

SEGi
Postgraduate
Studies

Course Matrix

Intakes

January / May / September

Assessment

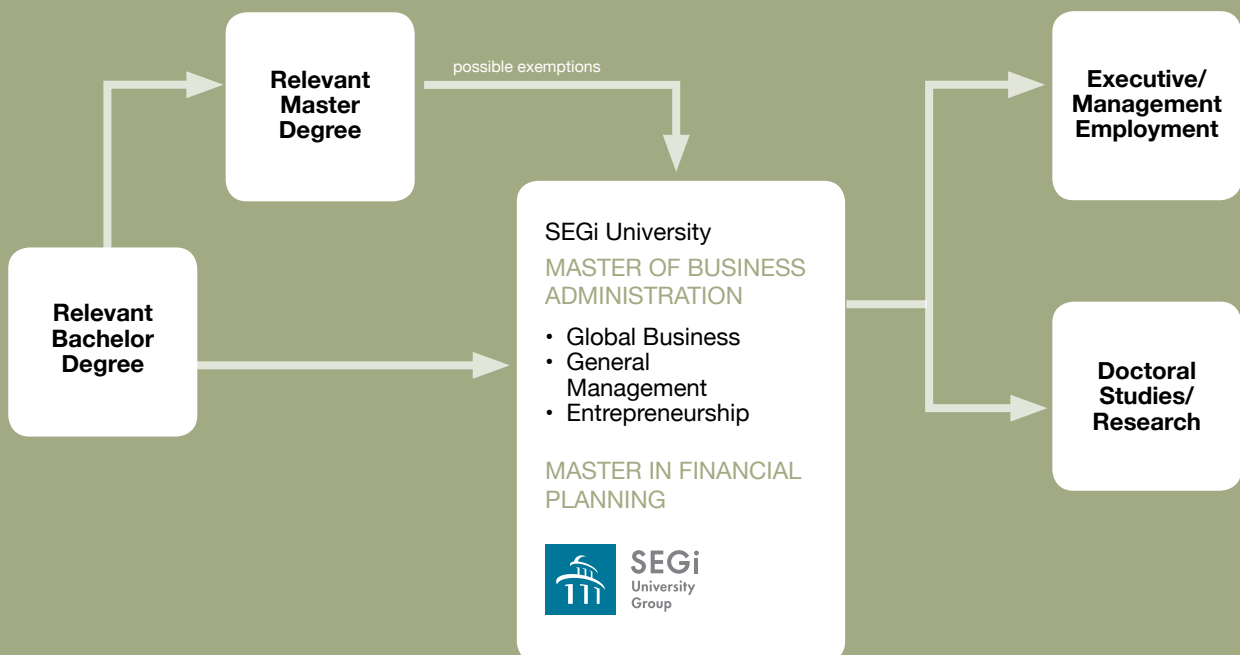
Assessment methods vary from module to module, however, assessment generally comprises a combination of written assignments and final examinations, and may also include online tests and class presentations. Students enrolled in the MBA programmes will also be required to complete a Master's project.

MBA Entry Requirements

Bachelor Degree (in any field) or equivalent qualifications.

No work experience required.

Qualification Pathway



MASTER IN FINANCIAL PLANNING

The Master in Financial Planning is for professionals who would like to acquire a broad range of financial planning skills. This programme provides students essential background material such as methodologies, techniques and tools in systems analysis and design, business and financial planning alignment, and requirement analysis. Graduates will be equipped with all the skills and knowledge needed to support business financial planning analysis.

Programme Modules

Core Modules

- Accounting for Managers
- Introduction to Financial Planning
- Managing in the International Economy
- International Business Law
- Entrepreneurship and Innovation
- Strategic Management
- Corporate Finance
- Risk Management and Insurance Planning
- Taxation Planning
- Financial and Investment Planning
- Retirement Planning and Estate Planning
- Financial Planning Project

Career Opportunities

Graduates of the programme can explore careers such as:

- Financial planner
- Agency manager
- Financial analyst
- Account manager
- Investment consultant
- Investment broker
- Chief financial officer
- Employee of financial institutions

MASTER OF BUSINESS ADMINISTRATION GLOBAL BUSINESS

With more and more companies branching out around the globe every day, the global market in today's business world is becoming increasingly competitive. To maintain an edge in such a competitive market, businesses rely on management staff with specialist skills and knowledge.

The SEGi University Master of Business Administration (MBA) in Global Business programme aims to assist students in developing strategies to deal with the global market of today as well as the global market of tomorrow.

The MBA in Global Business is designed to develop a theoretical understanding and critical awareness of the major strategic challenges facing today's global business. Students will develop and enhance strategic and integrated views of organisations and management; develop skills in effective decision-making; develop a critical awareness of the operation of global organisations within their international environment; and develop an advanced understanding of international, ethical and strategic concepts, together with current theories in the management of global businesses.

Programme Modules

Core Modules

- Marketing Management
- Accounting for Managers
- Finance for Managers
- Organisational Behaviour
- Operations & Quality Management
- Economics for Managers
- Strategic Management
- Corporate Social Responsibility
- Research Methodology

Specialised Modules

- International Business Law
- Managing in the International Economy
- International Marketing
- Export & Supply Chain Management
- Thesis

Career Opportunities

For graduates who are already working in a business environment, studying the MBA in Global Business is the ideal way to progress their careers and enjoy improved promotional prospects. Alternatively, graduates will have the ability to pursue a new career path and move into the exciting area of global business management, enjoying a rewarding and challenging career.

MASTER OF BUSINESS ADMINISTRATION ENTREPRENEURSHIP

Innovation and flexibility are the secrets to success in today's business marketplace – especially given the current global economy.

Therefore, an MBA in Entrepreneurship is an asset both for those looking to start up a new business and for managers at established businesses that operate on an entrepreneurial model.

The SEGi University Master of Business Administration (MBA) in Entrepreneurship programme focuses on business administration strategies and the specific needs of entrepreneurs and innovators while fostering the enterprising innovation, flexibility and managerial autonomy that businesses rely on to stay competitive in this dynamic economy.

Coursework covers business fundamentals from an entrepreneurial angle including strategic development, economics, entrepreneurial management and more. In addition, the project/dissertation encourages students to work on real-life projects of direct relevance and interest.

Programme Modules

Core Modules

- Marketing Management
- Accounting for Managers
- Organisational Behaviour
- Operations & Quality Management
- Economics for Managers
- Finance for Managers
- Strategic Management
- Corporate Social Responsibility
- Research Methodology

Specialised Modules

- Entrepreneurship: Practice & Processes
- Strategic Enterprise Development
- Foundation of the Enterprise
- Critical Enterprise Futures
- Thesis

Career Opportunities

Graduates of the MBA in Entrepreneurship are well positioned for success across a wide variety of industries and are capable of starting, developing and managing new business enterprises to achieve company growth. They may also enhance career development within existing organisations.

MASTER OF BUSINESS ADMINISTRATION GENERAL MANAGEMENT

The SEGi University Master of Business Administration (MBA) in General Management programme seeks to promote an understanding of core business and management disciplines while emphasising and enhancing the management skills and knowledge of students. Students will enhance and hone their existing management skills as well as develop new ideas and concepts in the areas of analysis, effective communication and leadership, which are critical components in any organisation.

The core elements of the programme – including the management of human resources, management of the immediate business environment, management of change and the management of general resources – are delivered in focused modules. The project dissertation is to encourage depth of understanding and to facilitate interactive teaching and learning.

Programme Modules

Core Modules

- Marketing Management
- Accounting for Managers
- Finance for Managers
- Organisational Behaviour
- Operation & Quality Management
- Economics for Managers
- Strategic Management
- Corporate Social Responsibility
- Research Methodology

Specialised Modules

- Managing in the International Economy
- Entrepreneurship: Practice & Processes
- Project Management – Framework & Sustainability
- Compensation & Benefits Management
- Thesis

Career Opportunities

Graduates of the MBA in General Management are highly sought after for their qualities, skills, knowledge, confidence and competence to perform in a senior or managerial role. Companies are always looking for professionals with strong managerial skills and abilities, as the success of their business can rely heavily on the skills and abilities of the management.

Synopsis of Modules

9 Core Modules

1 Marketing Management

This module focuses on the establishment of competitive advantage with the application of various marketing tools in the process of achieving organisational objectives. Students will be introduced to methods of formulating short and medium term plans using a range of analytical models and techniques.

2 Accounting for Managers

This module focuses on the various applications of capital budgeting, investment appraisal, financial decisions, portfolio approach, business valuation techniques and foreign exchange management.

3 Finance for Managers

The module is aimed to equip students with sufficient knowledge of accounting to allow them to understand the important contribution that financial accounts play in the effective running of an organisation.

4 Economics for Managers

Economics for Managers provides the manager with an understanding of economics and its role in managerial decision-making. The module is focused on modern economic thinking and its relevance to business and management. Macroeconomic and microeconomic topics are covered with attention to some international economic perspectives.

5 Organisational Behaviour

Students will develop an understanding of organisational behaviour by understanding what goes on in the minds of managers and employees when they interact in organisations. The primary goal is to improve students' understanding of how people behave in the context of an organisational structure. Having greater knowledge of human behaviour will help one to better understand attitudes and behaviour of their co-workers, subordinates, supervisors and clients. More importantly, the module will help the students to better understand their own past and future behaviour as a member and manager/leader within an organisation. Students will be able to explore motivation factors as well as individual and group behaviour in their communication process. Besides that, the module provides a theoretical foundation that students may use to evaluate organisational phenomena and managerial practices.

6 Operations & Quality Management

This module enables students to understand the concepts underlying in an operation and quality management system function. Students will learn to appreciate the different nature of the tasks and issues involved in managing the operation and quality management functions in a manufacturing company as well as in a service organisation.

7 Strategic Management

This module allows students to identify and articulate the strategic issues that organisations are faced with. Students will be able to draw upon some of the critical concepts, techniques and information from other units studied in order to develop informative and comprehensive responses to some of the key questions encountered in the strategic management of an organisation. This unit provides a framework for analysis and integration by focusing attention on the development of an organisation's strategic directions, strategic capabilities, internal dynamics and external dynamics.

8 Research Methodology

Research provides leaders the opportunity to gain new knowledge that can subsequently change understanding of themselves, the business and the business environment. This course explores the use of research to enhance management decisions and improve leadership effectiveness in the production, finance, marketing and management area of business.

9 Corporate Responsibility

The aim of the module is to consider a range of contextual questions that relate to students' understanding of CR and business ethics, and their role in societies that are increasingly governed by sensitivities to risk and hazard. While much of the CR literature focuses upon the social responsibilities of corporations including the ethical conflicts their activities raise, such developments are often viewed in isolation from broader social changes such as the evolution of the 'risk society' and 'globalisation'. This module introduces students to these issues and examines the 'connectivity' of risk, environment, global citizenship and the international political economy of businesses. The purpose of this module is to introduce students to this complexity and to the various components which might comprise socially responsible behaviour. This is to provide a framework both for further study and for planning and evaluating the actions and performance of an organisation in the context of sustainable and socially responsible activity.

Specialised Modules for the following programmes:

MBA Global Business (GB), MBA General Management (GM) & MBA Entrepreneurship (E)

Managing in the International Economy (GB,GM)

Students get to explore a variety of topics utilising discussion, researched reports and case analysis. They will explore issues including the nature of international business, the external environment of international business, strategy and planning, marketing, trade practices, human resource management, financial management and operations management in an international environment. Students will also explore the ethical considerations faced by international managers in decision-making.

Export and Supply Chain Management (GB)

The module evaluates and deals with all issues and elements that a business requires to export successfully including export motivation, export strategy, management of export operations, export marketing, product design and export transactions. This module also provides students with broad understanding of exporting which is an essential skill needed to determine the costs, benefits, risks and opportunities for creating an international business plan.

International Marketing (GB)

This module introduces students to marketing concepts used by domestic and foreign companies seeking to market products in global markets. Students will recognise the opportunities and challenges in today's international business climate and understand how these opportunities and challenges are important factors in modern marketing strategies and planning. A marketing plan/national audit of a specific product in a specific foreign market will also be designed.

International Business Law (GB)

This module provides students with a comprehensive understanding of the analysis of the local and foreign laws governing international trade. It also provides students with a comprehensive understanding of the contemporary domestic and international legal framework. Students will benefit from a dedicated team of lecturers and supervisors who have commercial and professional law backgrounds as well as substantial teaching experience on postgraduate programmes.

Entrepreneurship (GM)

Entrepreneurship module covers both internal organisational and external entrepreneurship. This module will enable the learner to understand the meaning of entrepreneurship in the technical, economic and social aspects of an organisation.

Project Management – Framework and Sustainability (GM)

Project management is a specialised field of management which has grown around the need to apply specific management techniques to activities which are not ongoing, such as work that has a finite target date or which must produce a specific item or result with a fixed amount of resources. This module is developed with the objective of providing the primary emphasis on managerial aspects and issues in the evaluation of a typical project from the time when it emerges as an organisational objective or requirement, until it is accepted into the organisation.

Compensation and Benefit Management (GM)

This module discusses the processes of analysing, developing, implementing, administering and performing ongoing evaluation of a total compensation and benefits system for all employee groups consistent with human resource management goals. The module also covers topics on the application of compensation principles to organisational objectives, strategic use of compensation systems for attracting, motivating and retaining employees, managerial aspects of paying employees at all organisational levels and managing employee compensation in contemporary organisations.

Entrepreneurship: Practice & Processes (E)

Enterprise development is created through interactive processes. This project-based module will help students to reflect on the entrepreneurial processes that produce enterprise development. It also enables students to develop a conceptual and practical understanding of the key dynamic entrepreneurship processes that produce and sustain an enterprise.

Strategic Enterprise Development (E)

Sustainable enterprises demonstrate continuous self-development. This module enables students to develop a critical and systematic understanding of the entrepreneurship strategies that sustain and develop enterprises. Students will also develop a critical awareness of the demands and powers of enterprise development.

Foundations of the Enterprise (E)

A strong enterprise is built on well-managed everyday practices in key value-added areas – customers, finance and operations. This module enables students to take a holistic perspective of finance, marketing and operations, and how they contribute to, and interact with, an organisation's strategic management.

Critical Enterprise Futures (E)

This module helps students to understand an enterprise's wider environment, helping students to anticipate risks and opportunities as the world changes. This module develops students' knowledge and skills to examine critically the powers, agents, institutions and structures shaping the present and future environments for enterprise development. It will help students to be sensitive to the environment to reflexively shape what the enterprise becomes.

Master's Project (GB,GM,E)

The dissertation comprises the research and writing of a thesis (maximum of 30,000 words). Students examine a professional area of interest, usually related to their work environment and are assisted by one or more supervisors with appropriate background. Each candidate for the applied research project is required to submit a research proposal to the head of department and faculty research and higher degrees committee for approval and endorsement by the dean prior to the commencement of research.

Other MBAs Available



University of Southern Queensland (USQ) MBA, Australia

The USQ Master of Business Administration (MBA) is an advanced academic programme for graduates from any discipline who have considerable business experience, and who have a recognised potential for advanced managerial responsibility. This programme focuses on the areas of modern management that develop judgement, skills and attitudes that are essential to managerial responsibility. Students undertaking the programme may supplement their generalist skills by exploring an area of management in depth, chosen from a Discipline Specialisation.

Suitable for executives across all disciplines, the programme offers diversity and flexibility, both in its specialisations and in the delivery of the programme. With the increasing demands of organisations today, a USQ MBA qualification will assimilate coursework-based learning that will improve their ability to bring about change within their current organisation.

The aim of the USQ MBA programme is to produce graduates who have been exposed to a range of management skills and who have been trained to use these skills in a manner that will enable them to better handle the managerial demands of modern business practices.



Other MBAs Available



UNIVERSITY
of
GREENWICH

The University of Greenwich (UOG), UK

The Master of Business Administration (International Business) programme offered in collaboration with the University of Greenwich (UOG), UK is designed specifically for non-business graduates or for those who do not have significant experience in a business management role, but still wish to gain advanced knowledge of international business.

Regardless of what first degree students already have, with a minimum of 2 or more years of related working experience, they may enrol in The University of Greenwich (UOG) Master in Business Administration.

The UOG MBA provides graduates a good grounding in business management, international business strategy, and business communications in an international setting and the management of complex formations.



Other MBAs Available



**University of
Sunderland**

University of Sunderland (UOS), UK

The University of Sunderland MBA programme is popular among many working adults because it is 90% assignment-based. It ensures a comprehensive study of critical skills and knowledge aimed at training students to manage effectively across a broad range of disciplines required in today's rapidly changing business environment.

The University of Sunderland (UOS) has been providing higher education in the UK since 1901, recognised for excellence by the quality assurance agency in the United Kingdom. According to Guardian League Tables 2011, University of Sunderland was ranked 2nd in tourism and ranked 14th in business and management studies.

UOS has developed a reputation nationally and internationally for developing programmes that meet the needs of employers and for working closely with businesses to provide students with relevant, practical teaching that greatly enhances career prospects.



the best in you, made possible



SEGi
University
Group

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