

BUSINESS AND ACCOUNTING

 Accredited programmes from **Malaysia** & the **UK**

 Choice of **over 50** electives

 Cultivating an **entrepreneurial mindset** & **digital innovators**

 Bringing **industry** into the classroom

In collaboration with



SEGi
University &
Colleges

18,000
Students



550 Academics | **9.1%** foreign faculty staff

546
Management & support staff



Quality education accredited and assured by the Malaysian Ministry of Education and other organisations



Internal processes in compliance with international standards

ISO 9001:2015 Certified



Cert no: MY14/05009

Cert no: MY14/01588



INTRODUCTION TO

SEGi UNIVERSITY & COLLEGES

Established for more than 46 years, SEGi has equipped graduates from diverse backgrounds with exceptional foundations for career achievement and personal success.

SEGi first opened its doors as Systematic College in 1977 in the heart of Kuala Lumpur's commercial district, offering professional qualifications. Since then, SEGi has experienced significant growth by adapting and catering to an increasing demand for higher academic and professional qualifications in Malaysia.

Today, SEGi is one of the largest private higher education providers in Malaysia and serves more than 18,000 students through its five major campuses located in Kota Damansara, Kuala Lumpur, Subang Jaya, Penang and Kuching. With programmes tailored to meet both industry and student needs, SEGi graduates have easily found employment and many have gone on to become leaders of their respective industries.

REIMAGINING BUSINESS: DIGITAL DISRUPTION BEYOND



The QS Stars™ rating system has been operated by the QS Intelligence Unit, the independent compiler of the QS World University Rankings® since 2004. The system evaluates universities across various important performance indicators as set against pre-established international standards. By covering a broader range of criteria than any world ranking exercise, QS Stars™ shines a light on both the excellence and the diversity of the rated institution.



ON &

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.

MEET THE
EDUCATORS



Teaching



Internationalisation



Online Learning



Arts & Culture



Employability



Academic Development



Bachelor of Medicine and
Bachelor of Surgery (MBBS)



Inclusiveness

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 on holistic academic programmes as integral to its commitment of excellence to its 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



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PARTNER

UNIVERSITIES



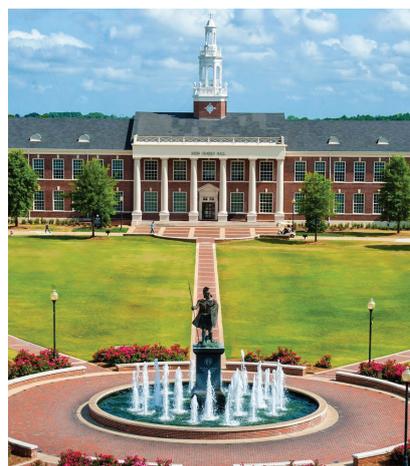
University of Central Lancashire (UCLan)

The University of Central Lancashire is one of the largest universities in the UK, hosting about 25,000 students. Located in Preston, a city in Lancashire, northern England, the public university was founded as the Institution for the Diffusion of Knowledge in 1828 and attained university status in 1992.

Imbued with a celestial-sounding motto – “Ex solo ad solem”, which translates as “From the Earth to the Sun”, the university’s academic portfolio includes over 400 undergraduate programmes and 200 postgraduate courses.

Hailed for its high student satisfaction in the recent International Student Barometer survey, UCLan’s impressive reputation as a regional economy powerhouse testifies over 1,000 students and graduates who have started a business or embarked on self-employment.

- **Top 7% of universities worldwide** in the Centre for World University Rankings 2021-22.
- **Leading UK university for entrepreneurship** (based on the number of start-up businesses they have incubated that are still active after three years of trading) in the **HEBCIS 2016-17 survey**
- Top university in the North of England for producing start-up businesses; **ranked 5th** overall in the UK (Tide, 2021)
- Ranked **108th** in the Times University Guide 2022
- Ranked **104th** in the Guardian University Guide 2023



STUDY ROUTE



Double Degree



- Bachelor of Accounting and Finance (Honours)
- Bachelor of Business Management (Honours)
 - Human Resource Management
 - General Management
 - Financial Management
 - Digital Marketing
 - Business Analytics (Single Award)

2+1 Articulation Pathway



- BA (Hons) International Business Administration
- BA (Hons) International Accounting and Finance
- Study 2 years in Malaysia, final year at University of Central Lancashire, UK.*

Integrated Degree*

Allows Bachelor of Business Management (Honours) students to complete the MBA within 8 months.

* Terms & Conditions apply

PhD/Master



- PhD (Management) by Research
- Doctor of Business Administration
- Master of Business Administration
 - Global Business
 - General Management
 - Finance
 - Human Resource Management
 - Marketing
- Master of Accountancy
- MSc (Management)



Master in Financial Planning



Master of Accountancy
Master in Financial Planning



Master of Business Administration

Dual Award



- Master of Business Administration
 - Global Business
 - General Management
 - Finance
 - Human Resource Management
 - Marketing

PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Campus
Bachelor of Accounting and Finance (Honours) <small>KD (R2/343/6/0222)(08/29)(MQA/FA0808)</small>	SEGi University & University of Central Lancashire, UK	<ul style="list-style-type: none"> • SPM credit in Mathematics and a pass in English • UEC 5 grade B including Mathematics, and a pass in English • A-Level full pass in 2 subjects (grade D) • MUET Band 2 • STPM with a minimum Grade C+ (CGPA 2.33) in any two subjects, and credit in Mathematics and a pass in English at SPM level • STAM with a minimum grade of Jayyid, (good) and credit in Mathematics and a pass in English at SPM level • Diploma in accounting or related field, or its equivalent with a minimum CGPA of 2.50, and credit in Mathematics and a pass in English at SPM level • Matriculation/Foundation qualification or its equivalent with a minimum CGPA of 2.50, and credit in Mathematics and a pass in English at SPM level • TOEFL score of 550 OR IELTS score of 5.5 OR its equivalent (international students) <p>English proficiency requirement The English proficiency requirement is exempted for both local and international students if:-</p> <p>(i) the student has an academic qualification from an institution where English is used as a medium of instruction OR</p> <p>(ii) the international student is from a country where English is an official language</p>	
Bachelor of Business Management (Hons) <ul style="list-style-type: none"> • General Management • Digital Marketing • Financial Management • Human Resource Management • Business Analytics (Single Award) <small>KD (R2/340/6/0334)(04/24)(MQA/A9650)</small>	(Double Degree)	<ul style="list-style-type: none"> • SPM credit in Mathematics and a pass in English • UEC 5 grade B • A-Level full pass in 2 subject (grade D) • STPM with a minimum Grade C (CGPA 2.0) in any 2 subjects, and a pass in Mathematics and English at SPM level, or any equivalent qualifications • STAM with a minimum grade of Jayyid, and a pass in Mathematics and English at SPM level • Any Diploma or Advanced Diploma (Level 4 or 5, MQF) • Matriculation/Foundation qualification with a minimum CGPA of 2.00 out of 4.00, or any equivalent qualifications • IELTS score of 5.5 OR its equivalent (International students) <p><i>NOTE: The requirement to pass Mathematics and English subjects at SPM level for STPM and STAM candidates can be waived should the qualifications contain Mathematics and English subjects with equivalent/higher achievements. English proficiency requirement The English proficiency requirement is exempted for international students if:-</i></p> <p>(i) the student has an academic qualification from an institution where English is used as a medium of instruction OR</p> <p>(ii) the student is from a country where English is an official language</p>	Kota Damansara
BA (Hons) International Accounting and Finance (2+1 Articulation Pathway) <small>KD JPT/BPP(U)1000-801/80/31d.7(21)(11/23)</small>	University of Central Lancashire, UK	<ul style="list-style-type: none"> • Must complete Year 1 and Year 2 of SEGi's Bachelor of Accounting and Finance (Honours) Programme before articulating to the final year at University of Central Lancashire, UK. 	
BA (Hons) International Business Administration (2+1 Articulation Pathway) <small>KD KPT/JPS(KA9650)(4/24)</small>		<ul style="list-style-type: none"> • Must complete Year 1 and Year 2 of SEGi's Bachelor of Business Management (Honours) Programme before articulating to the final year at University of Central Lancashire, UK. 	

PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Campus	
BA (Hons) Business and Management (3+0) SJ [R3/340/6/0767] [09/27] [A7816] PG [R2/345/6/0094] [09/27] [A8079] SWK [R3/345/6/0165] [11/27] [A8585]	University of Sunderland, UK		Subang Jaya Penang Sarawak	
BA (Hons) Business and Marketing Management (3+0) SJ [R2/342/6/0090] [08/24] [A10164] PG [R2/340/6/0165] [05/27] [MQA/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] [A10691] KL [R3/344/6/0479] [08/27] [A8170] PG [R2/344/6/0279] [03/25] [A10966] SWK [N/344/6/0535] [08/24] [MQA/FA12025]	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] [MQA/PA12174] PG [N/342/6/0000] [09/25] [MQA/PA13339]			Additional Requirements Credit in Maths at SPM / O-Level or equivalent and min. CGPA 2.50	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 [N/340/6/0550] [03/27] [MQA/FA6528] KL [R/340/6/0480] [10/26] [FA4729] PG [R/340/6/0587] [04/28] [MQA/FA6962]	Troy University, USA	<ul style="list-style-type: none"> • SPM or equivalent with 5 credits • UEC with 5 credits • STPM with Grade C in 2 subjects • A-Level with passes in 2 subjects • Any Diploma or equivalent with min CGPA 2.00 	Subang Jaya Kuala Lumpur Penang	
		Additional Requirements Credit in Maths at SPM / O-Level or equivalent		

PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Campus		
Diploma in Accounting KL (R2/344/4/0118) [02/28] [A8730] PG (R3/344/4/0113) [01/28] [A8627]	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 Additional Requirements Credit in Maths and pass in English at SPM / O-Level or equivalent	Kota Damansara Subang Jaya Kuala Lumpur Penang Sarawak		
Diploma in Accountancy KD (R3/344/4/0187) [05/28] [A10290] SJ (R2/344/4/0336) [08/25] [A11616] SWK (R2/344/4/0149) [12/23] [A9766]					
Diploma in Business Administration KD (R3/345/4/0417) [05/28] [A10292] SJ (R3/345/4/0020) [05/26] [A6928] KL (R3/345/4/0225) [02/28] [A8729] PG (R3/345/4/0260) [01/28] [A8629] SWK (R2/345/4/0637) [01/24] [A6762]					
Diploma in Marketing SJ (R3/342/4/0026) [04/27] [A7757] KL (R2/342/4/0119) [11/25] [A11332] SWK (R3/342/4/0015) [10/25] [A6383]					Subang Jaya Kuala Lumpur Sarawak
Diploma in Digital Marketing PG (N/342/4/0229) [09/27] [MQA/PA12376]					Penang
Diploma in Human Resource Management KL (R2/345/4/0659) [06/24] [A4382] SWK (R3/345/4/0026) [10/25] [A6325]					Kuala Lumpur Sarawak
Certificate in Business Studies SJ (R2/340/3/0484) [08/25] [A6275] KL (R2/340/3/0580) [08/26] [A6643] PG (R3/340/3/0325) [01/28] [A8628]		<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 KL (R2/010/3/0258) [02/25] [A5212]	SEGi	<ul style="list-style-type: none"> • SPM/O-Level or equivalent – min. 5 credits • UEC – min. B in 3 subjects 	Subang Jaya Kuala Lumpur		
Foundation in Business SWK (R3/010/3/0418) [10/26] [A7097]			Sarawak		
Foundation in Arts SJ (R2/010/3/0541) [07/26] [MQA/FA0452] KD (R2/010/3/0406) [07/26] [MQA/FA0193]			Kota Damansara Subang Jaya		

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/isentry23

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.

POWERED BY THE INDUSTRY & LEADING TECHNOLOGIES

- Accreditation by professional bodies
- Taught by lecturers with industry experience
- Dual-award option with UCLAN

BACHELOR OF ACCOUNTING & FINANCE (HONOURS)

KD [R2/343/6/0222][08/29][MGA/FA0808]

Programme Modules

Year 1

- Personal Development & Communication Skills
- Principles of Economics
- Business Management
- Financial Accounting 1
- Quantitative and Statistical Methods
- Financial Accounting 2
- Entrepreneurship
- Business Law
- Cost Accounting

Year 2

- Computerised Accounting Systems
- Accounting Information Systems
- Investment Decisions
- Financial Management 1
- International Finance: Markets & Management
- Management Accounting
- Company Law
- Taxation 1
- Taxation 2
- Advanced Management Accounting
- Elective 1

Year 3

- Advanced Financial Accounting & Reporting 1
- Auditing & Assurance Services 1
- Corporate Finance
- Advanced Financial Accounting & Reporting 2
- Auditing & Assurance Services 2
- Strategic and Change Management
- Business Research Project
- Workplace Experience
- Research Methodology
- Elective 2

Electives [Choose any 2]

- Business Ethics
- Money & Banking
- Environmental Management & Technology

Double Degree



"PAY NOTHING UNTIL
YOU GRADUATE"
Scheme

Career Opportunities

Typical examples of job positions include: Financial accountants, Financial analysts, Credit Risk Analysts, Budget Controllers, Tax Advisers, Internal Auditors. As graduates, you may also pursue relevant postgraduate qualifications such as master's programmes in financial management, accounting and risk management, or undertake professional accountancy qualifications from accountancy bodies including Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).

Graduates of the SEGi University's Bachelor of Accounting and Finance (Honours) degree will be given exemptions for:



: 9 Papers Exemption



: 6 Papers Exemption

All diploma and degree programmes require students to take 4 general subjects (Mata Pelajaran Umum), as required by the Ministry of Education, Malaysia.

START AT THE TOP: BUILT FOR FUTURE MANAGERS

- 5 specialisations to choose from
- Subjects designed to produce cross-disciplinary business leaders
- Dual-award option with UCLAN

BACHELOR OF BUSINESS MANAGEMENT (HONOURS)

KD (R2/340/6/0334)[04/24](MGA/A9650)

Programme Modules

Year 1

- Personal Development & Communication Skills
- Quantitative and Statistical Methods
- Principles of Economics
- Business Management
- Financial Accounting 1
- Global and Applied Economics
- Consumer Behaviour
- Innovative & Creative Skills in Business
- Understanding Markets and Consumers
- Elective 1

Year 2

- International Business
- Managing Organisation
- Customer Relationship Management
- Financial Management 1
- Business Law
- Negotiations & Conflict Management
- Digital Business
- Elective 2
- Elective 3

Year 3

- Business-Government Relations
- Management Accounting
- Entrepreneurship
- Strategic and Change Management
- Business Research Project
- Research Methodology
- Elective 4

Electives [Choose any 4]

- Innovative Technology and Systems
- Business Communication
- Introduction to Strategic Management
- Environmental Management and Technology
- Business Ethics

General Management

- Operation and Quality Management
- Human Resource Management 1
- Corporate Finance
- Corporate Strategy
- International Finance: Markets & Management

Financial Management

- Financial Management 2
- Corporate Finance
- International Finance: Markets & Management
- Investment Decision
- Financial Auditing
- Financial Reporting

Digital Marketing

- Relationship Marketing in the Digital Age
- Digital Marketing Communication and Advertising Practices
- Marketing Principles, Directions and Applications
- Planning for Media, Direct and Online Marketing
- Critical Issues and Innovative Digital Marketing

Human Resource Management

- Human Resource Management 1
- Human Resource Management 2
- Re-sourcing of Human Resource 1
- Re-sourcing of Human Resource 2
- Employment Relations

Business Analytics

- Analytics Approaches for Business Decisions
- Business Data Modelling
- Econometrics for Business
- Enterprise Analytics
- Forecasting Techniques and Application for Business

Integrated Degree

- Strategic Management
- Organisational Behavior
- Managing in the International Economy

Double Degree



Career Opportunities

Graduates of the Bachelor of Business Management (Honours) programme will be qualified to apply for positions in business industry and government. The skills and knowledge acquired during the programme are applicable to almost any organisation, opening up career opportunities in: Administration, Business advice/development Management, International banking, Consumer finance, Economic analysis, Financial analysis, Accounting, Risk management, Market research, Marketing, Human resource management, Employee relations/industrial relations.



A TRULY **GLOBAL** **INTERNATIONAL** BUSINESS DEGREE

- Start in Malaysia, complete in the UK
- 5 Electives of your choosing
- Get the best of our local and international teaching staff

2+1 ARTICULATION PATHWAY BA (HONS) INTERNATIONAL BUSINESS ADMINISTRATION

KD KPT/JPS(KA9650)(4/24)

Programme Modules

Year 1

- Personal Development & Communications Skills
- Quantitative and Statistical Methods
- Principles of Economics
- Business Management
- Financial Accounting 1
- Global and Applied Economics
- Consumer Behaviour
- Innovative & Creative Skills in Business
- Understanding Markets and Consumers
- Elective 1

Year 2

- International Business
- Managing Organisation
- Customer Relationship Management
- Financial Management 1
- Business Law
- Negotiations & Conflict Management
- E-Commerce
- Elective 2
- Elective 3
- Elective 4

Year 3

Study 2 years in Malaysia, final year at University of Central Lancashire, UK.

Electives [Choose 4]

- Innovative Technology and Systems
- Business Communication
- Introduction to Strategic Management
- Environmental Management and Technology
- Business Ethics



Career Opportunities

The skills and knowledge acquired during the programme are applicable to roles in almost any organisation including: administration business advice/ business development and planning analysis, International banking, consumer finance, economic analysis, financial analysis, accounting, risk management, market research, marketing, human resource management, employee relations/industrial relations.

2+1 ARTICULATION PATHWAY BA (HONS) INTERNATIONAL ACCOUNTING AND FINANCE

KD JPT/BPP(U)1000-801/80/JID.7(21)(11/23)

Programme Modules

Year 1

- Personal Development & Communications Skills
- Principles of Economics
- Business Management
- Financial Accounting 1
- Quantitative and Statistical Methods
- Financial Accounting 2
- Entrepreneurship
- Business Law
- Cost Accounting
- Elective 1

Year 2

- Computerised Accounting Systems
- Accounting Information Systems
- Investment Decision
- Financial Management 1
- International Finance: Markets & Management
- Management Accounting
- Company Law
- Taxation 1
- Taxation 2
- Advanced Management Accounting
- Elective 2

Year 3

Study 2 years in Malaysia, final year at University of Central Lancashire, UK.

Electives [Choose 2]

- Business Ethics
- Money & Banking
- Environmental Management and Technology



Career Opportunities

Typical examples of job positions include: Financial Accountants, Financial Analysts, Credit Risk Analysts, Budget Controllers, Tax Advisers, Internal Auditors. As a graduate, you may also pursue relevant postgraduate qualifications such as master's programmes in financial management, accounting and risk management, or undertake professional accountancy qualifications from accountancy bodies including Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).

INTERNATIONAL QUALIFICATION FOR GLOBAL OPPORTUNITIES

- *Start in Malaysia, complete in the UK*
- *3 Electives to choose from*
- *Accounting & Finance with a global view*



DESIGNED FOR GLOBAL & INNOVATIVE BUSINESS LEADERS

- *Innovative & future-proofed subjects*
- *High emphasis on business innovation*
- *Guest lectures by lecturers from University of Sunderland*



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

SJ [R3/340/6/0767] [09/27] [A7816] • PG [R2/345/6/0094] [09/27] [A8079] • SWK [R3/345/6/0165] [11/27] [A8585]

Programme Modules

Year 1

- Essential Study and Employment Skills
- Introduction to Marketing
- Introduction to HRM 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
- Management Thought and Practice
- Quality Management for Organisational Excellence
- Business Ethics, Responsibility and Sustainability
- Managing Entrepreneurship, Innovation & Creativity Innovation Management
- English 2
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students)
- Falsafah dan Isu Semasa (Local students)
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students)
- Statistics for Managers
- Malaysia Society 5.0

Year 3

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



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.

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

SJ [R2/342/6/0090] [08/24] [A10164] • PG [R2/340/6/0165] [05/27] [MQA/FA1534]

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
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students)
- Falsafah dan Isu Semasa (Local students)
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students)
- Statistics for Managers
- Managing Information System
- Malaysia Society 5.0

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/ Bahasa Kebangsaan A
- Community Engagement
- Entrepreneurship
- Business Placement (Internship)



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.

BUILT FOR MARKETING

IN THE DIGITAL BUSINESS LANDSCAPE

- Learn the Art (Content) & Science (Data) of Marketing
- Emphasis on Digital Marketing
- Guest lectures by lecturers from University of Sunderland

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

SJ [R2/345/6/1098] [08/24] [A10163]

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
- Contemporary Developments in Human Resource
- Employment Cycle
- Designing Learning and Development
- English 2
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students)
- Falsafah dan Isu Semasa (Local students)
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students)
- Statistics for Managers
- Malaysia Society 5.0

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 / Bahasa Kebangsaan A*
- Community Engagement
- Entrepreneurship
- Business Placement (Internship)

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



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.

DEVELOPING CONTEMPORARY HR LEADERSHIP

- *Contemporary subjects covering current themes in HR*
- *Strong emphasis on practical & applicable learnings*
- *Guest lectures by lecturers from University of Sunderland*





DEVELOPING AGILE GLOBAL BUSINESS LEADERS

- Curriculum that focuses on managerial skills & data analysis
- Develop a critical, outspoken and diplomatic character
- Option to transfer to the USA

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

SJ [N/340/6/0550] [03/27] [MQA/FA6528] • KL [R/340/6/0480] [10/26] [FA4729] • PG [R/340/6/0587] [04/28] [MQA/FA6962]

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 Civilizations (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 and 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 / Bahasa Kebangsaan A*
- Introduction to Info Systems & Data Analytics
- Business and Society
- Malaysia Society 5.0
- 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

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



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

FAST-TRACK TO A CHARTERED ACCOUNTANT: HIGHEST PAPER EXEMPTIONS

- Paper exemptions from ACCA, CIMA, CPA, ICA
- CIMA A-Star Programme: One Exam Away from CGMA®
- Personalised coaching: Small class-size setting



BA (HONS) ACCOUNTING AND FINANCE (3+0)

SJ [R/344/6/0219] [10/24] [A10691] • KL [R3/344/6/0479] [08/27] [A8170] • PG [R2/344/6/0279] [03/25] [A10966] • SWK [N/344/6/0535] [08/24] [MQA/PA12025]

Programme Modules

Year 1

- Introduction to Financial Accounting (Part 1 & 2)
- Introduction to Management Accounting (Part 1 & 2)
- Introduction to Finance and Economics (Part 1 & 2)
- Personal and Professional Development (Part 1 & 2)
- English for Business Studies
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students)
- Quantitative Method

Year 2

- Financial Accounting (Part 1 & 2)
- Management Accounting (Part 1 & 2)
- Business & Company Law (Part 1 & 2)
- Taxation (Part 1 & 2)
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students)
- Falsafah dan Isu Semasa (Local students)
- Design Thinking / Bahasa Kebangsaan A*
- English for Academic Studies

Year 3

- Advanced Management Accounting
- Advanced Financial Accounting
- Audit & Assurance (Part 1 & 2)
- Finance (Part 1 & 2)
- Strategic Financial Management (Part 1 & 2)
- Malaysia Society 5.0
- 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



: 8 Papers Exemption



: 8 Papers Exemption

*Subject to approval

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) (MQA/PA12174) • PG (N/342/6/0000) (09/25) (MQA/PA13339)

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
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students)
- Falsafah dan Isu Semasa (Local students)
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students)
- Design Thinking / Bahasa Kebangsaan A*

Year 2

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

Recognition / Accreditation



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

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)



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.

YOUR COMPETITIVE ADVANTAGE IN THE DIGITAL BUSINESS LANDSCAPE

- Learn timeless marketing theories & digital advertising practices
- Highest ranking marketing subjects in London (Complete University Guide)
- Accredited & paper exemptions by CIM & IDM



BA (HONS) MARKETING MANAGEMENT (3+0)

KL (R2/342/6/0210) (08/24) (A10439)

Programme Modules

Year 1

- Personal and Professional Development 1 - The Marketer
- Principles and Practice of Marketing
- Multichannel Marketing
- Financial Aspects of Marketing
- Public Relations: From Concepts to Practice
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students)
- Malaysia Society 5.0

Year 2

- Customer Insight and Research
- Personal and Professional Development 2
- Integrated Marketing Communications Management
- Global Marketing Management
- Marketing Management
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students)
- Falsafah dan Isu Semasa (Local students)
- Design Thinking/ Bahasa Kebangsaan A*

Year 3

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



UNIVERSITY OF
GREENWICH

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

Career Opportunities

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



BE AN INTEGRATED, DATA-BACKED AND CONTEMPORARY MARKETER

- *Subjects focused on Integrated & data-backed marketing*
 - *Highest ranking marketing subjects in London (Complete University Guide)*
- *Accredited & paper exemptions by CIM & IDM*

APPLYING PROVEN & CONTEMPORARY HR STRATEGIES INTO PRACTICE

- Contemporary subjects covering current themes in HR
- Strong emphasis on practical and applicable learnings
- Geared towards 21st century borderless HRM



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

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

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)
- Penghayatan Etika dan Peradaban (Local students)
- Malaysia Society 5.0

Year 2

- Business Ethics
- Human Resources Analytics
- Cross Cultural Management and Diversity Management
- Future Paths
- Teams in Organisations
- Employee Relations and Rewards
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students)
- Falsafah dan Isu Semasa (Local students)
- Design Thinking / Bahasa Kebangsaan A*

Year 3

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



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

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.

BA (HONS) BUSINESS MANAGEMENT (3+0)

KL (R2/345/6/0385) (03/24) (A9595)

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)
- Penghayatan Etika dan Peradaban (Local students)
- Malaysia Society 5.0

Year 2

- Business Ethics
- Management Practice 2
- Cross Cultural Management and Diversity Management
- Future Paths
- Teams in Organisations
- Organisational Analysis & Performance
- Business Research Methods
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students)
- Falsafah dan Isu Semasa (Local students)
- Design Thinking / 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

Career Opportunities

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

BE AN ANALYTICAL, STRATEGIC
&
DYNAMIC

- Focus on training critical & analytical managers
- Strong subject offerings in diverse fields of management
- Strong emphasis on practical and applicable learnings



BUILDING STRONG AND PRACTICAL FOUNDATION FOR ACCOUNTING

- Paper exemptions from ACCA
- Industry into Classroom: Partnership with AutoCount
- Strong emphasis on practical and applicable learnings

DIPLOMA IN ACCOUNTING

KL (R3/041/4/0118) [02/28] [A8730] • PG (R3/344/4/0113) [01/28] [A8627]

DIPLOMA IN ACCOUNTANCY

KD (R3/344/4/0187) [05/28] [A10290] • SJ (R2/344/4/0336) [08/25] [A11616] • SWK (R2/344/4/0149) [12/23] [A9766]

Programme Modules

Year 1

- Cost Accounting
- Principles of Economics
- Financial Accounting 1
- Data Analysis 
- Principles of Management 
- Introduction to Finance and Technology
- Introduction to Marketing 
- Financial Accounting 2

Year 2

- E-Commerce 
- Financial Accounting 3
- Finance
- Taxation 1
- Financial Accounting 4
- Financial Accounting 5
- Business and Company Law
- IT Application in Accounting
- Introduction to Management Accounting

Year 3

- Corporate Audit
- Taxation 2
- Business Ethics



Graduates will be granted the following exemptions*:

 : 4 Papers Exemption
(Foundation Level)

*Subject to approval

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.

WORK WITH REAL-LIFE

BUSINESSES & CORPORATE LEADERS

- Syllabus co-designed & co-accessed with the industry
- Industry into Classroom: Partnership with Malaysia Airlines
- Talks and guest lectures by industry and academic experts



DIPLOMA IN BUSINESS ADMINISTRATION

KD (R3/345/4/0417)[05/28][A10292] • SJ (R3/345/4/0020) [05/26] [A6928] • KL (R2/345/4/0225) [02/23] [A8729] • PG (R2/345/4/0260) [01/23] [A8629] • SWK (R2/345/4/0637) [01/24] [A6762]

Programme Modules

Year 1

- Digital Business 
- Principles of Economics
- Financial Accounting 1
- Data Analysis 
- Principles of Management 
- Introduction to Finance and Technology
- Introduction to Marketing 

Year 2

- Leadership
- E-Commerce 
- Organisational Behaviour
- Business Ethics
- Business Management
- Consumer Behaviour 
- Digital Marketing 
- Service Marketing 
- Cybersecurity
- Product Innovation and Management 
- Big Data Analytics and Business Intelligence
- Operations Management

Year 3

- Supply Chain Management 
- International Business 
- Technology Management Concepts
- Human Resource Management



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.

DIPLOMA IN MARKETING

SJ (R3/342/4/0026) [04/27] [A7757] • KL (R2/342/4/0119) [11/25] [A11332] • SWK (R3/342/4/0015) [10/25] [A6383]



Programme Modules

Year 1

- Digital Business 
- Principles of Economics
- Financial Accounting 1
- Data Analysis 
- Principles of Management 
- Introduction to Finance and Technology
- Introduction to Marketing 
- Operations Management

Year 2

- Digital Marketing 
- Organisational Behaviour
- Business Ethics
- E-Commerce 
- Marketing Management 
- Consumer Behaviour 
- Service Marketing 
- Product Innovation and Management 
- Social Media Marketing 

Year 3

- International Business 
- Marketing Research 
- Human Resource Management

Career Opportunities

Typical examples of job positions include: Financial accountants, Financial analysts, Credit Risk Analysts, Budget Controllers, Tax Advisers, Internal Auditors. As graduates, you may also pursue relevant postgraduate qualifications such as master's programmes in financial management, accounting and risk management, or undertake professional accountancy qualifications from accountancy bodies including Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).

FAST TRACK TO A UK DEGREE

- Industry into classroom
- Digital-marketing centric syllabus
- Fast track to a UK Degree



DIPLOMA IN DIGITAL MARKETING

PG (N/342/4/0229) [09/27] (MQA/PA12376)

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
- Falsafah dan Isu Semasa / Penghayatan Etika dan Peradaban (Local students)
- Bahasa Melayu Komunikasi 1 (International students)
- Growth Mindset / 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



in collaboration with

realme

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

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.

MARKETING

AT THE EDGE OF DIGITAL TRENDS & TECHNOLOGY

- *Industry into Classroom: Realme*
- *Contemporary digital marketing subjects*
- *Talks and guest lectures by industry and academic experts*



THE MOST AGILE & COMPREHENSIVE HR DIPLOMA

- Subject covers diverse fields of HR management
- Build a solid foundation for HR management
- Emphasis on digital skillsets surrounding HR



DIPLOMA IN HUMAN RESOURCE MANAGEMENT

KL (R2/345/4/0659) [06/24] [A4382] • SWK (R3/345/4/0026) [10/25] [A6325]

Programme Modules

Year 1

- Introduction to Business
- Principles of Management
- Principles of Accounting
- Principles of Economics
- General Language Training
- Introduction to Finance
- Falsafah dan Isu Semasa / Penghayatan Etika dan Peradaban (Local students)
- Bahasa Melayu Komunikasi 1 (International students)
- Organisational Behaviour
- Information Technology
- Business Mathematics
- Social Media Marketing
- Growth Mindset / Bahasa Kebangsaan A*

Year 2

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

Year 3

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



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COLLEGE

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

Career Opportunities

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

CERTIFICATE IN BUSINESS STUDIES

SJ (R2/340/3/0484) [08/25] [A6275] • KL (R2/340/3/0580) [08/26] [A6643] • PG (R3/340/3/0325) [01/28] [A8628]

Programme Modules

Year 1

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

Year 2

- Basic Management
- Basic Marketing
- Elective
- Business Communication and Writing
- Basic Economics 2



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

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 a diploma or degree level studies.

BUILDING A STRONG AND DYNAMIC FOUNDATION FOR BUSINESS

- *Subject covers diverse fields of business*
- *A direct pathway to a Diploma*
- *Flexible payment scheme for Cert-Diploma Pathway*





DISCOVER YOUR PASSION IN BUSINESS

- Dual Award option with University of Greenwich
- Covers a diverse field of business

FOUNDATION IN COMMERCE

KL (R2/010/3/0258) (02/25) (A5212)

Programme Modules

Year 1

- Quantitative Methods I
- Accounting I
- English I
- Computer Application
- Introduction to Business
- Accounting II
- Principles of Economics
- English II
- Quantitative Methods II
- Personal and Professional Development
- Principles of Marketing
- Quantitative Methods III
- Accounting III
- Business Mathematics

Dual Award*



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UNIVERSITY OF GREENWICH

* Terms & Conditions apply

Why study this programme?

The Foundation provides you with a perspective on management accounting, essential for management and operating decisions, with the knowledge and skills gained.

FOUNDATION IN ARTS

KD [R2/010/3/0406][07/26][MQA/FA0193]; MQA/PA4175 N-DL/010/3/0025

Programme Modules

Semester 1

- General Language Training
- Computer Application
- Introduction to Business
- Mathematics
- Statistics*

Semester 2

- Academic English
- Elective 1
- Elective 2
- Elective 3
- Elective 4

Semester 3

- Public Speaking
- Critical Thinking Skills
- Principles of Economics
- Elective 5

Electives

Business & Accounting

- Introduction to Financial Accounting
- Fundamental of Management
- Intercultural Communication
- Information Technology
- Introduction to Marketing

Communication Studies/English & PR

- Interpersonal Communication
- Intercultural Communication
- Fundamental Photography
- Information Technology
- Introduction to Marketing

Information Technology

- Programming Methodology
- Interpersonal Communication
- Fundamental of Management
- Intercultural Communication
- Information Technology

Quantity Survey/Hospitality/ Education/Psychology

- Information Technology
- Interpersonal Communication
- Fundamentals of Management
- Introduction to Marketing
- Intercultural Communication

Creative Design/ Architecture/Interior Architecture

- Colour & Form
- Drawing Fundamentals
- Fundamental Photography
- Intercultural Communication
- Interpersonal Communication

*ODL Mode

FOUNDATION IN ARTS

SJ [R2/010/3/0541][07/26][MQA/FA0452]

Programme Modules

Year 1

- 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 and Research Skills
- Electives (Choose any two):
 - Introduction to Finance
 - Introduction to Visual Arts
 - Introduction to Mass Media and Communication
 - Introduction to Legal Skills

Why study this programme?

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.

A FOUNDATION WITH THE WIDEST PATHWAYS

- Fastest pathway into a wide variety of Degree Programmes
- 4 electives to choose from



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	
Karangkrak	
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 Resources • 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 & Communication • Computer & Multimedia • Engineering & Architecture • Hospitality & Tourism

ELECTIVE COURSES

DIPLOMA LEVEL

No	Scholarship Name	School	Credit Value	No	Scholarship Name	School	Credit Value
1	Business and Company Law	Business and Accounting	3	28	CyberPsychology	Psychology	3
2	Business Communication		3	29	Positive Psychology		3
3	Business Management		3	30	Social Psychology		3
4	Cost Accounting		3	31	Understanding the Child's Growth and Development	Early Childhood Education	3
5	Data Analysis		3	32	Play & Learning for Young Children		3
6	Financial Accounting 1		3	33	Physical Education & Health Care for Young Children		3
7	Introduction to Business		3	34	Safety & Well-being of Young Children		3
8	Introduction to Finance		3	35	Global Citizenship for Young Children		3
9	Introduction to Management Accounting		3	36	An Introduction to Montessori Pedagogy	3	
10	Introduction to Marketing		3	37	Music for Children	Music	3
11	Principles of Management		3	38	Music Appreciation 1: Aesthetic & Style		3
12	Social Media Marketing		3	39	Music Appreciation 5: World Music		3
13	Technopreneurship		3	40	Music Fundamentals 1: Fundamental Theory	3	
14	Consumer Behaviour		4	41	Print Production	Hospitality & Tourism / Creative Arts & Design	3
15	Corporate Audit		4	42	Advertising Creativity		3
16	Digital and Service Marketing		4	43	Wedding Planning and Management	Hospitality & Tourism	3
17	Digital Marketing		4	44	Wine Management		3
18	Finance		4	45	Introductory to French		3
19	Human Resource Management		4	46	Food & Its Culture	3	
20	Integrated Marketing Communication		4	47	Principles of Electronics & Electrical Engineering	Engineering	3
21	International Business		4	48	Engineering Drawing		3
22	Marketing Management		4	49	Fundamental of Photography	Creative Arts & Design	3
23	Operations Management		4	50	Digital Graphics		3
24	Organisational Behaviour		4	51	Introduction to Multimedia & Animation		4
25	Personal Selling		4	52	Interactive Web Design		4
26	Industrial and Organisational Psychology	Psychology	3	53	Videography		4
27	General Psychology	3	54	54	Presentation Skills	3	



SEGi University (100589-U)

☎ 603 6145 1777 📞 011 1501 8838

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SEGi College Subang Jaya (284515-V)

☎ 603 8600 1777 📞 010 313 0303

SEGi College Penang (187620-W)

☎ 604 263 3888 📞 013 629 4880

SEGi College Sarawak (172726-T)

☎ 6082 252 566 📞 017 859 2566 📞 1300 88 7344

Regional Centre:

SEGi University Regional Centre, Johor Bahru

☎ 607 235 9188 📞 010 313 0303

The best in you, made

POSSIBLE

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