

HOSPITALITY, TOURISM & CULINARY ARTS

 **Dual Award Diploma** with **HTMi Switzerland**

 **Dual Award Degree** with **UCLan**

 **Close partnership** with the hospitality and tourism industry

 **Highly practical** course content

In collaboration with



SEGi
University &
Colleges

18,000
Students

Malaysian  60%
International  40%

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.

BEYOND 5-STAR HOSPITALITY STANDARDS



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.



Post-pandemic, the hospitality industry is expected to recover and regain its growth momentum. The hotels in particular are gearing to cater for a rebound of the industry, with emphasis on health, safety, and well-being.

The Hospitality & Tourism programmes in SEGi are designed to equip you with skills and knowledge that are increasingly in demand and relevance through modules that cover marketing, destination management, human resources, information management, planning and research, among others. The programmes are developed to enhance your core skills, which includes communications, team work, problem solving, use of information technology, and application of numbers. These skills are essential to launch your career in the Hospitality and Tourism sectors, as well as provide a framework for life-long learning.

SEGi offer programmes in the areas of Hospitality & Hotel Management, Tourism Management and Culinary Arts.



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)



Hotel and Tourism Management Institute (HTMi), Switzerland

HTMi, Hotel and Tourism Management Institute Switzerland is one of the Top 5 Swiss Hotel Schools, ranked 14 in the 2018 World QS Top University rankings in the area of Hospitality and Leisure Management. HTMi is a world leading education provider offering the Diploma in International Hotel and Tourism Management.

Over the next decade, the international hotel and tourism industry is forecast to maintain its position as the world's largest employer and the world's largest provider of management positions. HTMi's role is to prepare students for a management career in this, the most exciting industry today. HTMi is supported by a worldwide network of international hotel companies, whose representatives regularly visit HTMi to recruit on campus. HTMi graduates can be found in the leading hotel companies worldwide.

- One of the **Top 5 Swiss Hotel Schools**
- Ranked **14 in the 2018 World QS Top University rankings** in the area of Hospitality and Leisure Management
- 95% HTMi Graduates are employed within 3 months of graduation and work in the top 20% of Global hospitality companies



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**



Bringing the world to you

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



CONSORTIUM OF GLOBAL PARTNERS

Internship & Employment Opportunity with the Best in Industry

SEGi partners with some of the top national and multinational hotels to ensure our Hospitality & Tourism students get the best industry relevant training. Students will undergo an internship as part of the programme, and have the option of undergoing training with any of SEGi's affiliated partners.

This wide spectrum of top industry partners will give SEGi's Hospitality & Tourism graduates an upper hand in terms of depth of exposure and range of specific skills.

Structured Workplace Learning

Hospitality & Tourism programmes offered by SEGi are modelled upon the philosophy of structured workplace learning. SEGi students also stand to gain from a high amount of hands-on training and practical experience built into the Hospitality & Tourism diploma and degree programmes.

Immediate application of theory is one of the most effective ways of learning. After certain modules, there will be a practical session where students must apply their knowledge by organising an event relevant to that module.

Apart from that, they are exposed to and brought on field trips to local and international tourism destinations that give students real-time understanding of their programme syllabus and the industry.



Sheraton®
IMPERIAL
KUALA LUMPUR
HOTEL

Le **MERIDIEN**
KUALA LUMPUR



SUNWAY PUTRA HOTEL
KUALA LUMPUR

THE Royale Chulan
KUALA LUMPUR



RENAISSANCE®
KUALA LUMPUR HOTEL

Michelangelo's



Travelport

**food
aid**
FOUNDATION



**ORIENTAL
GROUP**



STUDY ROUTE



Credit Transfer

Your previous studies and qualifications may earn you credits towards your diploma or degree. The award of credits is given on the basis of subject mapping and grades achieved. The maximum transferable credits you may earn for a previous academic qualification could be 50% of the total credits for the Bachelor's degree. Work experience, MOOCs and other training certifications may earn you credit transfers of up to 30%. All credit transfers are subject to approval by the Senate or Academic Board.

MC Micro-credential

We break it down to build you up. SEGi's Micro-credentials are unbundled from accredited qualifications, offering the modern learners a tempting, tantalising buffet-style learning model. While traditional diplomas or degrees are well-structured and solid, SEGi's Micro-credentials offer learners the choice of ultimate flexibility and customisation, empowering learners to select only what they want to consume, experience and learn. Through our innovative curriculum framework, these unbundled courses delivered through micro-credentials can then be easily rebundled into accredited and recognised qualifications.

PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Campus
Bachelor of Hospitality Management (Honours) KD (R2/811/6/0366) (12/24) (MQA/A10673)	SEGi University & University of Central Lancashire, UK (Double Degree)	<ul style="list-style-type: none"> • A-Levels/STPM with a minimum of 2 principal passes • Related foundation/diploma with at least CGPA 2.0 • UEC with a minimum 5Bs • Any equivalent qualifications 	Kota Damansara
BSc (Hons) International Tourism and Hospitality Management (3+0) SJ (R3/1088/6/0172) (12/27) (A8623) KL (R2/812/6/0015) (06/26) (FA0526) PG (R2/812/6/0029) (06/27) (MQA/FA1111)	University of Sunderland, UK	<ul style="list-style-type: none"> • UEC with 5 credits • STPM with Grade C in 2 subjects • A-Level with passes in 2 subjects • Matriculation / Foundation or equivalent • SAM / AUSMAT with min. ATAR 60 • SKM Level 5 • Related Diploma with min. CGPA 2.00 • MQA-APEL T6 	Subang Jaya Kuala Lumpur Penang
Diploma in Culinary Arts KD (R2/811/4/0101) (08/27) (MQA/FA1969) KL (R2/811/4/0278) (01/26) (A11534) PG (R2/811/4/0897) (04/25) (A10877) SWK (R2/811/4/0041) (10/26) (MQA/FA0965)	SEGi College	<ul style="list-style-type: none"> • SPM / O-Level or equivalent with 3 credits • UEC with 3 Bs • SKM Level 3 • Certificate or equivalent • MQA-APEL T4 	Kota Damansara Kuala Lumpur Penang Sarawak
Diploma in Tourism Management KL (R2/812/4/0052) (04/28) (FA1457) PG (R3/812/4/0014) (04/27) (A7405) SWK (R3/812/4/0003) (07/26) (A7150)			Kuala Lumpur Penang Sarawak
Diploma in Restaurant Management KD (N/811/4/0386) (03/24) (MQA/PA11246) SJ (N/811/4/0382) (12/23) (MQA/PA11207)			Kota Damansara Subang Jaya
(Dual Award*) Diploma in Hotel Management KD (R2/811/4/0126) (01/28) (MQA/FA2511) SJ (R23/811/4/0028) (03/27) (A7759) KL (R3/811/4/0011) (01/27) (A7528) PG (R2/811/4/0281) (12/26) (A1839) SWK (R3/811/4/0005) (07/26) (A7146)	Dual Award*: SEGi College & Hotel and Tourism Management Institute Switzerland (HTMi)		Kota Damansara Subang Jaya Kuala Lumpur Penang Sarawak
Diploma in International Hotel and Tourism Management	*Terms and conditions apply.		
Certificate in Hotel Operations KD (N/1013/3/0001) (08/28) (MQA/PA16684) SJ (R/811/3/0357) (09/24) (MQA/FA4330) KL (R2/811/3/0128) (04/28) (MQA/FA1740)	SEGi College	<ul style="list-style-type: none"> • SPM / O-Level or equivalent with 1 credit • UEC with 1 credit • SKM Level 2 • MQA - APEL A- T3 • Other equivalent qualifications recognized by the Government of Malaysia 	Kota Damansara
Foundation in Commerce KL (R2/010/3/0258) (02/25) (A5212)	SEGi	<ul style="list-style-type: none"> • SPM / O-Level or equivalent with 5 credits • UEC with 3 credits 	Kuala Lumpur
Foundation in Business SWK (R3/010/3/0418) (10/26) (A7097)			Sarawak
Foundation in Arts KD (R2/010/3/0406) (07/26) (MQA/FA0193) SJ (R2/010/3/0541) (07/26) (MQA/FA0452)			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.

BACHELOR OF HOSPITALITY MANAGEMENT (HONOURS)

KD [R2/811/6/0366](12/24)[MQA/A10673]

Programme Modules

Year 1

- Introduction to the Hospitality Industry
- Business Communication
- Food Science, Nutrition and Production
- Innovative, Creative and Critical Thinking Skills
- Hospitality Computerised Systems
- Accommodation Management
- Business Economics in Hospitality Environment
- Marketing Management
- Hospitality Management 1
- Principles of Hospitality Accounting
- Food and Beverage Management

Year 2

- Catering Operations and Management
- Premises and Facilities Management
- Consumer Behaviour in Hospitality
- Hospitality Management 2
- Management Accounting in Hospitality Industry
- Cuisine Operation and Management
- Business and Government Relations
- E-Commerce
- Negotiations and Conflict Management
- Tourism Policy Studies
- Research Methodology
- Business Ethics
- Human Resource Management

Year 3

- Innovation And Business Strategy in Hospitality
- Tourism Resource Management
- Financial Management in Hospitality
- Tourism Destination Development
- Entrepreneurship
- Contemporary Issues in Hospitality and Tourism Industry
- Hospitality and Tourism Law
- Industrial Training

MPU

- Falsafah dan Isu Semasa (Local and International)
- Bahasa Melayu Komunikasi 2 (International) / Penghayatan Etika dan Peradaban (Local)
- Principles of Entrepreneurship / Effective Listening / Bahasa Kebangsaan A* (who didn't get credit BM in SPM)
- Co-Curriculum: Sustainability Thinking

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

Double Degree



SEGi
UNIVERSITY



University of
Central Lancashire
UCLan

Career Opportunities

With great understanding of the hospitality industry through this programme, you can excel in areas such as hotels, restaurants, retailing, transportation, travel agencies, airlines, cruise, and tour operations.

THE MOST COMPLETE HOSPITALITY MANAGEMENT DEGREE

- Wide area of subject coverage
- Fast growing industry with abundant opportunities
- Dual award option with UCLan



TRULY GLOBAL & INDUSTRY

DRIVEN LEARNING EXPERIENCE

- Strong industry partnerships & linkages
- Fast growing industry with abundant opportunities
- 3+0 Award with University of Sunderland (UOS)



BSC (HONS) INTERNATIONAL TOURISM & HOSPITALITY MANAGEMENT

SJ [R3/1088/6/0172] [12/27] [A8623] • KL [R2/812/6/0015] [06/26] [FA0526] • PG [R2/812/6/0029] [06/27] [MQA/FA1111]

Programme Modules

Year 1

- Impacts of Festivals and Events
- Global Tourism
- Marketing and Business for the Service Sector
- Tourism and Heritage Management
- Fundamentals of Tourism, Leisure and Hospitality
- Study Skills for the Service Sector
- Falsafah dan Isu Semasa (International students)
- Falsafah dan Isu Semasa (Local students)
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students)
- English 1
- English 2

Year 2

- Mice: Meetings, Incentives, Conferences and Exhibitions
- Restaurant from Concept to Operations
- Cultural Tourism, Festivals and Events
- Research Methods for the Service Sector
- Current Issues in Tourism and Hospitality
- Tourism Fieldwork
- Destination Branding
- Bahasa Kebangsaan A* / Effective Listening

Year 3

- Digital Technologies in the Visitor Economy
- International Hospitality Management
- Strategic Planning for Tourism and Leisure
- Urban Tourism
- International Hospitality Management Major Project 1
- International Hospitality Management Major Project 2
- The Practice of Managing People
- Human Resource Management
- Co-curriculum: Sustainability Thinking
- Malaysia Society 5.0 / Principle of Entrepreneurship
- Practical Placement (Internship)



Career Opportunities

As graduates of this programme, you stand a good chance of being employed in tourism companies and opportunities in regional and national hospitality and tourism organisations in Malaysia, UK and overseas.

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

DIPLOMA IN CULINARY ARTS

KD(R2/811/4/0101)(08/27)(MQA/FA1969) • KL (R2/811/4/0278) (01/26) (A11534) • PG (R2/811/4/0897) (04/25) (A10877) • SWK (R2/811/4/0041) (10/26) (MQA/FA0965)



Programme Modules

Year 1

- General Language Training
- Introduction to Hospitality & Tourism Industry
- Food Nutrition, Hygiene and Sanitation
- Falsafah dan Isu Semasa / Penghayatan Etika dan Peradaban (Local students)
- Bahasa Melayu Komunikasi 1 (International students)
- Baking and Patisseries
- Basic Cookery 1
- Menu Planning and Development 
- Academic English
- Growth Mindset / Bahasa Kebangsaan A*
- Basic Cookery 2
- Service Quality Management
- Entrepreneurship
- Wine Management

Year 2

- Introductory French
- Culinary Cooking Techniques
- Food and Its Culture
- Food and Beverage Themes & Concepts
- Culinary Artistry and Design
- International and Asian Cuisine
- Hospitality and Tourism Law
- Human Resource Management
- Co-curriculum: Sustainability Thinking
- Industrial Revolution 4.0 in Malaysia
- Culinary Project
- Purchasing, Cost and Control

Year 3

- Internship

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

Career Opportunities

As graduates of culinary arts, you can start off from entry-to-mid-level positions in restaurants, hotels, catering, bakeries or even set up your own businesses.

BUILDING THE BEST CHEFS & F&B EXPERTS

- Learn directly from the industry
- Entrepreneurial elements in the syllabus
- Strong industry linkage & partnerships



A TRULY PRACTICAL LEARNING

FOR A HEAD START IN F&B MANAGEMENT

- Learn directly from the industry
- Practical learning through the 2u1i model
- Job opportunities guaranteed
- 1.5 years academic Learning with SEGi
- 1 year industrial placement with KFC Malaysia



DIPLOMA IN RESTAURANT MANAGEMENT

KD(N/811/4/0386)(03/24)(MQA/PA11246) • SJ (N/811/4/0382) (12/23) (MQA/PA11207)

Programme Modules

Year 1

- Introduction to Hospitality and Tourism Industry
- General Language Training
- Financial Accounting
- Food Production
- Principles of Management
- Food Nutrition, Hygiene and Sanitation
- Falsafah dan Isu Semasa / Penghayatan Etika dan Peradaban (Local students)
- Bahasa Melayu Komunikasi 1 (International students)
- Purchasing, Cost and Control
- Food and Beverage Service Skills
- Restaurant Operation and Services
- Introductory French
- Industrial Revolution 4.0 in Malaysia
- Academic English

Year 2

- Principles of Marketing
- Growth Mindset / Bahasa Kebangsaan A*
- Service Quality Management
- Hospitality, Tourism and Food Law
- Co-curriculum Management
- Entrepreneurship
- Restaurant Operations
- Restaurant Customer Service
- Food Handling and Storage

Year 3

- Kitchen Operations
- Restaurant Leadership and Teamwork Skills



SEGi
COLLEGE



Career Opportunities

As graduates, you can seek careers in the hotel industry, airline and cruise industry, food & beverage industry. This programme is also a pathway to a degree programme.

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

DIPLOMA IN TOURISM MANAGEMENT

KL (R2/812/4/0052) (04/28) (FA1457) • PG (R3/812/4/0014) (04/27) (A7405) • SWK (R3/812/4/0003) (07/26) (A7150)

Programme Modules

Year 1

- General Language Training
- Introduction to Hospitality and Tourism Industry
- Geography of Travel and Tourism
- Penghayatan Etika dan Peradaban (Local students)
- Bahasa Melayu Komunikasi 1 (International students)
- Air Fares, Ticketing and International Travel
- Academic English
- Growth Mindset / Bahasa Kebangsaan A*
- Tourism Marketing
- Travel Agency Operation and Tour Guiding
- Service Quality Management
- Mice: Meeting, Incentives, Convention and Exhibition
- Financial Accounting
- Principles of Management
- Principles of Marketing
- Heritage Resources Management

Year 2

- Introductory to French
- Entrepreneurship
- Industrial Revolution 4.0 in Malaysia
- Electronic Booking Tools: Air Fares, Ticketing and International Travel
- Human Resource Management
- Transportation in Tourism
- Event Management in Tourism
- Tourist Behaviour Management
- Sustainable Tourism
- Hospitality and Tourism Law
- Co-curriculum: Sustainability Thinking

Year 3

- Internship



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COLLEGE

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

Career Opportunities

As graduates, you will have vast career opportunities to choose from such as: Event Management, Tourism Marketing, Eco-tourism Project.

GO BEYOND TOURISM

- Learn directly from the industry
- Entrepreneurial elements in the syllabus
- Hands-on & practical learning



TRULY GLOBAL & INDUSTRY DRIVEN EXPERIENCE

- Dual award option with HTMi, Switzerland
- Learn directly from the industry
- Wide area of subject coverage



DIPLOMA IN HOTEL MANAGEMENT / DIPLOMA IN INTERNATIONAL HOTEL & TOURISM MANAGEMENT

KD (R/811/4/0126)(01/28)(MQA/FA2511) • SJ (R3/811/4/0028) (03/27) (A7759) • KL (R3/811/4/0011) (01/27) (A7528) • PG (R2/811/4/0281) (12/26) (A1839) • SWK (R3/811/4/0005) (07/26) (A7146)

Programme Modules

Year 1

- Introduction to Hospitality and Tourism Industry
- General Language Training
- Principles of Management
- Food Nutrition, Hygiene and Sanitation
- Penghayatan Etika dan Peradaban (Local students)
- Bahasa Melayu Komunikasi 1 (International students)
- Front Office Management
- Basic Cookery 1
- Academic English
- Growth Mindset / Bahasa Kebangsaan A*
- Food and Beverage Operation
- Basic Cookery 2
- Service Quality Management
- Hotel Technopreneurship
- Industrial Revolution 4.0 in Malaysia

Year 2

- Introductory to French
- Advertising Creativity / Wedding Planning and Management
- Purchasing, Cost and Control
- Human Resource Management
- Wine Management
- Restaurant Management
- Principles of Marketing
- Event Management
- Hospitality and Tourism Law
- Financial Management
- Academic English
- Co-curriculum: Sustainability Thinking
- Entrepreneurship
- Housekeeping Management

Year 3

- Internship

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



SEGi
COLLEGE

Dual Award**



** Terms & Conditions apply

Career Opportunities

As graduates, you can seek careers in the hotel industry, airline and cruise industry, food & beverage industry. This programme is also a pathway to a degree programme.



BUILDING A STRONG FOUNDATION IN HOTEL MANAGEMENT

- Practical & hands on learning
- Wide area of subject coverage
- Credit transfer to a Diploma

CERTIFICATE IN HOTEL OPERATIONS

KD [N/ 1013/ 3/ 0001] [08/ 28] [MQA/ FA16684] • SJ [R/ 811/ 3/ 0357] [09/ 24] [MQA/ FA4330] • KL [R2/ 811/ 3/ 0128] [04/ 28] [MQA/ FA1740]

Programme Modules

Year 1

- General Language Training
- Introduction to Hospitality Operation
- Fundamentals of Food
- Food Hygiene and Sanitation
- Introduction to Computer Applications
- Bahasa Melayu Komunikasi 1 /
Pengajian Malaysia
- Front Office Operations
- Public Speaking Skills / Bahasa Kebangsaan A*
- Housekeeping Operation
- Customer Service Management
- Basic Accounting
- Restaurant Service Management Theory
- Restaurant Service Skill Practical
- Food Production

Year 2

- Basic Pastry
- Academic English
- Family Issues
- Internship

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

Career Opportunities

Upon successful completion of the Certificate in Hotel Operations programme, you can pursue the Diploma in Hotel Management or equivalent.

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*



SEGi
COLLEGE



**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.

FASTEST PATHWAY TO A HOSPITALITY/TOURISM DEGREE

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



FASTEST PATHWAY TO A HOSPITALITY/TOURISM DEGREE

- Dual Award option with University of Greenwich
- Fastest pathway into a wide variety of Degree Programmes
- 4 electives to choose from

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.



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		
Karangraf		
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 	<ul style="list-style-type: none"> • Human Resources • Administration • Computer Science
Gamuda Scholarship	<ul style="list-style-type: none"> • Engineering • Accounting 	<ul style="list-style-type: none"> • Human Resources • Psychology
PETRONAS Education Sponsorship Programme	<ul style="list-style-type: none"> • Accounting & Business • Arts & Communication • Computer & Multimedia 	<ul style="list-style-type: none"> • Education • Engineering & Architecture
Bank Negara Scholarship	<ul style="list-style-type: none"> • Computer Science 	<ul style="list-style-type: none"> • Accounting
Tunku Abdul Rahman (BTAR) Scholarship	<ul style="list-style-type: none"> • Accounting & Business • Arts & Communication • Computer & Multimedia 	<ul style="list-style-type: none"> • Education • Engineering & Architecture
Genting Malaysia Scholarship Award	<ul style="list-style-type: none"> • Culinary Arts 	<ul style="list-style-type: none"> • Hospitality Management
OCBC Bank	<ul style="list-style-type: none"> • Accountancy • Business Administration • Computer Science • Engineering 	<ul style="list-style-type: none"> • Accounting & Business • Arts & Communication • Computer & Multimedia
Elena Cooke Education Fund	<ul style="list-style-type: none"> • Accounting & Business • Arts & Communication • Computer & Multimedia 	<ul style="list-style-type: none"> • 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	Hospitality & Tourism / Creative Arts & Design	3
14	Consumer Behaviour		4	41	Print Production		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	Engineering	3
20	Integrated Marketing Communication		4	47	Principles of Electronics & Electrical 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	Presentation Skills		3

CERTIFICATE LEVEL

No	Scholarship Name	School	Credit Value	No	Scholarship Name	School	Credit Value
1	Basic Financial Accounting	Business and Accounting	3	7	Basic Management	Business and Accounting	3
2	Introduction to Human Resource Management		3	8	Basic Marketing		3
3	Business Ethics		3	9	Business Communication and Writing		3
4	Basic Statistics		3	10	Basic Finance		3
5	Basic Business Principles		3	11	The Basics of Physical Education and Health Care in Early Childhood	Early Childhood Education	3
6	Introduction to Cost Accounting		3	12	Fundamental Photography	Creative Arts & Design	4

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- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.



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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

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