



SEGi
University &
Colleges

CREATIVE ARTS, MUSIC & DESIGN

/kri'eɪ.trɪv/ /arts/ /'mjuː.zɪk/ /ænd/ /dɪ'zain/ **noun**

1. Award winning alumni
1. Close collaboration and partnership with the industry
3. Industry-relevant coursework and activities

Articulation Partners



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
	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



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
	65nd	COMPUTER SCIENCE LEAGUE TABLE		92%	INTERNATIONAL OUTLOOK SCORING



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
	601 - 800th	BUSINESS & ECONOMICS SUBJECT RANKING		82%	INTERNATIONAL OUTLOOK SCORING

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





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

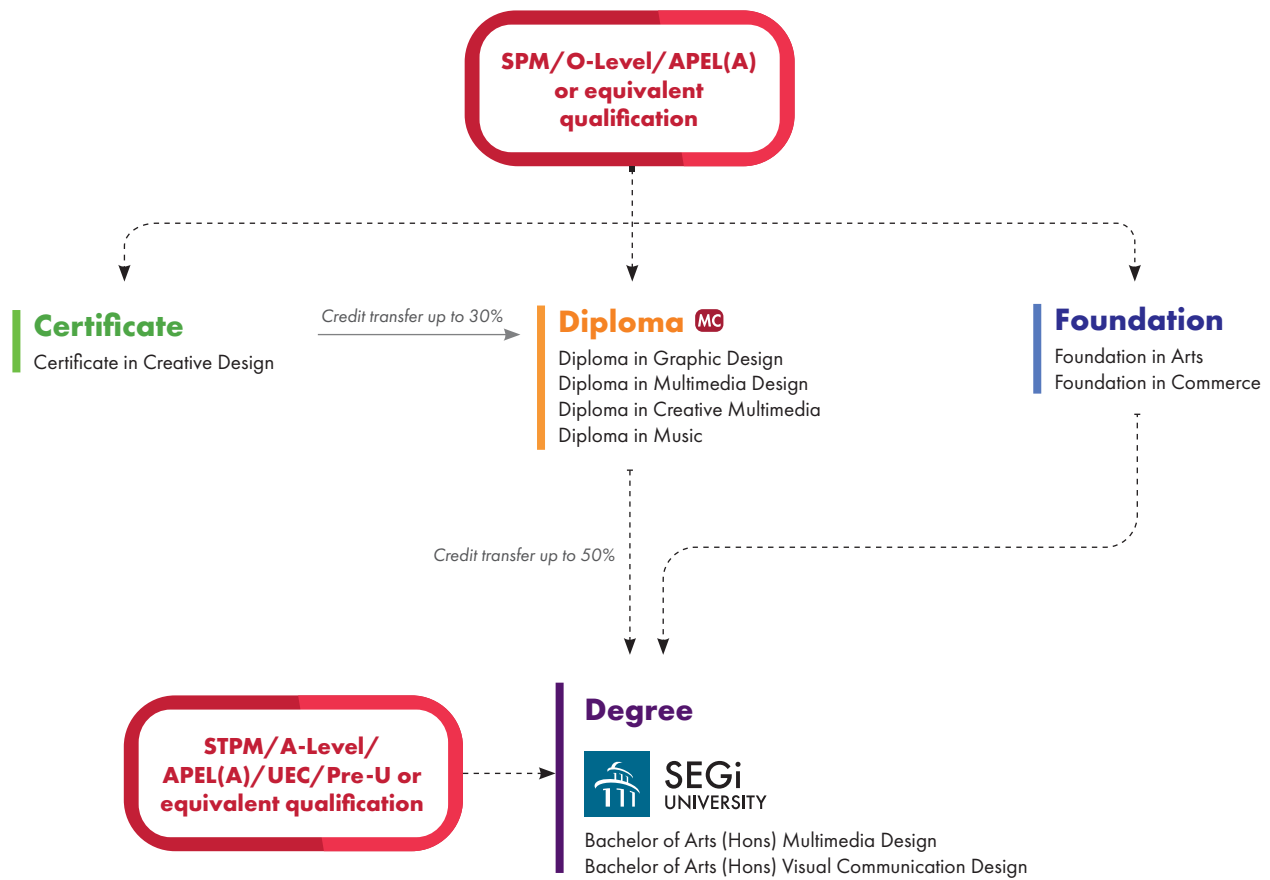
6 PROFESSIONAL
PROGRAMMES

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

STUDY ROUTE



PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Campus
Bachelor of Arts (Hons) Multimedia Design <small>KD [R2/213/6/0061][05/29][MQA/FA1098]</small>	SEGi University	<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. <p>Achieve a minimum score of Band 3 in MUET or equivalent to CEFR Low B2.</p>	Kota Damansara

Programme	Awarding Institution	Entry Requirements	Campus
Bachelor of Arts (Hons) Visual Communication Design <small>KD [R2/213/6/0060][05/29][MQA/FA1097]</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. <p>Achieve a minimum score Band 3 in MUET or equivalent.</p>	Kota Damansara
Diploma in Graphic Design <small>SI [TVET/QF14620] KL [R3-TVET/0211/4/0068][04/29][A9956]</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 <p>Additional Requirements 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][A9955]</small>			Kuala Lumpur
Diploma in Creative Multimedia <small>SI [TVET/QF14619]</small>			Subang Jaya
Diploma in Music <small>SI [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 Minimum Grade 3 in practical for any musical instruments or Theory (A.B.R.S.M. / Trinity or equivalent)</p>	
Certificate in Creative Design <small>SI [N-TVET 2/211/3/0017][08/26][MQA/FA0286]</small>		<ul style="list-style-type: none"> SPM / O-Level or equivalent with 1 credit UEC with 1 credit SKM Level 2 MQA-APEL T3 <p>Additional Requirements Pass in aptitude test or portfolio assessment for those without Visual Arts in SPM or equivalent</p>	
Foundation in Arts <small>KD [R2/010/3/0406][07/26][MQA/FA0193] SI [R2/010/3/0541] [07/26] [MQA/FA0452]</small>	SEGi	<ul style="list-style-type: none"> SPM/O-Level or equivalent – min. 5 credits UEC – min. B in 3 subjects 	Kota Damansara Subang Jaya
Foundation in Commerce <small>KL [R2/010/3/0258] [02/25] [A5212]</small>			Kuala Lumpur

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.



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)

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

Mode of Study

- Full time
- Weekend
- 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

BA (HONS) VISUAL COMMUNICATION DESIGN

KD [R2/213/6/0060][05/29][MQA/FA1097]

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

Mode of Study

- Full time
- Weekend
- 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 ART AND SCIENCE OF CREATIVITY COMBINED & LEADING TECHNOLOGIES

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





DESIGNED FOR DESIGNERS IN A DIGITALISED WORLD

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

DIPLOMA IN MULTIMEDIA DESIGN

KL (R3-TVET/0211/4/0069)(04/29)(A9955)

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



* 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.



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)[A7803] • KL [R2/213/4/0151] (04/24) (A9956)

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

Programme Modules

Year 1

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

Year 2

- Introduction to e-Marketing
- Multimedia Design 1
- Academic English 2
- Animation 1
- Multimedia Content Development
- Interactive Web Design
- Interactive Programming
- Industrial Revolution 4.0 in Malaysia
- Multimedia Design 2
- Animation 2
- Design Method
- Computer Print Production
- Co-curriculum Management

Year 3

- Industrial Training
- Independent Design Practice

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

in collaboration with

Canon

M AUTODESK
MAYA*

KRU
STUDIOS

Nikon

Mode of Study

- Full time
- Weekend

Career Opportunities

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

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



SEGi
COLLEGE

* 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



DIPLOMA IN GRAPHIC DESIGN

SJ (N-TVET 3/213/4/0032)(04/27)(A7929) • KL (R3-TVET/0211/4/0068)(04/29)(A9956)

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 & 3 Dimensional Design
- Drawing II
- Typography Design
- History of Graphic Design
- Growth Mindset/
Bahasa Kebangsaan A*

Year 2

- Principles of Marketing
- Electronic Publishing
- Academic English
- Advertising Principles
- Visual Communication
- Text & Image
- Packaging Design
- Integrity and Anti Corruption
- Design Methods
- Art Direction
- Print Production
- Corporate Design
- Co Curriculum Management: Sustainability Thinking

Year 3

- Internship
- Independent Design Practice
- Advertising Creativity

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

in collaboration with



Mode of Study

- Full time
- Weekend

Career Opportunities

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

PRACTICAL & HANDS-ON LEARNING

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





YOUR PATHWAY TO CREATIVE ARTS

- Credit transfer to a Diploma
- Award winning alumni & lecturers
- Practical & hands-on learning

CERTIFICATE IN CREATIVE DESIGN

SJ (N-TVET 2/211/3/0017)(08/26)(MQA/FA0286)

Programme Modules

Year 1

- 2 and 3 Dimensional Design
- Colour Studies
- Drawing 1
- General Language Training
- History of Art
- Public Speaking Skills / Bahasa Kebangsaan A*
- Falsafah dan Isu Semasa or Penghayatan Etika dan Peradaban (Local students) / Malaysian Studies 1
- Bahasa Melayu Komunikasi 1 (International students)
- Drawing 2
- Digital Arts
- Fundamental Photography
- Academic English
- Typography Design
- Introduction to Multimedia

Year 2

- Final Project
- Presentation Skills
- Family Issues

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

in collaboration with



Mode of Study

- Full time
- Weekend

Career Opportunities

Junior designer, illustrator or progress into Diploma programme.



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*



SEGi
COLLEGE



**UNIVERSITY OF
GREENWICH**

* Terms & Conditions apply

Why study this programme?

The Foundation provides you with a perspective on management accounting, essential for management and operating decisions, with the knowledge and skills gained.

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

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

- Dual Award option with University of Greenwich
- Fastest pathway into a wide variety of Degree Programmes
- 4 electives to choose from



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	Hospitality & Tourism / Creative Arts & Design	3
14	Consumer Behaviour		4	41	Print Production		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	Engineering	3
20	Integrated Marketing Communication		4	47	Principles of Electronics & Electrical 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

CERTIFICATE LEVEL

No	Scholarship Name	School	Credit Value	No	Scholarship Name	School	Credit Value
1	Basic Financial Accounting	Business and Accounting	3	7	Basic Management	Business and Accounting	3
2	Introduction to Human Resource Management		3	8	Basic Marketing		3
3	Business Ethics		3	9	Business Communication and Writing		3
4	Basic Statistics		3	10	Basic Finance		3
5	Basic Business Principles		3	11	The Basics of Physical Education and Health Care in Early Childhood	Early Childhood Education	3
6	Introduction to Cost Accounting		3	12	Fundamental Photography	Creative Arts & Design	4

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