10 REASONS TO STUDY AT SEGi UNIVERSITY & COLLEGES

- Almost 40 years of establishment
- Accreditation by Malaysian Qualification Agency (MQA)
- Cutting edge facilities
- Holistic learning
- Accessible
- Advance credit transfer
- Innovative financing
- World renowned university partners
- Wide-ranging quality programs
- Broad entry level
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’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  | Kuala Lumpur    |
| Bachelor of Science in Communication Arts (Promotion Minor) | 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  | Kuala Lumpur    |
| Bachelor of Science in Communication Arts (Psychology Minor) | 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  | Kuala Lumpur    |
| Bachelor of Science in Psychology (Communications Studies Minor) | 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  | Kuala Lumpur    |
| Bachelor of Science in Psychology (Global General Business Minor) | 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  | Kuala Lumpur    |

*With Credit Exemptions*
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (GLOBAL BUSINESS MAJOR)

TROY UNIVERSITY

The Global General Business Bachelor’s Degree provides a solid understanding of the fundamental areas in business: finance, accounting, management and marketing. The program is designed to prepare students for the diverse environment of the business world. This program thus expose students to a variety of “core subjects” and allow students to specialize in a specific academic area. The degree also develops the student’s practical managerial skills, communication skills and business decision-making capability. Many programs thus incorporate training and practical experience, in the form of case projects, presentations, internships, 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><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 1</strong></td>
</tr>
<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><strong>Semester 2</strong></td>
<td><strong>Semester 2</strong></td>
<td><strong>Semester 2</strong></td>
<td><strong>Semester 2</strong></td>
</tr>
<tr>
<td>Composition and Modern English I</td>
<td>Principles of Management</td>
<td>Business Statistics</td>
<td>Business and Society</td>
</tr>
<tr>
<td>Principles of Biology (Lab)</td>
<td><strong>Semester 3</strong></td>
<td><strong>Semester 3</strong></td>
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<tr>
<td><strong>Semester 3</strong></td>
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<td><strong>Semester 3</strong></td>
</tr>
<tr>
<td>Business Calculus</td>
<td>Legal Environment of Business</td>
<td>Personal Health Development</td>
<td>Business Seminar</td>
</tr>
<tr>
<td>Introduction to Drama</td>
<td>Accounting Principles 2</td>
<td>Fundamentals of Managerial Finance</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>Composition and Modern English II</td>
<td>World Literature Before 1660</td>
<td>Operations Management</td>
<td>Pengurusan Aka-Kurikulum</td>
</tr>
<tr>
<td>General Chemistry I (Lab)</td>
<td>Principles of Macroeconomics</td>
<td>Leadership and Change</td>
<td>Managing in a Global Environment</td>
</tr>
</tbody>
</table>

Career Opportunities

Your career options in business administration will depend largely on your education level as well as your other qualifications. That said, there are many different jobs that may be open to you in the business administration field. Some of the most popular options include finance, general business, human resource management, information systems, management, managerial accounting, marketing, accountant and many more.
TROY UNIVERSITY

BACHELOR OF SCIENCE IN COMMUNICATION ARTS (PROMOTION MINOR)

Troy University have the richest experiences of human beings arise from their abilities to analyze and interpret intelligently and imaginatively works of art and performances as well as the rhetoric and actions of past and present leaders; to communicate effectively within a variety of contexts using the multiple languages and tools of the communication arts disciplines; to make intelligent decisions in an increasingly complex and diverse, media-driven society; and to work together harmoniously in groups to accomplish established goals. The mission of this program includes the creation of a climate within and beyond its institutional boundaries that encourages responsible, ethical, and informed expression within the disciplines of which it is composed to provide excellence in instruction in selected communication disciplines along with practical experiences in communication and many more.

Program Modules

Year 1

Semester 1
- Public Speaking
- Hubungan Etnik (Local) or Bahasa Melayu Komunikasi II (International)
- Computer Concepts and Applications
- Visual Arts
- Tamadun Islam dan Tamadun Asia Tenggara (Local) or Malaysian Studies (International)

Semester 2
- Composition and Modern English I
- Principles of Biology (Lab)

Semester 3
- Pre-Calculus Algebra
- Introduction to Drama
- Composition and Modern English II
- General Chemistry I (Lab)

Year 2

Semester 1
- Introduction to Communication
- World History from 1500
- Voice and Diction
- World Literature After 1660
- Pengurusan Ko-Kurikulum

Semester 2
- Orientation to Troy University
- Introduction to Public Relations
- Personal Health Management

Semester 3
- World Literature Before 1660
- New Media
- Webpage Design
- Conflict Management

Year 3

Semester 1
- Principles of Marketing
- Principles of Accounting I
- Interviewing and Information
- Interpersonal Communication

Semester 2
- Rhetorical and Communication Theory
- Organizational Communication

Semester 3
- Legal Environment of Business
- International/ Intercultural Communication
- Group Discussion and Leadership
- Communication Research

Year 4

Semester 1
- Senior Project
- Advanced Technologies in Journalism
- Retailing
- Principles of Microeconomics
- Mass Media Law

Semester 2
- Global Marketing
- Propaganda and Persuasion

Semester 3
- Internship
- Communication Seminar

Career Opportunities

With a strong training in Bsc in Communication Arts, alumni use their skills of persuasion and leadership in careers in health communication, sales, promotion, public relations, broadcasting, theatre, dance, music, visual arts, graphic design and many other careers that influence our society every day.
Bachelor of Science in Communication Arts (Psychology Minor)

Career Opportunities
With a strong training in Bsc in Communication Arts, alumni use their skills of persuasion and leadership in careers in health, public relations, human resources, political campaigning, journalism, theatre, dance, music, foreign languages and many other careers that influence our society every day.

Bachelor of Science in Communication Arts

- Public Speaking
- Hubungan Etik or Bahasa Melayu Komunikasi II
- Computer Concepts and Applications
- Visual Arts
- Tamadun Islam dan Tamadun Asia Tenggara (Local) or Malaysian Studies (International)
- Composition and Modern English I
- Principles of Biology (Lab)
- Pre-Calculus Algebra
- Introduction to Drama
- Composition and Modern English II
- General Chemistry I (Lab)
- Introduction to Communication
- World History from 1500
- Voice and Diction
- World Literature After 1660
- Pengurusan Ko-Kurikulum
- Orientation to Troy University
- Introduction to Public Relations
- Personal Health Management
- World Literature Before 1660
- New Media
- Webpage Design
- Conflict Management
- Introduction to Substance Abuse Counseling
- Theories of Personality
- Gerontology
- Forensic Psychology
- Psychological Tests and Measurements
- Business and Industrial Psychology
- Applied Behavior Analysis

TROY UNIVERSITY
This program is to educate and train counseling and psychology professionals by utilizing the highest external standards set by state and national licensing/certifying boards (America). Highly qualified faculty design and deliver psychology for communications studies programs through a wide range of instructional modalities. The psychology degree programs provide graduate education at regional and national locations. The program seeks qualified students from diverse populations. This program advances the counseling profession through quality and excellence in counselor education; ensuring a fair, consistent, and ethical decision-making process; serving as a responsible leader in protecting the public; promoting practices that reflect openness to growth, change and collaboration; and creating and strengthening standards that reflect the needs of society, respect the diversity of instructional approaches and strategies, and encourage program improvement and best practices.

### Program Modules

#### Year 1

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Speaking</td>
<td>Composition and Modern English I</td>
<td>Pre-Calculus Algebra</td>
</tr>
<tr>
<td>Hubungan Etnik or Bahasa Melayu Komunikasi II</td>
<td>Principles of Biology (Lab)</td>
<td>Introduction to Drama</td>
</tr>
<tr>
<td>Computer Concepts and Applications</td>
<td></td>
<td>Composition and Modern English II</td>
</tr>
<tr>
<td>Visual Arts</td>
<td></td>
<td>General Chemistry I (Lab)</td>
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#### Year 2

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Literature After 1660</td>
<td>Orientation to Troy University</td>
<td>World Literature Before 1660</td>
</tr>
<tr>
<td>World History from 1500</td>
<td>Tamadun Islam dan Tamadun Asia Tenggara (Local) or Pengajian Malaysia 3 (International)</td>
<td>Communications Minor Elective 1</td>
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<tr>
<td>General Psychology</td>
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<td>Personal Health Management</td>
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<tr>
<td>Developmental Psychology</td>
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<td>History and Systems of Psychology</td>
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#### Year 3

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<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
<th>Semester 4</th>
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</thead>
<tbody>
<tr>
<td>Communications Minor Elective 2</td>
<td>Cognitive Psychology</td>
<td>Business and Industrial Psychology</td>
<td>Conflict Management</td>
</tr>
<tr>
<td>Abnormal Psychology</td>
<td>Communications Minor Elective 3</td>
<td>Research Methods</td>
<td>International / Intercultural Communication</td>
</tr>
<tr>
<td>Basic Statistics</td>
<td>Communications Minor Elective 4</td>
<td>Communication Research</td>
<td>Group Discussion and Leadership</td>
</tr>
<tr>
<td>Applied Behavior Analysis</td>
<td>Communications Minor Elective 5</td>
<td>Advanced Technologies in Journalism</td>
<td>Propaganda and Persuasion</td>
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<tr>
<td>Pengurusan Ko-Kurikulum</td>
<td>Forensic Psychology</td>
<td>Social Psychology</td>
<td>Rhetorical and Communication Theory</td>
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<tr>
<td></td>
<td></td>
<td>Senior Project in Psychology</td>
<td>Communication Minor Elective 6</td>
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<tr>
<td></td>
<td></td>
<td>Advanced General Psychology</td>
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#### Year 4

<table>
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<tr>
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<th>Semester 4</th>
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<tbody>
<tr>
<td>Senior Seminar in Psychology</td>
<td>Communication Minor Elective 7</td>
<td>Theories of Personality</td>
<td>Industrial Training</td>
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<tr>
<td>Physiological Psychology or Sensation and Perception</td>
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<td>Social Psychology</td>
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<td>Communications Minor Elective 8</td>
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<td>Senior Project in Psychology</td>
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</tr>
<tr>
<td>Principles of Counseling</td>
<td></td>
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<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

The major is broad and allows students to greater understand either multimedia or the business world, depending on which of the common tracks the student decides to pursue. These tracks may include broadcasting, visual communications, written journalism, video journalism, sports reporting, web design and media graphics. Regardless of the track, students are expected to learn to write effectively for a multitude of audiences, develop analytical skills, deal with conflict and conduct research.
The Global General Business Bachelor’s Degree provides a solid understanding of the fundamental areas in business: finance, accounting, management and marketing. The program is designed to prepare students for the diverse environment of the business world. This program thus exposes students to a variety of “core subjects” and allows students to specialize in a specific academic area. The degree also develops the student’s practical managerial skills, communication skills and business decision-making capability. Many programs thus incorporate training and practical experience, in the form of case projects, presentations, internships, industrial visits, and interaction with experts from the industry.

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<tr>
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<td>World Literature After 1660</td>
<td>Principles of Microeconomics</td>
<td>Senior Seminar in Psychology</td>
</tr>
<tr>
<td>Hubungan Etik or Hubungan Sosial</td>
<td>World History from 1500</td>
<td>Abnormal Psychology</td>
<td>Physiological Psychology</td>
</tr>
<tr>
<td>Bahasa Melayu Komunikasi II</td>
<td>General Psychology</td>
<td>Basic Statistics</td>
<td>or Sensation and Perception</td>
</tr>
<tr>
<td>Visual Arts</td>
<td></td>
<td>Pengurusan Ko-Kurikulum</td>
<td>Principles of Counseling</td>
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<td>Semester 2</td>
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<tr>
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</tr>
<tr>
<td>Composition and Modern English I</td>
<td>Orientation to Troy University</td>
<td>Cognitive Psychology</td>
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</tr>
<tr>
<td>Principles of Biology (Lab)</td>
<td>Tamadun Islam dan Tamadun Asia Tenggara (Local) or Pengajian Malaysia 3 (International)</td>
<td>Principles of Management</td>
<td>Forensic Psychology</td>
</tr>
<tr>
<td>Semester 3</td>
<td>Semester 3</td>
<td>Semester 3</td>
<td>Semester 3</td>
</tr>
<tr>
<td>Pre-Calculus Algebra</td>
<td>World Literature Before 1660</td>
<td>Business and Industrial Psychology</td>
<td>Theories of Personality</td>
</tr>
<tr>
<td>Introduction to Drama</td>
<td>Principles of Marketing</td>
<td>Research Methods</td>
<td>Social Psychology</td>
</tr>
<tr>
<td>Composition and Modern English II</td>
<td>Personal Health Management</td>
<td>Theories of Learning</td>
<td>Senior Project in Psychology</td>
</tr>
<tr>
<td>General Chemistry I (Lab)</td>
<td>History and Systems of Psychology</td>
<td>Principles of Accounting 1</td>
<td>Advanced General Psychology</td>
</tr>
</tbody>
</table>

**Year 5**

**Semester 1**

- Industrial Training

*Career Opportunities*

An Bachelor of Science in Psychology (Global General Business) prepares individuals for many types of careers. Some of the more common jobs include, business analyst or strategist, business development analyst, director (of a department), financial analyst, management consultant, marketing associate, portfolio/project/product/program manager and operations analyst.
SETARA 2013
(SEGi University, Tier 5 Rating: Excellent)

MyQUEST 2012/2013
(SEGi College Kuala Lumpur 6 Star Rating: Social Sciences, Business and Law, Arts and Humanities; Science, Mathematics and Computing; Services)

MyQUEST 2012/2013
(SEGi College Subang Jaya 6 Star Rating: International Students Readiness Rating; Services)

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SEGi College
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TOLL FREE
1300 88 7344

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