

POSTGRADUATE STUDIES

In Collaboration with



**University of
Sunderland**



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.

UNDISPUTED LEADER IN ADULT LEARNING

Choosing an institution is just as crucial as choosing a business partner – especially when you want to #ReachHigher.

With over 46 years of experience in delivering Adult Learners programmes, thousands of Adult Learners have passed through our doors. We do it well because we know adult learning is more than just putting a group of adults in a classroom – it is about customising to students' needs, reframing old perspectives, expanding networks and horizons, and unlocking new possibilities.

By joining us, you can revolutionise what you once thought was impossible in your business career. We promise to #ReachHigher, with you.

**46
YEARS**
of experience in
Adult Learning

**>180
MICRO-
CREDENTIALS**

**5,400
ADULT
LEARNERS**
on campus every year

**FREE
ACCESS**
to over 200,000
online courses





The **ONLY**
UNIVERSITY
in Malaysia to receive all
3 APEL certifications

Multi-million-ringgit
technology upgrades annually
for the **DIGITAL**
LIBRARY and facility
resources

Multi-million-ringgit investment
in world-class Learning
Management Software (LMS) –
BLACKBOARD

WE KNOW YOUR PRIORITIES

as Adult Learners



PERSONALISE YOUR EDUCATION PATHWAY

There is no one-size-fits-all when it comes to adult learning. Identify the shortest and fastest pathway to your goal while minimising cost – our experienced course consultants can fine-tune the right programme to your unique needs and aspirations.



CUSTOMISE YOUR LEARNING: ACADEMIC BUFFET

Can't commit to an entire programme? We can break it down into individual subjects for your convenience. Think of it like a buffet; the "starters" are hundreds of Micro-Credentials. Study what you want first, and when you're ready, these micro-credentials can be credit transferred into a full programme to shorten your study duration.



COMPLETION WITHIN THE FASTEST TIMEFRAME

#ReachHigher, FASTER! With SEGi, you complete a Master's in Business Administration (MBA) in 12 months or a Bachelor's Degree in 24 months – all while attending weekend classes! Our programmes are designed with SPEED in mind so that you can come in, get equipped and graduate as quickly as possible without compromising quality.

FLEXIBLE TIMETABLING

Weekend classes once a month; 24/7 access to academic support; minimal face-to-face contact hours via hybrid learning – these are some innovative ways we've made our academic timetable flexible. Now you don't have to choose between family/leisure/sports/shopping/resting/pets/errands/business projects/second hustle time and study time. #ReachHigher with FLEXIBILITY!



ROUND-THE-CLOCK SIGNATURE LIBRARY SERVICE

A library that never sleeps – literally. In addition to a physical library that's open 24/7, our signature online library systems and resources provide instant access to some of the world's largest and most exclusive databases. You can even do inter-library loans from our sister campuses from 5 locations in Malaysia. Get inspired by accessing millions of resources available for you!

EXCLUSIVE STUDENT LOUNGE

Our "Adult Learners-Only" student lounge is not just for networking and gaining friendships, it is also the perfect hub to explore collaborative efforts and discover business opportunities with our wide network of students, academic experts, and corporate partners on campus. When you open the door to our student lounge, you open the door to endless possibilities!



FLEXIBLE & INNOVATIVE PAYMENT SCHEME

No one should have to choose between self-improvement and making ends meet. We offer 1-to-1 customisation of payment plans for financial peace of mind so you can concentrate on reskilling and upskilling yourself to #ReachHigher.

SEAMLESS ACADEMIC ADMINISTRATIVE SUPPORT

Don't let administrative issues bog you down. The Academic Administrative Support Unit (AAS) offers a one-stop solution to assist you in making your learning experience hassle-free.

BESPOKE ACADEMIC SUPPORT

Going back to school as an adult can be challenging but rest assured, we are here to help you reorientate to the academic ecosystem. From direct access to lecturers to 1-on-1 personalised consults – we make personalised academic support readily available and accessible, providing the necessary resources to excel in your subjects, maximise your learning and graduate with high distinction. Use your hard-earned qualification to #ReachHigher.



FREE WORKSHOPS & TRAINING

Having trouble with citing sources? Can't get the hang of writing assignments? We got you covered. Take advantage of our countless on-the-house workshops and training needed to excel in your studies. Our Librarians are also trained to offer academic advice and assistance. We go the extra mile in reorienting you to the learning rhythm.

Did we mention that you have FREE ACCESS to over 200,000 online courses too? These courses are taught by over 40,000 experts from our partnering brands like Udemy, Google and Microsoft.

MULTI-CAMPUS ACCESS

Being one of the largest groups of private institutions in Malaysia, we are present in five locations across Malaysia. When you study at a SEGi campus, you can access facilities in all our sister campuses. Need a place to work while vacationing in Sarawak? Drop by our Kuching campus; Looking for a meeting venue in downtown KL? We have a campus right in the heart of the city; Want to be inspired working by the beach? Our Penang campus is steps away from one. Think about all the additional networks you'll be able to build!

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



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**



Malaysian Financial Planning Council

MFPC is an independent body set up with the noble objective of promoting nationwide development and enhancement of the financial planning profession. MFPC provides an evolving set of Best Practice Standards and Code of Ethics that must be adhered to by Registered Financial Planner (RFP) and Shariah RFP designees. This requirement is aimed at ensuring that the public will be served with the highest quality of financial planning services. MFPC was registered on 10th of March 2004 under the Societies Act, 1996. The Registered Financial Planner (RFP)

programme was launched by the Governor of Bank Negara Malaysia, Y. Bhg. Tan Sri Dato' Sri Dr. Zeti Akhtar Aziz in November 2002.

The RFP designation was approved by Bank Negara Malaysia (BNM) as the prerequisite qualification to apply for the Financial Advisers' License and Financial Advisers' Representative License. RFP designation was also approved by Securities Commission Malaysia for the application of the Capital Markets Services License (CMSL) in view of the introduction of the Capital Markets and Services Act 2007.

Financial Planners take up the challenging task of helping clients to identify financial goals and ways to achieve them profitably. In view of constant changes in taxation laws, complex banking instruments and diverse insurance solutions, financial planners need to upgrade their knowledge and skills in order to serve the more educated populace. The Master in Financial Planning has been developed by SEGi University in collaboration with the Malaysian Financial Planning Council to give both experienced and new professionals the cutting edge advantage. This programme will equip students with a broad range of financial technical knowledge as well as professional soft skills that are necessary for professionals to take on the financial complexities in this modern era.



CIMA is the world's leading and largest professional body of management accountants. Its unique blend of management accounting, financial accounting and business-focused subjects produces competent and confident CGMAs who can lead their organisations to sustainable success.

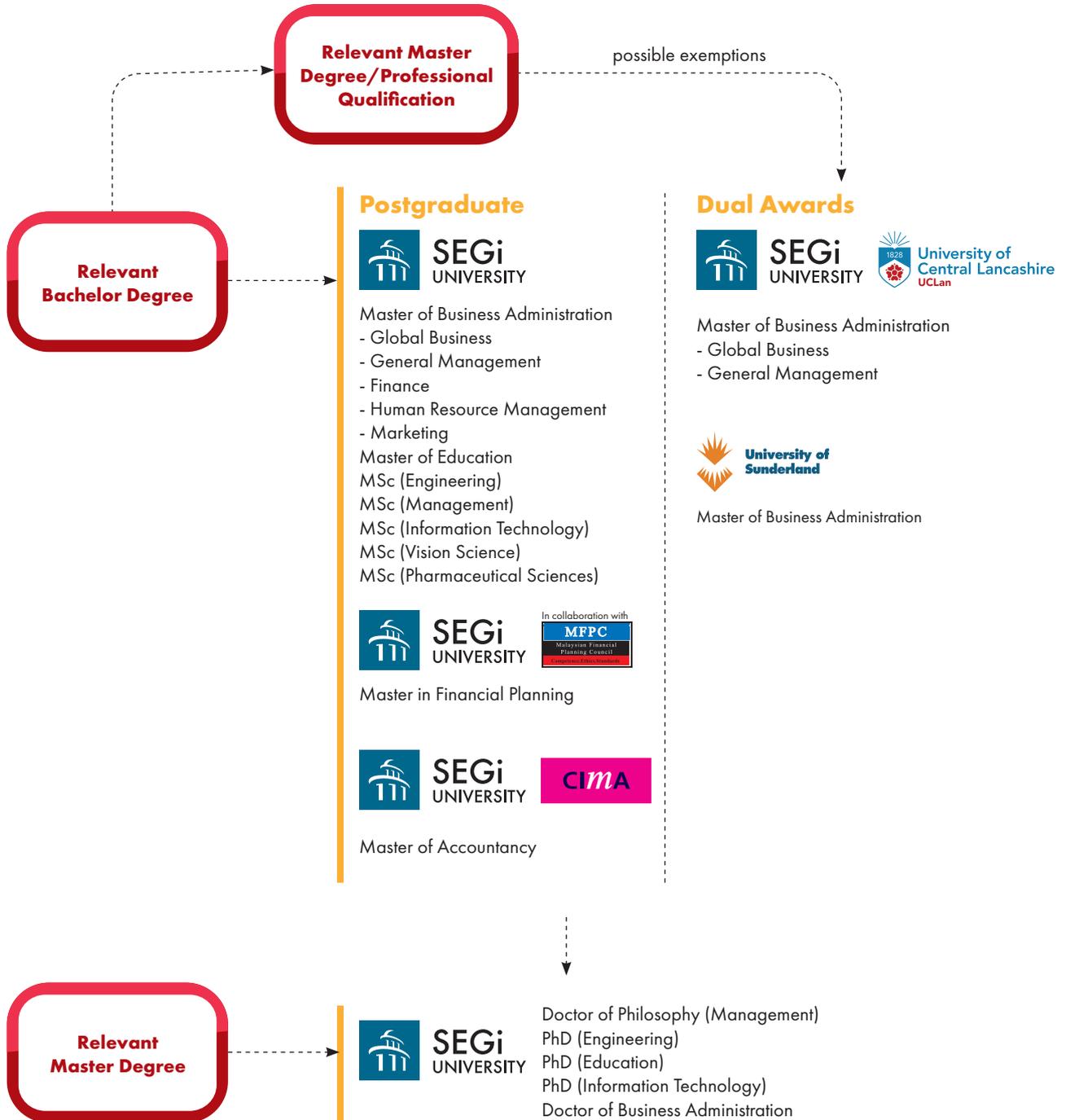
The CGMA designation is powered by two of the world's leading accounting bodies: the Chartered Institute of Management Accountants (CIMA) and American Institute of CPAs (AICPA). It aims to establish management accounting as the most valued profession in businesses worldwide.

Chartered Global Management Accountants play a vital role in managing business opportunities using evidence to develop dynamic solutions. Management accountants use information of all kinds, not just financial, to inform the strategy and help manage the future of a business.

Management accounting is about looking beyond numbers and spreadsheets to add real value to a company. CGMAs work in all areas of a business, in all types of organisations in both the public and private sectors, all over the world. They work in finance, IT, marketing, HR, operations and senior management positions. They could be project managers, management consultants, finance directors or chief executives, and many go on to run their own business.

By studying the CIMA qualification and going on to become a CIMA member, you will join the world's largest professional body of management accountants. You will be able to use the Chartered Global Management Accountant (CGMA) designation and be part of a truly global network.

STUDY ROUTE



ENTRY REQUIREMENTS FOR INTERNATIONAL STUDENTS



bit.ly/isentry23

PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Duration	
Doctor of Philosophy (Management) by Research*	SEGi University	<ul style="list-style-type: none"> • Master's Degree with honours • Any equivalent qualifications that is recognised by the Malaysian government • IELTS 6.0 		
PhD (Engineering) by Research*		<ul style="list-style-type: none"> • A Master's Degree - or its equivalent in a related field of study recognised by the Malaysian government and University's Senate • TOEFL 500 OR IELTS 5.0 OR its equivalent 		3 – 6 years (Full-Time)
PhD (Education) by Research*		<ul style="list-style-type: none"> • Master's Degree - in a related field with First Class Honours and pass the relevant qualification test • Other qualifications equivalent to a Master's Degree • TOEFL 500 OR IELTS 5.0 OR MUET Band 3 		4 – 8 years (Part-Time)
PhD (Information Technology) by Research*		<ul style="list-style-type: none"> • Master's Degree or equivalent • Degree (Master's or Bachelor's) - in Computing or Information Technology • TOEFL 600 OR IELTS 6.0 		
MSc (Engineering) by Research*		<ul style="list-style-type: none"> • Recognised Bachelor's Degree in Engineering/ Engineering Technology or its equivalent with a minimum CGPA of 2.5 AND • For International students, TOEFL score of 500 OR IELTS score of 5.0 OR its equivalent. If a student does not meet this requirement, HEPs must offer English proficiency courses to ensure that the student's proficiency is sufficient to meet the needs of the programme. This is normally conducted through an assessment process. <p>Note: Degree holders of Bachelor's of Science or Technology (non-engineering or engineering technology) with CGPA above 2.0 but less than 2.5 may be admitted, subject to a rigorous internal assessment process.</p>		2 – 4 years (Full-Time) 3 – 6 years (Part-Time)

PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Duration
MSc (Information Technology) by Research *	SEGi University	<ul style="list-style-type: none"> A Bachelor's Degree of Computing or in the area of science and technology or related to computing, with a minimum CGPA of 3.00; OR A Bachelor's Degree of Computing or in the area of science and technology or related to computing, with CGPA below 3.00 but above 2.50, can be accepted subject to rigorous internal assessment process; OR A Bachelor's Degree of Computing or in the area of science and technology or related to computing with CGPA less than 2.50, with a minimum of 5 years working experience in a relevant field maybe accepted. 	2 – 4 years (Full-Time) 3 – 6 years (Part-Time)
Master of Education by Research *		<ul style="list-style-type: none"> Bachelor's Degree - with Honours in related fields (Second Class Upper minimum) Other qualifications recognised by the Malaysian government TOEFL 600 OR IELTS 6.0 	
MSc (Management) by Research *		<ul style="list-style-type: none"> Bachelor's Degree - in a business-related field with min. CGPA of 2.75, or its equivalent Bachelor's Degree - in a business-related field not meeting CGPA of 2.75 but above the CGPA of 2.50, or its equivalent qualifications may be accepted, subject to the HEP's rigorous internal assessment (may include tests, interviews or portfolio) Bachelor's Degree - in a business-related field with CGPA below 2.50, or its equivalent qualifications may be accepted, subject to a min. of 5 years of working experience in relevant field <p>OTHER REQUIREMENTS:</p> <ul style="list-style-type: none"> IELTS 6.0 (International students) 	
MSc (Vision Science) by Research		<ul style="list-style-type: none"> Bachelor's Degree - in Optometry with a min. CGPA 2.50 or equivalent Bachelor's Degree - in related Science with Honours with a mini. CGPA of 2.50 and 2 years of working experience in the relevant field Any equivalent qualifications recognised by the Senate 	
MSc (Pharmaceutical Sciences) by Research		<ul style="list-style-type: none"> Bachelor's Degree in Pharmacy with Honours or its equivalent with a minimum CGPA 2.75 or equivalent Bachelor's Degree in Science or its equivalent in a related field of study with a minimum CGPA 2.75 or equivalent <p>OTHER REQUIREMENTS:</p> <ul style="list-style-type: none"> Minimum test score of 500 in TOEFL or a band score of 6.0 in IELTS (International Students) <p>Note: Candidates with CGPA of 2.50 – 2.74 or equivalent as accepted by the University's Senate, and possess at least one year of job experience in relevant fields.</p>	

* Students are required to submit a draft proposal for research topic.

PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Duration
Doctor of Business Administration	SEGi University	<ul style="list-style-type: none"> Master's Degree - or any equivalent qualification recognised by the Malaysian government <p>OTHER REQUIREMENTS:</p> <ul style="list-style-type: none"> IELTS 6.0 (international students) 	3 – 7 years (Full-Time) 4 – 9 years (Part-Time)
Master of Financial Planning	SEGi University In collaboration with 	<ul style="list-style-type: none"> Bachelor's Degree - in related field with min. CGPA of 2.75 or its equivalent as accepted by the HEP Senate Bachelor's Degree - in related field with min. CGPA of 2.75 but above 2.50 or its equivalent, subject to min. of 5 years working experience in relevant field. <p>OTHER REQUIREMENTS:</p> <ul style="list-style-type: none"> IELTS 6.5 (international students) 	1 year
Master of Business Administration	University of Sunderland, UK	<ul style="list-style-type: none"> A recognised Degree A recognised Diploma with at least 5 years of management experience with MQA-APEL T7 	
Master of Accountancy	SEGi University and CIMA Conditional Exemption 	<ul style="list-style-type: none"> Bachelor's Degree - in accounting or related field with a min. CGPA of 2.75 Bachelor's Degree - in accounting or related field not meeting CGPA of 2.75 but above CGPA of 2.50 can be accepted, subject to the HEP's rigorous internal assessment Relevant professional accounting qualifications equivalent to a Bachelor's Degree Other qualifications equivalent to a Bachelor's Degree with a min. CGPA of 2.75 Bachelor's Degree - in accounting or related field below a CGPA of 2.50 can be accepted, subject to a min. of 5 years working experience in the relevant field. <p>OTHER REQUIREMENTS:</p> <ul style="list-style-type: none"> IELTS 5.5 (foreign students). 	
Master of Business Administration (Finance)	SEGi University	<ul style="list-style-type: none"> Bachelor's Degree - in related field with a min. CGPA of 2.75 or its equivalent Bachelor's Degree - in related field with min. CGPA of 2.75 but above 2.50 or its equivalent can be accepted, subject to a min. of 5 years' working experience in relevant field. <p>OTHER REQUIREMENTS:</p> <ul style="list-style-type: none"> IELTS 6.5 (international students) 	
Master of Business Administration (General Management)	SEGi University and University of Central Lancashire, UK	<p>All applications will be individually assessed.</p>	
Master of Business Administration (Global Business)	Dual Awards 		
Master of Business Administration (Marketing)	SEGi University		
Master of Business Administration (Human Resource Management)	SEGi University		
Master of Arts in Corporate Communication	SEGi University	<ul style="list-style-type: none"> Bachelor's Degree - with min. CGPA of 2.5 Min. 5 years of working experience in relevant fields 	1 ½ years (full-time) or 1 ½ years (part-time)

DOCTOR OF PHILOSOPHY (MANAGEMENT) BY RESEARCH

This programme focuses highly on an original contribution to academic literature or research in a specific discipline of business. Look forward to a thorough understanding of theoretical underpinnings and their applications, with an ability to think in a systematic way and apply quantitative and qualitative techniques to business related problems.

We aspire to train you to be highly skilled scholars in conducting research and teaching for careers where intensive research skills, and analytical capabilities are required.

Enhance your knowledge, skills, and abilities obtained at the master's level and gain the ability to conduct independent research through formal courses, seminars, independent studies, examinations, written papers, workshops, presentations, and the dissertation.

At SEGi University, you can focus on one of the following broad areas: Finance, Accounting, Human Resource Management, Organisation Behaviour, Strategic Management, Business Administration, Marketing, and Operations Management to conduct your research.

Programme Modules

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> ■ Advanced Qualitative Research Methods ■ Advanced Quantitative Research Methods ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis

Career Opportunities

The PhD Management programme is suitable for those seeking position in a variety of management fields including accountancy, business analysis, business development, consultancy, corporate strategy, finance and accounting, human resource management, and marketing management.

DOCTOR OF BUSINESS ADMINISTRATION

The Doctor of Business Administration programme is a combination of coursework and research for management practitioners and professionals who are oriented towards making a significant contribution to practice and/or policy. Our modules emphasise interdisciplinary understanding and application of knowledge, crucial for management in a global perspective. SEGi DBA is a doctoral degree at the highest-level business qualification attainable.

Single Award



The overall aims of the programme are to:

- provide significant contributions and enhancements of professional practices through the application of existing knowledge and theoretical frameworks
- focus on existing real business issues through critical review and systematic application of theory and research knowledge
- provide significant opportunity for considerable personal development in order to achieve higher level effectiveness as a professional practitioner

Programme Modules

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> ■ Management Theory & Policies ■ Organisational Behaviour: Theory and Advanced Practices ■ Strategic Human Resource Management & Leadership ■ Advanced Practices in Strategic Marketing Management ■ International Business and Globalisation ■ Advanced Financial Management 	<ul style="list-style-type: none"> ■ Strategic Change and Quality Management ■ Financial Accounting and Corporate Governance ■ Advanced Research Methodology ■ Advanced Data Analysis ■ Research Proposal 	<ul style="list-style-type: none"> ■ DBA Thesis

Career Opportunities

As graduates of this programme, you're expected to make a key contribution to global business practices. Hence, the coursework relates to leadership, change, finance and process management, as well as research methodologies.

PhD (ENGINEERING) BY RESEARCH

The Doctor of Philosophy (Engineering) programme provides professionals with in-depth knowledge of Engineering, thus shaping the ability to solve research and engineering problems effectively.

This doctorate programme keeps you updated with the latest developments in the field of engineering and cultivates research competitiveness to cater to societal needs. It also serves as a platform for innovation and creation.

With the guidance from our experienced academic team throughout the programme and well thought-out curriculum, you will master far more advanced analytical thinking skills and be well prepared to take on new challenges relevant to the industry.

PROGRAMME MODULES

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> ■ Advanced Quantitative Research Methods ■ Advanced Qualitative Research Methods ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis

Career Opportunities

A PhD graduate in engineering would have the opportunity to work in the industry as a full-fledged practising engineer specialising in areas of expertise from the research conducted.

PhD (INFORMATION TECHNOLOGY) BY RESEARCH

The PhD programme is conducted fully by research and aims to groom you in the field of information technology. The programme prepares you for one of four likely career paths; as an academician in an institution of higher learning, a consultant in the ever-evolving IT industry, a technopreneur or researcher in industrial R&D or government-funded research institutions.

Programme Modules

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> ■ Advanced Quantitative Research Methods ■ Advanced Qualitative Research Methods ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis

Career Opportunities

Graduates of the PhD (Information Technology) by Research have gained employment in both public and private sector organisations in a range of technology related positions such as IT Consultants, IT Managers, e-Business Consultants, Information Systems Strategic Managers, Business Development Managers, and Project Managers.

R/482/8/0311(6/25) KD CAMPUS

PhD (EDUCATION) BY RESEARCH

The Doctor of Philosophy (Education) is designed for teachers to pursue professional development in order to play a greater leadership role in academia or the industry.

Throughout this programme, candidates will develop students' research skills through quality supervision, methodologies learned from the curriculum, and actual application of a research project on a topic of interest (entirely by research without the teaching practicum component). As candidates, you're required to take courses in Advanced Quantitative Research Methods and Advanced Qualitative Research Methods.

Programme Modules

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> ■ Advanced Quantitative Research Methods ■ Advanced Qualitative Research Methods ■ Research Proposal and Seminar ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis

Career Opportunities

An academician at an institute of higher learning.

R/141/8/0016(5/28) KD CAMPUS

MASTER IN FINANCIAL PLANNING

The Master in Financial Planning is for professionals who would like to acquire a broad range of financial planning skills. This programme provides students essential background material such as methodologies, techniques, and tools in systems analysis and design, business and financial planning alignment, and requirement analysis. Graduates will be equipped with all the skills and knowledge needed to support business financial planning analysis.

The objectives of this programme are to:

- equip learners with comprehensive knowledge and understanding of financial legislation and regulations related to the financial planning industry in Malaysia;
- prepare learners to be competent financial planners capable of meeting the financial planning needs and goals of their clients;
- strengthen the interpersonal skills of learners to enable them to develop and maintain successful client relationships with existing and potential clients;
- improve learner's competencies and skills in management, marketing, accounting, and finance;
- develop learner's quantitative and analytical skills to enable them to address complex financial situations;
- expose learner's to hands-on applications of financial planning technology and tools.

Programme Modules

Year 1	Elective Modules
<ul style="list-style-type: none"> ■ Advanced Financial Planning ■ Risk Management and Insurance Planning ■ Accounting for Managers ■ Financial and Investment Planning ■ Retirement and Estate Planning ■ Taxation ■ Strategic Management ■ Corporate Finance ■ Research Methodology ■ Master's Project ■ Elective I ■ Elective II 	<ul style="list-style-type: none"> ■ Managing the International Economy ■ Entrepreneurship: Practice & Processes ■ Applied Financial Econometric ■ Risk Management and Governance ■ Laws and Ethics in business environment

Single Award



Exemption



Career Opportunities

As graduates of the programme, you can explore careers such as Financial planner, Agency Manager, Financial Analyst, Investment Broker, Employee of Financial Institutions.

MASTER OF BUSINESS ADMINISTRATION (GLOBAL BUSINESS)

Global business consists of transactions devised and carried out across national borders to satisfy the objectives of individuals, companies, and organisations. To sustain an edge in such competitive market, businesses are relying solely on management staff with specialise skills and knowledge.

Our Masters of Business Administration (Global Business) programme grooms you in developing strategies and methods for the global market of tomorrow. A module in international finance, global business strategies, global supply chain management, international marketing, and international business law dealing with trade equips you to go forward in international businesses.

We designed the programme to expand your theoretical understanding and critical awareness in today’s global business. You’ll develop strategic and integrated views of organisations and management, develop skills in effective decision-making, a critical awareness of the operation of global organisations within their international environment, and understanding of international, ethical and strategic concepts and current theories in the management of global businesses.

Single Award



Dual Awards



Programme Modules

Year 1	Elective Modules
<ul style="list-style-type: none"> ■ Managing in International Economy ■ Marketing Management ■ Accounting for Managers ■ Organisational Behaviour ■ Operations and Quality Management ■ International Marketing ■ Strategic Management ■ Research Methodology ■ Master’s Project ■ Elective I ■ Elective II 	<ul style="list-style-type: none"> ■ Economics for Managers ■ Consumer Behavior ■ Project Management: Framework and sustainability* ** ■ Laws and Ethics in business environment* **

Career Opportunities

Global business is a crucial area for many companies (both large and small) with increasing number of companies branching into global markets. There is a high demand for professionals and managers with skills and qualifications in international business.

** Single Award only

MASTER OF BUSINESS ADMINISTRATION (GENERAL MANAGEMENT)

The Master of Business Administration (General Management) programme seeks to help you understand core business and management disciplines with emphasis on management skills and developing new ideas in areas of analysis, problem solving, decision-making, effective communication, and leadership.

The core elements of the programme include the management of human resources, management of the immediate business environment, management of change and the management of general resources. These are delivered in focused modules and the project dissertation encourage in-depth understanding and facilitate interactive teaching and learning.

Our modules originate from a wide range of business and management disciplines including economics, marketing, information systems, statistics, human resource management, and law.

Single Award



SEGi
UNIVERSITY

Dual Awards



SEGi
UNIVERSITY



University of
Central Lancashire
UCLan

Programme Modules

Year 1	Elective Modules
<ul style="list-style-type: none"> ■ Marketing Management ■ Accounting for Managers ■ Finance for Managers ■ Organisational Behaviour ■ Entrepreneurship Practice and Processes ■ Operations and Quality Management ■ Strategic Management ■ Research Methodology ■ Master's Project ■ Elective I ■ Elective II ■ Business Plan** 	<ul style="list-style-type: none"> ■ Economics for Managers ■ Managing the International Economy ■ Laws and Ethics in business environment** ■ Project Management: Framework and sustainability**

Career Opportunities

As graduates, you are highly in demand to perform in a senior or managerial roles. Organisations are always looking for professionals with strong managerial skills and abilities as it determines the success of their business.

**Single Award only

MASTER OF BUSINESS ADMINISTRATION (FINANCE)

The Master of Business Administration in Finance programme is intended to provide graduates with a foundation of education in statistics, leadership, economics, strategy, and marketing. It also equips students to be efficient and effective in managing distinct challenges any organisations will face.

This MBA programme is ideal for students who want to accelerate their career path in the field of finance, investment, and corporate treasury within ONE year. Students pursuing the MBA in Finance will gain professional prospects by developing the business skills that are needed in today's competitive global environment.

It also enables students to demonstrate relevant knowledge and understanding of organisations and acquire skills in communications, team-working, and problem-solving. This specialisation offers a variety of industries to thrive in including commercial and corporate banking, investment services, and real estate.

Year 1	Elective Modules
<ul style="list-style-type: none"> ■ Operations and Quality Management ■ Strategic Management ■ Research Methodology ■ Investment Decision ■ Corporate Finance ■ Organisational Behaviour ■ Finance for Managers ■ Financial Statement Analysis ■ Master's Project ■ Elective I ■ Elective II 	<ul style="list-style-type: none"> ■ Economics for Managers ■ Marketing Management ■ Applied Financial Econometric** ■ Laws and Ethics in business environment**

** Single Award only

Career Opportunities

The career opportunities for students pursuing MBA in Finance are Accounting Managers, Corporate Controllers, Chief Financial Officers, Risk and Insurance Manager, Investment Bankers, etc.

MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE MANAGEMENT)

Master of Business Administration in Human Resource Management provides graduates an opportunity to enhance their knowledge based on the latest practices in the area of human resource management and organisational leadership. This programme prepares students in the functional areas of business allowing them to develop managerial skills necessary to be effective in a rapidly changing business environment.

This programme is designed for students with an interest in entering or advancing their careers in business. With support of expertise from the academic team, students will be exposed to developing the skills and knowledge needed to move forward in the industry.

It also enables students to develop and acquire problem-solving abilities and linking theory to real world challenges. Graduates will be able to pursue careers specialising in HR Management positions or consultancy roles in all areas of human resource management, up to director level.

Year 1	Elective Modules
<ul style="list-style-type: none"> ■ Operations and Quality Management ■ Strategic Management ■ Research Methodology ■ Compensation and Performance Management ■ Human Resource Management ■ Marketing Management ■ Recruitment and Selection ■ Organisational Behaviour ■ Master's Project ■ Elective I ■ Elective II 	<ul style="list-style-type: none"> ■ Economics for Managers ■ Human Resource Planning ■ Project Management: Framework and Sustainability ** ■ Laws and Ethics in Business Environment **

Career Opportunities

Human Resource Manager, Training and Development Manager, Organisational Development Specialist, Public Relations Specialist.

**Single Award only

MASTER OF BUSINESS ADMINISTRATION (MARKETING)

The Master of Business Administration in Marketing will focus on businesses and organisations within the context of marketing, examining how marketing can help develop a competitive edge for a company in today's challenging environment. Students will be exposed to the future of marketing in terms of trends and modern practices that affect the competitiveness of organisation.

This programme aims to introduce innovative business understanding that integrates cutting-edge research and practice across all key business areas to cater and adapt to the ever-competitive industry.

It also enables students to develop key leadership skills such as communications, team working, and problem-solving. The Master of Business Administration in Marketing is grounded in principles that underpin businesses today and will equip students with a fresh strategic approach to the issues managers encounter.

Year 1	Elective Modules
<ul style="list-style-type: none"> ■ Operations and Quality Management ■ Strategic Management ■ Research Methodology ■ Marketing Management ■ Organisational Behaviour ■ Product & Brand Management ■ Consumer Behaviour ■ Master's Thesis ■ International Marketing ■ Elective I ■ Elective II 	<ul style="list-style-type: none"> ■ Economics for Managers ■ Managing the International Economy ■ Sales and Distribution Management* * ■ Laws and Ethics in Business Environment* *

** Single Award only

Career Opportunities

Marketing and Sales Manager,
Market Research Analyst, Media
Planner, Product Manager,
Advertisement Manager.

MASTER OF ACCOUNTANCY

The Master of Accountancy programme is designed to prepare students for careers in accounting by providing an in-depth study in the basic areas of the field. The programme prepares students for CIMA examinations.

The programme, available only at SEGi University, is designed for working professionals as it is developed in a flexible learning format. Delivered by academics with relevant professional experience in a small-class setting, it provides students a greater support for their coursework and professional development throughout the programme.

The course provides students with a thorough understanding and an appreciation for social, professional, and ethical responsibilities inherent in the accounting profession. Students will be able to enhance and further develop their written, verbal and technological skills necessary for professional success. Students also have the opportunity to develop a deeper understanding of the international accounting perspective and principles.

Single Award



Conditional Exemption



Programme Modules

Year 1	Elective Modules
<ul style="list-style-type: none"> ■ Advanced Management Accounting ■ Accounting Theory & Policy ■ Issues in Auditing & Assurance ■ Taxation ■ Advanced Corporate Reporting ■ Accounting Research Method ■ Advanced Financial Management ■ Risk Management & Governance ■ Applied Research Paper ■ Elective I ■ Elective II 	<ul style="list-style-type: none"> ■ Strategic Management ■ Financial Statement Analysis ■ Investment Decisions

Career Opportunities

The insights you will gain as a graduate of the Master of Professional Accounting will provide you with the knowledge and skills needed to seek employment in fields including:

- financial and management accounting
- taxation
- auditing
- superannuation
- investment
- financial advising
- banking
- stockbroking

MASTER OF ARTS IN CORPORATE COMMUNICATION

This programme is designed in such a way that upon successful completion of the programme, the students should be able to demonstrate and appraise enhanced knowledge relating to the study and practice of Corporate Communication. Also, the students will be able to process large volumes of info, and strive to become lifelong learners by staying abreast of knowledge, theories, and development in the field. This programme includes a requisite of corporate communication practices such as managing, presenting, negotiating, and organising skills.

The students will get to work in a group to originate, organise, and disseminate researched ideas verbally, plus writing ads through visual presentations. Imagine applying enhanced ICT skills to critically evaluate technology for producing effective and creative solutions to problems relating to the programme. The students will essentially relate to others and readily act as communication experts to initiate resolutions to quandaries, where appropriate. This programme will allow the students to perform as corporate communication professionals and essentially address issues concerning values, norms and ethics within the community. Upon graduation, the students will administer functional teams and autonomously seize chances, take risks and compete within a revolutionised market.

PROGRAMME MODULES

- Advanced Psychology in Communication
- Advanced Corporate Communication
- Legal and Ethical Issues in Corporate Communication
- New Media and Communication Strategy
- Corporate Media Relations
- Crisis Communication
- Corporate Advertising, Image & Identity
- Video Production for Corporate Communication
- Research methods in Corporate Communication
- Corporate Sociology
- Issues in Public Communication Campaign Management
- Corporate Writing
- Final Project*

*Each student may choose between a 20,000-word dissertation or a 5-minute PSA video production

Career Opportunities

Marketing Communication Manager, New Media Strategist, Community Manager, Brand Manager, Corporate Communication Officer, Director of Corporate Affairs, Head of Public Relations and Media Relations or Social Media Manager.

MASTER OF BUSINESS ADMINISTRATION

Our internationally acclaimed MBA programme is designed for enterprising minds seeking to combine their expertise with general management skills. You'll learn decision-making and problem solving skills in an international business environment and strategies to manage globalisation issues.

The MBA will assimilate work-based learning that will improve your ability to bring many productive changes within your current organisation.



PROGRAMME MODULES

- Financial Management and Control
- Strategic Management in an International Context
- Value Creation in Organisations - Managing Operations and Marketing
- Professional Management and Leadership Development
- Innovation, Entrepreneurship and Technology Transfer
- MBA Project

Career Opportunities

Suitable for professionals across all disciplines, the programme will significantly enhance your capability to function as a senior manager within a wide range of commercial and service organisations.

R2/340/7/0753 (04/28) (A8624) **SJ CAMPUS**
 R2/340/7/0268 (11/28) (A9419) **KL CAMPUS**
 R2/345/6/0303 (02/28) (A8848) **PG CAMPUS**
 R2/340/7/0569 (02/26) (MQA/FA0310) **SWK CAMPUS**

MSc (MANAGEMENT) BY RESEARCH

This two-year programme is aimed for those who wish to gain in-depth knowledge of the various aspects of management.

Get analytical training according to the specialisation of each individual, which allows you to develop an applied final thesis as your MSc dissertation. We focus on highly specialised research that interests you and pushes you to be creative, innovative, and contribute new knowledge to different management fields.

In the first year of the programme, you will be required to complete three modules that include Theory of Knowledge, Advanced Research Methods and Design, and Research Proposal and Seminar.

Upon completion of these modules, you will conduct research and write a comprehensive thesis under the supervision of an approved supervisor.

Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Advanced Qualitative Research Methods ■ Advanced Quantitative Research Methods ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis

Career Opportunities

The MSc Management programme is suitable for those seeking a position in a variety of management fields including accountancy, business analysis, business development, consultancy, corporate strategy, finance and accounting, human resource management, and marketing management.

R2/345/7/0122(10/26) **KD CAMPUS**

MSc (INFORMATION TECHNOLOGY) BY RESEARCH

The programme prepares you for one of four likely career paths; a career as an academician in an institution of higher learning, a consultant in the lucrative IT industry, a technopreneur or research careers in industrial R&D or government-funded research institutions.

Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Advanced Quantitative Research Methods ■ Advanced Qualitative Research Methods ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis

Career Opportunities

Graduates of the MSc (Information Systems) Management have gained employment in both public and private sector organisations in a range of technology related positions such as IT Consultants, IT Managers, Systems Analysts, Business Analysts, Business Development Managers, and Project Managers.

R/481/7/0312(6/28) KD CAMPUS

MSc (ENGINEERING) BY RESEARCH

The Master of Science (Engineering) prepares you with comprehensive knowledge in the research area of Engineering.

Upon completion of the programme, you are able to establish and conduct surveys or experiments, analyse data, and present the results in a professional manner. Through this programme, we will cultivate research competitiveness in you, equipping you with the capacity for continuous learning and analysing contemporary issues.

Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Advanced Quantitative Research Methods ■ Advanced Qualitative Research Methods ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis

Career Opportunities

A Master graduate in engineering would have the opportunity to work in the industry as a full-fledged practicing engineer specialising in areas of research or management younger engineers.

R/520/7/0042(1/28) KD CAMPUS

MASTER OF EDUCATION BY RESEARCH

Master of Education by Research provides teachers the essential research skills to meet the demands of the workplace through quality supervision. The programme is by research and does not involve the teaching of courses. This professional development will also enable teachers to play a leadership role in academia or industry.

Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Research Methodology ■ Statistics and Data Analysis ■ Research Proposal and Seminar ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis

Career Opportunities

The programme prepares you to take on leadership and management positions in a range of settings and services, such as children's centres, extended schools, and child-minding networks.

R/141/7/0017(6/28) KD CAMPUS

MSc (VISION SCIENCE) BY RESEARCH

With the Master of Science (Vision Science) by Research programme, we aim to provide you with a firm grounding in scholarly research work in clinical vision science that encompasses the subject areas of ocular and visual science through clinical optometry.

The programme forms the initial platform for vision related professionals to advance their knowledge on the scientific foundations of vision science by pursuing supervised research work in preparation for later pursuit of a doctoral degree by research in clinical optometry and/or vision science.

Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Investigative Techniques in Clinical Vision Research ■ Advanced Research Methods & Design ■ Research Proposal & Seminar 	<ul style="list-style-type: none"> ■ Research and Thesis

Career Opportunities

An optometrist is a healthcare professional who provides primary eye care ranging from vision testing and correction to the diagnosis and management of vision disorders with pathological causes. With routine hours and a good income, optometrists enjoy a lifelong career with a satisfying lifestyle. Career opportunities include professional private optometric practice (solo or group), retail optical practices, ophthalmology clinics, hospital eye departments, and multi-national optical industry.

N/441/7/0002(11/26) KD CAMPUS

MSc (PHARMACEUTICAL SCIENCES) BY RESEARCH

The Master of Science in Pharmaceutical Sciences is a research-oriented degree programme that encompasses a broad spectrum of subject areas within the field.

The research degree enables you to acquire a sound understanding of knowledge for personal enrichment in the respective area of specialisation. It also allows you to enhance your skills to remain competitive in the graduate employment market.

Throughout the two-year programme, you will acquire high-level research skills and produce a body of original work that contributes to wider literature in your specialisation area. You will be taught Research Methodology to strengthen your research knowledge and skills, as well as exposure to new developments and challenges in your research area in the international arena through media, seminars and conferences.



Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Advanced Quantitative Research Methods ■ Advanced Qualitative Research Methods ■ Research Proposal 	<ul style="list-style-type: none"> ■ Research and Thesis

Career Opportunities

As graduates, you'll find diverse career options like academia, research (clinical, non-clinical, and analytical), industry R&D, product specialisation, graduate research, executive roles, PhD studies, pharmaceutical development (drugs/formulations), quality control, biotechnology, clinical/community pharmacy, medical writing, and cosmeceutical formulation.



SEGi University (100589-U)

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SEGi College Kuala Lumpur (42114-V)

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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 📞 016 212 9737

The best in you, made

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