

Secure your business future at SEGi

SEGi University and Colleges were established 39 years ago, offering Business programmes that continue to be sought after to this day.

By attracting the best minds and experienced academicians in the business world, the group continues to shape future generations of business leaders.

In recognising the importance of a strong education for a seamless transition into the business world, SEGi offers a wide range of programmes under its School of Business and Accounting.

For students who opt for the Bachelor of Business Management (Hons) programme at SEGi University, they will take two years of the undergraduate programme to learn the basics of Business Management before selecting an area of specialisation during the final

year, thus providing an in-depth study of whichever field they may select as a career.

Final year students can opt to study General Management, Financial Management, Human Resource Management or Marketing Management.

For General Management, this specialisation covers all general areas of Business Management, such as Accounting, Corporate Strategy and International Finance, thus empowering graduates with the knowledge of managing a business.

The Financial Management study prepares aspiring Chief Financial Officers to get ahead after learning the ropes of Financial Management, which includes Financial Reporting and Investment Decision.

The Human Resource Management ensures that the business is effectively



*SEGi offers **quality Business degree programmes** within the reach of many.*

managed and sustained with capable and talented workforce.

In fact, it is the core of all corporations to meet all manpower needs. Students will learn employment relations and all necessary theories and practices to be skilled Human Resource professionals.

For Marketing Management, the students can learn on the way to make

products and services appealing to potential customers with modules such as how to plan for media, direct and online marketing, marketing communication and advertising practices including relationship marketing.

Graduates will have an added advantage because they will possess the distinct qualities needed to operate in the business world that now demands

specialised business experts.

They will obtain double degrees from SEGi University and also Abertay University in the United Kingdom.

For more information on the Bachelor of Business Management (Hons) programme, call SEGi University (03-6145 1777 or 1800-88-7344), email askme@segi.edu.my or log on to www.segi.edu.my.