



**SEGi**  
Group of  
Colleges



**LET'S BREAK  
THROUGH &  
COMMUNICATE**

**Communication**

**#bestinyou**

# DEVELOPING COMPETENT & PROFESSIONAL COMMUNICATORS

In this new digital age, communication has changed significantly as technology and social media sites have brought the world closer. It is essential to have good communication skills in diverse fields from advertising to public relations, marketing, political and public affairs, and other advanced platforms including, but not limited to, law and professional schools.

Our dedicated faculty members are committed to helping students in understanding communication in various contexts. The programmes developed are industry-relevant to enable the application of theoretical perspectives in their chosen fields upon graduation. Students are guaranteed an in-depth knowledge of communication techniques and how the technologies shape and govern the society. At SEGi, students will be propelled and challenged to be excellent communicators and pushed to succeed in their chosen career.

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## WIDE RANGE OF QUALITY COURSES

### Tailored to your Passion

Programmes offered at SEGi Group of Colleges, from foundation to post graduate level, are well-rounded, meticulously planned and are equivalent to other prestigious international universities.



## REAL-WORLD EXPERIENCE

### Empower today, Lead tomorrow

SEGi Group of Colleges partners with a plethora of valued corporate partners to ensure SEGi students obtain the experience needed to be workplace ready upon graduation.



## WORLD-CLASS ACADEMIC LEADERS

### Dedicated academicians, Great mentors

With strong industry connections, our world-class faculty members are passionate in teaching and coaching students to realise their full potentials and excel in their chosen fields.

# 6 REASONS TO CHOOSE SEGi



## TRUSTED & RECOGNISED

### Continuing the legacy since 1977

Established in 1977, SEGi has undergone significant growth in providing quality education to willing minds and talents, making it one of the most established, trusted and recognised education institutions in Malaysia.



## FUTURE SKILLS FOCUSED

### Shine & stand out from the crowd

The SEGi future skills Programme provides opportunities to enhance students' learning experiences. With more than 100 workshops and seminars to be explored, SEGi lets you go beyond the classroom to enhance your skills and secure your future.



## CAREER READY FIRST CLASS GRADUATES

### Top of the class

93% of SEGi graduates are employed or pursuing further studies within 6 months of graduation.\*

\*Employability tracer study in comparison with MOHE Graduate tracer study

# SEGi GROUP OF COLLEGES

First established in 1977 as Systematic College, SEGi Group of Colleges has undergone significant growth, strengthening the quality of its wide range of programmes from foundation to post graduate.

SEGi Group of Colleges is dedicated to provide students the opportunity to earn a foreign degree in Malaysia with its world renowned university partners. In addition, SEGi also has strong presence of international students who seek quality, globally-recognised education in Malaysia.

With the strong heritage in catering to working professionals, SEGi Group of Colleges offer an array of in-demand programmes to those who wish to enhance their careers by obtaining higher qualifications, such as degree programmes, MBA and other professional courses, in a flexible manner.



## SEGi COLLEGE SUBANG JAYA

The campus is strategically located in the Klang Valley, just next to The Summit shopping complex. One of the pioneers of Early Childhood Education, the campus is also most sought-after for its Business programmes. Students of this college also have the convenience of public transport. The college is within 5 minutes walk to the USJ 7 Light Rapid Transit (LRT) and Bus Rapid Transit (BRT) stations.

The campus is the winner of the highest Six-Star (Outstanding) MyQuest award for three consecutive years from 2012 to 2017.



## SEGi COLLEGE KUALA LUMPUR

The campus is located in the heart of Kuala Lumpur and is only 240m from the Masjid Jamek LRT Station. The campus is supported by experienced and reputable academicians offering knowledge and training in Business & Accounting, Allied Health Sciences, as well as Hospitality & Tourism fields.

Apart from being a Centre of Excellence for Business and Accounting as well as Hospitality and Tourism, the campus has received the Five-Star (Excellent) award from MyQuest 2016/2017 for 'International Students' category.



## SEGi COLLEGE PENANG

The campus is located in Green Hall, a unique coastal location, which provides an ideal learning lifestyle with affordable cost of living. The college offers a wide range of programmes in the fields of Business & Accounting, Early Childhood Education, Information Technology and American Degree Program (ADP).

The campus was awarded the highest Six-Star (Outstanding) award by MyQuest 2016/17 for the 'Private Colleges' category.



## SEGi COLLEGE SARAWAK

Located in the vibrant city of Kuching, SEGi College Sarawak is one of the largest private colleges in East Malaysia. The campus offers programmes in the fields of Management, Accountancy, Hospitality, Information Technology and Law, the only campus in the East Malaysia to offer Law programmes at diploma and degree levels.

The college was awarded a Six Star rating (Outstanding) for Private Colleges in MyQuest 2016/2017.



# FIRST-CLASS RESOURCES FOR A QUALITY LEARNING EXPERIENCE



## LEARNING BEYOND THE CLASSROOM

At SEGi, it is more than just classroom and exams. We believe that learning takes place both within and outside the classroom. Hence, students are encouraged to participate in social activities and community engagements.

## STUDENT-CENTERED LEARNING APPROACH

We believe in nurturing our students into becoming life-long learners. We place a strong emphasis on what interests our students in our teaching approach and at the same time foster development skills, such as problem solving, critical thinking and communications.

## REPUTABLE ACADEMICIANS

Our academic team members have close links with the industry through various engagements and are firm advocates for industry-driven programmes. Thus, it provides opportunities for research and knowledge transfers in the classroom.

## INTERNATIONAL COLLABORATIONS

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

## PROGRESSIVE FACILITIES

SEGi provides professional-standard and state-of-the-art facilities and equipment with the aim to furnish students with real hands-on experience during their studies.

## BROADCASTING STUDIO

Students have the opportunity to work on industry standard software in our broadcasting studio. It boasts a variety of vision mixing systems, standard multi-camera production set-up with lighting, Chromakey backdrop, professional average grade audio equipment and many more.

# WORLD RENOWNED UNIVERSITY PARTNER

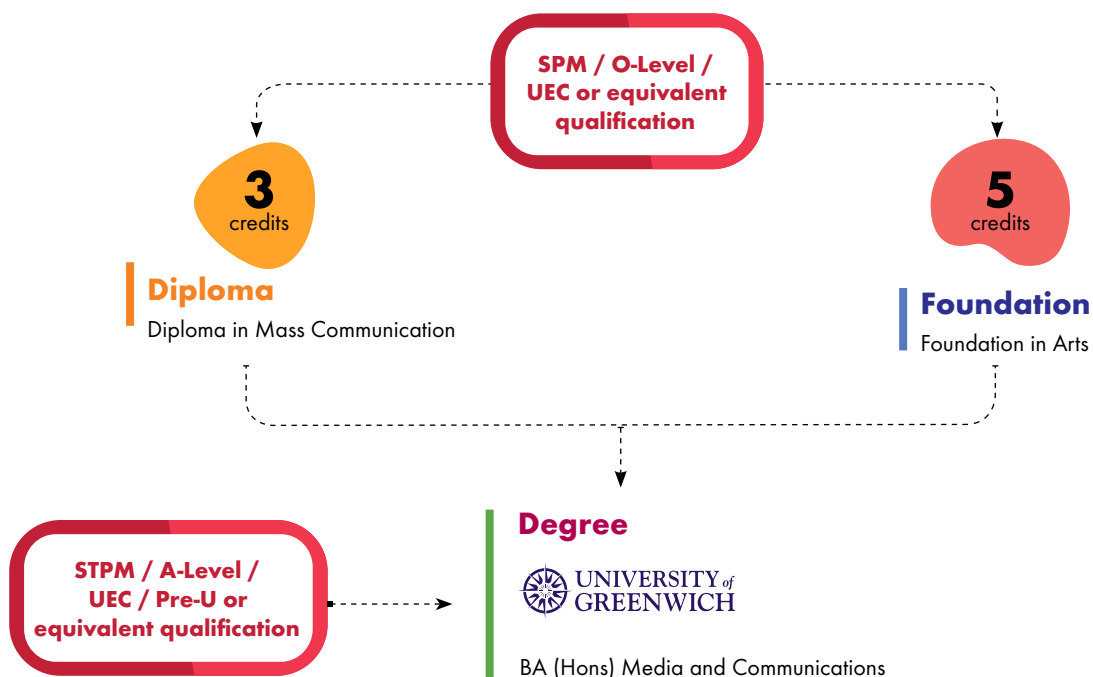


## University of Greenwich (UOG)





University of Greenwich (UOG) can trace its roots back to 1890, founded as Woolwich Polytechnic and later awarded university status in 1992. The University has a long history in the field of education and has three campuses in south east London and Kent within a progressive learning environment supported by modern and hi-tech facilities.

Today, it has 1,200 programmes including some of the more popular choices of Law, Nursing, Business, and Engineering. The University has been acknowledged by the sector and its peers to be a silver rated provider of higher education according to the 2017 Teaching Excellence Framework (TEF). UOG is also the proud recipient of The Queen's Anniversary Prize for Higher and Further Education 2015, awarded for innovative research and development carried out by Greenwich's Natural Resources Institute within the Faculty of Engineering & Science.

## STUDY ROUTE



# PROGRAMME MATRIX

 Programme	 Awarding Institution	 Entry Requirements	 Campus
BA (Hons) Media and Communications	University of Greenwich	<ul style="list-style-type: none"> <li>• 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 qualification; OR</li> <li>• Pass in STAM with a minimum grade of Jayyid, and a pass in Mathematics and English at SPM level; OR</li> <li>• Any qualifications equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF); OR</li> <li>• Matriculation/Foundation/A-Level qualification with a minimum CGPA of 2.00 out of 4.00, or any equivalent qualification</li> <li>• International students are required to achieve a minimum score of 5.0 for IELTS OR its equivalent is needed.</li> </ul>	Subang Jaya
Diploma in Mass Communication	SEGi College	<ul style="list-style-type: none"> <li>• SPM / O-Level / SM2 3 credits (including English); OR</li> <li>• UEC, MCE; OR</li> <li>• Any other equivalent qualification</li> </ul>	Subang Jaya Kuala Lumpur Sarawak
Foundation in Arts	SEGi College	SPM / O-Level or equivalent (minimum 5 credits)	Subang Jaya

All diploma and degree programmes require students to take 4 general subjects (Mata Pelajaran Umum), 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. In addition, please note that certain combinations of options may not be available.

# BA (HONS) MEDIA AND COMMUNICATIONS

UNIVERSITY OF GREENWICH, UK



Our Media and Communications degree provides an academic, creative and critical understanding of the media for roles in a variety of creative industries and backgrounds.

What you should know about this course:

- It combines academic, creative and critical approaches to media
- You will learn to research, analyse and craft materials across a wide range of media, from text and images to video, web and VR
- The course is designed to stimulate you intellectually, equipping you with the knowledge and skills to evaluate and take part in today's media industry
- It provides opportunities for students to publicly present their own work in installations, blogs and screenings
- This course introduces you to media in all its interdisciplinarity, and will equip you with necessary skills to enter as many media professions as you wish after you graduate

## Programme Modules

### Year 1

- Intro to Mass Communication
- Digital Realities
- Visual Communication in Context
- Media Technologies
- Creative Communication
- English
- Management Info System
- Entrepreneurship

### Year 2

- Media Context
- Communication Research
- Datascape: Data and the Web
- Rethinking Documentary
- Hubungan Etnik (for local students only)
- Bahasa Melayu Komunikasi 2 (for international students only)
- Tamadun Islam & Tamadun Asia (for local students only)
- Malaysian Studies 3 (for international students only)
- Public Speaking / Bahasa Kebangsaan A

### Year 3

- Mediated Environment
- Dissertation
- Working in Creative Industry (Internship)
- Personal Health Management
- Community Service



Building relationships and maintaining a good reputation by communicating appropriately with others is the main key to success. My journey as a student in SEGi has shaped me to be a better person with sufficient knowledge in order to be competent in meeting new and challenging benchmarks.

**Ereena Rosli**

## Career Opportunities

Popular career options for our media and communications graduates include roles with in-house communications teams, public relations, marketing, content management and social media.



# DIPLOMA IN MASS COMMUNICATION

## SEGi COLLEGE

This programme is designed to cater to the high demand for skilled professional in the fields of advertising, multimedia, public relations and broadcasting.

Moreover, this diploma programme also aims to instill students with technological know-how and many invaluable skills to produce industry-centric graduates who are computer and IT-savvy, to enable them to excel in the global communications industry.

Upon completion of this programme, students will be fully equipped with exceptional design skills, presentation skills, communication skills, writing skills and management skills to apply in the challenging and competitive public relations, advertising and broadcasting industry.

## Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> <li>■ General Language Training</li> <li>■ Introduction to Mass Communication</li> <li>■ Introduction to E-Marketing</li> <li>■ Moral Studies/Islamic Studies</li> <li>■ News Reporting</li> <li>■ Business Communication</li> <li>■ Presentation Skills/ Bahasa Kebangsaan (for those no credit in BM SPM)</li> <li>■ Videography</li> <li>■ Academic English</li> <li>■ Advertising Principles</li> <li>■ Documentary &amp; Photojournalism</li> <li>■ Fundamental Photography</li> <li>■ Media Studies</li> </ul>	<ul style="list-style-type: none"> <li>■ Public Relations</li> <li>■ Visual Analysis</li> <li>■ Malaysian Studies (Local)/ Bahasa Komunikasi (International)</li> <li>■ Human Communication</li> <li>■ Media Law &amp; Ethics</li> <li>■ Copywriting</li> <li>■ Digital Graphics</li> <li>■ Decision Making Skills</li> <li>■ Film Appreciation</li> <li>■ Journalism</li> <li>■ Communication Research</li> <li>■ Final Year Project</li> <li>■ Pengurusan Ko-Kurikulum</li> </ul>
Year 3	
<ul style="list-style-type: none"> <li>■ Industrial Training</li> </ul>	

## Career Opportunities

Students who successfully completed the programme can then move on to pursue the bachelor's degree programme, allowing them to pursue careers such as Public Relations Practitioner / Executive, Corporate Communication Executive, Account Management, Copywriter, Media Analyst, Journalist

# FOUNDATION IN ARTS

## SEGI COLLEGE

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 a smooth progress into a communication degree of their choice.

### Programme Modules

Semester 1	Semester 3
<ul style="list-style-type: none"> <li>■ General Language Training</li> <li>■ Computer Application</li> <li>■ Introduction to Business</li> <li>■ Statistics</li> <li>■ Malaysian Studies 1 (For Local Students) / Bahasa Melayu Komunikasi 1 (For International Students)</li> </ul>	<ul style="list-style-type: none"> <li>■ Public Speaking</li> <li>■ Family Issues</li> <li>■ Elective 3*</li> <li>■ Elective 4*</li> <li>■ Elective 5*</li> </ul>
Semester 2	
<ul style="list-style-type: none"> <li>■ Academic English</li> <li>■ Effective Listening (Credit in BM SPM) / Bahasa Kabangsaan A (Non-Credit in BM SPM)</li> <li>■ Principle of Economics</li> <li>■ Elective 1*</li> <li>■ Elective 2*</li> </ul>	

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

### \* Elective Subjects

- Organisational Behaviour
- Consumer Behaviour
- International Business
- Programming Methodology
- Information Technology
- Database System
- History of Art
- Colour Studies
- Drawing Fundamentals
- Fundamental Photography
- Physical Education for Young Children
- Development of Young Children
- Play and Learning
- Introduction to Psychology
- Life Span Development
- Cognitive Psychology
- New Reporting
- Advertising Principles

\* Electives may be subjected to change.

### 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. Students may be eligible to apply for advanced standing.



**SEGi College Kuala Lumpur** <sup>(42114-V)</sup>

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**SEGi College Subang Jaya** <sup>(284515-V)</sup>

☎ 603 8600 1777    📞 016 212 9154    📞 1800 88 8622

**SEGi College Penang** <sup>(187620-W)</sup>

☎ 604 263 3888    📞 013 629 4880

**SEGi College Sarawak** <sup>(172726-T)</sup>

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

The best in you, made

**POSSIBLE**

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