

BUSINESS & ACCOUNTING



1st
Malaysian University
that earned 5★ for Prioritizing
Society's Needs in Malaysia
- by QS Stars



SEGi
University



INTRODUCTION TO SEGi UNIVERSITY

SEGi was established in 1977 as Systematic College in the heart of Kuala Lumpur offering professional qualifications. Since its founding four decades ago, SEGi has undergone significant growth, strengthening the quality of its wide range of programmes from foundation to doctorate level.

It is one of the most established private higher education institutions in Malaysia with its flagship campus located in Kota Damansara and four other campuses are in Subang Jaya, Kuala Lumpur, Penang, and Kuching. Currently, SEGi has a population of 20,000 local and international students across its campuses.

SEGi is recognised as "The first Malaysian University that earned 5 Stars for Prioritizing Society's Needs in Malaysia" by QS Stars, an international evaluation system for universities based on auditing.



BEST BUSINESS PRACTICE IN THE CLASSROOM

The Faculty of Business, Accountancy and Management is the largest and oldest in SEGi and we take pride in providing the highest quality of business education. Providing industry relevant and innovative programmes that adapt to the ever-changing business world, the faculty is committed to developing global business professionals. At SEGi, you will experience a variety of learning methods including lectures, seminars, workshops, presentations, and practical sessions on the job. We also draw a large number of top-notch academics and industry captains into our community, who serve as academic advisors, lecturers, examiners, and moderators.

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AT A GLANCE



GLOBAL RECOGNITION

- Double Awards from Top 3.3% of Universities Worldwide (The Centre for World University Rankings 2017 (CWUR) University of Central Lancashire (UCLan)
- MQA Fully-Accredited Programmes
- 2017 QS Overall 3-star rating with 5-star rating in teaching, facilities, social responsibility, and inclusiveness



SCHOLARSHIPS

- 1st Malaysian University that earned 5 Stars for Prioritizing Society's Needs in Malaysia (by QS Stars)
- Over RM100 million worth of Group scholarships awarded over the past 41 years
- QS 5 Stars rated for inclusiveness and social responsibility



EXCELLENT TEACHING, LEARNING & RESEARCH

- QS 5 Stars Rated for Excellence in Teaching
- QS 5 Stars Rated for Facilities
- SETARA, 2017 scored above medium of 83 in the category of Teaching and Learning
- Independent students' 2017 evaluation rating: more than 95% of students rated our lecturers as excellence in teaching
- Student to academic staff ratio 21:1, based on SETARA (2017)
- Research-led environment

GLOBALLY RECOGNISED, DISTINCTIVELY SEGi. OUR **6** COMPETITIVE ADVANTAGES



SKILLS ENRICHMENT & SUPPORT

- More than 100 SEGi Enrichment Programmes in the areas of leadership, communication, and grooming skills (among others) to enhance students' learning experience
- Academic Skills Unit to assist students in academic writing and effective study, research techniques, time management, academic integrity, and exam preparation
- Mentor-Mentee system to provide guidance to students on academic matters and to foster a close and constructive professional relationship between students and lecturers
- Technology-supported learning using the Blackboard learning management system.



STUDENT SATISFACTION

- 80% of students are willing to recommend their friends and family to study with us



INDUSTRY DRIVEN GRADUATES

- 2017 SETARA Graduate Employability 85%



OUR ACCOMPLISHMENTS AND ACCOLADES

SEGi University & Colleges is at the forefront of educational excellence to help our students realise their career aspirations. We are honoured to have received a string of prestigious awards. These recognitions reflect SEGi's continued commitment to highest-caliber educational experience for our students.



QS 5 STARS

in teaching, facilities, inclusiveness and social responsibility.

Achieved a stunning 3 Stars overall.

The First Malaysian University that earned 5 Stars for Prioritizing Society's Needs in Malaysia.



(Education & Learning)



(Education & Learning)

PUTRA BRAND AWARDS

Putra Brand Awards is a brand valuation award measured by consumer preferences. There are various categories ranging from automotive to property development and education and learning, among others.



EDUCATION - MALAYSIA
2014 - 2015

**Education - Malaysia
World Branding Award**



**Outstanding
Innovation Award 2014**



**Reader's Digest
Trusted Brand 2013 - 2015**
(Services, Private University/College)

■ **Students Choice Awards 2015**
(Top 10 Universities)

■ **The Edge Billion Ringgit Club 2013**
(Best Performing Stock Award - Trading & Services)

■ **3rd Global Leadership Award 2013**
(Leadership in Educational & Training Excellence)

■ **Asia Pacific Entrepreneurship Awards 2012**
(Most Promising Entrepreneur)

■ **10th Asia Pacific International Honesty
Enterprise Keris Award 2011**

■ **The BrandLaureate Best Brand Award 2010 - 2011**
(Education Tertiary Private)

WORLD RENOWNED UNIVERSITY PARTNERS

SEGi partners with international universities of great repute to offer a globalised learning experience for our students. Programmes offered by our university partners are regulated by them on a regular basis, thus ensuring the exact same quality of education that students will obtain at their home base.



University of Central Lancashire

The University of Central Lancashire is one of the largest universities in the UK which hosts about 25,000 students. This public university, located in Preston, Lancashire, England was founded as the Institution for the Diffusion of Knowledge in 1828 and became a university in 1992. Imbued with a celestial-sounding motto, 'Ex solo ad solem', which translates 'From the Earth to the Sun', the vastness of the university's portfolio includes over 400 undergraduate programmes and 200 postgraduate courses. Hailed for its high student satisfaction in the recent international Student Barometer survey, its impressive reputation as a regional economy powerhouse testifies to over 1,000 students and graduates who have started a business or embarked on self-employment.



University of Sunderland

University of Sunderland (UOS) has been providing higher education since 1901 and is proud to be an innovative, forward-thinking university with high standards of teaching, research and support. As a research active university, UOS aims to enhance the learning experience of its students as well as the academic standing of the institution as a seat of higher learning and scholarship.

Academic programmes are at the core of the University's commitment to producing well-rounded graduates. The Guardian ranks its Hospitality, Event Management & Tourism as 4th best in the country, while Nursing is ranked 5th best. Other highly-ranked majors in the Guardian league tables are Business, Management & Marketing, Accounting & Finance, Mechanical Engineering and Fashion & Textiles.



CPA Australia

CPA Australia is one of the world's largest accounting bodies with a global membership of more than 150,000 members working in 120 countries around the world, with more than 25,000 members working in senior leadership positions. CPA Australia consists of finance, accounting and business professionals with a specific qualification which symbolises high professional competence.

It indicates a soundness in depth, breadth and quality of accountancy knowledge. CPA Australia is widely regarded by employers and members as an internationally recognised qualification, as it provides them the opportunity to complete specialised training and continuing professional development (CPD).

INTERNATIONAL COLLABORATIONS

We work with some of the world's most prestigious universities from the United Kingdom and Australia to develop a knowledge-rich and industry-relevant curriculum.

PARTNERSHIPS WITH INDUSTRY

SEGi University establishes strong links with key industry players from a wide range of fields to provide access to internships and job opportunities for our students.

DOUBLE DEGREE PROGRAMMES

SEGi University's business and accounting programmes reflect international recognition. Students enrolled in the Double Degree award programme will graduate with 2 parchments – one from SEGi University and another from University of Central Lancashire, UK. The graduates from these programmes are highly sort after by employers.

NURTURING INDUSTRY-READY GRADUATES

In the past 40 years, SEGi University has produced capable graduates who are highly sought after by employers for their key management skills.

TOP-NOTCH RESOURCES FOR A QUALITY LEARNING EXPERIENCE

95% EMPLOYABILITY

95% of our Bachelor of Business management Graduates are employed within 3 months upon graduation.

ESTEEMED INDUSTRY ADVISORS

In line with our brand promise to provide a complete learning experience, we work closely with reputable industry advisors to facilitate the transfer of knowledge and experience.



WE PRIORITISE YOUR NEEDS

SEGi CONNECT!

(Located at 1st and 2nd Floor)

We make your exciting experience of stepping into the next chapter of your life as smooth and memorable as possible! From the moment you come in to SEGi for your registration, we will be there to guide you on the whole process. We are with you even before you enter class, and we continue to be with you throughout your studies. We, your first SEGi friends, will be in contact continually throughout your studies, until we know you will be fine on your own in our campus.

ACADEMIC LEARNING SUPPORT

(Located At 2nd Floor)

Our Academic Skills Unit (ASU) was established to provide learning support and academic enhancement services for students, as part of their post-classroom learning experience. Our services include:

- assignment-writing
- thesis-construction
- language proficiency
- research brain-storming studying skills

EMPLOYMENT READINESS PROGRAMME

(By Student Affairs Department)

We provide Pre-Internship and Pre-employment Workshops to instil Employment Values as You Venture From Academic to Work Life.

Our in-house "soft skills" training will prepare you for internship placement and employment upon graduation.

During Your Studies

Before You Graduate

GLOBAL INDUSTRY EXPOSURE

(Your Faculty)

- We enrich your learning experience by exposing you to local and global industry practices.
- We strategically network with industry leaders to foster long-term, multi-dimensional relationships.
- We apply academic expertise to generate socially relevant and high impact research activities with industry and community stakeholders.

STRONG GLOBAL INDUSTRY LINKAGES

(Career Office at 2nd Floor)

- With the opportunity to join more than 1000 companies worldwide
- Career Fair within campus just for you.

MENTOR MENTEE SYSTEM

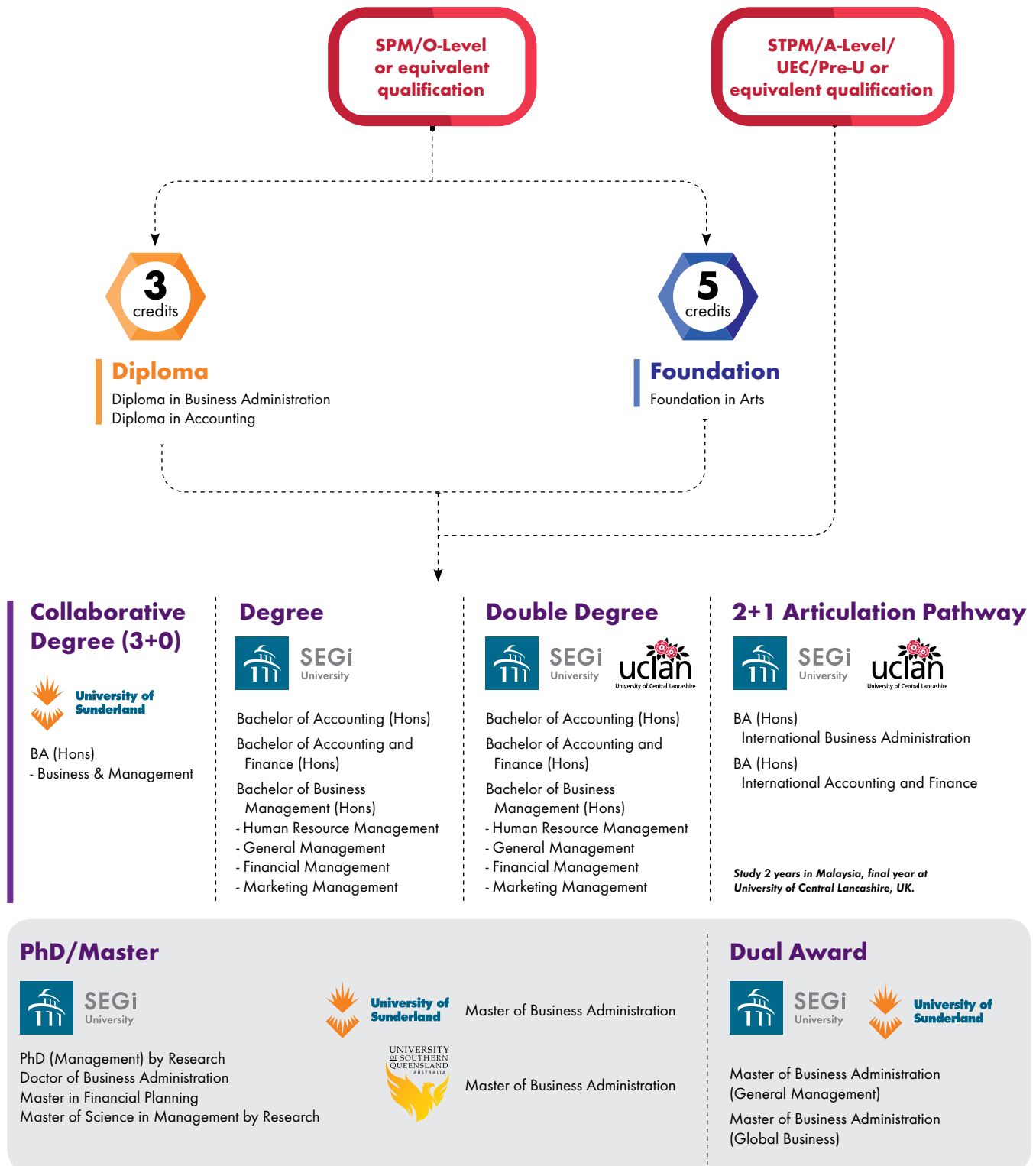
(Your Lecturers)

The learning culture in higher education is very different whereby intellectual discussions happen between lecturers and students rather than the conventional spoon-feeding of information. Students are guided to be independent in their learning at SEGi University. The Mentor-Mentee programme at SEGi University is to help students fit into this new culture as well as help those who may need more guidance academically.







SEGi ENRICHMENT PROGRAMME




(Every Wednesday Afternoon)

SEGi ENRICHMENT PROGRAMME addresses the major reasons for unemployment by providing opportunities for students to hone their soft skills through more than 100 structured and specially designed Seminars, Workshops, Conferences, Symposiums and training sessions that make our students industry-ready! These are developed based on industry and professional bodies' feedback on the requirements of a fresh graduate.



PROGRAMME MATRIX

 Programme	 Awarding Institution	 Entry Requirements
Bachelor of Accounting and Finance (Hons)		<p>YEAR ONE ENTRY</p> <ul style="list-style-type: none"> Malaysian University English Test (MUET) Band 2 OR IELTS (5.0) OR TOEFL PBT (410-413) OR TOEFL iBT 34. A pass in STPM or its equivalent, with a minimum Grade C+ (GP 2.33) in any two subjects, and credits in Mathematics at SPM level. A pass in Unified Examination Certificate (UEC) with minimum Grade B in 5 subjects including Mathematics and pass in English. Matriculation/ Foundation in Commerce/FIA with minimum CGPA of 2.50 & credit in Mathematics at SPM level or equivalent qualification.
Bachelor of Accounting (Hons)	<p>SEGi University and University of Central Lancashire, UK</p> <p>Single Degree</p> 	<p>YEAR TWO ENTRY</p> <ul style="list-style-type: none"> Malaysian University English Test (MUET) Band 2 OR IELTS (5.0) OR TOEFL PBT (410-413) OR TOEFL iBT 34. A diploma in accounting or related field, or its equivalent with a minimum CGPA of 2.50. <p>Note: The credit requirement for Mathematics at SPM level can be exempted if the above relevant qualification (STPM, UEC, Matriculation/ Foundation) has Mathematics subject and the student has obtained a grade which is equivalent/ above the credit requirement at SPM level.</p>
<p>Bachelor of Business Management (Hons)</p> <ul style="list-style-type: none"> General Management Financial Management Marketing Management Human Resource Management 	<p>Double Degree</p>  	<ul style="list-style-type: none"> A pass in STPM, with a minimum Grade C (GP 2.00) in any 2 subjects, and a pass in Mathematics and English at SPM level or any equivalent qualifications; OR A pass in Unified Examination Certificate (UEC) with minimum Grade B in 5 subjects. A pass in STAM, with a minimum grade of Jayyid, and a pass in Mathematics and English at SPM level; OR Any qualifications equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF); OR Matriculation/Foundation qualification with a minimum CGPA of 2.00 out of 4.00, or any equivalent qualification International students are required to achieve Malaysian University English Test (MUET) Band 3 OR IELTS (5.0) OR TOEFL PBT (410-413) OR TOEFL iBT 34. <p>Note: The requirement for Mathematics and English at SPM level can be exempted if the relevant qualification (STPM & STAM) has Mathematics and English subjects and the student has obtained a grade which is equivalent/ above the requirement at SPM level.</p>
BA (Hons) International Accounting and Finance (2+1 Articulation Pathway)	University of Central Lancashire, UK	<ul style="list-style-type: none"> Must complete Year 1 and Year 2 of SEGi's Bachelor of Accounting and Finance (Hons) Programme before articulating to the final year at University of Central Lancashire, UK.
BA (Hons) International Business Management (2+1 Articulation Pathway)		<ul style="list-style-type: none"> Must complete Year 1 and Year 2 of SEGi's Bachelor of Business Management (Hons) Programme before articulating to the final year at University of Central Lancashire, UK.

 Programme	 Awarding Institution	 Entry Requirements
BA (Hons) Business Management	University of Sunderland, UK	<ul style="list-style-type: none"> • A pass in STPM, with a minimum Grade C (GP 2.00) in any 2 subjects, and a pass in Mathematics and English at SPM level or any equivalent qualifications; OR • A pass in Unified Examination Certificate (UEC) with minimum Grade B in 5 subjects. • A pass in STAM, with a minimum grade of Jayyid, and a pass in Mathematics and English at SPM level; OR • Any qualifications equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF); OR • Matriculation/Foundation qualification with a minimum CGPA of 2.00 out of 4.00, or any equivalent qualification • International students are required to achieve Malaysian University English Test (MUET) Band 4 OR IELTS (6.0) OR TOEFL (600). <p>Note: The requirement for Mathematics and English at SPM level can be exempted if the relevant qualification (STPM & STAM) has Mathematics and English subjects and the student has obtained a grade which is equivalent/ above the requirement at SPM level.</p>
Diploma in Accounting	SEGi College	<ul style="list-style-type: none"> • A pass in SPM/UEC or its equivalent with a minimum of 3 credits including Mathematics and a pass in English; OR • A pass in Sijil Tinggi Persekolahan Malaysia (STPM) or its equivalent (minimum Grade C GP 2.0) in any subject and Credit in Mathematics and a pass in English at SPM level; OR • A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Maqbul and credit in Mathematics and a pass in English at SPM level; OR • A pass in SKM Level 3 in a related field and a pass in SPM with a minimum of 1 credit in any subject with Credit in Mathematics and a pass in English; OR • A certificate or its equivalent in a related field
Diploma in Business Administration	SEGi College	<ul style="list-style-type: none"> • A pass in SPM, with at least Credit in any 3 subjects or any equivalent qualification; OR • A pass in STPM, with a minimum of Grade C (GP 2.0) in any subject or any equivalent qualification; OR • A pass in STAM with a minimum grade of Maqbul; OR • A pass in SKM Level 3 in a related field, and a pass in SPM with a minimum of 1 Credit in any subject; OR • Any qualifications equivalent to Certificate (Level 3, MQF) OR • UEC (with 3 Credits)
Foundation in Arts	SEGi University & SEGi College	<ul style="list-style-type: none"> • Passed SPM/'O' Level or equivalent (Minimum 5 credits)

All diploma and degree programmes require students to take compulsory general subjects, as required by the Ministry of Education Malaysia.

The above is an indication of current programme content. However, the rapidly changing nature of the subject area means that the courses offered and individual course content are continuously updated to meet industry needs. Also, please note that certain combinations of options may not be available.

BACHELOR OF ACCOUNTING & FINANCE (HONS)

SEGi UNIVERSITY & UNIVERSITY OF CENTRAL LANCASHIRE, UK

We've designed this programme for anyone who is interested to pursue a career in the accounting and finance sector and become qualified accountants. Also, as a graduate of this programme, you will earn your degree from both SEGi and University of Central Lancashire, UK.

Trained professional management and business graduates are in increasing demand. Thus, accountants must grasp the knowledge of operating a business in order to add value to the organisation. A strong commercial awareness while being able to manage and use financial system is an advantage. If you wish to acquire a wide-ranging finance and business qualification, this degree prepares you for these challenges.

Double Degree



Programme Modules

Year 1

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

Year 2

- Business Ethics
- Computerised Accounting Systems
- Accounting Information Systems
- Investment Decision
- Financial Management 1
- International Finance: Markets & Management
- Management Accounting
- Money and Banking
- Company Law
- Taxation 1
- Taxation 2
- Advanced Management Accounting

Year 3

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

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

ACCA : 9 Papers Exemption

CPA : 6 Papers Exemption

Career Opportunities

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

All diploma and degree programmes require students to take compulsory general subjects, as required by the Ministry of Education Malaysia.

BACHELOR OF ACCOUNTING (HONS)

SEGi UNIVERSITY & UNIVERSITY OF CENTRAL LANCASHIRE, UK

The Bachelor of Accounting (Hons) is a double degree programme between SEGi and University of Central Lancashire, UK. It combines industry-driven theoretical content with practical aspects. The programme is aimed at developing your skills and knowledge in accounting by giving you a broader understanding of financial management, economics and the fundamentals of business practice.

Graduates will receive two parchments upon graduation issued by SEGi and University of Central Lancashire, UK that helps to enhance employability. The wide base of studies give you an advantage as it presents you with endless career possibilities from computer auditing to taxation planning and treasury.

Double Degree



SEGi
University



Programme Modules

Year 1

- Personal Development & Communications Skills
- Information Technology and System
- Principles of Microeconomics
- Business Management
- Financial Accounting 1
- Business Mathematics
- Quantitative and Statistical Methods
- Principles of Macroeconomics
- Financial Accounting 2
- Understanding Markets and Consumers

Year 2

- International Business
- Intermediate Financial Accounting
- Business Communication
- E-Commerce
- Cost Accounting
- Business Ethics
- Computerized Accounting Systems
- Accounting Information Systems
- Investment Decision
- Entrepreneurship
- Financial Management 1
- International Finance: Markets & Management
- Management Accounting

Year 3

- Advanced Financial Accounting & Reporting 1
- Auditing and Assurance Services 1
- Business Law
- Taxation 1
- Advanced Financial Accounting & Reporting 2
- Auditing and Assurance Services 2
- Company Law
- Taxation 2
- Workplace Experience

Year 4

- Advanced Management Accounting
- Advanced Accounting Theory and Practices
- Research Methodology
- Public Sector Accounting
- Environmental Management and Technology
- Integrated Case Study in Accounting
- Strategic and Change Management
- Business Research Project

Graduates of the SEGi University Bachelor of Accounting (Hons) degree will be given exemption accreditations for:



: 9 Papers Exemption



: 6 Papers Exemption



: 7 Papers Exemption



: 8 Papers Exemption

Career Opportunities

Given the need for financial accountability and cost effective decision-making in just about every organisation throughout the world, qualified accountants are essential. Upon graduation, students have a variety of career opportunities available to them. Knowledge and skills acquired through the Bachelor of Accounting (Hons) are transferable across many sectors such as government, education, the arts and commerce industry. Modern professional accountants are multi-skilled and enjoy a wide range of career options including: Accountant, Auditor, Business analyst, Investment manager, Company secretary, Management accountant, Internal auditor, Taxation adviser.

All diploma and degree programmes require students to take compulsory general subjects, as required by the Ministry of Education Malaysia.

BACHELOR OF BUSINESS MANAGEMENT (HONS)

SEGi UNIVERSITY & UNIVERSITY OF CENTRAL LANCASHIRE, UK

The Bachelor of Business Management (Hons) is designed to provide you with skills and knowledge across a range of business disciplines with emphasis on management skills. It prepares you in all aspects of business operations and management through a perfect balance of conceptual academic structure and hands-on practical experience.

This double degree programme is a collaboration between SEGi and University of Central Lancashire, UK. Therefore, graduates will receive two parchments upon graduation. You can choose an area of specialization in the final year to gain a competitive edge when you enter the workforce. The specialisations are:

Double Degree



- General Management
- Financial Management
- Marketing Management
- Human Resource Management

Programme Modules

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> ■ Personal Development & Communication Skills ■ Quantitative and Statistical Methods ■ Principles of Economics ■ Business Management ■ Financial Accounting 1 ■ Global and Applied Economics ■ Consumer Behaviour ■ Information Technology and System ■ Innovative & Creative Skills in Business ■ Understanding Markets and Consumers 	<ul style="list-style-type: none"> ■ International Business ■ Business Communication ■ Managing Organisation ■ Customer Relationship Management ■ Financial Management 1 ■ Business Law ■ Negotiations & Conflict Management ■ E-Commerce ■ Introduction to Strategic Management ■ Environmental Management and Technology 	<ul style="list-style-type: none"> ■ Business Ethics ■ Business-Government Relations ■ Management Accounting ■ Entrepreneurship ■ Strategic and Change Management ■ Business Research Project ■ Research Methodology
Financial Management	Human Resource Management	
<ul style="list-style-type: none"> ■ Financial Management 2 ■ Corporate Finance ■ International Finance: Markets & Management ■ Investment Decision ■ Financial Auditing ■ Financial Reporting 	<ul style="list-style-type: none"> ■ Human Resource Management ■ Human Resource Management 2 ■ Re-sourcing of Human Resource 1 ■ Re-sourcing of Human Resource 2 ■ Employment Relations 	
Marketing Management	General Management	
<ul style="list-style-type: none"> ■ Relationship Marketing ■ Marketing Communication and Advertising Practices ■ Marketing Principles, Directions and Applications ■ Planning for Media, Direct and Online Marketing ■ Critical Issues and Innovative Marketing 	<ul style="list-style-type: none"> ■ Operation and Quality Management ■ Human Resource Management ■ Corporate Finance ■ Corporate Strategy ■ International Finance: Markets & Management 	

Career Opportunities

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

All diploma and degree programmes require students to take compulsory general subjects, as required by the Ministry of Education Malaysia.

BA (HONS) BUSINESS AND MANAGEMENT

UNIVERSITY OF SUNDERLAND, UK

Business and Management are key components of a successful organisation. As graduates, you're indispensable assets of any organisation seeking to reach greater heights in their business.

We have established a partnership with the prestigious University of Sunderland, UK. The combined expertise of our University and the teaching comrades of the University of Sunderland helps you acquire knowledge and practical reinforcement in marketing, human resource management and financial management. This programme is uniquely updated to meet the requirements of your future employers. As our graduates, be empowered with the professional skills in communication, problem solving, teamwork and leadership.

Business and Management are key components of a successful organisation especially in the business world. That is why this programme is designed for future business leaders to demonstrate awareness of international markets, innovation, and adaptability for an ever-changing environment. The combined expertise of SEGi and the University of Sunderland will equip students to be multi-skilled graduates with the ability to manage real-world competitive businesses. As a graduate of this programme, you will be ready to begin a rewarding and challenging business career anywhere in the world.



**University of
Sunderland**

Programme Modules

Year 1

- Essential Study and Employment Skills
- Introduction to Marketing
- Introduction to Human Resource Management and Talent Development
- Introduction to Accounting and Finance
- Introduction to Managing and Leading People
- Introduction to Business Operations and Services
- Consumer Behaviour
- Financial Accounting
- Information Technology and Systems
- Personal Health Management
- Effective Listening
- Malaysian Studies 3 (International students)
- TITAS (Local students)
- Bahasa Kebangsaan A (Local students without SPM credit)
- English 1

Year 2

- Personal and Professional Development
- Management Thought
- Quality Management for Organisational Excellence
- Business Ethics, Responsibility and Sustainability
- Managing Entrepreneurship, Innovation & Creativity
- Innovation Management
- Workplace Experience
- English 2
- Hubungan Etnik (Local students)
- Bahasa Melayu Komunikasi 2 (International students)
- English 3

Year 3

- Developing the Reflexive Practitioners
- Global Entrepreneurship and Innovation
- Strategic Corporate Finance
- Managing and Leading Change
- Marketing in a Digital World
- Strategic Management
- Operation and Quality Management
- Employment Relations
- Pengurusan Ko-Kurikulum

Career Opportunities

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

All diploma and degree programmes require students to take compulsory general subjects, as required by the Ministry of Education Malaysia.

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

UNIVERSITY OF CENTRAL LANCASHIRE, UK

We've designed this programme for anyone who is interested to pursue a career in the accounting and finance sector and become qualified accountants. This programme is uniquely designed for students who intend to experience their final year abroad in University of Central Lancashire, UK. SEGi's 2+1 articulation pathway programme enhances student mobility in order to provide alternative access to higher education opportunities.



Trained professional management and business graduates are in increasing demand. Thus, accountants must grasp the knowledge of operating of a business in order to add value to the organisation. A strong commercial awareness while being able to manage and use financial system is an advantage. If you wish to acquire a wide-ranging finance and business qualification, this degree prepares you for these challenges.

Programme Modules

Year 1

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

Year 2

- Business Ethics
- Computerised Accounting Systems
- Accounting Information Systems
- Investment Decision
- Financial Management 1
- International Finance: Markets & Management
- Management Accounting
- Money and Banking
- Company Law
- Taxation 1
- Taxation 2
- Advanced Management Accounting

Year 3

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

All diploma and degree programmes require students to take compulsory general subjects, as required by the Ministry of Education Malaysia.

Career Opportunities

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

DID YOU KNOW?

Our programmes are taught by
**QUALIFIED AND
EXPERIENCED LECTURERS.**



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

UNIVERSITY OF CENTRAL LANCASHIRE, UK

It's important for you to possess the capacity to deal with a range of complex issues on a daily basis and make business decisions in the face of constant economic and social change, while adapting and relating to both local and international market shifts.

We've designed the BA (Hons) International Business Administration programme to provide you with skills and knowledge across a range of business disciplines with emphasis on management skills. Blending a conceptual academic programme structure with hands-on practical experience, the programme aims to prepare you for all aspects of business operations and management. This programme is uniquely designed for students who intend to experience their final year abroad in University of Central Lancashire, UK. SEG's 2+1 articulation pathway programme enhances student mobility in order to provide alternative access to higher education opportunities.

As graduates of this programme, you'll be groomed with the ability to establish a productive working environment, ensure efficiencies of staff, focus on staff development, understand organisational change, assess and evaluate management ideas and implement plans and strategies.



Programme Modules

Year 1

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

Year 2

- International Business
- Business Communication
- Managing Organisation
- Customer Relationship Management
- Financial Management 1
- Business Law
- Negotiations & Conflict Management
- E-Commerce
- Introduction to Strategic Management
- Environmental Management and Technology

Year 3

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

All diploma and degree programmes require students to take compulsory general subjects, as required by the Ministry of Education Malaysia.

Career Opportunities

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

HAVE YOU HEARD?

**UP TO 100% OF
OUR GRADUATES** get employed
within 3 months upon graduation.



DIPLOMA IN ACCOUNTANCY

SEGi COLLEGE

Master all the major accountancy essentials from basic skills in book-keeping to advanced accounting knowledge in preparing balance sheets, profit and loss accounts, trial balance, cash flow, bank reconciliation, adjustments and depreciation.

Our programme helps you learn the differences between the international accounting standards and the Malaysian accounting standards in social responsibility reporting and creating financial reports.

Programme Modules

Semester 1

- Introduction to Business
- Financial Accounting 1
- Cost Accounting
- Principles of Marketing

Semester 5

- Introduction to Management Accounting
- Business & Company Law
- Business Communication
- Financial Accounting 4

Semester 2

- Microeconomics
- General Language Training
- Introduction to Finance
- Business Mathematics
- Financial Accounting 2

Semester 6

- Business Management
- Information Technology
- Finance

Semester 3

- Macroeconomics
- Academic English
- Business Statistics
- Financial Accounting 3

Semester 7

- Pengurusan Ko-Kurikulum
- Moral Studies
(For non-muslim and international students)
- Islam Studies (For muslim students)

Semester 4

- Pengajian Malaysia 2 (For local students)
- Bahasa Melayu Komunikasi 1
(For international students)
- Bahasa Kebangsaan A/Presentation Skills

Semester 8

- Taxation
- Financial Accounting 5
- Corporate Audit
- Business Research

Career Opportunities

The Diploma provides you with a perspective on management accounting, essential for management and operating decisions.

With the knowledge and skills gained, you'll become highly employable and sought-after by many corporations.

DIPLOMA IN BUSINESS ADMINISTRATION

SEGi COLLEGE

This Diploma provides you with the competitive edge you need to establish your career path. Learn through a motivating environment, based on student-centered learning and acquire further knowledge, skills, techniques and ethics to excel in your careers.

We aim to increase and enrich your knowledge across a broad range of business disciplines and develop skills relating to business operations in areas such as management, administration, accounting, human resource management, marketing and entrepreneurship.

Programme Modules

Semester 1

- Introduction to Business
- General Language Training
- Academic English
- Microeconomics

Semester 5

- Business Management
- Moral Studies
(For non-muslim and international students)
- Islamic Studies (For Muslim Student)

Semester 2

- Macroeconomics
- Financial Accounting 1
- Bahasa Melayu Komunikasi 1
(For international students)
- Malaysia Studies 2 (For local students)
- Business Mathematics

Semester 6

- Cost Accounting
- Promotional Management
- Consumer Behaviour

Semester 3

- Principles of Management
- Introduction to Finance
- Business Communication
- Presentation Skills/Bahasa Kebangsaan A

Semester 7

- Operations Management
- International Business
- Organisational Behaviour
- Human Resource Management

Semester 4

- Business Statistics
- Principles of Marketing
- E-Commerce
- Business and Company Law

Semester 8

- Business Research
- Co-Curriculum Management

There might be slight variations in course offerings across centres.

INTERESTING FACT

We offer one of the most versatile pre-university programmes with **MORE THAN 130 ARTICULATION PATHWAYS** for undergraduate programmes.



Career Opportunities

A Diploma in Business Administration will arm you with the basic knowledge and theories that apply to the business organisation.

It will prepare you to be efficient in a diverse team as a leader or supervisor, demonstrating awareness and understanding of management, economics, accounting and entrepreneurship.

FOUNDATION IN ARTS

SEGi UNIVERSITY

The foundation year is an introductory programme that will equip students with the skills and knowledge to further their studies locally or internationally. Students are exposed to modules which will allow them to become creative thinkers and problem solvers that can be translated into practical ideas. This programme also enables students to develop a range of practical skills and solid knowledge, preparing them for smooth progress to a communication degree of their choice.

Programme Modules

Semester 1

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

Semester 3

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

Semester 2

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

* Students will have to choose the electives according to the discipline of undergraduate studies they intend to pursue.

* Electives

Business & Accounting

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

Quantity Survey/Hospitality/Education

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

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

Creative Design/Architecture/Interior Architecture

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

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 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.

* Electives are subjected to change without prior notice.

STUDENT TESTIMONIALS



"SEGi BBM programme stands out the most as the industry-driven module offered can enhance my knowledge on business and finance. It also provides opportunities to sharpen my soft skills, as it requires students to work in a group to complete the tasks and present the work using the relevant software. The lectures are experienced and qualified, and I have made many friends from different countries too."

Muqrie Marzuki

Bachelor of Business Management (Hons) Financial Management



"It is a great honour to study here. I'm happy to be part of this multi-cultural environment. The atmosphere here is very friendly, I've made a lot of friends from different nations with different cultures. Lectures in SEGi are very professional and marvellous; they train us to think out of the box, I've learned a lot of new skills. Also, the staffs here are very nice and helpful. Life in SEGi exposed me to various events such as the international culture night, fashion show, official ceremonies, accounting skill trainings, etc. I also got a chance to do my internship in KPMG Malaysia."

Li Ya Jie (China)

Bachelor of Accounting (Hons)



"SEGi University is a well-established higher education provider that offers a variety of courses for students who wish to excel and to bring their talents beyond greater heights. Being able to enrol in the Dual Awards programme offered here that is recognised both domestically and internationally will surely and confidently broadens the job placement in the corporate sector throughout my career path. Choose excellence, choose SEGi."

Cordell Chong Foo Fatt

Bachelor of Accounting and Finance (Hons)



"My cousin introduced me to SEGi and told me to contact her counsellor to help me with the admission process. I was able to clarify my enquiries, and therefore the process was smooth. By being a hardworking student, I was able to receive the Merit Scholarship whereby SEGi provided financial aid based on my performance, which I am so grateful for. Moreover, the lecturers teach us by applying real-life situations. I believe that with this course I am able to find employment not only in finance field but in marketing and human resource since the modules covered all these areas."

Nerissa Bakhtia Rodrigues Lopes Da Cruz (Timor-Leste)

Bachelor of Business Management (Hons) Financial Management



"SEGi makes it happen. They have enabled me, coached me, and given me the confidence with my accounting knowledge. I like the fact that the instructors are friendly and they are always willing to help. The knowledge that we learn in the class is very useful and the instructors guide us to make use of it practically, showing us how to think outside of the box and how to solve any issues that we would face in the future."

Lam Pei Pei

Bachelor of Accounting (Hons)



SEGi University's Faculty of Business, Accounting and Management students had the honour of meeting and listening to renowned industry leaders in an event titled, "Social Media: A Great Platform for Entrepreneurs". The leaders from multinational companies of various industries shared their life experiences and journey throughout the years as they progressed through a successful career. Apart from giving advice and sharing inspiring quotes, the speakers also used their unique ways to engage with the audience.



To heighten the entrepreneurial spark in students, a series of talks by industry captains from various industries are also given – sharing success stories and invaluable business-savvy insights. Furthermore, students are also exposed to benefits of networking in business and emerging business trends such as the use of the social media. Among the series of inspiring talks given include on "Industrial Revolution 4.0: Are You Ready?"; "Creative Thinking in Business"; as well as "Employers' Expectations".

INDUSTRY PARTNERS

**These are the active industry partners who have been working with us.
We want to thank all these industry partners for their generous partnership with SEGi.**

- 1 DELOITTE KASSIMCHAN/DELOITTE & TOUCHE/MUSTAPHA LAW
- 2 AXCELASIA TAXAND SDN BHD
- 3 BDO
- 4 ERNST & YOUNG
- 5 PRICEWATERHOUSECOOPERS
- 6 The Tamarind Group
- 7 Embassy of the Sultanate of Oman Cultural Attache Office Kuala Lumpur
- 8 DKSH Malaysia Sdn Bhd
- 9 Maritime Logistic Network Sdn. Bhd.
- 10 AIA Bhd - KL
- 11 Nexus Business Advisory Services Sdn Bhd
- 12 Symphony Corporate house Sdn Bhd
- 13 Malaysian Resources Corporation Berhad(MRCB)
- 14 DHL Express
- 15 KAT Group of Companies
- 16 Public Mutual-Public Bank
- 17 ManpowerGroup
- 18 Tanri Abeng University
- 19 Reveron Consulting Sdn Bhd
- 20 Advantist Management Consultants
- 21 Asian Institute of Chartered Bankers
- 22 The China Press Berhad
- 23 CPA Australia
- 24 The Association of Chartered Certified Accountants (ACCA)
- 25 The Chartered Institute of Management Accountants (CIMA)



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The best in you, made

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