



SEGi
University &
Colleges



Overall
OUTSTANDING
★ ★ ★ ★ ★ +

MBA

**FULLY ACCREDITED & RECOGNISED
WITH 5 SPECIALISATIONS**

Master of Business Administration (General Management)

(R3/0410/7/0005)(04/31)(A9855) • (R2/0414/7/0270) (09/30) (MQA/FA 3551)

Master of Business Administration (Global Business)

(R3/0410/7/0790)(04/31)(A9856) • (R/340/7/0383) (06/26) (MQA/FA 4527)

Master of Business Administration (Finance)

(R2/0414/7/0038)(12/30)(MQA/FA3467)

Master of Business Administration (Marketing)

(R2/0414/7/0039)(12/30)(MQA/FA3468)

Master of Business Administration (Human Resource Management)

(R2/0414/7/0037)(12/30)(MQA/FA3469)

12 MONTHS
FAST Completion

5 MODULES
Industry Driven

100% Coursework
NO EXAMS



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



Internal processes in compliance with international standards

ISO 9001:2015 Certified



Cert no: MY14/05009

Cert no: MY14/01588



SEGi UNIVERSITY

SEGi was established in 1977 as Systematic College in the heart of Kuala Lumpur offering professional qualifications. Since its founding over four decades ago, SEGi has undergone significant growth, strengthening the quality of its wide range of programmes from foundation to doctorate level.

It is one of the most established private higher education institutions in Malaysia with its flagship campus located in Kota Damansara and four other campuses in Subang Jaya, Kuala Lumpur, Penang, and Kuching. Currently, SEGi has a population of 20,000 local and international students across its campuses.

SEGi is recognised as “The first Malaysian University that earned 5 Stars for Prioritising Society’s Needs in Malaysia” by QS Stars, an international evaluation system for universities based on auditing.

MBA

EXPAND YOUR HORIZON, IN 12 SHORT MONTHS



Designed with ambitious corporate leaders, this program is your key to excelling in the ever-evolving VUCA (volatility, uncertainty, complexity, and ambiguity) business landscape. You'll be equipped with the knowledge and skills to revolutionize the market through an engaging curriculum that encompasses cutting-edge topics.

In just one year, you'll emerge not just with an MBA, but with a renewed vision for your career and business, ready for a quantum leap – it is time to change your story.

CHANGE YOUR STORY,



Networking Opportunities

Within SEGi University's MBA Programme, you'll join a cohort of industry leaders, business owners, and policymakers, creating a prime environment for networking.

Experienced Academics

Our lecturers are proven veterans of the industry. You'll learn from a perfect blend of real-world lessons and the latest academic findings.

Guest Lectures

Our programme features exclusive guest lectures from the helm of the world's most successful companies. You get to engage and learn from the best brands and brightest minds from the industry.

Personal Academic Mentorship

Expert guidance is available around the clock, covering all aspects of your studies, from citation and assignment structuring to mastering academic English.

Fully Coursework

Our fully coursework-based MBA emphasizes the practical application of knowledge over exams.

Fast Track

Designed with working professionals in mind, our MBA offers a 12-month fast track to completion.

Accessible Learning

Experience unparalleled flexibility in your studies through SEGi Blackboard—a world-class learning management system worth millions of Ringgit. This platform allows you to access lessons and consult with your lecturers at any time, from any location across the globe.

Intakes: January | March | May | August | October

Awarded by: SEGi University

Master of Business Administration (General Management)

(R3/0410/7/0005)(04/31)(A9855) • (R2/0414/7/0270) (09/30) (MQA/FA 3551)

Sem 1: Accounting & Finance

- Accounting for Managers
- Finance for Managers

Sem 2: Global Economic Management

- Economics for Managers
- Managing the International Economy
- Research Methodology

Sem 3: Entrepreneurial and Quality Excellence

- Entrepreneurship: Practice and Processes
- Operations and Quality Management

Sem 4: Integrated Business Leadership

- Marketing Management
- Strategic Management
- Organizational Behaviour

Sem 5: Research Project

- Business Plan

Master of Business Administration (Global Business)

(R3/0410/7/0790)(04/31)(A9856) • (R/340/7/0383) (06/26) (MQA/FA 4527)

Sem 1: International Marketing & Accounting

- Accounting for Managers
- International Marketing

Sem 2: Global Economic Management

- Economics for Managers
- Managing the International Economy
- Research Methodology

Sem 3: Consumer Behaviour and Quality Excellence

- Consumer Behaviour
- Operations and Quality Management

Sem 4: Integrated Business Leadership

- Marketing Management
- Strategic Management
- Organizational Behaviour

Sem 5: Research Project

- Business Plan

Master of Business Administration (Human Resource Management)

(R2/0414/7/0037)(12/30)(MQA/FA3469)

Sem 1: Human Resource Strategies

- Human Resource Management
- Human Resource Planning

Sem 2: Global Economic Management

- Economics for Managers
- Compensation and Performance Management
- Research Methodology

Sem 3: Human Resource Decision Making

- Recruitment and Selection
- Operations and Quality Management

Sem 4: Integrated Business Leadership

- Marketing Management
- Strategic Management
- Organizational Behaviour

Sem 5: Research Project

- Master's Project

Master of Business Administration (Marketing)

(R2/0414/7/0039)(12/30)(MQA/FA3468)

Sem 1: Global Brand Strategy

- Product and Brand Management
- International Marketing

Sem 2: Global Economic Management

- Economics for Managers
- Managing the International Economy
- Research Methodology

Sem 3: Consumer Behaviour & Quality Management

- Consumer Behaviour
- Operations and Quality Management

Sem 4: Integrated Business Leadership

- Marketing Management
- Strategic Management
- Organizational Behaviour

Sem 5: Research Project

- Master's Project

Master of Business Administration (Finance)

(R2/0414/7/0038)(12/30)(MQA/FA3467)

Sem 1: Corporate Financial Management

- Corporate Finance
- Finance for Managers

Sem 2: Global Economic Management

- Economics for Managers
- Financial Statement Analysis
- Research Methodology in Financial Planning

Sem 3: Investment Strategies and Quality Excellence

- Investment Decision
- Operations and Quality Management

Sem 4: Integrated Business Leadership

- Marketing Management
- Strategic Management
- Organizational Behaviour

Sem 5: Research Project

- Master's Project



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