



SEGi

University
Group

Business &
Accounting



Business &
Accounting
**Centre of
Excellence**



SEGi
College
Kuala Lumpur
A member of
SEGi University Group

“You can be comforted in the knowledge that ahead of you are cohorts of people now in the workforce who came through SEGi and they got a great education at the end of it.”

Nicholas Rupert Heylett Bloy

Managing Partner of Navis Capital Partners (Navis) and Industry Advisor for Business and Accounting programmes at SEGi

Navis is a leading private equity company in Asia with 7 offices in the ASEAN region. Navis is also the largest shareholder of SEG International Bhd (SEGi).





Business & Accountancy Centre of Excellence



In late 2012, SEGi University Group (SEGi) set forth a vision to propel SEGi to the next level by developing upon Centres of Excellence (CoE) within the Group. As such, SEGi aims to build upon strong foundations and transform from a generalist institution into 8 specialist CoEs. By focusing on areas of strength, the Centres of Excellence will be able to deliver a superior education experience.

SEGi College Kuala Lumpur (SCKL) dates back to 1977 when it first opened its doors as Systematic College in the heart of Kuala Lumpur's commercial district by offering professional qualifications.

Today, SCKL has numerous corporate and industry partners with whom it collaborates to ensure graduates are knowledgeable and highly employable upon graduation.

High graduate success rate

SEGi College Kuala Lumpur is the Centre of Excellence for Business and Accounting programmes because it has a proven success of producing thousands of successful graduates.

Long history of success

The excellence of this College is credited to its dedicated team of academicians and staff as well as its long history of offering Business and Accounting programmes.

Best industry advisors

The College engages some of the best in the field as industry advisors for its Business and Accounting programmes, who ensure the programmes are truly in line with industry needs.

Best industry partners

SEGi partners with some of the most reputable corporations to provide its students internship and employment opportunities.

Top-notch University partners

The CoE ties up with international university partners, which are experts of business and accounting programmes.



Achievements Garnerred by the CoE

- Winner at the AIESEC Entrepreneurship Summit and Competition
- Winner and Best Presenter Awards in the Career Summit For Future Malaysian Leaders 2012 (CASFUMAL)
- National Champion in the MIM - Ricoh National Management Game
- 2nd and 3rd placing for Youth Challenge Malaysia 2013

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“SEGi programmes incorporate soft skills that bridge the knowledge learnt in class with the expertise required by the industry.”

Tuan HJ Shamsuddin Bardan

Executive Director, Malaysian Employers
Federation (MEF)



Consortium of Global Partners



**University of
Sunderland**

University of Sunderland (UOS), UK

The University of Sunderland is a dynamic, modern university with high standards of teaching and research. It has a growing reputation as the university of enterprise, employment and opportunity.

Sunderland, located at the heart of the buzzing North East of England, is acknowledged as one of Britain's foremost attractions for its surviving historic and cultural heritage. The University founded its Business School in the early 1990's and prospered in physical expansion and reputation within five years. Its teaching has been recognised for excellence by the Quality Assurance Agency in the UK.



**Teesside
University**

Teesside University (TU), UK

The Teesside University is a dynamic modern university dedicated to delivering quality programmes of study, demonstrating a commitment to social inclusion and widening participation as well as contributing to the success of the community it serves.

The University boasts a supportive learning environment and has a strong record for graduate-level jobs and further study or training. The University also pursues excellence in teaching and scholarship and has developed a reputation for enterprise and research.





UNIVERSITY
of
GREENWICH

The University of Greenwich (UOG), UK

An award-winning university with research affiliations and partnerships in more than 80 countries worldwide, UOG has delivered international education excellence in the vibrant and challenging technology-based world.

UOG is accredited by the Institute of Management of Information Systems (IMIS). It is also a past recipient of prestigious awards from the British Computing Society (BCS), and the Queen's Anniversary Prize.



Course Matrix

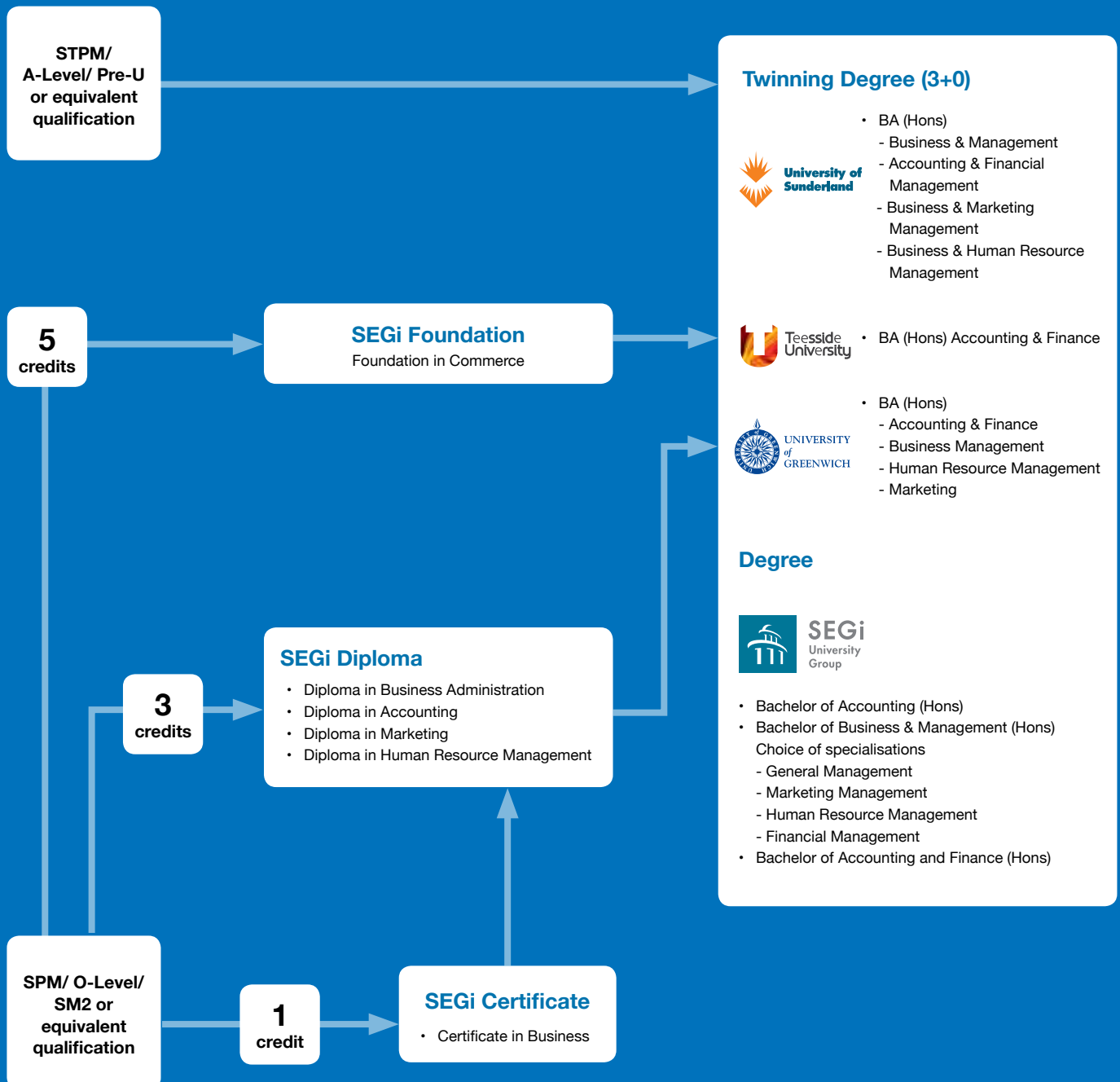
Programme	Type	Entry Requirements	Duration	Campus
BA (Hons) Accounting & Finance	Awarded by SEGi University	Passed STPM with 2 principal passes with CGPA at least 2.0 AND passed SPM with minimum 3 credits including English / Foundation / A-Level / equivalent qualification. Relevant Diploma /UEC with minimum grade B in 5 subjects.	3 years	Kota Damansara
Bachelor of Accounting (Hons)	Awarded by SEGi University	Foundation in Commerce, STPM (2 principles), Pre-University, A-Level, UEC or equivalent	4 years	Kota Damansara
Bachelor of Business Management (Hons) • General Management • Financial Management • Marketing Management • Human Resource Management	Awarded by SEGi University	Foundation in Commerce, STPM (2 principles), Pre-University, A-Level, UEC or equivalent	3 years	Kota Damansara
Bachelor of Accounting and Finance (Hons)	Awarded by University of Greenwich , UK	Foundation in Commerce, STPM (2 principles), Pre-University, A-Level, UEC or equivalent	3 years	Subang Jaya
BA (Hons) Business Psychology	Awarded by University of Greenwich , UK	STPM (2 principles), Pre-University, A-Levels, SEGi Diploma, SEGi Foundation in Commerce, South Australian Matriculation or equivalent	3 years	Kuala Lumpur
Bachelor of Arts (Hons) Business Management (3+0)	Awarded by University of Greenwich , UK	Foundation in Commerce, STPM (2 principles), Pre-University, A-Level, UEC or equivalent qualification	3 years	Kuala Lumpur
BSc (Hons) Economics with Banking	Awarded by University of Greenwich , UK	STPM (2 principles), Pre-University, A-Levels, SEGi Diploma, SEGi Foundation in Commerce, South Australian Matriculation or equivalent	3 years	Subang Jaya
BA (Hons) Human Resource Management	Awarded by University of Greenwich , UK	Foundation in Commerce, STPM (2 principles), Pre-University, A-Level, UEC or equivalent	3 years	Kuala Lumpur

Programme	Type	Entry Requirements	Duration	Campus
BA (Hons) Marketing	Awarded by University of Greenwich , UK	Foundation in Commerce, STPM (2 principles), Pre-University, A-Level, UEC or equivalent	3 years	Kuala Lumpur
BA (Hons) Accounting and Financial Management	Awards by University of Sunderland , UK	Foundation in Commerce, STPM (2 principles), Pre-University, A-Level, UEC or equivalent	3 years	Penang Sarawak
BA (Hons) Business and Management	Awarded by University of Sunderland , UK	Foundation in Commerce, STPM (2 principles), Pre-University, A-Level, UEC or equivalent	3 years	Kota Damansara Subang Jaya Penang Sarawak
BA (Hons) Business and Marketing Management	Awarded by University of Sunderland , UK	Foundation in Commerce, STPM (2 principles), Pre-University, A-Level, UEC or equivalent	3 years	Subang Jaya Penang Sarawak
BA (Hons) Business and Human Resource Management	Awarded by University of Sunderland , UK	Foundation in Commerce, STPM (2 principles), Pre-University, A-Level, UEC or equivalent	3 years	Subang Jaya Sarawak
BA (Hons) Accounting & Finance	Awarded by Teesside University , UK	Foundation in Commerce, STPM (2 principles), Pre-University, A-Level, UEC or equivalent	3 years	Kota Damansara
Executive Diploma in Accountancy	Awarded by SEGi	working adults with a minimum age of 21	18 months (part-time evening and weekend classes as well as online learning) (part time)	Penang Sarawak
Executive Diploma in Business Administration	Awarded by SEGi	working adults with a minimum age of 21	18 months (part-time evening and weekend classes as well as online learning) (part time)	Kuala Lumpur
Executive Diploma in Human Capital Management	Awarded by SEGi	working adults with a minimum age of 21	18 months (part-time evening and weekend classes as well as online learning) (part time)	Sarawak
Executive Diploma in Marketing	Awarded by SEGi	working adults with a minimum age of 21	18 months (part-time evening and weekend classes as well as online learning) (part time)	Penang Sarawak

Programme	Type	Entry Requirements	Duration	Campus
Diploma in Accounting	Awarded by SEGi	SPM / O-Level / SM2 / UEC or equivalent (3 Credits and a pass in Mathematics)	2 to 2½ years	Kota Damansara Subang Jaya Kuala Lumpur Penang Sarawak
Diploma in Business Administration	Awarded by SEGi	SPM / O-Level / SM2 / UEC or equivalent (3 Credits and a pass in Mathematics)	2 to 2½ years	Kota Damansara Subang Jaya Kuala Lumpur Penang Sarawak
Diploma in Human Resource Management	Awarded by SEGi	SPM / O-Level / SM2 / UEC or equivalent (3 Credits)	2 to 2½ years	Subang Jaya Kuala Lumpur Penang Sarawak
Diploma in Islamic Banking	Awarded by SEGi	SPM / O-Level / SM2 or equivalent (any 3 SPM credits, SM3)	2 to 2½ years	Kuala Lumpur Sarawak
Diploma in Marketing	Awarded by SEGi	SPM / O-Level / SM2 / UEC or equivalent (3 Credits)	2 to 2½ years	Kota Damansara Subang Jaya Kuala Lumpur Penang Sarawak
Certificate in Business	Awarded by SEGi	SPM / O-Level / SM2 / UEC or equivalent qualification (1 Credit)	1 year	Subang Jaya Kuala Lumpur
Certificate in Business Studies	Awarded by SEGi	SPM / O-Level / SM2 / UEC or equivalent qualification (1 Credit)	1 year	Penang
Foundation in Commerce	Awarded by SEGi	SPM / O-Level / SM2 / UEC or equivalent (3 Credits)	1 year	Kota Damansara Subang Jaya Kuala Lumpur Penang Sarawak

The following is an indication of current programme content. However, the rapidly changing nature of the subject area means that the courses offered and individual course content are continuously updated to meet industry needs. Also, please note that certain combinations of options may not be available.

Study Route



BA (HONS) ACCOUNTING & FINANCE

If you want a career as a qualified accountant or pursue a career in the accounting and finance sectors, then this programme is for you.

Trained professional management / business graduates are in increasing demand. Accountants need to understand the whole operation of a business in order to add value to the organisation. They also need to have strong commercial sense while being able to manage and use financial systems.

Programme Modules

Year 1

- Personal Development and Communications Skills
- Principles of Economics
- Business Management
- Financial Accounting 1
- Bahasa Malaysia A/
- Bahasa Malaysia B
- Entrepreneurship Development
- Cost Accounting
- Quantitative and Statistical Methods
- Business Law
- Financial Accounting 2

Year 2

- Financial Management
- Money and Banking
- Accounting information Systems
- Company Law
- Taxation 1
- International Finance: Markets & Management.
- Management Accounting
- Business Ethics
- Taxation 2
- Computerized Accounting Systems
- Advanced Management Accounting
- Investment Decision

Year 3

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

Career Opportunities

Upon graduation, students will enjoy a range of employment opportunities within accounting and finance departments in both public and private sectors. Typical examples of job positions include financial accountants, management accountants, finance and audit assistants, financial analysts, credit risk analysts, finance officers, budget controllers, and tax advisers, to name a few.

Graduates may also pursue relevant postgraduate qualifications such as master's programmes in financial management, accounting and risk management, or they may undertake professional accountancy qualifications from accountancy bodies including Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).

BACHELOR OF ACCOUNTING (HONS)

Today, accountancy has many facets and an accountant is expected to do more than just 'number-crunching'. Professionals in the field of accounting are expected to have a variety of skills relevant to business advising and planning as well as general accountancy skills.

The SEGi University Bachelor of Accounting (Hons) programme combines theoretical content with practical aspects with the aim of developing students' skills and knowledge specific to accounting while also giving them a broader understanding of financial management, economics and the fundamentals of business practice - skills that employers are increasingly demanding from their accountants.

Programme Modules

Year 1

- Personal Development and Communication Skills
- Principles of Microeconomics
- Business Mathematics
- Financial Accounting 1
- Understanding Markets and Consumers
- Information Technology & Systems
- Quantitative and Statistical Methods
- Principles of Macroeconomics
- Financial Accounting 2

Year 2

- Financial Management
- Intermediate Financial Accounting
- Business Communication
- E-Commerce
- Cost Accounting
- Business Ethics
- International Business
- Computerized Accounting Systems
- Accounting Information Systems
- Investment Decision
- Entrepreneurship Development
- International Finance: Markets and Management
- Management Accounting

Year 3

- Advanced Financial Accounting & Reporting 1
- Auditing and Assurance Services 1
- Business Law
- Taxation 1
- Advanced Financial Accounting & Reporting 2
- Auditing and Assurance Services 2
- Company Law
- Taxation 2
- Workplace Experience

Year 4

Semester 1

- Research Methodology
- Public Sector Accounting
- Environmental Mgt & Tech
- Advanced Management Accounting
- Advanced Accounting Theory and Practices
- Integrated Case Study In Accounting
- Strategic and Change Management
- Business Research Project
- Business Research Project Presentation

Career Opportunities

Given the need for financial accountability and cost effective decision making in just about every organisation throughout the world, qualified accountants are in demand. Upon graduation students have a variety of career opportunities available to them.

Professional accountants are multi-skilled and enjoy a wide range of career options including accountant, auditor, business analyst, investment manager, company secretary, management accountant, internal auditor and taxation adviser.

BACHELOR OF BUSINESS MANAGEMENT (HONS) IN GENERAL MANAGEMENT

The SEGi University Bachelor of Business (Hons) in General Management programme is designed to provide you with high-level skills and knowledge across a range of business disciplines with specific emphasis on management skills.

Blending a conceptual academic course structure with hands-on practical experience, the programme aims to prepare you for all aspects of business operations and management. You will have the ability to establish a productive working environment, focus on the development of employees, understand organisational change, assess and evaluate management ideas and implement plans and strategies.

Programme Modules

Year 1

- Personal Development and Communications Skills
- Quantitative and Statistical Methods
- Principles of Economics
- Business Management
- Financial Accounting 1
- Global and Applied Economics
- Consumer Behavior
- Information Technology & Systems
- Innovative & Creative Skills in Business
- Understanding Markets and Consumers

Year 2

- International Business
- Business Communication
- Managing Organization
- Customer Relationship Management
- Financial Management 1
- Research Methodology
- Business Law
- Negotiations & Conflict Management
- E-Commerce
- Introduction to Strategic Management
- Environmental Management and Technology

Year 3

- Business Ethics
- Business-Government Relations
- Management Accounting
- Human Resource Management
- Corporate Finance
- Entrepreneurship
- Strategic and Change Management
- International Finance: Markets & Mgt.
- Operation and Quality Management
- Corporate Strategy
- Business Research Project

Career Opportunities

Graduates of the Bachelor of Business (Hons) in General Management programme will be qualified to apply for positions in the public and private sectors. The skills and knowledge acquired during the programme are applicable in almost any organisation, opening up career opportunities for graduates to play a role in administration, business advisory/development, general management, planning and development.

BACHELOR OF BUSINESS MANAGEMENT (HONS) IN FINANCIAL MANAGEMENT

The SEGi University Bachelor of Business Management (Hons) in Financial Management programme is multidisciplinary and provides you with a solid foundation in various aspects of business while also detailing the important practical and theoretical principles of finance, including portfolio management, financial institutions and markets, multinational business finance, business modeling, accounting, economics, data analysis, management and personal professional skills.

The programme is designed to prepare you to plan, manage and analyse the financial, monetary and performance aspects of organisations.

Programme Modules

Year 1

- Personal Development and Communication Skills
- Quantitative and Statistical Methods
- Principles of Economics
- Business Management
- Financial Accounting 1
- Global and Applied Economics
- Consumer Behavior
- Information Technology & Systems
- Innovative & Creative Skills in Business
- Understanding Markets and Consumers

Year 2

- International Business
- Business Communication
- Managing Organization 1
- Customer Relationship Management
- Financial Management 1
- Research Methodology
- Business Law
- Negotiation & Conflict Management
- E-Commerce
- Introduction to Strategic Management
- Business Research Project
- Corporate Finance

Year 3

- Business Ethics
- Business-Government Relations
- Management Accounting
- Financial Management 2
- Financial Reporting
- Entrepreneurship
- Strategic and Change Management
- International Finance: Markets & Mgt.
- Investment Decision
- Financial Auditing
- Environmental Management and Technology

Career Opportunities

Financial management skills are increasingly in demand among many organisations. Graduates are likely to find work in areas such as banking, funds management, financial analysis, stock broking and financial planning.

BACHELOR OF BUSINESS MANAGEMENT (HONS) IN MARKETING MANAGEMENT

The SEGi University Bachelor of Business Management (Hons) in Marketing Management programme is multidisciplinary and provides you with a solid foundation in various aspects of business while also detailing the important practical and theoretical principles of the marketing, including buyer behaviour, market research, marketing communications, services marketing, business-to-business marketing, global marketing and marketing strategy.

The programme aims to develop your skills and knowledge in developing, implementing and managing effective marketing strategies.

Programme Modules

Year 1

Semester 1

- Personal Development and Communications Skills
- Quantitative and Statistical Methods
- Principals of Economics
- Business Management
- Financial Accounting 1
- Global and Applied Economics
- Consumer Behavior
- Information Technology & Systems
- Innovative & Creative Skills in Business
- Understanding Markets and Consumers

Year 2

- International Business
- Business Communication
- Managing Organization 1
- Customer Relationship Management
- Financial Management 1
- Research Methodology
- Business Law
- Negotiation & Conflict Management
- E-Commerce
- Introduction to Strategic Management
- Business Research Project 1

Year 3

- Business Ethics
- Business-Government Relations
- Management Accounting
- Marketing Communication and Advertising Practices
- Marketing Principals, Directions and Applications
- Entrepreneurship
- Strategic and Change Management
- Relationship Marketing
- Planning for Media, Direct and Online Marketing
- Critical Issues and Innovative Marketing
- Environmental Management and Technology

Career Opportunities

This qualification opens a wide variety of career options within many different types of organisations including marketing, product/brand management, management, sales, advertising, public relations, e-commerce and e-marketing, market research, communications, retailing and logistics.

BACHELOR OF BUSINESS MANAGEMENT (HONS) IN HUMAN RESOURCE MANAGEMENT

The SEGi University Bachelor of Business Management (Hons) in Human Resource Management programme is designed to equip you with specialist knowledge in the area of human resource management, including recruitment, staffing, leadership and strategy development, training and development, remuneration and workplace relations, while also giving students a solid grounding in the core areas of business and management.

The combination of theoretical content and practical experience delivered in the programme will also assist you in developing key transferable skills including communication skills, management skills and personal professional skills.

Programme Modules

Year 1

- Personal Development and Communication Skills
- Quantitative and Statistical Methods
- Principals of Economics
- Business Management
- Financial Accounting 1
- Global and Applied Economics
- Consumer Behavior
- Information Technology & Systems
- Innovative & Creative Skills in Business
- Understanding Markets and Consumers

Year 2

- International Business
- Business Communication
- Managing Organization
- Customer Relationship Management
- Financial Management 1
- Research Methodology
- Business Law
- Negotiation & Conflict Management
- E-Commerce
- Introduction to Strategic Management
- Business Research Project

Year 3

- Business Ethics
- Business-Government Relations
- Management Accounting
- Human Resource Management
- Re-sourcing of Human Resource 1
- Entrepreneurship
- Strategic and Change Management
- Human Resource Management 2
- Re-sourcing of Human Resource 2
- Employment Relations
- Environmental Management and Technology

Career Opportunities

Graduates will be able to find work to find work in a wide range of human resource roles, and be involved in the analysis and planning of human resource activities in organisations. Graduates are likely to find positions in human resource management, employee relations/ industrial relations, payroll, training and development, occupational health and safety, recruitment or remuneration.

UNIVERSITY OF GREENWICH, UK

BA (HONS) ACCOUNTING & FINANCE



This programme offers a challenging combination of accounting, finance and business modules. It also provides students with the opportunity to develop important practical skills such as analytical thinking, problem-solving, team work and communication. This mix of academic and practical skills is highly attractive to employers, particularly in the fields of accounting, finance or general management. With a strong focus on business, the course will help students understand the context in which accounting is practised.

Programme Modules

Year 1

- Introduction to Financial Accounting
- Management Accounting in an Ethical and Organisational Context
- Quantitative Analysis and Systems
- Business and Financial Environment
- Personal and Professional Development

Year 2

- Management Accounting
- Business and Company Law
- Advanced Financial Accounting
- Taxation

Year 3

- Finance
- Strategic Financial Management
- Current Issues in Financial Accounting
- Current Issues in Management Accounting
- Audit and Assurance

Career Opportunities

The course is aimed primarily at students wishing to get a finance-related jobs and many graduates have obtained trainee accountant positions in a variety of organisations locally and internationally. This programme also provides an excellent basis for entry into general management.

BA (HONS) BUSINESS PSYCHOLOGY



The UOG BA (Hons) Business Psychology programme is for you if you are interested in psychology and want to explore how it can be useful in a general business context. You will have a better knowledge of psychology and the ability to apply psychological principles to business problems. These skills are highly valued within the increasingly complex human environment of modern business.

This programme provides knowledge, skills and understanding of business and management, and the psychology of individual and group behaviour at work. The programme aims to equip future supervisors and managers with the theoretical base and practical skills to manage people and the dynamics of human interaction in the workplace.

Programme Modules

Year 1

- Introduction to Business Functions
- Personal and Professional Development: Study Skills and Self Evaluation
- Context and Regulatory Framework of Business
- Management Skills: Managing the Individual and Team
- Organisational Behaviour: Managing the Performance of Individuals
- Foundations of Psychology for Business

Year 2

- Cross Cultural Management
- Business Ethics
- Management Skills: Managing Effectively
- Personal and Professional Development: Communication and Business Research
- Management and Information Systems
- Organisational Behaviour: Managing Groups and Teams
- Business Management and Psychology

Year 3

- Dissertation – General Management
- Strategic Management
- Organisational Behaviour: Leadership
- Professional and Personal Development: Career Management
- Contemporary Issues in Management
- Human Performance in Organisations
- One Option from:
Advanced Counselling Theory;
OR
Social Psychology: Current Social Issues

Career Opportunities

Graduates may have to start at a fairly junior level in an organisation, but you will be equipped with the skills and knowledge to put yourself in a strong position for promotion. Many graduates also choose to pursue a Master's in Business Administration (MBA) or Master's degrees in human resource management or international business.

UNIVERSITY OF GREENWICH, UK

BA (HONS) BUSINESS MANAGEMENT (3+0)



This programme places particular emphasis on developing your ability to manage people, so that by the end of the programme you should be able to handle confidently many of the complex interpersonal interactions which take place between members of teams and with clients.

Programme Modules

Year 1

- Introduction to Business Functions
- Context and Regulatory Framework of Business (Double module)
- Business Planning & Development (Quantitative Methods)
- Management Skills
- Personal & Professional Development (PPD – Study Skills and Self Evaluation)
- Business Planning & Development (Financial & Management Accounting)
- Organisational Behaviour (Managing Performance of Individuals)
- Moral Studies / Islamic Studies
- Bahasa Kebangsaan

Year 2

- Management Information Systems
- Managing Across Cultures
- Value Chain Management (Double module)
- Management Skills
- Business Ethics
- Organisational Behaviour 2 (Managing Groups & Teams)
- Personal & Professional Development 2 (Communications & Research)
- Malaysian Studies

Year 3

- Strategic Management
- Independent Research Project (Double module)
- Organisational Behaviour 3 – Leadership
- Employee Relations and Rewards (Double module)
- Contemporary Issues in Management
- Personal & Professional Management 3 (Career Management)

Career Opportunities

The course is aimed primarily at students wishing to get finance-related jobs and many graduates have obtained trainee accountant positions in a variety of organisations locally and internationally. This programme also provides an excellent basis for entry into general management.

BSc (HONS) ECONOMICS WITH BANKING



You will receive a rigorous grounding in economic theories, solid training in quantitative subjects and will gain specific knowledge of behaviour and practices of banks, other financial intermediaries and the place of the financial system in the economy. You will also learn about the effects of the rise of international finance on the financial system's stability and the issues of financial regulation.

The programme is frequently revised to reflect current business priorities and demands of both local and overseas employers to ensure that you are trained in relevant aspects of business.

Programme Modules

Year 1

- Personal and Professional Development Part 1
- Quantitative Methods for Economics Part 1
- Macroeconomics 1 (Part 1)
- Microeconomics 1 (Part 1)
- English 1
- Bahasa Malaysia
- Banking and Finance in a Global Context
- Quantitative Methods for Economics Part 2
- Macroeconomics 1 (Part 2)
- Microeconomics 1 (Part 2)
- English 2

Year 2

- Professional Practice in International Business & Economics
- Quantitative Methods for Economics Part 2 (Part 1)
- Macroeconomics 2 (Part 1)
- Microeconomics 2 (Part 1)
- English 3
- Banking and Finance in a Global Context 2
- Quantitative Methods for Economics Part 2 (Part 2)
- Macroeconomics 2 (Part 2)
- Microeconomics 2 (Part 2)

Year 3

- Project (Part 1 – Proposal)
- Applied Econometrics (Part 1)
- Economics of Finance and Investment (Part 1)
- Monetary Economics
- Business Placement (Internship)
- Project (Part 2 – Report)
- Applied Econometrics (Part 2)
- Economics of Finance and Investment (Part 2)
- Managerial Economics

Career Opportunities

Graduates in economics with banking can aspire to achieve many entry-level jobs in banking, finance, insurance, stock markets, sales and marketing as well as corporations like consulting firms or government departments. They can also begin their careers with government enterprises, public undertakings, investment firms, education, advertising, commercial management and research, business journals and newspapers.

BA (HONS) HUMAN RESOURCE MANAGEMENT



Human resource management is an area that has been undergoing significant changes in recent years. The increased realisation that human resources is a vital element in any organisation capability has given human resource management a critical role in achieving of organisational effectiveness.

This programme is designed to equip students with the skills, knowledge and understanding necessary to take on a role in shaping an organisation or business through staff planning, job analysis and design, appraisal of staff performance and assessment of training needs.

Programme Modules

Year 1

- Introduction to Business Functions
- Context and Regulatory Framework of Business (Double Module)
- Business Planning & Development (Quantitative Methods)
- Management Skills
- Personal & Professional Development (PPD – Study Skills and Self Evaluation)
- Business Planning & Development (Financial & Management Accounting)
- Organisational Behaviour (Managing Performance of Individuals)

Year 2

- Working in HRM
- Cross Cultural Management
- Employee Resourcing & Development (Double Module)
- Management Skills 2
- Business Ethics
- Organisational Behaviour 2 (Managing Groups & Teams)
- Personal & Professional Development 2 (Communications & Research)

Year 3

- Strategic Management
- Independent Research Project
- Organisational Behaviour 3 – Leadership
- Employee Relations and Reward (Double Module)
- Contemporary Issues in Management
- Independent Research Project
- Personal & Professional Management 3 (Career Management)

Career Opportunities

Upon successful completion of the BA (Hons) Human Resource Management, students will enjoy a range of career opportunities across both private and public sectors in staff training and development, human resource management, employee and industrial relations and general management. Typical examples of job roles include human resource managers, human resource consultants, and personnel managers, to name a few.

Graduates can also pursue relevant postgraduate qualifications such as an MBA programme.

UNIVERSITY OF GREENWICH, UK

BA (HONS) MARKETING



Businesses depend on successful marketing to boost profit. This programme adds value to students by being cutting edge and offering clear marketing employability skills.

You will learn the techniques of being a flexible and skilled communicator, to develop your skills and personal capabilities so that you can take full advantages of available career opportunities and continue to develop personally and professionally, even after graduation.

Programme Modules

Year 1

- Marketing Principles & Planning
- The Marketing Profession (Sector Application of Marketing, Double Module)
- Personal & Professional Development (PPD1 - Quantitative Methods, Double Module)
- Bahasa Malaysia
- Business Planning & Development

Year 2

- The Marketing Practitioner (PPD2, Double Module)
- Customer Insight & Research
- Global Marketing Management
- Marketing Management
- Research Tools 4 Marketers

Year 3

- The Marketing Manager (PPD3 - Thematic Independent Studies (Double Module)
- Contemporary Issues in Marketing (Double Module)
- Global Operations and Logistics (Double Module)
- Strategic Decision Making 4 Marketers

Choose 1 Elective

- Strategic Brand Management
- Innovation & Creativity in Marketing
- Public Relations Management

Career Opportunities

Graduates from the Marketing field can contribute their knowledge learnt in sales management, advertising, consulting and marketing research, brand management and many more.

UNIVERSITY OF SUNDERLAND, UK

BA (HONS) ACCOUNTING AND FINANCIAL MANAGEMENT



This programme is designed for students who want to become qualified accountants or develop a career in accounting and finance.

Students will study management accounting, financial management and international financial reporting with the aim of developing broader knowledge in the areas of project management, business modeling and contemporary developments in business management.

Upon successful completion of the programme, students will have highly-valued expertise in accounting and finance as well as skills in problem-solving.

Programme Modules

Year 1

- Intro to Financial Accounting
- Intro to Management Accounting
- Intro to Business Management
- Quantitative Methods for Business
- Economics
- Business Law

Year 2

- Financial Accounting
- Management Accounting
- Business Finance
- Business Management
- Business Taxation
- Information Systems

Year 3

- Financial Management
- Strategic Management Accounting
- Business Modeling For Decision-Making
- International Financial Reporting
- Contemporary Development in Business & Management
- Managing Projects

Career Opportunities

Upon graduation, students will enjoy a range of employment opportunities in finance and management accounting. Equally, graduates can use their degree to move into more varied roles in general management, marketing or human resources.

Graduates may also pursue relevant postgraduate qualifications in financial management, accounting and risk management, or they may undertake professional accountancy qualifications from accountancy bodies including Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).

UNIVERSITY OF SUNDERLAND, UK

BA (HONS) BUSINESS AND MANAGEMENT



The Business and Management route is best if you wish to gain an in-depth understanding of management theories and practices. In essence, the degree emphasises your ability to organise, monitor, control and develop best practices in the management of organisations while providing a thorough understanding of the business environment.

This programme equips you with the skills and confidence to contribute to a wide range of organisations and produces managers capable of managing effectively across the broad range of disciplines.

Programme Modules

Year 1

- Accounting for Business & Management
- Learning From Practice & Reflection
- Core Business Skills
- English 1
- English 2
- Organisational Studies
- Principles of Marketing
- Understanding the Global Environment

Year 2

- Business Ethics
- Marketing Management
- Financial Management
- English 3
- Introduction to Strategic Management
- Human Resource Management
- Operations Management
- Internship

Year 3

- Business Research Dissertation
- Corporate Strategy
- Human Resource Strategies
- E-Marketing Strategy
- Financial Modeling

SEGi Penang Only

Year 1

- Accounting for Business and Management
- Core Business Skills
- Principles of Marketing
- Business Law
- Understanding the Global Environment
- Organisation Studies

Year 2

- Business Ethics
- Marketing Management
- Financial Management
- Operations Management
- Introduction to Strategic Management
- Human Resource Management

Year 3

- Business Research Dissertation
- Corporate Strategy
- Human Resource Strategies
- E-Marketing Strategy
- Financial Modeling

Career Opportunities

Generally, Business and Management graduates are needed in the fields of banking, accountancy, insurance, education, marketing and civil service. Many graduates also go on to pursue postgraduate studies especially the MBA.

UNIVERSITY OF SUNDERLAND, UK

BA (HONS) BUSINESS AND MARKETING MANAGEMENT



The Bachelor of Arts (Hons) in Business and Marketing Management enables you to develop knowledge to understand and analyse a business within a national, regional and international framework. You will be ready to fulfill the expectations of the employers with the education and practical skills gained throughout the course.

Programme Modules

Year 1

- Learning From Practice & Reflection
- Core Business Skills
- Principles of Marketing
- Accounting for Business and Management
- Understanding the Global Environment
- Organisation Studies

Year 2

- Business Ethics
- Operation Management
- Introduction to Strategic Management
- Marketing Intelligence
- Marketing Communications
- Marketing Management

Year 3

- Business Research Dissertation 1
- Corporate Strategy
- Critical Issue in Marketing
- Industrial Placement
- Business Research Dissertation II
- Consumer Psychology
- E-Marketing

Career Opportunities

With the excellent grounding in business offered by this degree, you will be ready for a career in any business area, ranging from the Human Resources, Marketing, Operations, and/or administration.

UNIVERSITY OF SUNDERLAND, UK

BA (HONS) BUSINESS AND HUMAN RESOURCE MANAGEMENT



This programme is for you if you want to study employee relations and individual and group development, employment law and important areas such as equal opportunities and training.

Upon graduation, you will demonstrate relevant knowledge and understanding of organisations, the external environment in which they operate and how they are managed, and also develop and maintain an awareness and understanding of business in a regional, national and international context.

Programme Modules

Year 1

- Learning From Practice & Reflection
- Core Business Skills
- Principles of Marketing
- Accounting for Business and Management
- Understanding the Global Environment
- Organisation Studies

Year 2

- Business Ethics
- Operation Management
- Introduction to Strategic Management
- Human Resource Management
- Practical Employment Law
- Managing Diversity and Equality

Year 3

- Business Research Dissertation I
- Corporate Strategy
- Human Resource Strategies
- Business Research Dissertation II
- Organisational and Human Resource Development Strategies
- Employment Relations

Career Opportunities

The job market offers graduates numerous opportunities for students of Business and Human Resource Management. Graduates can work as human resource managers, in the banking, insurance and education line as well as civil service.

TEESSIDE UNIVERSITY, UK

BA (HONS) ACCOUNTING & FINANCE



This programme has been designed for students who want to become qualified accountants or pursue careers in accounting and finance sector.

Accountancy is the process of maintaining, auditing, and processing financial information to help managers, investors, tax authorities and other decision-makers allocate resources. It is a modern and fast-moving industry, which uses the latest technology and attracts some of the most motivated and intelligent graduates. This degree prepares students for these challenges.

Programme Modules

Year 1

- Personal & Team Effectiveness
- Intro To Mgt Accounting
- Economic Principles
- English 1
- Intro to Financial Acct
- Business Law & Ethics
- Mgt & The Organisation
- Intro to Finance
- English 2
- English 3

Year 2

- Leadership & Mentoring
- Accounting Information Systems
- Accounting For Mgt Performance
- Business Ethics
- Financial Accounting
- Company Law & Audit
- Taxation
- Entrepreneurship Development

Year 3

- Accounting For Mgt Decisions
- Advanced Auditing
- Business Research Project (Proposal)
- Environmental Mgt & Tech
- Corporate Finance
- Advanced Financial Accounting
- Business Research Project (Report)
- Strategic & Change Mgt
- E-Business/Commerce
- Practical Training

Career Opportunities

Upon graduation, students will enjoy a range of employment opportunities within accounting and finance departments in both public and private sectors. Typical examples of job positions include financial accountants, management accountants, finance and audit assistants, financial analysts, trainee accountants, trainee chartered accountants, credit risk analysts, finance officers, budget controllers, tax advisers and internal auditors, to name a few.

Graduates may also pursue relevant postgraduate qualifications such as master's programmes in financial management, accounting and risk management, or they may undertake professional accountancy qualifications from accountancy bodies including Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).

EXECUTIVE DIPLOMA IN ACCOUNTANCY

Specially designed for working adults, the Executive Diploma provides students with the competitive edge needed to seek that promotion or a new career direction. The programme is aimed at providing high quality education through a motivating environment, which is based on student-centered learning in order to enable working adults to acquire further knowledge, skills, techniques and ethics to excel in their careers.

The Executive Diploma also recognises prior learning and skills gained through work experience as entry into the programme. Instead of a higher education diploma that would normally take 3 years, the Executive Diploma is for the working adult and can be completed in just 1 ½ years.

The Executive Diploma in Accountancy equips students with the knowledge and skills of recording, classifying, and summarising in a significant manner and in terms of money, transactions and events.

Students will master all the major accountancy essentials starting from basic skills in book-keeping to more advanced accounting knowledge in preparing balance sheets, profit and loss accounts, trial balance, cash flow, bank reconciliation, adjustments and depreciation.

Students will also learn and appreciate the differences between the international accounting standards and the Malaysian accounting standards especially in social responsibility reporting and creating the financial report.

Programme Modules

- Financial Accounting I, II, III, IV and V
- Introduction to Management Accounting
- Academic English
- Business Management
- Finance
- Cost Accounting
- Corporate Audit
- Taxation
- Business Research
- Business & Company Law
- Business Ethics and Corporate Social Responsibility
- Business Math
- Business Statistics
- Economics
- Introduction to Finance

Career Opportunities

The Executive Diploma provides graduates with a perspective on management accounting which is essential for management and operating decisions. Budgeting and costing are regarded as vital skills and indeed the core reasons why some businesses fail.

With the knowledge and skills gained, graduates will become highly employable and sought-after by many corporations.

EXECUTIVE DIPLOMA IN BUSINESS ADMINISTRATION

Specially designed for working adults, the Executive Diploma provides students with the competitive edge needed to seek that promotion or a new career direction.

The Executive Diploma also recognises prior learning and skills gained through work experience as entry into the programme. Instead of a higher education diploma that would normally take 3 years, the Executive Diploma is for the working adult and can be completed in just within 2 years.

The Executive Diploma in Business Administration prepares and strengthens your knowledge and skills to enhance your business administrative skills in any organisation.

You will learn the way organisations operate, from a micro and macro perspective, analysing this based on the organisation's objectives and goals, changing trends in business strategies and improving the future profitability and sustainability of your organisation.

Programme Modules

- Academic English
- Microeconomics
- Principles of Management
- Human Resource Management
- Financial Accounting
- Macroeconomics
- Principles of Marketing
- Business and Company Law
- Cost Accounting
- Management Information System
- Marketing Management
- Entrepreneurship
- Business Research

Career Opportunities

The Executive Diploma in Business Administration will also prepare you to function effectively and efficiently in a diverse team as a leader or supervisor in any organisation.

EXECUTIVE DIPLOMA IN HUMAN CAPITAL MANAGEMENT

Specially designed for working adults, the Executive Diploma provides students with the competitive edge needed to seek that promotion or a new career direction. The programme is aimed at providing high quality education through a motivating environment, which is based on student-centered learning in order to enable working adults to acquire further knowledge, skills, techniques and ethics to excel in their careers.

The Executive Diploma also recognises prior learning and skills gained through work experience as entry into the programme. Instead of a higher education diploma that would normally take 3 years, the Executive Diploma is for the working adult and can be completed in just 1 ½ years.

The Executive Diploma in Human Capital Management provides students with the knowledge, skills, techniques and ethics that are prerequisites for effective and efficient strategies in managing human resources in an organisation.

The programme aims to expose students to the basic Human Capital Management concepts. It deals with the evolution and development of Human Resource Management thoughts, and Human Resource Management functions.

Programme Modules

- Academic English
- Human Resource Management
- Principals of Management
- Training and Development
- Organisational Development
- Compensation and Benefits
- Malaysian Employment Law
- Organisational Behaviour
- Union and Labour Relations
- Occupational Safety and Health
- Entrepreneurship
- Human Resource Information Systems
- Business Research

Career Opportunities

Upon successful completion of the programme, graduates will be able to analyse potential human resource solutions from the view of technical, commercial and social aspects and apply new-found knowledge and theories applicable to the industry.

The Executive Diploma will expose graduates to the latest technologies that are being used to computerise Human Resource Management functions, enhancing efficiency and effectiveness as a human resource executive or manager.

In addition, graduates will also gain and apply knowledge of management and business fundamentals to well defined business strategies, tactics, procedures and practices pertaining to human capital. Graduates will be able to communicate effectively with the business associations and the society at large, function effectively and efficiently in any establishment while demonstrating an understanding of professional ethics, responsibilities and norms of human resource practices.

EXECUTIVE DIPLOMA IN MARKETING

Specially designed for working adults, the Executive Diploma provides students with the competitive edge needed to seek that promotion or a new career direction. The programme is aimed at providing high quality education through a motivating environment, which is based on student-centered learning in order to enable working adults to acquire further knowledge, skills, techniques and ethics to excel in their careers.

The Executive Diploma also recognises prior learning and skills gained through work experience as entry into the programme. Instead of a higher education diploma that would normally take 3 years, the Executive Diploma is for the working adult and can be completed in just 1½ years.

The Executive Diploma in Marketing provides students with the knowledge, skills, techniques and ethics that are prerequisites for implementing effective and efficient strategies in the marketing products and services.

This programme will educate students in how to analyse market needs and trends, define target markets, create marketing strategies and unlock business opportunities in a competitive environment as well as giving them an excellent foundation to pursue a career in variety of marketing fields.

Programme Modules

- Academic English
- Consumer Behaviour
- Principles of Marketing
- Service Marketing
- Marketing Management
- Channel of Distribution
- Creative Production and Presentation
- Personal Selling
- Advertising Management
- Integrated Marketing Communication
- International Marketing
- Entrepreneurship
- Market Research

Career Opportunities

Graduates of this programme will have developed essential skills and attributes to undertake roles within areas such as marketing, management, public relations, advertising and sales.

The Executive Diploma will equip graduates with an awareness of marketing concepts in the wider business and social context that is entirely relevant to the industry so that students may achieve their full potential.

DIPLOMA IN ACCOUNTING

The Diploma in Accounting programme equips students with accounting, business, management and communication skills with the aim of producing career-ready graduates who also have an excellent foundation to pursue further studies. Students will learn how to write reports, present unbiased financial information as well as compile and analyse useful data.

Programme Modules

Costing & Management

Accounting

- Introduction to Management Accounting
- Cost Accounting

Information Technology

- Information Technology

Quantitative Studies

- Business Mathematics
- Business Statistics

Marketing & Management

- Principles of Marketing
- Business Management

Accounting

- Financial Accounting I
- Financial Accounting II
- Financial Accounting III
- Financial Accounting IV
- Financial Accounting V

Business Environment

- Introduction to Business
- Business & Company Law

Economics

- Microeconomics
- Macroeconomics

Research Techniques

- Business Research

Language & Communication Skills

- Business Communication
- General Language Training
- Academic English

Taxation & Audit

- Taxation
- Corporate Audit

Finance

- Finance
- Introduction to Finance

Career Opportunities

Graduates of the Diploma in Accounting can take on job roles across a variety of different sectors. Possible job positions include assistant accountants, office managers, administration managers and budget officers.

Graduates may also consider venturing into a range of degree programmes and, depending on units completed during their studies, students may be eligible to apply for advanced standing.

DIPLOMA IN BUSINESS ADMINISTRATION

The Diploma in Business Administration aims to increase and enrich students' knowledge across a broad range of business disciplines. This is a dynamic field of study for students who wish to develop skills relating to business operation in areas such as management, accounting, finance, marketing and human resource management.

Programme Modules

Marketing

- Principles of Marketing
- Consumer Behaviour
- Promotional Management

Management & Ethics

- Human Resource Management
- Operations Management
- Organisational Behaviour
- Principles of Management
- Business Management

Economics

- Microeconomics
- Macroeconomics

Research Techniques

- Business Research

Business Environment

- International Business
- Business & Company Law
- Introduction to Business

Quantitative Studies & Costing

- Business Mathematics
- Business Statistics
- Cost Accounting

Accounting

- Financial Accounting

Language & Communication Skills

- Business Communication
- General Language Training
- Academic English

Information Technology

- Information Technology
- e-Commerce

Finance

- Introduction to Finance

Electives

- Marketing Operations
- Service Marketing
- Marketing Management

Career Opportunities

Graduates of the Diploma in Business Administration are well poised to gain into employment, across a variety of sectors. Possible job titles relevant to this qualification include administration managers, general office managers, office managers and personal assistants.

Graduates may also consider venturing into a range of degree programmes and, depending on units/electives completed during their studies, students may be eligible to apply for advanced standing.

DIPLOMA IN HUMAN RESOURCE MANAGEMENT

Human Resource Management (HRM) involves one of the most important resources of a company – its employees. The HRM programmes available at SEGi is designed to teach students how to deal with and manage human resources at the workplace, developing knowledge across areas including terms of employment, staff motivation, HR legal issues, teamwork and payroll.

Programme Modules

Human Resource, Development & Performance Management

- Human Resource Management
- Training and Development
- Business Ethics & Corporate Social Responsive
- Compensation and Benefits
- Organisation Development

Trade Unions & Health Safety

- Unions and Labour Relations
- Occupational Safety and Health

Management

- Principles of Management
- Organisational Behaviour

Business Environment

- Introduction to Business
- Entrepreneurship
- Business & Company Law
- Malaysian Employment Law

Economics, Finance & Marketing

- Microeconomics
- Introduction to Finance
- Principles of Marketing

Information Technology

- Information Systems
- Human Resource Information Systems

Language & Communication Skills

- Business Communication
- General Language Training
- Academic English
- Business Research

Quantitative Analysis

- Business Statistics
- Financial Accounting 1

Career Opportunities

Possible job titles relevant to this qualification include human resource advisors, human resource managers and human resource consultants.

Graduates may also consider venturing into a range of degree programmes and, depending on units completed during their studies, students may be eligible to apply for advanced standing.

DIPLOMA IN ISLAMIC BANKING

The growth of the Islamic Banking industry has been exponential for the past decade in all parts of the world. The growth of the industry is advancing at a steady pace, and this calls for more industry ready graduates.

At SEGi, the Diploma in Islamic Banking provides students the knowledge and skills needed, with the focus on the fundamentals of Islamic Banking. Students can expect to gain a greater understanding of the practical implementation of Islamic finance principles in the real world.

Upon completion of the programme, students will possess industry ready skills and knowledge that will give them the edge to succeed in the industry.

Programme Modules

Year 1

- Bahasa Kebangsaan
- Introduction to Finance
- Principles of Marketing
- Business Mathematics
- Information Technology
- General Language Training
- Islamic Studies/Moral Studies
- Malaysian Studies
- Academic English
- Microeconomics
- Aqidah and Akhlaq
- Principles of Management
- Islamic Finance and Banking

Year 2

- Insurance and Takaful
- Business Communication
- Islamic Financial System
- Al Fiqh Muamalat
- Business Statistics
- Islamic Economics
- Financial Products in Islamic Banking
- Financial Accounting 1
- Business Law
- Macroeconomics

Year 3

- Cost Accounting
- Financial Accounting 2
- Financial Planning and Management
- Industrial Training

Career Opportunities

Graduates of the Diploma in Islamic Banking can look forward to a bright future in this growing industry. They will be able to seek employment as officers in government departments and as assistant banking officers in the Islamic banking sector, financial sector and in muamalat consultancy (wills, investment, zakat).

DIPLOMA IN MARKETING

Marketing is the effective promotion and positioning of an organisation's products and/or services. The Diploma in Marketing provides students with the skills required to analyse market needs and trends, define target markets, create marketing strategies and unlock business opportunities in a competitive environment. Graduates will develop an excellent foundation to pursue a career in a variety of marketing fields or to pursue further studies.

Programme Modules

Marketing

- International Marketing
- Principles of Marketing
- Marketing Management
- Integrated Marketing Communication

Management & Ethics

- Principles of Management
- Advertising Management
- Consumer Behaviour
- Ethical Issues in Marketing

Research Techniques

- Market Research

Language & Communication Skills

- General Language Training
- Academic English

Business Environment

- Introduction to Business
- Entrepreneurship
- Introduction to Finance
- Business & Company Law

Accounting

- Financial Accounting

Advertising & Promotions

- Creative Production and Presentation
- Channel of Distribution

Quantitative Studies

- Business Statistics

Public Relations

- Public Relations Writing
- Personal Selling
- Service Marketing

Economics

- Principle of Economics

Career Opportunities

Graduates of the Diploma in Marketing can pursue job roles across a variety of different industry sectors. Possible job titles relevant to this qualification include product executives, customer service executives, sales executives, advertising & promotion executives, communication and research executives and marketing executives.

Graduates may also consider venturing into a range of degree programmes and, depending on units completed during their studies, students may be eligible to apply for advanced standing.

CERTIFICATE IN BUSINESS

With the increasing competitiveness of today's business world, graduates looking to move into any business discipline need to show that they possess the skills and knowledge necessary to take on challenging and changing roles.

The Certificate in Business is designed to provide students with the necessary skills for middle management in business/office/administration environments.

Programme Modules

Semester 1

- Personal and Professional Development
- General Language Training
- Basic Statis
- Basic Financial Accounting

Semester 2

- Introduction to Animation & Multimedia
- Basic of Marketing

Semester 3

- Basic Economics 1
- Introductory Mathematics
- Basic Business Principles
- Academic English
- Intro to Cost Accounting

Semester 4

- Fundamentals of Computer Application

Semester 5

- Basic Management
- Intro to Information Technology
- Basic Economics 2
- Business Communication And Writing
- Basic Finance

Career Opportunities

The Certificate in Business has been especially designed for students who have completed their SPM (1 credit) or equivalent qualification with little or no business experience and are seeking better career prospects or a pathway for further studies. Upon successful completion of the programme, students may pursue diploma or degree level studies, or proceed into a career as a team leader or supervisor in fields such as administration, marketing, management, accounting, human resources and more.

CERTIFICATE IN BUSINESS STUDIES

This specially tailored programme is designed to equip you with strong communication and administrative skills, as well as fundamental knowledge of management including supervision and finance, applicable to varied roles in a broad cross-section of industries.

Upon successful completion of the programme, you will be able to demonstrate fundamental knowledge in the application of information technology, administration and accounting.

Programme Modules

Semester 1

- English Study Skills I
- IT Application Packages
- Accounting I
- Fundamental of Business
- Bahasa Malaysia

Semester 2

- English Study Skills II
- Basic Mathematics
- Fundamental of Economics
- Fundamental of Marketing
- Business Communication

Semester 3

- Basic Statistics
- English Study Skills III
- Accounting II

Semester 4

- Basic Statistics
- English Study Skills III
- Accounting II

Career Opportunities

This programme is specially designed for students who have completed their SPM (1 credit) or equivalent qualification and who have decided to pursue a career in business or commerce. Upon successful completion of the Certificate in Business Studies programme, students can pursue in to further studies.

FOUNDATION IN COMMERCE

The Foundation in Commerce programme is designed to equip students with the knowledge, skills and practice needed to qualify for university entrance en route to a career in business. The programme bridges students' transition from secondary studies to a university degree. This one- year business-oriented foundation will increase students chances of gaining entry into quality degrees from top-notch UK and Australian universities, or entry into business degree programmes offered in partnership with SEGi.

The Foundation in Commerce at SEGi is fully accredited by the Malaysian Qualifications Agency (MQA).

Programme Modules

- Quantitative Methods
- Accounting
- Economics
- English

Career Opportunities

This qualification is specially designed for students with SPM, GCE O-Level or equivalent qualifications and who have decided to pursue a career in business. Upon successful completion of the Foundation in Commerce programme, students may venture into a range of business degree programmes and, depending on units completed during their studies, students may be eligible to apply for advanced standing.

the best in you, made possible



SEGi
University
Group

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