

SEGi Group of Colleges

# LET'S TASTE THE WONDER OF DISCOVERY

Hospitality & Tourism

#bestinyou

## BEYOND 5-STAR HOSPITALITY STANDARDS

There is tremendous growth in the hotel and tourism industry as businesses and people spend more money on leisure than ever before, making this sector of the industry one of the largest and fastest creators of employment. There is a need for educated and trained individuals who can deliver first class services.

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

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

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6 Reasons to Choose SEGi First-Class Resources for a Quality Learning Experience World Renowned University Partner Study Route Programme Matrix Consortium of Global Partners Programme Modules



## 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.

# **BREASONS** 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 Programmme 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.\*

## FIRST-CLASS RESOURCES FOR A QUALITY LEARNING EXPERIENCE

## MODERN AND STATE-OF-THE-ART FACILITIES

SEGi College Kota Damansara, Kuala Lumpur and Penang provides state-of-the-art facilities simulating real-life working environments for its Hospitality students, such as mock restaurants, housekeeping rooms and fully-functional industry standard kitchens.

## STRUCTURED WORKPLACE LEARNING

We cultivate learning excellence through a comprehensive module that incorporates hands-on training and practical experience. There will be field trips to local and international tourism destinations to provide an in-depth understanding of programme syllabus and the industry.

## EXTENSIVE INTERNSHIP & EMPLOYMENT OPPORTUNITIES

We collaborate closely with more than 100 hotels as affiliated partners, providing a wide range of internship opportunities to our Hospitality and Tourism students and a plethora of employment opportunities upon graduation.

## GLOBAL PARTNERSHIPS WITH WORLD-WIDE UNIVERSITIES

We bring an international experience to our students through collaboration with some of the most prestigious universities from the United Kingdom to develop a knowledge-rich curriculum for our collaborative degree programmes.

## HOSPITALITY & TOURISM CENTRE OF EXCELLENCE

We have established a Centre of Excellence (CoE) at SEGi College Kuala Lumpur to ensure our programmes are in top-rated conditions.

## EXPERIENCED AND SKILFUL ACADEMICIAN

We pride ourselves on having committed and skilful academicians who are also experts in the field of Hospitality and Tourism to allow our students to gain a deeper insight into the industry.

## WORLD RENOWNED UNIVERSITY PARTNER



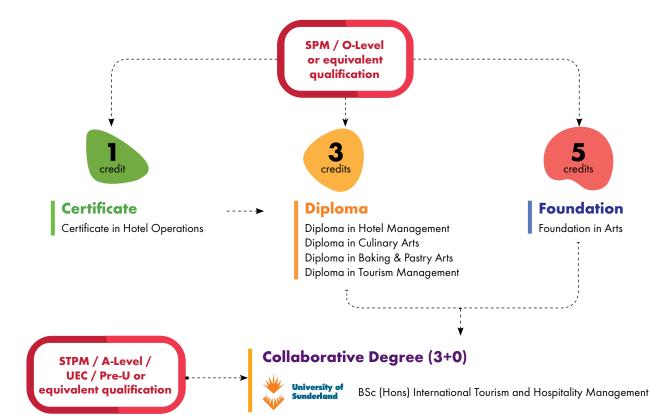


## **University of Sunderland**

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. It is located in Sunderland in the North East of England. The University can trace its root back to 1901 when its predecessor, Sunderland Technical College, was established as a municipal training college. It gained university status in 1992 and develops into a research active university. UOS aims to enhance the learning experience of its students as well as its academic standing as a seat of higher learning and scholarship.

Academic programmes are at the core of the University's commitment to produce 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.

## **STUDY ROUTE**



## **PROGRAMME MATRIX**

▶ <u>■</u> Programme	Awarding Institution	िं <u>ने</u> Entry Requirements	Campus
BSc (Hons) International Tourism and Hospitality Management (3+0)	University of Sunderland, UK	<ul> <li>STPM with a minimum of 2 credits; or</li> <li>UEC with a minimum of 5 Bs; or</li> <li>Foundation/Diploma with a minimum CGPA of 2.00; or</li> <li>Any equivalent qualifications</li> </ul>	Kuala Lumpur Subang Jaya Penang
Diploma in Tourism Management	SEGi College	<ul> <li>SPM / O-Level / UEC (3 credits); or</li> <li>Any equivalent qualifications</li> </ul>	Kuala Lumpur Penang Sarawak
Diploma in Culinary Arts			Kuala Lumpur Penang Sarawak
Diploma in Hotel Management			Kuala Lumpur Subang Jaya Penang Sarawak
<b>Dual Diploma</b> Diploma in Hotel Management Diploma in International Hotel & Tourism Management	SEGi College Subang Jaya & HTMi, Hotel and Tourism Management Institute Switzerland		Subang Jaya
Diploma in Baking & Pastry Arts	SEGi College	<ul> <li>SPM / O-Level / (3 credits); or</li> <li>Any equivalent qualifications</li> </ul>	Sarawak
Diploma in Restaurant Management	SEGi College	<ul> <li>3 credits in SPM (and pass BM &amp; Sejarah) / O-Levels; or</li> <li>Unified Examination Certificate (UEC) with at least 3Bs; or</li> <li>Pass certificate in relevant fields from any Pemberi Pendidikan Tinggi (PPT) recognised by the Malaysian Government with at least CGPA 2.00; or</li> <li>Any equivalent qualification that is approved by the Malaysian Government</li> </ul>	Kuala Lumpur Subang Jaya Penang Sarawak
Certificate in Hotel Operations	SEGi College	<ul> <li>SPM / O-Level / (1 credit); or</li> <li>Any equivalent qualifications</li> </ul>	Kuala Lumpur Subang Jaya
Foundation in Arts	SEGi College	<ul> <li>SPM / O-Level (minimum 5 credits); or</li> <li>Any equivalent qualifications</li> </ul>	Subang Jaya

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.

## 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 at 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 modeled upon the philosophy of structured workplace learning. SEGi students also stand to gain from a high amount of handson 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 are practical sessions 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 which give students real-time understanding of their programme syllabus and the industry.

SEGi is a Gold member of the Chefs Association of Malaysia (CAM) and World Association of Chefs Societies (WACS).



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## BSC (HONS) INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT

## UNIVERSITY OF SUNDERLAND, UK

Tourism is one of the fastest growing industries in the Asia Pacific region, and there are so many exciting opportunities in managing and developing tourism and hospitality businesses arise. We have established a partnership with the prestigious University of Sunderland, UK that arms you with the required knowledge and practical reinforcement in tourism and hospitality.

This programme brings an international flavour to degree-level studies in one of today's fastest growing industries. This programme is uniquely tailored to meet the requirements of employers. You will be empowered with the professional skills in communication, problem solving, teamwork, relationship building and leadership.



## **Programme Modules**

#### Year 1

- Tourism and Heritage Management
- Marketing and Business for the Hospitality Sector
- Fundamentals of Tourism Leisure and Hospitality
- Hubungan Etnik \* (For Local Student)
- Bahasa Melayu Komunikasi 2
- \* (For International Student) English 1
- English 2
- Tamadun Islam dan Tamadun Asia
   \*(For Local Student)

- Malaysian Studies 3
  - \* (For International Student)
- Effective Listening
- Bahasa Kebangsaan A
  - \* (For Student Without Credit BM in SPM) Impact Of Festival And Event /
- Tourism Fieldwork 1
- Study Skills for the Hospitality Sector
- Global Tourism
- Economics for the Hospitality Industry
- Yec
- Destination Branding / Tourism Independent Study
- Current Issues in Tourism and Hospitality
- Tourism Fieldwork 2
- Restaurant, from Concept to Operation
- Organisational Behaviour
- English 3

- Year 2
  - Room Division Management 1
  - Meeting, Incentives, Conferences and Exhibition
  - Cultural Tourism, Festivals and Events
  - Research Methods for Tourism, Hospitality and Events
  - Room Division Management 2

### Year 3

- Strategic Planning for Tourism and Leisure
- Urban Tourism
- Pengurusan Ko-Kurikulum
- Major Project (part 1)
- Human Resource Management for the Hospitality Industry
- Practical Placement
- International Hospitality Management
- E-Tourism
- Major Project (part 2)
- The Practice of Managing People

## **Career Opportunities**

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

R/812/6/0015 • R2/812/6/0172 • JPT/BPP(K)1000-600/P728 JLD. 7 (7) KL, SJ & PG Campuses

## DIPLOMA IN RESTAURANT MANAGEMENT SEGICOLLEGE

This programme will help you develop skills and understand the key concepts in restaurant operations. It will cover procedural knowledge needed for real-life scenarios and the right competencies to support execution excellence in restaurant operations.

## **Programme Modules**

#### Semester 1

- Introduction To Hospitality and Tourism Industry
- General Language Training
- Financial Accounting
- Food Production
- Principles of Management
- Food Nutrition, Hygiene and Sanitation

#### Semester 3

- Introductory French
- Islamic / Moral Studies
- Academic English

#### Semester 2

- Purchasing, Cost and Control
- Food and Beverage Management
- Restaurant Operations and Services
- Malaysian Studies 2 (for local students only)
- Bahasa Melayu Komunikasi 1 (for international students only)
- Principles of Marketing
- Decision Making Skills / Bahasa Kebangsaan A (for local students without credit in SPM)

Semester 4

- Service Quality Management
- Hospitality, Tourism and Food Law
- Co-curriculum Management
- Entrepreneurship

#### Semester 6

- Restaurant Customer Service
- Food Handling and Storage

#### Semester 7

Semester 5

Kitchen Operations

Basic Restaurant Operations

Restaurant Leadership and Teamwork Skills



During my studies, SEGi's School of Hospitality & Tourism has given me the opportunity to chart my career path as I have been given the opportunity to manage events and put to practice what was taught in the classroom. The hands-on experience has prepared me well to take the first step into the working world.

#### **Christopher Adam Tan Khai Xian**

## **Career Opportunities**

Students with the Diploma in Restaurant Management qualification will be able to work with QSR Brands (KFC, Pizza Hut, Life and Ayamas) as management trainees.

MQA/PA 11186 • MQA/PA 11207 • MQA/PA 11351 • MQA/PA 11231 KL, SJ, PG & SWK Campuses

## DIPLOMA IN TOURISM MANAGEMENT SEGI COLLEGE

The Diploma in Tourism Management gives you an understanding of theoretical concepts and strategies for tourism business environment. This programme is well structured and provides sufficient hands-on skills for you to excel in the tourism industry globally.

You will be able to broaden your knowledge of the many service providers and contribute to the travel and tourism industry such as the tour and travel operators, hotels & resorts, airlines and visitor attractions.

## **Programme Modules**

#### Introduction to Hospitality & Tourism Geography of Travel and Tourism Industry **Decision Making Skills** Financial Accounting Bahasa Kebangsaan A Principles of Management \*(For Student Without Credit BM in SPM) English 1 Service Quality Management Bahasa Komunikasi 1 Principles of Marketing \*For International Students **Electronic Booking Tools** Pengajian Malaysia 2 Heritage Resources Management \* For Local Students

Year 2

Travel

Development

- Introductory French
- English 2
- Tourism Marketing
- Travel Agency Operation and Tour Guiding
- Human Resource Management
- Fundamentals of Graphic Design

Year 3

- Entrepreneurship
- Tourist Behaviour Management
- Pengurusan Ko-Kurikulum
- Sustainable Tourism

Transportation in Tourism

Air Fares, Ticketing and International

Tourism Product, Planning and

Hospitality and Tourism Law

Internship



SEGi is my ultimate solution for education excellence and financial aid. With its innovative financing, obtaining a full loan for my education has helped to lift off a huge burden from my shoulders. I am grateful for this opportunity! Thank you SEGi!

**Jane Tan Pei Jing** 

## **Career Opportunities**

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

R/812/4/0052 • JPT/BPP(K)1000-600/P278 JLD.7 (4) • R2/812/4/0003 KL, PG & SWK Campuses

## DIPLOMA IN CULINARY ARTS SEGICOLLEGE

Do you have a strong passion for cooking and aspire to be a chef in local and international hotels? You should consider the Diploma in Culinary Arts as it provides a basic education in culinary skills.

Our Diploma in Culinary Arts provides sufficient culinary background required to enter the food service industry at entry-to-mid-level positions and to advance to variety of related positions. We've designed the modules of this programme in a way that you have practical and theoretical training in all areas of food production.

You will master Asian and European cooking methods, principles of design in food production, nutrition planning as well as management and leadership skills by the end of the programme.

### **Programme Modules**

	Year 1
<ul> <li>Introduction to Hospitality &amp; Tourism Industry</li> <li>General Language Training</li> <li>Financial Accounting</li> <li>Fundamental of Food</li> <li>Baking and Patisseries</li> <li>Culinary Cooking Techniques</li> <li>Menu Planning and Development</li> <li>Bahasa Melayu Komunikasi 1</li> <li>*For International Students</li> </ul>	<ul> <li>Pengajian Malaysia 2 <ul> <li>For Local Student</li> </ul> </li> <li>Food and Beverage Management</li> <li>Food Nutrition, Hygiene and Sanitation</li> <li>Fundamentals of Graphic Design</li> <li>Decision Making Skills</li> <li>Bahasa Kebangsaan A <ul> <li>*For Student Without Credit BM in SPN</li> </ul> </li> </ul>
	Year 2
<ul> <li>Purchasing, Cost and Control</li> <li>Introductory French</li> <li>Principles of Marketing</li> <li>Service Quality Management</li> <li>Principles of Management</li> <li>Academic English</li> </ul>	<ul> <li>Culinary Artistry and Design</li> <li>International Cuisine</li> <li>Asian Cuisine</li> <li>Pengurusan Ko-Kurikulum</li> <li>Hospitality and Tourism Law</li> <li>Human Resource Management</li> </ul>

#### Year 3

- Culinary Project
- Garde Manger & Larder
- Entrepreneurship
- Internship



## QSR

A franchisee of over 830 KFC restaurants in Malaysia, Singapore, Brunei, and Cambodia, QSR is also the operator of Pizza Hut in Malaysia and Singapore, with more than 400 restaurants and delivery concepts in Malaysia and 75 restaurants and delivery concepts in Singapore. In addition to its restaurant operations, it is extensively involved in breeder and contract broiler farming, hatchery, poultry production, and processing as well as a host of ancillary businesses including baking, commissary, and sauce production. This makes QSR the first and only fully-integrated food operator in Malaysia.

## **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.

R/811/4/0278 • JPT/BPP(K)1000-600/P728 JLD. 6 (8) • R/811/4/0041 KL, PG & SWK Campuses

#### collaboration with



## DIPLOMA IN HOTEL MANAGEMENT

SEGi COLLEGE

## DIPLOMA IN INTERNATIONAL HOTEL & TOURISM MANAGEMENT

Dual Award in collaboration with HTMi, Hotel and Tourism Management Institute Switzerland

As a graduate of Diploma in International Hotel and Tourism Management, you will be able to demonstrate advanced knowledge of food & beverage, housekeeping, front office and the general operation of hotels and resorts. An important aspect of the programme is the internship whereby you will have an opportunity for hands-on experience at hotels and resorts to utilise what you have learned in the class to practical use.

HTMi, Hotel and Tourism Management Institute Switzerland is one of the Top 5 Swiss Hotel Schools, ranked 14 in the 2018 World QS Top University rankings in the area of Hospitality and Leisure Management.

This programme prepares students for a career in this dynamic environment, by blending an education built on theoretical, as well as practical foundations. With the experience and exposure to function in the modern hospitality and hotel management landscape, graduates can also gain direct entry into the final year of HTMi's Bachelor of Arts in International Hotel and Tourism Management programme (6 months study & 6 months internship in Switzerland) OR get a Dual Degree - HTMi BA Degree and Ulster BSc Degree in 1½ years.

## **Programme Modules**

٢	lear 1
<ul> <li>Introduction to Hospitality and Tourism Industry</li> <li>General Language Training</li> <li>Fundamental of Food</li> <li>Principles of Management</li> <li>Financial Accounting</li> <li>Housekeeping Management</li> </ul>	<ul> <li>Front Office Management</li> <li>Food Nutrition, Hygiene &amp; Sanitation</li> <li>Food and Beverage Management</li> <li>Food Production</li> <li>Fundamental of Graphic Design</li> <li>Academic English</li> <li>Service Quality Management</li> </ul>
٢	lear 2
<ul> <li>Human Resource Management</li> <li>Restaurant Management</li> <li>Purchasing, Cost And Control</li> </ul>	<ul> <li>Pengajian Malaysia 2</li> <li>* For Local Students</li> <li>Entrepreneurship</li> </ul>

- Purchasing, Cost And Control
- Introductory French
- Hotel Operation
- Principles Of Marketing
- Bahasa Melayu Komunikasi 1
   \*For International Students
- Hospitality And Tourism Law
- Decision Making Skills
- Bahasa Kebangsaan A
- \*For Students Without Credit BM in SPM

#### Year 3

- Event And Banquet Management
- Pengurusan Ko-Kurikulum
   Internship



Hotel and Tourism Management Institute Switzerland

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

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

## **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.

R2/811/4/0011 • R2/811/4/0028 • JPT/BPP(K)1000-600/P728 JLD. 6 (13) • R2/811/4/0005 KL, SJ, PG & SWK Campuses

## DIPLOMA IN BAKING & PASTRY ARTS SEGICOLLEGE

Diploma in Baking & Pastry Arts offers a broad array of baking and pastry theory, and practical knowledge essential to anyone seeking a career as a Pastry Chef, Head Chef or Baker. If you would like to elevate your love of pastry baking skills to a professional level, this diploma is definitely for you.

In this programme, you will learn the skills of preparing pastries and cakes, pies and other baked goods using a variety of dough, icings, fillings, and other ingredients used in pastry making.

With a perfect balance of lectures and hands-on kitchen experiences, this programme will train you to become well poised to move directly into employment.

### **Programme Modules**

#### Year 1

- Academic English
- Information System
- Introduction to Hospitality
- Food Safety and Sanitation
- Basic Culinary Skill
- Introduction to Pastry and Bakery
- Principles of Marketing
- Bread and Rolls
- Contemporary Cakes
- Principles of Management
- Presentation Skills

### Year 3

- Commercial Production of Pastry and Bakery
- Commercial Law
- Food Purchasing, Costing and Merchandising
- Industry Placement I
- Industry Placement II

## Year 2

- Financial Accounting
- Contemporary Desserts
- Cookies and Biscuits
- Nutritional Cooking and Menu Development
- Food and Beverage Development
- Pastry Artistry
- Chocolates and Confectionery
- Traditional Kuih

SEGi provides educational and professional opportunities to enhance our learning experience and exposes us to the working world whilst equipping us properly before working. I chose SEGi because it has everything that I look for in a college/university.

#### Pamela Mae Baritos

## **Career Opportunities**

Graduates are able to seek entry-level employment in the baking and pastry arts field such as being a baker, caterer, chocolatier, culinary artist, pastry chef or prep cook.

N/811/4/0066 SWK Campus

## CERTIFICATE IN HOTEL OPERATIONS SEGICOLLEGE

We've designed the Certificate in Hotel Operations programme in line with the industry and to equip you with strong communication and administrative skills, as well as fundamental knowledge of hotel operations including food & beverage, housekeeping, front office, kitchen and the general operations.

## **Programme Modules**

### Year 1

- General Language Training
- Introduction to Hospitality Studies
- Bahasa Melayu Komunikasi 1
   \*For International Students
- Malaysian Study 1
  - \* For Local Students
- Basic Pastry
- Basic Accounting
- Introduction to Computer Application
- Public Speaking
- Bahasa Kebangsaan A
- \*For Students Without Credit BM in SPM
- Electronic Publishing
- Academic English
- Customer Service
- Food Production
- Restaurant Service Management (Theory)
- Restaurant Service Skill (Pratical)
- Fundamental of Food

#### Year 2

- Housekeeping Operation
- Front Office Operation
- Practical Training / Internship

The programme has provided me with many hands-on experience. We were required to coordinate various events, and with these practical training, I was able to harness my skills and increase my level of knowledge. Hence, I am ready for the challenges in the working world!

## Ivan Lee Kah Wai

## **Career Opportunities**

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

R/811/3/0128 • N/811/3/0225 KL & SJ Campuses

## 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 degree of their choice.

**Semester 3** 

Public Speaking

Family Issues

Elective 3\*

Elective 4\*

Elective 5\*

### **Programme Modules**

#### Semester 1

- General Language Training
- Computer Application
- Introduction to Business
- Statistics
- Malaysian Studies 1 (For Local Students)
   / Bahasa Melayu Komunikasi 1 (For International Students)

#### Semester 2

- Academic English
- Effective Listening (Credit in BM SPM) / Bahasa Kebangsaan A (Non-Credit in BM SPM)
- Principle of Economics
- Elective 1\*
- Elective 2\*

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

#### \* Elective Subject

- 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'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 and depending on units completed during their studies, students may be eligible to apply for advanced standing.

R/010/3/0020(7/21) SJ CAMPUS

SEGi College Kuala Lumpur (42114√) ♦ 603 2070 2078 ♀ 012 988 9627 ♥ 1800 88 8028

SEGi College Subang Jaya (2845154) ♦ 603 8600 1777 ♀ 016 212 9154 ♥ 1800 88 8622

SEGi College Penang (187620.W) \$ 604 263 3888 \$ 013 629 4880

SEGi College Sarawak (1727267) └ 6082 252 566 ♀ 017 859 2566 ♥ 1300 88 7344



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