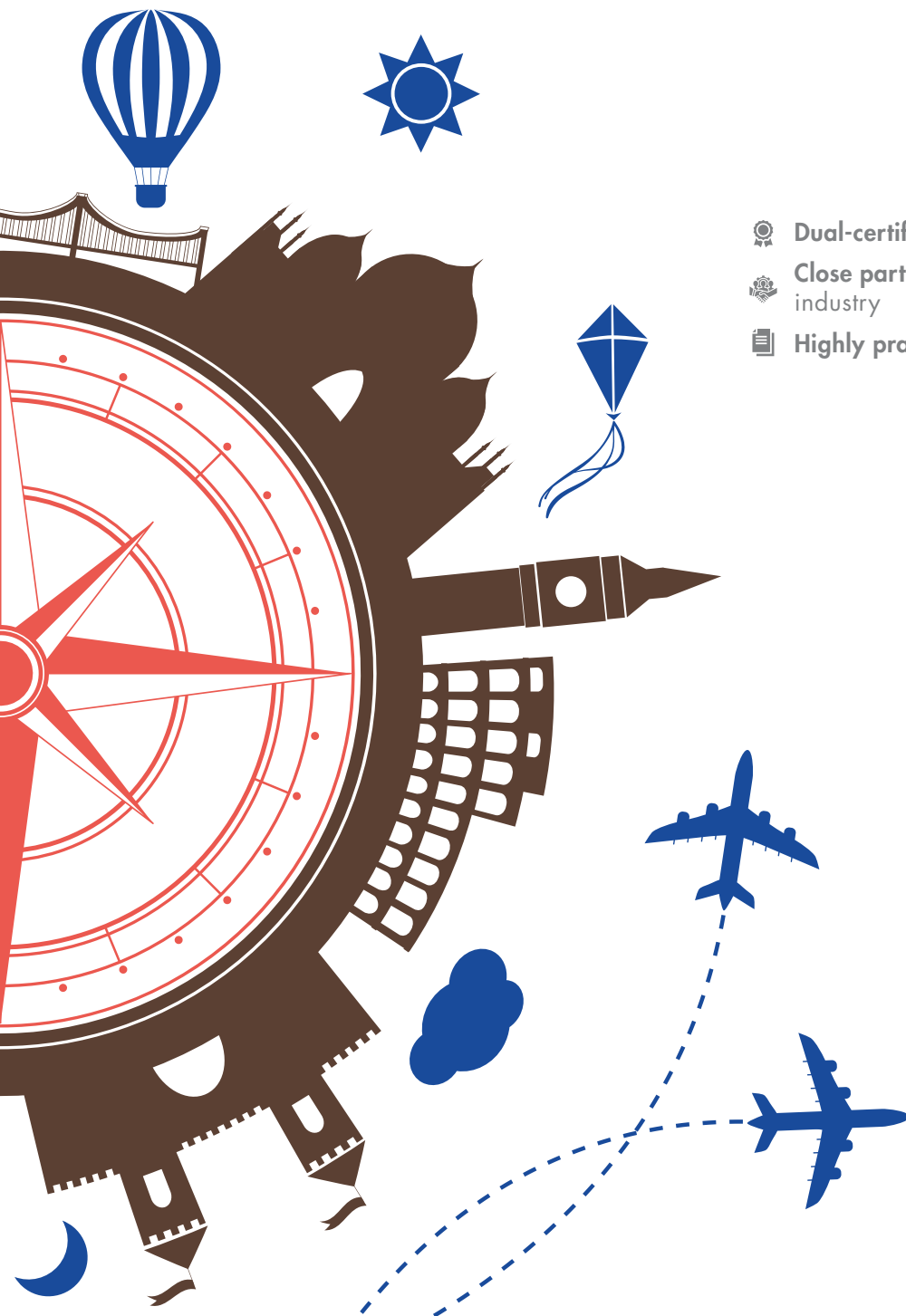# SEGi Group of Colleges

Towards IR4.0

HOSPITALITY AND TOURISM

- **Dual-certification Diploma** with **HTMi Switzerland**
- **Close partnership** with the hospitality and tourism industry
- **Highly practical** course content

in collaboration with

University of Sunderland

HTMi Hotel and Tourism Management Institute Switzerland

2018 / 2019

MyQUEST 2018/2019

MyQUEST 2018/2019

MyQUEST 2018/2019

MyQUEST 2018/2019

2016 / 2017

6 MyQUEST OUTSTANDING

5 MyQUEST EXCELLENT

6 MyQUEST OUTSTANDING

6 MyQUEST OUTSTANDING

2014 / 2015

6 MyQUEST

5 MyQUEST

5 MyQUEST

5 MyQUEST

2010 / 2011

6 5 4 5

2012 / 2013

6 5 5 5

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 has 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.

BEYOND
5-STAR HOSPITALITY STANDARDS

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

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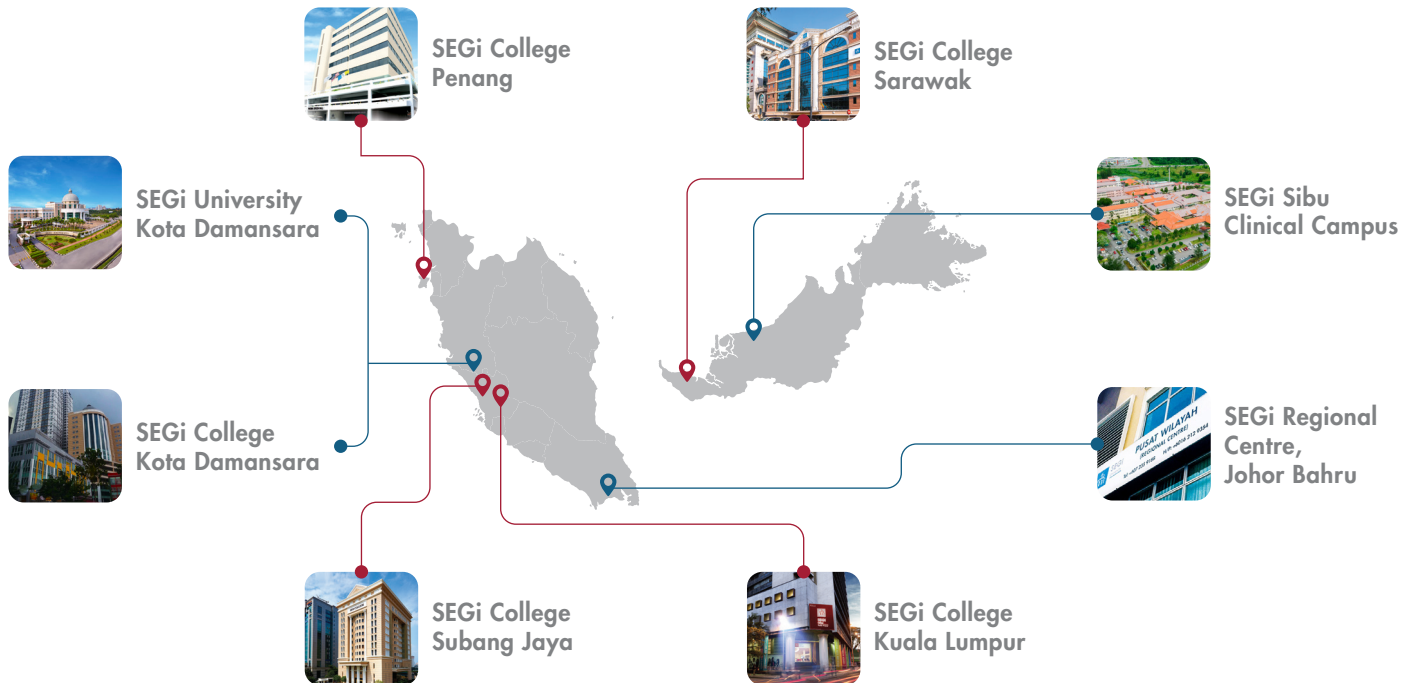
SEGi offer programmes in the areas of Hospitality & Hotel Management, Tourism Management and Culinary Arts.

CONTENTS

SEGi UNIVERSITY & COLLEGES

SEGi College Penang

SEGi College Sarawak

SEGi University Kota Damansara

SEGi Sibu Clinical Campus

SEGi College Kota Damansara

SEGi Regional Centre, Johor Bahru

SEGi College Subang Jaya

SEGi College Kuala Lumpur

20,000 Students

Malaysian — 70%
International — 30%

778 Academics

10% foreign faculty staff

614 Management & support staff

Quality education accredited and assured by Ministry of Education, Malaysia

MOHE MyQuest
2010/2011 Evaluation
Overall College-Based Category
Arts & Humanities Category

MOHE MyQuest
2012/2013 Evaluation
International Student Readiness Criteria
Cluster-Based Score (Services)

MyQUEST 2014/2015

MyQUEST OUTSTANDING

MyQUEST 2018/2019

PUTRA BRAND AWARDS
THE PEOPLE'S CHOICE
SILVER
2013 - 2015
(Education & Learning)

PUTRA BRAND AWARDS
THE PEOPLE'S CHOICE
BRONZE
2012, 2016, 2017 & 2018
(Education & Learning)

WORLD BRANDING AWARDS
BRAND OF THE YEAR
EDUCATION – MALAYSIA
2014 - 2015
Education - Malaysia World Branding Award

MRCA CROWN AWARDS
Outstanding Innovation Award 2014

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

SETARA-2019
Emerging University

Internal processes in compliance with international standards

ISO 9001:2015 Certified

ISO 9001 SGS
UKAS MANAGEMENT SYSTEMS 0005

ISO 9001 SGS
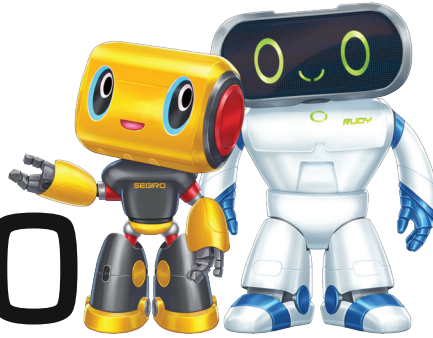STANDARDS MALAYSIA ACCREDITED CERTIFICATION BODY
QS 18112006 CB 04

Cert no: MY14/05009

Cert no: MY14/01588

Towards IR4.0

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

BEYOND EDUCATION

LEARNING WITH SEGi

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

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 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**

Hotel and Tourism Management Institute (HTMi), Switzerland

HTMi, Hotel and Tourism Management Institute Switzerland is one of the Top 5 Swiss Hotel Schools, ranked 14 in the 2018 World QS Top University rankings in the area of Hospitality and Leisure Management. HTMi is a world leading education provider offering the Diploma in International Hotel and Tourism Management.
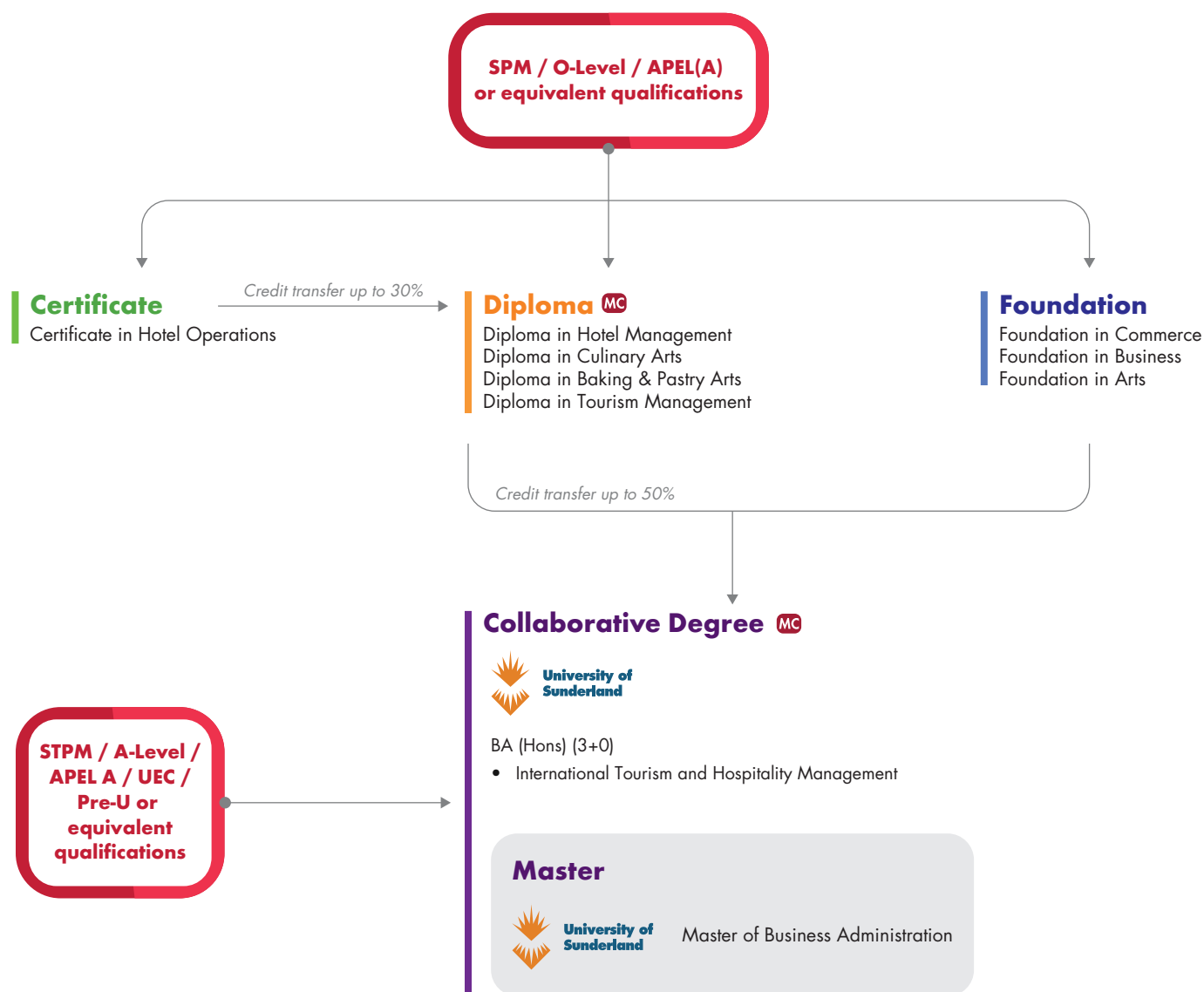
Over the next decade, the international hotel and tourism industry is forecast to maintain its position as the world's largest employer and the world's largest provider of management positions. HTMi's role is to prepare students for a management career in this, the most exciting industry today. HTMi is supported by a worldwide network of international hotel companies, whose representatives regularly visit HTMi to recruit on campus. HTMi graduates can be found in the leading hotel companies worldwide.

- One of the **Top 5 Swiss Hotel Schools**
- Ranked **14 in the 2018 World QS Top University rankings** in the area of Hospitality and Leisure Management
- 95% HTMi Graduates are employed within 3 months of graduation and work in the top 20% of Global hospitality companies

A PATHWAY
FOR EVERYONE

SPM / O-Level / APEL(A) or equivalent qualifications

Certificate

Certificate in Hotel Operations

Credit transfer up to 30%

Diploma MC

Diploma in Hotel Management
Diploma in Culinary Arts
Diploma in Baking & Pastry Arts
Diploma in Tourism Management

Foundation

Foundation in Commerce
Foundation in Business
Foundation in Arts

Credit transfer up to 50%

Collaborative Degree MC

University of Sunderland

BA (Hons) (3+0)

• International Tourism and Hospitality Management

STPM / A-Level / APEL A / UEC / Pre-U or equivalent qualifications

Master

University of Sunderland   Master of Business Administration

Credit Transfer

Your previous studies and qualifications may earn credits towards your diploma or degree. The award of credits are 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 transfer 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

Programme	Awarding Institution	Entry Requirements	Campus
Master of Business Administration SJ (R2/340/7/0753) (04/23) (A8624) KL (R2/340/7/0268) (11/23) (A9419) PG (R2/345/6/0303) (02/23) (A8848) SWK (R/340/7/0569) (02/21) (FA0310)	University of Sunderland, UK	• A recognised Degree • A recognised Diploma with at least 5 years of management experience with MQA-APEL T7	Subang Jaya Kuala Lumpur Penang Sarawak
BSc (Hons) International Tourism and Hospitality Management (3+0) SJ (R2/812/6/0172) (12/22) (A8623) KL (R/812/6/0015) (06/21) (FA0526) PG (R/812/0029) (06/22) (FA1111)		• UEC with 5 credits • STPM with Grade C in 2 subjects • A-Level with passes in 2 subjects • Matriculation / Foundation or equivalent • SAM / AUSMAT with min ATAR 60 • Related SKM Level 5 • Related Diploma • MQA-APEL T6	Subang Jaya Kuala Lumpur Penang
Diploma in Culinary Arts KL (R2/811/4/0278) (01/26) (A11534) PG (R2/811/4/0897) (04/25) (A10877) SWK (R/811/4/0041) (10/21) (FA0965)	SEGi College	• SPM / O-Level or equivalent with 3 credits • UEC with 3 credits • Related SKM Level 3 • Related Certificate or equivalent • MQA-APEL T4	Kuala Lumpur Penang Sarawak
Diploma in Tourism Management KL (R/812/4/0052) (04/23) (FA1457) PG (R2/812/4/0014) (04//22) (A7405) SWK (R3/812/4/0003) (07/21) (A7150)			
Diploma in Restaurant Management SJ (N/811/4/0382) (12/23) (PA11207)			Subang Jaya
Diploma in Hotel Management KL (R2/811/4/0011) (01/22) (A7528) PG (R/811/4/0281) (12/21) (A1839) SWK (R3/811/4/0005) (07/21) (A7146)			Kuala Lumpur Penang Sarawak
(Dual Award) **Diploma in Hotel Management** SJ (R2/811/4/0028) (03/22) (A7759) **Diploma in International Hotel and Tourism Management**	Dual Award: SEGi College & Hotel and Tourism Management Institute Switzerland (HTMi)		Subang Jaya
Certificate in Hotel Operations SJ (R/811/3/0357) (09/24) (FA4330) KL (R/811/3/0128) (04/23) (FA1740)	SEGi College	• SPM / O-Level or equivalent with 1 credit • UEC with 1 credit • SKM Level 2 • MQA-APEL T3	Subang Jaya Kuala Lumpur
Foundation in Commerce SJ (R2/010/3/0434) (05/22) (A7945) KL (R2/010/3/0258) (02/25) (A5212)	Dual Award: SEGi College & University of Greenwich, UK	• SPM / O-Level or equivalent with any 5 credits • UEC with any 3 credits	Subang Jaya Kuala Lumpur
Foundation in Business SWK (R2/010/3/0418) (10/21) (A7097)			Sarawak
Foundation in Arts SJ (R/010/3/0020) (07/21) (FA0452)			Subang Jaya

PROGRAMME MATRIX

ENGLISH REQUIREMENTS*

Types of Exam	Diploma	Degree	Master
IELTS	Band 5.5	Band 6.0	Band 6.5
TOEFL iBT	42	46	60
Cambridge English	154	160	169
Pearson Test	47	51	59
Linguaskill Cambridge	154 - 161	169 - 175	176 - 179
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

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.

MASTER OF BUSINESS ADMINISTRATION

SJ (R2/340/7/0753) (04/23) (A8624) • KL (R2/340/7/0268) (11/23) (A9419) • PG (R2/345/6/0303) (02/23) (A8848) • SWK (R2/340/7/0569) (02/26) (MQA/FA0310)

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.

ATLASSIAN

Blackboard LEARN ULTRA

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100% Fully Accredited

R4.0 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

MQA
Agensi Kelayakan Malaysia
Malaysian Qualifications Agency

JPA

QS STARS RATING SYSTEM
★ ★ ★ ★ ★

BSC (HONS) INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT (3+0)

SJ (R2/812/6/0172) (12/22) (A8623) • KL (R/812/6/0015) (06/21) (FA0526) • PG (R/812/0029) (06/22) (FA1111)

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

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

University of Sunderland

Programme Modules

Year 1
- Impacts of Festivals and Events
- Global Tourism
- Marketing and Business for the Service Sector
- Tourism and Heritage Management
- Fundamentals of Tourism, Leisure and Hospitality
- Study Skills for the Service Sector
- Malaysian Studies 3 (International students)
- Hubungan Etnik (Local students)
- Bahasa Melayu Komunikasi 2 (International students)
- Tamadun Islam & Tamadun Asia (Local students)
- English 1
- English 2

Year 2
- Mice: Meetings, Incentives, Conferences and Exhibitions
- Restaurant from Concept to Operations
- Cultural Tourism, Festivals and Events
- Research Methods for the Service Sector
- Current Issues in Tourism and Hospitality
- Tourism Fieldwork
- Destination Branding
- Design Thinking **(NEW)** Towards IR4.0 / Bahasa Kebangsaan A*
- English 3
- Statistics for Managers

Year 3
- Digital Technologies in the Visitor Economy
- International Hospitality Management
- Strategic Planning for Tourism and Leisure
- Urban Tourism
- International Hospitality Management Major Project 1
- International Hospitality Management Major Project 2
- The Practice of Managing People
- Human Resource Management
- Community Engagement
- Malaysia Society 5.0 **(NEW)** Towards IR4.0
- Practical Placement (Internship)

Financial Aid / Funding Available*

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

*terms & conditions apply.

ATLASSIAN

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Student Mobility (MY & UK)

Towards IR4.0 IR4.0 Enhanced Syllabus

Further Studies Overseas

UK Lecturers / Tutors

Sunderland Library

Earn up to 47 Digital Badges

EB **Executive Bachelor (EB) Module**
(Complete 6 modules to earn each award)

- EB in International Hospitality Management
- EB in International Travel & Tourism

Career Opportunities

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

*For Malaysian students who do not have a credit in SPM BM

DIPLOMA IN CULINARY ARTS

KL (R2/811/4/0278) (01/26) (A11534) • PG (R2/811/4/0897) (04/25) (A10877) • SWK (R/811/4/0041) (10/21) (FA0965)

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

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

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

SEGi College

Programme Modules

Year 1
- General Language Training **PD**
- Introduction to Hospitality Tourism Industry **PD**
- Food Nutrition, Hygiene and Sanitation **PD**
- Bahasa Melayu Komunikasi 1 (International students)
- Malaysia Studies 2 (Local students)
- Baking and Patisseries
- Basic Cookery 1 **(NEW)**
- Menu Planning and Development
- Academic English
- Growth Mindset **(NEW)** Towards **R4.0** / Bahasa Kebangsaan A*
- Basic Cookery 2 **(NEW)**
- Service Quality Management **PD**
- Purchasing, Cost and Control **PD**
- Entrepreneurship **PD**
- Elective **(NEW)** *(Choose one of the following):*
  - Wine Management
  - Print Production

Year 2
- Introductory French **PD**
- Culinary Cooking Techniques
- Elective **(NEW)** *(Choose one of the following):*
  - Food & Its Culture
  - Advertising Creativity
- Fundamentals of Graphic Design
- Food and Beverage Themes & Concepts **(NEW)**
- Culinary Artistry and Design
- International and Asian Cuisine **(NEW)**
- Hospitality and Tourism Law
- Human Resource Management
- Co-curriculum Management
- Industrial Revolution 4.0 in Malaysia **(NEW)** Towards **R4.0**
- Culinary Project

Year 3
- Internship

Financial Aid / Funding Available*

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

*terms & conditions apply.

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100% Fully Accredited

Student Mobility (MY)

Towards **R4.0** IR4.0 Enhanced Syllabus

Further Studies Overseas

Earn up to 62 Digital Badges

PD **Professional Diploma (PD) Module**
(Complete 6 modules to earn each award)

- PD in Culinary Technoprenuership
- PD in Hospitality Business Management
- PD in International Culinary Management

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.

*For Malaysian students who do not have a credit in SPM BM

DIPLOMA IN
TOURISM MANAGEMENT

KL (R/812/4/0052) (04/23) (FA1457) • PG (R2/812/4/0014) (04//22) (A7405) • SWK (R3/812/4/0003) (07/21) (A7150)

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

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

SEGi College

Programme Modules

Year 1
- General Language Training **PD**
- Introduction to Hospitality and Tourism Industry **PD**
- Geography of Travel and Tourism **PD**
- Bahasa Melayu Komunikasi 1 (International students)
- Malaysia Studies 2 (Local students)
- Tourism Technoprenuership **(NEW)**
- Air Fares, Ticketing & International Travel
- Academic English
- Growth Mindset **(NEW)** IR4.0 / Bahasa Kebangsaan A*
- Tourism Marketing
- Travel Agency Operation and Tour Guiding
- Service Quality Management **PD**
- Co-curriculum Management
- Mice: Meeting, Incentives, Convention and Exhibition
- Entrepreneurship
- Principles of E-Commerce

Year 2
- Introductory to French **PD**
- Entrepreneurship **PD**
- Industrial Revolution 4.0 in Malaysia **(NEW)** IR4.0
- Electronic Booking Tools: Air Fares, Ticketing & International Travel
- Human Resource Management
- Transportation in Tourism
- Event Management
- Tourist Behaviour Management
- Elective **(NEW)** *(Choose one of the following):*
  - Wine Management
  - Print Production
- Sustainable Tourism
- Hospitality and Tourism Law
- Fundamentals of Graphic Design
- Elective *(Choose one of the following):*
  - Wedding Planning and Management
  - Advertising Creativity

Year 3
- Internship

Financial Aid / Funding Available*

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

terms & conditions apply.

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100% Fully Accredited

Student Mobility (MY)

IR4.0 Enhanced Syllabus

Further Studies Overseas

Earn up to 62 Digital Badges

PD **Professional Diploma (PD) Module**
(Complete 6 modules to earn each award)

- PD in Tourism Business

Career Opportunities

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

*For Malaysian students who do not have a credit in SPM BM

DIPLOMA IN RESTAURANT MANAGEMENT

SJ (N/811/4/0382) (12/23) (PA11207)

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

SEGi College

in collaboration with

About QSR Brands

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

Programme Modules

Year 1
- Introduction to Hospitality and Tourism Industry **PD**
- General Language Training **PD**
- Financial Accounting
- Food Production
- Principles of Management
- Food Nutrition, Hygiene and Sanitation
- Bahasa Melayu Komunikasi 1 (International students)
- Malaysia Studies 2 (Local students)
- Purchasing, Cost and Control **PD**
- Food and Beverage Service Skills
- Restaurant Operation and Services
- Introductory French **PD**
- Industrial Revolution 4.0 in Malaysia **(NEW)** R4.0
- Academic English

Year 2
- Principles of Marketing
- Growth Mindset **(NEW)** R4.0 / Bahasa Kebangsaan A*
- Service Quality Management **PD**
- Hospitality, Tourism and Food Law
- Co-curriculum Management
- Entrepreneurship **PD**
- Restaurant Operations
- Restaurant Customer Service
- Food Handling and Storage

Year 3
- Kitchen Operation
- Restaurant Leadership and Teamwork Skills

Financial Aid / Funding Available*

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

terms & conditions apply.

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100% Fully Accredited

Student Mobility (MY)

R4.0 IR4.0 Enhanced Syllabus

Further Studies Overseas

Earn up to 62 Digital Badges

PD **Professional Diploma (PD) Module**
(Complete 6 modules to earn each award)

- PD in Hospitality Business Management

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.

*For Malaysian students who do not have a credit in SPM BM

DIPLOMA IN HOTEL MANAGEMENT

KL (R2/811/4/0011) (01/22) (A7528) • PG (R/811/4/0281) (12/21) (A1839)
• SWK (R3/811/4/0005) (07/21) (A7146)

Dual Award
DIPLOMA IN HOTEL MANAGEMENT
SJ (R2/811/4/0028) (03/22) (A7759)

DIPLOMA IN INTERNATIONAL HOTEL AND TOURISM MANAGEMENT

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

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

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

Dual Award

Programme Modules

Year 1
- Introduction to Hospitality and Tourism Industry **PD**
- General Language Training **PD**
- Principles of Management
- Food Nutrition, Hygiene and Sanitation
- Bahasa Melayu Komunikasi 1 (International students)
- Malaysia Studies 2 (Local students)
- Housekeeping Management
- Front Office Management
- Basic Cookery 1 **(NEW)**
- Academic English
- Growth Mindset **(NEW)** R4.0 / Bahasa Kebangsaan A*
- Food and Beverage Management
- Basic Cookery 2 **(NEW)**
- Service Quality Management **PD**
- Co-Curriculum Management
- Hotel Technopreneurship **(NEW)**

Year 2
- Introductory to French **PD**
- Advertising Creativity or Wedding Planning and Management
- Purchasing, Cost and Control **PD**
- Human Resource Management
- Elective **(NEW)** *(Choose one of the following):*
  - Wedding Planning and Management
  - Advertising Creativity
- Restaurant Management
- Principles of Marketing
- Elective *(Choose one of the following):*
  - Wine Management
  - Print Production
- Entrepreneurship **PD**
- Hospitality and Tourism Law
- Fundamentals of Graphic Design
- Financial Management
- Industrial Revolution 4.0 in Malaysia **(NEW)** R4.0

Year 3
- Internship

*For Malaysian students who do not have a credit in SPM BM

Financial Aid / Funding Available*

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

*terms & conditions apply.

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Student Mobility (MY)

R4.0 IR4.0 Enhanced Syllabus

Further Studies Overseas

Earn up to 62 Digital Badges

PD Professional Diploma (PD) Module
(Complete 6 modules to earn each award)

- PD in Hotel and Restaurant Management
- Hospitality Business Management

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.

CERTIFICATE IN
HOTEL OPERATIONS

SJ (R/811/3/0357) (09/24) (FA4330) • KL (R/811/3/0128) (04/23) (FA1740)

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

SEGi College

Programme Modules

Year 1

- General Language Training
- Introduction to Hospitality Operations
- Fundamental of Food
- Introduction to Computer Application
- Malaysian Studies 1 (Local students)
- Bahasa Melayu Komunikasi 1 (International students)
- Basic Pastry
- Front Office Operations
- Public Speaking Skills / Bahasa Kebangsaan A*
- Academic English
- Housekeeping Operations
- Electronic Publishing
- Customer Service Management
- Basic Accounting
- Restaurant Service Management Theory
- Restaurant Service Skill Practical
- Family Issues

Year 2

- Internship

Financial Aid / Funding Available*

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

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Student Mobility (MY)

IR4.0 Enhanced Syllabus

Further Studies Overseas

Choice of Electives Available

Earn up to 27 Digital Badges

Career Opportunities

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

*For Malaysian students who do not have a credit in SPM BM

FOUNDATION IN COMMERCE

SJ (R2/010/3/0434) (05/22) (A7945) • KL (R2/010/3/0258) (02/25) (A5212)

FOUNDATION IN BUSINESS

SWK (R2/010/3/0418) (10/21) (A7097)

Our programme bridges you from secondary studies to a university degree. The Foundation in Commerce will guarantee your entry into prestigious undergraduate programmes with SEGi, as well as our university partners in Australia and UK. The foundation programme enables you to gain direct entry into selective SEGi degrees and at the same time, provide basic knowledge in the areas of commerce and management.

Programme Modules

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

Dual Award

SEGi College

UNIVERSITY *of* **GREENWICH**

Financial Aid / Funding Available*

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

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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 any equivalent qualification. Upon successful completion of the Foundation programme in Commerce, you may apply to enrol into a range of management, business or accounting degree programmes.

FOUNDATION IN ARTS

SJ (R/010/3/0020) (07/21) (FA0452)

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

SEGi College

UNIVERSITY *of* GREENWICH

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		3	27	CyberPsychology		3
2	Business Communication		3	28	Positive Psychology	Psychology	3
3	Business Management		3	29	Social Psychology		3
4	Cost Accounting		3	30	Understanding the Child's Growth and Development		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	Early Childhood Education	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		3
11	Principles of Management		3	37	Music Appreciation 1: Aesthetic & Style	Music	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		3
16	Digital and Service Marketing		4	42	Wine Management	Hospitality & Tourism	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	3
20	Integrated Marketing Communication		4	46	Engineering Drawing		3
21	International Business		4	47	Fundamental of Photography		3
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	Creative Arts & Design	4
25	Personal Selling		4	51	Videography		4
26	Industrial and Organisational Psychology	Psychology	3	52	Presentation Skills		3

ELECTIVE COURSES

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	The Basics of Physical Education and Health Care in Early Childhood	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)		
Program Penajaan Pengajian Tertiari (TESP MARA)		
Bantuan Zakat MAIDAM		
Hong Leong Foundation Scholarship		
Keysight Malaysia Scholarship		
Lembaga Zakat Selangor		
Zakat Kelantan	All Programmes	
Karangkraf		
Sin Chew Media Corporation Bhd		
STAR Media Group Bhd		
SEGi High Achiever's Scholarship		
SEGi Ace Scholarship		
SEGi Unified Examination Certificate (UEC) Scholarship		
Yayasan Kemanusiaan Da Sheng	• Education	
Sony Scholarship	• Electrical and Electronics Engineering • Mechanical Engineering • Marketing	• Human Resources • Administration • Computer Science
Gamuda Scholarship	• Engineering • Accounting	• Human Resource • Psychology
PETRONAS Education Sponsorship Programme	• Accounting & Business • Arts & Communication • Computer & Multimedia	• Education • Engineering & Architecture
Bank Negara Scholarship	• Computer Science	• Accounting
Tunku Abdul Rahman (BTAR) Scholarship	• Accounting & Business • Arts & Communication • Computer & Multimedia	• Education • Engineering & Architecture
Genting Malaysia Scholarship Award	• Culinary Arts • Hospitality Management	
OCBC Bank	• Accountancy • Business Administration • Computer Science • Engineering	• Accounting & Business • Arts & Communication • Computer & Multimedia
Elena Cooke Education Fund	• Accounting & Business • Arts & Communications • Computer & Multimedia	• Engineering & Architecture • Hospitality & Tourism

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**SEGi Covid-19
Readiness Guide**

bit.ly/c19readinessguide

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