston Smith in London. For the past two decades, Karen has been working for Moores Rowland (an international firm of Chartered Accountants), the ACCA Course Director at Bromley College of Further and Higher Education, and preparing accounts for small and medium-sized businesses in her very own sole-practitioner accountancy enterprise. From August 2014 Karen has been a full-time member of staff at the University of Greenwich.



DR DAWN REILLYMA
PhD Associate Professor

Dr Dawn Reillyma obtained her MA in Physics from Lady Margaret Hall, Oxford, after which she joined the audit practice of Deloitte Haskins & Sells and was placed in the ICAEW's order of merit when took her final professional exams. Dawn also worked in the Deloitte mixed tax department and passed the tax practitioner exams. Ever since, Dawn has worked in the audit, technical and tax departments of other city firms of accountants (Spicer & Oppenheim and Mazars), and most recently as a corporate tax manager. Before coming to the University of Greenwich, Dawn lectured on courses leading to professional accounting qualifications.



DR KEFEI YOU
Associate Professor of Finance

Dr Kefei You is the research group leader for the Finance and Banking research team of the Institute of Political Economy, Governance, Finance and Accountability (PEGFA). She is also the Programme Leader for BSc Investment Banking and Finance, and a Senior Research Fellow at the Global Policy Institute. Dr You graduated from the East China University of Political Science and Law, Shanghai, and studied MSc Banking and Finance at Loughborough University, Leicestershire, after which she completed her PhD in London. Prior to joining the University of Greenwich, she was a Reader in Finance and the director of the Centre for International Capital Markets at London Metropolitan University. She was also the Programme Leader for MSc Finance and MSc International Banking and Finance. She has also spent time as a consultant at Yingshitong Securities in Shanghai and has worked as a visiting research fellow at the Bank of Finland and the People's Bank of China.

EXPERIENCED EDUCATORS



**University of
Sunderland**

BUSINESS AND MANAGEMENT



DR DEREK WATSON
SEGi Centre Leader
Associate Professor in Cultural Management

Dr Derek Watson is a Senior Fellow of the Higher Education Academy, the founder of the Faculty of 'Business Clinic', and the Doctoral lead for the University's 'Research Fridays' programme. With immense experience mapping the skills requirements in emerging sectors as a result of sourcing and embedding external engagement opportunities across the curriculum, Dr Watson has an international portfolio of clients and contacts, including the British Cabinet Office, the Indian Government Council of Scientific and Industrial Research, the Dubai Police, and Canon International. His research focuses on academic-industry collaboration, investigating the impact of knowledge exchange on practice and food safety cultural compliance. He is also actively documenting his consultancy experience via international academic journals and has delivered lectures and seminars at universities and symposiums all over the world. Dr Watson is also on the editorial board of the 'International Journal of Academic Research in Management'. He is also a doctoral external examiner and an academic reviewer of several international journals, and is also currently employed as 'External Examiner' for both Chester and Staffordshire University Doctoral programmes. In addition, he is also a Visiting Professor at Sias Academy for Open Innovation at Sias International University in China, the Technological University of Panama, Senior Research Fellow at the Cyprus Business School, Cyprus and Centre Leader for SEGi University and Colleges.



GAVIN MASON
Senior Lecturer in Management

Gavin Mason has experience in both the public and private sector, and this experience comes from diverse areas such as the financial, leisure, sports retail and dairy industries. Before his work in Higher Education, Gavin held the role of regional and operational manager. After qualifying as a teacher in 2007, he decided to begin his lecturing career at the University of Sunderland.



DR LINDA ANNE BARKAS
Senior Lecturer in Management

Dr Linda Anne Banks is in her element when it comes to Senior Management and Directorship, an experience she acquired through private business, both in international companies and as a business owner. Dr Barkas is currently a Senior Lecturer in Business Management and a Senior Fellow of the Higher Education Academy.

EXPERIENCED EDUCATORS



**University of
Sunderland**

HUMAN RESOURCE



ALLISON ABBOTT
Lecturer in Human Resource
Management

With almost three decades of experience as a HR Manager, mainly in public service with the Fire and Rescue Service in the North East, Allison Abbot is an expert in her field. As a member of the Senior Management leading a team of professionals, she spent much of her time working on corporate issues, employee relations, employee well-being, regional and national initiatives to promote a career in the fire service to women, recruitment and promotion assessment centres and advising managers. She began her lecturing career at Robert Gordon University in Aberdeen, Scotland, after qualifying as a teacher in 2012, and has been a HR Lecturer at Sunderland Business School since 2016. Allison is a Fellow of both the Chartered Institute of Personnel and Development and the Higher Education Academy, with qualifications from Teesside, Northumbria and Keele universities in HR, Business Management, Coaching and Employee Relations.



SARAH FORD
Senior Lecturer in Human Resource
Management and Leadership

A former student of the University of Sunderland, Sarah started teaching as soon as she completed her Master's degree in 2010. Her undergraduate degree was a BA in Business and Human Resource Management, and her Master's is in MA International Management. With a PGCE in Post Compulsory Education and Training, Sarah is currently in the fourth year of her PhD at Newcastle University studying students' conceptions of academic conduct in UK Higher Education. Sarah has a wide range of experience teaching across all programmes offered at Sunderland Business School.

MARKETING



DR SEEMA BHATE
Senior Lecturer in Marketing

Studying the market and how consumers think is what drives Dr Seema Bhate. A consumer psychologist, Dr Seema's PhD focused on innovative consumers across a range of products such as home computers, and this endeavour led to the development of the Style-Involvement Model. In this model, Dr Seema considers different contexts in her study and teaching of the innovative consumption process.



DR GRAEME PRICE
Senior Lecturer in Marketing & Strategy

Dr Graeme Price's expertise is in marketing, building relationships with professional clients, and the development of professional learning programmes. He is currently a Programme Leader for BA (Hons) Business and Marketing Management, and a module leader for several undergraduate marketing courses.

A PATHWAY FOR EVERYONE

STUDY ROUTE



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 individuals with working experience but lack 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)

Basic requirements to apply APEL(A):

- Only applicable to Malaysians and Expatriates
- 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



PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Campus
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)	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
BA (Hons) Business and Management (3+0) SJ (R2/340/6/0767) (09/22) (A7816) PG (R/345/6/0094) (09/22) (A8079) SWK (R2/345/6/0165) (11/22) (A8585)		Subang Jaya Penang Sarawak	
BA (Hons) Business and Marketing Management (3+0) SJ (R2/342/6/0090) (08/24) (A10164) PG (R/340/6/0165) (05/22) (FA1534)		Subang Jaya Penang	
BA (Hons) Business and Human Resource Management (3+0) SJ (R2/345/6/1098) (08/24) (A10163)		Subang Jaya	
BA (Hons) Accounting and Finance (3+0) SJ (R/344/6/0219) (10/24) (A106911) KL (R2/344/6/0479) (08/22) (A8170) PG (R2/344/6/0279) (03/25) (A10955) SWK (N/344/6/0535) (08/24) (PA12025)	University of Greenwich, UK	<ul style="list-style-type: none"> UEC with 5 credits STPM with Grade C in 2 subjects (for Accounting and Finance, requires 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 	Subang Jaya Kuala Lumpur Penang Sarawak
BA (Hons) Advertising and Digital Marketing Communication (3+0) SJ (N/342/6/0216) (01/25) (PA12174) PG (N/342/6/0000) (09/25) (PA13339)		Subang Jaya Penang	
BA (Hons) Marketing Management (3+0) KL (R2/342/6/0210) (08/24) (A10439)			
BA (Hons) Human Resource Management (3+0) KL (R2/345/6/0662) (10/24) (A10440)		Kuala Lumpur	
BA (Hons) Business Management (3+0) KL (R2/345/6/0385) (03/24) (A9595)			
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 <p>Additional Requirements Credit in Maths at SPM / O-Level or equivalent</p>	Subang Jaya Kuala Lumpur Penang

PROGRAMME MATRIX



Programme	Awarding Institution	Entry Requirements	Campus	
Diploma in Accounting <small>KL (R2/344/4/0118) (02/23) (A8730) PG (R2/344/4/0113) (01/23) (A8627) SWK (R2/344/4/0149) (12/23) (A9766)</small>	SEGi College	<ul style="list-style-type: none"> • SPM / O-Level or equivalent with 3 credits • UEC with 3 credits • Related SKM Level 3 • Related Certificate or equivalent • MQA-APEL T4 	Subang Jaya Kuala Lumpur Penang Sarawak	
Diploma in Accountancy <small>SJ (R2/344/4/0336) (08/25) (A11616)</small>		Additional Requirements Credit in Maths and pass in English at SPM / O-Level or equivalent		
Diploma in Business Administration <small>SJ (R2/345/4/0020) (05/21) (A6928) KL (R2/345/4/0225) (02/23) (A8729) PG (R2/345/4/0637) (01/23) (A8629) SWK (R2/345/4/0637) (01/24) (A6762)</small>		Subang Jaya Kuala Lumpur Penang Sarawak		
Diploma in Marketing <small>SJ (R2/342/4/0026) (04/22) (A7757) KL (R2/342/4/0119) (11/25) (A11332) SWK (R3/342/4/0015) (10/25) (A6383)</small>		Subang Jaya Kuala Lumpur Sarawak		
Diploma in Digital Marketing <small>PG (N/342/4/0229) (09/27) (PA12376)</small>		Penang		
Diploma in Human Resource Management <small>KL (R2/345/4/06559) (06/24) (A4382) SWK (R3/345/4/0026) (10/25) (A6325)</small>		Kuala Lumpur Sarawak		
Certificate in Business Studies <small>SJ (R2/340/3/0484) (08/25) (A6275) KL (R/340/3/0580) (08/21) (A6643) PG (R2/340/3/0325) (01/23) (A8628)</small>		<ul style="list-style-type: none"> • SPM / O-Level or equivalent with 1 credit • UEC with 1 credit • SKM Level 2 • MQA-APEL T3 	Subang Jaya Kuala Lumpur Penang	
Foundation in Commerce <small>SJ (R2/010/3/0434) (05/22) (A7945) KL (R2/010/3/0258) (02/25) (A5212)</small>		Dual Award: SEGi College & University of Greenwich, UK	<ul style="list-style-type: none"> • SPM / O-Level or equivalent with any 5 credits • UEC with any 3 credits 	Subang Jaya Kuala Lumpur
Foundation in Business <small>SWK (R2/010/3/0418) (10/21) (A7097)</small>				Sarawak
Foundation in Arts <small>SJ (R/010/3/0020) (07/21) (FA0452)</small>				Subang Jaya

PROGRAMME MATRIX

ENGLISH REQUIREMENTS*

Types of Exam	Diploma	Degree	Master
IELTS	Band 5.5	Band 6.0	Band 6.5
TOEFL iBT	42	46	60
Cambridge English	154	160	169
Pearson Test	47	51	59
Linguaskill Cambridge	154 - 161	169 - 175	176 - 179
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)



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.



**University of
Sunderland**

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

Financial Aid / Funding Available*

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

*terms & conditions apply.


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 Further Studies Overseas

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 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.

Recognition / Accreditation



Agensi Kelayakan Malaysia
Malaysian Qualifications Agency

JPA

★★★★★



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

SJ (N/342/6/0216) (01/25) (PA12174) • PG (N/342/6/0000) (09/25) (PA13339) • SWK (R2/345/6/0165) (11/22) (A8585)

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

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

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



**University of
Sunderland**

Programme Modules

Year 1

- Essential Study and Employment Skills **EB**
- Introduction to Marketing **EB**
- Introduction to HRM and Talent Development
- Introduction to Accounting and Finance
- Introduction to Managing and Leading People
- Introduction to Business Operations and Services **EB**
- Business Economics
- Business Management **EB**
- English 1

Year 2

- Personal and Professional Development **EB**
- Management Thought and Practice
- Quality Management for Organisational Excellence
- Business Ethics, Responsibility and Sustainability **EB**
- Managing Entrepreneurship, Innovation & Creativity
- Innovation Management
- English 2
- Malaysian Studies 3 (International students)
- Hubungan Etnik (Local Students)
- Bahasa Melayu Komunikasi 2 (International students)
- Tamadun Islam & Tamadun Asia (Local students)
- Statistics for Managers **EB**
- Malaysia Society 5.0 **(NEW)** 

Year 3

- Developing the Reflexive Practitioner
- Global Entrepreneurship and Innovation **EB**
- Strategic Corporate Finance
- Managing and Leading Change **EB**
- Marketing in a Digital World **EB**
- Strategic Management **EB**
- English 3
- Design Thinking **(NEW)**  / Bahasa Kebangsaan A*
- Community Engagement
- Entrepreneurship
- Business Placement (Internship)

Financial Aid / Funding Available*

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


*terms & conditions apply.


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 Further Studies Overseas

 UK Lecturers / Tutors

 Sunderland Library

 Earn up to 64 Digital Badges

EB Executive Bachelor (EB) Module
(Complete 6 modules to earn each award)

- EB in Business Excellence
- EB in Digital Marketing
- EB in Strategic Management

Career Opportunities

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

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

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

SJ (R2/342/6/0090) (08/24) (A10164) • PG (R/340/6/0165) (05/22) (FA1534)

21

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

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

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



**University of
Sunderland**

Programme Modules


Year 1

- Essential Study and Employment Skills
- Introduction to Marketing
- Introduction to Human Resource Management and Talent Development
- Introduction to Accounting and Finance
- Introduction to Managing and Leading People
- Introduction to Business Operations and Services
- Business Economics
- Business Management
- English 1

Year 2

- Personal and Professional Development
- Quality Management for Organisational Excellence
- Business Ethics, Responsibility and Sustainability
- Digital Marketing
- Marketing Management and Metrics
- Integrated Marketing Communications
- English 2
- Malaysian Studies 3 (International students)
- Hubungan Etnik (Local students)
- Bahasa Melayu Komunikasi 2 (International students)
- Tamadun Islam & Tamadun Asia (Local students)
- Statistics for Managers
- Managing Information System
- Malaysia Society 5.0 (NEW) 

Year 3

- Developing the Reflexive Practitioner
- Strategic Marketing
- Psychology of Consumers in a Digital Age
- Critical and Emerging Themes in Marketing
- Branding and Reputation Management
- Marketing Research in Practice
- English 3
- Design Thinking (NEW)  / Bahasa Kebangsaan A*
- Community Engagement
- Entrepreneurship
- Business Placement (Internship)

Financial Aid / Funding Available*

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


*terms & conditions apply.


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 Student Mobility (MY & UK)

 IR4.0 Enhanced Syllabus

 Further Studies Overseas

 UK Lecturers / Tutors

 Sunderland Library

 Earn up to 84 Digital Badges

Career Opportunities

This degree will prepare you for management positions within advertising and public relations agencies and various marketing roles. You may also pursue careers in sales promotion, direct marketing, media, digital communications, and other advertising fields.

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



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

SJ (R2/345/6/1098) (08/24) (A10163)

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

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

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

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

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



**University of
Sunderland**

Programme Modules

Year 1

- Essential Study and Employment Skills **EB**
- Introduction to Marketing
- Introduction to Human Resource Management and Talent Development **EB**
- Introduction to Accounting and Finance
- Introduction to Managing and Leading People **EB**
- Introduction to Business Operations and Services
- Business Economics
- Business Management
- English 1

Year 2

- Personal and Professional Development **EB**
- Quality Management for Organisational Excellence **EB**
- Business Ethics, Responsibility and Sustainability
- Contemporary Developments in Human Resource **EB**
- Employment Cycle
- Designing Learning and Development
- English 2
- Malaysian Studies 3 (International students)
- Hubungan Etnik (Local students)
- Bahasa Melayu Komunikasi 2 (International students)
- Tamadun Islam & Tamadun Asia (Local students)
- Statistics for Managers
- Malaysia Society 5.0 **(NEW)** **R4.0**

Year 3

- Exploring Equality and Diversity
- Contemporary Employee Relations
- Developing the Reflexive Practitioner
- International Human Resource Management
- HR Applied Project
- Managing and Leading Change
- English 3
- Design Thinking **(NEW)** **R4.0** / Bahasa Kebangsaan A*
- Community Engagement
- Entrepreneurship
- Business Placement (Internship)

Financial Aid / Funding Available*

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

*terms & conditions apply.


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 Student Mobility (MY & UK)

 **R4.0** IR4.0 Enhanced Syllabus

 Further Studies Overseas

 UK Lecturers / Tutors

 Sunderland Library

 Earn up to 84 Digital Badges

EB **Executive Bachelor (EB) Module**
(Complete 6 modules to earn each award)

- EB in Talent Management

Career Opportunities

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

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

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]

23

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

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UNIVERSITY™

Financial Aid / Funding Available*

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


*terms & conditions apply.


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 IR4.0 Enhanced Syllabus

 Further Studies Overseas

 Fly-in Lecturers from the USA

 Troy University Library

 Earn up to 64 Digital Badges

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.

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

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

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

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



Programme Modules

Year 1

- Introduction to Financial Accounting (Part 1 & 2)
- Introduction to Management Accounting (Part 1 & 2) **EB**
- Introduction to Finance and Economics (Part 1 & 2) **EB**
- Personal and Professional Development (Part 1 & 2) **EB**
- English for Business Studies
- Bahasa Melayu Komunikasi 2 (International Students)
- Tamadun Islam & Tamadun Asia (Local Students)
- Quantitative Method

Year 2

- Financial Accounting (Part 1 & 2) **EB**
- Management Accounting (Part 1 & 2) **EB**
- Business & Company Law (Part 1 & 2)
- Taxation (Part 1 & 2)
- Malaysian Studies 3 (International students)
- Hubungan Etnik (Local students)
- Design Thinking **(NEW)** **IR4.0** / Bahasa Kebangsaan A*
- English for Academic Studies

Year 3

- Advanced Management Accounting
- Advanced Financial Accounting
- Audit & Assurance (Part 1 & 2)
- Finance (Part 1 & 2) **EB**
- Strategic Financial Management (Part 1 & 2) **EB**
- Malaysia Society 5.0 **(NEW)** **IR4.0**
- Community Engagement

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

CIMA

- CIMA A-Star Programme exclusively for high achievers
- Applicable for First Class Honours degree*

*terms & conditions apply.

Graduates will be granted the following exemptions*:



: 9 Papers
Exemption



: 8 Papers
Exemption

CIMA

: 8 Papers
Exemption



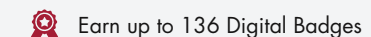
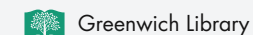
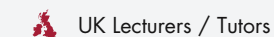
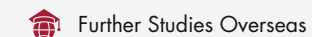
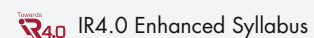
: 8 Papers
Exemption

*Subject to approval

Financial Aid / Funding Available*

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

*terms & conditions apply.



EB Executive Bachelor (EB) Module (Complete 6 modules to earn each award)

- EB in Financial Accounting
- EB in Management Accounting
- EB in Strategic Corporate Finance

Career Opportunities

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

BA (HONS) ADVERTISING AND DIGITAL MARKETING COMMUNICATIONS (3+0)

SJ (N/342/6/0216) (01/25) (PA12174) • PG (N/342/6/0000) (09/25) (PA13339)

25

This stimulating degree is designed to develop your ability to identify trends, understand consumer behaviour, and create attention-grabbing campaigns. Modules on customer insight, brand management and social media focus on real knowledge, while briefs from the Institute of Direct and Digital Marketing and other organisations give you practical experience.

Key advantages and benefits of the Greenwich BA (Hons) Advertising and Digital Marketing Communications:

- A rigorous combination of established marketing theory and cutting-edge advertising digital practice
- Our marketing subjects are ranked highest in London overall (Complete University Guide 2019)
- The degree is accredited by both the Chartered Institute of Marketing (CIM) and the Chartered Institute of Data and Marketing (IDM)
- Offers exemptions from CIM and IDM examinations
- One of the first degrees of its kind in the UK, and unique in Malaysia

Programme Modules

Year 1

- Principles and Practice of Marketing (Part 1)
- Introduction to Advertising
- Introduction to Digital Marketing
- Personal Professional Development 1
- Principles and Practice of Marketing (Part 2)
- Financial Aspects of Marketing / Public Relations
- Creative Content Marketing
- Brand Management
- Bahasa Melayu Komunikasi 2 (International students)
- Tamadun Islam & Tamadun Asia (Local students)
- Malaysian Studies 3 (International students)
- Hubungan Etnik (Local students)
- Design Thinking (NEW)  / Bahasa Kebangsaan A*

Year 2

- Customer Insight & Research (Part 1)
- Personal & Professional Development 2
- Media Planning and Buying
- Global Marketing Management
- Customer Insight & Research (Part 2)
- Research Methods
- Advertising Campaign Management
- Integrated Marketing Communication Management
- Statistics for Managers
- Malaysia Society 5.0 (NEW) 
- Community Engagement

Year 3

- Direct, Interactive and Digital Marketing (Part 1)
- Dissertation (Part 1)
- Internet Marketing
- Contemporary Issues in Marketing
- Direct, Interactive and Digital Marketing (Part 2)
- Dissertation (Part 2)
- Social Media and Analytics
- Strategic Communications
- Business Placement (Internship)

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

Recognition / Accreditation

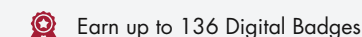
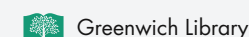
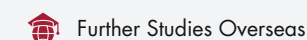
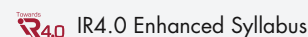


Financial Aid / Funding Available*

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

*terms & conditions apply.

New Programme



Career Opportunities

This degree will prepare you for management positions within advertising and public relations agencies and various marketing roles. You may also pursue careers in sales promotion, direct marketing, media, digital communications, and other advertising fields.

The BA (Hons) Marketing Management is ideal for students who want to use your creativity and influence strategy and you're keen to impact the digital era as a marketing manager. This degree provides exemptions from certain diploma modules of professional bodies, including CIM and IDM, in preparation for a career in digital marketing.

SEGi's marketing subjects are ranked highest in London overall (Complete University Guide 2019).



Programme Modules

Year 1

- Personal & Professional Development 1 - The Marketer
- Principles and Practice of Marketing
- Multichannel Marketing
- Financial Aspect of Marketing
- Public Relations: From Concepts to Practice
- Bahasa Melayu Komunikasi 2 (International students)
- Tamadun Islam & Tamadun Asia (Local students)
- Malaysia Society 5.0 (NEW) 

Year 2

- Customer Insight & Research
- Personal & Professional Development 2
- Integrated Marketing Communications Management
- Global Marketing Management
- Marketing Management
- Malaysian Studies 3 (International students)
- Hubungan Etnik (Local students)
- Design Thinking (NEW)  / Bahasa Kebangsaan A*

Year 3

- Dissertation
- Direct, Interactive & Digital Marketing
- Business & Marketing Strategy
- Social Media Analytics
- Contemporary Issues in Marketing
- Social Marketing
- Community Engagement

Financial Aid / Funding Available*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
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 Student Mobility (UK)


 IR4.0 Enhanced Syllabus

 Industry Partnership

 Further Studies Overseas

 UK Lecturers / Tutors

 Greenwich Library

 Earn up to 136 Digital Badges

Career Opportunities

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

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

KL (R2/345/6/0662) (10/24) (A10440)



The BA (Hons) Human Resource Management Degree programme is an innovative degree with a curriculum that focuses directly on the practice of human resource management. It develops knowledge and skills which are of immediate use to you as students and to employers in a practical business environment. The design of the programme is in response to listening to groups of employers who told us they want to recruit people who have high levels of practical skills and to students who say they want to be better equipped to get jobs. All learning on the programme is underpinned by academic research.


We recognise the wide range of learning styles within the student body by offering courses which emphasise skills alongside more traditional courses emphasising theory. However, in essence your degree remains a general human resource management degree aimed at future managers. This exciting degree programme has kept the strengths of traditional business degree programmes but introduces new and exciting developments in the world of business.

Programme Modules

Year 1

- Human Resources Metrics
- Managing Organisations and Individuals
- International Business Functions
- International Business Environment
- Personal and Professional Development
- Introduction to Human Resources Management
- Bahasa Melayu Komunikasi 2 (International students)
- Tamadun Islam & Tamadun Asia (Local students)
- Malaysia Society 5.0 (NEW) 

Year 2

- Business Ethics
- Human Resources Analytics
- Cross Cultural Management and Diversity Management
- Future Paths
- Teams in Organisations
- Employee Relations & Reward
- Malaysian Studies 3 (International students)
- Hubungan Etnik (Local students)
- Design Thinking (NEW)  / Bahasa Kebangsaan A*

Year 3

- Leadership in Organisations
- Talent Management & Development
- Strategic & Contemporary Issues in Human Resource Management
- Organisational Decision Making
- Dissertation
- Community Engagement

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



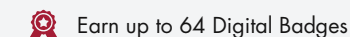
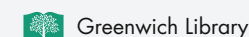
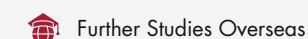
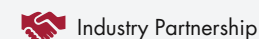
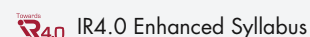
Financial Aid / Funding Available*

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

*terms & conditions apply.



100% Fully Accredited



Career Opportunities


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

The BA (Hons) Business Management Degree programme is an innovative degree with a curriculum that focuses directly on the practice of management. It develops knowledge and skills which are of immediate use to you as students and to employers in a practical business environment. The design of the programme is in response to listening to groups of employers who told us they want to recruit people who have high levels of practical skills and to students who say they want to be better equipped to get jobs. All learning on the programme is underpinned by academic research.


We recognise the wide range of learning styles within the student body by offering courses which emphasise skills alongside more traditional courses emphasising theory. However, in essence your degree remains a general management degree aimed at future managers. This exciting degree programme has kept the strengths of traditional business degree programmes but introduces new and exciting developments in the world of business.

Programme Modules

Year 1

- Principles and Practices of Marketing
- Managing Organisations and Individuals
- Finance for Non-finance Managers
- International Business Environment
- Personal and Professional Development
- Management Practice 1
- Bahasa Melayu Komunikasi 2 (International students)
- Tamadun Islam & Tamadun Asia (Local students)
- Malaysia Society 5.0 (NEW) 

Year 2

- Business Ethics
- Management Practice 2
- Cross Cultural Management and Diversity Management
- Future Paths
- Teams in Organisations
- Organisational Analysis & Performance
- Business Research Methods
- Malaysian Studies 3 (International students)
- Hubungan Etnik (Local students)
- Design Thinking (NEW)  / Bahasa Kebangsaan A*

Year 3

- Leadership in Organisations
- Management in Critical Context
- Strategy for Managers
- Organisational Decision Making
- International Human Resource Management
- Dissertation
- Community Engagement

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



Financial Aid / Funding Available*

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

*terms & conditions apply.





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 Student Mobility (UK)


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 Industry Partnership

 Further Studies Overseas

 UK Lecturers / Tutors

 Greenwich Library

 Earn up to 136 Digital Badges

Career Opportunities

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

DIPLOMA IN ACCOUNTING

KL (R2/344/4/0118) (02/23) (A8730) • PG (R2/344/4/0113) (01/23) (A8627) • SWK (R2/344/4/0149) (12/23) (A9766)

DIPLOMA IN ACCOUNTANCY

SJ (R2/344/4/0336) (08/25) (A11616)



Master all the major accountancy essentials from basic skills in book-keeping to advanced accounting knowledge in preparing balance sheets, profit and loss accounts, trial balance, cash flow, bank reconciliation, adjustments and depreciation.

Our programme helps you learn the differences between the international accounting standards and the Malaysian accounting standards in social responsibility reporting and creating financial reports.

About Auto Count

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

Programme Modules

Year 1

- Introduction to Business **PD**
- Microeconomics
- General Language Training
- Financial Accounting 1 **PD**
- Data Analysis
- Academic English
- Bahasa Melayu Komunikasi 1 (International students)
- Malaysia Studies 2 (Local students)
- Introduction to Management Accounting
- Introduction to Finance
- Business Communication
- Growth Mindset **(NEW)** / Bahasa Kebangsaan A*

Year 2

- Macroeconomics
- Financial Accounting 2 **PD**
- Finance
- Taxation **PD**
- Applied Digital Skills **(NEW)**
- Financial Accounting 3 **PD**
- Business Management
- Industrial Revolution 4.0 in Malaysia **(NEW)**
- Financial Accounting 4 **PD**
- Cost Accounting
- Business and Company Law
- IT Application in Accounting

Year 3

- Financial Accounting 5 **PD**
- Corporate Audit **PD**
- Business Research
- Co-curriculum Management
- Internship *(SEGi Sarawak Only)*

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

Graduates will be granted the following exemptions*:



: 4 Papers Exemption
(Foundation Level)

*Subject to approval



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Financial Aid / Funding Available*

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

*terms & conditions apply.

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Student Mobility (MY)

IR4.0 Enhanced Syllabus

Industry Partnership

Further Studies Overseas

Earn up to 102 Digital Badges

PD Professional Diploma (PD) Module
(Complete 6 modules to earn each award)

- PD in Financial Accounting
- PD in Financial Management
- PD in Corporate Accounting

Career Opportunities

The Diploma provides you with a perspective on management accounting, essential for management and operating decisions. With the knowledge and skills gained, you'll become highly employable and sought-after by many corporations.



DIPLOMA IN BUSINESS ADMINISTRATION

SJ (R2/345/4/0020) (05/21) (A6928) • KL (R2/345/4/0225) (02/23) (A8729) • PG (R2/345/4/0637) (01/23) (A8629) • SWK (R2/345/4/0637) (01/24) (A6762)

Jointly designed by both Academics and our Industry partners, the diploma provides you with the competitive edge you need to establish your career path. Learn through a motivating environment, based on student-centered learning and acquire further knowledge, skills, techniques and ethics to excel in your careers.

We aim to increase and enrich your knowledge across a broad range of business disciplines and develop skills relating to business operations in areas such as management, administration, accounting, human resource management, marketing and entrepreneurship.



Programme Modules

Year 1

- Introduction to Business **PD**
- Microeconomics
- General Language Training
- Financial Accounting 1 **PD**
- Data Analysis **PD**
- Academic English
- Bahasa Melayu Komunikasi 1 (International students)
- Malaysia Studies 2 (Local students)
- Principles of Management **PD**
- Introduction to Finance **PD**
- Business Communication **PD**
- Growth Mindset **(NEW)** **IR4.0** / Bahasa Kebangsaan A*

Year 2

- Macroeconomics
- Elective **(NEW)**
- Organisational Behaviour **PD**
- Technopreneurship
- Applied Digital Skills **(NEW)** **IR4.0**
- Elective **(NEW)**
- Business Management **PD**
- Industrial Revolution 4.0 in Malaysia **(NEW)** **IR4.0**
- Elective **(NEW)**
- Cost Accounting **PD**
- Business and Company Law **PD**
- Operations Management **PD**
- Co-curriculum Management

Year 3

- Elective **(NEW)**
- International Business **PD**
- Business Research
- Human Resource Management **PD**
- Internship *(SEGi Sarawak Only)*

Financial Aid / Funding Available*

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

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IR4.0 Student Mobility (MY)

IR4.0 IR4.0 Enhanced Syllabus

IR4.0 Further Studies Overseas

IR4.0 Choice of Electives Available

IR4.0 Earn up to 102 Digital Badges

PD Professional Diploma (PD) Module
(Complete 6 modules to earn each award)

- PD in Business Management
- PD in Human Capital Management
- PD in Cost Accounting and Budgeting
- PD in Marketing

Career Opportunities

Diploma in Business Administration will arm you with the basic knowledge and theories that apply to the business organisation. It will prepare you to be efficient in a diverse team as a leader or supervisor, demonstrating awareness and understanding of management, economics, accounting and entrepreneurship.

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

DIPLOMA IN MARKETING

SJ (R2/342/4/0026) (04/22) (A7757) • KL (R2/342/4/0119) (11/25) (A11332) • SWK (R3/342/4/0015) (10/25) (A6383)



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

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

About realme

realme is an emerging smartphone brand that specialises in providing high-quality smartphones for the youth. It was officially established in May 2018 by its founder Sky Li, together with Madhav Sheth and a young team with rich experience in the smartphone industry across the globe. realme focuses on user needs and presents products with strong performance and trendy design in the broad context of e-commerce.

Programme Modules

Year 1

- Introduction to Business **PD**
- Microeconomics
- General Language Training
- Financial Accounting 1
- Data Analysis
- Academic English
- Bahasa Melayu Komunikasi 1 (International students)
- Malaysia Studies 2 (Local students)
- Principles of Management **PD**
- Business Communication
- Introduction to Marketing **PD**
- Growth Mindset **(NEW)** **IR4.0** / Bahasa Kebangsaan A*

Year 2

- Macroeconomics
- Elective **(NEW)**
- Digital and Service Marketing **PD**
- Consumer Behaviour **PD** **realme**
- Applied Digital Skills **(NEW)** **IR4.0**
- Elective **(NEW)**
- Social Media Marketing **PD**
- Industrial Revolution 4.0 in Malaysia **(NEW)** **IR4.0**
- Marketing Management **PD**
- Digital Marketing
- Business and Company Law
- Elective **(NEW)**
- Co-curriculum Management

Year 3

- Personal Selling **realme**
- Integrated Marketing Communication **PD**
- Elective **(NEW)**
- Marketing Research **PD**
- Internship *(SEGi Sarawak Only)*



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realme

Financial Aid / Funding Available*

- PTPTN
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- Low Initial Payment

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IR4.0 Student Mobility (MY)

IR4.0 Enhanced Syllabus

Further Studies Overseas

Choice of Electives Available

Earn up to 102 Digital Badges

PD **Professional Diploma (PD) Module**
(Complete 6 modules to earn each award)

- PD in Marketing
- PD in Integrated Marketing

Career Opportunities

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

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

The impact of the digital revolution is here to stay. This program will cater to the needs of today's marketing, not only for students but also for working adults, by giving them an in-depth approach to prepare them in becoming more effective in implementing digital marketing strategies and to gain competitive advantages.

This programme will equip new generations with required industry knowledge and skills to face challenges towards becoming a global entrepreneur. Students will gain experience and knowledge through theoretical and practical exposure offered by this programme, to get them ready to take on the world.

We are committed in providing the best opportunity for our graduates by enriching their knowledge in digital marketing and business.



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realme

About realme

realme is an emerging smartphone brand that specialises in providing high-quality smartphones for the youth. It was officially established in May 2018 by its founder Sky Li, together with Madhav Sheth and a young team with rich experience in the smartphone industry across the globe. realme focuses on user needs and presents products with strong performance and trendy design in the broad context of e-commerce.

Programme Modules

Year 1

- Introduction to Business
- Introduction to Digital Marketing
- Principles of Marketing
- Academic English
- Principles of Management
- Consumer Behaviour
- Introduction to Advertising
- Business and Company Law
- Principles of Economics
- Financial Accounting
- Social Media Marketing
- Malaysian Studies 2 (Local students)
- Bahasa Melayu Komunikasi 1 (International students)
- Growth Mindset (NEW) / Bahasa Kebangsaan A*

Year 2

- Business Data Analytic
- Digital and Service Marketing
- Web Designing
- Search Engine Optimisation
- Digital Personal Selling
- Introduction to Finance
- Marketing Management
- Ethical Issues in Marketing
- Integrated Marketing Communication
- Technopreneurship
- Digital Marketing Research
- International Marketing
- Co-curriculum Management
- Industrial Revolution 4.0 in Malaysia (NEW)

Financial Aid / Funding Available*

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

*terms & conditions apply.

New Programme

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IR4.0 Enhanced Syllabus

Further Studies Overseas

Choice of Electives Available

Earn up to 102 Digital Badges

Career Opportunities

As graduates, you will have vast career opportunities to choose from, such as: Digital Marketing Executive, Content Marketing Developer, Branding Specialist, Social Media Executive, Media Content Strategist and many more career opportunities. This programme is also a pathway to a degree programme.

DIPLOMA IN HUMAN RESOURCE MANAGEMENT

KL (R2/345/4/06559) (06/24) (A4382) • SWK (R3/345/4/0026) (10/25) (A6325)



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

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



Programme Modules

Year 1

- Introduction to Business **PD**
- Principles of Management
- Principles of Accounting
- Principles of Economics
- General Language Training
- Introduction to Finance **PD**
- Malaysian Studies 2 (Local students)
- Bahasa Malaysia Komunikasi 1 (International students)
- Organisational Behaviour **PD**
- Information Technology
- Business Mathematics
- Social Media Marketing
- Growth Mindset **(NEW)**  / Bahasa Kebangsaan A*

Year 2

- Technopreneurship
- Human Resource Management **PD**
- Decision Making Skills
- Business Data Analytics
- Business & Company Law **PD**
- Business Ethics
- Academic English
- Malaysian Employment Law
- Compensation and Benefits **PD**
- Training and Development
- Fundamentals of Graphic Design
- Human Resources Information System
- Performance Management **PD**
- Co-curriculum Management
- Industrial Revolution 4.0 in Malaysia **(NEW)** 

Year 3

- Occupational Safety and Health
- Unions and Labour Relations **PD**
- Human Resource Planning, Recruitment and Selection **PD**
- Business Research

Financial Aid / Funding Available*


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


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 Student Mobility (MY)

 IR4.0 Enhanced Syllabus

 Further Studies Overseas

 Choice of Electives Available

 Earn up to 102 Digital Badges

PD **Professional Diploma (PD) Module**
(Complete 6 modules to earn each award)

- PD in Performance Management
- PD in Human Capital Management

Career Opportunities

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

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

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

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

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



Programme Modules

Year 1

- General Language Training
- Basic Economics 1
- Basic Financial Accounting
- Introduction to Human Resource Management
- Business Ethics
- Malaysian Studies 1 (Local students)
- Bahasa Melayu Komunikasi 1 (International students)
- Basic Statistics
- Elective **(NEW)**
- Family Issues
- Basic Business Principles
- Elective **(NEW)**
- Academic English
- Basic Finance
- Introduction to Cost Accounting
- Public Speaking Skills / Bahasa Kebangsaan A*

Year 2

- Basic Management
- Basic Marketing
- Elective **(NEW)**
- Business Communication and Writing
- Basic Economics 2

Financial Aid / Funding Available*

- EPF
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- SEGi Monthly Installment
- Low Initial Payment

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Student Mobility (MY)

IR4.0 Enhanced Syllabus

Further Studies Overseas

Choice of Electives Available

Earn up to 34 Digital Badges

Career Opportunities

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

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

FOUNDATION IN COMMERCE

SJ (R2/010/3/0434) (05/22) (A7945) • KL (R2/010/3/0258) (02/25) (A5212)

FOUNDATION IN BUSINESS

SWK (R2/010/3/0418) (10/21) (A7097)



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

Programme Modules

- Thinking Skills
- English I
- Mathematics
- Basic Information and Communication Technologies (ICT)
- Financial Accounting
- Essentials of Economics
- English II
- Introduction to Law
- Management Accounting
- Co-curriculum
- Introduction to Management
- Introduction to Marketing
- Electives *(Choose any two)*:
 - Introduction to Finance
 - Writing & Research Skills
 - Introduction to Psychology
 - Introduction to Visual Arts
 - Introduction to Mass Media and Communication
 - Introduction to Legal Skills

Dual Award



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Financial Aid / Funding Available*

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Further Studies Overseas



Option for Dual Certification



UK Lecturers / Tutors



Earn up to 32 Digital Badges

Career Opportunities

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

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 a smooth progress into a degree of their choice.

Programme Modules

- Thinking Skills
- English I
- Mathematics
- Basic Information and Communication Technologies (ICT)
- Introduction to Psychology
- Essentials of Economics
- English II
- Introduction to Law
- Introduction to Sociology
- Co-curriculum
- Introduction to Management
- Writing & Research Skills
- Electives *(Choose any two):*
 - Introduction to Finance
 - Introduction to Visual Arts
 - Introduction to Mass Media and Communication
 - Introduction to Legal Skills

Dual Award



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Financial Aid / Funding Available*

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- Further Studies Overseas
- Option for Dual Certification
- UK Lecturers / Tutors
- Earn up to 32 Digital Badges

Career Opportunities

This qualification is specially designed for students with SPM, O-Level or equivalent qualifications and who would like to pursue a bachelor's 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.

ELECTIVE COURSES



DIPLOMA LEVEL

No	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		Business and Accounting	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	Principle of Electronics & Electrical Engineering		Engineering
20	Integrated Marketing Communication			4	46	Engineering Drawing	3	
21	International Business			4	47	Fundamental of Photography	Creative Arts & Design	
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	

CERTIFICATE LEVEL

No	Name of Course / Module	School	Credit Value	No	Name of Course / Module	School	Credit Value
1	Introduction to Information Technology	Information Technology	3	8	Business Law	Business & Accounting	3
2	Introduction to Programming		3	9	International Business		3
3	Web Designing		3	10	Fundamental of Food	Hospitality & Tourism*	3
4	Introduction to Database		3	11	Customer Service Management		3
5	Introduction to Java		3	12	Basic Childcare 1	Early Childhood Education	3
6	Introduction to Animation and Multimedia		3	13	Fundamental Photography	Creative Arts & Design	4
7	Applied Digital Skills		3				

*Only applicable in Subang Jaya and Kuala Lumpur campus.



SCHOLARSHIPS AVAILABLE*

*subject to change



Scholarship Name	Priority Courses
Program Graduan Cemerlang (GrEP MARA)	All Programmes
Program Penajaan Pengajian Tertiar (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