



SEGi
University
& Colleges

BUSINESS & ACCOUNTING

/'biz.nɪs/ /ænd/ /ə'kaʊn.tɪŋ/ noun

1. Accredited programmes from Malaysia & the UK
2. Bringing industry into the classroom
3. Cultivating entrepreneurial mindset & digital innovators

TOP 1.5%

UNIVERSITY IN THE WORLD

JOINING THE WORLD'S BEST – DEBUTING @ #731-740

You're not just choosing a university — you're stepping into the global spotlight. SEGi University is now officially ranked among the world's best, placing in the 731-740 band in the QS World University Rankings 2026.

This is your chance to learn, grow, and thrive at a university recognised for world-class teaching, real-world impact, and future-ready graduates. Welcome to a community that's not just part of the conversation — we're leading it.

QS The **Quacquarelli Symonds (QS) World University Rankings** are among the most trusted global benchmarks for university excellence.

There are an estimated 50,000 universities in the world. Of these, QS evaluates over 8,467 institutions worldwide based on academic reputation, employer reputation, faculty-to-student ratio, research impact, and international diversity.

Being ranked means a university has proven its quality, impact, and global relevance — and by joining SEGi, you become part of the world's best.



#731-740

#8 IN THE WORLD
STUDENT DIVERSITY

#1 IN MALAYSIA
STUDENT DIVERSITY

#13 IN THE WORLD
INTERNATIONAL STUDENTS

#1 IN MALAYSIA
INTERNATIONAL STUDENTS

#100 IN THE WORLD
FACULTY-STUDENT RATIO

#5 IN MALAYSIA
INTERNATIONAL FACULTY

#179 IN THE WORLD
INTERNATIONAL FACULTY

#9 IN MALAYSIA
EMPLOYMENT OUTCOMES

Source: QS World University Rankings



BE A PART OF THE WORLD'S

BEST

Unlock possibilities at one of the
FINEST UNIVERSITIES in the world

>80
NATIONALITIES
@ SEGi

>600
INDUSTRY
PARTNERS

100%
EMPLOYABILITY
RATE

Being part of a world-ranked university isn't just about prestige — it's about recognition, opportunity and your future.

When you study at SEGi, you're joining a university that the world now recognises for academic excellence, impactful research, and graduate success.

At SEGi, your journey isn't just local — it's global. And this ranking is just the beginning of where your degree can take you.

A GLOBALLY RESPECTED DEGREE

Your qualification carries international weight. A SEGi degree gives you a competitive edge when applying for jobs, scholarships, or further studies abroad.

STRONGER EMPLOYER CONFIDENCE

Employers recognise the QS brand and value graduates from ranked universities. A SEGi degree signals that you're trained to global standards.

ACCESS TO GLOBAL NETWORKS

Join SEGi's international academic and industry community — with opportunities to collaborate, intern, and work around the world.

QUALITY THAT'S PROVEN

From personalised learning and industry-integrated projects to global research and diverse classrooms — you're learning from, and being mentored by, the best.

PRIORITY ACCESS TO INTERNATIONAL PATHWAYS

QS-ranked universities are preferred partners for credit transfers, postgraduate admissions, and student exchange. SEGi offers a smoother route to global education.

HIGHER VALUE IN THE JOB MARKET

A degree from a globally ranked university helps you stand out in competitive job markets — locally and internationally.

LEARNING WITH THE WORLD

You'll study alongside students and academics from across the globe — building cultural intelligence and real-world collaboration skills.

Programme accreditations and recognitions



ONE OF THE LARGEST & LEADING HIGHER EDUCATION GROUP IN MALAYSIA 48 YEARS AT THE FOREFRONT OF EDUCATION

ONE OF THE ONLY 24 IN THE WORLD
QS WORLD-RANKED UNIVERSITY WITH A QS 5 STARS+ RATING

KOTA DAMANSARA | KUALA LUMPUR | SUBANG JAYA
PENANG | KUCHING | IPOH | JOHOR BAHRU | SIBU



Quality education accredited and assured by the Malaysian Ministry of Education and other organisations



Teaching



Internationalisation



Online Learning



Arts & Culture



Employability



Academic Development



Bachelor of Medicine and
Bachelor of Surgery (MBBS)



Inclusiveness



Partner Universities and Institutions YOUR GATEWAY TO LEADING GLOBAL INSTITUTIONS

Consortium of Global Research and Mobility Partners



OUR PARTNER UNIVERSITY



University of Greenwich (UoG), UK
2024 - 2025

	691 - 700th	WORLD UNIVERSITY RANKINGS	97th	EUROPE UNIVERSITY RANKINGS NORTHERN EUROPE
	501 - 600th	WORLD UNIVERSITY RANKINGS	89th	IMPACT RANKINGS
	301 - 400th	BUSINESS & ECONOMICS SUBJECT RANKING	401 - 500th	SOCIAL SCIENCES SUBJECT RANKING
	601 - 800th	COMPUTER SCIENCE SUBJECT RANKING	97%	INTERNATIONAL OUTLOOK SCORING
			501 - 600th	EDUCATION SUBJECT RANKING



STUDY ROUTE



YOUR WORK EXPERIENCE COUNTS!

SHORTEST & FASTEST PATHWAY FOR ADULT LEARNERS



SKIP ENTRY REQUIREMENTS: DIRECT ENTRY PATHWAY

Can't meet the entry requirements? APEL.A is the preferred alternative pathway to qualify yourself for a programme.



STUDY FIRST AND GET AUTOMATICALLY QUALIFIED LATER

Start studying first and you will automatically be qualified once you pass more than 50% of the subjects.



SHORTEN YOUR STUDY DURATION

Cut your studying duration up to 50% using your experience from work & training!



GET A QUALIFICATION WITHOUT STUDYING

Convert your work experience into a fully recognised qualification.

CANNOT COMMIT FOR A FULL-FLEDGED PROGRAMME?

"ALA-CARTE" YOUR EDUCATION

BUILD YOUR QUALIFICATION SUBJECT BY SUBJECT

Not ready to take on a full-fledged programme? Enrol in 1 subject as a micro-credential first. Accumulate the subjects over time and stack them up to become a full-fledged qualification.

PROFESSIONAL PROGRAMMES

4 MICRO-CREDENTIAL SUBJECTS

DEGREE/DIPLOMA

6 PROFESSIONAL PROGRAMMES

PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Campus
Bachelor of Accounting and Finance (Honours) <small>KD [R3/343/6/0222][08/29][MQA/FA0808] ODL [N-DL/0488/6/0046][05/31][MQA/PA17354]</small>	SEGi University	<ul style="list-style-type: none"> • SPM credit in Mathematics and a pass in English • UEC 5 grade B including Mathematics, and a pass in English • A-Level full pass in 2 subjects (grade D) • MUET Band 2 • STPM with a minimum Grade C+ (CGPA 2.33) in any two subjects, and credit in Mathematics and a pass in English at SPM level • STAM with a minimum grade of Jayyid, (good) and credit in Mathematics and a pass in English at SPM level • Diploma in accounting or related field, or its equivalent with a minimum CGPA of 2.50, and credit in Mathematics and a pass in English at SPM level • Matriculation/Foundation qualification or its equivalent with a minimum CGPA of 2.50, and credit in Mathematics and a pass in English at SPM level • TOEFL score of 550 OR IELTS score of 5.5 OR its equivalent (international students) <p>English proficiency requirement The English proficiency requirement is exempted for both local and international students if:-</p> <ul style="list-style-type: none"> • the student has an academic qualification from an institution where English is used as a medium of instruction OR • the international student is from a country where English is an official language 	Kota Damansara
Bachelor of Business Management (Hons) <ul style="list-style-type: none"> • General Management • Digital Marketing • Financial Management • Human Resource Management • Business Analytics (Single Award) <small>KD [R3/0414/6/0145][04/31][A9650] ODL [R/345/6/0522][03/26][MQA/FA3954]</small>		<ul style="list-style-type: none"> • SPM credit in Mathematics and a pass in English • UEC 5 grade B • A-Level full pass in 2 subject (grade D) • STPM with a minimum Grade C (CGPA 2.0) in any 2 subjects, and a pass in Mathematics and English at SPM level, or any equivalent qualifications • STAM with a minimum grade of Jayyid, and a pass in Mathematics and English at SPM level • Any Diploma or Advanced Diploma (Level 4 or 5, MQF) • Matriculation/Foundation qualification with a minimum CGPA of 2.00 out of 4.00, or any equivalent qualifications • IELTS score of 5.5 OR its equivalent (International students) <p><i>NOTE: The requirement to pass Mathematics and English subjects at SPM level for STPM and STAM candidates can be waived should the qualifications contain Mathematics and English subjects with equivalent/higher achievements. English proficiency requirement The English proficiency requirement is exempted for international students if:-</i></p> <ul style="list-style-type: none"> • the student has an academic qualification from an institution where English is used as a medium of instruction OR • the student is from a country where English is an official language 	
Bachelor of International Business (Hons) <small>KD [N/0414/6/0382][06/30][MQA/PA18177]</small>		<ul style="list-style-type: none"> • Applicants must meet one of the following: • Pass STPM (2 subjects minimum, Grade C) • Pass STAM (Grade Jayyid) • Matriculation/Foundation (CGPA ≥ 2.00) • Diploma/Advanced Diploma (CGPA ≥ 2.00) • DKM/DVM/DLKM with approval • Other recognised equivalents <p>Additional Requirement:</p> <ul style="list-style-type: none"> • Pass in Mathematics and English (SPM level or equivalent) <p>International Students:</p> <ul style="list-style-type: none"> • MUET Band 3 / CEFR Low B2 or equivalent 	

Programme	Awarding Institution	Entry Requirements	Campus
BA (Hons) Accounting and Finance <small>KL [R3/344/6/0024][08/27][A8170] SJ [R3/0488/6/0027][10/29][A10691] PG [R2/344/6/0279][03/25][A10966] SWK [R/0488/6/0035][08/29][MQA/FA12025]</small>	University of Greenwich, UK	<ul style="list-style-type: none"> • UEC with 5 credits • STPM with Grade C in 2 subjects (for Accounting and Finance, requires 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 <p>Additional Requirements</p> <ul style="list-style-type: none"> • Credit in Maths at SPM / O-Level or equivalent and min. CGPA 2.50 	Kuala Lumpur Subang Jaya Penang Sarawak
BA (Hons) Advertising and Digital Marketing Communication <small>KL [R3/0415/6/0044][08/29][A10439] SJ [R/0415/6/0013][01/30][MQA/FA12174] PG [N/342/6/0000][09/25][MQA/PA13339]</small>			Kuala Lumpur Subang Jaya Penang
BA (Hons) Human Resource Management <small>KL [R3/0414/6/0229][10/29][A10440]</small>			Kuala Lumpur
BA (Hons) Business Management <small>KL [R3/0414/6/0125][03/29][A9595]</small>			
Diploma in Accounting <small>KL [R3/0411/4/0118][02/28][A8730] PG [R3/344/4/0113][01/28][A8627]</small>	SEGi College	<ul style="list-style-type: none"> • SPM / O-Level or equivalent with 3 credits • UEC with 3 credits • Related SKM Level 3 • Related Certificate or equivalent • MQA-APEL T4 <p>Additional Requirements</p> <ul style="list-style-type: none"> • Credit in Maths and pass in English at SPM / O-Level or equivalent • Student is required to pass Maths Enhancement subject if there's no credit in Maths 	Kota Damansara Subang Jaya Kuala Lumpur Penang Sarawak
Diploma in Accountancy <small>KD [R3/344/4/0187][05/28][A10290] SJ [R2/0411/4/0078][08/25][A11616] SWK [R3/344/4/0149][12/28][A8766] ODL [N-DL/0411/4/0127][05/29][MQA/PA17287]</small>			Kota Damansara Subang Jaya Kuala Lumpur Penang Sarawak
Diploma in Business Administration <small>KD [R3/345/4/0417][05/28][A10292] SJ [R3/345/4/0020][05/26][A 6928] KL [R3/345/4/0225][02/28][A8729] PG [R3/345/4/0260][01/28][A8629] SWK [R2/0414/4/0137][01/29][A6562] ODL [N-DL/0414/4/0292][05/29][MQA/PA17352]</small>			Kota Damansara Subang Jaya Kuala Lumpur Penang Sarawak
Diploma in Marketing <small>SJ [R3/342/4/0026][04/27][A 7757] SWK [R3/0415/4/0026][10/25][A6383]</small>		<ul style="list-style-type: none"> • SPM / O-Level or equivalent with 3 credits • UEC with 3 credits • Related SKM Level 3 • Related Certificate or equivalent • MQA-APEL T4 	Subang Jaya Kuala Lumpur Sarawak
Diploma in Digital Marketing <small>KL [R2/0415/4/0017][11/25][A11332] PG [N/342/4/0229][09/27][MQA/PA12376]</small>		<ul style="list-style-type: none"> • SPM / O-Level or equivalent with 3 credits • UEC with 1 credit • SKM Level 2 • MQA-APEL T3 	Kuala Lumpur Penang
Diploma in Human Resource Management <small>KL [R3/0414/4/0179][06/29][A4382] SWK [R3/0414/4/0264][10/25][A6325]</small>			Kuala Lumpur Sarawak
Certificate in Business Studies <small>SJ [R2/0414/3/0031][08/25][A6275] KD [N/0414/3/0024][02/29][MQA/PA17222] KL [R2/340/3/0580][08/26][A8643] PG [R3/0410/3/0048][01/28][A8628] SWK [N/0414/3/0025][02/29][MQA/PA17123]</small>	SEGi	<ul style="list-style-type: none"> • SPM / O-Level or equivalent with 1 credit • UEC with 1 credit • SKM Level 2 • MQA-APEL T3 	Kota Damansara Subang Jaya Kuala Lumpur Penang Sarawak
Foundation in Business <small>SJ [R3/0011/3/0083][04/28][A7755] SWK [R3/010/3/0418][10/26][A7097]</small>			Sarawak
Foundation in Arts <small>SJ [R2/0011/3/0082][07/26][MQA/FA0452] KD [R2/010/3/0406][07/26][MQA/FA0193] ODL [N-DL/010/3/0025][02/26][MQA/PA14175]</small>			<ul style="list-style-type: none"> • SPM/O-Level or equivalent – min. 5 credits • UEC – min. B in 3 subjects

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/engentry

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.

QUALITY EDUCATION WITHIN REACH PROGRAMMES THAT SUITS YOUR NEEDS

Mode of Study	Full time	Programme is offered in full time mode
	Weekend	The weekend programme is also designed to suit adult learners to complete within the shortest timeframe possible
	ODL	Open and Distance Learning (ODL) mode is a fully-online learning mode suited to students who wishes to study off-campus
	WBL	Work-Based Learning (WBL) is an innovative mode of delivery where SEGi partners with a renowned brand to deliver the programme. Students get the best of both worlds in their studies – theoretical know-how from SEGi and practical learning from the industry
Micro-credentials	MC	Micro-credentials are designed for students who wish to 'ala carte' their education. Subjects are offered on a singular basis and are stackable over time to convert into a full-fledged qualification
APEL	APEL A/M/C	Developed by the Malaysian Qualifications Agency (MQA), the Accreditation of Prior Experiential Learning (APEL) programme enables students to access multiple pathways into a recognised programme
	APEL Q	The APEL.Q programme enables students to convert work experience into a recognised qualification without going through the conventional teaching and learning of a programme
Mobility	Mobility	Students are eligible to study in another SEGi campus for 1 semester without additional cost to their tuition fee
	Global Mobility	Students are eligible to transfer to our partnering universities for mobility programmes
Funding	PTPTN Assistance	A dedicated PTPTN Assistance office to help students secure PTPTN fundings
	EPF-Claimable	Students/guardians can withdraw from the EPF to fund their/their children's studies
	PTPTNX'tra	PTPTNX'tra helps cover the remaining shortfall that is not covered by PTPTN. Students can effectively pay nothing until they graduate and enjoy an education loan with a minimal interest rate of 1%
	EduFlex	Designed for Adult Learners, students can leverage on our education loan with a minimal 4% interest
	0% Installment	We offer a 0% interest monthly instalment plan, so that you don't have to break the bank.
	HRDC-Claimable	All our programmes are claimable under HRD Corp

Please refer to specific programme details

POWERED BY THE INDUSTRY & LEADING TECHNOLOGIES

- Accreditation by professional bodies
- Taught by lecturers with industry experience



BACHELOR OF ACCOUNTING & FINANCE (HONOURS)

KD [R2/343/6/0222][08/29][MQA/FA0808] • ODJ [N-DL/0488/6/0046][05/31][MQA/PA17354]

FULLY ACCREDITED MICRO-CREDENTIALS APEL A/M/C MOBILITY

Programme Modules

Year 1

- Introduction To Financial Accounting Part 1 And Part 2
- Introduction To Management Accounting Part 1 And Part 2
- Personal And Professional Development
- Introduction To Finance And Economics Part 1 And Part 2
- Quantitative Method
- English For Business Studies
- Philosophy And Current Issues (Malaysian students)
- Bahasa Melayu Komunikasi 2 (International students)

- Effective Listening
- English For Academic Studies
- Internship 1

Year 3

- Finance Part 1 And Part 2
- Audit And Assurance Part 1 And Part 2
- Strategic Financial Management Part 1 And Part 2
- Advanced Management Accounting
- Advanced Financial Accounting
- Integrity And Anti-Corruption
- Co-Curriculum: Sustainability Thinking
- Internship 1

Year 2

- Management Accounting Part 1 And Part 2
- Business And Company Law (Malaysian) Part 1 And Part 2
- Financial Accounting Part 1 And Part 2
- Taxation (Malaysian) Part 1 And Part 2
- Malaysian Studies (International students)
- Penghayatan Etika (Malaysian students)
- Bahasa Kebangsaan A (Only for students who did not obtain Credit in SPM for Bahasa Malaysia)

Graduates of the SEGi University's Bachelor of Accounting and Finance (Honours) degree will be given exemptions for:

ACCA : 9 Papers Exemption **CPA AUSTRALIA** : 6 Papers Exemption

ctm : 5 Papers Exemption **AICPA & CIMA** : 11 Papers Exemption
Achieve your CGMA Professional title with just 1 exam via the CIMA A-Star Programme.*

*T&C Apply

All diploma and degree programmes require students to take 4 general subjects (Mata Pelajaran Umum), as required by the Ministry of Education, Malaysia.



Mode of Study

- Full time
- Weekend
- Open and Distance Learning

Career Opportunities

Typical examples of job positions include: Financial accountants, Financial analysts, Credit Risk Analysts, Budget Controllers, Tax Advisers, Internal Auditors. As graduates, you may also pursue relevant postgraduate qualifications such as master's programmes in financial management, accounting and risk management, or undertake professional accountancy qualifications from accountancy bodies including Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).

START AT THE TOP: BUILT FOR FUTURE MANAGERS

- 5 specialisations to choose from
- Subjects designed to produce cross-disciplinary business leaders



BACHELOR OF BUSINESS MANAGEMENT (HONOURS)

KD [R3/0414/6/0145][04/31][A9650] • ODJ [R/345/6/0522][03/26][MQA/FA3954]

FULLY ACCREDITED MICRO-CREDENTIALS APEL A/M/C/Q MOBILITY

Programme Modules

Year 1

- Personal Development & Communication Skills
- Quantitative and Statistical Methods
- Principles of Economics
- Business Management
- Financial Accounting 1
- Global and Applied Economics
- Consumer Behaviour **realme**
- Managing Organization
- Understanding Markets and Consumers **IK**
- Elective 1

Financial Technology (Fintech)

- Crowdfunding and e-Finance
- Computer Ethics and Cyber Law
- Business Intelligence for Finance
- Introduction to Digital Currencies

Financial Management

- Financial Management 2
- Corporate Finance
- International Finance: Markets & Management
- Investment Decision
- Financial Auditing
- Financial Reporting

Credit Transfer to MBA

Allows Bachelor of Business Management (Honours) students to complete the MBA within 8 months.

Subjects:

- Strategic Management
- Organisational Behavior
- Managing in the International Economy

* Terms & Conditions apply

Mode of Study

- Full time
- Weekend
- Open and Distance Learning

Career Opportunities

Graduates of the Bachelor of Business Management (Honours) programme will be qualified to apply for positions in business industry and government. The skills and knowledge acquired during the programme are applicable to almost any organisation, opening up career opportunities in: Administration, Business advice/development Management, International banking, Consumer finance, Economic analysis, Financial analysis, Accounting, Risk management, Market research, Marketing, Human resource management, Employee relations/industrial relations.

Year 2

- International Business
- Managing Organisation
- Customer Relationship Management **WYNDHAM SALES KLCG**
- Financial Management 1
- Business Law
- Negotiations & Conflict Management
- Digital Business
- Elective 2: Management Accounting
- Elective 3: Innovative and Creative Skills in Business **MAMEE**

Digital Marketing

- Relationship Marketing in the Digital Age
- Digital Marketing Communication and Advertising Practices **TRACING**
- Marketing Principles, Directions and Applications **SONY**
- Planning for Media, Direct and Online Marketing
- Critical Issues and Innovative Digital Marketing

Human Resource Management

- Human Resource Management 1
- Human Resource Management 2
- Re-sourcing of Human Resource 1
- Re-sourcing of Human Resource 2
- Employment Relations

Business Analytics

- Analytics Approaches for Business Decisions
- Business Data Modelling
- Econometrics for Business
- Enterprise Analytics
- Forecasting Techniques and Application for Business

Year 3

- Business-Government Relations
- Entrepreneurship **M**
- Strategic and Change Management
- Business Research Project
- Research Methodology
- Elective 4

Electives [Choose any 4]

- Innovative Technology and Systems
- Business Communication
- Introduction to Strategic Management
- Environmental Management and Technology
- Business Ethics





STUDY BUSINESS LIVE BUSINESS

GRADUATE WITH EXPERIENCE

- One-year structured industry placement
- Global curriculum with real-world focus
- Strong ties with top employers
- Career-ready, internationally competent graduates

BACHELOR OF INTERNATIONAL BUSINESS (HONOURS)

KD (N/0414/6/0382)(06/30)(MQA/PA18177)

MICRO-CREDENTIALS APEL A/M/C MOBILITY

Programme Modules

Year 1

Semester 1

- Personal Development & Communication Skills
- Principles of Economics
- Principles of Management
- Quantitative & Statistical Methods

Semester 2

- Global & Applied Economics
- Information Technology & Systems
- Principles of Marketing
- Business Ethics

Semester 3

- International Business
- Financial Accounting 1
- Managing Sustainable Organisations

Year 2

Semester 1

- Work-Based Learning: International Operations & Quality Management

Semester 2

- Work-Based Learning: International Digital Commerce

Semester 3

- Work-Based Learning: Global Market Places

Year 3

Semester 1

- Cross-Cultural Management
- Human Resource Management 1
- Strategic & Critical Issues in International Marketing

Semester 2

- MPU: Integrity & Anti-Corruption
- MPU: Appreciation of Ethics & Civilisation (Local) or Bahasa Melayu Komunikasi 2 (International)

Semester 3

- International Human Resource Management
- International Finance: Markets & Management
- International Entrepreneurship
- MPU: Co-curriculum – Sustainability Thinking
- MPU: Philosophy and Current Issues

Semester 3

- Work-Based Learning: Global Corporate Strategy



Mode of Study

- Full time

Career Opportunities

International Sale Executive
Global Supply Chain Coordinator
Market Research Analyst
Foreign Procurement Executive
Cross-Border e-Commerce Manager
Trade Compliance Specialist

BA (HONS) ADVERTISING AND DIGITAL MARKETING COMMUNICATIONS

SJ (R/0415/6/0013)(01/30)(MQA/FA12174) • KL (R3/0415/6/0044)(08/29)(A10439) • PG (R/0415/6/0062)(09/30)(MQA/PA13339)

FULLY ACCREDITED MICRO-CREDENTIALS APEL A/M/C MOBILITY

Programme Modules

Year 1

- Principles and Practice of Marketing
- Introduction to Advertising
- Financial Aspects of Marketing and PR
- Introduction to Digital Marketing
- Creative Content Marketing
- Personal and Professional Development
- Brand Management
- Philosophy and Current Issues (Local and International Students)
- Penghayatan Etika dan Peradaban (Local Students)
- Bahasa Melayu Komunikasi 2 (International Students)
- Introduction to Economics for Business

Year 2

- Research Methods (MET)
- Global Marketing Management
- Media Planning and Buying
- Advertising Campaign Management
- Integrated Marketing Communications Management
- Creative Project
- Customer Insight
- Marketing Research
- Effective Listening /
- Bahasa Kebangsaan A
- Integrity and Anti-Corruption
- Marketing for Business Application
- Financial Accounting for Business

Year 3

- Social Marketing
- Direct and Digital Marketing Strategy
- Social Media and Analytics
- Critical Approaches to Advertising
- Corporate Communications
- Dissertation (MET)
- Co-curriculum: Sustainability Thinking



Mode of Study

- Full time
- Weekend

Career Opportunities

This degree will prepare you for management positions within advertising and public relations agencies and various marketing roles. You may also pursue careers in sales promotion, direct marketing, media, digital communications, and other advertising fields.

Recognition / Accreditation



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

YOUR COMPETITIVE ADVANTAGE IN THE DIGITAL BUSINESS LANDSCAPE

- Learn timeless marketing theories & digital advertising practices
- Highest ranking marketing subjects in London (Complete University Guide)
- Accredited & paper exemptions by CIM & IDM



FAST-TRACK TO A CHARTERED ACCOUNTANT: HIGHEST PAPER EXEMPTIONS

- Paper exemptions from ACCA, CIMA, CPA, ICA
- CIMA A-Star Programme: One Exam Away from CGMA®
- Personalised coaching: Small class-size setting



BA (HONS) ACCOUNTING AND FINANCE

SI (R3/0488/6/0027)(10/29)(A10691) • KL (R3/344/6/0479)(08/27)(A8170) • PG (R3/0488/6/0045)(03/30)(A10966) • SWK (N/344/6/0535)(08/24)(MQA/PA12025)

FULLY ACCREDITED MICRO-CREDENTIALS APEL. A/M/C MOBILITY

Programme Modules

Year 1

- Introduction to Financial Accounting (Part 1 & 2)
- Introduction to Management Accounting (Part 1 & 2)
- Introduction to Finance and Economics (Part 1 & 2)
- Personal and Professional Development (Part 1 & 2)
- English for Business Studies
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students)
- Quantitative Method

Year 2

- Financial Accounting (Part 1 & 2)
- Management Accounting (Part 1 & 2)
- Business & Company Law (Part 1 & 2)
- Taxation (Part 1 & 2)
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students)
- Falsafah dan Isu Semasa (Local students)
- Design Thinking / Bahasa Kebangsaan A*
- English for Academic Studies

Year 3

- Advanced Management Accounting
- Advanced Financial Accounting
- Audit & Assurance (Part 1 & 2)
- Finance (Part 1 & 2)
- Strategic Financial Management (Part 1 & 2)
- Malaysia Society 5.0
- Community Engagement

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



- CIMA A-Star Programme exclusively for high achievers
- Applicable for First Class Honours degree*

*terms & conditions apply.



Graduates will be granted the following exemptions*:

ACCA : 9 Papers Exemption

CPA AUSTRALIA : 8 Papers Exemption

THE INSTITUTE OF CHARTERED ACCOUNTANTS IN ENGLAND AND WALES : 8 Papers Exemption

ctm : 5 Papers Exemption

AICPA & CIMA : 11 Papers Exemption
 Achieve your CGMA Professional title with just 1 exam via the CIMA A-Star Programme.*
 *T&C Apply

*Subject to approval

Mode of Study

- Full time
- Weekend

Career Opportunities

Graduates can pursue a career as a Chartered Accountant and explore other industries including banking, insurance companies, civil service and market research.

APPLYING PROVEN & CONTEMPORARY HR STRATEGIES INTO PRACTICE

- Contemporary subjects covering current themes in HR
- Strong emphasis on practical and applicable learnings
- Geared towards 21st century borderless HRM



BA (HONS) HUMAN RESOURCE MANAGEMENT

KL (R3/0414/6/0229)(10/29)(A10440)

FULLY ACCREDITED MICRO-CREDENTIALS APEL. A/M/C MOBILITY

Programme Modules

Year 1

- Managing Organisations and Individuals
- Human Resources Metrics
- International Business Functions
- International Business Environment
- Personal and Professional Development
- Introduction to Human Resource Management
- Introduction to Economics for Business
- Philosophy and Current Issues
- Penghayatan Etika dan Peradaban - Local
- Bahasa Melayu Komunikasi 2 - International

Year 2

- Cross Cultural Management and Diversity Management
- Human Resource Analytics
- Teams in Organisations
- Employee Relations and Reward
- Future Paths
- Business Ethics
- Marketing for Business Application
- Business Research Methods
- Effective Listening /
- Bahasa Kebangsaan A*

Year 3

- Dissertation
- Organisational Decision Making
- Talent Management and Development
- Strategic & Contemporary Issues in HRM
- Leadership in Organisations
- Integrity and Anti-Corruption
- Co-curriculum: Sustainability Thinking



Mode of Study

- Full time
- Weekend

Career Opportunities

Human Resource Management graduates will be able to do the following in any Human Resource departments: Job hiring, performance management, administration, training, assessing employee's wellness and benefits, arranging team buildings.

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

BA (HONS) BUSINESS MANAGEMENT

KL (R3/0414/6/0125)(03/29)(A9595)

FULLY ACCREDITED MICRO-CREDENTIALS APEL. A/M/C MOBILITY

Programme Modules

Year 1

- Managing Organisations and Individuals - Part 1
- International Business Environment
- Personal and Professional Development
- Introduction to Finance for Business
- Discovery Project Management
- Principles of Marketing in a global context
- Managing Organisations and Individuals - Part 2
- Introduction to Economics for Business
- Management Practice 1
- Philosophy and Current Issues
- Penghayatan Etika dan Peradaban (for Malaysian students only)
- Bahasa Melayu Komunikasi 2 (for international students only)

Year 2

- Innovation in Competitive Environments
- Business Ethics
- Teams in Organisations
- Financial Accounting for Business
- Management Practice 2
- Future Paths
- Organisational Analysis & Performance
- Fundamental of Entrepreneurship
- Marketing for Business Application
- Business Research Methods
- Effective Listening / Bahasa Kebangsaan A*

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

BE AN ANALYTICAL, STRATEGIC & DYNAMIC MANAGER

- Focus on training critical & analytical managers
- Strong subject offerings in diverse fields of management
- Strong emphasis on practical and applicable learnings



Year 3

- Negotiations
- Dissertation – Part 1
- Leadership in Organisations
- Integrity and Anti-Corruption
- International Human Resource Management – Part 1
- Strategy for Managers
- Organizational Decision Making
- Co-curriculum: Sustainability Thinking
- Dissertation – Part 2
- International Human Resource Management – Part 2

Mode of Study

- Full time
- Weekend

Career Opportunities

Generally, Business Management graduates are needed in the fields of: Banking, Accountancy, Insurance, Education, Marketing and Civil Service.



BUILDING STRONG AND PRACTICAL FOUNDATION FOR ACCOUNTING

- Paper exemptions from ACCA
- Industry into Classroom: Partnership with AutoCount
- Strong emphasis on practical and applicable learnings

DIPLOMA IN ACCOUNTING

KL (R3/041/4/0118)(02/28)(A8730) • PG (R3/0411/4/0166)(01/28)(A8627)

DIPLOMA IN ACCOUNTANCY

KD (R3/344/4/0187)(05/28)(A10290) • SJ (R3/0411/4/0078)(08/25)(A11616) • SWK (R3/344/4/0149)(12/28)(A9766) • ODL (N-DL/0411/4/0127)(05/29)(MQA/PA17287)

FULLY ACCREDITED MICRO-CREDENTIALS APEL. A/M/C MOBILITY



Programme Modules

Year 1

- Financial Accounting 1
- Principles of Management
- Principles of Economics
- Penghayatan Etika dan Peradaban (Local)
- Bahasa Melayu Komunikasi 1 (Intenational Students)
- Introduction to Finance and Technology
- Introduction to Marketing
- Financial Accounting 2
- Growth Mindset
- Bahasa Kebangsaan A
- Cost Accounting
- Financial Accounting 3
- Data Analysis
- Business Ethics

Year 2

- Taxation 1
- Company Law
- Corporate Audit
- Business Mathematics
- Introduction to Management Accounting
- Business Law
- Integrity and Anti-Corruption (KIAR)
- IT Application in Accounting
- Taxation 2
- Financial Accounting 4
- Corporate Finance

Mode of Study

- Full time
- Weekend
- Open and Distance Learning

Career Opportunities

The Diploma provides you with a perspective on management accounting, essential for management and operating decisions. With the knowledge and skills gained, you'll become highly employable and sought-after by many corporations.

Graduates will be granted the following exemptions*:

: 4 Papers Exemption (Foundation Level)

: 9 Papers Exemption
Together as the Association of International Certified Professional Accountants

* Subject to approval

WORK WITH REAL-LIFE BUSINESSES & CORPORATE LEADERS

- Syllabus co-designed & co-accessed with the industry
- Industry into Classroom: Partnership with Malaysia Airlines
- Talks and guest lectures by industry and academic experts



THE MOST AGILE & COMPREHENSIVE HR DIPLOMA

- Subject covers diverse fields of HR management
- Build a solid foundation for HR management
- Emphasis on digital skillsets surrounding HR



DIPLOMA IN BUSINESS ADMINISTRATION

KD (R3/345/4/0417)(05/28)(A10292) • SJ (R3/0414/4/0372) (05/26) (A6928) • KL (R2/345/4/0225) (02/23) (A8729) • PG (R2/345/4/0260) (01/23) (A8629)
 SWK (R3/0414/4/0137)(01/29)(A6762) • ODL (R-DL/0414/4/0403)(03/26)(MQA/FA4032)

FULLY ACCREDITED MICRO-CREDENTIALS APEL A/M/C MOBILITY

Programme Modules

Year 1

- Principles Of Management
- Principles Of Economics
- Financial Accounting 1
- Penghayatan Etika Dan Peradaban - Local
- Bahasa Melayu Komunikasi - International
- Digital Business
- Introduction To Finance And Technology
- Introduction To Marketing
- Bahasa Kebangsaan A
- Growth Mindset
- Data Analysis
- Business Management
- E-Commerce
- Consumer Behaviour

Year 2

- Leadership
- Organizational Behaviour
- Technology Management Concepts
- Integrity And Anti-Corruption
- Service Marketing
- Product Innovation And Management
- Operations Management
- Co-Curriculum: Sustainability Thinking
- Supply Chain Management
- Human Resource Management
- Business Ethics
- International Business



Mode of Study

- Full time
- Weekend
- Open and Distance Learning

Career Opportunities

Diploma in Business Administration will arm you with the basic knowledge and theories that apply to the business organisation. It will prepare you to be efficient in a diverse team as a leader or supervisor, demonstrating awareness and understanding of management, economics, accounting and entrepreneurship.

DIPLOMA IN HUMAN RESOURCE MANAGEMENT

KL (R3/0414/4/0179)(06/29)(A4382) • SWK (R3/345/4/0026) (10/25) (A6325)

FULLY ACCREDITED MICRO-CREDENTIALS APEL A/M/C MOBILITY

Programme Modules

Year 1

- Principles Of Management
- Principles Of Economics
- Financial Accounting 1
- Penghayatan Etika Dan Peradaban
- Bahasa Melayu Komunikasi
- Digital Business
- Introduction To Finance And Technology
- Introduction To Marketing
- Bahasa Kebangsaan A*
- Growth Mindset
- Data Analysis
- Malaysian Employment Law
- Compensation And Benefits
- Business Law And Company Law

Year 2

- Organizational Behaviour
- Training And Development
- Integrity And Anti-Corruption
- r Planning, Recruitment And Selection
- Human Resources Information System
- Performance Management
- Occupational Safety And Health
- Co-Curriculum: Sustainability Thinking
- Unions And Labour Relation
- Human Resource Management
- Business Ethics
- Business Research



Mode of Study

- Full time
- Weekend
- Open and Distance Learning

Career Opportunities

You will be prepared according to your employer requirements that enable you to work in various Human Resource sectors.

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

DIPLOMA IN DIGITAL MARKETING

KL (R2/0415/4/0017)(11/25)(A11332) • PG (N/0415/4/0045) (09/27) (FA12376)

MICRO-CREDENTIALS APEL A/M/C MOBILITY

Programme Modules

Year 1

- Principles Of Management 
- Principles Of Economics
- Financial Accounting 1
- Penghayatan Etika Dan Peradaban
- Bahasa Melayu Komunikasi
- Digital Business 
- Introduction To Marketing 
- Introduction To Finance And Technology
- Bahasa Kebangsaan A*
- Growth Mindset
- Data Analysis 
- Introduction To Digital Marketing
- Consumer Behaviour 
- Introduction To Advertising

Year 2

- Digital & Service Marketing
- Digital Personal Selling
- Social Media Marketing 
- Integrity And Anti-Corruption
- Search Engine Optimization
- Marketing Management 
- Integrated Marketing Communication
- Co-Curriculum: Sustainability Thinking
- Digital Marketing Research 
- Ethical Issues In Marketing
- Web Designing
- International Marketing 

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



Mode of Study

- Full time
- Weekend
- Open and Distance Learning

Career Opportunities

As graduates, you will have vast career opportunities to choose from, such as: Digital Marketing Executive, Content Marketing Developer, Branding Specialist, Social Media Executive, Media Content Strategist and many more career opportunities. This programme is also a pathway to a degree programme.

MARKETING

AT THE EDGE OF DIGITAL TRENDS & TECHNOLOGY

- Industry into Classroom: Realme
- Contemporary digital marketing subjects
- Talks and guest lectures by industry and academic experts



DIPLOMA IN MARKETING

SJ (R3/342/4/0026) (04/27) (A7757) • SWK (R3/342/4/0015) (10/25) (A6383)

FULLY ACCREDITED MICRO-CREDENTIALS APEL A/M/C MOBILITY

Programme Modules

Year 1

- Digital Business 
- Principles of Economics
- Financial Accounting 1
- Data Analysis 
- Principles of Management 
- Introduction to Finance and Technology
- Introduction to Marketing 
- Operations Management

Year 2

- Digital Marketing 
- Organisational Behaviour
- Business Ethics
- E-Commerce 
- Marketing Management 
- Consumer Behaviour 
- Service Marketing 
- Product Innovation and Management 
- Social Media Marketing 

Year 3

- International Business 
- Marketing Research 
- Human Resource Management



Mode of Study

- Full time
- Weekend
- Open and Distance Learning

Career Opportunities

Discover marketing concepts in the wider business and social context relevant to the industry acquire skills and attributes for roles within several areas such as: Marketing, Management, Public Relations, Advertising and Sales.

FAST TRACK TO A UK DEGREE

- Industry into classroom
- Digital-marketing centric syllabus
- Fast track to a UK Degree





BUILDING A STRONG AND DYNAMIC FOUNDATION FOR BUSINESS

- Subject covers diverse fields of business
- A direct pathway to a Diploma
- Flexible payment scheme for Cert-Diploma Pathway

CERTIFICATE IN BUSINESS STUDIES

KD (N/0414/3/0024)(02/29)(MQA/PA17222) • SJ (R2/0414/3/0031)(08/25)(A6275) • KL (R2/0414/3/0008)(08/26)(A6643)
 PG (R3/340/3/0325) (01/28) (A8628) • SWK (N/0414/3/0025) (02/29) (MQA/PA17123)

Programme Modules

Year 1

- Basic Statistics
- Basic Management
- Academic English
- Pengajian Malaysia (for Malaysian students)/BM Komunikasi 1 (for International students)
- Introduction to Accounting
- Business Ethics
- Basic Marketing
- Bahasa Kebangsaan A*
- Introduction to Human Resource Management
- Introduction to Cost Accounting
- Basic Economics
- Leadership
- Public Speaking Skills

Year 2

- Integrity and Anti-Corruption
- Entrepreneurship
- Social Media Marketing
- Business Communication and Writing
- Basic Finance



Career Opportunities

This programme is specially designed for those who have completed SPM (1 credit) or any equivalent qualification and have decided to pursue a career in business or commerce.

Upon successful completion of the programme, you may pursue a diploma or degree level studies.

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

FOUNDATION IN BUSINESS

SJ (R3/010/3/0434)(05/27)(A7945) • SWK (R3/010/3/0418) (10/26) (A7097)

Programme Modules

Year 1

- 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):

- An Introduction to the Growth and Development of Young Children
- Play and Learning in Early Childhood
- Creativity in Early Childhood

Why study this programme?

The Foundation provides you with a broad perspective on business and accounting. This opens up pathways into business and commerce degrees of your choice.



DISCOVER YOUR PASSION IN BUSINESS

- Covers a diverse field of business

A FOUNDATION WITH THE WIDEST PATHWAYS

- Fastest pathway into a wide variety of Degree Programmes
- 4 electives to choose from



FOUNDATION IN ARTS

KD (R2/010/3/0406)(07/26)(MQA/FA0193); MQA/PA4175 N-DL/010/3/0025
SJ (R2/001/3/0082)(07/26)(MQA/FA0452) • ODL (N-DL/010/3/0025)(02/26)(MQA/PA14175)

Programme Modules

Year 1

- General Language Training
- Computer Applications
- Introduction to Business
- Mathematics
- Interpersonal Communication
- Academic English
- Critical Thinking Skills
- Information Technology
- Fundamental of Management
- Public Speaking
- Principles of Economics
- Elective 1*
- Elective 2*
- Elective 3*

Electives

Business & Accounting

- Introduction to Financial Accounting
- Introduction to Marketing
- Intercultural Communication

Communication Studies/ English & Public Relation

- Intercultural Communication
- Introduction to Sociology
- Introduction to Marketing

Information Technology/ Cybersecurity

- Introduction to Marketing
- Intercultural Communication
- Programming Methodology

Creative Design/Architecture/ Interior Architecture

- Color & Form
- Drawing Fundamentals
- Fundamental Photography

Education/Quantity Survey/ Hospitality/ Psychology

- Intercultural Communication
- Introduction to Marketing
- Introduction to Sociology

Why study this programme?

This qualification is specially designed for students with SPM, O-Level or equivalent qualifications and who would like to pursue a bachelor's degree at the university. Upon successful completion of the Foundation in Arts programme, students may further their studies in a wide range of degree programmes depending on units completed during their studies. Students may be eligible to apply for advanced standing.

ELECTIVE COURSES

DIPLOMA LEVEL

No	Scholarship Name	School	Credit Value	No	Scholarship Name	School	Credit Value
1	Business and Company Law	Business and Accounting	3	28	CyberPsychology	Psychology	3
2	Business Communication		3	29	Positive Psychology		3
3	Business Management		3	30	Social Psychology		3
4	Cost Accounting		3	31	Understanding the Child's Growth and Development	Early Childhood Education	3
5	Data Analysis		3	32	Play & Learning for Young Children		3
6	Financial Accounting 1		3	33	Physical Education & Health Care for Young Children		3
7	Introduction to Business		3	34	Safety & Well-being of Young Children		3
8	Introduction to Finance		3	35	Global Citizenship for Young Children		3
9	Introduction to Management Accounting		3	36	An Introduction to Montessori Pedagogy	3	
10	Introduction to Marketing		3	37	Music for Children	Music	3
11	Principles of Management		3	38	Music Appreciation 1: Aesthetic & Style		3
12	Social Media Marketing		3	39	Music Appreciation 5: World Music		3
13	Technopreneurship		3	40	Music Fundamentals 1: Fundamental Theory		3
14	Consumer Behaviour		4	41	Print Production		Hospitality & Tourism / Creative Arts & Design
15	Corporate Audit		4	42	Advertising Creativity	3	
16	Digital and Service Marketing		4	43	Wedding Planning and Management	Hospitality & Tourism	3
17	Digital Marketing		4	44	Wine Management		3
18	Finance		4	45	Introductory to French		3
19	Human Resource Management		4	46	Food & Its Culture		3
20	Integrated Marketing Communication		4	47	Principles of Electronics & Electrical Engineering		Engineering
21	International Business		4	48	Engineering Drawing	3	
22	Marketing Management		4	49	Fundamental of Photography	Creative Arts & Design	3
23	Operations Management		4	50	Digital Graphics		3
24	Organisational Behaviour		4	51	Introduction to Multimedia & Animation		4
25	Personal Selling		4	52	Interactive Web Design		4
26	Industrial and Organisational Psychology		3	53	Videography		4
27	General Psychology		3	54	Presentation Skills	3	



WORLD
UNIVERSITY
RANKINGS



Overall
OUTSTANDING
★★★★+



SEGi University (100589-U)

☎ 603 6145 1777 ☎ 011 1501 8838

SEGi College Kuala Lumpur (42114-V)

☎ 603 2070 2078 ☎ 012 988 7482 ☎ 1800 88 8028

SEGi College Subang Jaya (284515-V)

☎ 603 8600 1777 ☎ 010 313 0303

SEGi College Penang (187620-W)

☎ 604 263 3888 ☎ 013 629 4880

SEGi College Sarawak (172726-T)

☎ 6082 252 566 ☎ 017 859 2566 ☎ 1300 88 7344

SEGi University Regional Centre, Johor Bahru

☎ 607 235 9188 ☎ 010 313 0303

SEGi Admissions and Support Centre, Ipoh

☎ 016 212 9736

The best in you, made

POSSIBLE

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