

# BUSINESS & ACCOUNTING



**1<sup>st</sup>**  
Malaysian University  
that earned 5★ for Prioritizing  
Society's Needs in Malaysia  
- by QS Stars



**SEGi**  
University



# INTRODUCTION TO SEGi UNIVERSITY

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

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

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



# BEST BUSINESS PRACTICE IN THE CLASSROOM

The Faculty of Business, Accountancy and Management is the largest and oldest in SEGi and we take pride in providing the highest quality of business education. Providing industry relevant and innovative programmes that adapt to the ever-changing business world, the faculty is committed to developing global business professionals. At SEGi, you will experience a variety of learning methods including lectures, seminars, workshops, presentations, and practical sessions on the job. We also draw a large number of top-notch academics and industry captains into our community, who serve as academic advisors, lecturers, examiners, and moderators.

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## AT A GLANCE

### GLOBAL RECOGNITION

- Double Awards from Top 3.3% of Universities Worldwide (The Centre for World University Rankings 2017 (CWUR) University of Central Lancashire (UCLAN)
- MQA Fully-Accredited Programmes
- 2017 QS Overall 3-star rating with 5-star rating in teaching, facilities, social responsibility, and inclusiveness

### SCHOLARSHIPS

- 1st Malaysian University that earned 5 Stars for Prioritising Society's Needs in Malaysia (by QS Stars)
- Over RM100 million worth of Group scholarships awarded in the past 40 over years
- QS 5 Stars rated for inclusiveness and social responsibility

### EXCELLENT TEACHING, LEARNING & RESEARCH

- QS 5 Stars Rated for Excellence in Teaching
- QS 5 Stars Rated for Facilities
- SETARA, 2017 scored above medium of 83 in the category of Teaching and Learning
- Independent students' 2017 evaluation rating: more than 95% of students rated our lecturers for excellence in teaching
- Student to academic staff ratio 21:1, based on SETARA (2017)
- Research-led environment

GLOBALLY RECOGNISED,  
DISTINCTIVELY SEGi.

# OUR 6 COMPETITIVE ADVANTAGES



### SKILLS ENRICHMENT & SUPPORT

- More than 100 SEGi Enrichment Programmes in the areas of leadership, communication, and grooming skills (among others) to enhance students' learning experience
- Academic Skills Unit to assist students in academic writing and effective study, research techniques, time management, academic integrity, and exam preparation
- Mentor-Mentee system to provide guidance to students on academic matters and to foster a close and constructive professional relationship between students and lecturers
- Technology-supported learning using the Blackboard learning management system

### STUDENT SATISFACTION

- 80% of students are willing to recommend their friends and family to study with us

### INDUSTRY DRIVEN GRADUATES

- 2017 SETARA Graduate Employability 85%



# OUR ACCOMPLISHMENTS AND ACCOLADES

SEGi University & Colleges is at the forefront of educational excellence to help our students realise their career aspirations. We are honoured to have received a string of prestigious awards. These recognitions reflect SEGi's continued commitment to highest-caliber educational experience for our students.



## QS 5 STARS

in teaching, facilities, inclusiveness and social responsibility. Achieved a stunning 3 Stars overall. The First Malaysian University that earned 5 Stars for Prioritising Society's Needs in Malaysia.



**PUTRA BRAND AWARDS**  
— THE PEOPLE'S CHOICE —  
**SILVER**  
2013 - 2015  
(Education & Learning)



**PUTRA BRAND AWARDS**  
— THE PEOPLE'S CHOICE —  
**BRONZE**  
2012, 2016 - 2018  
(Education & Learning)

## PUTRA BRAND AWARDS

Putra Brand Awards is a brand valuation award measured by consumer preferences. There are various categories ranging from automotive to property development, and education and learning, among others.



EDUCATION – MALAYSIA  
2014 – 2015

**Education – Malaysia  
World Branding Award**



**Outstanding  
Innovation Award 2014**



**Reader's Digest  
Trusted Brand 2013 - 2015**  
(Services, Private University/College)

■ **Students Choice Awards 2015**  
(Top 10 Universities)

■ **The Edge Billion Ringgit Club 2013**  
(Best Performing Stock Award - Trading & Services)

■ **3rd Global Leadership Award 2013**  
(Leadership in Educational & Training Excellence)

■ **Asia Pacific Entrepreneurship Awards 2012**  
(Most Promising Entrepreneur)

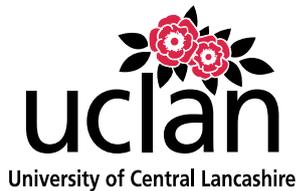
■ **10th Asia Pacific International Honesty  
Enterprise Keris Award 2011**

■ **The BrandLaureate Best Brand Award 2010 - 2011**  
(Education Tertiary Private)

# WORLD RENOWNED UNIVERSITY PARTNER

SEGi partners with international universities of great repute to offer a globalised learning experience for our students. Programmes offered by our university partners are regulated by them on a regular basis, thus ensuring the exact same quality of education that students will obtain at their home base.

## UNITED KINGDOM



### University of Central Lancashire

The University of Central Lancashire is one of the largest universities in the UK which hosts about 25,000 students. This public university, located in Preston, Lancashire, England was founded as the Institution for the Diffusion of Knowledge in 1828 and became a university in 1992. Imbued with a celestial-sounding motto, 'Ex solo ad solem', which translates 'From the Earth to the Sun', the vastness of the university's portfolio includes over 400 undergraduate programmes and 200 postgraduate courses. Hailed for its high student satisfaction in the recent international Student Barometer survey, its impressive reputation as a regional economy powerhouse testifies to over 1,000 students and graduates who have started a business or embarked on self-employment.

**INTERNATIONAL COLLABORATIONS**

We work with some of the world's most prestigious universities from the United Kingdom and Australia to develop a knowledge-rich and industry-relevant curriculum.

**DOUBLE DEGREE PROGRAMMES**

SEGi University's business and accounting programmes reflect international recognition. Students enrolled in the Double Degree award programme will graduate with 2 parchments – one from SEGi University and another from University of Central Lancashire, UK. The graduates from these programmes are highly sought-after by employers.

**NURTURING INDUSTRY-READY GRADUATES**

In the past 40 years, SEGi University has produced capable graduates who are highly sought-after by employers for their key management skills.

**ESTEEMED INDUSTRY ADVISORS**

In line with our brand promise to provide a complete learning experience, we work closely with reputable industry advisors to facilitate the transfer of knowledge and experience.

**PARTNERSHIPS WITH INDUSTRY**

SEGi University establishes strong links with key industry players from a wide range of fields to provide access to internships and job opportunities for our students.

**MORE THAN 95% EMPLOYABILITY**

More than 95% of our Business Management, Accounting and Accounting & Finance Graduates are employed within 3 months upon graduation.

# TOP-NOTCH RESOURCES

## FOR A QUALITY LEARNING EXPERIENCE



# WE PRIORITISE YOUR NEEDS

## SEGi CONNECT!

(Located at 1st and 2nd Floor)

We ensure your first experience of stepping into the next chapter of your life is as smooth and memorable as possible! From the moment you come into SEGi for your registration, we will be there to guide you through the whole process. We are with you even before you enter your first class, and we will be in contact continually throughout your studies until we know you are fine on your own.

## ACADEMIC LEARNING SUPPORT

(Located At 2nd Floor)

Our Academic Skills Unit (ASU) was established to provide learning support and academic enhancement services for students. Our services include:

- assignment-writing
- thesis-construction
- language proficiency
- research brain-storming studying skills

## EMPLOYMENT READINESS PROGRAMME

(By Student Affairs Department)

We provide pre-Internship and pre-employment workshops to instil employment values as you venture from academic to work life.

Our in-house "soft skills" training will prepare you for internship placement and employment upon graduation.

### During Your Studies

### Before You Graduate

## GLOBAL INDUSTRY EXPOSURE

(Your Faculty)

- We enrich your learning experience by exposing you to local and global industry practices.
- We strategically network with industry leaders to foster long-term, multi-dimensional relationships.
- We apply academic expertise to generate socially relevant and high impact research activities with industry and community stakeholders.

## STRONG GLOBAL INDUSTRY LINKAGES

(Career Office at 2nd Floor)

- We offer you the opportunity to join more than 1000 companies worldwide.
- There are Career Fair within campus just for you.

## MENTOR MENTEE SYSTEM

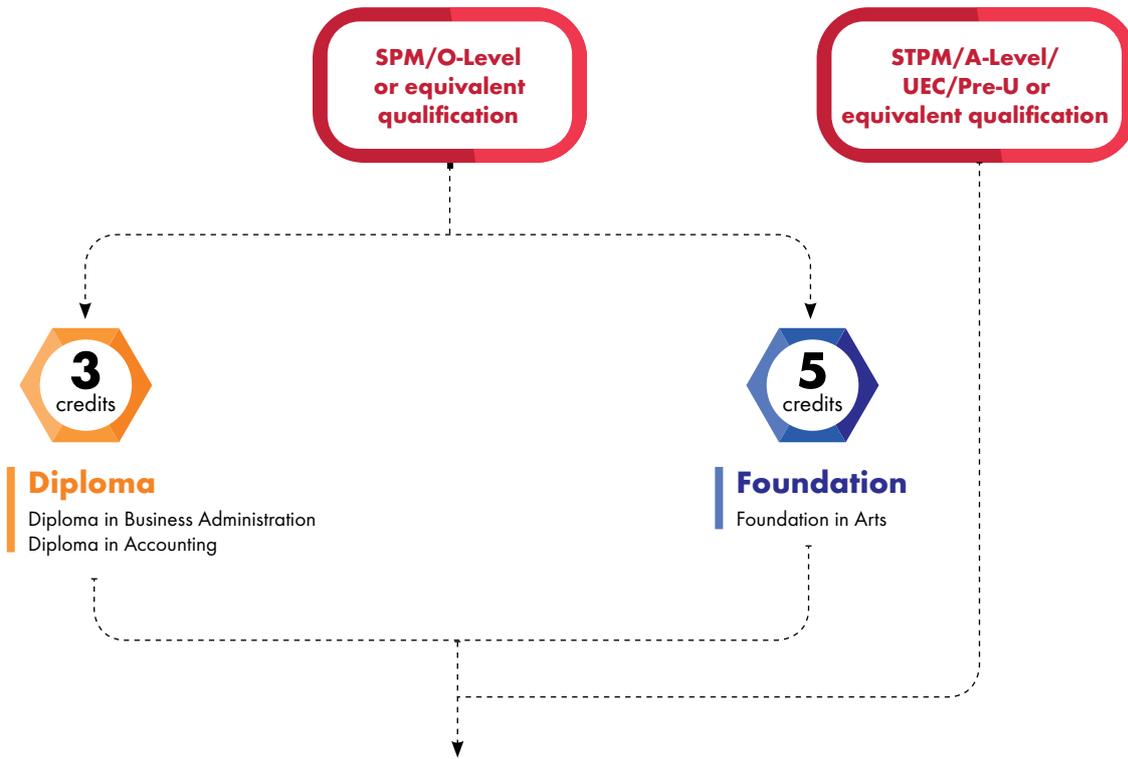
(Your Lecturers)

The learning culture in higher education is very different from high school. Mentor-Mentee programme at SEGi University is aimed at guiding you to be independent learners and help you fit into this new culture. It is also a system that helps those who may need more guidance academically.

## SEGi ENRICHMENT PROGRAMME

(Every Wednesday Afternoon)

SEGi ENRICHMENT PROGRAMME aims to reduce unemployment issues and ensures our students are industry-ready by providing opportunities to hone their soft skills through more than 100 structured and specially designed seminars, workshops, conferences, symposiums and training sessions, developed based on industry and professional bodies' feedback.



**Double Degree**



- Bachelor of Accountancy (Honours)
- Bachelor of Accounting and Finance (Honours)
- Bachelor of Business Management (Honours)
  - Human Resource Management
  - General Management
  - Financial Management
  - Digital Marketing

**2+1 Articulation Pathway**



- BA (Hons) International Business Administration
  - BA (Hons) International Accounting and Finance
- Study 2 years in Malaysia, final year at University of Central Lancashire, UK.*

**PhD/Master**



- PhD (Management)
- Doctor of Business Administration
- Master of Business Administration
  - Global Business
  - General Management
  - Finance
  - Human Resource Management
  - Marketing
- Master of Accountancy
- MSc (Management)



Master in Financial Planning



Master of Accountancy  
Master in Financial Planning

**Dual Award**



- Master of Business Administration
  - Global Business
  - General Management
  - Finance
  - Human Resource Management
  - Marketing

# PROGRAMME MATRIX

 Programme	 Awarding Institution	 Entry Requirements
Bachelor of Accounting and Finance (Honours)	SEGi University and University of Central Lancashire, UK	<ul style="list-style-type: none"> <li>• Malaysian University English Test (MUET) Band 2; AND</li> <li>• A pass in STPM or its equivalent, with a minimum Grade C+ (CGPA 2.33) in any two subjects, and credit in Mathematics and a pass in English at SPM level; OR</li> <li>• A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Jayyid, (good) and credit in Mathematics and a pass in English at SPM level; OR</li> <li>• A diploma in accounting or related field, or its equivalent with a minimum CGPA of 2.50, and credit in Mathematics and a pass in English at SPM level; OR</li> <li>• Matriculation/Foundation qualification or its equivalent with a minimum CGPA of 2.50, and credit in Mathematics and a pass in English at SPM level.</li> <li>• For International students, TOEFL score of 550 OR IELTS score of 5.5 OR its equivalent.</li> </ul> <p><u>English proficiency requirement</u> The English proficiency requirement is exempted for both local and international students if:-</p> <ul style="list-style-type: none"> <li>(i) the student has an academic qualification from an institution where English is used as a medium of instruction; OR</li> <li>(ii) the international student is from a country where English is an official language</li> </ul>
Bachelor of Accountancy (Honours)	<p><b>Double Degree</b></p>  	<ul style="list-style-type: none"> <li>• A pass in STPM with a minimum Grade C (CGPA 2.0) in any 2 subjects, and a pass in Mathematics and English at SPM level, or any equivalent qualification; OR</li> <li>• A pass in STAM with a minimum grade of Jayyid, and a pass in Mathematics and English at SPM level; OR</li> <li>• Any qualifications equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF); OR</li> <li>• Matriculation/Foundation qualification with a minimum CGPA of 2.00 out of 4.00, or any equivalent qualification.</li> <li>• International students are required to achieve a minimum score of 5.5 for IELTS OR its equivalent.</li> </ul> <p><b>NOTE: The requirement to pass Mathematics and English subjects at SPM level for STPM and STAM candidates can be waived should the qualifications contain Mathematics and English subjects with equivalent/higher achievements.</b></p> <p><u>English proficiency requirement</u> The English proficiency requirement is exempted for international students if:-</p> <ul style="list-style-type: none"> <li>(i) the student has an academic qualification from an institution where English is used as a medium of instruction; OR</li> <li>(ii) the student is from a country where English is an official language</li> </ul>
Bachelor of Business Management (Honours) <ul style="list-style-type: none"> <li>• General Management</li> <li>• Financial Management</li> <li>• Digital Marketing</li> <li>• Human Resource Management</li> </ul>	University of Central Lancashire, UK	<ul style="list-style-type: none"> <li>• Must complete Year 1 and Year 2 of SEGi's Bachelor of Accounting and Finance (Honours) Programme before articulating to the final year at University of Central Lancashire, UK.</li> </ul>
BA (Hons) International Accounting and Finance (2+1 Articulation Pathway)	University of Central Lancashire, UK	<ul style="list-style-type: none"> <li>• Must complete Year 1 and Year 2 of SEGi's Bachelor of Accounting and Finance (Honours) Programme before articulating to the final year at University of Central Lancashire, UK.</li> </ul>

 <b>Programme</b>	 <b>Awarding Institution</b>	 <b>Entry Requirements</b>
BA (Hons) International Business Management (2+1 Articulation Pathway)	University of Central Lancashire, UK	<ul style="list-style-type: none"> <li>• Must complete Year 1 and Year 2 of SEGi's Bachelor of Business Management (Honours) Programme before articulating to the final year at University of Central Lancashire, UK.</li> </ul>
Diploma in Accountancy	SEGi College	<ul style="list-style-type: none"> <li>• A pass in SPM or its equivalent with a minimum of 3 credits including Mathematics, and a pass in English; OR</li> <li>• A pass in STPM or its equivalent, with a minimum of Grade C (CGPA 2.0) in any subject, and credit in Mathematics and a pass in English at SPM level; OR</li> <li>• A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Maqbul (pass) and credit in Mathematics and a pass in English at SPM level; OR</li> <li>• A pass in SKM Level 3 in a related field and a pass in SPM with a minimum of 1 credit in any subject with credit in Mathematics and a pass in English; OR</li> <li>• A certificate or its equivalent in a related field.</li> <li>• International students are required to achieve a minimum score of 5.5 for IELTS OR it's equivalent</li> </ul> <p><u>English proficiency requirement</u>            The English proficiency requirement is exempted for international students if:-            (i) the student has an academic qualification from an institution where English is used as a medium of instruction; OR            (ii) the student is from a country where English is an official language</p>
Diploma in Business Administration	SEGi College	<ul style="list-style-type: none"> <li>• A pass in SPM with at least credit in any 3 subjects, or any equivalent qualification; OR</li> <li>• A pass in STPM, with a minimum of Grade C (CGPA 2.0) in any subject, or any equivalent qualification; OR</li> <li>• A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Maqbul; OR</li> <li>• A pass in SKM Level 3 in a related field, and a pass in SPM with a minimum of 1 credit in any subject; OR</li> <li>• Any qualifications equivalent to Certificate (Level 3, Malaysian Qualifications Framework, MQF).</li> <li>• International students are required to achieve a minimum score of 5.0 for IELTS OR it's equivalent</li> </ul> <p><u>English proficiency requirement</u>            The English proficiency requirement is exempted for international students if:-            (i) the student has an academic qualification from an institution where English is used as a medium of instruction; OR            (ii) the student is from a country where English is an official language</p>
Foundation in Arts	SEGi University & SEGi College	<ul style="list-style-type: none"> <li>• Passed SPM/O-Level or equivalent (Minimum 5 credits)</li> </ul>

All diploma and degree programmes require students to take compulsory general subjects, as required by the Ministry of Education Malaysia.

The above 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.

# BACHELOR OF ACCOUNTING & FINANCE (HONOURS)

SEGi UNIVERSITY & UNIVERSITY OF CENTRAL LANCASHIRE, UK

We've designed this programme for anyone who is interested to pursue a career in the accounting and finance sector and become qualified accountants. Also, as a graduate of this programme, you will earn your degree from both SEGi and University of Central Lancashire, UK.

Trained professional management and business graduates are in increasing demand. Thus, accountants must grasp the knowledge of operating a business in order to add value to the organisation. A strong commercial awareness while being able to manage and use financial system is an advantage. If you wish to acquire a wide-ranging finance and business qualification, this degree prepares you for the challenge.

Double Degree



## Programme Modules

As the foremost institution Towards Industrial Revolution 4.0, SEGi's Faculty of Business, Accountancy and Management exposes the accounting and finance students to a rich curriculum that is integrated with real-world IR 4.0 practices including guest lectures from industry experts.

### Year 1

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

### Year 2

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

### Year 3

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

### Electives [Choose any 2 courses]

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

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



## Career Opportunities

Typical examples of job positions include: Financial accountants, Financial analysts, Credit Risk Analysts, Budget Controllers, Tax Advisers, Internal Auditors. As graduates, you may also pursue relevant postgraduate qualifications such as master's programmes in financial management, accounting and risk management, or undertake professional accountancy qualifications from accountancy bodies including Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).

All diploma and degree programmes require students to take compulsory general subjects, as required by the Ministry of Education Malaysia.

# BACHELOR OF ACCOUNTANCY (HONOURS)

SEGi UNIVERSITY & UNIVERSITY OF CENTRAL LANCASHIRE, UK

The Bachelor of Accountancy (Honours) is a double degree programme between SEGi and University of Central Lancashire, UK. It combines industry-driven theoretical content with practical aspects. The programme is aimed at developing your skills and knowledge in accounting by giving you a broader understanding of financial management, economics and the fundamentals of business practice.

Graduates will receive two parchments upon graduation issued by SEGi and University of Central Lancashire, UK that helps to enhance employability. The wide base of studies give you an advantage as it presents you with endless career possibilities from computer auditing to taxation planning and treasury.

Double Degree



## Programme Modules

As the foremost institution Towards Industrial Revolution 4.0, SEGi's Faculty of Business, Accountancy and Management exposes the accounting and finance students to a rich curriculum that is integrated with real-world IR 4.0 practices including guest lectures from industry experts.

### Year 1

- Innovative Technology and Systems
- Principles of Economics
- Business Management
- Financial Accounting 1
- Quantitative and Statistical Methods
- Financial Accounting 2

### Year 2

- International Business
- Intermediate Financial Accounting
- Cost Accounting
- Business Ethics
- Computerised Accounting Systems
- Accounting Information Systems
- Investment Decision
- Entrepreneurship
- Financial Management 1
- International Finance: Markets & Management
- Management Accounting

### Year 3

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

### Year 4

- Advanced Management Accounting
- Advanced Accounting Theory & Practices
- Research Methodology
- Public Sector Accounting
- Integrated Case Study in Accounting
- Strategic and Change Management
- Business Research Project

### Electives [Choose any 3 courses]

- Personal Development & Communication Skills
- Business Mathematics
- Understanding Markets and Consumers
- Business Communications
- Digital Business
- Environmental Management & Technology

Graduates of the SEGi University Bachelor of Accountancy (Honours) degree will be given exemptions for:



: 9 Papers Exemption



: 6 Papers Exemption

CIMA

: 7 Papers Exemption



: 8 Papers Exemption

## Career Opportunities

Given the need for financial accountability and cost effective decision-making in just about every organisation throughout the world, qualified accountants are essential. Upon graduation, students have a variety of career opportunities available to them. Knowledge and skills acquired through the Bachelor of Accountancy (Honours) are transferable across many sectors such as government, education, the arts and commerce industry. Modern 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, Taxation adviser.

All diploma and degree programmes require students to take compulsory general subjects, as required by the Ministry of Education Malaysia.

# BACHELOR OF BUSINESS MANAGEMENT (HONOURS)

SEGi UNIVERSITY & UNIVERSITY OF CENTRAL LANCASHIRE, UK

The Bachelor of Business Management (Honours) is designed to provide you with skills and knowledge across a range of business disciplines with emphasis on management skills. It prepares you in all aspects of business operations and management through a perfect balance of conceptual academic structure and hands-on practical experience.

Double Degree



This double degree programme is a collaboration between SEGi and University of Central Lancashire, UK. Therefore, graduates will receive two parchments upon graduation. You can choose an area of specialisation in the final year to gain a competitive edge when you enter the workforce. The specialisations are:

- General Management
- Digital Marketing
- Financial Management
- Human Resource Management

## Programme Modules

Industrial Revolution 4.0 (IR4.0) is revolutionising businesses across various sectors, particularly manufacturing, service, education, banking and finance. Students will have access to an enhanced syllabus that encompasses digital marketing, technology-driven entrepreneurship, digital business, cyber law, intellectual property and civil liability related to IR4.0 and technologies in the world of banking and finance.

### Year 1

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

### Year 2

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

### Year 3

- Business-Government Relations
- Management Accounting
- Entrepreneurship
- Strategic and Change Management
- Business Research Project
- Research Methodology

### Financial Management

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

### Human Resource Management

- Human Resource Management 1
- Human Resource Management 2
- Re-sourcing of Human Resource 1
- Re-sourcing of Human Resource 2
- Employment Relations

### Digital Marketing

- Relationship Marketing in the Digital Age
- Digital Marketing Communication and Advertising Practices
- Marketing Principles, Directions and Applications
- Planning for Media, Direct and Online Marketing
- Critical Issues and Innovative Digital Marketing

### General Management

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

### Electives [Choose 4 out of 5 courses]

- Innovative Technology and Systems
- Business Communication
- Introduction to Strategic Management
- Environmental Management and Technology
- Business Ethics

### Career Opportunities

Graduates of the Bachelor of Business Management (Honours) programme will be qualified to apply for positions in business industry and government. The skills and knowledge acquired during the programme are applicable to almost any organisation, opening up career opportunities in: Administration, Business advice/development, General management, planning and development, International banking, Consumer finance, Economic analysis, Financial analysis, Accounting, Risk management, Market research, Marketing, Human resource management, Employee relations/ industrial relations.

All diploma and degree programmes require students to take compulsory general subjects, as required by the Ministry of Education Malaysia.

# 2+1 ARTICULATION PATHWAY BA (HONS) INTERNATIONAL BUSINESS ADMINISTRATION

UNIVERSITY OF CENTRAL LANCASHIRE, UK

It's important for you to possess the capacity to deal with a range of complex issues on a daily basis and make business decisions in the face of constant economic and social changes, while adapting and relating to both local and international market shifts.

We've designed the BA (Hons) International Business Administration programme to provide you with skills and knowledge across a range of business disciplines with emphasis on management skills. Blending a conceptual academic programme structure with hands-on practical experience, the programme aims to prepare you for all aspects of business operations and management. This programme is uniquely designed for students who intend to experience their final year abroad in University of Central Lancashire, UK. SEGi's 2+1 articulation pathway enhances student mobility in order to provide alternative access to higher education opportunities.

As graduates of this programme, you'll be groomed with the ability to establish a productive working environment, ensure efficiency of staff, focus on staff development, understand organisational change, assess and evaluate management ideas and implement plans and strategies.



## Programme Modules

### Year 1

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

### Year 2

- International Business
- Managing Organisation
- Customer Relationship Management
- Financial Management 1
- Business Law
- Negotiations & Conflict Management
- E-Commerce

### Year 3

Study 2 years in Malaysia, final year at University of Central Lancashire, UK.

### Electives [Choose 4 out of 5 courses]

- Innovative Technology and Systems
- Business Communication
- Introduction to Strategic Management
- Environmental Management and Technology
- Business Ethics

All diploma and degree programmes require students to take compulsory general subjects, as required by the Ministry of Education Malaysia.

## Career Opportunities

The skills and knowledge acquired during the programme are applicable to roles in almost any organisation including: administration business advice/ business development and planning analysis, International banking, consumer finance, economic analysis, financial analysis, accounting, risk management, market research, marketing, human resource management, employee relations/industrial relations.

## HAVE YOU HEARD?

**UP TO 100% OF  
OUR GRADUATES** get employed  
within 3 months upon graduation.



## 2+1 ARTICULATION PATHWAY BA (HONS) INTERNATIONAL ACCOUNTING AND FINANCE

UNIVERSITY OF CENTRAL LANCASHIRE, UK

We've designed this programme for anyone who is interested to pursue a career in the accounting and finance sector and become qualified accountants. This programme is uniquely designed for students who intend to experience their final year abroad in University of Central Lancashire, UK. SEGi's 2+1 articulation pathway enhances student mobility in order to provide alternative access to higher education opportunities.

Trained professional management and business graduates are in increasing demand. Thus, accountants must grasp the knowledge of operating of a business in order to add value to the organisation. A strong commercial awareness while being able to manage and use financial system is an advantage. If you wish to acquire a wide-ranging finance and business qualification, this degree prepares you for the challenge.



### Programme Modules

#### Year 1

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

#### Year 2

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

#### Year 3

Study 2 years in Malaysia, final year at University of Central Lancashire, UK.

#### Electives [Choose 2 out of 3 courses]

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

All diploma and degree programmes require students to take compulsory general subjects, as required by the Ministry of Education Malaysia.

### Career Opportunities

Typical examples of job positions include: Financial Accountants, Financial Analysts, Credit Risk Analysts, Budget Controllers, Tax Advisers, Internal Auditors. As a graduate, you may also pursue relevant postgraduate qualifications such as master's programmes in financial management, accounting and risk management, or undertake professional accountancy qualifications from accountancy bodies including Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).

### DID YOU KNOW?

Our programmes are taught by  
**QUALIFIED AND  
EXPERIENCED LECTURERS.**



# DIPLOMA IN BUSINESS ADMINISTRATION

SEGI COLLEGE

This Diploma provides you with the competitive edge you need to establish your career path. Learn through a motivating environment, based on student-centered learning and acquire further knowledge, skills, techniques and ethics to excel in your careers.

We aim to increase and enrich your knowledge across a broad range of business disciplines and develop skills relating to business operations in areas such as management, administration, accounting, human resource management, marketing and entrepreneurship.

## Programme Modules

### Semester 1

- Introduction to Business
- General Language Training
- Academic English
- Microeconomics

### Semester 5

- Business Management
- Moral Studies  
(For non-muslim and international students)
- Islamic Studies (For Muslim Student)

### Semester 2

- Macroeconomics
- Financial Accounting 1
- Bahasa Melayu Komunikasi 1  
(For international students)
- Malaysia Studies 2 (For local students)
- Business Mathematics

### Semester 6

- Cost Accounting
- Promotional Management
- Consumer Behaviour

### Semester 3

- Principles of Management
- Introduction to Finance
- Business Communication
- Presentation Skills/Bahasa Kebangsaan A

### Semester 7

- Operations Management
- International Business
- Organisational Behaviour
- Human Resource Management

### Semester 4

- Business Statistics
- Principles of Marketing
- E-Commerce
- Business and Company Law

### Semester 8

- Business Research
- Co-Curriculum Management

There may be slight variations in course offerings across centres.

## INTERESTING FACT

We offer one of the most versatile pre-university programmes with **MORE THAN 130 ARTICULATION PATHWAYS** for undergraduate programmes.



### Career Opportunities

A Diploma in Business Administration will arm you with the basic knowledge and theories that apply to the business organisation.

It will prepare you to be efficient in a diverse team as a leader or supervisor, demonstrating awareness and understanding of management, economics, accounting and entrepreneurship.

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

Our programme helps you learn the differences between the international accounting standards and the Malaysian accounting standards in social responsibility reporting and creating financial reports.

## Programme Modules

### Semester 1

- Introduction to Business
- Financial Accounting 1
- Cost Accounting
- Principles of Marketing

### Semester 5

- Introduction to Management Accounting
- Business & Company Law
- Business Communication
- Financial Accounting 4

### Semester 2

- Microeconomics
- General Language Training
- Introduction to Finance
- Business Mathematics
- Financial Accounting 2

### Semester 6

- Business Management
- Information Technology
- Finance

### Semester 3

- Macroeconomics
- Academic English
- Business Statistics
- Financial Accounting 3

### Semester 7

- Pengurusan Ko-Kurikulum
- Moral Studies  
(For non-muslim and international students)
- Islamic Studies (For muslim students)

### Semester 4

- Pengajian Malaysia 2 (For local students)
- Bahasa Melayu Komunikasi 1  
(For international students)
- Bahasa Kebangsaan A/Presentation Skills

### Semester 8

- Taxation
- Financial Accounting 5
- Corporate Audit
- Business Research

### Career Opportunities

The Diploma provides you with a perspective on management accounting, essential for management and operating decisions.

With the knowledge and skills gained, you'll become highly employable and sought-after by many corporations.

# FOUNDATION IN ARTS

SEGi UNIVERSITY

The foundation year is an introductory programme that will equip students with the skills and knowledge to further their studies locally or internationally. Students are exposed to modules which will allow them to become creative thinkers and problem solvers that can be translated into practical ideas. This programme also enables students to develop a range of practical skills and solid knowledge, preparing them for smooth progress to a degree of their choice.

## Programme Modules

### Semester 1

- General Language Training
- Computer Application
- Introduction to Business
- Statistics

### Semester 3

- Public Speaking
- Critical Thinking Skills
- Principles of Economics
- Elective 5\*

### Semester 2

- Academic English
- Elective 1\*
- Elective 2\*
- Elective 3\*
- Elective 4\*

\* Students will have to choose the electives according to the discipline of undergraduate studies they intend to pursue.

## \* Electives

### Business & Accounting

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

### Quantity Survey/Hospitality/Education

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

### 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

### 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.

\* Electives are subjected to change without prior notice.

## STUDENT TESTIMONIALS



"SEGi BBM programme stands out as the industry-driven module can enhance my knowledge on business and finance. It also provides opportunities to sharpen my soft skills as it requires students to work in a group to complete the tasks and present the work using relevant software. The lecturers are experienced and qualified, and I have made many friends from different countries too."

**Muqrie Marzuki**

**Bachelor of Business Management (Hons) Financial Management**



"It is a great honour to study here. I'm happy to be part of this multi-cultural environment. The atmosphere here is very friendly. I've made a lot of friends from different nations and cultures. Lecturers in SEGi are very professional and marvellous; they train us to think out of the box, I've learned a lot of new skills. Also, the staffs here are very nice and helpful. Life in SEGi exposed me to various events such as the International Culture Night, fashion show, official ceremonies, accounting skill training, etc. I also got a chance to do my internship in KPMG Malaysia."

**Li Ya Jie (China)**

**Bachelor of Accounting (Hons)**



"SEGi University is a well-established higher education provider that offers a variety of courses for students who wish to excel and bring their talents beyond greater heights. Being able to enrol in the Dual Awards programme that is recognised both domestically and internationally broadens the job placement opportunities in the corporate sector throughout my career. Choose excellence, choose SEGi."

**Cordell Chong Foo Fatt**

**Bachelor of Accounting and Finance (Hons)**



"My cousin introduced me to SEGi and told me to contact her counsellor to help me with the admission process. I was able to clarify my enquiries and therefore the process was smooth. By being a hardworking student, I was able to receive the Merit Scholarship whereby SEGi provided financial aid based on my performance, which I am so grateful for. Moreover, the lecturers teach us by applying real-life situations. I believe that this course will enable me to find employment not only in the finance field but in marketing and human resource as well since the modules covered all these areas."

**Nerissa Bakhtia Rodrigues Lopes Da Cruz (Timor-Leste)**

**Bachelor of Business Management (Hons) Financial Management**



"SEGi makes it happen. They have enabled me, coached me, and given me the confidence with my accounting knowledge. I like the fact that the instructors are friendly and they are always willing to help. The knowledge that we learn in class is very useful and the instructors guide us to make use of it practically, showing us how to think outside of the box and how to solve any issues that we would face in the future."

**Lam Pei Pei**

**Bachelor of Accounting (Hons)**



SEGi University's Faculty of Business, Accounting and Management students had the honour of meeting and listening to renowned industry leaders in an event titled, "Social Media: A Great Platform for Entrepreneurs". The leaders from multinational companies of various industries shared their life experiences and journey throughout the years as they progressed through a successful career. Apart from giving advice and sharing inspiring quotes, the speakers also used their unique ways to engage with the audience.



To heighten the entrepreneurial spark in students, a series of talks by industry captains are also given – sharing success stories and invaluable business-savvy insights. Furthermore, students are also exposed to the benefits of networking in business and emerging business trends such as the use of social media. Among the series of inspiring talks given include "Industrial Revolution 4.0: Are You Ready?"; "Creative Thinking in Business"; as well as "Employers' Expectations".

# INDUSTRY PARTNERS

**These are the active industry partners who have been working with us.  
We want to thank all our industry partners for their generous partnership with SEGi.**

- 1 DELOITTE KASSIMCHAN/DELOITTE & TOUCHE/MUSTAPHA LAW
- 2 AXCELASIA TAXAND SDN BHD
- 3 BDO
- 4 ERNST & YOUNG
- 5 PRICEWATERHOUSECOOPERS
- 6 The Tamarind Group
- 7 Embassy of the Sultanate of Oman Cultural Attache Office Kuala Lumpur
- 8 DKSH Malaysia Sdn Bhd
- 9 Maritime Logistic Network Sdn. Bhd.
- 10 AIA Bhd - KL
- 11 Nexus Business Advisory Services Sdn Bhd
- 12 Symphony Corporate house Sdn Bhd
- 13 Malaysian Resources Corporation Berhad(MRCB)
- 14 DHL Express
- 15 KAT Group of Companies
- 16 Public Mutual-Public Bank
- 17 ManpowerGroup
- 18 Tanri Abeng University
- 19 Reveron Consulting Sdn Bhd
- 20 Advantist Management Consultants
- 21 Asian Institute of Chartered Bankers
- 22 The China Press Berhad
- 23 CPA Australia
- 24 The Association of Chartered Certified Accountants (ACCA)
- 25 The Chartered Institute of Management Accountants (CIMA)





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The best in you, made  
**POSSIBLE**

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