



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

Collaboration with



UNIVERSITY OF
GREENWICH

University of
Hertfordshire **UH**

Programme accreditations and recognitions



MINISTRY OF HIGHER EDUCATION



ONE OF THE LARGEST & LEADING 47 YEARS AT

ONE OF THE ONLY 24 QS 5-Stars Rated University in the World



Teaching



Internationalisation



Online Learning



Arts & Culture



Employability



Academic Development



Bachelor of Medicine and
Bachelor of Surgery (MBBS)



Inclusiveness



NG HIGHER EDUCATION GROUP IN MALAYSIA T THE FOREFRONT OF EDUCATION

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



Partner Universities and Institutions

YOUR GATEWAY TO LEADING GLOBAL INSTITUTIONS

Consortium of Global Research and Mobility Partners



BRINGING THE WORLD TO YOU GLOBAL PARTNERING UNIVERSITIES



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						



University of Hertfordshire (UH), UK

2024 - 2025

	851 - 900th	WORLD UNIVERSITY RANKINGS		129th	EUROPE UNIVERSITY RANKINGS NORTHERN EUROPE			
	601 - 800th	WORLD UNIVERSITY RANKINGS		201 - 250th	YOUNG UNIVERSITY RANKINGS		92%	INTERNATIONAL OUTLOOK SCORING
	65nd	COMPUTER SCIENCE LEAGUE TABLE						



University of Central Lancashire (UCLan), UK

2024 - 2025

	951 - 1000th	WORLD UNIVERSITY RANKINGS		135th	EUROPE UNIVERSITY RANKINGS NORTHERN EUROPE			
	201 - 300th	IMPACT RANKINGS		251 - 300th	YOUNG UNIVERSITY RANKINGS		82%	INTERNATIONAL OUTLOOK SCORING
	601 - 800th	BUSINESS & ECONOMICS SUBJECT RANKING						

LEARN UNDER THE BIGGEST & BRIGHTEST FROM THE INDUSTRY

To excel in your career from day one, you need cross-disciplinary skills, industry insights, and technical know-how. These are often not adequately provided by traditional education methods like written assignments, industry visits, or internships.

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
TWO CONSECUTIVE YEARS

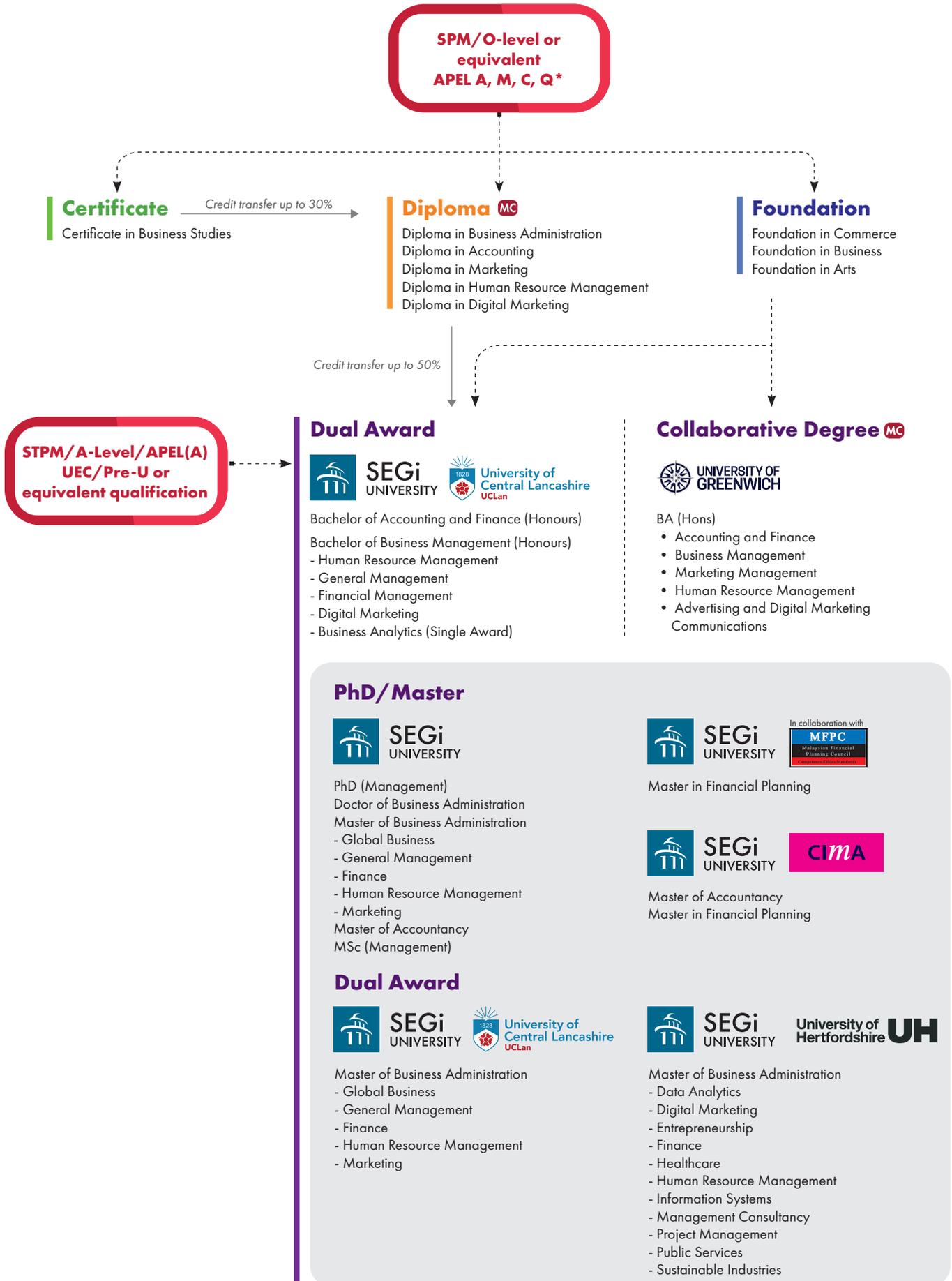




CONSORTIUM OF INDUSTRY PARTNERS



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 (R2/343/6/0222)(08/29)(MQA/FA0808)</small>	SEGi University & University of Central Lancashire, UK (Dual Award)	<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)</small>	(Dual Award)	<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 	
BA (Hons) Accounting and Finance <small>KL (R3/344/6/0024) (08/27) (A8170) SJ (R2/344/6/0534) (10/24) (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 	Kuala Lumpur Subang Jaya Penang Sarawak
BA (Hons) Advertising and Digital Marketing Communication <small>KL (R3/0415/6/0044)(08/29)(A10439) SJ (N/342/6/0216) (01/25) (MQA/FA12174) PG (N/342/6/0000) (09/25) (MQA/FA13339)</small>		Additional Requirements <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

Programme	Awarding Institution	Entry Requirements	Campus
BA (Hons) Human Resource Management <small>KL (R2/345/6/0662) (10/24) (A10440)</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
BA (Hons) Business Management <small>KL (R3/0414/6/0125)(03/29)(A9595)</small>			
Diploma in Accounting <small>KL (R2/344/4/0118) (02/28) (A8730)</small> <small>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)</small> <small>SJ (R2/344/4/0336) (08/25) (A11616)</small> <small>SWK (R3/344/4/0149)(12/28)(A9766)</small>			
Diploma in Business Administration <small>KD (R3/345/4/0417)(05/28)(A10292)</small> <small>SJ (R3/345/4/0020) (05/26) (A 6928)</small> <small>KL (R3/345/4/0225) (02/28) (A8729)</small> <small>PG (R3/345/4/0260) (01/28) (A8629)</small> <small>SWK (R2/0414/4/0137) (01/29) (A6762)</small>			Kota Damansara Subang Jaya Kuala Lumpur Penang Sarawak
Diploma in Marketing <small>SJ (R3/342/4/0026) (04/27) (A 7757)</small> <small>SWK (R3/0415/4/0026) (10/25) (A6383)</small>			Subang Jaya Kuala Lumpur Sarawak
Diploma in Digital Marketing <small>KL (R2/0415/4/0017)(11/25)(A11332)</small> <small>PG (N/342/4/0229) (09/27) (MQA/PA12376)</small>			Kuala Lumpur Penang
Diploma in Human Resource Management <small>KL (R3/0414/4/0179)(06/29)(A4382)</small> <small>SWK (R3/0414/4/0264) (10/25) (A6325)</small>			Kuala Lumpur Sarawak
Certificate in Business Studies <small>SJ (R2/340/3/0484) (08/25) (A6275)</small> <small>KL (R2/340/3/0580) (08/26) (A6643)</small> <small>PG (R3/340/3/0325) (01/28) (A8628)</small> <small>SWK (N/0414/3/0025) (02/29) (MQA/PA17123)</small> <small>KD (MQA/PA17222)</small>			Subang Jaya Kuala Lumpur Penang
Foundation in Commerce <small>KL (R2/010/3/0258) (02/25) (A5212)</small>	SEGi	<ul style="list-style-type: none"> • SPM/O-Level or equivalent – min. 5 credits • UEC – min. B in 3 subjects 	Subang Jaya Kuala Lumpur
Foundation in Business <small>SWK (R3/010/3/0418) (10/26) (A7097)</small>			Sarawak
Foundation in Arts <small>SJ (R2/010/3/0541) (07/26) (MQA/FA0452)</small> <small>KD (R2/010/3/0406)(07/26)(MQA/FA0193)</small>			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/isentry23

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

POWERED BY THE INDUSTRY & LEADING TECHNOLOGIES

- Accreditation by professional bodies
- Taught by lecturers with industry experience
- Dual-award option with UCLAN



BACHELOR OF ACCOUNTING & FINANCE (HONOURS)

KD (R2/343/6/0222)[08/29](MQA/FA0808)

FULLY ACCREDITED

MICRO-CREDENTIALS

APEL A/M/C

MOBILITY

Programme Modules

Year 1

- Personal Development & Communication Skills
- Principles of Economics
- Business Management
- Financial Accounting 1
- Quantitative and Statistical Methods
- Financial Accounting 2
- Entrepreneurship
- Business Law
- Cost Accounting

Year 2

- Computerised Accounting Systems
- Accounting Information Systems
- Investment Decisions
- Financial Management 1
- International Finance: Markets & Management
- Management Accounting
- Company Law
- Taxation 1
- Taxation 2
- Advanced Management Accounting
- Elective 1

Year 3

- Advanced Financial Accounting & Reporting 1
- Auditing & Assurance Services 1
- Corporate Finance
- Advanced Financial Accounting & Reporting 2
- Auditing & Assurance Services 2
- Strategic and Change Management
- Business Research Project
- Workplace Experience
- Research Methodology
- Elective 2

Electives [Choose any 2]

- Business Ethics
- Money & Banking
- Environmental Management & Technology

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

 : 8 Papers Exemption

 : 6 Papers Exemption

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

Dual Award



SEGi
UNIVERSITY



University of
Central Lancashire
UCLan

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
- Dual-award option with UCLAN

BACHELOR OF BUSINESS MANAGEMENT (HONOURS)

KD (R3/0414/6/0145)(04/31)(A9650)

FULLY ACCREDITED

MICRO-CREDENTIALS

APEL A/M/C

MOBILITY

Dual Award



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
- Innovative & Creative Skills in Business 
- Understanding Markets and Consumers
- Elective 1

Year 2

- International Business
- Managing Organisation
- Customer Relationship Management
- Financial Management 1
- Business Law
- Negotiations & Conflict Management
- Digital Business
- Elective 2
- Elective 3

Year 3

- Business-Government Relations
- Management Accounting
- Entrepreneurship 
- 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

General Management

- Operation and Quality Management
- Human Resource Management 1
- Corporate Finance
- Corporate Strategy
- International Finance: Markets & Management

Financial Management

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

Digital Marketing

- Relationship Marketing in the Digital Age
- Digital Marketing Communication and Advertising Practices
- Marketing Principles, Directions and Applications
- 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

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.

BA (HONS) ADVERTISING AND DIGITAL MARKETING COMMUNICATIONS

SJ [N/342/6/0216] [01/25] [MQA/PA12174] • KL [R3/0415/6/0044][08/29][A10439] • PG [N/342/6/0000] [09/25] [MQA/PA13339]

FULLY ACCREDITED

MICRO-CREDENTIALS

APEL A/M/C

MOBILITY

Programme Modules

Year 1

- Principles and Practice of Marketing (Part 1)
- Introduction to Advertising
- Introduction to Digital Marketing
- Personal Professional Development 1
- Principles and Practice of Marketing (Part 2)
- Financial Aspects of Marketing / Public Relations
- Creative Content Marketing
- Brand Management
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students)
- Falsafah dan Isu Semasa (Local students)
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students)
- Design Thinking / Bahasa Kebangsaan A*

Year 2

- Customer Insight and Research (Part 1)
- Personal and Professional Development 2
- Media Planning and Buying
- Global Marketing Management
- Customer Insight and Research (Part 2)
- Research Methods
- Advertising Campaign Management
- Integrated Marketing Communication Management
- Statistics for Managers
- Malaysia Society 5.0
- Community Engagement

Year 3

- Direct, Interactive and Digital Marketing (Part 1)
- Dissertation (Part 1)
- Internet Marketing
- Contemporary Issues in Marketing
- Direct, Interactive and Digital Marketing (Part 2)
- Dissertation (Part 2)
- Social Media and Analytics
- Strategic Communications
- Business Placement (Internship)



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

SJ [R/344/6/0219] (10/24) [A10691] • KL [R3/344/6/0479] (08/27) [A8170] • PG [R2/344/6/0279] (03/25) [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

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

*terms & conditions apply.



Graduates will be granted the following exemptions*:



: 9 Papers Exemption



: 8 Papers Exemption



: 8 Papers Exemption



: 8 Papers Exemption

*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 [R2/345/6/0662] (10/24) [A10440]

FULLY ACCREDITED

MICRO-CREDENTIALS

APEL A/M/C

MOBILITY

Programme Modules

Year 1

- Human Resources Metrics
- Managing Organisations and Individuals
- International Business Functions
- International Business Environment
- Personal and Professional Development
- Introduction to Human Resources Management
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students)
- Malaysia Society 5.0

Year 2

- Business Ethics
- Human Resources Analytics
- Cross Cultural Management and Diversity Management
- Future Paths
- Teams in Organisations
- Employee Relations and Rewards
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students)
- Falsafah dan Isu Semasa (Local students)
- Design Thinking / Bahasa Kebangsaan A*

Year 3

- Leadership in Organisations
- Talent Management and Development
- Strategic and Contemporary Issues in Human Resource Management
- Organisational Decision Making
- Dissertation
- Community Engagement

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



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.

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

- Principles and Practices of Marketing
- Managing Organisations and Individuals
- Finance for Non-finance Managers
- International Business Environment
- Personal and Professional Development
- Management Practice 1
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students)
- Malaysia Society 5.0

Year 2

- Business Ethics
- Management Practice 2
- Cross Cultural Management and Diversity Management
- Future Paths
- Teams in Organisations
- Organisational Analysis & Performance
- Business Research Methods
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students)
- Falsafah dan Isu Semasa (Local students)
- Design Thinking / Bahasa Kebangsaan A*

Year 3

- Leadership in Organisations
- Management in Critical Context
- Strategy for Managers
- Organisational Decision Making
- International Human Resource Management
- Dissertation
- Community Engagement

* 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



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 (R3/344/4/0113) [01/28] [A8627]

DIPLOMA IN ACCOUNTANCY

KD (R3/344/4/0187) [05/28] [A10290] • SJ (R2/344/4/0336) [08/25] [A11616] • SWK (R3/344/4/0149) [12/28] [A9766]

FULLY ACCREDITED

MICRO-CREDENTIALS

APEL A/M/C

MOBILITY



Programme Modules

Year 1

- Cost Accounting
- Principles of Economics
- Financial Accounting 1
- Data Analysis
- Principles of Management
- Introduction to Finance and Technology
- Introduction to Marketing
- Financial Accounting 2

Year 2

- E-Commerce
- Financial Accounting 3
- Finance
- Taxation 1
- Financial Accounting 4
- Financial Accounting 5
- Business and Company Law
- IT Application in Accounting
- Introduction to Management Accounting

Year 3

- Corporate Audit
- Taxation 2
- Business Ethics

Mode of Study

- Full time
- Weekend
- Open and Distance Learning

Graduates will be granted the following exemptions*:

: 4 Papers Exemption
(Foundation Level)

*Subject to approval

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.

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



DIPLOMA IN BUSINESS ADMINISTRATION

KD (R3/345/4/0417)(05/28)(A10292) • SJ (R3/345/4/0020) (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)

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 

Year 2

- Leadership 
- E-Commerce 
- Organisational Behaviour 
- Business Ethics
- Business Management 
- Consumer Behaviour 
- Digital Marketing 
- Service Marketing 
- Cybersecurity
- Product Innovation and Management 
- Big Data Analytics and Business Intelligence
- Operations Management 

Year 3

- Supply Chain Management 
- International Business 
- Technology Management Concepts
- Human Resource Management



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.

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 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

- Introduction to Business
- Principles of Management
- Principles of Accounting
- Principles of Economics
- General Language Training
- Introduction to Finance
- Falsafah dan Isu Semasa / Penghayatan Etika dan Peradaban (Local students)
- Bahasa Melayu Komunikasi 1 (International students)
- Organisational Behaviour
- Information Technology
- Business Mathematics
- Social Media Marketing
- Growth Mindset / Bahasa Kebangsaan A*

Year 2

- Technopreneurship
- Human Resource Management
- Decision Making Skills
- Business Data Analytics
- Business and Company Law
- Business Ethics
- Academic English
- Malaysian Employment Law
- Compensation and Benefits
- Training and Development
- Fundamentals of Graphic Design
- Human Resources Information System
- Performance Management
- Co-curriculum Management
- Industrial Revolution 4.0 in Malaysia (NEW)

Year 3

- Occupational Safety and Health
- Unions and Labour Relations
- Human Resource Planning, Recruitment and Selection
- Business Research

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



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.

DIPLOMA IN DIGITAL MARKETING

KL (R2/0415/4/0017)(11/25)(A11332) • PG (N/342/4/0229) (09/27) (MQA/PA12376)

MICRO-CREDENTIALS **APEL A/M/C** **MOBILITY**

Programme Modules

Year 1

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

Year 2

- Digital Marketing **FOOD SERVICE**
- Organisational Behaviour **UNIVERSITI TEKNOLOGI MALAYSIA**
- Business Ethics
- E-Commerce **Shopee**
- Marketing Management **OGAWA**
- Consumer Behaviour **FOOD SERVICE**
- Service Marketing **FOOD SERVICE**
- Product Innovation and Management **loveit eat it**
- Social Media Marketing **Wanderlust**

Year 3

- International Business **acer**
- Marketing Research **SONY**
- Human Resource Management

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



in collaboration with

realme

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

SJ (R2/340/3/0484) [08/25] [A6275] • KL (R2/340/3/0580) [08/26] [A6643] • PG (R3/340/3/0325) [01/28] [A8628]

Programme Modules

Year 1

- General Language Training
- Basic Economics 1
- Basic Financial Accounting
- Introduction to Human Resource Management
- Business Ethics
- Falsafah dan Isu Semasa or Penghayatan Etika dan Peradaban (Local students) / Malaysian Studies 1
- Bahasa Melayu Komunikasi 1 (International students)
- Basic Statistics
- Elective
- Family Issues
- Basic Business Principles
- Elective
- Academic English
- Basic Finance
- Introduction to Cost Accounting
- Public Speaking Skills / Bahasa Kebangsaan A*

Year 2

- Basic Management
- Basic Marketing
- Elective
- Business Communication and Writing
- Basic Economics 2

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



SEGi
COLLEGE

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.



DISCOVER YOUR PASSION IN BUSINESS

- Dual Award option with University of Greenwich
- Covers a diverse field of business

FOUNDATION IN COMMERCE

KL (R2/010/3/0258) (02/25) (A5212)

Programme Modules

Year 1

- Quantitative Methods I
- Accounting I
- English I
- Computer Application
- Introduction to Business
- Accounting II
- Principles of Economics
- English II
- Quantitative Methods II
- Personal and Professional Development
- Principles of Marketing
- Quantitative Methods III
- Accounting III
- Business Mathematics

Dual Award*



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UNIVERSITY OF
GREENWICH

* Terms & Conditions apply

FOUNDATION IN BUSINESS

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.

FOUNDATION IN ARTS

KD [R2/010/3/0406][07/26][MQA/FA0193]; MQA/PA4175 N-DL/010/3/0025

Programme Modules

Year 1

- General Language Training
- Computer Application
- Introduction to Business
- Mathematics
- Statistics
- Academic English
- Public Speaking
- Critical Thinking Skills
- Principles of Economics
- Elective 1
- Elective 2
- Elective 3
- Elective 4
- Elective 5

Electives

Business & Accounting

- Introduction to Financial Accounting
- Fundamental of Management
- Intercultural Communication
- Information Technology
- Introduction to Marketing

Communication Studies/ English & PR

- Interpersonal Communication
- Intercultural Communication
- Fundamental Photography
- Information Technology
- Introduction to Marketing

Information Technology

- Programming Methodology
- Interpersonal Communication
- Fundamental of Management
- Intercultural Communication
- Information Technology

Quantity Survey/Hospitality/ Education/Psychology

- Information Technology
- Interpersonal Communication
- Fundamentals of Management
- Introduction to Marketing
- Intercultural Communication

Creative Design/ Architecture/ Interior Architecture

- Colour & Form
- Drawing Fundamentals
- Fundamental Photography
- Intercultural Communication
- Interpersonal Communication

FOUNDATION IN ARTS

SJ [R2/010/3/0541] [07/26] [MQA/FA0452]

Programme Modules

Year 1

- 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 and Research Skills
- Electives (Choose any two):
 - Introduction to Finance
 - Introduction to Visual Arts
 - Introduction to Mass Media and Communication
 - Introduction to Legal Skills

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.

A FOUNDATION WITH THE WIDEST PATHWAYS

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





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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