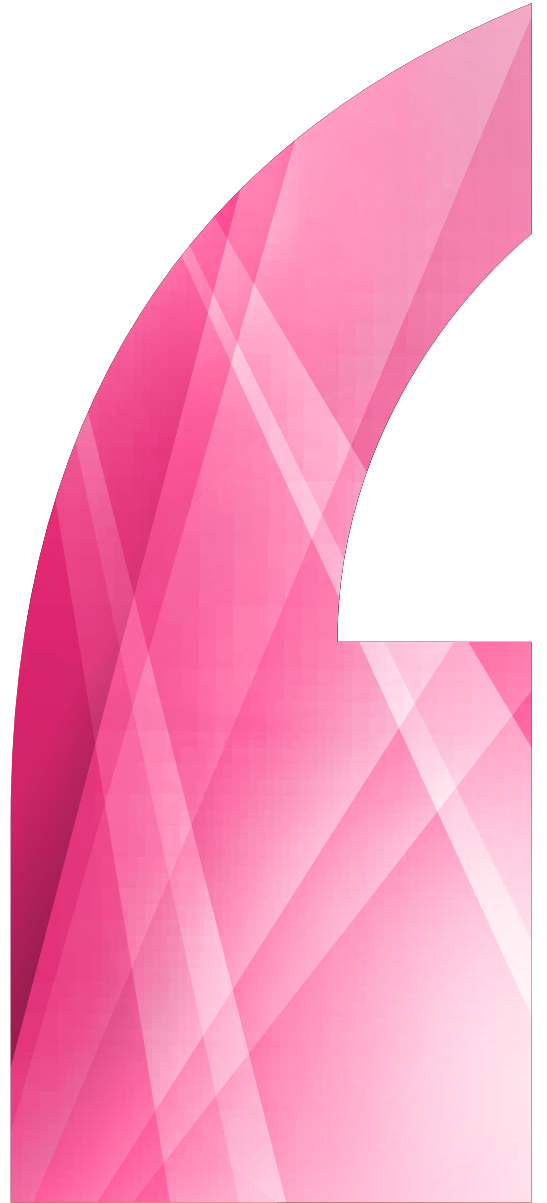




**SEGi**  
Group of  
Colleges

Towards  
**R4.0**

# COMMUNICATION STUDIES



- Close partnership** with the industry
- Industry-relevant** courseworks and activities
- Great track record** with award-winning alumni

in collaboration with

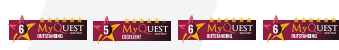


**University of  
Sunderland**

2018 /  
2019



2016 /  
2017



2014 /  
2015



2010 /  
2011



2012 /  
2013



# CHAMPIONING 3H TRANSFORMATIVE LEARNING

At SEGi, we champion the 3H Transformative Learning to cultivate future-proof graduates. The education of the Head, the Heart and the Hands is a holistic learning approach in transforming future leaders:



## HEAD (Knowledge)

Providing the latest curriculum co-designed with international partner universities, local industry practitioners and experts. Our proven teaching and learning process have seen over 130,000 graduates working in over 90 countries - ranging from successful entrepreneurs to high level executives and policymakers.



## HEART (Attitude)

Being civic-minded and nurturing our students' heart have always been a big part of our curriculum. Throughout the programme, students are encouraged to organise and participate in Corporate Social Responsibility (CSR) projects to use what they have learnt to give back to the community.



## HANDS (Skills)

Having the right technical skills will give our students an advantageous edge over their peers. We work hand-in-hand with industry partners to offer professional certifications so that our students have the right academic knowhow, and the relevant technical abilities to put what they have learnt into practice.

# DEVELOPING COMPETENT & PROFESSIONAL COMMUNICATORS



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

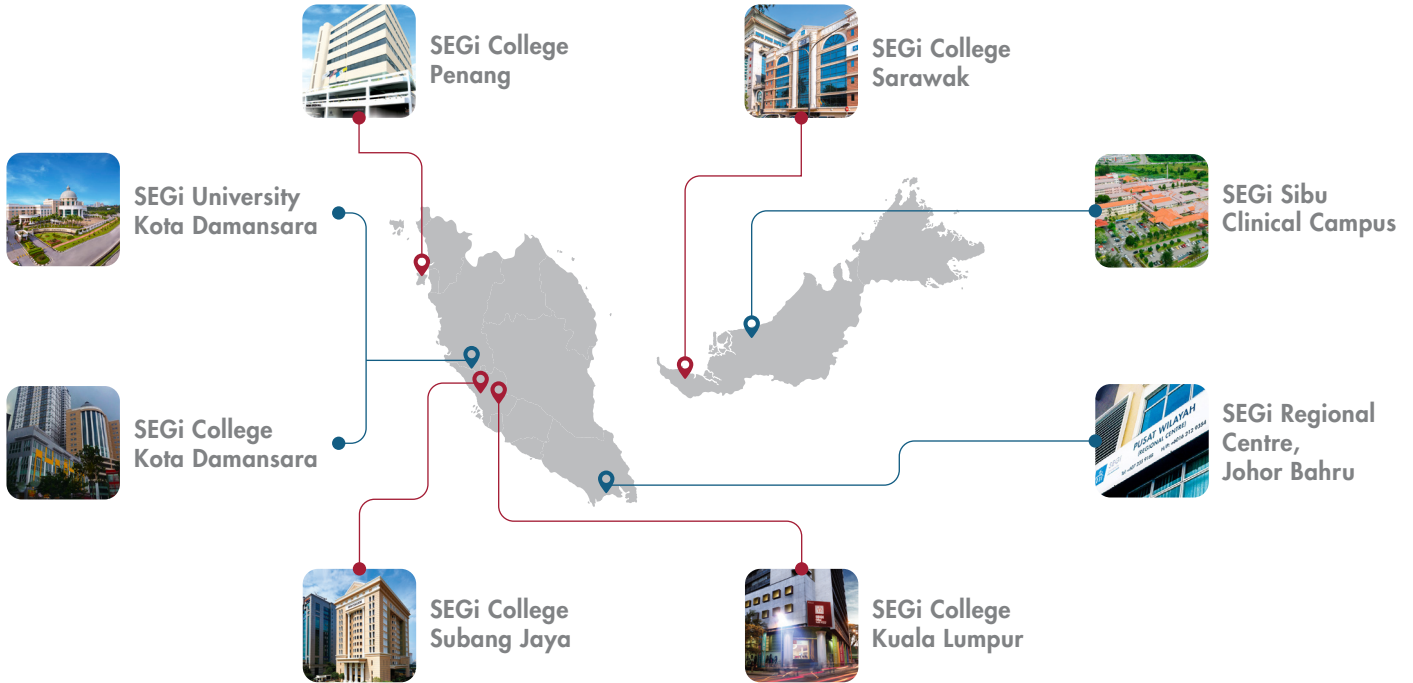
Our dedicated faculty members are committed to helping students in understanding communication in various contexts. The programmes developed are industry-relevant to enable the application of theoretical perspectives in their chosen fields upon graduation. Students are guaranteed an in-depth knowledge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

## CONTENTS

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# SEGi UNIVERSITY & COLLEGES



**20,000**  
Students



**778**  
Academics

**10%**  
foreign faculty staff

**614**  
Management & support staff

Quality education accredited and assured by Ministry of Education, Malaysia



Internal processes in compliance with international standards

ISO 9001:2015 Certified



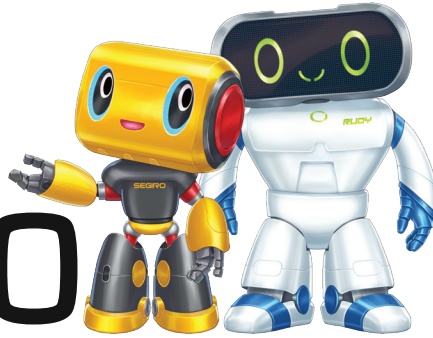
Cert no: MY14/05009



Cert no: MY14/01588

Towards

**R4.0**



## **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 touch lives and make a significant.

## **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.



Every student learns coding & IR4.0 relevant subjects



Inter-faculty assignments to develop cross-disciplinary skills



Cyber physical classrooms & learning



Multi-million Ringgit learning management software



Over 600 corporate partners & collaborations





### WELL-BEING

- On-campus counsellors
- 24/7 accessibility to counselling services
- International office & student accommodation office



### LEARN WHILE HAVING FUN

- Student Affairs Office
- Gym, E-Sports studio and extended facilities



### PERSONAL DEVELOPMENT & GROWTH

- Personal Professional Development Programme
- Career Development Centre



### STUDENT MOBILITY PROGRAMME

- Cross-campus experiences
- Option to transfer overseas

# BEYOND EDUCATION

LEARNING WITH SEGi



### ACADEMIC SUCCESS

- Student Success Centre
- 24/7 Online learning portal (Blackboard & E-libraries)
- Free applications & tools (Microsoft 365, Adobe, AutoCount)



# BRINGING THE WORLD TO YOU



## PARTNER UNIVERSITIES



### University of Greenwich (UoG), UK

Modestly founded in 1890 as Woolwich Polytechnic, the University of Greenwich (UoG) has risen in the ranks since it gained university status in 1992. A leader in the educational arena, the university has three campuses in South East London and Kent, and is a strong proponent of progressive learning, as is proven by its modern hi-tech facilities. Its 1,200 programmes include Law, Nursing, Business, and Engineering.

Acknowledged the world over as a leading provider of higher education according to the 2017 Teaching Excellence Framework (TEF), UoG is also the proud recipient of The Queen's Anniversary Prize for Higher and Further Education 2015, an award recognising the innovative research and development carried out by Greenwich's Natural Resources Institute within the Faculty of Engineering and Science.

- **QS World Ranking 701-750**
- **Times Higher Education World Ranking 601-800**
- **#1 Transnational University in UK** (Over 17,000 students in overseas campuses all around the world)
- Over 50% of Graduates received First Class Honours in the last 5 years
- Awarded **SILVER STATUS** by Teaching Excellence Framework (TEF)



### University of Sunderland (UoS), UK

Established in 1901 as Sunderland Technical College, the University of Sunderland (UoS) is greatly praised as a prescient and innovative University with exemplary standards of teaching, research and support. Located in Sunderland in the North East of England, it gained its university status in 1992 and has since gained a reputation as a research-active university.

The University of Sunderland prides itself on holistic academic programmes as integral to its commitment of excellence to its students and to producing well-rounded graduates. The Guardian ranks its Hospitality, Event Management and Tourism programme as the 4th best in the country, while Nursing is ranked 5th best. Other highly ranked majors in the Guardian league tables are Business, Management and Marketing, Accounting and Finance, Mechanical Engineering, and Fashion and Textiles. Also, it was named University of the Year for Social Inclusion by The Times and Sunday Times Good University Guide 2021.

- **QS 5 Stars** (2019) in Teaching, Employability, Internationalisation, Inclusiveness & Outstanding Facilities
- Awarded **SILVER STATUS** by Teaching Excellence Framework (TEF)
- Recognised by the UK Government and the British Council for **innovative international activity**
- **UK's top 5** providers of transnational education
- Shortlisted for the **Times Higher Education University of the Year Award**



### Troy University, USA

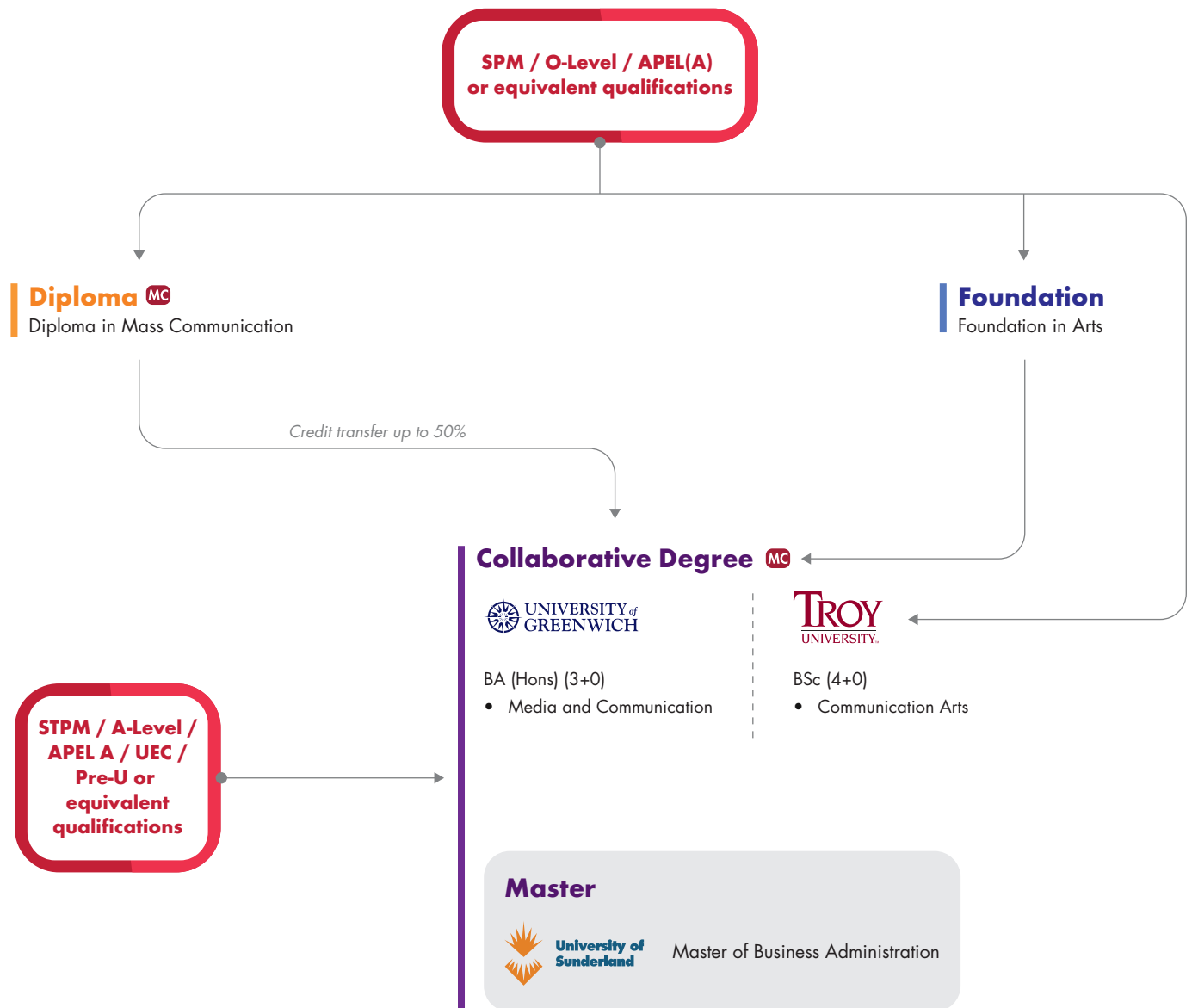
Troy University is a public school in Troy, Alabama, USA with three additional campuses throughout the state. Founded in 1887 as an institute for training teachers, it has expanded into a university system that offers more than 45 undergraduate majors and locations across the globe, including Vietnam, Malaysia, Japan, and South Korea.

International in scope, Troy University provides a variety of educational programs at the undergraduate and graduate levels, to include doctoral programs, for a diverse student body in traditional, nontraditional and emerging electronic formats. With quality teaching and a staff to student ratio above the national average, a degree from Troy University is solid preparation for employment or further study.

- Accredited by:
  - Southern Association of Colleges and Schools Commission on Colleges (SASCOC)
  - Council for Higher Education Accreditation (CHEA)
  - Dual-accreditation from Association to Advance Collegiate Schools of Business (AACSB International)
- **"No 1 in its Best 4-Year College in Alabama"** by Schools.com
- **"One of the Best Universities in the Southeast"** by Princeton Review
- **"a 'Top Tier' university in the South"** by US News & World Report

# A PATHWAY FOR EVERYONE

## STUDY ROUTE



### Credit Transfer

Your previous studies and qualifications may earn credits towards your diploma or degree. The award of credits is given on the basis of subject mapping and grades achieved. The maximum transferrable credits you may earn for a previous academic qualification could be 50% of the total credits at the Bachelor's degree. Work experience, MOOCs and other training certifications may earn you credit transfers of up to 30%. All credit transfers are subject to approvals by the Senate or College Academic Board.

### MC Micro-credential

We break it down to build you up. SEGi's Micro-credentials are unbundled from accredited qualifications, offering the modern learners a tempting, tantalising buffet-style learning model. While traditional diplomas or degrees are well-structured and solid, SEGi's Micro-credentials offer learners the choice of ultimate flexibility and customisation, empowering learners to select only what they want to consume, experience and learn. Through our innovative curriculum framework, these unbundled courses delivered through micro-credentials can then be easily re-bundled into accredited and recognised qualifications.



# YOUR WORK EXPERIENCE COUNTS

APEL(A)



Get admission into our SEGi programme through Accreditation of Prior Experiential Learning or APEL, which is a systematic process that involves the identification, documentation and assessment of prior experiential learning to determine the extent to which an individual has achieved the desired learning outcomes, for access to a programme of study and/or award of credits.

APEL provides an opportunity for individual with working experience but lack of formal academic qualifications to pursue their studies in Higher Education Institutions (HEIs). In general, knowledge obtained through formal education and working experience will be both assessed in APEL's assessment.

At the moment, APEL in Malaysia can only be used as entry requirement to HEIs for the following level of qualification:

- Level 3 (Certificate);
- Level 4 (Diploma);
- Level 6 (Bachelor's Degree); and
- Level 7 (Master's Degree)

Candidates are required to submit the application for APEL(A) certification to MQA directly.

## Basic requirements to apply APEL(A):

- Only applicable to Malaysian
- Pass the Aptitude Test and Portfolio
- Minimum age requirements:
  - a) Certificate - 19 years of age
  - b) Diploma - 20 years of age
  - c) Bachelor's Degree - 21 years of age
  - d) Master's Degree - 30 years of age
  - e) Doctoral Degree - 35 years of age





# PROGRAMME MATRIX

	Awarding Institution	Entry Requirements	
<b>Master of Business Administration</b> SJ [R2/340/7/0753] [04/23] [A8624] KL [R2/340/7/0268] [11/23] [A9419] PG [R2/345/6/0303] [02/23] [A8B48] SWK [R2/340/7/0569] [02/26] [MQA/FA0310]	University of Sunderland, UK	<ul style="list-style-type: none"> <li>A recognised Degree</li> <li>A recognised Diploma with at least 5 years of management experience with MQA-APEL T7</li> </ul>	Subang Jaya Kuala Lumpur Penang Sarawak
<b>BSc in Communication Arts (4+0)</b> SJ [R/321/6/0180] [03/27] [FA6550] KL [R/321/6/0159] [11/27] [FA4731]	Troy University, USA	<ul style="list-style-type: none"> <li>SPM or equivalent with 5 credits</li> <li>UEC with any 5 credits</li> <li>STPM with Grade C in 2 subjects</li> <li>A-Level with passes in 2 subjects</li> <li>Any Diploma or equivalent with min CGPA 2.00</li> </ul> <p><b>Additional Requirements</b> Credits in Mathematics and 1 Science at SPM/ O-Level or equivalent</p>	Subang Jaya Kuala Lumpur
<b>BSc (Hons) Media and Communication (3+0)</b> SJ [N/213/6/0347] [11/24] [PA12173]	University of Greenwich, UK	<ul style="list-style-type: none"> <li>UEC with 5 credits</li> <li>STPM with Grade C in 2 subjects</li> <li>A-Level with passes in 2 subjects</li> <li>Matriculation / Foundation or equivalent</li> <li>SAM / AUSMAT with min ATAR 60</li> <li>Related SKM Level 5</li> <li>Related Diploma</li> <li>MQA-APEL T6</li> </ul> <p><b>Additional Requirements</b> Credits in Maths and 1 Science at SPM / O-Level or equivalent and pass in English</p>	Subang Jaya
<b>Diploma in Mass Communication</b> SJ [R321/4/0238] [09/22] [A7802] KL [R2/321/4/0071] [09/23] [A9370]	SEGi College	<ul style="list-style-type: none"> <li>SPM / O-Level or equivalent with 3 credits</li> <li>UEC with 3 credits</li> <li>Related SKM Level 3</li> <li>Related Certificate or equivalent</li> <li>MQA-APEL T4</li> </ul> <p><b>Additional Requirements</b> Credits in Maths and 1 Science at SPM / O-Level or equivalent and pass in English</p>	Subang Jaya Kuala Lumpur
<b>Foundation in Arts</b> SJ [R/010/3/0020] [07/21] [FA0452]	Dual Award: SEGi College & University of Greenwich, UK	<ul style="list-style-type: none"> <li>SPM / O-Level or equivalent with any 5 credits</li> <li>UEC with any 3 credits</li> </ul>	Subang Jaya

# PROGRAMME MATRIX



## ENGLISH REQUIREMENTS\*

Types of Exam	Diploma	Degree	Master
IELTS	Band 5	Band 5	Band 6.5
TOEFL iBT	42	46	60
Cambridge English	154	160	169
Pearson Test	47	51	59
Linguaskill Cambridge	154 - 161	162 - 168	169 - 175
MUET	Band 2	Band 3	-

*\*The English requirement serves as a guideline and it is subject to change. The weightage requirement may vary for different programmes.*

## ENTRY REQUIREMENTS FOR INTERNATIONAL STUDENTS



[bit.ly/isentryreq](https://bit.ly/isentryreq)

### A pathway for everyone

Your prior-qualifications were not mentioned?  
Did not meet the entry requirements?

When there is a will, there's always a way. Contact us and schedule a FREE one-on-one consultation session to plot out a customised pathway that will fit your needs.

Our internationally acclaimed MBA programme is designed for enterprising minds seeking to combine their expertise with general management skills. You'll learn decision-making and problem solving skills in an international business environment and strategies to manage globalisation issues.

The MBA will assimilate work-based learning that will improve your ability to bring many productive changes within your current organisation.



**University of  
Sunderland**

## Programme Modules (100% Assignment Based)

- Financial Management and Control
- Strategic Management in an International Context
- Value Creation in Organisations - Managing Operations and Marketing
- Professional Management and Leadership Development
- Innovation, Entrepreneurship and Technology Transfer
- MBA Project

## Financial Aid / Funding Available\*

- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

\*terms & conditions apply.


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**IR4.0** IR4.0 Enhanced Syllabus

 Further Studies Overseas

 UK Lecturers / Tutors

 Sunderland Library

 Earn up to 12 Digital Badges

## Career Opportunities

Suitable for professionals across all disciplines, the programme will significantly enhance your capability to function as a senior manager within a wide range of commercial and service organisations.

## Recognition / Accreditation



# BSC (HONS) MEDIA AND COMMUNICATION (3+0)

SJ (R/2/812/6/0172) (12/22) (A8623) • KL (R/812/6/0015) (06/21) (FA0526) • PG (R/812/0029) (06/22) (FA1111)



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

What you should know about this course:



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

## Programme Modules

### Year 1

- Introduction to Mass Communication
- Digital Realities (Part 1)
- Visual Communication in Context (Part 1)
- Media Technologies (Part 1)
- Creative Communication (Part 1)
- English 1
- Digital Realities (Part 2)
- Visual Communication in Context (Part 2)
- Media Technologies (Part 2)
- Creative Communication (Part 2)
- English 2
- Management Information System
- Entrepreneurship

### Year 2

- Media Context (Part 1)
- Communication Research (Part 1)
- Datascape: Data and the Web (Part 1)
- Rethinking Documentary (Part 1)
- Media Context (Part 2)
- Communication Research (Part 2)
- Datascape: Data and the Web (Part 2)
- Rethinking Documentary (Part 2)
- Malaysian Studies 3 (International Students)
- Hubungan Etnik (Local Students)
- Bahasa Melayu Komunikasi 2 (International Students)
- Tamadun Islam & Tamadun Asia (Local Students)
- Design Thinking (NEW)  / Bahasa Kebangsaan A\*
- Malaysia Society 5.0 (NEW) 

### Year 3

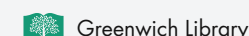
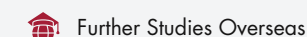
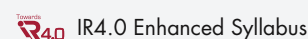
- Mediated Environment
- Dissertation
- Working in Creative Industry (Internship)
- Personal Health Management
- Community Engagement



## Financial Aid / Funding Available\*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

\*terms & conditions apply.



## Career Opportunities

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

This programme offers students insights into topics such as public relations, organisational communication, and media. Theories of visual, oral, and written communication will also be studied. Students will also be trained to incorporating visual, written, and oral communication to produce effective marketing campaigns, political platforms, or community relations events. Upon the completion of the program, students will be equipped with the knowledge to become skilful negotiators, learn to resolve disputes, and manage diverse issues. Additionally, students will learn theories of interpersonal, multicultural, and organisational communication.

## Programme Modules

### Year 1

- Composition and Modern English I
- Composition and Modern English II
- World Literature Before 1660
- World Literature After 1660
- Visual Arts
- Community Service
- Pre-Calculus Algebra
- Principles of Biology
- Principles of Biology with Lab
- General Chemistry
- General Chemistry I with Lab
- World History from 1500 (International students)
- Ethnic Relations (Local and International students)
- Bahasa Melayu Komunikasi 2 (International students)
- Islamic Asian Civilizations (Local students)
- Computer Concepts and Applications
- General Psychology
- Interviewing & Information

### Year 2

- Technology in Journalism
- Introduction to Public Relations
- University Orientation
- Interpersonal Communication
- Conflict Management
- International / Intercultural Communication
- Group Discussion & Leadership
- Communication Research
- Propaganda & Persuasion
- Rhetorical & Communication Theory
- Advanced Technologies in Journalism
- Communication Seminar

### Year 3

- Public Speaking Skills / Bahasa Kebangsaan A\*
- Personal Health Management

#### Select modules according to the minor:

##### Minor: Psychology

- Orientation to Psychology
- Developmental Psychology
- Social Psychology
- Theories of Learning
- Theories of Personality
- Industrial / Organisational Psychology

##### Minor: Promotion

- Principles of Accounting I
- Principles of Microeconomics
- Legal Environment of Business
- Principles of Marketing
- Advertising
- Personal Selling

### Year 4

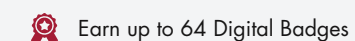
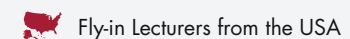
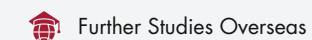
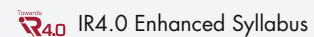
- Voice and Diction
- Organisational Communication
- Multimedia Law
- Special Topics in Journalism
- Guided Independent Research
- Internship
- Experience



## Financial Aid / Funding Available\*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

\*terms & conditions apply.



## Career Opportunities

Our graduates will use their skills in communication and their understanding of human behaviour to embark on career in organisational communication, public speaking, advertising, journalism, sales, marketing and other careers that influence our society everyday.

# DIPLOMA IN MASS COMMUNICATION

SJ (R321/4/0238) (09/22) (A7802) • KL (R2/321/4/0071) (09/23) (A9370)



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

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

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



**SEGi**  
College

## Programme Modules

### Year 1

- Intro to Mass Communication
- Fundamental Photography
- Public Relations
- General Language Training
- Videography
- Presentation Skills
- Media law and Ethics
- Bahasa Melayu Komunikasi 1 (International student)
- Malaysian Studies 2 (Local student)
- Digital Graphics
- Human Communication
- Academic English
- News Reporting

### Year 2

- Business Communication
- Introduction to E-Marketing
- Copywriting
- Communication Research
- Islamic Studies / Moral Studies
- Decision Making / Bahasa Kebangsaan A\*
- Journalism
- Visual Analysis
- Documentary Photojournalism
- Media Studies
- Film Appreciation

### Year 3

- Industrial Training
- Final Year Project
- Co-curriculum Management

## Financial Aid / Funding Available\*


- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment


\*terms & conditions apply.


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 Student Mobility (MY)

 IR4.0 Enhanced Syllabus

 Further Studies Overseas

 Earn up to 62 Digital Badges

## Career Opportunities

Students who successfully completed the programme can then move on to pursue the bachelor's degree programme, allowing them to pursue careers such as Journalist, Broadcaster, Radio DJ, TV News Caster, Event Director, Planner, Social Marketing Executive, Public Relations Executive.

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.

## Programme Modules

- Thinking Skills
- English I
- Mathematics
- Basic Information and Communication Technologies (ICT)
- Introduction to Psychology
- Essentials of Economics
- English II
- Introduction to Law
- Introduction to Sociology
- Co-curriculum
- Introduction to Management
- Writing & Research Skills
- Electives *(Choose any two):*
  - Introduction to Finance
  - Introduction to Visual Arts
  - Introduction to Mass Media and Communication
  - Introduction to Legal Skills

## Dual Award



## Financial Aid / Funding Available\*

- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

\*terms & conditions apply.



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- Further Studies Overseas
- Option for Dual Certification
- UK Lecturers / Tutors
- Earn up to 32 Digital Badges

## Career Opportunities

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. Students may be eligible to apply for advanced standing.



# ELECTIVE COURSES



## DIPLOMA LEVEL

No	Name of Course / Module	School	Credit Value	No	Name of Course / Module	School	Credit Value	
1	Business and Company Law	Business and Accounting	3	27	CyberPsychology	Psychology	3	
2	Business Communication		3	28	Positive Psychology		3	
3	Business Management		3	29	Social Psychology		3	
4	Cost Accounting		3	30	Understanding the Child's Growth and Development	Early Childhood Education	3	
5	Data Analysis		3	31	Play & Learning for Young Children		3	
6	Financial Accounting 1		3	32	Physical Education & Health Care for Young Children		3	
7	Introduction to Business		3	33	Safety & Well-being of Young Children		3	
8	Introduction to Finance		3	34	Global Citizenship for Young Children		3	
9	Introduction to Management Accounting		3	35	An Introduction to Montessori Pedagogy	3		
10	Introduction to Marketing		3	36	Music for Children	Music	3	
11	Principles of Management		3	37	Music Appreciation 1: Aesthetic & Style		3	
12	Social Media Marketing		3	38	Music Appreciation 5: World Music		3	
13	Technopreneurship		Business and Accounting	3	39	Print Production	Hospitality & Tourism / Creative Arts & Design	3
14	Consumer Behaviour			4	40	Advertising Creativity		3
15	Corporate Audit			4	41	Wedding Planning and Management	Hospitality & Tourism	3
16	Digital and Service Marketing			4	42	Wine Management		3
17	Digital Marketing			4	43	Introductory to French		3
18	Finance			4	44	Food & Its Culture		3
19	Human Resource Management			4	45	Principles of Electronics & Electrical Engineering		Engineering
20	Integrated Marketing Communication			4	46	Engineering Drawing	3	
21	International Business			4	47	Fundamental of Photography	Creative Arts & Design	
22	Marketing Management			4	48	Digital Graphics		3
23	Operations Management			4	49	Introduction to Multimedia & Animation		4
24	Organisational Behaviour			4	50	Interactive Web Design		4
25	Personal Selling			4	51	Videography		4
26	Industrial and Organisational Psychology	Psychology	3	52	Presentation Skills		3	

## CERTIFICATE LEVEL

No	Name of Course / Module	School	Credit Value	No	Name of Course / Module	School	Credit Value
1	Basic Financial Accounting	Business and Accounting	3	7	Basic Management	Business and Accounting	3
2	Introduction to Human Resource Management		3	8	Basic Marketing		3
3	Business Ethics		3	9	Business Communication and Writing		3
4	Basic Statistics		3	10	Basic Finance		3
5	Basic Business Principles		3	11	Basic Childcare 1	Early Childhood Education	3
6	Introduction to Cost Accounting		3	12	Fundamental Photography	Creative Arts & Design	4

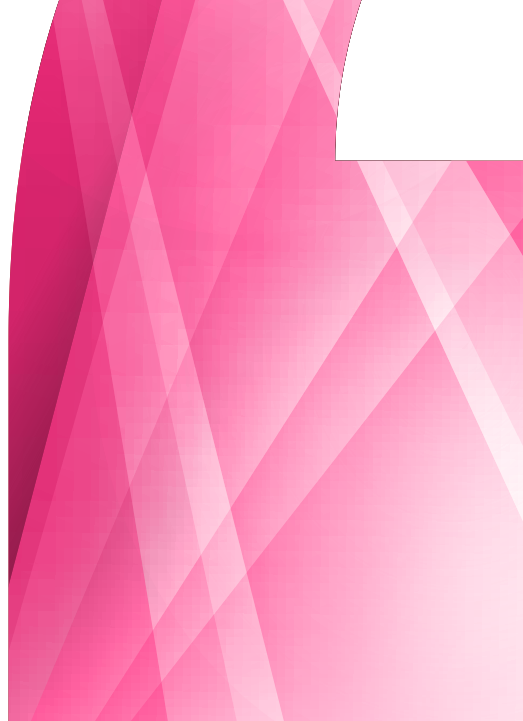


# SCHOLARSHIPS AVAILABLE\*

\*subject to change



Scholarship Name	Priority Courses	
Program Graduan Cemerlang (GrEP MARA)	All Programmes	
Program Penajaan Pengajian Tertiar (TESP MARA)		
Bantuan Zakat MAIDAM		
Hong Leong Foundation Scholarship		
Keysight Malaysia Scholarship		
Lembaga Zakat Selangor		
Zakat Kelantan		
Karangkrak		
Sin Chew Media Corporation Bhd		
STAR Media Group Bhd		
SEGi High Achiever's Scholarship		
SEGi Ace Scholarship		
SEGi Unified Examination Certificate (UEC) Scholarship	<ul style="list-style-type: none"> <li>• Education</li> </ul>	
Yayasan Kemanusiaan Da Sheng		
Sony Scholarship		<ul style="list-style-type: none"> <li>• Electrical and Electronics Engineering</li> <li>• Mechanical Engineering</li> <li>• Marketing</li> </ul> <ul style="list-style-type: none"> <li>• Human Resources</li> <li>• Administration</li> <li>• Computer Science</li> </ul>
Gamuda Scholarship		<ul style="list-style-type: none"> <li>• Engineering</li> <li>• Accounting</li> </ul> <ul style="list-style-type: none"> <li>• Human Resource</li> <li>• Psychology</li> </ul>
PETRONAS Education Sponsorship Programme		<ul style="list-style-type: none"> <li>• Accounting &amp; Business</li> <li>• Arts &amp; Communication</li> <li>• Computer &amp; Multimedia</li> </ul> <ul style="list-style-type: none"> <li>• Education</li> <li>• Engineering &amp; Architecture</li> </ul>
Bank Negara Scholarship		<ul style="list-style-type: none"> <li>• Computer Science</li> </ul> <ul style="list-style-type: none"> <li>• Accounting</li> </ul>
Tunku Abdul Rahman (BTAR) Scholarship		<ul style="list-style-type: none"> <li>• Accounting &amp; Business</li> <li>• Arts &amp; Communication</li> <li>• Computer &amp; Multimedia</li> </ul> <ul style="list-style-type: none"> <li>• Education</li> <li>• Engineering &amp; Architecture</li> </ul>
Genting Malaysia Scholarship Award		<ul style="list-style-type: none"> <li>• Culinary Arts</li> <li>• Hospitality Management</li> </ul>
OCBC Bank		<ul style="list-style-type: none"> <li>• Accountancy</li> <li>• Business Administration</li> <li>• Computer Science</li> <li>• Engineering</li> </ul> <ul style="list-style-type: none"> <li>• Accounting &amp; Business</li> <li>• Arts &amp; Communication</li> <li>• Computer &amp; Multimedia</li> </ul>
Elena Cooke Education Fund		<ul style="list-style-type: none"> <li>• Accounting &amp; Business</li> <li>• Arts &amp; Communications</li> <li>• Computer &amp; Multimedia</li> </ul> <ul style="list-style-type: none"> <li>• Engineering &amp; Architecture</li> <li>• Hospitality &amp; Tourism</li> </ul>



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**SEGi Covid-19  
Readiness Guide**



[bit.ly/c19readinessguide](https://bit.ly/c19readinessguide)