



SEGi COLLEGE passion guided, industry driven

PSYCHOLOGY PROGRAMMES



For more information, contact our career guidance counsellors at:

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- Subang Jaya** (B4P8120) • City Campus, Persiaran Kewajipan, USJ 1, 47600 UEP Subang Jaya, Selangor Darul Ehsan. **Tel:** 03-8600 1888 **Fax:** 03-8600 1999 **Email:** infosj@segi.edu.my
- Kuala Lumpur** (JPWP178) • Bangunan SEGi, 33-35, Jalan Hang Lekiu, 50100 Kuala Lumpur. **Tel:** 03-2070 2078 **Fax:** 03-2034 2759 **Email:** infokl@segi.edu.my
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www.segi.edu.my

SEGi College

Diploma in Psychology

Upper Iowa University, USA

Bachelor of Science (4+0) Psychology



Introduction



MESSAGE FROM THE DEAN

“Psychology, as a course of study and a future career, is exciting and varied with a multitude of real-life applications. Over the years psychology has achieved general acceptance as a scientific discipline and offers a wide range of career opportunities.”

Ms. Lydia Foong
Dean, Faculty of Education and Social Sciences

WHAT IS PSYCHOLOGY?

Psychology is both an academic and applied discipline concerned with the scientific study of mental processes and behavior. Psychology seeks to explain thought, emotion and behaviour in the context of real life.

Psychologists study such phenomena as perception, cognition, emotion, personality, behavior, and interpersonal relationships. Knowledge gained from such studies is then applied to various elements of human activity including issues relating to mental health problems, self-help, performance enhancement and many other areas affecting health and daily life.

Apart from attempting to understand people's elementary mental functions, psychology also attempts to determine the role these functions play in social behavior and in social dynamics.

PSYCHOLOGY CAREER PROSPECTS

Opportunities for work in psychology are expanding in number and scope. Those who possess a diploma or degree in psychology have excellent preparation for continued undergraduate studies and graduate work in psychology or other fields, such as business, education, medicine, computer science, etc.

Psychology is a varied field and students with a diploma or bachelor degree in psychology can pursue career options including:

- Psychologist
- Consultant
- Rehabilitation
- Education / Lecturing / Training
- Business / Management
- Social Service Work
- Management Consultancy
- Human Resource
- Research
- Marketing
- Counselling



The SEGi Advantage



Auditoriums, Tutorial Rooms and Multi-Purpose Halls

Spacious Auditoriums, Tutorial Rooms and Multi-Purpose Halls with modern facilities provide a conducive learning environment for students.



Library

The well-resourced library contains large selections of the latest books, journals and online materials. Students can also access learning materials online via the student portal (SEGi2U).



Computer Laboratory

Numerous Computer Laboratories with high speed Internet access and the latest software are available to students. High speed Internet access and Wi-fi are also available.



Convocation

Graduates celebrate during their Convocation at SEGi.



Cafeteria

The campus cafeteria caters for all tastes with a variety of western and asian cuisines at affordable prices.



Fully-Furnished Residence Blocks within Campus Grounds

SEGi College boasts fully-furnished residence blocks within campus grounds for outstation students. Students wanting more privacy can also elect to stay in private accommodation close to the campus.



Career Exploratory Programme

Students received industry internship training with over 500 companies under our Career Exploratory Programme (CEP).



SEGi Leadership Centre

Soft skills development for SEGi full-time students at the SEGi Leadership Centre (SLC) Kuala Linggi, Melaka.

World-Class Institutions



Established in 1857 Upper Iowa University (UIU), is the largest private university in Iowa. It is located in the city of Fayette in the scenic Volga River Valley of northeast Iowa. Home to more than 700 students, UIU's Fayette Campus offers programs of study in Business, Education, Liberal Arts, Mathematics and Science, RN-BSN, and Master of Education. Our students receive a quality education at an affordable price, graduating with less debt and the confidence to succeed in life.

In addition to the main campus in Fayette, Iowa, UIU has established off-campus centres throughout Southeast Asia, including Malaysia, Hong Kong and Singapore.



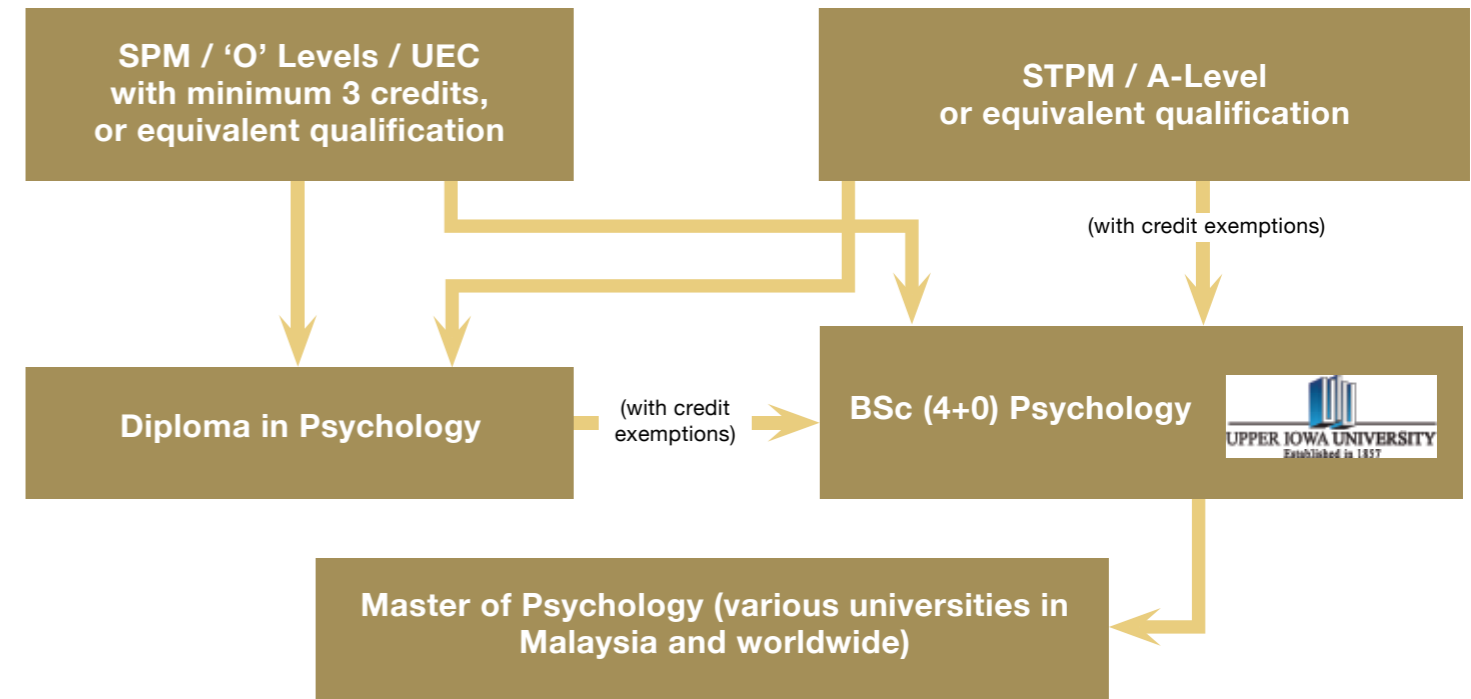
SEGi College Subang Jaya Campus

SEGi Group of Colleges is one of Malaysia's largest private higher education provider with campuses in Kota Damansara, Subang Jaya, Kuala Lumpur, Penang and Sarawak. Students who study at SEGi College will have the benefit of learning through a variety of methods, including lectures, seminars, workshops and presentations from both national and international sources.

With a proud history dating more than 30 years, SEGi has written thousands of success stories.

SEGi also draws a large number of top-notch academics and captains of industries into its community, who serve as academic advisors, lecturers, examiners and moderators.

Study Route



STUDY PATHWAYS

Undergraduates

Students with a diploma or bachelor's degree in psychology can find work related to their college major. For example, they may be assistants in rehabilitation centers, business, sales/service sector, administrative support, public affairs, education, sales, service industries, health, etc. They can also work as employment advisor, counselor trainees, interviewers, personnel analysts, and writers.

Master's Graduates

Students who pursue a master's degree may work in research in universities, and private companies, health, industry, and education, etc. Persons with master's degrees often work under the direction of a doctoral psychologist, especially in clinical, counselling, and research work.

Doctoral Graduates

Doctoral degree is the standard for independent research or practice in psychology. Psychologists with doctoral degrees can work in the public and private sector and include fields such as industrial/organizational psychology, educational psychology, research and higher education.



Programmes	Entry Requirements	Duration	Intakes
Diploma of Psychology SEGi College	SPM / O-Level / UEC with minimum 3 credits, or equivalent qualification	28 Months	January, May and September
Bachelor of Science (4+0) Psychology Upper Iowa University, USA	SPM / O-Level / GCSEs (5 credits) holders are eligible to enter the programme at Degree level	4 Years	January, May and August
	STPM / A-Levels (2 principals) holders are eligible to enter the programme at Year 2 (bachelor degree level)	4 Years with credit exemptions	January, May and August

SEGI COLLEGE PSYCHOLOGY CLUB

SEGi College Subang Jaya established the Psychology Club to assist students both socially and academically. The social function of this Club is to provide a constructive ground for social gathering and to further the relationship between the students and the faculty by getting both groups involved in activities associated with the field of psychology. Secondly, the academic function is to increase awareness in the field of psychology, as well as make available a forum for those people interested in learning more about psychology to gather information and participate in the field. Membership into the club is open to all current students and faculty members of SEGi College.

Diploma in Psychology

The SEGi Diploma in Psychology aims to produce graduates with intellectual aptitudes, independence and transferable skills for employment and/or further studies. Students can also apply the basic psychological theories and principals to significant areas of human activities such as healthcare, education, management, social welfare, and many more.

For entry into the course students are not required to have any prior knowledge or experience in psychology, however, a keen interest and desire to work with people is a must, as psychology is essentially the study and understanding of human motives and behaviour.

Programme Objectives

This course intends to provide students with:

- Foundational knowledge of theories in psychology and associated principals that contribute to the discipline of psychology.
- Knowledge of the scientific methods used to generate information in the field.
- Opportunities to apply basic psychological theories and principals to significant areas of human activities as well as individuals.
- Knowledge and reflective understanding of the relationships between issues of psychological well-being and the broader social, environmental, political and philosophical issues and their implications for responsible citizenship.
- Opportunities to foster personal development in ethics, values and career plans, as well as the skills of literacy, numeracy and critical analysis that will enable graduates to make a successful contribution to the general needs of society.
- Intellectual aptitudes, independence and transferable skills for employment and/or further study in Psychology as both an academic and applied disciplines.

COURSE SYLLABUS

	Semester 1	Semester 2	Semester 3
Year 1	<ul style="list-style-type: none"> Introduction to Psychology (PSY 1001) Proficiency in English (LIN 1000) Computer Applications (PIT 1000) 	<ul style="list-style-type: none"> Bahasa Kebangsaan (MPW 1113) Life Span Development (PSY 1002) Social Psychology (PSY 1003) English for Academic Purposes (LIN 1001) 	<ul style="list-style-type: none"> Cross Cultural Psychology (PSY 1004) Introduction to Research Methods in Psychology (PSY1005) Cognitive Psychology (PSY 1006) Personality (PSY1007) Pengajian Malaysia (MPW 1133)
Year 2	<ul style="list-style-type: none"> Principles of Counselling (PSY 2001) Issue and Ethics in the Helping Profession (PSY 2002) 	<ul style="list-style-type: none"> Motivation, Emotions and Learning (PSY 2003) Elementary Statistics (PSY 2004) Bahaviour and the Brain (PSY 2005) Pengajian Islam Atau Pengajian Moral (MPW 1143/MPW 1153) Human Communications (COM 2000) 	<ul style="list-style-type: none"> Industrial and Organisational Psychology (PSY 2006) Educational Psychology (PSY 2007) Abnormal Psychology (PSY 2008) Introduction to Criminology (SOC 2000) Health Psychology (PSY 2009)
Year 3	<ul style="list-style-type: none"> Semester 7 Applied Behaviour Analysis (PSY 2010) Elective* 	<ul style="list-style-type: none"> Semester 8 Internship (PSY 3001) 	
* Electives			
<ul style="list-style-type: none"> a. Introduction to Business (1BMT0814) b. Introduction to Marketing (3SMK0808) c. Human Resource Management (4BMT0802) d. Foundations of Early Childhood Education (ECE1001) 		<ul style="list-style-type: none"> e. Play and Learning (ECE1005) f. Special Educational Needs and Learning Disabilities (ECE2010) g. The Child, Family and Society (ECE3004) 	

Entry Requirements
SPM / O-Level / UEC with minimum 3 credits, or equivalent qualification

Duration
28 Months

Intakes
January, May and September



“Psychology is a young and fast developing field in Malaysia. This rapid growth has led to the opening up of new career opportunities in the areas of health, education, organisational and business psychology.”

Marian Arumugam
Senior Lecturer cum Counsellor, SEGi College

Bachelor In Science (4+0) Psychology, UIU



This course is designed to introduce learners to the role of psychology in contemporary society and provide students with an insight into major issues in psychology, with a view to stimulating further interest and study. The course also covers a wide range of theories derived from developmental, social, behavioural, educational and health psychology.

The American Degree Programme (ADP) at SEGi College offers students the opportunity to obtain a bachelor degree qualification from the United States of America while complete their studies in Malaysia. Students also have the opportunity to transfer their studies to the Upper Iowa University (UIU) Fayette Campus at any stage. The programme is based on the same structure as conducted at UIU.

COURSE SYLLABUS

Core Modules			
<ul style="list-style-type: none"> Senior Project – Psychology Elementary Statistics General Psychology Skills and Strategies in Helping Professionals 	<ul style="list-style-type: none"> Research Methods Personality Issues and Ethics in Helping Professionals 	Plus one of the following: <ul style="list-style-type: none"> Human Growth, Development and Guidance Developmental Psychology: Birth to Adult Developmental Psychology: Young Adult to Late Adult Social Gerontology 	
Psychology Modules			
<ul style="list-style-type: none"> Adjustment Introduction to Human Services Group Dynamics Conflict Resolution Gender Roles Human Sexuality 	<ul style="list-style-type: none"> Substance Abuse Social Psychology Cognition Biology and Behavior Motivation Abnormal Psychology 	<ul style="list-style-type: none"> Methods in Human Services I Methods in Human Services II Human Behavior in the Social Environment Practicum Internship – Psychology 	<ul style="list-style-type: none"> Psychology of Disaster Industrial Psychology Assessment Organizational Behavior



Jason Raj (left) and Dr Hassan Zand (right) lecturing at Upper Iowa University in the USA as a part of the instructor exchange programme.

Entry Requirements

SPM / O'Levels / GCSEs (5 credits) holders are eligible to enter the programme at Diploma level and can complete the course within 4 years (full-time).

STPM / A-Levels (2 principals) holders are eligible to enter the programme at Year 2 (bachelor degree level) and can complete the course within 3 years (full-time).

Duration

SPM / O'Levels / GCSEs (5 credits) 4 Years
STPM / A-Levels (2 principals) 4 Years with credit exemption

Intakes

January, May and August