

# POSTGRADUATE STUDIES



**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.







### 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%



# 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.

## WORLD RENOWNED UNIVERSITY PARTNERS



### 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.



### Malaysian Financial Planning Council

MFPC is an independent body set up with the noble objective of promoting nationwide development and enhancement of the financial planning profession. MFPC provides an evolving set of Best Practice Standards and Code of Ethics that must be adhered to by Registered Financial Planner (RFP) and Shariah RFP designees. This requirement is aimed at ensuring that the public will be served with the highest quality of financial planning services. MFPC was registered on 10th of March 2004 under

the Societies Act, 1996. The Registered Financial Planner (RFP) programme was launched by the Governor of Bank Negara Malaysia, Y. Bhg. Tan Sri Dato' Sri Dr. Zeti Akhtar Aziz in November 2002.

The RFP designation was approved by Bank Negara Malaysia (BNM) as the prerequisite qualification to apply for the Financial Advisers' License and Financial Advisers' Representative License. RFP designation was also approved by Securities Commission Malaysia for the application of the Capital Markets Services License (CMSL) in view of the introduction of the Capital Markets and Services Act 2007.

Financial Planners take up the challenging task of helping clients to identify financial goals and ways to achieve them profitably. In view of constant changes in taxation laws, complex banking instruments and diverse insurance solutions, financial planners need to upgrade their knowledge and skills in order to serve the more educated populace. The Master in Financial Planning has been developed by SEGi University in collaboration with the Malaysian Financial Planning Council to give both experienced and new professionals the cutting edge advantage. This programme will equip students with a broad range of financial technical knowledge as well as professional soft skills that are necessary for professionals to take on the financial complexities in this modern era.



CIMA is the world's leading and largest professional body of management accountants. Its unique blend of management accounting, financial accounting and business-focused subjects produces competent and confident CGMAs who can lead their organisations to sustainable success.

The CGMA designation is powered by two of the world's leading accounting bodies: the Chartered Institute of Management Accountants (CIMA) and American Institute of CPAs (AICPA). It aims to establish management accounting as the most valued profession in businesses worldwide.

Chartered Global Management Accountants play a vital role in managing business opportunities using evidence to develop dynamic solutions. Management accountants use information of all kinds, not just financial, to inform the strategy and help manage the future of a business.

Management accounting is about looking beyond numbers and spreadsheets to add real value to a company. CGMAs work in all areas of a business, in all types of organisations in both the public and private sectors, all over the world. They work in finance, IT, marketing, HR, operations and senior management positions. They could be project managers, management consultants, finance directors or chief executives, and many go on to run their own business.

By studying the CIMA qualification and going on to become a CIMA member, you will join the world's largest professional body of management accountants. You will be able to use the Chartered Global Management Accountant (CGMA) designation and be part of a truly global network.



## LEARNING & TEACHING

### 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.

### ONLINE LEARNING WITH BLACKBOARD

SEGi uses Blackboard, a comprehensive online teaching and learning solution to disseminate study materials to students. We encourage learning on the go and live collaborations between lecturers and students.

### UNIQUELY STRUCTURED PhD PROGRAMMES

A comprehensive research plan would be provided to ensure students can complete their assignments on time.

### WEEKEND/EVENING WORKSHOPS

Learners can engage with lecturers during the once a month evening or weekend workshop.

# TOP-NOTCH RESOURCES FOR A QUALITY LEARNING EXPERIENCE

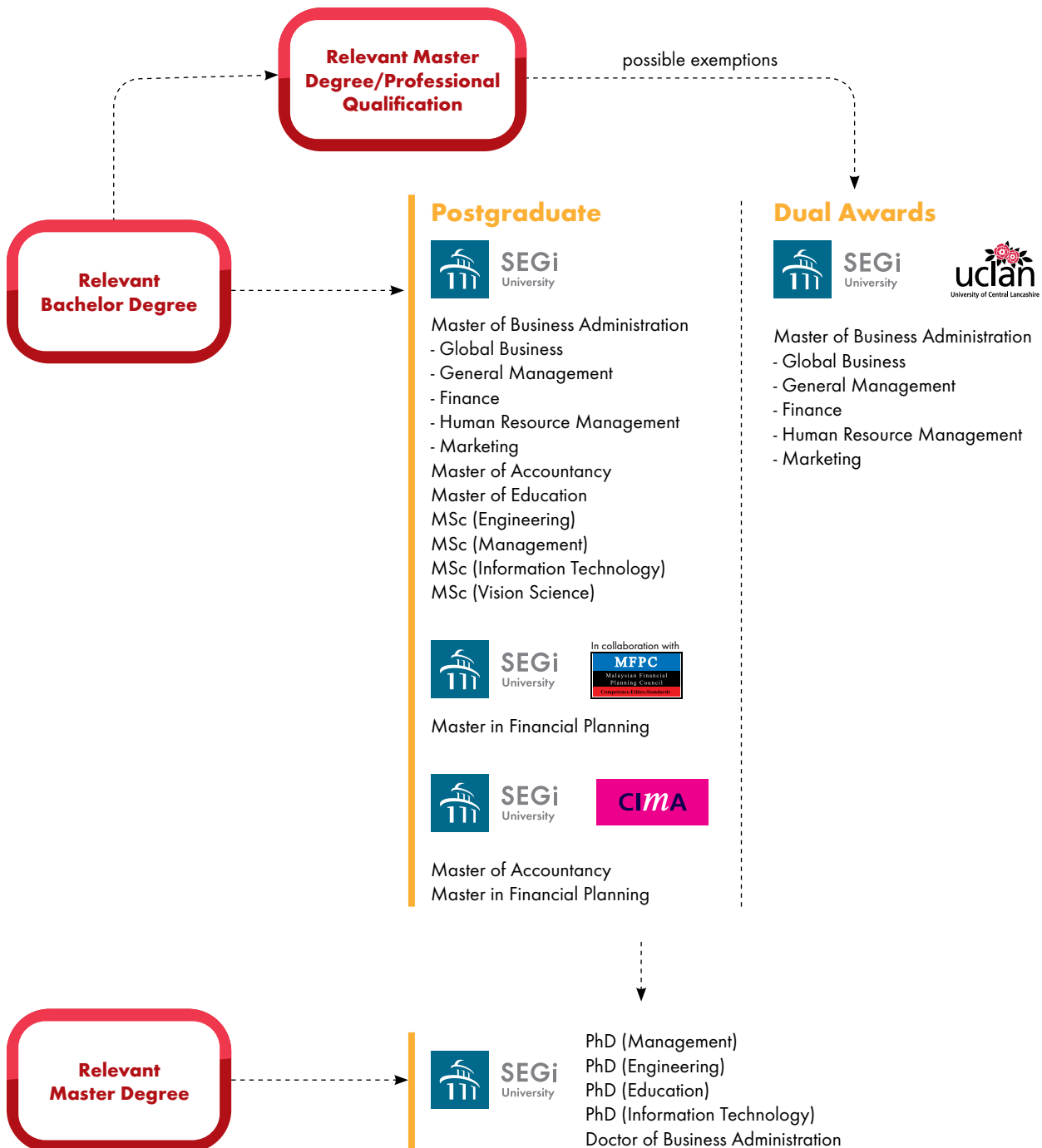
### BLENDED LEARNING APPROACH

SEGi adopts blended learning technique by combining the traditional classroom methods and integration of online and face-to-face environments. It enhances communication between students and instructors.

### INDUSTRY-RELEVANT MODULES

Some of our programmes are designed in collaboration with the Malaysian Financial Planning Council to ensure the modules are industry-relevant.










# PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Duration
PhD (Management) by Research *	SEGi University	<ul style="list-style-type: none"> <li>• Pass a Master degree with honours; OR</li> <li>• Any equivalent qualification that is recognised by the Malaysian government</li> <li>• IELTS score 6.0 or equivalent</li> </ul>	3 – 6 years (Full-Time)  4 – 8 years (Part-Time)
PhD (Engineering) by Research *		<ul style="list-style-type: none"> <li>• Master's degree or its equivalent in a related field of study recognised by the Malaysian government and University's Senate; AND</li> <li>• TOEFL 500 OR IELTS 5.0 OR its equivalent</li> </ul>	
PhD (Education) by Research *		<ul style="list-style-type: none"> <li>• A Master's Degree in a related field with First Class Honours and pass the relevant qualification test; OR</li> <li>• Other qualifications equivalent to a Master's degree as accepted by the HEP's Senate; AND</li> <li>• TOEFL 500 OR IELTS 5.0 OR MUET Band 3 or equivalent score</li> </ul>	
PhD (Information Technology) by Research *		<ul style="list-style-type: none"> <li>• A Master's Degree or equivalent; AND</li> <li>• Completed Degree (Master's or Bachelor's) in Computing or Information Technology</li> </ul> <p>English proficiency with either 600 in TOEFL or with a minimum score of 6 in IELTS; OR its equivalent</p>	
MSc (Engineering) by Research *	SEGi University	<ul style="list-style-type: none"> <li>• Bachelor's Degree (Level 6, KKM) in the related field, with at least CGPA 2.75 or equivalent as approved by the PPT Senate; OR</li> <li>• Bachelor's Degree (Level 6, KKM) in the related field, with CGPA 2.50 but not achieving CGPA 2.75 can be admitted, subject to rigorous internal assessment process; OR</li> <li>• Bachelor's Degree (Level 6, KKM) in relevant field but did not achieve CGPA 2.50, can be admitted subject to minimum 5 years working experience in the appropriate field</li> </ul> <p>English proficiency with minimum score of 500 in the TOEFL or 5.0 in IELTS</p>	2 – 4 years (Full-Time)  3 – 6 years (Part-Time)
MSc (Information Technology) by Research *		<ul style="list-style-type: none"> <li>• Bachelor's Degree in Computing with CGPA 2.50 and above. Candidates who earn a CGPA below, but above 2.0 can be accepted subject to rigorous internal assessment process; OR</li> <li>• Other qualifications equivalent to a Bachelor's Degree as accepted by the government of Malaysia</li> </ul> <p>International students should have written and oral English proficiency certificates, for example, a 6.0 scale for IELTS or equivalent.</p>	

\* Students are required to submit a draft proposal for research topic.



Programme	Awarding Institution	Entry Requirements	Duration
Master of Education by Research *	SEGi University	<ul style="list-style-type: none"> <li>Bachelor's Degree with honours in related fields (Second Class Upper minimum); OR</li> <li>Other qualifications recognised by the Malaysian government</li> <li>TOEFL 600 OR IELTS 6.0</li> </ul>	2 – 4 years (Full-Time)  3 – 6 years (Part-Time)
MSc (Management) by Research *		<ul style="list-style-type: none"> <li>A Bachelor's degree in a business-related field with minimum CGPA of 2.75, or its equivalent as accepted by the HEP Senate; OR</li> <li>A Bachelor's degree in a business-related field not meeting CGPA of 2.75 but above the CGPA of 2.50, or its equivalent qualifications may be accepted, subject to the HEP's rigorous internal assessment (may include tests, interviews or portfolio); OR</li> <li>A Bachelor's degree in a business-related field with CGPA below 2.50, or its equivalent qualifications may be accepted, subject to a minimum of 5 years' of working experience in relevant field.</li> </ul> <p>OTHER REQUIREMENTS:</p> <ul style="list-style-type: none"> <li>IELTS overall test score of 6.0 or higher (foreign students)</li> </ul>	
MSc (Vision Science) by Research		<ul style="list-style-type: none"> <li>Bachelor's Degree in Optometry with a minimum CGPA 2.50 or equivalent, OR</li> <li>Bachelor's Degree in related Science with honours with a minimum CGPA of 2.50 and 2 years' working experience in the relevant field; OR</li> <li>Any other equivalent qualifications recognised by the Senate</li> </ul>	
Doctor of Business Administration	SEGi University	<ul style="list-style-type: none"> <li>A Master's Degree or any equivalent qualification recognised by the Malaysian government</li> </ul> <p>OTHER REQUIREMENTS:</p> <ul style="list-style-type: none"> <li>IELTS overall test score of 6.0 or higher (foreign students)</li> </ul>	3 years
Master of Financial Planning	SEGi University  <b>In collaboration with</b>  	<ul style="list-style-type: none"> <li>A Bachelor's degree in related field with minimum CGPA of 2.75 or its equivalent as accepted by the HEP Senate; OR</li> <li>A Bachelor's degree in related field with minimum CGPA of 2.75 but above 2.50 or its equivalent can be accepted, subject to minimum of 5 years' working experience in relevant field.</li> </ul> <p>OTHER REQUIREMENTS:</p> <ul style="list-style-type: none"> <li>IELTS overall test score of 6.5 or higher (foreign students)</li> </ul>	1½ years

Programme	Awarding Institution	Entry Requirements	Duration
Master of Accountancy	SEGi University and CIMA  <b>Exemption</b> 	<ul style="list-style-type: none"> <li>A bachelor's degree in accounting or related field with a minimum CGPA of 2.75 as accepted by the HEP senate; OR</li> <li>A bachelor's degree in accounting or related field not meeting CGPA of 2.75 but above CGPA of 2.50 can be accepted, subject to the HEP's rigorous internal assessment; OR</li> <li>Relevant professional accounting qualifications equivalent to a bachelor's degree as accepted by the HEP Senate; OR</li> <li>Other qualifications equivalent to a bachelor's degree with a minimum CGPA of 2.75 as accepted by the HEP Senate; OR</li> <li>A bachelor's degree in accounting or related field below a CGPA of 2.50 can be accepted, subject to a minimum of 5 years working experience in the relevant field.</li> </ul> <p>OTHER REQUIREMENTS:</p> <ul style="list-style-type: none"> <li>IELTS overall test score of 5.5 or higher (foreign students).</li> </ul>	1 ½ years
Master of Business Administration (General Management)	SEGi University and University of Central Lancashire, UK  <b>Dual Awards</b> 	<ul style="list-style-type: none"> <li>Completed a relevant Bachelor's Degree within minimum CGPA of 2.5; AND</li> <li>IELTS score of 6.0</li> </ul> <p><b>All applications will be individually assessed.</b></p>	1 ½ years
Master of Business Administration (Global Business)			
Master of Business Administration (Finance)	SEGi University and University of Central Lancashire, UK  <b>Dual Awards</b> 	<ul style="list-style-type: none"> <li>A Bachelor's degree in related field with a minimum CGPA of 2.75 or its equivalent as accepted by the HEP Senate; OR</li> <li>A Bachelor's degree in related field with minimum CGPA of 2.75 but above 2.50 or its equivalent can be accepted, subject to a minimum of 5 years' working experience in relevant field.</li> </ul> <p>OTHER REQUIREMENTS:</p> <ul style="list-style-type: none"> <li>IELTS overall test score of 6.5 or higher (foreign students)</li> </ul>	1 ½ years
Master of Business Administration (Marketing)	<b>Exemption</b> 	<ul style="list-style-type: none"> <li>Completed a relevant Bachelor's Degree minimum CGPA of 2.5; AND</li> <li>IELTS score of 6.0</li> </ul> <p><b>All applications will be individually assessed.</b></p>	
Master of Business Administration (Human Resource Management)			
Master of Arts in Corporate Communication	SEGi University	<ul style="list-style-type: none"> <li>Bachelor degree with a minimum CGPA of 2.5</li> <li>Minimum 5 years' working experience in relevant fields</li> </ul>	1 ½ years (full-time) or 1 ½ years (part-time)

# PhD (MANAGEMENT) BY RESEARCH

SEGi UNIVERSITY

This programme focuses highly on an original contribution to academic literature or research in a specific discipline of business. Look forward to a thorough understanding of theoretical underpinnings and their applications, with an ability to think in a systematic way and apply quantitative and qualitative techniques to business related problems.

We aspire to train you to be highly skilled scholars in conducting research and teaching for careers where intensive research skills, and analytical capabilities are required.

Enhance your knowledge, skills, and abilities obtained at the master's level and gain the ability to conduct independent research through formal courses, seminars, independent studies, examinations, written papers, workshops, presentations, and the dissertation.

At SEGi University, you can focus on one of the following broad areas: Finance, Accounting, Human Resource Management, Organisation Behaviour, Strategic Management, Business Administration, Marketing, and Operations Management to conduct your research.

## Programme Modules

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> <li>Theory of Knowledge</li> <li>Advanced Qualitative Research Methods</li> <li>Advanced Quantitative Research Methods</li> <li>Research Proposal &amp; Seminar</li> <li>Research and Thesis</li> </ul>	<ul style="list-style-type: none"> <li>Research and Thesis</li> </ul>	<ul style="list-style-type: none"> <li>Research and Thesis</li> </ul>

### Career Opportunities

The PhD Management programme is suitable for those seeking position in a variety of management fields including accountancy, business analysis, business development, consultancy, corporate strategy, finance and accounting, human resource management, and marketing management.



# DOCTOR OF BUSINESS ADMINISTRATION

SEGi UNIVERSITY

Single Award



SEGi  
University

The Doctor of Business Administration programme is a combination of coursework and research for management practitioners and professionals who are oriented towards making a significant contribution to practice and/or policy. Our modules emphasise interdisciplinary understanding and application of knowledge, crucial for management in a global perspective. SEGi DBA is a doctoral degree at the highest-level business qualification attainable.

The overall aims of the programme are to:

- provide significant contributions and enhancements of professional practices through the application of existing knowledge and theoretical frameworks
- focus on existing real business issues through critical review and systematic application of theory and research knowledge
- provide significant opportunity for considerable personal development in order to achieve higher level effectiveness as a professional practitioner

## Programme Modules

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> <li>Management Theory &amp; Policies</li> <li>Organisational Behaviour: Theory and Advanced Practices</li> <li>Strategic Human Resource Management &amp; Leadership</li> <li>Advanced Practices in Strategic Marketing Management</li> <li>International Business and Globalisation</li> <li>Advanced Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Change and Quality Management</li> <li>Financial Accounting and Corporate Governance</li> <li>Advanced Research Methodology</li> <li>Advanced Data Analysis</li> <li>Research Proposal</li> </ul>	<ul style="list-style-type: none"> <li>DBA Thesis</li> </ul>

## Career Opportunities

As graduates of this programme, you're expected to make a key contribution to global business practices. Hence, the coursework relates to leadership, change, finance and process management, as well as research methodologies.

# PhD (ENGINEERING) BY RESEARCH

SEGi UNIVERSITY

The Doctor of Philosophy (Engineering) programme provides professionals in-depth knowledge of Engineering, thus shaping the ability to solve research and engineering problems effectively.

This doctorate programme keeps you updated with the latest developments in the field of engineering and cultivates research competitiveness to cater to societal needs. It also serves as a platform for innovation and creation.

With the guidance from our experienced academic team throughout the programme and well thought-out curriculum, you will master far more advanced analytical thinking skills and be well prepared to take on new challenges relevant to the industry.

## PROGRAMME MODULES

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> <li>Advanced Research Methods and Design</li> <li>Research Proposal and Seminar</li> <li>Research and Thesis</li> </ul>	<ul style="list-style-type: none"> <li>Research and Thesis</li> </ul>	<ul style="list-style-type: none"> <li>Research and Thesis</li> </ul>

### Career Opportunities

A PhD graduate in engineering would have the opportunity to work in the industry as a full-fledged practising engineer specialising in areas of expertise from the research conducted.

## PhD (INFORMATION TECHNOLOGY) BY RESEARCH

SEGi UNIVERSITY

The PhD programme is conducted fully by research and aims to groom you in the field of information technology. The programme prepares you for one of four likely career paths; as an academician in an institution of higher learning, a consultant in the ever-evolving IT industry, a technopreneur or researcher in industrial R&D or government-funded research institutions.

### Programme Modules

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> <li>Advanced Research Methods and Design</li> <li>Research Proposal and Seminar</li> <li>Research and Thesis</li> </ul>	<ul style="list-style-type: none"> <li>Research and Thesis</li> </ul>	<ul style="list-style-type: none"> <li>Research and Thesis</li> </ul>

### Career Opportunities

Graduates of the PhD (Information Technology) by Research have gained employment in both public and private sector organisations in a range of technology related positions such as IT Consultants, IT Managers, e-Business Consultants, Information Systems Strategic Managers, Business Development Managers, and Project Managers.

N/481/8/0311(6/23) KD CAMPUS

## PhD (EDUCATION) BY RESEARCH

SEGi UNIVERSITY

The Doctor of Philosophy (Education) is designed for teachers to pursue professional development in order to play a greater leadership role in academia or the industry.

Throughout this programme, candidates will develop students' research skills through quality supervision, methodologies learned from the curriculum, and actual application of a research project on a topic of interest (entirely by research without the teaching practicum component). As candidates, you're required to take courses in Advanced Quantitative Research Methods and Advanced Qualitative Research Methods.

### Programme Modules

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> <li>Advanced Quantitative Research Methods</li> <li>Advanced Qualitative Research Methods</li> <li>Research Proposal and Seminar</li> <li>Research and Thesis</li> </ul>	<ul style="list-style-type: none"> <li>Research and Thesis</li> </ul>	<ul style="list-style-type: none"> <li>Research and Thesis</li> </ul>

### Career Opportunities

An academician at an institute of higher learning.

N/141/8/0016(3/22) KD CAMPUS



# MASTER IN FINANCIAL PLANNING

## SEGi UNIVERSITY

Single Award



**SEGi**  
University

Exemption



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

The objectives of this programme are to:

- equip learners with comprehensive knowledge and understanding of financial legislation and regulations related to the financial planning industry in Malaysia;
- prepare learners to be competent financial planners capable of meeting the financial planning needs and goals of their clients;
- strengthen the interpersonal skills of learners to enable them to develop and maintain successful client relationships with existing and potential clients;
- improve learner's competencies and skills in management, marketing, accounting, and finance;
- develop learner's quantitative and analytical skills to enable them to address complex financial situations;
- expose learner's to hands-on applications of financial planning technology and tools.

## Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> <li>■ Fundamentals of Financial Planning</li> <li>■ Risk Management and Insurance Planning</li> <li>■ Accounting for Managers</li> <li>■ Entrepreneurship Practices and Process</li> <li>■ Managing in International Economy</li> <li>■ Financial and Investment Planning</li> </ul>	<ul style="list-style-type: none"> <li>■ Retirement and Estate Planning</li> <li>■ Taxation Planning</li> <li>■ Strategic Management</li> <li>■ Corporate Finance</li> <li>■ Research Methodology in Financial Planning</li> <li>■ Master's Thesis</li> </ul>

## INTERESTING FACT

SEGi's Master in Financial Planning programme in collaboration with Malaysian Financial Planning Council is **INDUSTRY RELEVANT.**



## Career Opportunities

As graduates of the programme, you can explore careers such as Financial planner, Agency Manager, Financial Analyst, Investment Broker, Employee of Financial Institutions.

# MASTER OF BUSINESS ADMINISTRATION (GLOBAL BUSINESS)

Global business consists of transactions devised and carried out across national borders to satisfy the objectives of individuals, companies, and organisations. To sustain an edge in such competitive market, businesses are relying solely on management staff with specialist skills and knowledge.

Our Masters of Business Administration (Global Business) programme grooms you in developing strategies and methods for the global market of tomorrow. A module in international finance, global business strategies, global supply chain management, international marketing, and international business law dealing with trade equips you to go forward in international businesses.

We designed the programme to expand your theoretical understanding and critical awareness in today's global business. You'll develop strategic and integrated views of organisations and management, develop skills in effective decision-making, a critical awareness of the operation of global organisations within their international environment, and understanding of international, ethical and strategic concepts and current theories in the management of global businesses.

## SEGi UNIVERSITY

Single Award



SEGi  
University

Exemption



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University



## Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> <li>Managing in International Economy</li> <li>Marketing Management</li> <li>Accounting for Managers</li> <li>Finance for Managers</li> <li>Organisational Behaviour</li> <li>Operations and Quality Management</li> <li>International Marketing</li> <li>International Entrepreneurship Development</li> </ul>	<ul style="list-style-type: none"> <li>Economics for Managers</li> <li>Strategic Management</li> <li>Research Methodology</li> <li>Master's Thesis</li> </ul>

## Career Opportunities

Global business is a crucial area for many companies (both large and small) with increasing number of companies branching into global markets. There is a high demand for professionals and managers with skills and qualifications in international business.

# MASTER OF BUSINESS ADMINISTRATION (GENERAL MANAGEMENT)

The Master of Business Administration (General Management) programme seeks to help you understand core business and management disciplines with emphasis in management skills and developing new ideas in areas of analysis, problem solving, decision-making, effective communication, and leadership.

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

Our modules originate from a wide range of business and management disciplines including economics, marketing, information systems, statistics, human resource management, and law.

## SEGi UNIVERSITY

Single Award



SEGi  
University

Exemption



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University



## Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> <li>Managing in International Economy</li> <li>Marketing Management</li> <li>Accounting for Managers</li> <li>Finance for Managers</li> <li>Organisational Behaviour</li> <li>Entrepreneurship Practice and Processes</li> <li>Operations and Quality Management</li> <li>Project Management - Framework and Sustainability</li> </ul>	<ul style="list-style-type: none"> <li>Economics for Managers</li> <li>Strategic Management</li> <li>Research Methodology</li> <li>Master's Thesis</li> </ul>

## Career Opportunities

As graduates, you are highly in demand to perform in a senior or managerial roles. Organisations are always looking for professionals with strong managerial skills and abilities as it determines the success of their business.



# MASTER OF BUSINESS ADMINISTRATION (FINANCE)

The Master of Business Administration in Finance programme is intended to provide graduates with a foundation of education in statistics, leadership, economics, strategy, and marketing. It also equips students to be efficient and effective in managing distinct challenges any organisations will face.

This MBA programme is ideal for students who want to accelerate their career path in the field of finance, investment, and corporate treasury within ONE year. Students pursuing the MBA in Finance will gain professional prospects by developing the business skills that are needed in today's competitive global environment.

It also enables students to demonstrate relevant knowledge and understanding of organisations and acquire skills in communications, team-working, and problem-solving. This specialisation offers a variety of industries to thrive in including commercial and corporate banking, investment services, and real estate.

## SEGi UNIVERSITY

Single Award



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## PROGRAMME MODULES

- Operations and Quality Management
- Economics for Managers
- Strategic Management
- Research Methodology
- Investment Decision
- Human Resource Management
- Marketing Management
- Management Information System
- Corporate Finance
- Organisational Behaviour
- Accounting & Finance for Managers
- Financial Statement Analysis
- Master's Thesis

## HAVE YOU HEARD?

We offer a **UNIQUELY-STRUCTURED PHD PROGRAMME** that provides a comprehensive research plan to ensure students complete their assignments on time.



## Career Opportunities

The career opportunities for students pursuing MBA in Finance are Accounting Managers, Corporate Controllers, Chief Financial Officers, Risk and Insurance Manager, Investment Bankers, etc.

# MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE MANAGEMENT)

Master of Business Administration in Human Resource Management provides graduates an opportunity to enhance their knowledge based on the latest practices in the area of human resource management and organisational leadership. This programme prepares students in the functional areas of business allowing them to develop managerial skills necessary to be effective in a rapidly changing business environment.

This programme is designed for students with an interest in entering or advancing their careers in business. With support of expertise from the academic team, students will be exposed to developing the skills and knowledge needed to move forward in the industry.

It also enables students to develop and acquire problem-solving ability and linking theory to real world challenges. Graduates will be able to pursue careers specialising in HR Management positions or consultancy roles in all areas of human resource management, up to director level.

## SEGi UNIVERSITY

Single Award



**SEGi**  
University

Exemption



**SEGi**  
University



## PROGRAMME MODULES

- |   |                                       |
|---|---------------------------------------|
| ■ Operations and Quality Management       | ■ Management Information System       |
| ■ Economics for Managers                  | ■ Recruitment and Selection           |
| ■ Strategic Management                    | ■ Organisational Behaviour            |
| ■ Research Methodology                    | ■ Accounting and Finance for Managers |
| ■ Compensation and Performance Management | ■ Human Resource Planning             |
| ■ Human Resource Management               | ■ Master's Thesis                     |
| ■ Marketing Management                    |                                       |

## Career Opportunities

Human Resource Manager,  
Training and Development  
Manager, Organisational  
Development Specialist, Public  
Relations Specialist.

# MASTER OF BUSINESS ADMINISTRATION (MARKETING)

The Master of Business Administration in Marketing will focus on business and organisations within the context of marketing, examining how marketing can help develop a competitive edge for a company in today's challenging environment. Students will be exposed to the future of marketing in terms of trends and modern practices that affect the competitiveness of organisation.

This programme aims to introduce innovative business understanding that integrates cutting-edge research and practice across all key business areas to cater and adapt to the ever-competitive industry.

It also enables students to develop key leadership skills such as communications, team working, and problem-solving. The Master of Business Administration in Marketing is grounded in principles that underpin businesses today and will equip students with a fresh strategic approach to the issues managers encounter.

## SEGi UNIVERSITY

Single Award



SEGi  
University

Exemption



SEGi  
University



## PROGRAMME MODULES

- Operations and Quality Management
- Economics for Managers
- Strategic Management
- Research Methodology
- Human Resource Management
- Marketing Management
- Management Information System
- Sales & Distribution Management
- Organisational Behaviour
- Accounting and Finance for Managers
- Product & Brand Management
- Consumer Behaviour
- Master's Thesis

## DID YOU KNOW?

Our MBA programmes have achieved international-level excellence and strong regional relevance with **6 SPECIALISATIONS, WHICH ARE HIGHLY SOUGHT-AFTER BY EMPLOYERS**



### Career Opportunities

Marketing and Sales Manager,  
Market Research Analyst, Media  
Planner, Product Manager,  
Advertisement Manager.



# MASTER OF ACCOUNTANCY

The Master of Accountancy programme is designed to prepare students for careers in accounting by providing an in-depth study in the basic areas of the field. The programme prepares students for CIMA examinations.

The programme, available only at SEGi University, is designed for working professionals as it is developed in a flexible learning format. Delivered by academics with relevant professional experience in a small-class setting, it provides students a greater support for their coursework and professional development throughout the programme.

The course provides students with a thorough understanding and an appreciation for social, professional, and ethical responsibilities inherent in the accounting profession. Students will be able to enhance and further develop their written, verbal and technological skills necessary for professional success. Students also have the opportunity to develop a deeper understanding of the international accounting perspective and principles.

**SEGi UNIVERSITY**

Single Award



**SEGi**  
University

Exemption

**CIMA**

## Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> <li>Advanced Management Accounting</li> <li>Accounting Theory &amp; Policy</li> <li>Issues in Auditing &amp; Assurance</li> <li>Taxation</li> <li>Advanced Corporate Reporting</li> <li>Financial Statement Analysis</li> </ul>	<ul style="list-style-type: none"> <li>Accounting Research Method</li> <li>Advanced Financial Management</li> <li>Risk Management &amp; Governance</li> <li>Strategic Management</li> <li>Applied Research Paper</li> </ul>

### Career Opportunities

The insights you will gain as a graduate of the Master of Professional Accounting will provide you with the knowledge and skills needed to seek employment in fields including:

- financial and management accounting
- taxation
- auditing
- superannuation
- investment
- financial advising
- banking
- stockbroking

# MASTER OF ARTS IN CORPORATE COMMUNICATION

SEGi UNIVERSITY

This programme is designed in such a way that upon successful completion of the programme, the students should be able to demonstrate and appraise enhanced knowledge relating to the study and practice of Corporate Communication. Also, the students will be able process large volumes of info, and strive to become lifelong learners by staying abreast of knowledge, theories, and development in the field. This programme includes a requisite of corporate communication practices such as managing, presenting, negotiating, and organising skills.

The students will get to work in a group to originate, organise, and disseminate researched ideas verbally, plus writing ads through visual presentations. Imagine applying enhanced ICT skills to critically evaluate technology for producing effective and creative solutions to problems relating to the programme. The students will essentially relate to others and readily act as communication experts to initiate resolutions to quandaries, where appropriate. This programme will allow the students to perform as corporate communication professionals and essentially address issues concerning values, norms and ethics within the community. Upon graduation, the students will administer functional teams and autonomously seize chances, take risks and compete within a revolutionised market.

## PROGRAMME MODULES

- |   |  |
|---|--|
| ■ Advanced Psychology in Communication                | ■ Video Production for Corporate Communication       |
| ■ Advanced Corporate Communication                    | ■ Research methods in Corporate Communication        |
| ■ Legal and Ethical Issues in Corporate Communication | ■ Corporate Sociology                                |
| ■ New Media and Communication Strategy                | ■ Issues in Public Communication Campaign Management |
| ■ Corporate Media Relations                           | ■ Corporate Writing                                  |
| ■ Crisis Communication                                | ■ Final Project*                                     |
| ■ Corporate Advertising, Image & Identity             |  |

\* Each student may choose between a 20,000-word dissertation or a 5-minute PSA video production

### Career Opportunities

Marketing Communication Manager, New Media Strategist, Community Manager, Brand Manager, Corporate Communication Officer, Director of Corporate Affairs, Head of Public Relations and Media Relations or Social Media Manager.

## MSc (MANAGEMENT) BY RESEARCH

SEGi UNIVERSITY

This two-year programme is aimed for those who wish to gain in-depth knowledge of the various aspects of management.

Get analytical training according to the specialisation of each individual, which allows you to develop an applied final thesis as your MSc dissertation. We focus on highly specialised research that interests you and pushes you to be creative, innovative, and contribute new knowledge to different management fields.

In the first year of the programme, you will be required to complete three modules that include Theory of Knowledge, Advanced Research Methods and Design, and Research Proposal and Seminar.

Upon completion of these modules, you will conduct research and write a comprehensive thesis under the supervision of an approved supervisor.

### Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> <li>■ Theory of Knowledge</li> <li>■ Advanced Research Methods and Design</li> <li>■ Research Proposal and Seminar</li> <li>■ Research and Thesis</li> </ul>	<ul style="list-style-type: none"> <li>■ Research and Thesis</li> </ul>

### Career Opportunities

The MSc Management programme is suitable for those seeking a position in a variety of management fields including accountancy, business analysis, business development, consultancy, corporate strategy, finance and accounting, human resource management, and marketing management.

## MSc (INFORMATION TECHNOLOGY) BY RESEARCH

SEGi UNIVERSITY

The programme prepares you for one of four likely career paths; a career as an academician in an institution of higher learning, a consultant in the lucrative IT industry, a technopreneur or research careers in industrial R&D or government-funded research institutions.

### Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> <li>Advanced Research Methods &amp; Design</li> <li>Research Proposal and Seminar</li> <li>Research and Thesis</li> </ul>	<ul style="list-style-type: none"> <li>Research and Thesis</li> </ul>

### Career Opportunities

Graduates of the MSc (Information Systems) Management have gained employment in both public and private sector organisations in a range of technology related positions such as IT Consultants, IT Managers, Systems Analysts, Business Analysts, Business Development Managers, and Project Managers.

N/481/7/0312(6/23) KD CAMPUS

## MSc (ENGINEERING) BY RESEARCH

SEGi UNIVERSITY

The Master of Science (Engineering) prepares you with comprehensive knowledge in the research area of Engineering.

Upon completion of the programme, you are able to establish and conduct surveys or experiments, analyse data, and present the results in a professional manner. Through this programme, we will cultivate research competitiveness in you, equipping you with the capacity for continuous learning and analysing contemporary issues.

### Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> <li>Advanced Research Methods and Design</li> <li>Research Proposal and Seminar</li> <li>Research and Thesis</li> </ul>	<ul style="list-style-type: none"> <li>Research and Thesis</li> </ul>

### Career Opportunities

A Master graduate in engineering would have the opportunity to work in the industry as a full-fledged practicing engineer specialising in areas research or management younger engineers.

N/520/7/0042(1/23) KD CAMPUS

## MASTER OF EDUCATION BY RESEARCH

SEGi UNIVERSITY

Master of Education by Research provides teachers the essential research skills to meet the demands of the workplace through quality supervision. The programme is by research and does not involve the teaching of courses. This professional development will also enable teachers to play a leadership role in academia or industry.

### Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> <li>Research Methodology</li> <li>Statistics and Data Analysis</li> <li>Research Proposal and Seminar</li> <li>Research and Thesis</li> </ul>	<ul style="list-style-type: none"> <li>Research and Thesis</li> </ul>

#### Career Opportunities

The programme prepares you to take on leadership and management positions in a range of settings and services, such as children's centres, extended schools, and child-minding networks.

N/141/7/0017(6/23) KD CAMPUS

## MSc (VISION SCIENCE) BY RESEARCH

SEGi UNIVERSITY

With the Master of Science (Vision Science) by Research programme, we aim to provide you with a firm grounding in scholarly research work in clinical vision science that encompasses the subject areas of ocular and visual science through clinical optometry.

The programme forms the initial platform for vision related professionals to advance their knowledge on the scientific foundations of vision science by pursuing supervised research work in preparation for later pursuit of a doctoral degree by research in clinical optometry and/or vision science.

### Programme Modules

Year 1	Year 2
<ul style="list-style-type: none"> <li>Investigative Techniques in Clinical Vision Research</li> <li>Advanced Research Methods &amp; Design</li> <li>Research Proposal &amp; Seminar</li> </ul>	<ul style="list-style-type: none"> <li>Research and Thesis</li> </ul>

#### Career Opportunities

An optometrist is a healthcare professional who provides primary eye care ranging from vision testing and correction to the diagnosis and management of vision disorders with pathological causes. With routine hours and a good income, optometrists enjoy a lifelong career with a satisfying lifestyle. Career opportunities include professional private optometric practice (solo or group), retail optical practices, ophthalmology clinics, hospital eye departments, and multi-national optical industry.

N/441/7/0002(3/22) KD CAMPUS



## STUDENT TESTIMONIALS



"The environment at SEGi University is very conducive and the professors are very friendly. These are the reasons why I love this university and this country. SEGi has widened my horizons beyond the confines of a classroom."

**Dong Jia Yi**



"I am currently pursuing DrBA after completing my masters with SEGi University. SEGi University provides me with the opportunity to acquire knowledge on management. I have improved my communication and leadership skills. I can further develop my career with the knowledge and skills acquired at SEGi."

**Angela Chen Haijun**



"Working while studying is not easy especially if you are married with kids. However, the challenges I went through has been minimised with the team of lecturers who lectures with passion and interest, and are supportive, understanding, and their knowledge sharing is beyond academic. The experiences I gained at SEGi University has definitely helped to make me a better person academically and I am able to relate it to my working environment."

**Gary Ang**



"The 2 years at SEGi University have enhanced learning experiences during my master's studies. The excellent facilities, well-equipped infrastructure and experienced lecturers at SEGi has nurtured my future and social life too."

**Swee Hoon Ling**



"It's my pleasure to be a student at SEGi University from MBA until DrBA. With the help of my supervisor and GSB lecturers, my knowledge and skills have expanded rapidly. I have enjoyed my time here. Hence, I am now pursuing DrBA after graduating from the MBA. I have improved myself thanks to the conducive environment at SEGi, coupled with guidance and support from lecturers and classmates."

**Alice Zhang Meng Wan**



"SEGi University DrBA programme complemented my then 22 years of working experience as an engineer and a manager. The comprehensive learning experience has contributed to my understanding of professional practices and enhanced my personal development as a business practitioner. I am truly honoured with my achievements at SEGi and am indebted to the programme facilitators for their guidance and support."

**Dr Ling Chen Hoe**



"In life, we make choices. I chose SEGi University to pursue my MBA as it offers weekend classes, which suits my schedule because I am working. It is the best thing I have ever done for myself as the benefits I've gained are countless."

**Andy Lim**



"I am currently pursuing DrBA after completing my master's with SEGi University. These 2 years at SEGi University have enhanced my learning curve. GSB lecturers and staff were very supportive and helpful throughout my master's. SEGi has also given us the best platform and guidance to achieve success in future."

**Michelle Chan Sze Yen**



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