



SEGi
University
& Colleges

CREATIVE ARTS, MUSIC & COMMUNICATION

/kri'eɪ.tɪv/ /arts/ /'mjuː.zɪk/ /ænd/ /kə,mjuː.nɪ'keɪ.ʃən/ **noun**

1. Flexible & Inclusive Learning Paths
2. Close collaboration and partnership with the industry
3. Industry-relevant coursework and activities

Articulation Partners



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 21 QS 5-Stars Plus Rated University in the World

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



Teaching



Employability



Internationalisation



Academic Development



Online Learning



Bachelor of Medicine and
Bachelor of Surgery (MBBS)



Arts & Culture



Inclusiveness

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



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



97%
INTERNATIONAL OUTLOOK SCORING



301 - 400th
BUSINESS & ECONOMICS SUBJECT RANKING



401 - 500th
SOCIAL SCIENCES SUBJECT RANKING



501 - 600th
EDUCATION SUBJECT RANKING



601 - 800th
COMPUTER SCIENCE SUBJECT RANKING



Our programmes integrate industry expertise directly into the classroom experience. Co-designed, co-delivered, and co-assessed by industry professionals, our programmes offer hands-on learning opportunities with over 300 partner brands. The aim is to ensure you have real-world experience and secure job or business opportunities before graduation.

Winner of the
Employers' Choice Award
by Talentbank for
THREE CONSECUTIVE YEARS

[illegible]

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!

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

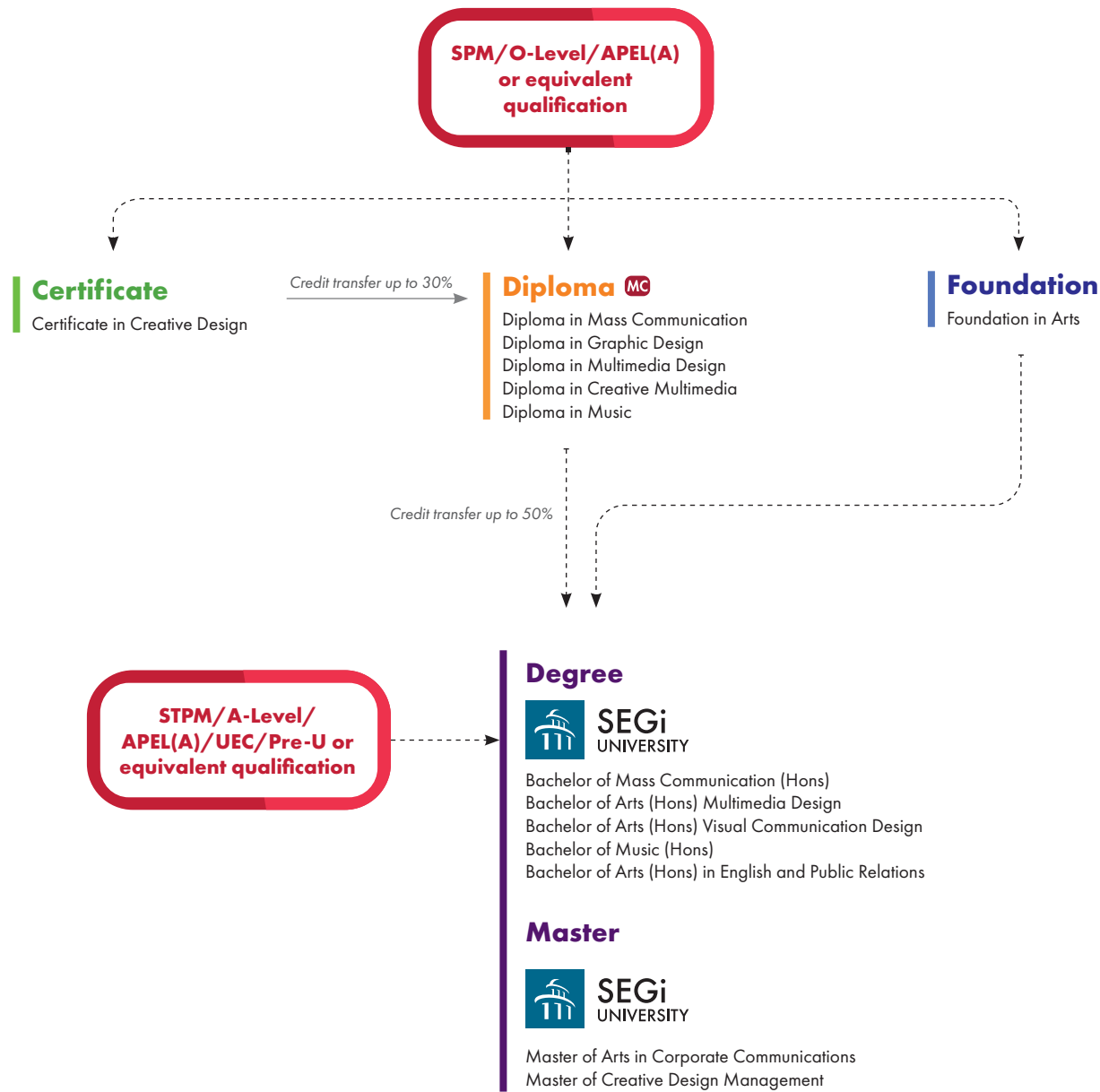
6 PROFESSIONAL PROGRAMMES

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

STUDY ROUTE



PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Campus
Bachelor of Mass Communication (Hons) KD [R3/0323/6/0011][06/29][MQA/A9854] ODL [R/321/6/0111][03/26][MQA/FA4123]	SEGi University	<ul style="list-style-type: none">• A pass in STPM or its equivalent, with a minimum Grade C (GPA 2.00) in any two (2) subjects and a credit in English at SPM or its equivalent; OR• A pass in STAM with a minimum grade of Jayyid and a credit in English at SPM or its equivalent; OR• A Diploma (Level 4, MQF) or its equivalent, with a minimum CGPA of 2.00 and a credit in English at SPM or its equivalent; OR• A Diploma in Media and Communication (Level 4, MQF) or its equivalent; OR• A Matriculation/Foundation certificate or its equivalent, with a minimum CGPA of 2.00 and a credit in English at SPM or its equivalent; OR• A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) with a minimum CGPA of 2.50 (subject to Senate/Academic Board approval); OR• A Diploma Lanjutan Kemahiran Malaysia (DLKM) with a minimum CGPA of 2.50 (subject to Senate/Academic Board approval); OR• Other relevant and equivalent qualifications recognised by the Malaysian Government. <p>Additional Requirements:</p> <ul style="list-style-type: none">• Candidates without a credit in English at SPM (or its equivalent) must take a reinforcement English subject equivalent to the SPM level before enrolment.• Students must pass the reinforcement English subject before proceeding to core courses.• Students from Matriculation/Foundation programmes may be exempted from reinforcement English if their English qualification is equivalent to or higher than SPM-level English.	Kota Damansara
Bachelor of Arts (Hons) Multimedia Design KD [R2/213/6/0061][05/29][MQA/FA1098] ODL [N-DL/0211/6/0078][07/29][MQA/PA17447]		<ul style="list-style-type: none">• A pass in STPM with at least Grade C (GP 2.00) in any TWO (2) subjects; OR• A pass in STAM with at least grade Jayyid; OR• Matriculation or Foundation with at least CGPA of 2.00; OR• A Diploma (Level 4, MQF) with at least CGPA of 2.00; OR• An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00; OR• A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) subjected to HEP Senate / Academic Board's approval****; OR• A Diploma Lanjutan Kemahiran Malaysia (DLKM) subjected to HEP Senate / Academic Board's approval****; <p>Note for (vi) & (vii): The HEPs are to conduct screening and provide necessary guidance specific to the discipline of the programme; OR</p> <ul style="list-style-type: none">• Other relevant equivalent qualifications recognised by the Malaysian Government. AND• Pass an interview (online / virtual /conventional) OR submission of student's portfolio, to be determined by the HEP as required.• At least 5 credits (Grade B or above) in relevant UEC subjects <p>Achieve a minimum score of Band 3 in MUET or equivalent to CEFR Low B2.</p>	

Programme	Awarding Institution	Entry Requirements	Campus
Bachelor of Arts (Hons) Visual Communication Design <small>KD [R2/213/6/0060][05/29][MQA/FA1097] ODL [N-DL/0211/6/0079][07/29][MQA/PA17543]</small>	SEGi University	<ul style="list-style-type: none">• A pass in STPM with a minimum of Grade C (GP 2.00) in any two (2) subjects, or its equivalent; OR• A pass in STAM with a minimum grade of Jayyid, or its equivalent; OR• A Certificate in Matriculation or Foundation with a minimum CGPA of 2.00, or its equivalent; OR• A Diploma (Level 4, MQF) with a minimum CGPA of 2.00, or its equivalent; OR• A pass in Diploma Kemahiran Malaysia (DKM) / Diploma Lanjutan Kemahiran Malaysia (DLKM) / Diploma Vokasional Malaysia (DVM) in suitable fields with a minimum CGPA of 2.50 subjected to Senate / Academic Board's approval (Note: The HEPs are to conduct screening and provide necessary guidance specific to the discipline of the programme); OR• A pass in DKM/DLKM/DVM with a minimum CGPA of 2.00 and at least have two (2) years working experience in a related discipline; OR• Other relevant equivalent qualifications recognised by the Malaysian Government. AND• Pass an interview OR submission of portfolio determined by the HEP as required.• At least 5 credits (Grade B or above) in relevant UEC subjects	Kota Damansara
Bachelor of Music (Hons) <small>KD [N/0215/6/0009][03/30][MQA/PA17949]</small>		<ul style="list-style-type: none">• STPM: Min 2 passes with CGPA 2.0• A-Level/UEC: Grade B in 5 subjects• Foundation in Music / Diploma / Equivalent• APEL (T6)• Music background (certification or audition)• SPM English pass• MUET Band 5 / IELTS 5.5 / TOEFL iBT 46 (international students)	
Bachelor of Arts (Hons) in English and Public Relations <small>KD [R2/222/6/0020][07/28][MQA/FA0071]</small>		<ul style="list-style-type: none">• A pass in STPM or its equivalent, with a minimum of Grade C (CGPA 2.00) in any two subjects and a credit in English at SPM or its equivalent; OR• Unified Examination Certificate (UEC) with at least 5Bs• A Diploma or its equivalent, with a minimum CGPA of 2.00 and a credit in English at SPM or its equivalent; OR• A Diploma in Media and Communication or its equivalent; OR• Matriculation/Foundation or its equivalent, with a minimum CGPA of 2.00 and credit in English at SPM or its equivalent.• For International students, Test of English as a Foreign Language (TOEFL) score of 500 OR International English Language Testing System (IELTS) score of 6.0 OR its equivalent is needed.• A-Level - full pass (grade D) in 2 subjects, SPM credit English	
Diploma in Mass Communication <small>KD [R3/321/4/0044][10/29][MQA/A8052] SJ [R2-TVET/321/4/0238][09/27][TVET/QF15175] KL [R2/321/4/0071][09/28][A9370] SWK [R2/321/4/0180] [03/26] [A6860]</small>	SEGi College	<ul style="list-style-type: none">• SPM or equivalent with at least three (3) credits (inclusive of English); OR• STPM with a minimum Grade C (GP 2.00) in one (1) subject and a credit in English at SPM level (or equivalent); OR• STAM with a minimum grade of Maqbul (Pass) and a credit in English at SPM level (or equivalent); OR• SKM Level 3 in a related field (Candidates without English may be admitted subject to internal evaluation of English competency equivalent to SPM level); OR• Certificate (Level 3, MQF) in a related field with a minimum CGPA of 2.00; OR• Other equivalent qualifications recognised by the Malaysian Government. <p>Additional Requirements:</p> <ul style="list-style-type: none">• Candidates with a pass in English at SPM level (or equivalent) may be admitted if their qualification includes an English subject equivalent to SPM level.• Candidates without an English subject must take a reinforcement English subject equivalent to SPM before enrolment.• Students must pass the reinforcement English subject before proceeding to core courses.	Kota Damansara Subang Jaya Kuala Lumpur Sarawak

Programme	Awarding Institution	Entry Requirements	Campus
Diploma in Graphic Design <small>SJ [N-TVET3/0211/4/0153] [04/27][TVET/QF14620] KL [R3-TVET/0211/4/0068][04/29][A9956] ODL [N-DL/0211/4/0128][05/29][MQA/PA17353]</small>	SEGi College	<ul style="list-style-type: none">• SPM / O-Level or equivalent with 3 credits• UEC with 3 credits• SKM Level 3• Related Certificate or equivalent• MQA-APEL T4• At least 3 credits (Grade B or above) in UEC subjects <p>Additional Requirements</p> <p>Pass in aptitude test or portfolio assessment for those without Visual Arts in SPM or equivalent</p>	Subang Jaya Kuala Lumpur
Diploma in Multimedia Design <small>KL [R3-TVET/0211/4/0069][04/29][TVET/QF14804] ODL [N-DL/0211/4/0129][05/29][MQA/PA17444]</small>			Kuala Lumpur
Diploma in Creative Multimedia <small>SJ [R3-TVET/213/4/0064][10/27][TVET/QF14619] SWK [R3/213/4/0002][05/26][A6892]</small>			Subang Jaya Sarawak
Diploma in Music <small>SJ [R2/212/4/0025] [08/25] [A6148]</small>		<ul style="list-style-type: none">• SPM / O-Level or equivalent with 3 credits• UEC with 3 credits• SKM Level 3• Related Certificate or equivalent• MQA-APEL T4 <p>Additional Requirements</p> <p>Minimum Grade 3 in practical for any musical instruments or Theory (A.B.R.S.M. / Trinity or equivalent)</p>	Subang Jaya
Certificate in Creative Design <small>SJ [N-TVET2/211/3/0017][08/26][TVET/QF0286]</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• At least 1 credit (Grade B or above) in any UEC subject. <p>Additional Requirements</p> <p>Pass in aptitude test or portfolio assessment for those without Visual Arts in SPM or equivalent</p>	Subang Jaya
Foundation in Arts <small>KD [R2/010/3/0406][07/26][MQA/FA0193] SJ [R2/001/3/0082][07/26][MQA/FA0452] 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	Kota Damansara Subang Jaya



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.



BACHELOR OF MASS COMMUNICATION (HONS)

KD [R3/0323/6/0011][06/29][MQA/A9854] • ODL [R/321/6/0111][03/26][MQA/FA4123]

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

Programme Modules

Year 1

- Communication English
- Media Technology & Practices
- Understanding Advertising
- Understanding Journalism
- Understanding Public Relations
- Understanding Broadcasting
- Corporate Communication
- Creative & Innovative Publishing
- Integrated Marketing Communication
- Psychology in Communication
- Mass Communication & Stories of Mass Media

Year 2

- Media Law, Power & Public Opinion
- Entrepreneurship
- Theory and Principles of Communication
- Business Ethics
- Managing Media and Business
- Sociology of Media & Culture
- Research Methods
- Social Media and Public Relation Practices
- Public Opinion and Propaganda
- Creative Writing

Year 3

- Communication & Campaign Management
- Environmental Management & Tech
- Elective 1
- Elective 2
- Elective 3
- Research Project
- Industrial Training

Advertising Elective

- Advertising Copywriting & Digital Publishing
- Advertising Strategies & Planning
- Internet Advertising & Management

Public Relations Elective

- Media Relations and Publicity
- Media Relations and Media Writing
- Strategies and Practices in Public Relations

Broadcasting Elective

- Documentary Feature Production
- Managing Television Program and Production
- TV and Online Broadcast Journalism

MPU

- Philosophy and Current Issues (for local & international students)
- Appreciation of Ethics and Civilization (for local students only)
- Bahasa Melayu Komunikasi 2 (for international students only)
- Bahasa Kebangsaan A (for local students without credit for BM in SPM) or Effective Learning
- Sustainable Development

Mode of Study

- Full time
- Weekend
- Open and Distance Learning

Career Opportunities

Corporate Communication Executive, Public Relations Executive, Advertising Executive, Content Creator, Copywriter, Media Planner, Television Presenter or Radio Presenter, Marcomm Strategic Planner.

As part of the curriculum, students will be required to take 4 general subjects (Mata Pelajaran Umum), as required by the Ministry of Education, Malaysia

BA (HONS) VISUAL COMMUNICATION DESIGN

KD (R2/213/6/0060)[05/29][MQA/FA1097] • ODL (N-DL/0211/6/0079)[07/29][MQA/PA17543]

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

Programme Modules

Year 1

- Software Application for Design
- Design Principles
- Still Life Painting
- Typography Design
- Intro to Photography
- Basic Graphic Design
- Philosophy and Current Issues (Local +International)
- Appreciation of Ethics and Civilization (Local student)
- Bahasa Melayu Komunikasi 2 (International students)
- History of Art & Design
- Color Photography
- Digital Layout
- Illustration
- Packaging Design
- Creative Thinking
- Basic Animation

Year 2

- Advanced Packaging Design
- Advertising and Promotional Photography
- Web Publishing
- Print and Editorial Design
- Advertising Media Strategy
- Bahasa Kebangsaan A (Local without Credit in Bahasa Malaysia SPM)
- Integrity and Anti-Corruption
- Environmental Design
- Research Methods
- Marketing and Purchasing Consumer Behaviour
- Branding and Corporate Identity
- Moving Image
- Discourse
- Book Project
- Digital Imaging

Year 3

- Copywriting
- Professional Practice
- Portfolio Preparation and Final Project
- Dissertation
- Art Direction
- Entrepreneurship
- Co-Curriculum: Sustainability Thinking
- Industry Training

in collaboration with

SONY

Mode of Study

- Full time
- Open and Distance Learning

Career Opportunities

Graphic Designer, Art Director, User Experience (UX) Designer, Web Designer, Brand Identity Designer, Illustrator, Advertising Art Director, Packaging Designer, Motion Graphics Designer, Exhibition Designer



THE MOST VERSATILE

CREATIVE DEGREE BUILT FOR A DIGITALISED WORLD

- Strong industry partnerships & linkages
- Award winning alumni & lecturers
- Covering a wide range of subjects

BA (HONS) MULTIMEDIA DESIGN

KD (R2/213/6/0061)[05/29][MQA/FA1098] • ODL (N-DL/0211/6/0078)[07/29][MQA/PA17447]

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

Programme Modules

Year 1

- Digital Skills for Designers
- Design Fundamentals
- Basic Drawing
- Intro to Typography
- Photography Fundamentals
- Philosophy and Current Issues (Local +International)
- Appreciation of Ethics and Civilization (Local student)
- Bahasa Melayu Komunikasi 2 (International students)
- History of Art & Design
- Intro to Graphic Design
- Computer Ethics
- Audio and Video Technology
- Computer-aided Design and Visualization
- Web Management

Year 2

- Multimedia Production and Marketing
- Digital Film and Video Production
- Advanced Animation
- Web Scripting and Authoring
- Green Design and Technology
- Bahasa Kebangsaan A (Local without Credit in Bahasa Malaysia SPM)
- Integrity and Anti-Corruption
- Research Methods
- Idea Generation
- Multimedia Portfolio Production
- Digital Editorial Design and Publishing
- Creative Digital Imaging
- Advanced Photography

Year 3

- Game Design
- Final Multimedia Project
- Branding & Corporate Identity
- Copywriting
- Creative Web Design
- Entrepreneurship
- Co-Curriculum: Sustainability Thinking
- Industry Training

in collaboration with

SONY

Mode of Study

- Full time
- Open and Distance Learning

Career Opportunities

Multimedia Designer, User Interface (UI) Designer, Motion Graphics Designer, Video Editor, Web Developer, Game Designer, Interactive Media Developer, Multimedia Producer, Content Creator, Virtual Reality (VR) Developer



THE ART AND SCIENCE OF CREATIVITY COMBINED & LEADING TECHNOLOGIES

- Strong industry partnerships & linkages
- Covering a wide range of subjects

BACHELOR OF ARTS (HONS) IN ENGLISH AND PUBLIC RELATIONS

KD [R2/0288/6/0001][07/28][MQA/FA0071]

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

Programme Modules

Year 1

- Introduction to Communication Theory
- English for Business Correspondence
- English Grammar
- Academic English
- Public Speaking
- Introduction to Mass Communication
- Introduction to Linguistics
- Introduction to Literature
- General Psychology

Year 2

- Principles of Public Relations
- English Phonetics and Phonology
- Sociolinguistics
- Strategies and Practices in Public Relations
- Event Management
- Introduction to Drama
- Business Ethics
- Law and Ethics in Mass Communication
- Creative Writing
- Crisis Management
- Quantitative and Statistical Methods
- Entrepreneurship
- Environmental Management and Technology

Year 3

- Desktop Publishing
- Research Methods
- Public Relations and Media Writing
- Media Relations and Publicity
- Public Opinion and Propaganda
- American and European Literature
- Research Project
- Internship

MPU

- Philosophy and Current Issues (for local & international students)
- Appreciation of Ethics and Civilization (for local students only)
- Bahasa Melayu Komunikasi 2 (for international students only)
- Bahasa Kebangsaan A (for local students without credit for BM in SPM) or Effective Learning
- Sustainable Development

Mode of Study

- Full time
- Weekend

Career Opportunities

Press Agents, Publicity and Media Relations Managers, Crisis Managers, Customer Relations Manager, Public Affairs Manager, Events Manager and many more in the government, media and corporate sectors, banks, investment houses, finance institutions, insurance companies, travel agencies, hotels, legal firms, and consultancies.

AGILE AND CREATIVE PR AND ENGLISH EXPERTS FOR THE FUTURE

- Practical assignments and learning
- Diverse subjects and syllabus
- Close collaboration with the industry

YOUR MUSIC CAREER

A WHOLE NEW LEVEL

- Covers 6 major music industry sectors
- Performance, production, teaching & wellness pathways
- Learn from award-winning composers, music directors & seasoned academics

BACHELOR OF MUSIC (HONOURS)

KD [N/0215/6/0009][03/30][MQA/PA17949]

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

Programme Modules

Year 1

- Music Theory & Harmony
- Instrumentation & Orchestration
- Audiation & Musicianship
- Solo Performance & Ensemble Workshop
- Music Pedagogy & Inclusive Music Education
- Digital Music & Media
- Music Composition (Songwriting, Film, Theatre)
- History of Western & Non-Western Music
- MPU:
- Philosophy & Current Issues / Bahasa Melayu Komunikasi 2
- Integrity & Anti-Corruption
- Effective Listening / Bahasa Kebangsaan A

Year 2

- Music for Wellness & Community
- Contemporary Music Practice
- Advanced Music Composition & Arrangement
- Music Production & Technology
- Entrepreneurship for Musicians
- Research in Music
- Music Business & Copyright
- Industry Collaboration & Practice
- MPU: Sustainability Thinking (Co-Curriculum)

Year 3

- Final Year Project (Creative or Research Pathway)
- Professional Portfolio & Project Presentation
- Music & Career Readiness Lab
- Special Topics in Music (e.g. Improvisation, Digital Performance, Curation)
- Internship / Industry Attachment

Mode of Study

- Full time
- Weekend

Career Opportunities

Composer, Songwriter, Arranger, Music Performer, Vocalist, Conductor, Music Educator, Lecturer, Music Producer, Sound Designer, Sessionist, Music Therapist, Music for Wellness Facilitator, Programme Director, Music Content Creator, Music Entrepreneur, Festival Organiser

DIPLOMA IN MASS COMMUNICATION

KD (R3/321/4/0044)(10/29)(MQA/AB052) • SJ (R2-TVET/0323/4/0043) (09/27) (TVET/QF15175) • KL (R3/0323/4/0071)(09/28)(A9370) • SWK (R2/321/4/0180) (03/26) (A6860)

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

Programme Modules

Year 1

- Academic English
- Business Communication
- Journalism
- Public Relations
- Introduction to Mass Communication
- Bahasa Melayu Komunikasi 1
- Penghayatan & Etika Peradaban Bahasa Kebangsaan A
- Integrity & Anti-Corruption
- Co-Curriculum: Sustainability Thinking
- General Language Training
- Advertising Principles
- Media Studies
- Fundamental Photography
- Principles of Marketing
- Copywriting
- Decision Making Skills

Year 2

- News Reporting
- Film Appreciation
- Electronic Publishing
- Videography
- Documentary and Photojournalism
- Visual Analysis
- Communication & Scholarship
- Communication Research
- Media Law & Ethics
- Final Year Project
- Internship/Industrial Training

Mode of Study

- Full time

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.

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

LEARN AMONG THE BEST IN THE MEDIA & COMMS INDUSTRY

- Diverse and practical subjects and syllabus
- Distinct focus on technical digital skills
- Close collaboration with the industry



UNLEASH YOUR CREATIVITY THROUGH ART & DESIGN

- Strong industry partnerships & linkages
- Award winning alumni & lecturers
- Practical & hands-on learning



DIPLOMA IN CREATIVE MULTIMEDIA

SJ (R3-TVET/213/4/0064)(10/27)(TVET/QF14619) • SWK (R3/213/4/0002)(05/26)(A6892)

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

Programme Modules

Year 1

- 2 and 3 Dimensional Design
- Colour Studies
- Drawing 1
- Fundamental Photography
- General Language Training
- Bahasa Melayu Komunikasi / Penghayatan Etika & Peradaban
- Digital Graphic
- Introduction to Multimedia & Animation
- Fundamental Graphic Design
- Digital Audio & Video
- Industrial Revolution 4.0 in Malaysia
- Multimedia Design 1
- Academic English

Year 2

- Typography Design
- Introduction to E-marketing
- Animation 1
- Interactive Web Design
- Growth Mindset / Bahasa Kebangsaan A
- Design Methods
- Animation 2
- Interactive Programming
- Publication Design
- Multimedia Content Development
- Co-Curriculum: Sustainability Thinking

Year 3

- Industrial Training
- Independent Design Project

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

in collaboration with

SONY

Mode of Study

- Full time

Career Opportunities

Multimedia designer, webmaster, interface designer, animator, media producer.



DESIGNED FOR DESIGNERS IN A DIGITALISED WORLD

■ Strong industry partnerships & linkages
■ Practical & hands-on learning

DIPLOMA IN MULTIMEDIA DESIGN

KL [R3-TVET/0211/4/0069][04/29][TVET/QF14804] • ODL [N-DL/0211/4/0129][05/29][MQA/PA17444]

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

Programme Modules

Year 1

- History of Art
- Drawing I
- Fundamental Photography
- General Language Training
- Colour Studies
- Fundamental of Graphic Design
- Bahasa Melayu Komunikasi 1 (For International Student)
- Penghayatan Etika dan Peradaban (For Local students)
- 2&3Dimensional Design
- Introduction to Animation and Multimedia
- Typography Design
- Digital Audio & Video Editing
- Growth Mindset/ Bahasa Kebangsaan A*

Year 2

- Principles of Marketing
- Electronic Publishing
- Academic English
- Multimedia Design 1
- Interactive Programming
- Multimedia Content Development
- Animation 1
- Integrity and Anti Corruption
- Design Methods
- Multimedia Design 2
- Print Production
- Interactive Web Design
- Co Curriculum Management: Sustainability Thinking

Year 3

- Internship
- Independent Design Practice
- Animation 2

in collaboration with
SONY

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

Mode of Study

- Full time
- Weekend
- Open and Distance Learning

Career Opportunities

Multimedia designer, producer, multimedia programmer, web developer, audio & video editor animator.

DIPLOMA IN GRAPHIC DESIGN

SJ [N-TVET3/213/4/0032][04/27][TVET/QF14620] • KL [R3-TVET/0211/4/0068][04/29][A9956] • ODL [N-DL/0211/4/0128][05/29][MQA/PA17353]

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

Programme Modules

Year 1

- 2 and 3 Dimensional Design
- Colour Studies
- Drawing 1
- Fundamental Photography
- General Language Training
- Fundamental Graphic Design
- Digital Graphic
- Videography
- Introduction to E-Marketing
- Bahasa Melayu Komunikasi / Penghayatan Etika & Peradaban
- Online Media Design
- Digital Illustration
- Typography Design
- Art Direction
- Academic English

Year 2

- Design Methods
- Packaging Design
- Visual Communication
- Publication Design
- Growth Mindset / Bahasa Kebangsaan A
- Corporate Design
- Text & Image
- Industrial Revolution 4.0 in Malaysia
- Integrity and Anti-Corruption
- Co-Curriculum Sustainability Thinking
- Independent Design Practice

Year 3

- Industrial Training

in collaboration with

SONY

Mode of Study

- Full time

Career Opportunities

Graphic designer, design consultant, DTP artist, illustrator, UI / UX designer.

PRACTICAL & HANDS-ON LEARNING

- Strong industry partnerships & linkages
■ Practical & hands-on learning



DIPLOMA IN MUSIC

SJ [R2/342/6/0090] [08/24] [A10164]

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

Programme Modules

Year 1

- Music Fundamentals 1: Theory
- Music Appreciation 1: Aesthetic and Styles
- Musicianship 1: Beat and Rhythm
- Applied Digital Skills
- Falsafah dan Isu Semasa / Penghayatan Etika dan Peradaban (Local students)
- Bahasa Melayu Komunikasi 1 (International students)
- Music Fundamentals 2: Fundamental Harmony
- Music Appreciation 2: Genre and Repertoire
- Musicianship 2: Pitch and Melody
- Music Fundamentals 3: Extended Harmony and Baroque Counterpoint
- Music Appreciation 3: Form and Structure
- Musicianship 3: Interval and Chord
- Performance Series 1: Solo
- Music Practices 1: Music for Children

Year 2

- Music Fundamentals 4: Computer Notation Technique
- Music Appreciation 4: Performance Medium and Instrumentation
- Performance Series 2: Duo
- Music Practices 2: Music for Teens
- Growth Mindset / Bahasa Kebangsaan A*
- Musicianship 4: Key and Modulation
- Music Practices 3: Music Production 1
- Industrial Revolution 4.0 in Malaysia
- Music Fundamentals 5: Creative Composition
- Music Appreciation 5: World Music
- Music Performance Series 3: Chamber
- Elective 1: Music Practices 4:
 - Music for Adults
 - Any Elective course
- Co-Curriculum Management

Year 3

- Performance Series 4: Ensemble
- Elective 2
- Music Practices 5: Music as Business
- Music Project: Graduation Project



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

Mode of Study

- Full time
- Weekend

Career Opportunities

Music instrumentalist, music producer, musicologist, music supervisor, vocalist, programme director, music arranger, music researcher, orchestra performer, conductor & music educator.

DESIGNED FOR FUTURE GENERATION MUSICIANS

- Frequent performances & gig engagements
- Suitable for aspiring Music teachers & entrepreneurs
- Award winning alumni & lecturers



YOUR PATHWAY TO CREATIVE ARTS

- Credit transfer to a Diploma
- Practical & hands-on learning

CERTIFICATE IN CREATIVE DESIGN

SJ [N-TVET2/211/3/0017][08/26][TVET/QF0286]

Programme Modules

Year 1

- 2 and 3 Dimensional Design
- Colour Studies
- Drawing 1
- Fundamental Photography
- General Language Training
- History of Art
- Bahasa Kebangsaan A / Public Speaking Skills
- Typography
- Drawing 2
- Digital Arts
- Presentation Skills
- Academic English
- Introduction to Multimedia

Year 2

- Final Project
- Pengajian Malaysia / Bahasa Melayu Komunikasi 1
- Integrity and Anti-Corruption
- Industrial Training

in collaboration with
SONY

Mode of Study

- Full time
- Weekend

Career Opportunities

Junior designer, illustrator or progress into Diploma programme.

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

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 (R2/0011/3/0082)(07/26)(MQA/FA0452) • OD L (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 / Communication & Creative Design	3
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	3
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	Psychology	3	53	Videography		4
27	General Psychology		3	54	Presentation Skills		3



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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