10 REASONS TO STUDY AT SEGi UNIVERSITY & COLLEGES

- Almost 40 years of establishment
- Accreditation by Malaysian Qualification Agency (MQA)
- World renowned university partners
- Cutting edge facilities
- Holistic learning
- Advance credit transfer
- Innovative financing
- Wide-ranging quality programs
- Broad entry level
- Accessibility
SEGi graduates are fully equipped with the skills and tools of the trade essential in facing the challenges of today. These skills carved into everyday practice, proves that SEGians are all-rounders, at the top of their game in all aspects.
A national advocate and institutional voice for self-regulation of academic quality through accreditation, CHEA is an association of 3,000 degree-granting colleges and universities and recognises 60 institutional and programmatic accrediting organisations. Governed by a 20-person board of college and university presidents, institutional representatives and public members. Recognition is the scrutiny and affirmation of the quality of regional, faith-related, career-related and programmatic accrediting organisations. CHEA is the only non-governmental higher education organisation in the United States that undertakes this scrutiny. The federal government, through the U.S. Department of Education, conducts governmental recognition reviews.

Troy University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate, baccalaureate, master’s, education specialist, and doctoral degrees. The Southern Association of Colleges and Schools (SACS) is one of the six organisations recognized by the United States Department of Education and the Council for Higher Education Accreditation. This agency accredits over 13,000 public and private educational institutions ranging from preschool to college level in the Southern United States.

Troy University, through its Sorrell College of Business, is nationally accredited by the Association of Collegiate Business Schools and Programs (ACBSP) to offer baccalaureate degree programs in accounting, finance, general business, information systems, management and marketing.
Troy University’s tradition of teaching excellence dates to its founding on February 26, 1887, when an act of the Alabama Legislature established Troy State Normal School as an institution to train teachers for Alabama’s schools. Joseph Macon Dill was the institution’s first president. In 1893, the school was renamed Troy State Normal College.

The Normal College offered extension courses for teachers and granted teaching certificates until 1929, when the State Board of Education changed the charter of the institution and renamed it Troy State Teacher’s College. That same year, the college moved to its present site and the first two buildings were dedicated: Shackelford Hall, named for Edward Madison Shackelford, president of the school from 1899-1936, and Bibb Graves Hall, named for David Bibb Graves, Alabama’s “education governor”. Governor Bibb Graves is also remembered for commissioning the Olmsted Brothers architectural firm of Brookline, Massachusetts, to design the campus landscape plan.

Like many American universities, Troy State Teacher’s College enjoyed one of its most prosperous periods of growth in the years following World War II when returning veterans took advantage of the GI Bill. The enrollment of the College more than doubled and this growth led to the introduction of degree programs in disciplines other than education, most notably in business. In 1957, the State Board of Education recognized this expanded role and dropped “Teacher’s” from Troy State College’s name.

The decade of the 1950s also marked the University’s long relationship with the United States Military, as extension courses were offered on nearby bases, first at Fort Rucker, near Dothan, and later at Maxwell Air Force Base in Montgomery. A separate Troy State College teaching center was established at Fort Rucker in 1961, which evolved into the present-day Dothan Campus. A similar center, begun at Maxwell Air Force Base in 1965, led to the creation of the present-day Montgomery Campus. These programs were the forerunners of the modern TROY Global Campus division of Troy University, which operates all TROY teaching sites outside of Alabama. In 1973, the University opened sites at military bases in Florida. Today, TROY Global Campus operates more than 60 sites in 17 U.S. states and 11 nations.

In 1967, Gov. Lurleen B. Wallace appointed eight members to the newly established Troy State College Board of Trustees, removing the institution from the control of the State Board of Education. One of the first acts of the new board was to recommend the change of the name to Troy State University. The new name became official on Dec. 14, 1967.

In 1975, the Phenix City Campus was opened as a branch of the main campus.

In 1982, the Troy State University System was formed, as the campuses in Dothan and Montgomery were granted independent accreditation status. In April of 2004 the Board of Trustees voted to drop “State” from the University’s name to better reflect the institution’s worldwide mission. Starting August 2005, all TROY campuses were again unified under one accreditation.
<table>
<thead>
<tr>
<th>Programme</th>
<th>Awarding Institution</th>
<th>Entry Requirements</th>
<th>Duration</th>
<th>Campus</th>
</tr>
</thead>
</table>
| Bachelor of Science in Business Administration (Global Business Major) | Collaboration with Troy University | • SPM with 5 credits in any subjects;  
• UEC with Grade B in 5 subjects;  
• or other equivalent qualifications approved by MOHE | 4 years | Kota Damansara  
Kuala Lumpur  
Subang Jaya  
Sarawak |
| Bachelor of Science in Communication Arts (Promotion Minor) | Collaboration with Troy University | • SPM with 5 credits in any subjects and pass in English  
• UEC with Grade B in 5 subjects and pass in English  
• or other equivalent qualifications approved by MOHE | 4 years | Kota Damansara  
Kuala Lumpur  
Subang Jaya  
Penang  
Sarawak |
| Bachelor of Science in Communication Arts (Psychology Minor) | Collaboration with Troy University | • SPM with 5 credits in any subjects and pass in English  
• UEC with Grade B in 5 subjects and pass in English  
• or other equivalent qualifications approved by MOHE | 4 years | Kota Damansara  
Kuala Lumpur  
Subang Jaya  
Penang  
Sarawak |
| Bachelor of Science in Psychology (Communications Studies Minor) | Collaboration with Troy University | • SPM with credits in 5 subjects;  
including Mathematics and Science, and pass in English  
• UEC with Grade B in 5 subjects;  
including Mathematics and Science, and pass in English  
• or other equivalent qualifications approved by MOHE | 4 years | Kota Damansara  
Kuala Lumpur  
Sarawak |
| Bachelor of Science in Psychology (Global General Business Minor) | Collaboration with Troy University | • SPM with credits in 5 subjects;  
including Mathematics and Science, and pass in English  
• UEC with Grade B in 5 subjects;  
including Mathematics and Science, and pass in English  
• or other equivalent qualifications approved by MOHE | 4 years | Kota Damansara  
Kuala Lumpur  
Sarawak |
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (GLOBAL BUSINESS MAJOR)  
TROY UNIVERSITY

This program provides a firm foundation in the fundamental areas in 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, global workplace. Students will hone their practical managerial skills, communication skills, and business decision-making capabilities. This program incorporates practical experience, in the form of case studies, presentations, industrial visits, and interaction with experts from the industry.

Program Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Speaking</td>
<td>Accounting Principles 1</td>
<td>Business Communication</td>
<td>Consumer Behavior</td>
</tr>
<tr>
<td>Hubungan Etnik</td>
<td>Principles of Microeconomics</td>
<td>Fundamentals of Financial Mathematics</td>
<td>Introduction to Project Management</td>
</tr>
<tr>
<td>Computer Concepts and Applications</td>
<td>Principles of Marketing</td>
<td>International Trade</td>
<td>Services Marketing</td>
</tr>
<tr>
<td>Visual Arts</td>
<td>World Literature After 1660</td>
<td>Global Human Resource Management</td>
<td>Retailing</td>
</tr>
<tr>
<td>Tamadun Islam dan Tamadun Asia Tenggara (Local) OR Malaysian Studies (International)</td>
<td>University Orientation</td>
<td>Innovative Practices and Thoughts in Business</td>
<td>Organizational Behaviour</td>
</tr>
<tr>
<td>Composition and Modern English I</td>
<td>Principles of Management</td>
<td>Bahasa Melayu Komunikasi II</td>
<td>Business and Society</td>
</tr>
<tr>
<td>Principles of Biology (Lab)</td>
<td>Business Statistics</td>
<td>(for International Students Only)</td>
<td>Business Seminar</td>
</tr>
<tr>
<td>Business Calculus</td>
<td>Legal Environment of Business</td>
<td>Global Electronic Business</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>Introduction to Drama</td>
<td>Accounting Principles 2</td>
<td>Global Marketing</td>
<td>Pengurusan Ko-Kurikulum</td>
</tr>
<tr>
<td>Composition and Modern English II</td>
<td>World Literature Before 1660</td>
<td>Personal Health Development</td>
<td>Managing in a Global Environment</td>
</tr>
<tr>
<td>General Chemistry I (Lab)</td>
<td>Principles of Macroeconomics</td>
<td>Fundamentals of Managerial Finance</td>
<td></td>
</tr>
</tbody>
</table>

DID YOU KNOW?

Students experience BLOCK TEACHING by Troy lecturers from the main campus for selected subjects.

Career Opportunities

Our graduates will have the skills necessary to embark on successful careers in international business, management, human resource management, marketing, finance, entrepreneurship and many more.
BACHELOR OF SCIENCE IN COMMUNICATION ARTS
(PROMOTION MINOR)

Program Modules

TROY UNIVERSITY

Student will develop their abilities to analyze and interpret works of art and performances as well as the rhetoric and actions of past and present leaders. This program also allow students to communicate effectively within a variety of contexts using the multiple languages and tools of the communication arts disciplines; also to make intelligent decisions in an increasingly complex and diverse, media-driven society. Students will work together harmoniously in groups to accomplish established goals. The mission of this program includes the creation of a climate that encourages responsible, ethical, and informed expression within the disciplines.

Program Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Speaking</td>
<td>Introduction to Communication</td>
<td>Principles of Marketing</td>
<td>Senior Project</td>
</tr>
<tr>
<td>Hubungan Etnik (Local) or Bahasa Melayu Komunikasi II (International)</td>
<td>World History from 1500</td>
<td>Principles of Accounting I</td>
<td>Advanced Technologies in Journalism</td>
</tr>
<tr>
<td>Computer Concepts and Applications</td>
<td>Voice and Diction</td>
<td>Interviewing and Information</td>
<td>Retailing</td>
</tr>
<tr>
<td>Visual Arts</td>
<td>World Literature After 1660</td>
<td>Interpersonal Communication</td>
<td>Principles of Microeconomics</td>
</tr>
<tr>
<td>Tamadun Islam dan Tamadun Asia Tenggara (Local) or Malaysian Studies (International)</td>
<td>Pengurusan Ko-Kurikulum</td>
<td>Rhetorical and Communication Theory</td>
<td>Mass Media Law</td>
</tr>
<tr>
<td>Composition and Modern English I</td>
<td>Orientation to Troy University</td>
<td>Organizational Communication</td>
<td>Global Marketing</td>
</tr>
<tr>
<td>Principles of Biology (Lab)</td>
<td>Introduction to Public Relations</td>
<td>Legal Environment of Business</td>
<td>Propaganda and Persuasion</td>
</tr>
<tr>
<td>Pre-Calculus Algebra</td>
<td>Personal Health Management</td>
<td>International/Intercultural Communication</td>
<td>Internship</td>
</tr>
<tr>
<td>Introduction to Drama</td>
<td>World Literature Before 1660</td>
<td>Group Discussion and Leadership</td>
<td>Communication Seminar</td>
</tr>
<tr>
<td>Composition and Modern English II</td>
<td>New Media</td>
<td>Conflict Management</td>
<td></td>
</tr>
<tr>
<td>General Chemistry I (Lab)</td>
<td>Webpage Design</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

INTERESTING FACT

Students get to EXPERIENCE AMERICAN EDUCATION 100% IN MALAYSIA (4+0), with options of 2+2, 3+1, 1+3 or one semester to transfer to Troy University.

Career Opportunities

Our graduates will use their skills in communication and persuasion to embark on successful careers in public relations, advertising, journalism, sales marketing and other careers that influence our society everyday.
The program offers students the opportunity to delve into topics of public relations, organizational communication and media. Theories of visual, oral and written communication are studied. Students might discover methods of incorporating visual, written and oral communication to produce effective marketing campaigns, political platforms or community relations events. They could become adept negotiators, learn to resolve disputes and manage issues in diversity. Students learn theories of interpersonal, multicultural and organisational communication.

Program Modules

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Public Speaking</td>
<td>Introduction to Communication</td>
<td>Psychology Minor Elective 1</td>
<td>Senior Project</td>
</tr>
<tr>
<td>Hubungan Etnik or Bahasa Melayu Komunikasi II</td>
<td>World History from 1500</td>
<td>Psychology Minor Elective 2</td>
<td>Advanced Technologies in Journalism</td>
</tr>
<tr>
<td>Computer Concepts and Applications</td>
<td>Voice and Diction</td>
<td>Interviewing and Information</td>
<td>Psychology Minor Elective 4</td>
</tr>
<tr>
<td>Visual Arts</td>
<td>World Literature After 1660</td>
<td>Interpersonal Communication</td>
<td>Psychology Minor Elective 5</td>
</tr>
<tr>
<td>Tamadun Islam dan Tamadun Asia Tenggara (Local) or Malaysian Studies (International)</td>
<td>Pengurusan Ka-Kurikulum</td>
<td>Rhetorical and Communication Theory</td>
<td>Mass Media Law</td>
</tr>
<tr>
<td>Composition and Modern English I</td>
<td>Orientation to Troy University</td>
<td>Organizational Communication</td>
<td>Psychology Minor Elective 6</td>
</tr>
<tr>
<td>Principles of Biology (Lab)</td>
<td>Introduction to Public Relations</td>
<td>Psychology Minor Elective 3</td>
<td>Propaganda and Persuasion</td>
</tr>
<tr>
<td>Pre-Calculus Algebra</td>
<td>Personal Health Management</td>
<td>International/Intercultural Communication</td>
<td>Internship</td>
</tr>
<tr>
<td>Introduction to Drama</td>
<td>World Literature Before 1660</td>
<td>Group Discussion and Leadership</td>
<td>Communication Seminar</td>
</tr>
<tr>
<td>Composition and Modern English II</td>
<td>New Media</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>webpage Design</td>
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</tr>
<tr>
<td></td>
<td>Conflict Management</td>
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<td></td>
</tr>
</tbody>
</table>

Psychology Minor Electives

- General Psychology
- Developmental Psychology
- Cognitive Psychology
- Theories of Learning
- Physiological Psychology
- Sensation and Perception
- Abnormal Psychology
- Abnormal Child Psychology
- Social Psychology
- Principles of Counseling
- Introduction to Substance Abuse Counseling
- Theories of Personality
- Gerontology
- Forensic Psychology
- Psychological Tests and Measurements
- Business and Industrial Psychology
- Applied Behavior Analysis

Career Opportunities

Our graduates will use their skills in communication and their understanding of human behavior to embark on career in organizational communication, public speaking, advertising, journalism, sales, marketing and other careers that influence our society everyday.
BACHELOR OF SCIENCE IN PSYCHOLOGY (COMMUNICATIONS STUDIES MINOR)

TROY UNIVERSITY

The Bachelor of Science in Psychology (Communications Studies Minor) provides students with a useful foundation to embark on further study at the graduate level, leading to various careers in psychology or to study in the health professions and social work. The program equips students with communication skills related to employment, industry or human services and a basic understanding of human mental processes and behaviors in daily interaction. Students who obtained an advanced degree will have a growing range of new opportunities for employment in medical settings, education, business as well as private practice, university teaching and research.

Program Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Speaking</td>
<td>World Literature After 1660</td>
<td>Communications Minor Elective 2</td>
<td>Senior Seminar in Psychology</td>
</tr>
<tr>
<td>Hubungan Etnik or Bahasa Melayu Komunikasi II</td>
<td>World History from 1500</td>
<td>Abnormal Psychology</td>
<td>Physiological Psychology or Sensation and Perception</td>
</tr>
<tr>
<td>Computer Concepts and Applications</td>
<td>General Psychology</td>
<td>Basic Statistics</td>
<td>Communications Minor Elective 5</td>
</tr>
<tr>
<td>Visual Arts</td>
<td>Developmental Psychology</td>
<td>Applied Behavior Analysis</td>
<td>Principles of Counseling</td>
</tr>
<tr>
<td>Composition and Modern English I</td>
<td>Orientation to Troy University</td>
<td>Cognitive Psychology</td>
<td>Communication Minor Elective 6</td>
</tr>
<tr>
<td>Principles of Biology (Lab)</td>
<td>Tamadun Islam dan Tamadun Asia Tenggara (Local) or Pengajian Malaysia 3 (International)</td>
<td>Communications Minor Elective 3</td>
<td>Forensic Psychology</td>
</tr>
<tr>
<td>Pre-Calculus Algebra</td>
<td>World Literature Before 1660</td>
<td>Business and Industrial Psychology</td>
<td>Social Psychology</td>
</tr>
<tr>
<td>Introduction to Drama</td>
<td>Communications Minor Elective 1</td>
<td>Research Methods</td>
<td>Senior Project in Psychology</td>
</tr>
<tr>
<td>Composition and Modern English II</td>
<td>Personal Health Management</td>
<td>Communications Minor Elective 4</td>
<td>Advanced General Psychology</td>
</tr>
<tr>
<td>General Chemistry I (Lab)</td>
<td>History and Systems of Psychology</td>
<td>Theories of Learning</td>
<td></td>
</tr>
</tbody>
</table>

Communications Studies Minor Electives

- Conflict Management
- International/Intercultural Communication
- Group Discussion and Leadership
- Propaganda and Persuasion
- Rhetorical and Communication Theory
- Communication Research
- Advanced Technologies in Journalism
- Interviewing and Information
- Organizational Communication
- Mass Media Law

Career Opportunities

With a Bachelor of Science in Psychology (Communications Studies Minor), you are equipped with good research and writing skills, analytical and critical thinking and problem solving skills. Many graduates find jobs in mental health services, human resources, administrative support and education. Some may further their specialization and career path as clinical psychologists, developmental psychologists, family and marriage counselors, psychotherapists and social workers.
BACHELOR OF SCIENCE IN PSYCHOLOGY (GLOBAL GENERAL BUSINESS MINOR)

TROY UNIVERSITY

The Bachelor of Science in Psychology (Global Business Minor) provides students with useful fundamentals in psychology and business administration. This program also develops students’ practical managerial skills, communication skills, business problem-solving and decision-making capabilities. Students who obtained an advanced degree will have a growing range of new opportunities for employment in top and middle-level business management, as well as private practice, university teaching and research.

Program Modules

Year 1
- Public Speaking
- Hubungan Etnik or Bahasa Melayu Komunikasi II
- Computer Concepts and Applications
- Visual Arts
- Composition and Modern English I
- Principles of Biology (Lab)
- Pre-Calculus Algebra
- Introduction to Drama
- Composition and Modern English II
- General Chemistry I (Lab)

Year 2
- World Literature After 1660
- World History from 1500
- General Psychology
- Developmental Psychology
- Orientation to Troy University
- Tamadun Islam dan Tamadun Asia Tenggara (Local) or Pengajian Malaysia 3 (International)
- World Literature Before 1660
- Principles of Marketing
- Personal Health Management
- History and Systems of Psychology

Year 3
- Principles of Microeconomics
- Abnormal Psychology
- Basic Statistics
- Applied Behavior Analysis
- Pengurusan Ko-Kurikulum
- Cognitive Psychology
- Principles of Management
- Business and Industrial Psychology
- Research Methods
- Theories of Learning
- Principles of Accounting I

Year 4
- Senior Seminar in Psychology
- Physiological Psychology or Sensation and Perception
- Global Human Resource Management
- Principles of Counseling
- Organizational Behavior
- Forensic Psychology
- Theories of Personality
- Social Psychology
- Senior Project in Psychology
- Advanced General Psychology

Year 5
- Industrial Training

HAVE YOU HEARD?

Students can facilitate the integration of knowledge by TAKING A VARIETY OF CLASSES IN DIFFERENT FIELDS such as literature, sciences, social sciences and arts.
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