

POSTGRADUATE STUDIES



SEGi University | Towards
iR4.0

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.



AT A GLANCE

GLOBAL RECOGNITION

- Emerged in the top 45% of the 2021 QS World University Rankings: Asia
- 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

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

EXCELLENT TEACHING, LEARNING & RESEARCH

- SETARA 2018/2019 5-star rating for SEGi University in the Emerging Universities (Universities which have been established within the last 15 years) category
- 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

GLOBALLY RECOGNISED,
DISTINCTIVELY SEGi.

OUR **6** COMPETITIVE
ADVANTAGES

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

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%

Towards

iR4.0



IR4.0 IN A NUTSHELL

The IR4.0 has a big impact on the local economy and community as it changes the job market, which in turn, changes the human capital's qualification requirements. The new-age industries require human capital with relevant and adequate digital and data literacy.

Global data point towards major shifts in perceptions and hiring trends. A study by McKinsey Global Institute shows that one-fifth of the global workforce will be impacted by the adoption of AI and automation. Similarly, another study by Cisco and Oxford Economics found that emerging technologies have the capacity to change 28 million jobs in ASEAN alone.

SEGi's 4R APPROACH

SEGi has taken a calculated view of the new market and has set a strategic direction to achieve its goal of becoming a leading IR4.0 institution. Guided by the drive "Towards IR4.0", we have recognised four thrusts to drive the institution forward.

REIMAGINE possibilities

Increasing the employability and marketability of graduates through the creation of new jobs and roles to meet tomorrow's industry needs.

RECOGNISE your potential

Unleashing the true nature of graduates and their ability to touch lives and make a significant impact on the community

REDEFINE your future

Imbibing the idea of change as the only constant and creating a sustainable future through qualifications that matter

REVOLUTIONISE the market

Introducing innovative programmes that are in tandem with the market's growth and direction

WORLD RENOWNED UNIVERSITY PARTNERS



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.



Malaysian Financial Planning Council

MFPC is an independent body set up with the noble objective of promoting nationwide development and enhancement of the financial planning profession. MFPC provides an evolving set of Best Practice Standards and Code of Ethics that must be adhered to by Registered Financial Planner (RFP) and Shariah RFP designees. This requirement is aimed at ensuring that the public will be served with the highest quality of financial planning services. MFPC was registered on 10th of March 2004 under

the Societies Act, 1996. The Registered Financial Planner (RFP) programme was launched by the Governor of Bank Negara Malaysia, Y. Bhg. Tan Sri Dato' Sri Dr. Zeti Akhtar Aziz in November 2002.

The RFP designation was approved by Bank Negara Malaysia (BNM) as the prerequisite qualification to apply for the Financial Advisers' License and Financial Advisers' Representative License. RFP designation was also approved by Securities Commission Malaysia for the application of the Capital Markets Services License (CMSL) in view of the introduction of the Capital Markets and Services Act 2007.

Financial Planners take up the challenging task of helping clients to identify financial goals and ways to achieve them profitably. In view of constant changes in taxation laws, complex banking instruments and diverse insurance solutions, financial planners need to upgrade their knowledge and skills in order to serve the more educated populace. The Master in Financial Planning has been developed by SEGi University in collaboration with the Malaysian Financial Planning Council to give both experienced and new professionals the cutting edge advantage. This programme will equip students with a broad range of financial technical knowledge as well as professional soft skills that are necessary for professionals to take on the financial complexities in this modern era.



CIMA is the world's leading and largest professional body of management accountants. Its unique blend of management accounting, financial accounting and business-focused subjects produces competent and confident CGMAs who can lead their organisations to sustainable success.

The CGMA designation is powered by two of the world's leading accounting bodies: the Chartered Institute of Management Accountants (CIMA) and American Institute of CPAs (AICPA). It aims to establish management accounting as the most valued profession in businesses worldwide.

Chartered Global Management Accountants play a vital role in managing business opportunities using evidence to develop dynamic solutions. Management accountants use information of all kinds, not just financial, to inform the strategy and help manage the future of a business.

Management accounting is about looking beyond numbers and spreadsheets to add real value to a company. CGMAs work in all areas of a business, in all types of organisations in both the public and private sectors, all over the world. They work in finance, IT, marketing, HR, operations and senior management positions. They could be project managers, management consultants, finance directors or chief executives, and many go on to run their own business.

By studying the CIMA qualification and going on to become a CIMA member, you will join the world's largest professional body of management accountants. You will be able to use the Chartered Global Management Accountant (CGMA) designation and be part of a truly global network.



TOP-NOTCH RESOURCES FOR A QUALITY LEARNING EXPERIENCE

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 Postgraduate Studies 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.

MORE THAN 95% EMPLOYABILITY

More than 95% of our Postgraduate Studies Graduates are employed within 3 months upon graduation.

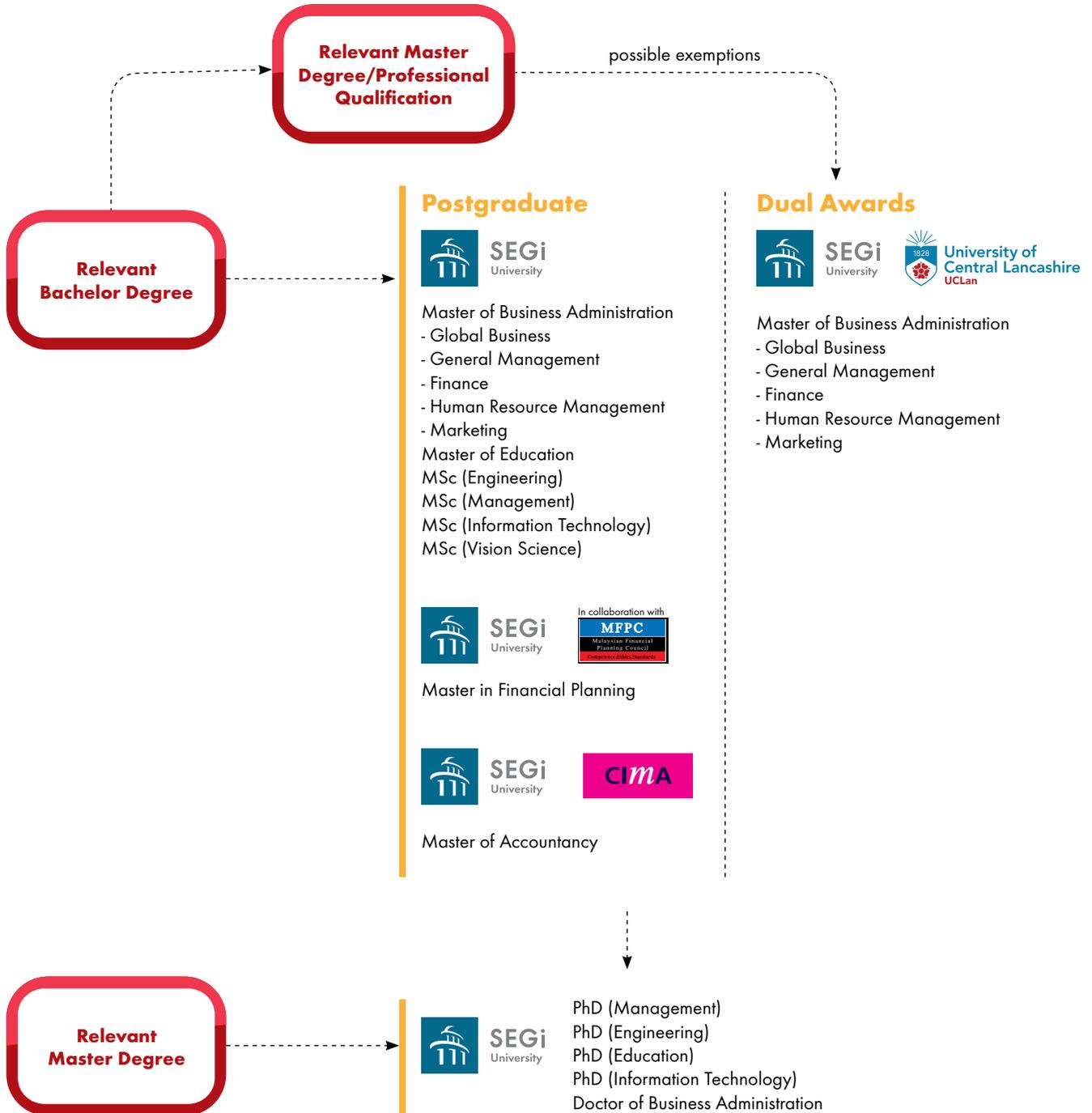
NURTURING INDUSTRY-READY GRADUATES

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

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.

STUDY ROUTE



PROGRAMME MATRIX



 Programme	 Awarding Institution	 Entry Requirements	 Duration	
PhD (Management) by Research*	SEGi University	<ul style="list-style-type: none"> • Master's Degree with honours • Any equivalent qualifications that is recognised by the Malaysian government • IELTS 6.0 	3 – 6 years (Full-Time)	
PhD (Engineering) by Research*		<ul style="list-style-type: none"> • A Master's Degree - or its equivalent in a related field of study recognised by the Malaysian government and University's Senate • TOEFL 500 OR IELTS 5.0 OR its equivalent 		
PhD (Education) by Research*		<ul style="list-style-type: none"> • Master's Degree - in a related field with First Class Honours and pass the relevant qualification test • Other qualifications equivalent to a Master's Degree • TOEFL 500 OR IELTS 5.0 OR MUET Band 3 		4 – 8 years (Part-Time)
PhD (Information Technology) by Research*		<ul style="list-style-type: none"> • Master's Degree or equivalent • Degree (Master's or Bachelor's) - in Computing or Information Technology • TOEFL 600 OR IELTS 6.0 		
MSc (Engineering) by Research *	SEGi University	<ul style="list-style-type: none"> • Bachelor's Degree - (Level 6, KKM) in the related field, with at least CGPA 2.75 or equivalent as approved by the PPT Senate • Bachelor's Degree - (Level 6, KKM) in the related field, with CGPA 2.50 but not achieving CGPA 2.75 can be admitted, subject to rigorous internal assessment process • Bachelor's Degree - (Level 6, KKM) in relevant field but did not achieve CGPA 2.50, can be admitted subject to min 5 years working experience in the appropriate field • TOEFL 500 OR IELTS 5.0 	2 – 4 years (Full-Time)	
MSc (Information Technology) by Research *		<ul style="list-style-type: none"> • Bachelor's Degree - in Computing with CGPA 2.50 and above. • Other qualifications equivalent to a Bachelor's Degree as accepted by the government of Malaysia International students • TOEFL 600 OR IELTS 6.0 	3 – 6 years (Part-Time)	

* Students are required to submit a draft proposal for research topic.

 Programme	 Awarding Institution	 Entry Requirements	 Duration
Master of Education by Research *	SEGi University	<ul style="list-style-type: none"> • Bachelor's Degree - with Honours in related fields (Second Class Upper minimum) • Other qualifications recognised by the Malaysian government • TOEFL 600 OR IELTS 6.0 	2 – 4 years (Full-Time) 3 – 6 years (Part-Time)
MSc (Management) by Research *		<ul style="list-style-type: none"> • Bachelor's Degree - in a business-related field with min. CGPA of 2.75, or its equivalent • Bachelor's Degree - in a business-related field not meeting CGPA of 2.75 but above the CGPA of 2.50, or its equivalent qualifications may be accepted, subject to the HEP's rigorous internal assessment (may include tests, interviews or portfolio) • Bachelor's Degree - in a business-related field with CGPA below 2.50, or its equivalent qualifications may be accepted, subject to a min. of 5 years of working experience in relevant field <p>OTHER REQUIREMENTS:</p> <ul style="list-style-type: none"> • IELTS 6.0 (International students) 	
MSc (Vision Science) by Research		<ul style="list-style-type: none"> • Bachelor's Degree - in Optometry with a min. CGPA 2.50 or equivalent • Bachelor's Degree - in related Science with Honours with a mini. CGPA of 2.50 and 2 years of working experience in the relevant field • Any equivalent qualifications recognised by the Senate 	
Doctor of Business Administration	SEGi University	<ul style="list-style-type: none"> • Master's Degree - or any equivalent qualification recognised by the Malaysian government <p>OTHER REQUIREMENTS:</p> <ul style="list-style-type: none"> • IELTS 6.0 (international students) 	3 – 7 years (Full-Time) 4 – 9 years (Part-Time)
Master of Financial Planning	SEGi University In collaboration with 	<ul style="list-style-type: none"> • Bachelor's Degree - in related field with min. CGPA of 2.75 or its equivalent as accepted by the HEP Senate • Bachelor's Degree - in related field with min. CGPA of 2.75 but above 2.50 or its equivalent, subject to min. of 5 years working experience in relevant field. <p>OTHER REQUIREMENTS:</p> <ul style="list-style-type: none"> • IELTS 6.5 (international students) 	1 year



 Programme	 Awarding Institution	 Entry Requirements	 Duration
Master of Accountancy	SEGi University and CIMA Conditional Exemption 	<ul style="list-style-type: none"> • Bachelor's Degree - in accounting or related field with a min. CGPA of 2.75 • Bachelor's Degree - in accounting or related field not meeting CGPA of 2.75 but above CGPA of 2.50 can be accepted, subject to the HEP's rigorous internal assessment • Relevant professional accounting qualifications equivalent to a Bachelor's Degree • Other qualifications equivalent to a Bachelor's Degree with a min. CGPA of 2.75 • Bachelor's Degree - in accounting or related field below a CGPA of 2.50 can be accepted, subject to a min. of 5 years working experience in the relevant field. <p>OTHER REQUIREMENTS:</p> <ul style="list-style-type: none"> • IELTS 5.5 (foreign students). 	1 year
Master of Business Administration (General Management) Master of Business Administration (Global Business)	SEGi University and University of Central Lancashire, UK Dual Awards 	<ul style="list-style-type: none"> • Bachelor's Degree with min. CGPA of 2.5 • IELTS 6.0 <p>All applications will be individually assessed.</p>	1 year
Master of Business Administration (Finance)	SEGi University and University of Central Lancashire, UK Dual Awards 	<ul style="list-style-type: none"> • Bachelor's Degree - in related field with a min. CGPA of 2.75 or its equivalent • Bachelor's Degree - in related field with min. CGPA of 2.75 but above 2.50 or its equivalent can be accepted, subject to a min. of 5 years' working experience in relevant field. <p>OTHER REQUIREMENTS:</p> <ul style="list-style-type: none"> • IELTS 6.5 (international students) 	1 year
Master of Business Administration (Marketing) Master of Business Administration (Human Resource Management)		<ul style="list-style-type: none"> • Bachelor's Degree - with min. CGPA of 2.5 • IELTS 6.0 <p>All applications will be individually assessed.</p>	1 year
Master of Arts in Corporate Communication	SEGi University	<ul style="list-style-type: none"> • Bachelor's Degree - with min. CGPA of 2.5 • Min. 5 years of working experience in relevant fields 	1 ½ years (full-time) or 1 ½ years (part-time)

PHD (MANAGEMENT) BY RESEARCH

SEGi UNIVERSITY

This programme focuses highly on an original contribution to academic literature or research in a specific discipline of business. Look forward to a thorough understanding of theoretical underpinnings and their applications, with an ability to think in a systematic way and apply quantitative and qualitative techniques to business related problems.

We aspire to train you to be highly skilled scholars in conducting research and teaching for careers where intensive research skills, and analytical capabilities are required.

Enhance your knowledge, skills, and abilities obtained at the master's level and gain the ability to conduct independent research through formal courses, seminars, independent studies, examinations, written papers, workshops, presentations, and the dissertation.

At SEGi University, you can focus on one of the following broad areas: Finance, Accounting, Human Resource Management, Organisation Behaviour, Strategic Management, Business Administration, Marketing, and Operations Management to conduct your research.

Programme Modules

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> ■ Advanced Qualitative Research Methods ■ Advanced Quantitative Research Methods ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis

Career Opportunities

The PhD Management programme is suitable for those seeking position in a variety of management fields including accountancy, business analysis, business development, consultancy, corporate strategy, finance and accounting, human resource management, and marketing management.

The Doctor of Business Administration programme is a combination of coursework and research for management practitioners and professionals who are oriented towards making a significant contribution to practice and/or policy. Our modules emphasise interdisciplinary understanding and application of knowledge, crucial for management in a global perspective. SEGi DBA is a doctoral degree at the highest-level business qualification attainable.

Single Award



The overall aims of the programme are to:

- provide significant contributions and enhancements of professional practices through the application of existing knowledge and theoretical frameworks
- focus on existing real business issues through critical review and systematic application of theory and research knowledge
- provide significant opportunity for considerable personal development in order to achieve higher level effectiveness as a professional practitioner

Programme Modules

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> ■ Management Theory & Policies ■ Organisational Behaviour: Theory and Advanced Practices ■ Strategic Human Resource Management & Leadership ■ Advanced Practices in Strategic Marketing Management ■ International Business and Globalisation ■ Advanced Financial Management 	<ul style="list-style-type: none"> ■ Strategic Change and Quality Management ■ Financial Accounting and Corporate Governance ■ Advanced Research Methodology ■ Advanced Data Analysis ■ Research Proposal 	<ul style="list-style-type: none"> ■ DBA Thesis

Career Opportunities

As graduates of this programme, you're expected to make a key contribution to global business practices. Hence, the coursework relates to leadership, change, finance and process management, as well as research methodologies.

PHD (ENGINEERING) BY RESEARCH

SEGi UNIVERSITY

The Doctor of Philosophy (Engineering) programme provides professionals in-depth knowledge of Engineering, thus shaping the ability to solve research and engineering problems effectively.

This doctorate programme keeps you updated with the latest developments in the field of engineering and cultivates research competitiveness to cater to societal needs. It also serves as a platform for innovation and creation.

With the guidance from our experienced academic team throughout the programme and well thought-out curriculum, you will master far more advanced analytical thinking skills and be well prepared to take on new challenges relevant to the industry.

PROGRAMME MODULES

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> ■ Advanced Research Methods and Design ■ Research Proposal and Seminar ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis

Career Opportunities

A PhD graduate in engineering would have the opportunity to work in the industry as a full-fledged practising engineer specialising in areas of expertise from the research conducted.

PHD (INFORMATION TECHNOLOGY) BY RESEARCH

SEGi UNIVERSITY

The PhD programme is conducted fully by research and aims to groom you in the field of information technology. The programme prepares you for one of four likely career paths; as an academician in an institution of higher learning, a consultant in the ever-evolving IT industry, a technopreneur or researcher in industrial R&D or government-funded research institutions.

Programme Modules

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> ■ Advanced Research Methods and Design ■ Research Proposal and Seminar ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis

Career Opportunities

Graduates of the PhD (Information Technology) by Research have gained employment in both public and private sector organisations in a range of technology related positions such as IT Consultants, IT Managers, e-Business Consultants, Information Systems Strategic Managers, Business Development Managers, and Project Managers.

R/482/8/0311(6/25) KD CAMPUS

PhD (EDUCATION) BY RESEARCH

SEGi UNIVERSITY

The Doctor of Philosophy (Education) is designed for teachers to pursue professional development in order to play a greater leadership role in academia or the industry.

Throughout this programme, candidates will develop students' research skills through quality supervision, methodologies learned from the curriculum, and actual application of a research project on a topic of interest (entirely by research without the teaching practicum component). As candidates, you're required to take courses in Advanced Quantitative Research Methods and Advanced Qualitative Research Methods.

Programme Modules

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> ■ Advanced Quantitative Research Methods ■ Advanced Qualitative Research Methods ■ Research Proposal and Seminar ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis

Career Opportunities

An academician at an institute of higher learning.

R/141/8/0016(5/23) KD CAMPUS

MASTER IN FINANCIAL PLANNING

SEGi UNIVERSITY

The Master in Financial Planning is for professionals who would like to acquire a broad range of financial planning skills. This programme provides students essential background material such as methodologies, techniques, and tools in systems analysis and design, business and financial planning alignment, and requirement analysis. Graduates will be equipped with all the skills and knowledge needed to support business financial planning analysis.

The objectives of this programme are to:

- equip learners with comprehensive knowledge and understanding of financial legislation and regulations related to the financial planning industry in Malaysia;
- prepare learners to be competent financial planners capable of meeting the financial planning needs and goals of their clients;
- strengthen the interpersonal skills of learners to enable them to develop and maintain successful client relationships with existing and potential clients;
- improve learner's competencies and skills in management, marketing, accounting, and finance;
- develop learner's quantitative and analytical skills to enable them to address complex financial situations;
- expose learner's to hands-on applications of financial planning technology and tools.

Programme Modules

Year 1	Elective Modules
<ul style="list-style-type: none"> ■ Advanced Financial Planning ■ Risk Management and Insurance Planning ■ Accounting for Managers ■ Financial and Investment Planning ■ Retirement and Estate Planning ■ Taxation ■ Strategic Management ■ Corporate Finance ■ Research Methodology in Financial Planning ■ Master's Project ■ Elective I ■ Elective II 	<ul style="list-style-type: none"> ■ Managing the International Economy ■ Entrepreneurship: Practice & Processes ■ Applied Financial Econometric ■ Risk Management and Governance ■ Laws and Ethics in business environment

Single Award



Exemption



Career Opportunities

As graduates of the programme, you can explore careers such as Financial planner, Agency Manager, Financial Analyst, Investment Broker, Employee of Financial Institutions.

MASTER OF BUSINESS ADMINISTRATION (GLOBAL BUSINESS)

SEGi UNIVERSITY

Global business consists of transactions devised and carried out across national borders to satisfy the objectives of individuals, companies, and organisations. To sustain an edge in such competitive market, businesses are relying solely on management staff with specialist skills and knowledge.

Our Masters of Business Administration (Global Business) programme grooms you in developing strategies and methods for the global market of tomorrow. A module in international finance, global business strategies, global supply chain management, international marketing, and international business law dealing with trade equips you to go forward in international businesses.

We designed the programme to expand your theoretical understanding and critical awareness in today's global business. You'll develop strategic and integrated views of organisations and management, develop skills in effective decision-making, a critical awareness of the operation of global organisations within their international environment, and understanding of international, ethical and strategic concepts and current theories in the management of global businesses.

Single Award



Dual Awards



Programme Modules

Year 1	Elective Modules
<ul style="list-style-type: none"> ■ Managing in International Economy ■ Marketing Management ■ Accounting for Managers ■ Organisational Behaviour ■ Operations and Quality Management ■ International Marketing ■ Strategic Management ■ Research Methodology ■ Master's Project ■ Elective I ■ Elective II 	<ul style="list-style-type: none"> ■ Economics for Managers ■ Consumer Behavior ■ Project Management: Framework and sustainability** ■ Laws and Ethics in business environment**

Career Opportunities

Global business is a crucial area for many companies (both large and small) with increasing number of companies branching into global markets. There is a high demand for professionals and managers with skills and qualifications in international business.

**Single Award only

MASTER OF BUSINESS ADMINISTRATION (GENERAL MANAGEMENT)

SEGi UNIVERSITY

The Master of Business Administration (General Management) programme seeks to help you understand core business and management disciplines with emphasis in management skills and developing new ideas in areas of analysis, problem solving, decision-making, effective communication, and leadership.

The core elements of the programme include the management of human resources, management of the immediate business environment, management of change and the management of general resources. These are delivered in focused modules and the project dissertation encourage in-depth understanding and facilitate interactive teaching and learning.

Our modules originate from a wide range of business and management disciplines including economics, marketing, information systems, statistics, human resource management, and law.

Single Award



Dual Awards



Programme Modules

Year 1	Elective Modules
<ul style="list-style-type: none"> ■ Marketing Management ■ Accounting for Managers ■ Finance for Managers ■ Organisational Behaviour ■ Entrepreneurship Practice and Processes ■ Operations and Quality Management ■ Strategic Management ■ Research Methodology ■ Master's Project ■ Elective I ■ Elective II 	<ul style="list-style-type: none"> ■ Economics for Managers ■ Managing the International Economy ■ Laws and Ethics in business environment** ■ Project Management: Framework and sustainability**

Career Opportunities

As graduates, you are highly in demand to perform in a senior or managerial roles. Organisations are always looking for professionals with strong managerial skills and abilities as it determines the success of their business.

**Single Award only

MASTER OF BUSINESS ADMINISTRATION (FINANCE)

SEGi UNIVERSITY

The Master of Business Administration in Finance programme is intended to provide graduates with a foundation of education in statistics, leadership, economics, strategy, and marketing. It also equips students to be efficient and effective in managing distinct challenges any organisations will face.

This MBA programme is ideal for students who want to accelerate their career path in the field of finance, investment, and corporate treasury within ONE year. Students pursuing the MBA in Finance will gain professional prospects by developing the business skills that are needed in today's competitive global environment.

It also enables students to demonstrate relevant knowledge and understanding of organisations and acquire skills in communications, team-working, and problem-solving. This specialisation offers a variety of industries to thrive in including commercial and corporate banking, investment services, and real estate.

Single Award



Dual Awards



Year 1	Elective Modules
<ul style="list-style-type: none"> ■ Operations and Quality Management ■ Strategic Management ■ Research Methodology ■ Investment Decision ■ Corporate Finance ■ Organisational Behaviour ■ Finance for Managers ■ Financial Statement Analysis ■ Master's Project ■ Elective I ■ Elective II 	<ul style="list-style-type: none"> ■ Economics for Managers ■ Marketing Management ■ Applied Financial Econometric ** ■ Laws and Ethics in business environment**

**Single Award only



? HAVE YOU HEARD?

We offer a **UNIQUELY-STRUCTURED PHD PROGRAMME** that provides a comprehensive research plan to ensure students complete their assignments on time.

Career Opportunities

The career opportunities for students pursuing MBA in Finance are Accounting Managers, Corporate Controllers, Chief Financial Officers, Risk and Insurance Manager, Investment Bankers, etc.

MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE MANAGEMENT)

SEGi UNIVERSITY

Master of Business Administration in Human Resource Management provides graduates an opportunity to enhance their knowledge based on the latest practices in the area of human resource management and organisational leadership. This programme prepares students in the functional areas of business allowing them to develop managerial skills necessary to be effective in a rapidly changing business environment.

This programme is designed for students with an interest in entering or advancing their careers in business. With support of expertise from the academic team, students will be exposed to developing the skills and knowledge needed to move forward in the industry.

It also enables students to develop and acquire problem-solving ability and linking theory to real world challenges. Graduates will be able to pursue careers specialising in HR Management positions or consultancy roles in all areas of human resource management, up to director level.

Single Award



Dual Awards



Year 1	Elective Modules
<ul style="list-style-type: none"> ■ Operations and Quality Management ■ Strategic Management ■ Research Methodology ■ Compensation and Performance Management ■ Human Resource Management ■ Marketing Management ■ Recruitment and Selection ■ Organisational Behaviour ■ Master's Project ■ Elective I ■ Elective II 	<ul style="list-style-type: none"> ■ Economics for Managers ■ Human Resource Planning ■ Project Management: Framework and Sustainability ** ■ Laws and Ethics in Business Environment **

Career Opportunities

Human Resource Manager, Training and Development Manager, Organisational Development Specialist, Public Relations Specialist.

**Single Award only

MASTER OF BUSINESS ADMINISTRATION (MARKETING)

SEGi UNIVERSITY

The Master of Business Administration in Marketing will focus on business and organisations within the context of marketing, examining how marketing can help develop a competitive edge for a company in today's challenging environment. Students will be exposed to the future of marketing in terms of trends and modern practices that affect the competitiveness of organisation.

This programme aims to introduce innovative business understanding that integrates cutting-edge research and practice across all key business areas to cater and adapt to the ever-competitive industry.

It also enables students to develop key leadership skills such as communications, team working, and problem-solving. The Master of Business Administration in Marketing is grounded in principles that underpin businesses today and will equip students with a fresh strategic approach to the issues managers encounter.

Single Award



Dual Awards



Year 1	Elective Modules
<ul style="list-style-type: none"> ■ Operations and Quality Management ■ Strategic Management ■ Research Methodology ■ Marketing Management ■ Organisational Behaviour ■ Product & Brand Management ■ Consumer Behaviour ■ Master's Thesis ■ International Marketing ■ Elective I ■ Elective II 	<ul style="list-style-type: none"> ■ Economics for Managers ■ Managing the International Economy ■ Sales and Distribution Management * * ■ Laws and Ethics in Business Environment * *

**Single Award only



DID YOU KNOW?

Our MBA programmes have achieved international-level excellence and strong regional relevance with **6 SPECIALISATIONS, WHICH ARE HIGHLY SOUGHT-AFTER BY EMPLOYERS.**

Career Opportunities

Marketing and Sales Manager, Market Research Analyst, Media Planner, Product Manager, Advertisement Manager.

MASTER OF ACCOUNTANCY

SEGi UNIVERSITY

The Master of Accountancy programme is designed to prepare students for careers in accounting by providing an in-depth study in the basic areas of the field. The programme prepares students for CIMA examinations.

The programme, available only at SEGi University, is designed for working professionals as it is developed in a flexible learning format. Delivered by academics with relevant professional experience in a small-class setting, it provides students a greater support for their coursework and professional development throughout the programme.

The course provides students with a thorough understanding and an appreciation for social, professional, and ethical responsibilities inherent in the accounting profession. Students will be able to enhance and further develop their written, verbal and technological skills necessary for professional success. Students also have the opportunity to develop a deeper understanding of the international accounting perspective and principles.

Single Award



Conditional Exemption

CIMA

Programme Modules

Year 1	Elective Modules
<ul style="list-style-type: none"> ■ Advanced Management Accounting ■ Accounting Theory & Policy ■ Issues in Auditing & Assurance ■ Taxation ■ Advanced Corporate Reporting ■ Accounting Research Method ■ Advanced Financial Management ■ Strategic Management ■ Applied Research Paper ■ Elective I ■ Elective II 	<ul style="list-style-type: none"> ■ Risk Management & Governance ■ Financial Statement Analysis ■ Investment Decisions

Career Opportunities

The insights you will gain as a graduate of the Master of Professional Accounting will provide you with the knowledge and skills needed to seek employment in fields including:

- financial and management accounting
- taxation
- auditing
- superannuation
- investment
- financial advising
- banking
- stockbroking

This programme is designed in such a way that upon successful completion of the programme, the students should be able to demonstrate and appraise enhanced knowledge relating to the study and practice of Corporate Communication. Also, the students will be able process large volumes of info, and strive to become lifelong learners by staying abreast of knowledge, theories, and development in the field. This programme includes a requisite of corporate communication practices such as managing, presenting, negotiating, and organising skills.

The students will get to work in a group to originate, organise, and disseminate researched ideas verbally, plus writing ads through visual presentations. Imagine applying enhanced ICT skills to critically evaluate technology for producing effective and creative solutions to problems relating to the programme. The students will essentially relate to others and readily act as communication experts to initiate resolutions to quandaries, where appropriate. This programme will allow the students to perform as corporate communication professionals and essentially address issues concerning values, norms and ethics within the community. Upon graduation, the students will administer functional teams and autonomously seize chances, take risks and compete within a revolutionised market.

PROGRAMME MODULES

- Advanced Psychology in Communication
- Advanced Corporate Communication
- Legal and Ethical Issues in Corporate Communication
- New Media and Communication Strategy
- Corporate Media Relations
- Crisis Communication
- Corporate Advertising, Image & Identity
- Video Production for Corporate Communication
- Research methods in Corporate Communication
- Corporate Sociology
- Issues in Public Communication Campaign Management
- Corporate Writing
- Final Project*

*Each student may choose between a 20,000-word dissertation or a 5-minute PSA video production

Career Opportunities

Marketing Communication Manager, New Media Strategist, Community Manager, Brand Manager, Corporate Communication Officer, Director of Corporate Affairs, Head of Public Relations and Media Relations or Social Media Manager.

MSC (MANAGEMENT) BY RESEARCH

SEGi UNIVERSITY

This two-year programme is aimed for those who wish to gain in-depth knowledge of the various aspects of management.

Get analytical training according to the specialisation of each individual, which allows you to develop an applied final thesis as your MSc dissertation. We focus on highly specialised research that interests you and pushes you to be creative, innovative, and contribute new knowledge to different management fields.

In the first year of the programme, you will be required to complete three modules that include Theory of Knowledge, Advanced Research Methods and Design, and Research Proposal and Seminar.

Upon completion of these modules, you will conduct research and write a comprehensive thesis under the supervision of an approved supervisor.

Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Advanced Qualitative Research Methods ■ Advanced Quantitative Research Methods ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis

Career Opportunities

The MSc Management programme is suitable for those seeking a position in a variety of management fields including accountancy, business analysis, business development, consultancy, corporate strategy, finance and accounting, human resource management, and marketing management.

MSC (INFORMATION TECHNOLOGY) BY RESEARCH

SEGi UNIVERSITY

The programme prepares you for one of four likely career paths; a career as an academician in an institution of higher learning, a consultant in the lucrative IT industry, a technopreneur or research careers in industrial R&D or government-funded research institutions.

Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Advanced Research Methods & Design ■ Research Proposal and Seminar ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis

Career Opportunities

Graduates of the MSc (Information Systems) Management have gained employment in both public and private sector organisations in a range of technology related positions such as IT Consultants, IT Managers, Systems Analysts, Business Analysts, Business Development Managers, and Project Managers.

R/481/7/0312(6/23) KD CAMPUS

MSc (ENGINEERING) BY RESEARCH

SEGi UNIVERSITY

The Master of Science (Engineering) prepares you with comprehensive knowledge in the research area of Engineering.

Upon completion of the programme, you are able to establish and conduct surveys or experiments, analyse data, and present the results in a professional manner. Through this programme, we will cultivate research competitiveness in you, equipping you with the capacity for continuous learning and analysing contemporary issues.

Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Advanced Research Methods and Design ■ Research Proposal and Seminar ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis

Career Opportunities

A Master graduate in engineering would have the opportunity to work in the industry as a full-fledged practicing engineer specialising in areas research or management younger engineers.

R/520/7/0042(1/23) KD CAMPUS

MASTER OF EDUCATION BY RESEARCH

SEGi UNIVERSITY

Master of Education by Research provides teachers the essential research skills to meet the demands of the workplace through quality supervision. The programme is by research and does not involve the teaching of courses. This professional development will also enable teachers to play a leadership role in academia or industry.

Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Research Methodology ■ Statistics and Data Analysis ■ Research Proposal and Seminar ■ Research and Thesis 	<ul style="list-style-type: none"> ■ Research and Thesis

Career Opportunities

The programme prepares you to take on leadership and management positions in a range of settings and services, such as children's centres, extended schools, and child-minding networks.

R/141/7/0017(6/23) KD CAMPUS

MSc (VISION SCIENCE) BY RESEARCH

SEGi UNIVERSITY

With the Master of Science (Vision Science) by Research programme, we aim to provide you with a firm grounding in scholarly research work in clinical vision science that encompasses the subject areas of ocular and visual science through clinical optometry.

The programme forms the initial platform for vision related professionals to advance their knowledge on the scientific foundations of vision science by pursuing supervised research work in preparation for later pursuit of a doctoral degree by research in clinical optometry and/or vision science.

Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> ■ Investigative Techniques in Clinical Vision Research ■ Advanced Research Methods & Design ■ Research Proposal & Seminar 	<ul style="list-style-type: none"> ■ Research and Thesis

Career Opportunities

An optometrist is a healthcare professional who provides primary eye care ranging from vision testing and correction to the diagnosis and management of vision disorders with pathological causes. With routine hours and a good income, optometrists enjoy a lifelong career with a satisfying lifestyle. Career opportunities include professional private optometric practice (solo or group), retail optical practices, ophthalmology clinics, hospital eye departments, and multi-national optical industry.

N/441/7/0002(11/21) KD CAMPUS

STUDENT TESTIMONIALS



"The environment at SEGi University is very conducive and the professors are very friendly. These are the reasons why I love this university and this country. SEGi has widened my horizons beyond the confines of a classroom."

Dong Jia Yi



"I am currently pursuing DrBA after completing my masters with SEGi University. SEGi University provides me with the opportunity to acquire knowledge on management. I have improved my communication and leadership skills. I can further develop my career with the knowledge and skills acquired at SEGi."

Angela Chen Haijun



"Working while studying is not easy especially if you are married with kids. However, the challenges I went through has been minimised with the team of lecturers who lectures with passion and interest, and are supportive, understanding, and their knowledge sharing is beyond academic. The experiences I gained at SEGi University has definitely helped to make me a better person academically and I am able to relate it to my working environment."

Gary Ang



"The 2 years at SEGi University have enhanced learning experiences during my master's studies. The excellent facilities, well-equipped infrastructure and experienced lecturers at SEGi has nurtured my future and social life too."

Swee Hoon Ling



"It's my pleasure to be a student at SEGi University from MBA until DrBA. With the help of my supervisor and GSB lecturers, my knowledge and skills have expanded rapidly. I have enjoyed my time here. Hence, I am now pursuing DrBA after graduating from the MBA. I have improved myself thanks to the conducive environment at SEGi, coupled with guidance and support from lecturers and classmates."

Alice Zhang Meng Wan



"SEGi University DrBA programme complemented my then 22 years of working experience as an engineer and a manager. The comprehensive learning experience has contributed to my understanding of professional practices and enhanced my personal development as a business practitioner. I am truly honoured with my achievements at SEGi and am indebted to the programme facilitators for their guidance and support."

Dr Ling Chen Hoe



"In life, we make choices. I chose SEGi University to pursue my MBA as it offers weekend classes, which suits my schedule because I am working. It is the best thing I have ever done for myself as the benefits I've gained are countless."

Andy Lim



"I am currently pursuing DrBA after completing my master's with SEGi University. These 2 years at SEGi University have enhanced my learning curve. GSB lecturers and staff were very supportive and helpful throughout my master's. SEGi has also given us the best platform and guidance to achieve success in future."

Michelle Chan Sze Yen

segiuniversity.edu.my



SEGi University Kota Damansara (100589-U)
No. 9, Jalan Teknologi, Taman Sains Selangor, Kota Damansara,
PJU 5, 47810 Petaling Jaya, Selangor Darul Ehsan.
☎ 603 6145 1777
📍 011 1210 6389

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