HOSPITALITY & TOURISM

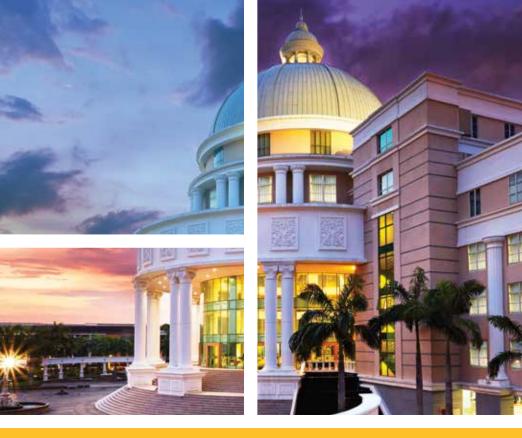




SEGi University













INTRODUCTION TO SEGi UNIVERSITY

SEGi was established in 1977 as Systematic College in the heart of Kuala Lumpur offering professional qualifications. Since its founding over 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 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 Prioritising Society's Needs in Malaysia" by QS Stars, an international evaluation system for universities based on auditing.



ESTABLISHING 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 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 are designed to equip you with skills and knowledge that are increasingly in demand. The programmes include relevant modules that cover marketing, destination management, human resources, information management, planning and research, among others. The programme helps you develop wider skills in communication, team work, problem solving, use of information technology, and application of numbers, essential to launch careers and provide a framework for life-long learning.

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



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AT A GLANCE

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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

SCH

SCHOLARSHIPS

- 1st Malaysian University that earned 5 Stars for Prioritising Society's Needs in Malaysia (by QS Stars)
- Over RM100 million worth of Group scholarships awarded in the past 40 over 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 for excellence in teaching
- Student to academic staff ratio 21:1, based on SETARA (2017)
- Research-led environment

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 Prioritising Society's Needs in Malaysia.



2013 - 2015 (Education & Learning)



PUTRA BRAND AWARDS — THE PEOPLE'S CHOICE — BRONZE 2012, 2016 - 2018 (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

> 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)





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

- 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 PARTNER

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.





UNITED KINGDOM



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.

LEARNING & TEACHING

WORLD RENOWNED UNIVERSITY PARTNER

SEGi University offers the Bachelor of Science (Hons) International Tourism and Hospitality Management in collaboration with the University of Sunderland, UK. This program is monitored and regulated by The University of Sunderland, QAA, UK (Quality Assurance Agency) and the Malaysian Qualifications Agency (MQA).

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.

HOSPITALITY & TOURISM CENTRE OF EXCELLENCE

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

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 giving our students a deeper insight into the industry.

MODERN AND STATE-OF-THE-ART FACILITIES

Among our top-notch facilities at SEGi College Kota Damansara, Kuala Lumpur, and Penang to simulate the actual working environment are mock restaurants, mock housekeeping rooms, and full-functioning kitchens.

EXTENSIVE INTERNSHIP & EMPLOYMENT OPPORTUNITIES

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

TOP-NOTCH RESOURCES FOR A QUALITY LEARNING EXPERIENCE

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WE PRIORITISE YOUR NEEDS

SEGi CONNECT!

(Located at 1st and 2nd Floor)

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

ACADEMIC LEARNING SUPPORT

(Located At 2nd Floor)

Our Academic Skills Unit (ASU) was established to provide learning support and academic enhancement services for students. 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 preemployment 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.

Before You Graduate

During Your Studies

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.

MENTOR MENTEE SYSTEM

(Your Lecturers)

The learning culture in higher education is very different from high school. Mentor-Mentee programme at SEGi University is aimed at guiding you to be independent learners and help you fit into this new culture. It is also a system that helps those who may need more guidance academically.

SEGi ENRICHMENT PROGRAMME

(Every Wednesday Afternoon)

SEGi ENRICHMENT PROGRAMME aims to reduce unemployment issues and ensures our students are industry-ready by providing opportunities to hone their soft skills through more than 100 structured and specially designed seminars, workshops, conferences, symposiums and training sessions, developed based on industry and professional bodies' feedback.

STRONG GLOBAL INDUSTRY LINKAGES (Career Office at 2nd Floor)

- We offer you the opportunity to join more than 1000 companies worldwide.
- There are Career Fair within campus just for you.

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 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 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 which give students real-time understanding of their programme syllabus and the industry.





RENAISSANCE[®]

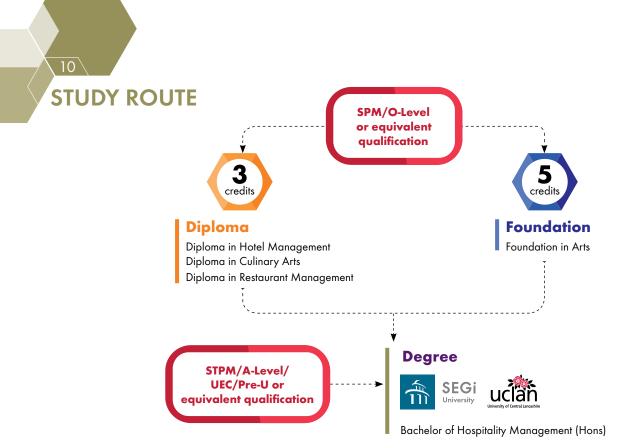
KUALA LUMPUR HOTEL



Royale Chulan

Crystal PETALING JAVA, MALA

Michelangelo's



PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	
Bachelor of Hospitality Management (Hons)	SEGi University and University of Central Lancashire, UK Double Degree The SEGE University Central Lancashire	• A-Levels/STPM; OR • Related foundation/diploma; OR • Any equivalent qualifications	
Diploma in Hotel Management	SEGi College Kota Damansara	• SPM/O-Level/UEC (3 credits); OR • Any equivalent qualifications	
Diploma in Culinary Arts			
Diploma in Restaurant Management	SEGi College Kota Damansara in collaboration with QSR	 3 credits in SPM (and pass BM & Sejarah) / O-Levels; OR Unified Examination Certificate (UEC) with at least 3Bs; OR Pass certificate in relevant fields from any Pemberi Pendidikan Tinggi (PPT) recognised by the Government of Malaysia with at least CGPA 2.00; OR Any equivalent qualification that is approved by the Malaysia Government. 	
Foundation in Arts	SEGi University & SEGi College Kota Damansara	 SPM/O-Level (minimum 5 credits); OR Any equivalent qualifications 	

As part of the curriculum, students are required to take compulsory general subjects as required by the Ministry of Education Malaysia.

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

BACHELOR OF HOSPITALITY MANAGEMENT (HONS)

SEGI UNIVERSITY & UNIVERSITY OF CENTRAL LANCASHIRE, UK

The Hospitality industry comprises of various categories within the service industry, which includes lodging, food, travel and tourism, event planning as well as related business areas that make up the industry.

The Bachelor of Hospitality (Hons) is a 3-year programme developed for you to learn the latest industry trends and to mould you according to the changing needs and wants of the hospitality industry.

This degree programme also equips you with intellectual and leadership skills that allow you to move into a range of international managerial positions within prestigious organisations.

Double Degree





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
- Accomodation Management
- Business Economics in Hospitality Environment
- Marketing Management
- Hospitality Management 1
- Principles of Hospitality Accounting
- Food and Beverage 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

Study Duration : 3 Years

Year 2

- Catering Operations and Management
- Premises and Facilities Management
- Consumer Behaviour in Hospitality
- Hospitality Management 2
- Management Accounting in Hospitality Industry
- Cuisine Operation and Management
- Business and Government Relations
- E-Commerce
- Negotiations and Conflict Mangement
- Tourism Policy Studies
- Research Methodology
- Business Ethics
- Human Resource Management

MPU

- Bahasa Melayu Komunikasi (International Student)/ Hubungan Etnik(Local Student)
- Titas (Local Student)/ Malaysian Studies 3 (International Student)
- Effective Listening
- Personal Health Management
- Pengurusan Ko-Kurikulum

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.

R/811/6/0238(12/24) KD CAMPUS

DIPLOMA IN HOTEL MANAGEMENT

SEGI COLLEGE

Graduates of the Diploma in Hotel Management will be able to demonstrate an advanced knowledge of food & beverage, housekeeping, front offices, 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 apply what you have learned in the classroom to practical use.

Programme Modules

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Year 1

- Introduction to Hospitality and Tourism Studies
- Food Safety and Sanitation
- Fundamental of Food
- Introductory French
- General Language Training
- Financial Accounting
- Principles of Management
- Principles of Marketing
- Food and Beverage Management

Year 3

- Entrepreneurship
- Hospitality Law
- Hotel Operation
- E-Commerce
- Human Resource Management
- Internship (4 months)

Study Duration : 3 Years

Year 2

- Housekeeping Management
- Front Office Management
- Restaurant Management
- Human Resource Management
- Academic English
- Event, Banquet and Convention Management
- Financial Management
- Food Production
- Food Purchasing, Costing and Merchandising

MPU

- Malaysian Studies (Local Student)/ Bahasa Melayu Komunikasi 1 (International Student)
- Bahasa Kebangsaan (No Credit in SPM BM)/Presentation Skill
- Islamic Studies/Moral Studies
- Pengurusan Ko-Kurikulum

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.

N/811/4/0126(5/23) KD CAMPUS

DIPLOMA IN CULINARY ARTS

Do you have a strong passion for cooking and aspire to be a celebrated 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 advance to 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	Year 2
Culinary Skill Development 1	Cuisine Europe
 Food Safety and Sanitation 	Banqueting and Catering
Introduction Gastronomy	Chocolates and Confections
 General Language Training 	Restaurant Management
 Culinary Maths 	Wine and Food
Culinary Skill Development 2	 Cuisine of Asia
 Commodity Knowledge 	Marketing & Promotion of Food
 Introductory French 	People Communication
 Garde Manger 	Human Resource Management
 Principles of Management 	 Food Purchasing, Costing and Merchandising
	Advanced Baking and Pastry
	 Advanced Restaurant Cooking

Year 3	МРИ
Internship	Malaysian Studies/
	Bahasa Melayu Komunikasi 2
	Presentation Skill

Islamic Studies/Moral StudiesPengurusan Ko-Kurikulum

Study Duration : 2 Years and 6 Months

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.

SEGi <u>COLLEGE</u>

R/811/4/0101 KD CAMPUS

DIPLOMA IN RESTAURANT MANAGEMENT

SEGi COLLEGE

This programme will help you develop skills and understanding of 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

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- 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)

Semester 4

- Principles of Marketing
- Decision Making Skills / Bahasa Kebangsaan A (for local students without credit in SPM)
- Service Quality Management
- Hospitality, Tourism and Food Law
- Co-curriculum Management
- Entrepreneurship

Semester 6

- Restaurant Customer Service
- Food Handling and Storage

Kitchen Operations

Basic Restaurant Operations

Restaurant Leadership and Teamwork Skills

Semester 5

Semester 7

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/PA11246 KD CAMPUS

FOUNDATION IN ARTS

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. This programme also enables students to develop a range of practical skills and solid knowledge, preparing them for smooth progress to a degree of their choice.

Programme Modules

Semester 1

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

- 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

Communication Studies/English & PR

- Interpersonal Communication
- Intercultural Communication
- Fundamental Photography
- Information Technology
- Introduction to Marketing

Creative Design / Architecture / Interior Architecture

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

Quantity Survey / Hospitality / Education

Semester 3

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

Information Technology

- Programming Methodology
- Interpersonal Communication
- Fundamental of Management
- Intercultural Communication
- Information Technology

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.

* Electives are subjected to change without prior notice.

SEGi UNIVERSITY

16 STUDENT TESTIMONIALS



"SEGi provides educational and professional opportunities to enhance our learning experience and expose us to the working world and equip us properly before working. I chose SEGi because it has everything I look for in a university."

Pamela Mae Baritos



"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 relieve a huge burden from my shoulders. I am grateful for this opportunity! Thank you SEGi!"

Jane Tan Pei Jing



"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 handson experience has prepared me well to make the first step into the working world."

Christopher Adam Tan Khai Xian



"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

FACULTY EVENTS



SEGi UMAMI CHEF CHALLENGE on 28th April 2018

SEGi UMAMI CHEF CHALLENGE 2018 is a great way to introduce the secondary school students to scratch cooking, to encourage healthy diets by familiarising them with the nutritional requirements of school lunch, and in general, allow children to become more comfortable with making healthy decisions for themselves. The collaboration between SCKD and AMB aimed to provide opportunities for the teenagers to showcase their talents in culinary arts, and to increase the awareness on healthy and delicious cooking through Umami, the fifth basic taste after sweet, sour, salty, and bitter. Hosting this competition at SEGi has extended the possibilities of making SEGi College Kota Damansara a renowned Hospitality School in the country locally and internationally. The commitment given by the staff and the student helpers shows that the School of Hospitality & Tourism at SEGI College Kota Damansara has a good teamwork, and effort in making the event successful, making it a good place to learn and work in.

School of Hospitality and Tourism (SOHT) – Bali, Indonesia Trip



The students undertaking the Bachelor of Hospitality Management programme at SEGi University, Kota Damansara went to Bali Indonesia from 15th to 18th of April 2018. Twelve students accompanied by a lecturer flew to the "heaven on earth" for an educational trip. Bali is renowned for its wonderful scenery, sand, and sea. In addition, Bali is also known for its diverse and sophisticated art forms, such as painting, sculpture, woodcarving, handcrafts, and performing arts. This unique culture has attracted more tourists to visit Bali. Tourism industry in the city is booming and it is becoming one of "the most wanted" travel destinations in Asia. Therefore, the objectives of this field trip is to enable the students to evaluate the development of Bali Island according to current and future needs. During the trip, the students visited a few places such as Kuta Beach, Tanah Lot Temple, Taman Ayun Temple, and Ulun Danu Temple. Furthermore, this trip has strengthened the bond between all students and lecturer.



School of Hospitality and Tourism (SOHT) – Singapore Trip

The students undertaking the BSc. (Hons) International Tourism and Hospitality Management (3+0) programme at SEGi University Kota Damansara had visited Singapore from 15th-17th April 2018. Among the prominent attractions, they visited include the Resort World Universal Studio Theme Park, Marina Bay Sands and Flower Dome and Cloud Forest. Students were impressed with the cleanliness of the city, and the friendliness of Singapore citizens. This trip was aimed at educating students to have a good understanding of the island city which offers many surprises and a culturally diverse array of unique travel experiences. The trip also helped in developing practical fieldwork skills.

INDUSTRY PARTNERS

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

- 1 One World PJ
- 2 Eastin Hotel PJ
- 3 Royale Chulan Damansara
- 4 Le Meridien KL
- 5 Aloft KL
- 6 Westin KL
- 7 Sheraton KL
- 8 St Regis KL
- 9 Four Points by Sheraton, Puchong
- 10 Le Meridien Putrajaya
- 11 MS Garden Pahang
- 12 Frangipani Langkawi
- 13 Berjaya Times Square Hotel, KL
- 14 Impiana, KLCC
- 15 Doubletree KL
- 16 Intercontinental Hotel, KL
- 17 Oryx Rotana Hotel, Doha
- 18 The Kingsbury, Colombo
- 19 Lang Fang International Hotel
- 21 Carlton Tower Hotel
- 21 Hilton Dubai Jumeirah
- 22 Niyama Private Islands Maldives
- 23 Anantara Abu Dhabi
- 24 Wisma Koputra
- 25 Come On Holiday Travel Agency
- 26 Swiss Garden Beach Resort Kuantan
- 27 Holiday Inn KLCC



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