



**SEGi**  
University  
& Colleges

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# HOSPITALITY, TOURISM & CULINARY ARTS

/ˌhɒs.pɪˈtæl.ə.ti/ /ˈtʊə.rɪ.zəm/ /ænd/ /ˈkʌl.ɪ.nər.i/ /arts/ **noun**

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1. Collaboration with Ferrandi Paris
2. Close partnership with the hospitality and tourism industry
3. Highly practical course content

Collaboration with

**FERRANDI**  
PARIS



## Programme accreditations and recognitions



# ONE OF THE LARGEST & LEADING HIGHER EDUCATION GROUP IN MALAYSIA 48 YEARS AT THE FOREFRONT OF EDUCATION

ONE OF THE ONLY 21 QS 5-Stars Plus Rated University in the World

KOTA DAMANSARA | KUALA LUMPUR | SUBANG JAYA  
PENANG | KUCHING | IPOH | JOHOR BAHRU | SIBU



Teaching



Internationalisation



Online Learning



Arts & Culture



Employability



Academic Development



Bachelor of Medicine and  
Bachelor of Surgery (MBBS)



Inclusiveness

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





## Partner Universities and Institutions

# YOUR GATEWAY TO LEADING GLOBAL INSTITUTIONS

## Consortium of Global Research and Mobility Partners



# THE PARISIAN *Flair*

FERRANDI  
PARIS

## Elite Culinary & Hospitality Programme - Now Within Your Reach

## FERRANDI PARIS: The Harvard of Gastronomy

For over 100 years, FERRANDI Paris has defined excellence in French gastronomy, luxury hospitality, and culinary innovation. This prestigious institution is where Michelin-starred chefs, world-class hoteliers, and creative entrepreneurs begin their journey.

**10,000+**  
**TRAINED**  
**PROFESSIONALS**

**PARTNERSHIPS WITH  
TOP RESTAURANTS  
& GLOBAL HOTEL GROUPS**

## CAMPUSES IN 4 ICONIC FRENCH CITIES

OVER  
**40 NATIONALITIES**  
REPRESENTED ON CAMPUS





# LEARN UNDER THE BIGGEST & BRIGHTEST FROM THE INDUSTRY

To excel in your career from day one, you need cross-disciplinary skills, industry insights, and technical know-how. These are often not adequately provided by traditional education methods like written assignments, industry visits, or internships.

Our programmes integrate industry expertise directly into the classroom experience. Co-designed, co-delivered, and co-assessed by industry professionals, our programmes offer hands-on learning opportunities with over 300 partner brands. The aim is to ensure you have real-world experience and secure job or business opportunities before graduation.

Winner of the  
**Employers' Choice Award**  
by Talentbank for  
THREE CONSECUTIVE YEARS



## CONSORTIUM OF INDUSTRY PARTNERS





# YOUR WORK EXPERIENCE COUNTS!

SHORTEST & FASTEST PATHWAY FOR ADULT LEARNERS



**SKIP ENTRY REQUIREMENTS: DIRECT ENTRY PATHWAY**

Can't meet the entry requirements? APEL.A is the preferred alternative pathway to qualify yourself for a programme.



**STUDY FIRST AND GET AUTOMATICALLY QUALIFIED LATER**

Start studying first and you will automatically be qualified once you pass more than 50% of the subjects.



**SHORTEN YOUR STUDY DURATION**

Cut your studying duration up to 50% using your experience from work & training!

CANNOT COMMIT FOR A FULL-FLEDGED PROGRAMME?

# "ALA-CARTE" YOUR EDUCATION

**BUILD YOUR QUALIFICATION SUBJECT BY SUBJECT**

Not ready to take on a full-fledged programme? Enrol in 1 subject as a micro-credential first. Accumulate the subjects over time and stack them up to become a full-fledged qualification.

PROFESSIONAL PROGRAMMES

4 MICRO-CREDENTIAL SUBJECTS

DEGREE/DIPLOMA

6 PROFESSIONAL PROGRAMMES

## QUALITY EDUCATION WITHIN REACH PROGRAMMES THAT SUITS YOUR NEEDS

Mode of Study	Full time	Programme is offered in full time mode
	Weekend	The weekend programme is also designed to suit adult learners to complete within the shortest timeframe possible
	ODL	Open and Distance Learning (ODL) mode is a fully-online learning mode suited to students who wishes to study off-campus
	WBL	Work-Based Learning (WBL) is an innovative mode of delivery where SEGi partners with a renowned brand to deliver the programme. Students get the best of both worlds in their studies – theoretical know-how from SEGi and practical learning from the industry
Micro-credentials	MC	Micro-credentials are designed for students who wish to 'ala carte' their education. Subjects are offered on a singular basis and are stackable over time to convert into a full-fledged qualification
APEL	APEL A/M/C	Developed by the Malaysian Qualifications Agency (MQA), the Accreditation of Prior Experiential Learning (APEL) programme enables students to access multiple pathways into a recognised programme
	APEL Q	The APEL.Q programme enables students to convert work experience into a recognised qualification without going through the conventional teaching and learning of a programme
Mobility	Mobility	Students are eligible to study in another SEGi campus for 1 semester without additional cost to their tuition fee
	Global Mobility	Students are eligible to transfer to our partnering universities for mobility programmes
Funding	PTPTN Assistance	A dedicated PTPTN Assistance office to help students secure PTPTN fundings
	EPF-Claimable	Students/guardians can withdraw from the EPF to fund their/their children's studies
	PTPTNX'tra	PTPTNX'tra helps cover the remaining shortfall that is not covered by PTPTN. Students can effectively pay nothing until they graduate and enjoy an education loan with a minimal interest rate of 1%
	EduFlex	Designed for Adult Learners, students can leverage on our education loan with a minimal 4% interest
	0% Installment	We offer a 0% interest monthly instalment plan, so that you don't have to break the bank.
	HRDC-Claimable	All our programmes are claimable under HRD Corp

Please refer to specific programme details



# 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



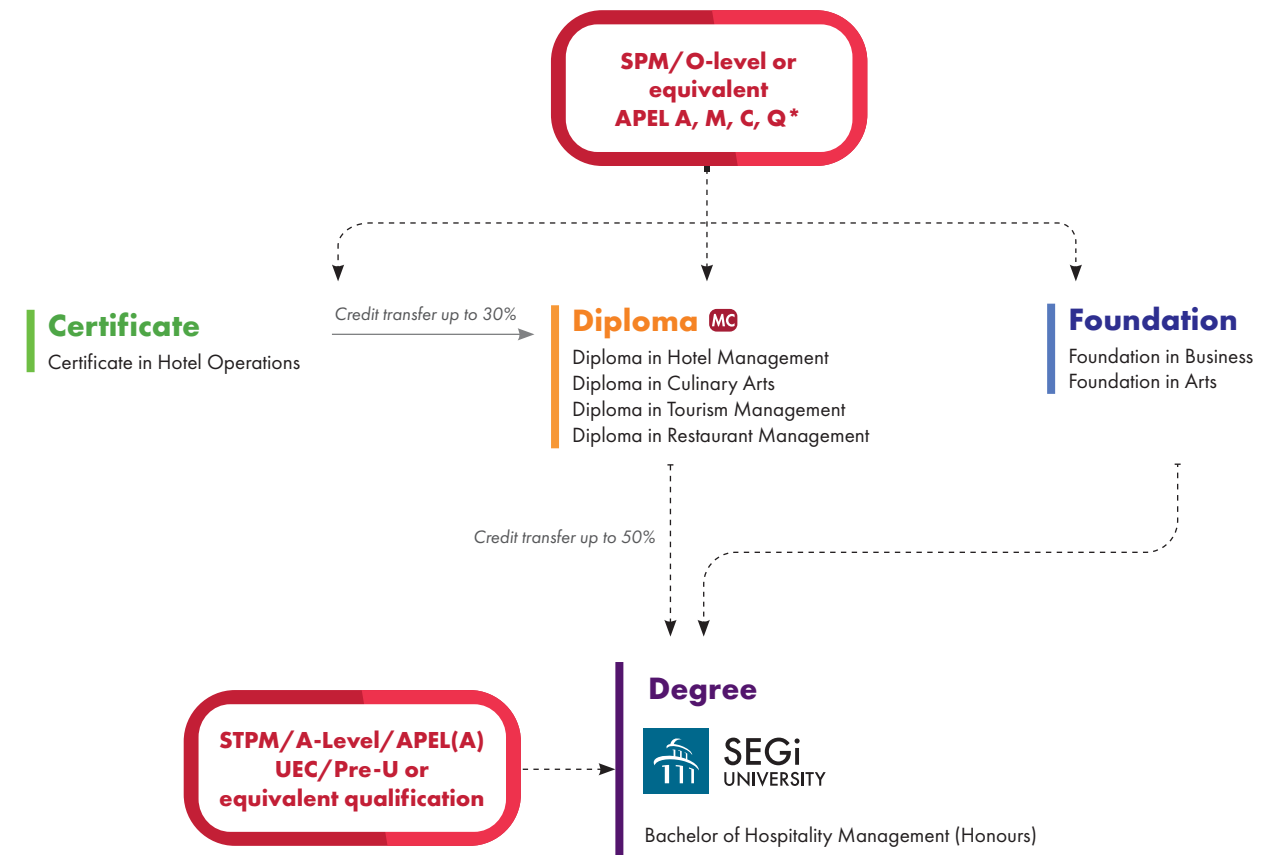
**ORIENTAL  
GROUP**



**Resorts World**  
GENTING



# 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) <small>KD (R3/1013/6/0018)(12/31)(MQA/A10673) ODL (N-DL/1013/6/0019)(05/29)(MQA/PA17355)</small>	SEGi University	<ul style="list-style-type: none"><li>• A-Levels/STPM with a minimum of 2 principal passes</li><li>• Related foundation/diploma with at least CGPA 2.0</li><li>• UEC with a minimum 5Bs</li><li>• Any equivalent qualifications</li></ul>	Kota Damansara
Diploma in Culinary Arts <small>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 (R2/1013/4/0041) (10/26) (MQA/FA0965)</small>	SEGi College	<ul style="list-style-type: none"><li>• SPM / O-Level or equivalent with 3 credits</li><li>• UEC with 3 Bs</li><li>• SKM Level 3</li><li>• Certificate or equivalent</li><li>• MQA-APEL T4</li></ul>	Kota Damansara Kuala Lumpur Penang Sarawak
Diploma in Tourism Management <small>KL (R2/812/4/0052) (04/28) (FA1457) PG (R3/812/4/0014) (04/27) (A7405) SWK (R3/1015/4/0044) (07/26) (A7150)</small>			Kuala Lumpur Penang Sarawak
Diploma in Restaurant Management <small>SJ (R/1013/4/0013)(12/28)(MQA/FA11207)</small>			Subang Jaya
Diploma in Hotel Management <small>KD (R2/811/4/0126)(01/28)(MQA/FA2511) SJ (R3/1013/4/0068)(03/27)(A7759) KL (R3/811/4/0011) (01/27) (A7528) PG (R2/811/4/0281) (12/26) (A1839) SWK (R3/1013/4/0098)(07/26)(A7146) ODL (N-DL/1013/4/0105)(05/29)(MQA/PA17351)</small>			Kota Damansara Subang Jaya Kuala Lumpur Penang Sarawak
Certificate in Hotel Operations <small>KD (N/1013/3/0001)(08/28) (MQA/PA16684) SJ (R2/1013/3/0008)(09/29)(MQA/FA4330) KL(R2/811/3/0128)(04/28)(MQA/FA1740) PG (N/1013/3/0006)(01/29)(MQA/PA16971)</small>	SEGi College	<ul style="list-style-type: none"><li>• SPM / O-Level or equivalent with 1 credit</li><li>• UEC with 1 credit</li><li>• SKM Level 2</li><li>• MQA - APEL A- T3</li><li>• Other equivalent qualifications recognised by the Government of Malaysia</li></ul>	Kota Damansara Subang Jaya Kuala Lumpur Penang
Foundation in Business <small>SWK (R3/010/3/0418) (10/26) (A7097)</small>	SEGi	<ul style="list-style-type: none"><li>• SPM / O-Level or equivalent with 5 credits</li><li>• UEC with 3 credits</li></ul>	Sarawak
Foundation in Arts <small>KD (R2/010/3/0406)(07/26)(MQA/FA0193) SJ (R2/0011/3/0082)(07/26)(MQA/FA0452)</small>			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/engentry

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 (R3/1013/6/0018)(12/31)(MQA/A10673) • OD (N-DL/1013/6/0019)(05/29)(MQA/PA17355)

FULLY ACCREDITED MICRO-CREDENTIALS APEL A/M/C MOBILITY

## 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
- Housekeeping 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
- 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)
- Integrity and Anti-Corruption
- Effective Listening / Bahasa Kebangsaan A\* (who didnt get credit BM in SPM)
- Co-Curriculum: Sustainability Thinking

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

# THE MOST COMPLETE HOSPITALITY MANAGEMENT DEGREE

- Wide area of subject coverage
- Fast growing industry with abundant opportunities



FERRANDI  
PARIS

## Mode of Study

- Full time
- Weekend
- Open and Distance Learning

## 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.

# 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

# DIPLOMA IN RESTAURANT MANAGEMENT

KD(N/811/4/0386)(03/25)(MQA/PA11246) • SJ (R/1013/4/0013)(12/28)(MQA/PA11207)

FULLY ACCREDITED MICRO-CREDENTIALS APEL A/M/C MOBILITY WBL

## 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



## Mode of Study

- Full time

## 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 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[R2/1013/4/0041][10/26][MQA/FA0965]

FULLY ACCREDITED MICRO-CREDENTIALS APEL A/M/C MOBILITY

## Programme Modules

### Year 1

- General Language Training
- Introduction to Hospitality Tourism Industry
- Food Nutrition, Hygiene and Sanitation
- Food & Its Culture
- Service Quality Management
- Basic Cookery 1
- Academic English
- Growth Mindset / Bahasa Kebangsaan A
- Bahasa Melayu Komunikasi 1
- Penghayatan Etika dan Peradaban
- Purchasing, Cost and Control
- Entrepreneurship
- Introductory French
- Menu Planning and Development
- Co-curriculum Sustainable Thinking
- Integrity and Anti-Corruption

### Year 2

- Culinary Cooking Techniques
- Culinary Project
- Food and Beverage Themes & Concepts
- Hospitality and Tourism Law
- Human Resource Management
- Baking and Patisseries (WBL)
- Basic Cookery 2 (WBL)
- Culinary Artistry and Design (WBL)
- International and Asian Cuisine (WBL)

### Year 3

- Internship



## Mode of Study

- Full time
- Weekend

## 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.

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

# BUILDING THE BEST CHEFS & F&B EXPERTS

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



# TRULY GLOBAL & INDUSTRY DRIVEN EXPERIENCE

- Learn directly from the industry
- Wide area of subject coverage



# DIPLOMA IN HOTEL MANAGEMENT

KD[R2/811/4/0126][01/28][MQA/FA2511] • SJ[R3/1013/4/0068][03/27][A7759] • KL[R3/811/4/0011][01/27][A7528] • PG[R2/811/4/0281][12/26][A1839] SWK[R3/1013/4/0098][07/26][A7146] • ODL[N-DL/1013/4/0105][05/29][MQA/FA17351]

FULLY ACCREDITED MICRO-CREDENTIALS APEL A/M/C MOBILITY

## Programme Modules

### Year 1

- Introduction to Hospitality and Tourism Industry
- General Language Training
- Food Nutrition, Hygiene and Sanitation
- Bahasa Melayu Komunikasi 1
- Penghayatan Etika dan Peradaban
- Basic Cookery 1
- Event Management
- Academic English
- Growth Mindset / Bahasa Kebangsaan A
- Human Resource Management
- Integrity and Anti-Corruption
- Hotel Technopreneurship
- Principles of Marketing
- Introductory French
- Principles of Management

### Year 2

- Purchasing, Cost and Control
- Service Quality Management
- Restaurant Management
- Hospitality and Tourism Law
- Co-curriculum: Sustainable Thinking
- Financial Management
- Front Office Operation (WBL)
- Housekeeping Operation (WBL)
- Food and Beverage Operation (WBL)
- Basic Cookery 2 (WBL)

### Year 3

- Internship



## Mode of Study

- Full time
- Weekend
- Open and Distance Learning

## 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 (R3/1015/4/0044) [07/26] (A7150)

FULLY ACCREDITED MICRO-CREDENTIALS APEL A/M/C MOBILITY

## 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

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

### Year 2

- Introductory to French
- Entrepreneurship
- Integrity and Anti-Corruption
- 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



## Mode of Study

- Full time
- Weekend

## Career Opportunities

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

# BUILDING A STRONG FOUNDATION IN HOTEL MANAGEMENT

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



# GO BEYOND TOURISM

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



# CERTIFICATE IN HOTEL OPERATIONS

KD (N/1013/3/0001)[08/28] (MQA/PA16684) • SJ (R2/1013/3/0008)[09/29](MQA/FA4330) • KL (R2/811/3/0128)[04/28](MQA/FA1740) • PG (N/1013/3/0006)[01/29](MQA/PA16971)

WBL

## 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
- Integrity and Anti-Corruption
- Internship



## Career Opportunities

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

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



# FOUNDATION IN BUSINESS

SJ [R3/010/3/0434][05/27][A7945] • SWK [R3/010/3/0418] [10/26] [A7097]

## Programme Modules

### Year 1

- Thinking Skills
- English I
- Mathematics
- Basic Information and Communication Technologies (ICT)
- Financial Accounting
- Essentials of Economics
- English II
- Introduction to Law
- Management Accounting
- Co-curriculum
- Introduction to Management
- Introduction to Marketing

### Electives (Choose any two):

- An Introduction to the Growth and Development of Young Children
- Play and Learning in Early Childhood
- Creativity in Early Childhood

### Why study this programme?

The Foundation provides you with a broad perspective on business and accounting. This opens up pathways into business and commerce degrees of your choice.

# FASTEST PATHWAY TO A HOSPITALITY/TOURISM DEGREE

- Covers a diverse field of business

# A FOUNDATION WITH THE WIDEST PATHWAYS

- 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  
SJ [R2/0011/3/0082][07/26][MQA/FA0452] • ODL [N-DL/010/3/0025][02/26][MQA/PA14175]

## Programme Modules

### Year 1

- General Language Training
- Computer Applications
- Introduction to Business
- Mathematics
- Interpersonal Communication
- Academic English
- Critical Thinking Skills
- Information Technology
- Fundamental of Management
- Public Speaking
- Principles of Economics
- Elective 1\*
- Elective 2\*
- Elective 3\*

## Electives

### Business & Accounting

- Introduction to Financial Accounting
- Introduction to Marketing
- Intercultural Communication

### Communication Studies/ English & Public Relation

- Intercultural Communication
- Introduction to Sociology
- Introduction to Marketing

### Information Technology/ Cybersecurity

- Introduction to Marketing
- Intercultural Communication
- Programming Methodology

### Creative Design/Architecture/ Interior Architecture

- Color & Form
- Drawing Fundamentals
- Fundamental Photography

### Education/Quantity Survey/ Hospitality/Psychology

- Intercultural Communication
- Introduction to Marketing
- Introduction to Sociology

### 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.





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	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

Financial Aid / Funding Available \*

- EPF
- HRDF
- SEGi Monthly Installment
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