

SEG International Bhd (145998-U)

# ANNUAL REPORT 2011

Your future begins at...





# SEGi

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Today, SEGi is the largest private education provider in Malaysia boasting the most programmes and students of any provider, currently serving more than 27,000 students across its six major campuses located in the Klang Valley, Penang and Sarawak. Listed on the Main Market of Bursa Malaysia Securities Berhad, the Group is also the largest in terms of market capitalisation. *Res Ipsa Loquitur*. The facts speak for themselves.

# Among Top **3** in Malaysia

In the 1st Malaysian Quality Evaluation Systems for Private Colleges (MyQUEST), an evaluation carried out by the Ministry of Higher Education Malaysia, SEGi College Subang Jaya was one of only three colleges in Malaysia to be awarded the highest 6-star rating in the overall college-based category, depicting an outstanding performance.

# Rated **6** Stars



In the MyQUEST evaluation, SEGi also scored 6-star ratings for 5 of the 9 cluster-based categories, the MOST of any education group.

# Awarded **Best Brand** In Education

SEGi University College was announced as the winner of The BrandLaureate Best Brand Award in the category of Education Tertiary (Private). SEGi University College was the sole winner of The BrandLaureate Best Brand Award in the said category.

# Instrumental in National Transformation

As the only institution to be named champion for two EPP projects, SEGi is set to play an instrumental role in the nation's transformation. SEGi was appointed as champion for EPP 2 under the Education NKEA to develop integrated early childhood and childcare education in the country, and was appointed as Project Leader for SkillsMalaysia INVITE, a new initiative to bring foreign trainees and learners to Malaysia.

# Strong Ties Abroad

SEGi's agreement with the Government of Vietnam in 2011 will see the Group delivering vocation training to assist in fulfilling the immediate and long-term human capital development needs of Vietnam, with an estimated 10,000 people to be trained under this project from 2012 to 2015. SEGi is also finalising similar agreements with several other governments and overseas agencies.



# SEGi

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Today, SEGi is the largest private education provider in Malaysia boasting the most programmes and students of any provider, currently serving more than 27,000 students across its six major campuses located in the Klang Valley, Penang and Sarawak. Listed on the Main Market of Bursa Malaysia Securities Berhad, the Group is also the largest in terms of market capitalisation. *Res Ipsa Loquitur*. The facts speak for themselves.





# UNIVERSITY

2011 was a year full of milestones and celebrations for the Group, with collaborations, special projects and numerous accolades that resulted in strong growth. With an upgrade to University status as well as 35th Anniversary celebrations, 2012 will be no different.



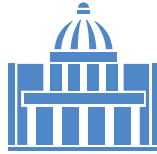
# Vision

We aspire to be the leading educational institution with global emphasis.

# Mission

To empower learners with educational and training excellence relevant to industry needs in contributing positively to global communities.





SEG INTERNATIONAL BHD

145998-U

# *Passion Guided, Industry Driven*

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SEG International Bhd (SEGi) is dedicated to offering industry relevant and internationally recognised programmes aimed at equipping graduates with key expertise needed to meet industry demands. In addition, the Group believes that all students should be engaged and excited about the pursuit of education and, by providing a complete educational experience to all, SEGi is able to develop a culture of learning and healthy curiosity within a fun and conducive environment.

But ultimately, the best test of quality is reflected in the end outcome and SEGi therefore stands behind the employability of its graduates and their contribution to their own community.



*Over recent years, the Group has experienced steady positive growth, both in the bottom line as well as in the hearts and minds of Malaysians. This is due not only to the ongoing development of quality academic programmes but also due to special projects and key academic collaborations taking place both in Malaysia and internationally. SEGi has arrived. Because it not only does things right, it also does the right things.*



## On Top of Our Game

In 2011 and in future years, SEGi will play a pivotal role in the nation's roadmap as the only institution to be named as champion for two EPP projects. SEGi was appointed as Project Leader for SkillsMalaysia INVITE, a new initiative to bring foreign trainees and learners to Malaysia, and was appointed as champion for EPP 2 under the Education NKEA to develop integrated early childhood and childcare education in the country.

In addition to these projects locally, SEGi is working closely with the Government of Vietnam to deliver vocation training to an estimated 10,000 Vietnamese students from 2012 to 2015. SEGi is committed to provide excellence in education towards the advancement

of global communities and, through this project, will assist in fulfilling the immediate and long-term human capital development needs of Vietnam.

In 2011, SEGi also received numerous awards to accolades which again serve to cement SEGi as a quality institution. In March 2011, SEGi University College was announced as the winner of The BrandLaureate Best Brand Award in the category of Education Tertiary (Private). SEGi University College was the sole winner in the category.

Later in the year, the Group achieved outstanding results in the 1st Malaysian Quality Evaluation Systems for Private Colleges (MyQUEST), an evaluation carried out by the Ministry of Higher

Education Malaysia, and came out on top in more ways than one. SEGi Subang Jaya was one of only three colleges in Malaysia to be awarded the highest 6-star rating in the overall college-based category, depicting an outstanding performance. In addition, SEGi scored 6-star ratings for 5 of the 9 cluster-based categories, the MOST of any education group.

Looking forward, 2012 marks a new chapter as the Group celebrates their 35th Year Anniversary as well as their upgrade to University. In recent years, SEGi has experienced significant growth by adapting to market demands and 2012 will prove no different. The Group will continue in its endeavours to deliver and produce excellence towards the goal of attaining university status.



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*"SEGi's business and accountancy programmes are popular among students because of their quality, variety, experience and relevance"*

**theSun**

12 July 2011



## Chairman's Statement 06

"The prospect of the Group remains positive as SEGi continues to introduce niche programmes and grow enrolment numbers from both local and international markets. The quest for excellence though is never over."



## Messages from Key Management 20

"Once again, SEGi has gone beyond expectation in 2011. This is reflected not only in the figures but also in the numerous achievements of the Group throughout the year."



## Excellence at SEGi 44

"SEGi strongly believes that the true reflection of quality is ultimately in the outcome – the employability and competency of our graduates. The success achieved by our students in 2011 is testament to our commitment."



## 2011 at a Glance 74

"2011 was indeed an outstanding year for SEGi, filled with many achievements and milestones. Among the backdrop of a highly competitive and diverse education market, the Group has once again shown growth."

# Corporate Information

## Board of Directors

**Tan Sri Dato' Seri Megat Najmuddin  
bin Dato' Seri Dr Haji Megat Khas**  
*Independent Non-Executive Chairman*

**Dato' Sri Clement Hii Chii Kok**  
*Group Managing Director*

**Lee Kok Cheng**  
*Deputy Group Managing Director*

**Hew Moi Lan**  
*Executive Director / Chief Executive Officer*

**Datuk Chee Hong Leong**  
*Independent Non-Executive Director*

**Amos Siew Boon Yeong**  
*Independent Non-Executive Director*

**Nicholas Rupert Heylett Bloy**  
*Non-Independent Non-Executive Director*

**Tan Chow Yin**  
*Non-Independent Non-Executive Director*

**Goh Leng Chua**  
*Independent Non-Executive Director*

## Company Secretaries

**Chong Poh Yee**  
*(MIA 7620)*

**Hew Ling Sze**  
*(MAICSA 7010381)*

## Registered Office

6th Floor, SEGi University  
No. 9, Jalan Teknologi  
Taman Sains Selangor  
Kota Damansara, PJU 5  
47810 Petaling Jaya  
Selangor Darul Ehsan  
Tel : +603 6287 3752  
Fax : +603 6145 2679

## Stock Exchange Listing

Main Market of  
Bursa Malaysia Securities Berhad

## Auditors

Crowe Horwath  
Level 16 Tower C  
Megan Avenue II  
12 Jalan Yap Kwan Seng  
50450 Kuala Lumpur  
Tel : +603 2166 0000  
Fax : +603 2166 1000

## Registrar

Symphony Share Registrars Sdn Bhd  
Level 6, Symphony House  
Pusat Dagangan Dana 1  
Jalan PJU 1A/46  
47301 Petaling Jaya  
Selangor Darul Ehsan  
Tel : +603 7841 8000  
Fax : +603 7841 8151/52



# Financial Highlights

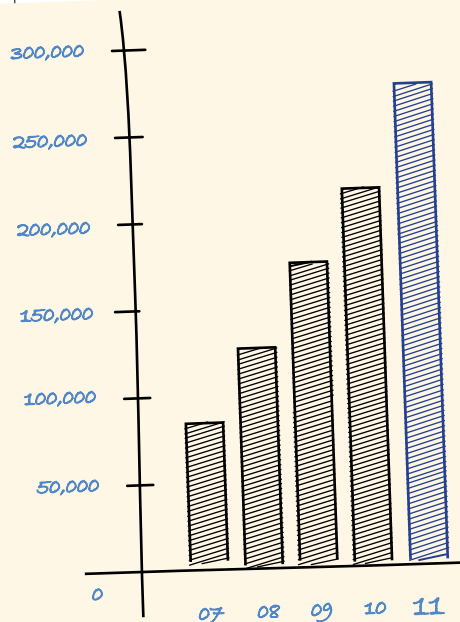
## Group Five Years Financial Summary

	2007 RM'000	2008 RM'000	2009 RM'000	2010 RM'000	2011 RM'000
Revenue	86,263	127,407	166,372	217,615	278,293
Profit before tax	2,479	9,884	14,606	54,314	88,218
Profit for the year - attributable to shareholders	5,156	7,266	10,023	43,059	72,314
Share capital	89,093	89,093	89,093	125,623	139,674
Shareholders' fund	153,589	158,324	169,155	202,584	183,759
Total assets	309,896	213,910	219,055	263,038	290,107
Basic earnings per share (sen)	6.03	8.70	4.23*	8.70**	14.11
Net dividend for the year (sen)	1.50 @ RM1.00 per share	2.25 @ RM1.00 per share	2.63 @ RM1.00 per share	7.00 @ RM0.50 per share	31.00 @ RM0.25 per share

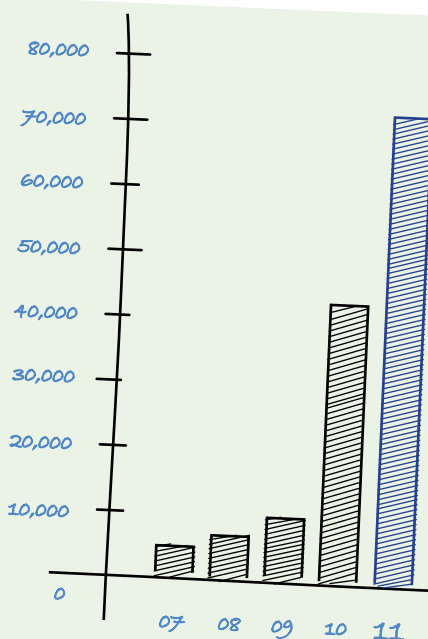
\* Restated for the effects of share split from RM1.00 per ordinary share to RM0.50 per ordinary share and bonus issue of 2:5.

\*\* Restated for the effects of share split from RM0.50 per ordinary share to RM0.25 per ordinary share.

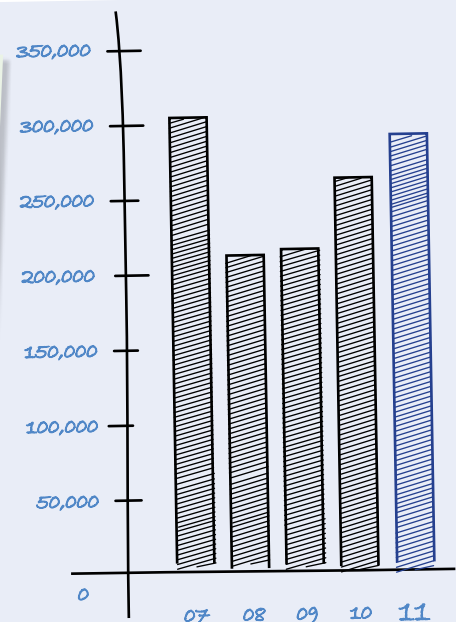
**Revenue**  
(RM'000)



**Profit for the Year**  
attributable to shareholders (RM'000)



**Total Assets**  
(RM'000)



## Chairman's Statement



Tan Sri Dato' Seri Megat Najmuddin bin Dato' Seri Dr Haji Megat Khas

*“With steadfast determination and good teamwork within the Group, the Group will begin its operations as a University and will offer new fields of studies. Research and development will be intensified as we become a full-fledged university. The Group believes that holistic education will help the youth in their future careers and to excel academically.”*

**O**n behalf of the Board of Directors, it is my pleasure to present the Annual Report and Audited Financial Statements of SEGi and the Group for the year ended 31 December 2011.

SEGi has rapidly transformed in the last few years. I am proud to announce that our institution has been invited by the Ministry of Higher Education of the Government of Malaysia for upgrading to a full-fledged university status. This is an exciting new chapter to the Group as it brings us closer to our aspired goal and commitment. SEGi is committed to the establishment of a full university based on its philosophy of a quality institution that is passion guided and industry driven.



With steadfast determination and good teamwork within the Group, the Group will begin its operations as a University and will offer new fields of studies. Research and development will be intensified as we become a full-fledged university. The Group believes that holistic education will help the youth in their future careers and to excel academically.

The Government’s Economic Transformation Programmes highlighted the importance of education. The National Key Economic Area (“NKEA”) on education focuses on four prioritised segments. The four segments include areas in early childcare and education (“ECCE”), basic education (primary and secondary), technical education and vocational training, and tertiary education (both domestic and international students). Malaysia’s private education sector has made major contributions in these segments by complementing the Government’s efforts in providing access to quality education to rakyat.

## FINANCIAL PERFORMANCE

2011 was another commendable year for SEGi. The Group generated a revenue of RM278.3 million (2010: RM217.6 million), an improvement of 27.9% as compared to the corresponding period in 2010. The Group’s profit before taxation of RM88.2 million surpassed last year’s record by 62.4%.

The stellar performance of the Group was primarily driven by the increase in student enrolments, both local and international, and higher margins received from new programmes launched as well as our homegrown programmes.

The Group will continue its efforts to seek growth opportunities while striving to optimise capital structure in order to maximise return on shareholders’ funds.

## DIVIDEND

In view of the Group’s strong earnings and our commitment to reward our valued shareholders with consistent returns, the Board of Directors declared a special dividend of RM0.14 per ordinary share of RM0.50 each in respect of the financial year ended 31 December 2011. The special dividend, less income tax of 25%, amounting to RM25,914,000, was paid on 18 February 2011.

The Company also paid a final single tier dividend of RM0.07 per ordinary share of RM0.50 each in respect of the financial year ended 31 December 2010. The final single tier dividend amounting to RM17,841,000, was paid on 27 May 2011.

The Board of Directors further declared a second interim single tier dividend of RM0.10 per ordinary share of RM0.25 each in respect of the financial year ended 31 December 2011. This second interim single tier dividend amounting to RM53,263,000, was paid on 6 January 2012.

The Group will strive to maintain an appropriate balance of providing its shareholders with sustainable cash returns from dividends while conserving adequate funds for reinvestment that is necessary to enhance future profitability. The Company has committed to declare a minimum of 50% of the Group’s net profits for the year, as dividends to its shareholders.



“2011 was another commendable year for SEGi. The Group generated a revenue of RM278.3 million”

# 27.9%

Increase in revenue

# RM88.2 million

Group’s profit before tax

## OPERATIONAL REVIEW

The Group’s developments in 2011 reflected our continuous efforts to sustain and expand our market share in both the local and global markets amidst the various challenges in the global market and the changing business environment.

During the year under review, the Group continues to launch new programmes that attracted many new students. In the field of Medical and Allied Health Sciences, we launched the Bachelor of Dental Surgery in September 2011. This further strengthened our Medical and Allied Health Sciences faculties which also conduct Bachelor of Medicine, Bachelor of Surgery (MBBS), Master of Pharmacy and Bachelor of Optometry.

Besides new courses in Medical and Allied Health Sciences, the Group also introduced many new programmes during the year, such as SEGi University College’s Bachelor in Accounting, Business Management, Information Technology, Hospitality Management and Doctor in Business Administration.

During the year, the Group has also reached out to many more countries, recruiting international students from these countries. We saw an increase in international students arriving from 17 new countries. In 2011, the number of international students in the Group increased by 87%.

Early of 2011, SEGi was appointed by the Government as champion to lead a consortium to upgrade the qualifications of the existing work force and train future practitioners of pre-schools and childcare

centres under the NKEA. SEGi will also lead in the setting up of an ECCE training hub in Kuala Lumpur and other parts of the country.

I am pleased to report that amidst stiff competition, SEGi was again appointed project leader by the Government to promote skill-based training to the international market. This is a new initiative to bring in foreign trainees and learners to Malaysia, known as SkillsMalaysia International Technical Education and vocational training programme (“SkillsMalaysia INVITE”).

SEGi entered into a Memorandum of Agreement with the Government of Vietnam for providing skill-based training to vocational teachers and instructors so as to raise their level of competencies to that of an internationally recognised standard following its appointment as project leader in SkillsMalaysia INVITE. Other initiatives of SEGi with the Vietnam Government include the teaching of English to Vietnamese teachers and students, as well as the development of early childhood and childcare education for the country.

SEGi’s appointment by the Government is testimonial of SEGi’s credibility and leadership in private tertiary education. It enhances SEGi’s brand name and provides SEGi with the first mover advantage in those markets.

SEGi will continue to adopt forward-thinking strategies which will enable the Group to maintain a sustainable growth rate, profitability, and maximise returns to all stakeholders. With the Group’s resilient track record, the Group is well

set to grasp opportunities when they arise, propelling the Group to its next phase of growth.

## CORPORATE DEVELOPMENTS

As the Group sought sustainable growth through aggressive expansion in its business operation, the Group entered into an agreement with a developer in Perak Darul Ridzuan to expand its institution operations. The execution of the agreement will cater for the Group’s future expansion into Ipoh which is expected to be up and running in two to three years’ time.

The private placement of up to 10% of the issued and paid up share capital of SEGi lapsed on 7 March 2012. No new shares were issued from this exercise.

I am pleased to report that during the year under review, SEGi implemented another share split involving the further subdivision of every one existing ordinary share of RM0.50 each into two ordinary shares of RM0.25 each (“the Share Split”). The adjustment in market price of SEGi’s shares pursuant to the Share Split allowed a wider spread of investors to participate in SEGi’s growth at an affordable and accessible level.

## CORPORATE GOVERNANCE

The Board continues to recognise the importance and advantage of having good corporate governance as they believe that it is the only way to sustainably enhance shareholder value. The Board is committed to ensure the highest standards of good governance, ethical business conduct and values are practised throughout its operations.



## – Chairman’s Statement –

### CORPORATE RESPONSIBILITY

As part of the Group’s philanthropic efforts, the Group has carried out numerous community programmes in areas of social welfare, education and sports development and will continue to identify activities where its support can make a real difference.

We remain dedicated to reaching out to the community through our various involvements in community projects. One such project during the year was the visit by a group of students from the Academic English class of SEGi University College to the Annai Illam Charity Home located at Batu Caves. The group brought some food and daily necessities for the home. The students stayed back to play games, sing, dance and made muruku (an Indian delicacy) with the children and single mothers.

SEGi also extended financial assistance or scholarships to the deserving students. These include scholarships from SEGi as well as those in partnership with other organisations.

The detailed corporate responsibility projects of the Group are set out in “Corporate Responsibility” section of this annual report.

### FUTURE OUTLOOK

The prospect of the Group remains positive as the Group continues to introduce niche programmes and grow the enrolments from the local and international markets. It is also implementing new educational and training initiatives to increase its revenue base and widen its income streams. Our vision and mission remain

to be the premier education and training provider for all levels of society and empower learners with education and training that is relevant to industry needs so that they can contribute positively to the global community.

### ACKNOWLEDGEMENTS

There are many groups of people whom I would like to record my gratitude and appreciation.

First and foremost, I would like to thank my fellow board members, management and staff for their dedication, resourcefulness, untiring commitment and contribution to the Group. I would also like to take this opportunity to thank our valued shareholders, global partners, students, regulatory authorities, business associates and bankers for their support to the Group. The Group values and look forward to their continued support as we continue to expand our business.

In addition, we take this opportunity to congratulate Lee Kok Cheng and Hew Moi Lan who were appointed the Deputy Managing Director and Chief Executive Officer of the Group respectively on 1 January 2012. We are confident that their wealth of knowledge and experience in the education industry will bring value and lead the Group to the next level of achievements.

The Board and I also wish to record our sincere appreciation and gratitude to Dato’ (Dr.) Patrick Teoh Seng Foo, Datu Haji Putit bin Matzen and Tony Foo San Kan who resigned on 3 April 2012, for their invaluable contributions to the Group during their tenure as members of the Board.

On behalf of the Board, I would like to welcome Nicholas Rupert Heylett Bloy and Tan Chow Yin, the representatives of Pinnacle Heritage Solutions Sdn Bhd (“PHS”), on their appointment to the Board as Non-Independent Non-Executive Directors. Nicholas and Chow Yin are the Managing Partner and Partner of Navis Asia VI Management Company, Ltd respectively, a company which is deemed to have an interest in PHS pursuant to Section 6A(4) of the Companies Act, 1965. We believe that their strong credentials would bring immense value to the Board and Group. Together, we will continue to learn and improve, and to pool our knowledge and expertise to lead the Group to continue striving for excellence, profits and greater heights.

**Tan Sri Dato’ Seri Megat Najmuddin bin Dato’ Seri Dr Haji Megat Khas**  
Chairman

6 April 2012

# Board of Directors



1. Tan Sri Dato' Seri Megat Najmuddin bin Dato' Seri Dr Haji Megat Khas
2. Dato' Sri Clement Hii
3. Lee Kok Cheng
4. Hew Moi Lan
5. Datuk Chee Hong Leong
6. Amos Siew Boon Yeong
7. Nicholas Rupert Heylett Bloy
8. Tan Chow Yin
9. Goh Leng Chua





# Directors' Profile



**Tan Sri Dato' Seri Megat Najmuddin bin Dato' Seri Dr Hj Megat Khas**  
(Independent Non-Executive Chairman)  
-Malaysian-

Tan Sri Dato' Seri Megat Najmuddin bin Dato' Seri Dr Hj Megat Khas, aged 68 was appointed to the Board on 2 February 2001 and assumed the position as Chairman on 27 August 2008. He holds an Honours Degree in Law from University of Singapore. He practiced law for 14 years until 1986 and since then has concentrated on business as well as political activities. He was formerly the State Assemblyman of Kelana Jaya, Selangor for two terms. He is prominent in the corporate sector and holds several important posts. He is the President of both the Federation of Public Listed Companies Berhad ("FPLC") and the Malaysian Institute of Corporate Governance ("MICG").

He currently sits as the Non-Executive Chairman of 5 public listed companies, namely, Tradewinds Corporation Berhad, Asian Pac Holdings Berhad, Formis Resources Berhad, MajuPerak Holdings Berhad and SEG International Bhd. He sits as an Independent Non-Executive Director on the Board of Petroliaam Nasional Berhad (PETRONAS). He was a member of the High Level Finance Committee of the Ministry of Finance and

Capital Market Advisory Council of the Securities Commission ("CMAC"). He was a member of the 2nd National Economic Consultative Council ("NECC2"), Bank Negara Malaysia's Corporate Debt Restructuring Committee ("CDRC").

He now sits on UMNO (Ruling Party) Malaysia's Disciplinary Committee. He is also active in the Institute of Integrity Malaysia ("IIM"), Transparency International Malaysia ("TIM"), and is an Adjunct Professor at Faculty of Law, Universiti Utara Malaysia. He is currently a member of Bank Negara Malaysia's Financial Directors' Education ("FIDE") Steering Committee and Advisory Board of Malaysian Anti-Corruption Commission ("MACC").

Tan Sri Dato' Seri Megat Najmuddin Khas also serves as the Chairman of the Company's Nomination and Remuneration Committees.

Tan Sri Dato' Seri Megat Najmuddin Khas attended all five Board meetings held during the year ended 31 December 2011.



## – Directors' Profile –



**Dato' Sri Clement Hii Chii Kok**

Group Managing Director

-Malaysian-

Dato' Sri Clement Hii Chii Kok, aged 54, was appointed to the Board on 3 September 2001 as an Executive Director of the Company and subsequently assumed the position of Chief Executive Officer on 10 October 2001. On 27 August 2008, he was appointed the Managing Director/Chief Executive Officer of the Company and in January 2009, was re-designated the Group Managing Director. Dato' Sri Clement Hii is also a member of the Remuneration Committee of the Company.

He graduated with a Bachelor of Laws (Hons) degree from the United Kingdom. He was conferred the Honorary Doctorate of Business Administration by the University of Sunderland, United Kingdom, in early 2006. In 2007, he was conferred an Honorary Doctorate of Laws by his alma mater, the University of Wolverhampton, United Kingdom.

He is a former senior journalist holding positions in several newspapers, including Chief Editor of Borneo's leading English daily, "The Borneo Post". He also served in senior positions with management firms and was appointed a Justice of Peace in 2005.

He was the Executive Deputy Chairman of Star Publications (M) Bhd for two years, until December 2010. Dato' Sri Clement Hii also currently holds positions in numerous private limited companies and charitable foundations. He does not hold any other directorship in public companies.

Dato' Sri Clement Hii attended all five Board meetings held during the year ended 31 December 2011.



## – Directors' Profile –



**Lee Kok Cheng**

Group Deputy Managing Director

-Malaysian-

Lee Kok Cheng, aged 52, was appointed to the Board as Executive Director on 28 June 2005. On 27 February 2009, he assumed his responsibility as the Group Chief Executive Officer, and on 1 January 2012, he was appointed the Deputy Managing Director of the Group. He is also the Chairman of the Risk Management Committee of the Company.

He obtained his BSc (Hons) Computer Science from Universiti Sains Malaysia in 1985 and thereafter in 1996 he obtained his Masters in Business Administration from the University of Dubuque, Iowa, United States of America. In 2009, he graduated with a Postgraduate Certificate in Business Research from the University of Newcastle, Australia.

In July 2010, he was honoured an Outstanding Entrepreneur Award at the Asia Pacific Entrepreneurship Awards.

He joined the Group as Vice President (Operations) in June 2003 and thereafter

was promoted to the position of Chief Operating Officer in January 2005. During that period he also assumed the position as the Principal of SEGi College Subang Jaya. In 2007, he started SEGi's flagship campus, Kota Damansara as the Principal until the campus was upgraded to University College in 2008.

Prior to this, Kok Cheng has 18 years of experience in another educational institution and his last position was the Group Executive Director of that institution. He was instrumental in implementing many e-applications to replace paperwork for the accounting, human resource and information technology functions. Kok Cheng does not hold any other directorships in public companies.

Kok Cheng attended all five Board meetings held during the year ended 31 December 2011.



**Hew Moi Lan**

Executive Director / Chief Executive Officer

-Malaysian-

Hew Moi Lan, aged 51, was appointed to the Board on 20 April 2010. She is also a member of the Risk Management Committee of the Company.

She is a fellow member of The Chartered Institute of Management Accountants, United Kingdom and a Chartered Accountant with the Malaysian Institute of Accountants. In 2005, she attained her Master of Business Degree from University of Newcastle, Australia. She is currently pursuing the Doctor of Philosophy, majoring in Management Accounting.

Moi Lan was appointed the Chief Operating Officer of the Group on 27 February 2009 and assumed her responsibility as Chief Executive Officer of the Group on 1 January 2012. Prior to which, she was the Vice President of Operations and Principal of SEGi College Kuala Lumpur, one of the core subsidiary companies of the Group.

Her tenure with the Group dates back to 1986 when she joined Systematic Business Training Centre, now known as SEGi College Kuala Lumpur. With more than 20 years of experience in the education industry, Moi Lan has brought an immense wealth of experience and knowledge into the running of the Group.

Moi Lan participated in all five Board meetings held during the year ended 31 December 2011 and does not hold any other directorships in public companies.



## – Directors' Profile –



**Datuk Chee Hong Leong**  
Independent Non-Executive Director  
-Malaysian-

Datuk Chee Hong Leong, aged 48, was appointed to the Board on 21 February 2011. He is also a member of the Nomination and Remuneration Committees of the Company.

Datuk Chee graduated with a Bachelor of Engineering (Computer) in 1987 and Master of Business Administration in 1989, both from McMaster University, Hamilton, Ontario, Canada.

Datuk Chee started his career in 1990 coordinating the development in corporate and annual strategic plans for Leisure Holidays Group of Companies. In 1992, he ventured into various businesses which involved designing and building individual bungalows for landowners of various housing projects in the Klang Valley as well as building and operating a 100,000 sq ft Information Technology Incubation Centre in University Putra

Malaysia. Subsequently, he joined Tanco Resort Berhad from 1998 – 2002 where he held various positions from General Manager to Executive Director/Chief Operating Officer. Currently, he is the Chairman of Kiara Susila Sdn Bhd, a property development company.

Datuk Chee is an Executive Director of SYF Resources Berhad and the Independent Non-Executive Director of Pricewater International Bhd, both listed on the Main Market of Bursa Malaysia Securities Bhd, as well as a Director of Speedtoyz Berhad, a public company.

Datuk Chee attended all four Board meetings held during the year ended 31 December 2011, since his appointment on 21 February 2011.



**Amos Siew Boon Yeong**  
Independent Non-Executive Director  
-Malaysian-

Amos Siew Boon Yeong, aged 54, was appointed to the Board on 2 February 2001. He qualified as a Certified Public Accountant in 1984 and is currently a member of the Malaysian Institute of Certified Public Accountants, a Chartered Accountant with the Malaysian Institute of Accountants and an associate member of the Chartered Tax Institute of Malaysia. He is also a Certified Financial Planner and is a member of the Financial Planning Association of Malaysia.

He started his auditing career and professional training with the accounting firm Coopers & Lybrand in 1978 before establishing his own practice in 1988. He is currently the sole

practitioner of the public accounting firm Messrs. Siew Boon Yeong & Associates. He has vast experience in auditing, tax planning, corporate finance and financial planning. He was also involved in numerous assignments on mergers and acquisitions, debt restructuring and liquidation. He is also a Director of EcoFirst Consolidated Bhd.

He is the Chairman of the Audit Committee and also a member of the Risk Management Committee of the Company.

Mr. Amos Siew attended all five Board meetings held during the year ended 31 December 2011.

## – Directors' Profile –



**Nicholas Rupert Heylett Bloy**

Non-Independent Non-Executive Director

-British-

Nicholas Rupert Heylett Bloy, aged 50, was appointed to the Board on 2 April 2012. He holds a BA Hons degree from University College, London, and an MBA from INSEAD, France.

Nicholas is one of the three founders of Navis Capital Partners. He is currently the Managing Partner of Navis Asia VI Management Company, Ltd ("Navis"). At Navis, he leads investment teams in making, monitoring and exiting investments. Nicholas sits on Navis Investment Committee and the boards and/or Executive Committees of several Navis portfolio companies, and is responsible for fundraising. He also sits on the International Advisory Council of CIMB, one of Southeast Asia's largest banking groups.

Prior to co-founding Navis, Nicholas was a partner with The Boston Consulting Group Asia from 1989 to 1999 after spending three years with Bain & Co. in London. He does not hold any other directorship in public companies.

Nicholas is the major shareholder of the Company by virtue of his interest in Pinnacle Heritage Solutions Sdn Bhd pursuant to Section 6A(4) of the Companies Act, 1965.

Nicholas did not attend any Board meetings held during the year ended 31 December 2011 as his appointment was only effected on 2 April 2012.



**Tan Chow Yin**

Non-Independent Non-Executive Director

-Malaysian-

Tan Chow Yin, aged 39, was appointed to the Board on 2 April 2012. He holds a Master of Science from Massachusetts Institute of Technology (MIT), United States and Master of Engineering from Imperial College, United Kingdom. He is also a CFA charterholder.

Chow Yin is a Partner and Investment Committee member of Navis Asia VI Management Company, Ltd ("Navis"). He joined Navis in end 2005 and was made a partner in 2009. In Navis, Chow Yin has led and completed transactions in Southeast Asia, India, Australia, China and The USA. Chow Yin sits on Navis Investment Committee and the Boards and/or Executive Committees of several Navis portfolio companies.

Prior to Navis, Chow Yin spent eight years in business development, management consulting and corporate finance, of which the majority of time was spent with The Boston Consulting Group. He does not hold any other directorships in public companies.

Chow Yin did not attend any Board meetings held during the year ended 31 December 2011 as his appointment was only effected on 2 April 2012.

## – Directors' Profile –



**Goh Leng Chua**

Independent Non-Executive Director

-Malaysian-

Goh Leng Chua, aged 63, was appointed to the Board on 20 April 2010. He is also a member of the Audit Committee of the Company. He obtained his Bachelor of Laws (Hons) Degree from Victoria University of Wellington, New Zealand in 1975 and thereafter in 1977, he obtained his Master of Laws. He also holds a Diploma of Environmental Management from the University of Auckland, New Zealand specialising in Environmental Law and Policy, Resource Management Policy and Strategy and Waste Management.

Leng Chua started his professional career as Legal Practitioner in 1976 and became the Councillor of KMC/MBKS in 1981. He is the Business Advisor in GLC

Capital Sdn Bhd and Agritech (Sarawak) Sdn Bhd, a research and development company in the adoption of hybrid rice seed production in Sarawak. He does not hold any other directorships in public companies.

He has extensive experience in various areas of practice including estate planning, asset based financing, commercial law, natural resources and utilities and real estate.

Leng Chua is a member of the Audit Committee of the Company.

Leng Chua attended all five Board meetings held during the year ended 31 December 2011.

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**Save as disclosed above, none of the Directors has:-**

- any family relationship with any director and/or major shareholder of the Company;
- any conflict of interest with the Company other than those disclosed in the accompanying financial statements, if any; and
- any conviction for offences within past ten (10) years other than traffic offences, if any.





**SEGi UNIVERSITY**

“My teachers are helpful and friendly,  
guiding me throughout my studies.”

Jot Jin Yin – M.B.,B.S. Student

“The study environment was great, and  
was reflective of what to expect upon  
graduation.”

Megan Tan – American Degree Program Graduate

“I choose SEGi because of the  
comprehensive medical facilities.”

Muhammad Faiz bin Hassan – M.B.,B.S. Student

“The classes are smaller and more  
focused, so the lecturers can give me  
their full attention.”


Yap Pau Cheng – A-Levels Student

*“Passion guided,  
industry driven”*

**To learn more visit:**

**[www.segi.edu.my](http://www.segi.edu.my)**



A group of five students, three men and two women, are posing together and smiling. They are dressed in casual attire; one man wears a brown jacket, a woman a red top, another a light pink shirt, a woman a purple top, and a man a red and blue plaid shirt. They are standing in front of a building with large glass windows.

SEGi students not only benefit from top-notch facilities and renowned academicians, but they also benefit from internationally recognised programmes that are tailored to meet industry demands.

# Messages from Key Management

Once again, SEGi has gone above and beyond in 2011. This is reflected not only in the figures but also in the numerous achievements of the Group throughout the year. For this, my heartiest congratulations go out to each and every member of the SEGi family. These achievements are not due to some overnight stint, but as the result of a cooperative labour of love coming together over the years.

Due in no small part to the hard work and ingenuity of the Group, we were able to improve the revenue and profit before tax at a remarkable level. SEGi's full year net profit for the year ended 31 December 2011 jumped 67% to RM72.2 million from RM43.2 million a year earlier. Revenue during the year increased 28% to RM278 million in 2011, whereas the net cash flow from operating activities improved to RM69 million.

In 2011 and in future years, SEGi will play a pivotal role in the nation's roadmap as the only educational institution to be named as the champion for two EPP projects. SEGi was appointed the champion of Early Childhood and Childcare Education (ECCE) by the Ministry of Education to upgrade the qualification of ECCE practitioners nationwide. The Group was also appointed by the Malaysian government through the Ministry of Human Resource as Project Leader for a new



Hew Moi Lan | Group Chief Executive Officer

initiative to bring in foreign trainees and learners to Malaysia, an initiative called SkillsMalaysia International Technical Education and Vocational Training Programme (SkillsMalaysia INVITE).

Towards the later part of 2011 SEGi proved itself once again, following the achievement of outstanding results by the Group in the 1st Malaysian Quality Evaluation Systems for Private Colleges (MyQUEST), an evaluation carried out by the Ministry of Higher Education Malaysia.

As a result of this evaluation, SEGi came out on top in more ways than one. SEGi Subang Jaya was one of only three colleges in Malaysia to be awarded the highest 6-star

rating in the overall college-based category, depicting an outstanding performance. In addition, SEGi scored 6-star ratings for 5 of the 9 cluster-based categories, the MOST of any education group.

Looking ahead to 2012, we are also marking a new chapter for SEGi as we celebrate the Groups' 35th Year Anniversary as well as our upgrade to University.

I foresee 2012 to be another exceptional year, and with the commitment and focus of our talented staff force, I am positive that we can outshine again.



our thousands of shareholders and other stakeholders.

**Stella Lau Kah Wai**  
Group Chief Operating Officer



of new and exciting programmes, but also with the establishment of long-term academic collaborations worldwide.

**Lawrence Ngu Herng Hwa**  
Senior Vice President, Group Development / Principal, SEGi College Kuala Lumpur



and accolades, including our top ranking in MyQUEST.

**Dr Lisa Tan Saw Poh**  
Senior Vice President, Group Development / Principal, SEGi College Subang Jaya

The main focus of the Group is on the provision of quality education and a superior student experience. In 2011, we have proven ourselves once again with the numerous awards



## – Messages from Key Management –

**T**he year 2011 was indeed an outstanding one for SEGi. Among the backdrop of a highly competitive and diverse education market, the Group has once again shown growth. This is no small feat and is something I happily attribute to the hard work of every SEGian.

The next few years will see continued growth for the Group, not only with the implementation of new and exciting programmes, but also with the development of a new modern campus in Perak. The campus will be situated nearby to Ipoh city centre and is expected to serve up to 8,000 students. The development, comprising of academic blocks, apartments, laboratories, and recreational activities, is set to be completed in late 2013 or early 2014.

We are also proud to announce the appointment of Yang Amat Mulia (YAM) Tan Sri Dato' Seri Syed Anwar Jamalullail as the Chancellor of SEGi University, an appointment which was inaugurated by Minister of Higher Education, YB Dato' Seri Mohamed Khaled Nordin at the Ministry of Higher Education in Putrajaya on 17 November 2011. A member of the Perlis royal family, YAM is not only a highly experienced corporate figure, but also actively involved in social work and voluntary services. We are honoured to welcome YAM to the Group and are certain his knowledge and experience will prove invaluable.



Emeritus Professor Dr. Muhamad Awang  
SEGi University Vice Chancellor / Senior Vice President

I am also pleased with the advancement in the area of R&D among the Group. I myself was honoured to be a recipient of a RM1.3 million research grant awarded by the Ministry of Higher Education under the Long Term Research Grant Scheme (LRGS). Dr Sharon Chen, Head of American Degree Program and Director of SEGi Research & Innovation Management Centre, was awarded an Exploratory Research Grant Scheme (ERGS) research grant in the amount of RM50,000. And, Dr. Karim Alwan Mohamed Al-Jashamy from the Faculty of Medicine was invited to present his research on stem cells at the 20th Scientific Conference of Microscopy Society of Malaysia.

With these and many other ongoing initiatives and projects, SEGi will continue in its endeavours to deliver and produce excellence. We strive to achieve the highest rating in SETARA just as we have done with MyQuest in 2011.

2011 was filled with many achievements and milestones but I am sure 2012 will prove to be a year with even more developments, both for the University and the Group as a whole.



The highly-favourable growth in profits experienced by SEGi over the last few years is a reflection on the strength of the Group as well as the strategic leadership from the Management.

**Cheryl Chong Poh Yee**  
Senior Vice President, Group Corporate Development & Finance



At SEGi, we find strength in our diversity and we don't rest on our laurels. We are constantly developing and expanding on our already wide-range of programmes while also exploring strategic projects.

**Bruce Lim Aun Choong**  
Senior Vice President, Group Strategies & Alliances



Our Group has the most number of faculties and is supported by eminent academicians drawn from renowned institutions and industry. With a number of expatriates as lecturers, as well as our International Academic Advisory Board, SEGi is truly a local institution with global connections.

**Kang Ching Hong**  
Senior Vice President, Group Development



# Top Management Team



**01 Dato' Sri Clement Hii Chii Kok**

Group Managing Director

Please refer to page 13 of Directors' Profile section.

**02 Lee Kok Cheng**

Group Deputy Managing Director

Please refer to page 14 of Directors' Profile section.

**03 Hew Moi Lan**

Group Chief Executive Officer

Please refer to page 14 of Directors' Profile section.

**04 Stella Lau Kah Wai**

Group Chief Operating Officer

Stella holds a Bachelor of Arts in Business Administration and Management Science from the University of Canterbury, New Zealand. Stella has been working with SEGi College Sarawak for more than 11 years, and held the position as Principal for more than 4 years. She was promoted as the Group Chief Operating Officer in year 2012.

**05 Lawrence Ngu Herng Hwa**

Senior Vice President, Group Development /  
Principal, SEGi College Kuala Lumpur

Lawrence Ngu holds a Master in Business from the University of Newcastle and ICSA professional qualification. His tenure with SEGi stretches back to 1993 when he joined the then Systematic College, Kuala Lumpur (now known as SEGi College Kuala Lumpur) after serving a period as Chief Executive of another educational institution. He then rose in the ranks within SEGi until assuming his current position 3 years ago.

**06 Dr Lisa Tan Saw Poh**

Senior Vice President, Group Development /  
Principal, SEGi College Subang Jaya

Dr Lisa Tan holds a DBA from University of South Australia and MBA from the University of Bath, UK. She also has a Diploma in Education from National University of Singapore and B.Sc (Hons) from the University of London. Lisa has worked with the Singapore Ministry of Education and private institutions of higher learning for more than 20 years and has vast experience in the field of education and management. Her experience covers work with governmental bodies in Malaysia, China, Philippines, Vietnam and Ghana, Africa.

## – Top Management Team –



### 01 Cheryl Chong Poh Yee

Senior Vice President, Group Corporate Development & Finance

Cheryl Chong joined the Group in 2000 and has more than 20 years of experience in the fields of accountancy, financial services and corporate services. Prior to joining the Group, Cheryl worked for another main board public listed company in Malaysia as the Financial Controller and in one of the top international accounting firms. She is a Certified Public Accountant with the Malaysian Institute of Certified Public Accountants, a Chartered Accountant with the Malaysian Institute of Accountants and a Certified Financial Planner. She also holds a Master of Business Administration (International Business) from University of Southern Queensland, Australia.

### 02 Bruce Lim Aun Choong

Senior Vice President, Group Strategies & Alliances

Bruce Lim graduated with Bachelor of Laws (Honours) degree from the University of London and holds a Certificate in Legal Practice. He taught law at various law schools in Malaysia, Singapore and Hong Kong for seven years. He then founded and became CEO of e-Smartlearning, which developed learning solutions and was responsible for the expansion of law programmes offered in Singapore and Hong Kong. He then moved on to Paramount Corporation Bhd and was involved in operations, sales and marketing for its Education Division, before joining SEG International Bhd as Senior Director, Group Marketing in 2002. Bruce also enjoyed a two year stint with the Government at the Ministry of Transport before assuming his current position in group development with SEG. He is also a Council member of Malaysian Retainer Chain of Association (MRCA) and a member of the Steering Committee for National Key Economic Area (NKEA) for Education.

### 03 Kang Ching Hong

Senior Vice President, Group Development

Kang Ching Hong is a Certified Public Accountant with the Malaysian Institute of Certified Public Accountants and a Chartered Accountant with the Malaysian Institute of Accountants. He has more than 20 years experience in audit, corporate finance, merger and acquisitions and business operations. He has been actively involved in acquisitions, listings, several successful restructuring projects and reverse take-over exercises. Ching Hong was attached to a property developer as the Chief Financial Officer prior to joining SEG International Bhd as Executive Vice President, leading Corporate Affairs Division.

### 04 Dr Doris Pamela Alexius

Executive Vice President, Group Development / Deputy Principal, Academic, SEGi College Kuala Lumpur

Dr Doris Alexius holds a Bachelor of Science in Zoology from Madras University, India, a Master of Business Administration in International Business from RMIT, Australia and a Doctor of Business Administration from University of Newcastle, Australia. A science graduate trained in genetics, microbiology, laboratory technology and biochemistry, she diversified to complete her MBA to gain a business perspective in managing Allied Health Science programmes. Her Doctoral research is on ethics and corporate social responsibility. Doris has over 20 years experience as a tertiary educator and administrator.

### 05 Dr Steven Baptist

Acting Vice President, Group Human Resources

Dr Steven Baptist holds a Doctorate from University Putra Malaysia specialising in Creative Thinking Development, a double Masters in Chemistry as well as an Executive MBA from University of Western Sydney, Hawkesbury, a double degree in Industrial Chemistry as well as a Law Degree from University of London. Steven started off as a lecturer some years ago teaching at various levels right up to Masters. While being an educator, he continuously upgraded his skills and knowledge. Steven was promoted to Acting Vice President, Group Human Resources in 2012. He is now responsible for providing leadership in Strategic Human Resources which includes staff development, employer-employee relations, inter department communications, enhancement of people skills, HR systems and processes.

### 06 Ir Chew Siang Chye

Vice President, Group Projects & Infrastructure

Chew Siang Chye graduated from Universiti Malaya with a Bachelor Degree in Civil Engineering in 1984, and was conferred Professional Engineer by the Board of Engineers Malaysia in 1994. He also obtained an MBA majoring in Finance from The University of Hull and MSc in Transportation & Logistics from the Malaysia University of Science and Technology in collaboration with Massachusetts Institute of Technology. Siang Chye has actively participated in various projects and gained extensive experience in design development, technical & cost planning and execution, branding propagation, procurement, facility management and project management.



## – Top Management Team –



### 01 Chong Weng Lian

Vice President, International Marketing & Services, SEGi University

Chong Weng Lian has more than 28 years experience working in the education industry. Prior to joining SEGi, she held senior positions with numerous Malaysian private institutions of higher education, including Chief Executive of Life College from its origin in 2003 to 2010. Weng Lian was with PRIME College as Chief Executive from 2000 to 2003. She was also a pioneer staff of KDU College from 1983 to 2000, lastly holding the position of Registrar responsible for overseeing 9 departments. Weng Lian is certified with The Institute of Chartered Secretaries and Administrators.

### 02 Clifford Hii Toh Leong

Vice President, Group Projects & Functions

Clifford Hii graduated with Bachelor of Law from the Queensland University of Technology, Australia. He was admitted into the Queensland Law Society as a legal practitioner in 2006 and had a short stint in a law firm in Australia before moving back to Malaysia. He then got admitted into the Bar of Sabah and Sarawak in 2008. He has also obtained Diploma in Information Technology and Graduate Diploma in Legal Practise in Australia. Prior to joining SEGi, Clifford also served in various positions in management and media firms. Before assuming his current position, Clifford had gone through various departments in SEGi such as marketing, student service, resource planning, human resource and finance.

### 03 Dr Hajjah Roswati binti Rahmat

Director, Group Regulatory & Government Affairs

Dr Hajjah Roswati binti Rahmat holds a Bachelor of Business Administration from Ohio University, US, a Master of Business Administration from Universiti Teknologi MARA and a Doctor of Business Administration from University of Newcastle, Australia. Her doctoral research is on the effectiveness of knowledge sharing in organisations. Dr Hajjah Roswati Binti Rahmat has more than 30 years experience in the corporate sector, including the field of education. She is also a Certified Knowledge Management Facilitator and is a Certified Financial Planner.

### 04 Jeffrey Goh Beng Poh

Director, Development & Coordination (Group Postgraduate Programmes)

Jeffrey Goh has over 20 years of experience in Marketing and Management having worked locally and overseas with leading multinational organisations. Jeffrey holds a Masters in Business Administration from The University of Hull, United Kingdom and a Postgraduate Diploma in Marketing from the Chartered Institute of Marketing, UK. He also holds the London Higher Diploma in Marketing with distinction.

### 05 Adrian Thong Chee Thim

Director, Sales & Marketing, SEGi University

Adrian Thong graduated with an MBA from Asia International Open University and also holds a BA (Hons) from the University of Wales. He is a Certified Financial Planner (CFP) with the CFP Board of Standards, Inc, USA, and also holds the Capital Markets Services Representative's Licence (CMSRL) issued by the Securities Commission of Malaysia. Adrian has held senior management positions in the fields of internal auditing, corporate planning, operations, business development and marketing in various industries. Prior to joining SEGi UC, he held the position of General Manager in M&A Securities Sdn Bhd, a local stock broking company.

### 06 Annuar Zamzury bin Jolis

Director, Group Training & Skills Based Division

Annuar Zamzury bin Jolis attained his Bachelor of Applied Science (Hons) Degree from University of Science Malaysia in 1995. He is the Fellow (FIMI) member of The Institute of Motor Industry, United Kingdom and was appointed National Resources of Industry Expert and External Verification Officer, Malaysian Skills Certification by Malaysian Government. Prior to joining SEGi, he was the Chief Operating Officer of Yayasan Basmi Kemiskinan and EIC Associates (M) Sdn Bhd, responsible for the total strategies and control of the operations and business management functions of the colleges and training centres.

## – Top Management Team –



### 01 Ng Kim Leng

Director, Group Finance & Accounts

Ng Kim Leng graduated with a Bachelor of Accounting from Universiti Utara Malaysia. He is a Chartered Accountant with the Malaysian Institute of Accountants. His professional experience includes but not limited to audit, taxation, corporate and management consultancy and the accounting profession. He was the Head of Finance and Operations of an engineering and construction company prior to joining SEGi.

### 02 Yong Lit Seng

Director, Group Technology Development

Yong Lit Seng specialises in design, implementation and maintenance of computer network systems, and in the support and administration of general computer systems. He has extensive experience in analysis, design, implementation and evaluation of many aspects of multimedia computing using new and established techniques and software tools. He is now the Director of Group Technology Development, leading the development, implementation, management and evaluation of new technology initiatives for the Group.

### 03 Gary Tan Hong Guan

Director, Group Marketing

Gary Tan graduated with a Bachelor of Commerce, majoring in Marketing & Public Relations from the University of Curtin, Perth, Western Australia in 2002. Prior to joining SEGi College Kuala Lumpur as Marketing Manager in March 2007, he held various marketing and sales positions in training, advertising and trading industries. In his 5 years of service in SEGi KL, he has contributed to propel the profit achievement of the branch for more than 5-fold from 2007 to 2011. He was promoted to Senior Marketing Manager at the beginning of 2011 before assuming his current position at the beginning of 2012.

### 04 Hew Ling Sze

Company Secretary

Hew Ling Sze was admitted as an Associate of The Institute of Chartered Secretaries and Administrators in 1996. In 1997, she graduated with a Master of Business Administration majoring in International Investment from Universiti Kebangsaan Malaysia. She led the Corporate Affairs Department of a main board listed company and gained exposure in corporate planning. She has more than 18 years of experience in corporate, management consultancy and secretarial services.

### 05 Adeline P'ng Aih Teang

Senior Manager, Group Legal Services

Adeline P'ng graduated with a Bachelor of Laws (Hons) degree from the University of London in 1999. She holds a Master of Business Administration. She has extensive experience in various areas of practice including corporate, commercial, litigation and she is currently leading the Group Legal Department.

### 06 Jean Leong Mei Jean

Manager, Internal Audit

Jean Leong graduated with a Bachelor of Accounting & Finance from University of Abertay Dundee, United Kingdom and is a member of the Institute of Internal Auditors, Malaysia. Prior to joining SEGi, she was the Internal Audit Manager for a public listed company with diverse operations such as manufacturing, trading, services, engineering and property development. Jean has vast experiences in internal audit and risk management exercises for companies with different industries which include education industry in private colleges and international/local private schools. She is currently heading the Internal Audit Department of SEGi.

## – Top Management Team –



### 01 Lilaine Lee Sook Mun

Vice President, Human Resources, SEGi University

Lilaine Lee holds a Master of Business Administration from Oxford Brookes University, UK, a DIHRM from MIHRM, and DES from Stamford. She is also a fellow member of IMC, Canada. Prior to joining SEGi, she was attached to multinational companies from Japan and China, as well as a PLC in Main Board. She has more than 20 years experience in various industries including logistics, property and construction, timber manufacturing, and health care. Lilaine's philosophy is to maintain a competitive edge and retain talent that is beneficial to an organization through meaningful work while also creating a work environment where employees are valued and respected.

### 02 Doreen Ong Lee Aei

Director, Group Human Resource

Doreen Ong attained her Bachelor's Degree in Malay Studies and Economics from University of Malaya in 1989 and a Master of Business Administration (HRM) from University of East London in 2005. She joined the Group in 2004 and has more than 15 years of experience working in managerial positions handling all areas and functions within human resource, including employee welfare, employee benefits, training and development, payroll, health and safety, industrial relations and recruitment.

### 03 Jelaine Teo Sai Wah

Senior Manager, Group Procurement & Quality Assurance

Jelaine Teo is certified with The Institute of Chartered Secretaries and Administrators. She gained extensive experience in cost planning, procurement, facility management, property management and marketing while she attached to a public listed company involving in property holding and property development. She joined SEGi in 2001, leading its property division. With more than 20 years involvement in property industry, she is now the Senior Manager heading the Group Procurement & Quality Assurance.

### 04 Adib Mulyani binti Mohd Amin

Senior Manager, Group Academic Planning & Development

Adib Mulyani Mohd Amin is a graduate of Bachelor of Education (Hons) in TESL from Universiti Kebangsaan Malaysia. In addition, she also holds an MBA from the University of the Sunshine Coast, Australia. Prior to joining SEGi, she was an English language lecturer in the International Islamic University Malaysia. Adib is also knowledgeable in diverse centre operations of a private higher education institution (HEI) such as language training, staff and students' recruitment, customer services, business development and government relations obtained during her tenure as the English Language Coordinator for Systematic College Johor Bahru. With 20 years involvement in the education industry and vast experiences in language training and curriculum planning for both public and private HEIs, she is now heading the Group Academic Planning & Development for SEGi.

### 05 Tang Choong Pang

Head, Examination Unit, SEGi College Kuala Lumpur

Tang Choong Pang holds a Master of Business Administration from Universiti Malaya and a Graduate Certificate in Tertiary Teaching from University of Southern Queensland, Australia. He is a Certified Public Accountant with the Malaysian Institute of Certified Public Accountants and a Chartered Accountant with the Malaysian Institute of Accountants. Choong Pang has been with SEGi College Kuala Lumpur for more than 20 years. Prior to joining SEGi, he held accounting positions with large multinational corporations.



## – Top Management Team –



### 01 Elina Tiu Chai Hui

Principal, SEGi College Sarawak

Elina Tiu holds a Bachelor Degree in Information Technology from University of Southern Queensland, Australia. She has more than 20 years of experience working with public listed and MNC companies in various industries including F&B, education, telecommunication services and office automations. During this time, she has held various managerial positions in the areas of business operations and sales & marketing, prior to her appointment as Principal at SEGi College Sarawak.

### 02 Cheah Teong Keat

Principal, SEGi College Penang

T.K. Cheah was formerly in the IT and manufacturing industry before his foray into the education line. Since then, he has been involved in lecturing, training and human capital development. Some of his initiatives include setting up and running a human capital development business for a renowned education group and heading an educational institution which focuses on working adults and post graduate courses. Some of his previous appointments include Senior Director of Post Graduate Studies for the INTI Education Group and Chief Operating Officer of MIM-INTI Management Institute. He holds a Bachelor of Business Administration from RMIT University, and an MBA specialising in Information Technology Management from Maastricht School of Management. He is currently pursuing his Doctorate in Business Administration from University Utara Malaysia.

### 03 Victor Chan

Principal, SEGi College Seri Kembangan

Victor Chan graduated in 1981 from Universiti Malaya with a Bachelor of Arts (Hons) degree majoring in Geography. He has more than 30 years of working experience in leading multi-nationals and local public listed organisations such as American Express, Yamaha, UPS and EON Bank. Prior to joining SEGi, he was working with other leading private tertiary education institutions where he held management positions in sales, marketing and business development.

### 04 SueAnn Chok Soo Yan

Deputy Principal, Operations, SEGi College Subang Jaya

SueAnn Chok holds a Master of Business Administration from James Cook University, Australia. She is an associate member of Association of International Accountants (AIA) and holds a Certified Financial Planner (CFP) with the CFP Board of Standards, Inc, USA. She has more than 20 years of working experience in financial accounting and administration position in various industries ranging from hotel services, property development, trading and education.

### 05 Helen Ngu Moi Hiong

Deputy Principal, SEGi College Sarawak

Helen Ngu holds a Master of Business Administration and a Graduate Diploma in Business and Management from the University of Sunshine Coast, Australia. She has been working with SEGi College Sarawak since October 2005. Prior to joining SEGi, Helen worked in the area of operations for large national companies in the banking, building, manufacturing, housing and construction industries.

### 06 Dr Tie Hui Hui

Vice Principal, Academic, SEGi College Penang

Dr. Tie Hui Hui holds a PhD in Instructional Technology from University Science Malaysia (USM) as well as a Master of Science in Information Technology in Business from University of Lincolnshire and Humberside (UK). She has over 16 years of management and teaching experience; has published articles in local and international journals; and has presented several research papers locally and internationally.

# Key Academic Team



## 01 **YAM Tan Sri Dato' Seri Syed Anwar Jamalullail** Chancellor

YAM Tan Sri Dato' Seri Syed Anwar Jamalullail is the Chairman of Cahya Mata Sarawak Berhad (CMS) and Nestle (M) Berhad. He holds a Bachelor of Arts in Accounting degree from Macquarie University, Australia and is a Chartered Accountant and Certified Practising Accountant of Australia. He began his career as a financial accountant with Malaysia Airlines System Berhad in 1975 and has worked for Price Waterhouse (Australia), Amanah Merchant Bank Berhad and Amanah Capital Partners Berhad as its Group Managing Director. Tan Sri Syed Anwar has also served as Chairman of Malaysia Resources Corporation Berhad, Media Prima Berhad, DRB-HICOM Berhad and EON Capital Berhad as well as a director of Maxis Communications Berhad and Bangkok Bank Berhad. Tan Sri Syed Anwar was the former Chairman of the Investment Panel of Lembaga Urusan Tabung Haji and he is currently the Chairman of Lembaga Zakat Selangor.

## 02 **Dato' Pahamin A Rajab** Chairman of Academic Council

Dato' Pahamin A Rajab an Advocate and Solicitor of the High Court of Malaya holds several tertiary qualifications. He obtained the Bachelor of Arts (Hons) in History majoring in International Relations from the University of Malaya in 1970; the Master of Arts in Public Policy and Administration majoring in Economic Development from the University of Wisconsin, Madison, United States of America in 1978; a Law Degree with Honours from the University of London in 1990; and a postgraduate Diploma in Syariah Law and Practice from the International Islamic University, Malaysia in 1994. In 2006, he was conferred the Honorary Doctor of Laws (honoris causa) by University of Newcastle, and in 2011, he was conferred the Honorary Doctorate by the University of Greenwich. Dato' Pahamin has worked in several ministries and government agencies in Malaysia over a 30-year period. He is recognised internationally as an expert in intellectual property laws by the World Intellectual Property Organisation and in Year 2000, was awarded the prestigious Cyber Champion International Award by Business Software Alliance in Washington.

## 03 **Emeritus Professor Dr Muhamad bin Awang, FASc** Vice Chancellor / Senior Vice President, Group Academic Quality & Enhancement

Prof Muhamad Awang received his PhD specialising in air pollution and vegetation from the University of Sheffield, the United Kingdom, in 1979. He was a Professor of Environmental Sciences at the Faculty of Environmental Studies, Universiti Putra Malaysia (UPM) and was a Deputy Vice Chancellor of Academic Affairs at UPM between June 16, 2000 and April 7, 2005. He is best known for his teaching and research on Air Pollution and Tropical Ecosystem Physiology and Environmental Science Management. He was a recipient of Anugerah Langkawi and was conferred the title Emeritus by UPM on 9 September 2009. He was also a Chairman of the National Higher Education Committee for the Establishment of Research Universities in Malaysia, Ministry of Higher Education Malaysia (1996-2005).

## 04 **Dr Patrick Kee Peng Kong** Deputy Vice Chancellor, Academic

Dr. Patrick Kee Peng Kong attained his Bachelor of Engineering (Industrial with 1st Class Honours) in 1984 and earned a Doctor of Philosophy (by Thesis) in 1992 from the University of Melbourne, Australia. He has more than 23 years of experience working in both academic and management positions with institutions of higher learning in Australia and Malaysia and, more recently, held the position of Registrar at Manipal International University, India. He has received numerous awards and grants for his research and has printed his findings in technical publications and reports.

## 05 **Dato' Professor Dr Jamaludin Mohaiadin** Deputy Vice Chancellor, Student Affairs

Dato' Prof Dr Jamaludin holds a Master of Education in Project Management and Evaluation and a Doctor of Education in Instructional Design and Technology from the University of Pittsburgh USA. He was formally the Deputy Vice Chancellor of Student Affairs in Universiti Sains Malaysia (USM). He was also the Director of Center for Instructional Technology and Multimedia in USM. Dato' Professor Dr. Jamaludin was also a consultant to a number of universities in multimedia curriculum design, establishing instructional technology centers and academic training programmes.

## – Key Academic Team –



### 01 Professor Dr Azrin Esmady Ariffin

Foundation Dean, Faculty of Optometry & Vision Sciences

Prof Azrin attained his Bachelor of Optometry with Honours in 1984 from the University of New South Wales in Australia and earned a PhD in Clinical Optometry in 1993 during a stint at City University/Moorfields Eye Hospital in London. Prof Azrin began his academic career at Universiti Kebangsaan Malaysia in 1985, and was Head of Optometry Department from 1996 to 2003. He is also on the Malaysian Optical Council and various professional committees. His research interest is in the field of Visual dysfunction in ocular disease, and he also maintains a clinical interest in the area of Further Ophthalmic Investigations.

### 02 Professor Dr Atiya Ab Sallam

Foundation Dean, Faculty of Medicine

Prof Dr Atiya obtained his Bachelor of Medicine, Bachelor of Surgery (M.B.,B.S.) from Universiti Malaya in 1979. He also obtained a Diploma in Aviation Medicine from the United States Air Force, a Master of Public Health from Universiti Malaya and a Master of Science in Medical Statistics from the University of London. Prof Atiya has been in education for more than 23 years and prior to his appointment as Foundation Dean for the Faculty of Medicine with SEGi University College, Professor Atiya was a Professor and Head for the Department of Social and Preventative Medicine, Faculty of Medicine, Universiti Malaya. He has served in various academic and research committees besides supervising PhD students in medical and health related fields.

### 03 Associate Professor Dr Tey Kim Kuan

Dean, Faculty of Pharmacy

Associate Professor Dr Tey obtained her Bachelor of Pharmacy in 1991 from University of Bradford and her Doctor of Philosophy from The University of London. She has more than 20 years experience as a pharmacist, having worked with various disciplines of pharmacy including hospital, community and industrial pharmacy both in UK and Malaysia. Prior to joining SEGi, she was attached to International Medical University, holding the positions of Head of Department and Programme Coordinator. She is a member of numerous professional bodies and committees and also the panel assessor for Community Pharmacy Accreditation. She also conducted and supervised multidisciplinary research in various aspects of pharmacy practice and pharmacy education.

### 04 Datuk Dr Fawzia binti Dato' Abdullah

Foundation Dean, Faculty of Dentistry

Datuk Dr Fawzia obtained her Bachelor of Dental Surgery from the University of Singapore and her Diploma in Dental Public Health from The Royal College of Surgeons of England. Prior to her appointment as Foundation Dean of the Faculty of Dentistry at SEGi University College, Datuk Dr Fawzia worked with the Ministry of Health for 32 years and retired, as the Director of the Oral Health. She was also a Member of the Public Services Commission from 2000 to 2005. Datuk Dr Fawzia is a member of numerous professional bodies and her research includes studies into prevention in oral health.

### 05 Datin Devagey A/P K. Raru

Dean, Faculty of Nursing

Datin Devagey holds a Master of Counselling from Universiti Malaya and a Bachelor of Science with Honours in Nursing from Anglia University in the UK, among numerous other nursing and healthcare qualifications. Prior to joining SEGi, Datin Devagey held senior positions in nursing colleges, training centres and hospitals. She is a member of Nursing Board Malaysia, Nurses Examination Board and Nursing Curriculum Committee, as well as other healthcare associations and committees.

### 06 Lydia Foong Yoke Yean

Head, Faculty of Education

Lydia Foong has been involved in Early Childhood Care and Education (ECCE) for over 20 years, both locally and in the UK. She holds a St Nicholas Montessori Diploma (UK), Certificate in Montessori Primary Education, BEd (Hons) from University of Greenwich, Master in Educational Management from University of Malaya, and is currently a PhD candidate. She has played a key role in the strategizing, facilitation and development of various programmes and ECCE advocacy initiatives and holds memberships to numerous associations. She is currently spearheading the NKEA project for Early Child Care and Education Training initiatives as part of the Economic Transformation Programme under the Prime Minister's Department, in which SEGi is appointed champion.





**SEGi UNIVERSITY**

**“SEGi shares my vision of providing the students with the best for their future.”**

Dato' Professor Dr Jamaludin Mohaiadin  
Deputy Vice Chancellor, Student Affairs

**“SEGi can boast on quality. We are equipped with the best facilities and academicians.”**

Professor Dr Azrin Esmady Ariffin  
Foundation Dean, Faculty of Optometry & Vision Sciences

**“The work environment is a positive and supportive one where we are encouraged to grow.”**

Lydia Foong Yoke Yean  
Head, Faculty of Education

**“As an academic, I focus on what is best for the students. As a Group, so does SEGi.”**

Associate Professor Dr Tey Kim Kuan  
Dean, Faculty of Pharmacy

*“Passion guided,  
industry driven”*

**To learn more visit:**  
**[www.segi.edu.my](http://www.segi.edu.my)**





Visiting Professor Dr David B Ferguson, who was previously a Professor for Oral Biology with the University of Manchester, mentors and guides SEGi Bachelor of Dental Surgery students through the curriculum. SEGi regularly hosts visiting academicians from international partner universities to enrich the student learning experience.

# Your Future in Mind - SEGi Programmes



## PRE-UNIVERSITY

Pre-University programmes are designed to provide students with the right foundation for academic progression while also training them to be well rounded and independent individuals. At SEGi, courses are complemented with a complete learning experience, orienting students into a college environment and preparing them for graduate studies at university level in disciplines of business, arts, engineering, IT, medical and health sciences. SEGi uses a mentor approach whereby experienced lecturers give students guidance in focus study groups as well as help them prepare for the examinations, ensuring a high student success rate.

## MEDICINE

The SEGi University Faculty of Medicine strives to produce medical professionals who are lifelong learners and who endeavour to keep abreast of advances in medicine so as to ensure the community receives appropriate and effective care. This is made possible through diverse teaching and learning experiences that are student and patient centred promoting holistic care and emphasising professional and ethical values.

The SEGi University medical programme is designed for students who believe that they can make a difference to others' lives through better health by being safe, caring and exceptional doctors. This programme prepares aspiring doctors for a challenging career covering promotive, preventive, therapeutic and rehabilitative medicine.

**S**EGi finds strength in its diversity, offering a wide range of programmes that are constantly upgraded and repackaged to ensure they remain truly industry relevant and to sustain its leadership position in the private education sector. SEGi also continues to develop new programmes that meet the current and future demands of the industry.

The Group does not rest on its laurels but embraces constant improvement of its programmes to ensure it produces graduates who are highly employable. In addition to their team of expert academicians and industry advisors, SEGi proudly boasts of its International Academic Advisory Board members who are internationally renowned and leaders in their respective fields.



## –Your Future in Mind - SEGi Programmes –



### OPTOMETRY & VISION SCIENCES

The SEGi University Faculty of Optometry & Vision Sciences is responsible for educating future optometrists, and is committed to offering quality accredited programmes that equip graduates with the knowledge and skills to cope with the ever growing and evolving scope of practice for Optometry. The Faculty boasts laboratories and clinical facilities that are on par with the leading local and international universities that offer undergraduate Optometry programmes.

### PHARMACY

Pharmacy is the branch of medical science concerned with the sources, nature, properties, preparation and safe effective use of medicinal drugs. Pharmacists are key professionals in the health care system who formulate and dispense drugs and work closely with doctors and patients in providing advice on the management of a patient's medication.



A degree in pharmacy aims to integrate scientific, clinical and professional knowledge with communication skills, providing graduates with the expertise to contribute effectively as a pharmacist within the future health care system.



### DENTISTRY

Good oral hygiene is important for maintaining not only the health of one's mouth and teeth but for overall health. Poor oral health has been linked to heart and lung disease, diabetes, stroke, extremely high-birth weight, and premature births, and many dental practitioners will argue that oral health is a strong indicator of overall well-being.

The SEGi University Faculty of Dentistry is among the latest additions to the wide range of study areas available. The Faculty boasts its own dental clinic with practicing in-house dentists. Here, students are given hands-on practical sessions, which provide them with an insight into what working with both dentists and patients alike.

### NURSING

There is a growing demand for health professionals in Malaysia and worldwide, and SEGi is poised to respond to such demands by providing a range of nursing and health science programmes.



Nursing at SEGi has created significant impact in the health care practice by imparting to students the scientific basis of nursing and its application in the holistic care of patients. This has enabled them to participate actively and effectively as members of the health care team.

### ALLIED HEALTH SCIENCES

The Allied Health Science programmes are designed to equip students to become skilled professionals within their respective industries with the aim of advancing the complete performance of healthcare provided in a growing and dynamic healthcare setting.

The programmes aim to address the pertinent healthcare workforce shortage in the region by preparing healthcare providers to be a skilled, compassionate



and proficient, providing optimal services to the society at large, and enhancing their competency through problem-based learning and well as developing effective communication and leadership skills.

## **BUSINESS & MANAGEMENT**

Managers and business professionals deal with a range of complex issues on a daily basis and are expected to make business decisions in the face of constant economic and social change, while adapting and relating to both local and global market changes. They are also expected to take on the role of coordinating and integrating the activities of people to ensure that an organisation achieves its goals.

Innovative graduates with business knowledge and savvy skills accelerate organisational growth and competitiveness. The Business and Management programmes available at SEGi aim, to produce graduates capable of managing effectively across the broad range of disciplines required in today's challenging and rapidly changing business environment.

## **ACCOUNTANCY & FINANCE**

Accountancy & Finance are some of the world's fastest growing and most dynamic industries, encompassing a broad range of organisations that deal with the management of money. Today the Accountancy & Finance fields have many faces and a professional in either or both areas is expected to undertake on more than just 'number-crunching', they are more often expected to have a variety of skills relevant to business advising and planning as well.

The Accounting and Finance programmes at SEGi provide students with the opportunity to develop important practical skills such as analytical thinking, problem solving, team working and communication.



## **MARKETING**

In an increasingly competitive business world, marketing is becoming ever more recognised as a vital component in ensuring the growth and success of organisations.

The Marketing programmes available at SEGi will provide students with the skills necessary to analyse market needs, define target markets, create marketing strategies and unlock business opportunities in a competitive environment.

## **HUMAN RESOURCE MANAGEMENT**

The Human Resource Management (HRM) programmes available at SEGi are designed to teach students how to deal with and manage human resources at the workplace, developing knowledge across areas including terms of employment, staff motivation, HR legal issues, teamwork and payroll.



The programmes available at SEGi are industry driven and are designed to equip students with the necessary skills and knowledge required to pursue a career or further studies.

## **SUPPLY CHAIN MANAGEMENT**

Supply chain management involves monitoring the movement and storage of raw materials, maintaining inventories of all stock and work that is in progress, and tracking goods from their point of origin to the final customer.

The Supply Chain Management programme focuses on strategic performance improvement of all business planning, global sourcing and procurement, production, and logistical activities that make up an organisation's supply chain, providing students with an understanding of key factors affecting the operations in a supply chain and giving them the opportunity to both analyse and design supply chain processes.

## **LAW**

The Law programmes available at SEGi are ideal for students who wish to obtain a qualification of international standing en route to a successful career as a practising lawyer.

## –Your Future in Mind - SEGi Programmes –



As a commonwealth country, Malaysia practices common law system as practiced in the United Kingdom. As such, SEGi collaborates with the University of London (UK) to offer the Bachelor of Laws (LLB) programme. The University of London LLB is an internationally recognised 'gold standard' programme established for over 100 years.

SEGi also offers the homegrown Diploma in Law programme.

### TECHNOLOGY & COMPUTING

The world is increasingly dependent upon the use of technology and information where technological development and its adoption by organisations is central for the transformation of management culture, lifestyle and the global economy.



SEGi's Technology & Computing programmes are comprehensive and relevant to industry and continue to attract top students and academics. They aim to provide graduates with the opportunity to apply adaptive skills and knowledge to a field that is transforming constantly, especially in the conduct of every day business and communications.

### ENGINEERING

SEGi offers an impressive range of engineering programmes that focus on a student-centric environment, where students interact with teaching staff from Malaysia as well as staff from our partner universities worldwide. Students will work in technically advanced laboratories and workshops at SEGi campuses, providing them with the essential tools in the development of skills and knowledge. SEGi offers an impressive range of disciplines from Foundation and Diploma through to Bachelor degrees. Its students have gone on to write many success stories and the Faculty is proud to count more than 200 students who obtained First Class Honours in engineering from top-notch universities worldwide.

### BUILT ENVIRONMENT

The term built environment refers to the structures, and infrastructure, that are man made. This can include everything from simple housing to entire cities, and even man-made outdoor environments.

Built Environment encompasses a variety of disciplines including architecture, construction, project management, environmental design and planning. Students studying built environment programmes at SEGi will address professional, industrial and consultancy



activities while also exploring the relationship between the buildings/cities and the individuals, communities and organisations that inhabit them, ensuring they develop a prosperous future in the growing job market.



### CREATIVE ARTS & DESIGN

The SEGi Creative Arts and Design programmes range from being highly conceptual to those that are deeply practical requiring a specific skill set. With that said, creativity is at the core of all that is executed and taught at SEGi.





SEGi aims to expand the boundaries of teaching and learning by using the latest technologies, ensuring graduates are at the forefront of art and design industries in the new millennium.

### COMMUNICATION STUDIES

Mass Communication is the discipline which looks at the various means used to relay information through mass media to large segments of the population at one time.

The Mass Communication programmes at SEGi aim to provide a solid foundation in the basic knowledge and skills necessary to become media practitioners and more informed media consumers. Students will learn essential skills in the areas of television/video, news and current affairs production, print, radio and TV journalism, and desktop and on-line publishing, relevant to the region as well as internationally.

### EDUCATION & SOCIAL SCIENCES

Educators at all levels play a significant role in developing the knowledge of society. SEGi recognises the importance of this and, as such, offers a full range of innovative and industry relevant programmes to meet the objective of producing progressive educators who are competent and thoughtful leaders in their respective fields.

In the field of Education & Social Sciences, SEGi offers undergraduate programmes in education, early childhood education and psychology. In addition to this, SEGi also offers the Master of Education (MEd) programme in collaboration with the University of Southern Queensland. The MEd, an intensive programme that allows educators to acquire the capabilities and dispositions required to work as engaged professional educators in knowledge building communities, allows students to choose one of 4 majors consisting; Leadership & Management, Special Education, TESOL, and Early Childhood.

### PSYCHOLOGY

Psychology is both an academic and applied discipline concerned with the scientific study of mental processes and behavior. Psychology seeks to explain thought, emotion and behaviour in the context of real life. The SEGi Diploma in Psychology aims to produce graduates with intellectual aptitudes, independence and transferable skills for employment and/or further studies. Students can also apply the basic psychological theories and principles to significant areas of human activities such as healthcare, education, management, social welfare, and many more.

### HOSPITALITY & TOURISM

There is tremendous growth in the hotel and tourism industry as businesses and people are spending more money on leisure than ever before. Therefore, this sector of the industry is one of the largest and fastest creators of employment. There is a need for educated and trained people who can be counted on to deliver first class services.



The hospitality and tourism programmes available at SEGi are designed to equip students with the skills and knowledge that are increasingly in demand by today's employers. Students will study highly relevant modules that cover marketing, destination management, human resources, information management, planning and research, among others. During the programme, students will also develop wider skills in communication, team working, problem solving, use of information technology and application of numbers, essential to launch their careers and provide a framework for life-long learning.

### AMERICAN DEGREE PROGRAM

The Upper Iowa University (UIU) Bachelor of Science (4+0) program at SEGi University College provides students with the opportunity to experience US-styled education. This style of education focuses heavily on the practical elements of learning with an emphasis on classroom interaction between the students and lecturers as well as group projects, presentations and field trips outside of the classroom.

## –Your Future in Mind - SEGi Programmes –



The American Degree Programs focuses more on assessing the students throughout the course work and allocates less percentage to mid-term and final examinations.

The UIU Bachelor of Science (4+0) program also allows for full completion locally at SEGi with the flexibility to interchange between SEGi and UIU's Fayette Campus in the United States.

Students studying the UIU Bachelor of Science (4+0) program can choose from one of 7 majors including; Management, Marketing, Finance, Communications, Business Administration, Human Resource Management, International Business and Psychology. Students can also elect to combine 2 areas of interest as a double major.

### ENGLISH LANGUAGE

Today it is widely accepted that English is the language of diplomacy and international communications, business, tourism, education, science, computer technology, media and the Internet - with almost 70% of all information stored electronically being in English.

The increasing role of English as the language of international communication demands that professionals across all fields be efficient and effective in all areas of communication in language.

The Intensive English Programme is specially designed for international students. It aims to improve these students' English language proficiency to a level equivalent to around IELTS 5.0 - 5.5 to enable them to further their studies at the diploma and degree levels as well as to find employment in English-speaking environments

### POSTGRADUATE STUDIES

Today's business environment demands professionals with expert knowledge and business savvy. Highly acclaimed and internationally recognised, the postgraduate programmes offered at SEGi University College are intended for enterprising individuals seeking to holistically combine their expertise with general management skills.

SEGi University Graduate School of Business is a clear leader in the adult learners segment, offering quality programmes that are flexible and that produce competent graduates.



### PROFESSIONAL COURSES

For those students wishing to complete professional courses in the fields of business, commerce or accountancy, SEGi collaborates with the Association of Chartered Certified Accountants (ACCA) to further enhance their career and development. SEGi also offers professional programmes related to computing and technology including: Certified Ethical Hacker (CEH) and Computer Hacking Forensic Investigator (CHFI) in collaboration with EC-Council, as well as AutoCAD and Inventor, in collaboration with Autodesk.



### VOCATIONAL & TRAINING COURSES

SEGi firmly believes that vocational training is important in complementing academic programmes and ensure that the relevant practical training is provided to students. SEGi's vocational training programmes are suitable for students who are not academically inclined to obtain stills based training. Its training centres provide vocational courses with Sijil Kemahiran Malaysia (SMK) qualification from Skills Development Department or JPK, in the disciplines of Automotive, Air-Conditioning Repair & Maintenance, Civil Draughting, Computer Systems Maintenance, Information Systems Administration, Multimedia Design, Graphic Design, Beauty Therapy, Hotel & Tourism and Business Administration.

Trainees also receive certification from city & Guilds, UK and AETS, Australia.



# Strong Foundation - The SEGi Premises

## **SEGi UNIVERSITY, KOTA DAMANSARA**

*This flagship campus is built on a strategic site in Kota Damansara, a prime location in Petaling Jaya City in the Selangor state. The impressive campus has academic research, residential and recreational facilities, providing a complete learning experience for up to 12,000 students. It is a short distance to a vibrant commercial centre complete with shopping malls, banks and entertainment spots, accessible using public transport services.*







**S**EGi University boasts a full range of health science programmes, with extensive million-Ringgit infrastructure and learning facilities to cater for medicine, optometry, pharmacy, dentistry and nursing programmes.

Over 2011, SEGi University has successfully developed and expanded on new programmes and schools/faculties in education, language studies, mass communication and allied health sciences.

Construction of an extension building called SEGi Tower which is a few hundred metres away from the flagship campus is in progress. The tower comes with 150,000 sq ft that would accommodate another 6,000 students. This multi-storey building will be utilised to house some of the existing and new programmes of the University.

## – Strong Foundation - The SEGi Premises –



### **SEGi College Kuala Lumpur**

From its humble beginnings in 1977, the Kuala Lumpur campus has grown from just one building to occupy a total of five buildings in the same vicinity. SEGi College Kuala Lumpur has been long known to be famous for its business and accounting programmes but now it also offers a wide range of programmes in hospitality and tourism, creative arts and design, information technology and allied health sciences.

The campus is located in Kuala Lumpur, the capital city of Malaysia. Students can enjoy cosmopolitan living with easy access to all modern amenities of the city such as the Light Rail Transit (LRT), buses, shopping malls, banks, restaurants, tourist attractions, entertainment spots and more.

### **SEGi College Subang Jaya**

The modern 12-storey Subang Jaya campus, which opened its doors in January 2006, is located within the college belt of the Subang Jaya district. It has a capacity to accommodate 6,500 students, and is complete with facilities especially for music and early childhood education programmes.



SEGi College Subang Jaya is the lead centre for creative arts and design, music, early childhood education and the American Degree Program. It also offers programmes in the fields of business and accounting, information technology, engineering, allied health sciences, hospitality and tourism.



### **SEGi College Sarawak**

SEGi College Sarawak is positioned as the gateway of the Group to East Malaysia and today stands as one of the largest private colleges in East Malaysia, boasting 3 campuses within close proximity of each other.

The main campus is located at the heart of Kuching, the capital city of Sarawak, offering programmes in business and accounting, hospitality and tourism, information technology, creative arts and design, allied health sciences and law, its specialty. The third campus is a training centre where vocational courses are conducted.



### **SEGi College Penang**

The Penang campus serves as SEGi's education hub for the northern region of Peninsular Malaysia. The campus is situated in Green Hall and comprises modern facilities and a conducive study environment, providing students with a more complete learning experience. Amenities are also convenient and readily available with eateries, banks, shopping malls and public transport located nearby the college.

SEGi College Penang offers programmes in business and accounting, early childhood education, information technology, hospitality and tourism, allied health sciences and engineering.



### **SEGi College Seri Kembangan**

This campus services the southern region of the Klang Valley, providing diploma and certificate level programmes in the fields of business and accounting, creative arts and design, information technology, automotive technology, hospitality and tourism.

The college has established itself as one of the leading providers of quality education in the national language, particularly for the Malay-speaking market. Its modern facilities include computer laboratories, lecture rooms, an automotive workshop, auditorium, hospitality training rooms and a training kitchen.



### **SEGi Training Centres**

SEGi also has four training centres which are approved by the National Vocational Training Council (MLVK). They are located in Seri Kembangan, Pulau Indah, Kuala Lumpur and Kuching.

SEGi Training Centres offer vocational and training programmes for a wide array of skills such as civil draughting, air-conditioning maintenance, electronic servicing, computer programming, beauty therapy, food and beverage services, administration and automotive technology.

# Strategic Collaborations - University & Corporate Partners



*Emeritus Professor Sir David Read (left) takes SEGi University Vice Chancellor Emeritus Professor Dr Muhamad Awang (right) on a tour of the engineering facilities at The University of Sheffield.*



**THE UNIVERSITY OF SOUTHERN QUEENSLAND (USQ)** which was established in 1967, is based in Toowoomba, Queensland. The University is seen as one of Australia's leading providers of education both on campus and through its distance education option. With more than 75 per cent of students studying via distance learning or online mode, USQ is at the cutting edge of flexible delivery of resources and technology. USQ had received the highest rating for all Australian Universities for Student Support Experience.

USQ has approximately 27,000 enrolments including over 7400 international students. More than 100 nationalities are represented throughout the student population and about 5000 international students study USQ programs while remaining in their home country.



**THE UNIVERSITY OF SHEFFIELD** is a leading research university located in Sheffield in south Yorkshire, England and has thus far produced five Nobel Prize winners. University guides confirms its position as one of the UK's leading universities and the University is constantly ranked amongst the top 20 universities in Britain and Europe according to The Good University Guide. Recently, the 2010 Virgin Guide to British Universities affirmed that "Sheffield is a top university across the board". The University's history stretches back to 1828.

The University of Sheffield has been named UK University of the year in the 2011 Times Higher Education Awards. Official research assessments confirm The University's reputation as a centre for world-class research in many disciplines.



**THE UNIVERSITY OF SUNDERLAND** has been providing higher education since 1901. It is well recognised as an innovative, forward-thinking university with high standards of teaching, research and support. The University has strong links with industry and business, and works closely with some world's leading companies.

According to Guardian League Tables 2011, University of Sunderland was ranked 2nd in tourism and ranked 14th in business and management studies. In 2010, the University of Sunderland won the UK's top student experience title at the annual Times Higher Education (THE) awards 2010. It is the sector's most prestigious national awards.







### THE UNIVERSITY OF GREENWICH (UOG)

is a British university located in London, England. The University traces its roots to 1890, when Britain's second polytechnic was opened near the Thames at Woolwich. UOG was awarded University status in 1992.

UOG won the Queen's Anniversary prizes for Higher and Further Education in 2008. It also has links with further education and colleges in the Thames Gateway area, including Bexley College and North West Kent College, and plays a regional role in training teachers, nurses and social care professionals. It also houses research and consultancy in architecture, landscape architecture, employment relations, fire safety, natural resources, social network analysis, education, training, educational leadership and public services. The University has established research partnerships with the European Space Agency and many large pharmaceutical companies.



### TEESSIDE UNIVERSITY

is a dynamic, energetic and innovative university which, in a double accolade, won University of the Year and Outstanding Employer Engagement Initiative in the Times Higher Education awards in 2009. Located in Middlesbrough, England, Teesside University has a student body of 27,954 students as of the 2008-09 academic years.

With 80 years of innovative education, Teesside is one of the top universities in the UK dedicated to delivering quality education. The Quality Assurance Agency for Higher Education has thus far identified units of teaching "excellence" in art & design, computer science, history, social work, sport & exercise, electrical & electronic engineering, nursing, the Foundation Degree in chemical technology and a number of subjects allied to medicine.



### THE UNIVERSITY OF ABERTAY DUNDEE (UAD)

has a long history as one of Scotland's leading universities. UAD has an entrenched reputation for professionalism in offering career-driven higher education. It received top ranking by UK's Quality Assurance Agency when 79% of graduates gave 'thumbs up' for the University's teaching methodologies and learning approaches.

All of UAD's researchers are also involved in teaching and developing courses, giving students the chance to learn from the world leaders every day. Combine this with the fact that the University has an average of one lecturer for every 19 students and you have one of the best dedicated universities in Scotland.





### UPPER IOWA UNIVERSITY (UIU)

has been preparing students to succeed in the classroom and in the world since 1857. That rich history, coupled with a student-centred mission, has created a springboard for UIU to become a recognised innovator in offering accredited, quality programs through flexible, multiple delivery systems, including online and independent study.

Offering both undergraduates and graduates degrees with a nearly 40 majors to choose from, UIU ranks in the top 25% of colleges nationally for the enchantment of student learning. UIU has produced a long and distinguished list of alumni who include one of the founders of YMCA and a Nobel Peace Prize Winner, the first speaker of the U.S House of Representatives, a world famous archeologist and scholar of the Dead Sea Scrolls and a founder of a Fortune 500 Company, just to name a few.



**York St John University** is located in York, England, and as at July 2011, had 6,057 students enrolled across four faculties: Arts; Education and Theology; York St John Business School and Health and Life Sciences.

The University offers a range of subjects at foundation and undergraduate level, including film and television production, physiotherapy, occupational therapy, literature, linguistics, psychology, counselling, business management, marketing, tourism, history, music, art, design, theatre, dance, sport related programmes, psychology, theology and primary education. In addition, at postgraduate and post-experience level, York St John Business School offers a suite of Masters programmes including a new MBA programme. Other subject areas offered at postgraduate level include theology, education, theatre, fine art, film production, music composition, counselling, health, linguistics and TESOL.



University of London

### THE UNIVERSITY OF LONDON

is truly one of the great universities in the world - a federation of 19 world class Colleges and 10 specialised institutes, with more than 160,000 students. Its reputation for high academic standards has been built on the outstanding teaching and research of its Colleges since 1836.

For 153 years, University of London degrees have been accessible to students all over the world through the University of London International Programmes. Today, the University of London International Programmes is truly an international in character with over 50,000 students in more than 190 countries.



*“Despite the challenges of the programme, the lecturers give good guidance and will push us to our limits because they want the very best from us. Also, the classes are smaller and more focused, so the lecturers can give us their full attention.”*

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**Ng Xe Yiing**

A-Levels Graduate who received an offer to study at Oxford University



### **SEGi Recognised as Honest Enterprise**

SEG International Berhad (SEGi) was selected as one of the winners of the 10th Asia Pacific International Honesty Enterprise Keris Award 2011. The Award is an international award which recognises and distinguishes companies in the Asia-Pacific region with outstanding performance and honesty. 'Honesty' signifies the operational and management style of the enterprise, its reputation as well as public image in the market.

### **SEGi Rates 6 Stars in MyQuest**

SEGi Education Group performed commendably and demonstrated their commitment to delivering quality education in the 2010/2011 Malaysian Quality Education System for Private Colleges (MyQuest) carried out by the Ministry of Higher Education (MoHE). SEGi College Subang Jaya was one of only 3 colleges to be awarded the highest rating of 6 stars in the overall college-based rating, depicting an outstanding performance. In addition, SEGi scored 6-star ratings for 5 out of the 9 cluster-based categories, the most of any education group.

### **SEGi Makes the CR Awards Shortlist**

The StarBiz-ICR Malaysia Corporate Responsibility Awards is introduced to recognise and honour companies that demonstrate outstanding Corporate Responsibility (CR) practices that go beyond community and philanthropic activities. The aim is to encourage responsible business practices with more focus on how business practices can be responsible in the ways businesses make their money compared to what they do with the money once they have made it. It was announced during the award ceremony that SEG International Bhd (SEGi) made it to the shortlist, which was made up of 52 companies in total and 27 companies in the category 'Market capitalisation: Below RM1bn' along with SEGi.

### **SEGi Awarded Best Brand In Education**

Organised by the Asia Pacific Brands Foundation, The BrandLaureate Awards aim to recognise brand excellence based on selection criteria consisting of brand strategy, brand culture, integrated brand communications, brand equity and brand performance. SEGi University College was announced as the winner of The BrandLaureate Best Brand Award in the category of Education Tertiary (Private), the only winner in the said category.

### **Special Mention Award**

Wong Pei Tuck, who was at that time in semester 4 of the Diploma in Graphic Design, received the Award on 2 March 2011 at the opening ceremony of the Cool Art exhibition for the best 32 artworks at the White Box of MAP @ Publika, Dutamas. His art piece also earned him a RM200 cheque for the art competition organised by Goethe-Institut Malaysia called 'COOL ART. Climate Change,' which ran from 15 August 2010 to 15 November 2010.



### **Best Music Award**

A short film produced by 5 SEGi University students (Mohd Haniff, Amira Nabila, Mohd Zulfadhli, Norazirah Pudian and Zulfatah Arif) from the School of Communication Studies won in the Best Music category in the 8th Malaysian Short Film & Video Festival for Students (FFVPM-8) held at Universiti Utara Malaysia.

### **Battle of the Chefs**

The 13th Penang International Salon Gastronomique Battle of the Chefs had more than 800 participating young chefs from Asia, Russia and USA. SEGi College Seri Kembangan's four hopeful candidates – Amerrul Azim Azmi, Dzul Fadli Zahri, Mohd Huzami Hussin and Muhammad Afandi Mohd Khairiddin (all 2nd-year Diploma in Culinary Arts students) – made their mark among the best in the culinary arts by winning a Diploma Award for the Apprentice Level Main Course.



### **Chem-E-Car Win**

Sean Toh Zit Cheng, Ng Yee Hwa, Tan Chin Yen and Saihariram a/l Barnee (SEGi University Engineering students) were the first batch from a private institution to be among the top 3 winners of the grand Chem-E-Car Competition, which in the past only saw winners from public institutions. The SEGi team took home the bronze medal, beating 30 other teams from 13 renowned public and private universities from Malaysia and Indonesia. The 6th Malaysia Chem-E-Car Competition 2011 was organised by the Institution of Engineers Malaysia (IEM). Contestants were required to design new unconventional fuel, tested with a miniature engine.

### **IKIP Culinary Challenge**

Two of SEGi's very own took home bronze medals for the 2011 IKIP Culinary Challenge hosted by IKIP Advanced Skills Centre, Pahang. The prestigious competition had 234 contestants from colleges and hotels from all over Malaysia. Chef Mohd. Ridzuan Mokhtar, Lecturer from School of Hospitality and Tourism SEGi College Penang, won the Bronze medal in Class 6 while Mohd. Fareez Roslan, Diploma in Hotel Management student, won 3rd place in his Class 10 category.

### **Dean's List Party**

A massive ceremony was thrown to celebrate the 445 SEGi University Diploma students who achieved outstanding results and made it into the Dean's List. Attendees included the parents of the graduates as well, and encompassed all the faculties/schools. A total of 240 awardees turned out for the party. After the Dean's List awards were handed out, everyone was treated to a generous lunch.

### **H&T Graduates in Demand**

SEGi College Sarawak's graduates, particularly Hotel Management and Tourism Management, are proving to be excellent employees in East Malaysia and Peninsular Malaysia. One such graduate is Phin Jia Zhen who took up a job offer from Pullman Kuching after completing her internship and final semester. Pullman recognised her skills by promoting her to a Supervisor and awarded her as the Best Employee of the Month.



### **Students Beat Corporates!**

The 4-student team Legion SEC (Guruparan Vickneswaran, Siow Hui Shan, Foo Hui Hui and Tong Chai Yan) from SEGi College Kuala Lumpur toppled corporate players and emerged as champion of the National Management Game. They won RM5,000 cash prize; qualifying them to compete at regional level in the Asian Management Game in Macau. They beat 22 other teams and competed against companies like Ambank Group, Malaysian Green Technology and Yung Kong Galvanising Industries. The National Management Game required participants to run a business for 24-hours in a virtual shopping centre.



### **Culinaire Malaysia 2011**

SEGi College Penang culinary arts team managed to clinch Diplomas for two categories of Culinaire Malaysia 2011, which ran from 20 to 23 September. Mohd Ridzuan won the Diploma in the Fish/Seafood Main Course category while Leong Chen Sing won the Diploma in the Apprentice Chicken/Salmon Main Course category.



### **11 Receive Principal's Award**

Eleven students from different programmes at SEGi College Sarawak were recognized for their academic excellence during the Principal's Award 2011 Ceremony. The Principal's Award is given based on students' academic achievement each semester. Eligible recipients must obtain GPA's of 4.0 or two to four distinctions depending on the length of the semester.



### **4 wins in FHM!**

SEGi students and staff bagged 4 awards from their participation in the Food & Hotel Malaysia 2011 (FHM) competition held at Kuala Lumpur Convention Centre. A total of 7 students and 2 lecturers from SEGi took part. Out of 5 participating institutions, SEGi College Seri Kembangan took home 2 bronze medals and 2 diplomas. FHM 2011 serves as a platform offering the opportunity to shine in the F&B and Hospitality industry.



### **Mpharm Student in UK Top in Class**

Tan Xin Ning – a 3rd-year student of the University of Sunderland Master of Pharmacy – received the Hope Winch Memorial Scholarship Prize from the University for being the most proficient third-year pharmacy student at University of Sunderland, UK.



*In sync with the trend of globalisation and the Malaysian Government's vision of becoming the educational hub of Asia, SEGi continually endeavours to widen its global connections by partnering with established and reputable foreign universities.*

**C**ollaboration with universities in the UK, USA, Australia, New Zealand, Korea and China not only provide SEGi graduates greater choice of programmes and articulation paths, but also a competitive edge in the job market.

SEGi has a large and growing foreign student population from countries in South-East Asia, Middle East, East Europe and Asia. The vast mix of cultures brought by these international students brings vibrancy to SEGi's campuses and makes learning for both local and international students a very enriching experience.



*Mr. Lee Kok Cheng, the Deputy Group Managing Director, traveled to the UK in June 2011 to meet with academic staff of university partners The University of Sheffield and University of Sunderland to strengthen bonds.*



### **SEGi Signs Agreement with Vietnam Government**

SEGi signed an agreement for the collaboration of technical and vocational training with the Ministry of Labour, War Invalids and Social Affairs (MOLISA) through the General Department of Vocational training of the Government of Vietnam.

The MOU was signed by Nguyen Tien Dung, General Director of the said department and Dato' Sri Clement Hii, the Group Managing Director of SEGi and was witnessed by His Excellency Nguyen Ngoc Phi, Deputy Minister of MOLISA and Madam Nguyen Thi Thanh Nhan CEO & President of Advanced International Joint Stock Company (AIC).

Under the MOU, SEGi will be responsible for providing skill-based training to vocational teachers and instructors so as to raise their level of competencies to that of an internationally recognised standard. The implementation and teaching of the programme would be conducted both in Vietnam and Malaysia.

It allows for approximately 10,000 trainees from Vietnam to be trained over a period of 3 years. The participants will be supported and funded by the Government of Vietnam.

### **SEGi MOA with UAD for Dual Awards**

SEGi University further strengthened the worth and international recognition of its homegrown business and accounting degree programmes through an academic arrangement with the University of Abertay Dundee.

Under the arrangement, graduates of these programmes will receive a separate degree parchment issued by the University of Abertay Dundee, apart from their SEGi degree parchments.



### **SCKL Host Exchange Students from UAD**

Five students from University of Abertay-Dundee (UAD) in Scotland flew across the globe to SEGi College Kuala Lumpur to pursue a Business Administration Course for one semester. The foreign student exchange programme gave these five Scottish students as well as their college-mates a great learning experience.

They actively participated in the SEGi Entrepreneurship Council (SEC). Four of them made it to the Finals of the MyBC 2011 Penang, an Intervarsity Case Study Business Challenge on business strategies for the Malaysian Association for the Blind.

These students are the first to study at SEGi College Kuala Lumpur as a part of the new Foreign Student Exchange Program with Abertay and SEGi College is looking forward to more such future collaborations with UAD.

### **SEGi Collaborates with AETS**

SEGi's many initiatives in its pursuit of excellence continue full steam ahead. One fine example is the signing of a Memorandum of Understanding (MOU) between SEGi Education Group and Australasian Education and Training Services (AETS). The MOU will serve as a collaboration framework between SEGi and AETS, where SEGi's vocational skills training programmes will receive advisory and validation services from AETS.

AETS is a registered training organization specialising in the delivery of quality vocational education and training and in issuing nationally recognised qualifications. AETS is accredited by the Australia Skills Quality Authority (ASQA).



### Strengthening Foothold in China

SEGi formalised a twinning arrangement with Xinjiang Language Centre that will see SEGi providing its expertise and syllabus in Intensive English Programme and Foundation courses (“the software”) to be conducted at Xinjiang Language Centre’s 24 learning institutions to be set up within the next 12 months in Xinjiang and other provinces in China such as Hubei and Henan.

The upshot in the strategic tie-up is that SEGi will be able to tap into the Language Centre’s 20,000 student base who are eyeing quality education beyond the shores of China after the completion of their initial studies in their home country.



### ACCA Accreditation

The Association of Chartered Certified Accountants (ACCA) presented SEGi University with an Accreditation Award during a ceremony held at the campus. The agreement enables SEGi Diploma in Accounting graduates and Bachelor of Accounting (Hons) graduates to have exemption accreditations for 4 ACCA papers and 9 ACCA papers respectively, the maximum number of exemptions awarded to any institution of higher learning worldwide.



### Visual Effects & Animation Talk

Double Negative, Europe’s largest company to provide visual effects for film, was invited to give a talk to Creative Arts & Design students at SEGi College Subang Jaya. Karen Joseph, from the Double Negative headquarters in London, engrossed the students with details of the work conducted by the company, including their recent work on blockbusters including Inception and Sherlock Holmes which won them numerous awards.



### UEC Entry Accepted

SEGi University, University of Southern Queensland and The University of Sheffield held a ceremony at the SEGi main campus to announce the recognition of UEC (Unified Examination Certificate) for entry into their programmes. The UEC examination is conducted by The United Chinese School Committees’ Association of Malaysia for students completing six years of education in independent Chinese secondary schools and the certificate is equivalent to the STPM.





### **Hansei University Partnership**

SEGi Group Deputy Managing Director, Mr. Lee Kok Cheng and President of Hansei University Prof. Dr Kim Sunghae Cho signed a Memorandum of Understanding during SEGi's visit to the university in South Korea. The strength of Hansei University is in music and design with over 4,000 students on campus.

The collaboration will pave the opportunity for its students to come to SEGi for English programmes as well as in other academic areas such as music, design, American Degree Program and nursing.

During Dr Kim's visit to SEGi College Subang Jaya, she conducted a Piano Master Class for SEGi Diploma in Music students. At SEGi University, she gave a talk entitled 'Youths Today Transforming For A Better Tomorrow' organised by the Christian Fellowship of SEGi. Dr Kim announced that she will be giving one full scholarships and two partial scholarships to selected music students at SEGi College Subang Jaya to study at Hansei University.

### **CPA Australia Exemptions for SEGi's Bachelor of Accounting (Hons)**

The SEGi University Bachelor of Accounting (Hons) degree received international recognition following its accreditation by one of Australia's most respected professional accountancy bodies, CPA Australia, previously known as the Australian Society of Certified Practising Accountants. Through this accreditation, graduates of the SEGi Accounting degree programme will be awarded exemptions from the first 8 (eight) exam papers out of the total 14 (fourteen) they are required to sit. By way of these exemptions, students will meet all the requirements of the CPA Program Foundation level and will commence at the professional level.



### **MOU with Al-Madinah International University**

SEGi University signed a Memorandum of Understanding with Al-Madinah International University (MEDIU) to provide a framework for collaboration between SEGi and MEDIU for mutual and joint cooperation, promoting and undertaking research & development, training and education in the fields of Engineering and Postgraduate Studies.

### **BIT Students Get Dual Awards from SEGi & UAD**

Under the arrangement, students graduating from the SEGi University Bachelor of Information Technology (Hons) will also receive a separate degree parchment issued by University of Abertay Dundee, apart from the SEGi degree parchment.



### **MOU with Sunchon University, Korea**

In recognising SEGi's strength in the nursing and allied health sciences, Sunchon University formed a collaboration with SEGi to develop its new nursing and allied health science schools. Sunchon University President Professor Im Sang-Gyu expressed his hopes to improve the students' command of the English language as well as collaborate on practical and apprenticeship placements for the University's nursing students.

### **Accounting Students Get Exemptions from ICAEW**

Graduates of the SEGi University Bachelor of Accounting with (Hons) will have exemption accreditations for 7 subjects from the Institute of Chartered Accountants in England and Wales (ICAEW), the pioneer and founder of professional accountancy in the UK. The Institute's qualification is recognised around the world as a prestigious professional business qualification. Members of the Institute are entitled to the designation 'chartered accountant' and to the designator letters ACA or FCA.



### **New Ties with China from VC's Visit**

Emeritus Professor Dr. Muhamad Awang had an extensive trip in China which resulted in SEGi, signing a Memorandum of Agreement with Guangxi University of Nationalities, followed by a Memorandum of Understanding with Guangxi Medical University, Hezhou University, and Guangxi Vocational & Technical University. It also established opportunities for faculty exchanges and joint research programmes between the teaching fraternity and students.

### **Group Deputy Managing Director & Vice Chancellor Strengthen Ties with UK Partners**

SEGi's Group Deputy Managing Director Mr. KC Lee and Vice Chancellor Emeritus Professor Dr Muhamad Awang visited SEGi's UK university partners over a 5-day period to strengthen old bonds. They toured the engineering faculties at The University of Sheffield (TUOS) assured them of the top quality facilities. They also checked out the refurbished and upgraded Pharmacy School facilities at University of Sunderland, and were satisfied with the upgrades.

### **Korean Students Graduate at SEGi**

22 Students from Hansung University, Korea successfully completed their English Summer Camp at SEGi College Sarawak. The partnership programme with the University enabled its selected students to experience everything Malaysia has to offer and attend an English language course here. All of them were pleased with the warmth they received in Kuching and hope that they can someday return to Malaysia to study at SEGi University.



### **SEGi Sarawak Signs MOU with Tongwon University**

SEGi College Sarawak signed a Memorandum of Understanding with the prominent Tongwon University of South Korea. The partnership will allow Tongwon University students to undergo an English Internship Programme at the SEGi Kuching campus, exposing them to hands-on practical training while also improving their English language skills.

### **Delegates from York St John University Visit SEGi**

SEGi College Subang Jaya signed collaboration with York St John University, UK, to offer SEGi students pathways into two new exciting degree programmes - BA (Hons) Psychology and BA (Hons) Music Studies. SEGi Diploma graduates with the right entry requirements will be able to articulate into Year 2 of these degree programmes.



### **Tajikistan Independence Day**

As an acknowledgement to the many SEGi students from Tajikistan, the International Marketing Department organised a Tajikistan Independence Day celebration at SEGi University. The Tajikistan Independence Day actually falls on 9 September, but the celebration was brought forward to 22nd of July in conjunction with Safira Television Station's visit to Malaysia. The event was recorded by the station for broadcast in Tajikistan as a special feature.



### **Kazakhstan Independence Day at SEGi**

Organised by the students from Kazakhstan and supported by SEGi University, SEGi students from Kazakhstan and their guests celebrated the National Independence of Kazakhstan at the campus auditorium. The event also saw the participation by Kazakhstania students from other local colleges and universities, where they were treated to a campus tour, various performances prepared by the students and also a delicious buffet spread for dinner.



## Special Projects

*SEGi launched its very own transformation programme, a project special to 2011, with the aim to propel the organisation to greater heights, and prepare it for a path of exponential and sustainable growth.*

The Group set 3 main objectives of the transformation of SEGi to propel it from a good to a great company.

- Achievement of good profit growth for 2011;
- Getting more than 10,000 Facebook Likes; and
- Attainment of top range for SETARA (Rating System for Malaysian Higher Education Institution)

SEGi solicited input from every one of its 1,250 full-time staff as well as other stakeholders on what it takes to strengthen its' brand name and bring the Group to a new level of excellence.

50 people representing the various campuses, departments and levels were identified and went through various lab session and workshops since October of 2010. Deloitte were also engaged as consultants to advise and assist in the crafting of the programme.



The result was the identification of 4 SEGi Brand Attributes that are both factual and aspirational – **Quality, Passion, Vibrant and Caring**. These Brand Attributes would be supported by strategies:

**Caring** for and supporting our people

Providing **Quality** in everything we do

Having a **Vibrant** and energetic attitude

Being **Passionate** in our service

## – Special Projects –



The Group Deputy Managing Director, Lee Kok Cheng who was present to launch the programme advised that as the organisation “pushes towards new and innovative ways of doing things, it is important to be guided by clear milestones, driven by an engaged and motivated team of people.”

The transformation programme was implemented through initiatives over short, medium and long term. A few short-term initiatives with high impact were highlighted at the launch event.

### TRANSFORMATION

SEGi's intention to be the “Institution of Choice” was identified and five strategic outcomes were isolated to fulfill this intention



## SEGi's STRATEGIC OUTCOMES

These strategic outcomes imply the fulfillment of several of SEGi's ambitions

### Highly Sought-After Graduates

- Produce highly employable graduates, attracting headhunters before graduation
- Produce award-winners and captains of industry
- Produce graduates suited for post-graduate research, R&D

### Holistic Student Experience

- Enrich students by instilling a culture of lifelong independent learning
- Create a rich and diverse student / campus life
- Ensure students feel a sense of "SEGi Pride" and school spirit

### Academic Strength

- Create and disperse quality courses / programmes
- Have excellent teaching and learning methods
- Increase eminence of research and development programmes

### Best Place to Work

- Attract and retain notable and award-winning academics
- Cultivate a 'sense of belonging', a 'family culture', creating happy and satisfied faculty and staff, which ensures brand loyalty and a culture of high achievement

### Global Brand Recognition

- Become known as the "Ivy League of Malaysia"
- Become globally known and accepted
- To have a brand name that is "the talk of the town" and is instantly recognisable





## SNAPSHOTS OF OUR TARGETS

### Highly Sought-After Graduates

- Real-world classrooms in 2011
- Get a job before graduation in 2011
- Scholarship from top-notch companies in June 2011
- Winner of 3 major national or state level competition in 2011
- Money and support for potential champions in April 2011
- 10 mobile clinic visits by June 2011

### Holistic Student Experience

- Student lounge built by October 2011
- Futsal court by May 2011
- 5 happening events in 2011
- International university visits by students in 2011
- Establish SEGi Alumni office by May 2011
- 4.0 point linkert scale evaluation by May 2011
- Smart classrooms with amartboards by 2011
- Student residence ICT Adoption by May 2011
- New lifestyle café and eateries by 2011

### Academic Strength

- Lectures via podcast in 2011
- Distinguished lecture series 2011
- Launch RIMC research centre in April 2011
- Real-world classrooms in 2011
- Scholarship from top-notch companies in June 2011
- Staff mentor-mentee system

### Best Place to Work

- Inspire staff lounge by March 2011
- At least 4 staff parties by 2011
- Facebook open to all staff in 2011
- Staff to have a SAY in satisfactory survey in 2011
- Movie days for staff in 2011
- Maintenance helpline by April 2011
- Online staff directory by April 2011
- Delivering happiness and core values workshop in 2011
- Staff townhouse talks in 2011
- Go casual T-shirt day in 2011
- Performance Management System

### Global Brand Recognition

- SEGi International Conference in 2011
- SEGi in all major local & international fairs in 2011
- Co-branded Products
- International-links
- Major web presence

## SEGi Launches Research & Innovation Management Centre

SEGi is committed to embarking on Research and Innovation activities in efforts to becoming an institution with excellence in teaching and learning. It is also the Group's goal to establish numerous academic and industry collaborations in research and development that will enhance university-industry linkages through a smart partnership concept.

To further strengthen its' commitment in the Research and Development initiative, SEGi has established a Research & Innovation Management Centre (RIMC) as the main liaison centre. This centre is also committed to the promotion of research activities within the Group through organising relevant workshops and seminars in order to enhance the research capabilities among academicians.



## SEGi Named Champion For EPP2

SEGi was appointed by the Government of Malaysia as the Champion for Entry Point Project (EPP) 2 under the Education National Key Economic Area (NKEA) to develop integrated early childhood and childcare education (ECCE) in the country. With the appointment, SEGi will lead the initiative in training and developing high quality early childhood and childcare practitioners. SEGi will also play a lead role in coordinating the establishment of teacher training centres that provide pre-service and in-service ECCE courses recognised by the Malaysian Qualifications Agency (MQA).

### **SEGi Recognises Children's Rights**

SEGi College Subang Jaya collaborated with the Malaysian Child Resource Institute to organise the Child Advocacy Workshop 2011 on 2 July. Staff from the Malaysian Child Resource Institute ran the workshop, using a method of presentation known as the Open Space Technology. The workshop covered the role of a child advocate, guiding principles and so on. Participants discovered the knowledge and skills to be an effective child advocate, and developed an action plan aligned to the mission of a child advocate.



### **Government Names SEGi SkillsMalaysia INVITE Leader**

On 3 August, SEG International Berhad was appointed by the Malaysian government as Project Leader for a new initiative to bring in foreign trainees and learners to Malaysia. The initiative is called SkillsMalaysia International Technical Education and Vocational Training Programme; in short, SkillsMalaysia INVITE.

This appointment marks the government's recognition of SEGi's quality and expertise in providing skills-based training. SkillsMalaysia INVITE also equips trainees with entrepreneurial and other soft skills to prepare them for employment or self-employment in their own countries or abroad.

### **Drug Abuse & Addiction Awareness**

On 9 and 11 August, the School of Nursing and Allied Health Sciences, SEGi College Penang, took it upon itself to organise a Drug Abuse and Addiction Awareness Campaign. The main objective of the campaign was to increase the awareness of the impact of drug abuse on students and to educate students to reject illicit drugs. The School collaborated with the Anti-Drug Agency Penang, Drug Research Centre USM Penang and The Canine Unit Customs Department Penang to make the 2-day event a success filled with activities such as educational health talks, exhibitions, drug detection demonstration by staff members of the canine unit and a poster drawing competition.

### **The Launch of ECCE Council**

On 18 August, the Early Childhood Care & Education (ECCE) Council was officially launched at the Companies Commission of Malaysia. Two of the Executive Committee members of the Council are SEGi personnel: Lydia Foong (Dean, Faculty of Education) and Ms Carolyn Choo (Head, ECCE, SEGi College Subang Jaya). Officiated by Y.A.B. Tan Sri Dato' Haji Muhyiddin bin Haji Mohd Yassin (Deputy Prime Minister) and the Minister of Education of Malaysia, the ceremony celebrates the strengthening of the governance of ECCE in the private sector by professionalising the industry and assuring quality control.

# Research & Development

*2011 was a year of intensified effort towards SEGi's achievement of full-fledged University status. In order to achieve this status, SEGi had to fulfill many SETARA (The MQA Rating System for Higher Education Institutions in Malaysia) requirements, as set by the Ministry of Higher Education.*

**F**oremost in requirements is the upgrade of qualifications of its academia. To support their advancement and development, a Research & Innovation Management Centre (RIMC) was initiated and the teaching staff was encouraged to obtain grants for their research.

At the same time, the SEGi management and top academia began setting up an international academic advisory board to ensure the quality of SEGi's programmes is on par with international standards and industry expectations.



## Research Grants

Emeritus Professor Dr. Muhamad Awang, Vice Chancellor of SEGi University, was honoured to be one of the very lucky recipients of research grants awarded to select researchers in Malaysia by the Ministry of Higher Education. The grant presentation ceremony was held at the ministry in Putrajaya on 23 July 2011.

The Ministry of Higher Education Malaysia offers various research grants to researchers from both public and private tertiary institutions throughout the year to conduct essential studies. Under the Long Term Research Grant Scheme (LRGS), Professor Muhamad's grant will amount to an approximate of RM1.3 million.

Prof. Muhamad will utilise this grant to conduct his research entitled 'Carbon Footprint of Agro-based Bio-fuels and Conventional Fossil Fuel – Quantification and Evaluation for Low Carbon Economy' over the span of the next 5 years. This is part of a collaboration programme with other prominent researchers from multiple universities across Malaysia.





The Ministry of Higher Education Malaysia also offers various research grants under the following categories: Exploratory Research Grant Scheme (ERGS), Fundamental Research Grant Scheme (FRGS) and Prototype Research Grant Scheme (PRGS). Like these grants, the Long Term Research Grant Scheme will enable researchers from both public and private tertiary institutions such as Prof. Muhamad to conduct their research activities.

Another defining moment in academia for SEGi is when Dr Sharon Chen, Head of American Degree Program and Director of Research & Innovation Management Centre, was awarded an ERGS research grant in the amount of RM50,000 for her research entitled “Cross-Cultural Adaptation of Maslach Burnout Inventory (MBI) and Work-Related Quality of Life (WRQoL) Scale in Malaysia”.

Dr Chen will be conducting her study in collaboration with Dr Jamaiah Haniff (Head of the Clinical Epidemiology Unit in Clinical Research Centre, Ministry of Health Malaysia) and Siau Ching Sin (American Degree Program Lecturer, SEGi University). Their research work began in August 2011 and this study is expected to span one and half years.

SEGi University is also proud to announce that two of its academicians from the School of Engineering and the Built Environment have secured FRGS grants to assist them in conducting their research.

Dr Foo Ji Jinn recently secured an FRGS grant in the amount of approximately RM67,000 to conduct his study entitled “LES of Fractal-Generated Turbulent Mixing”. Another FRGS grant in the amount of approximately RM76,000 has been awarded to Aida Isma Mohamad Idris to conduct her study entitled “Influence of Time and Temperature on Pyrolysis of Municipal Mixed Plastic Waste”.

The attainment of these and future research grants is a significant milestone for SEGi in its effort for research and development in the education sector.



### **Advancing Academia of SEGi**

In 2011, aside from attracting some of the industries’ best and brightest minds into the Group as part of setting an extensive infrastructure and integrated curriculum, our academicians and staff continuously strive to greater heights scholastically.

SEGi University’s very own Deputy Vice Chancellor (Student Affairs), Dato’ Professor Dr. Jamaludin Mohaiadin, presented his paper title “Kota Damansara Community Forests – A Photographic Journey of Insects” at the recent Diverse Biology of the Kota Damansara Forest Reserve Scientific Expedition Seminar held from the 11th to 12th of December 2011.

His paper highlights the plight and dangers faced by these insects from the forest reserve, due to illegal logging, deforestation and the pollution caused by over developing of suburban areas nearby. His research is further presented by displaying a photographic journey of the insects found at the forest reserve as compared to other forest reserves.



Professor Dr. Karim Alwan Mohamed Al-Jashamy, the Professor of Pathology from the Faculty of Medicine of SEGi University was also invited to present his research on stem cells at the 20th Scientific Conference of Microscopy Society of Malaysia. Held at Permaisuri Resort, Port Dickson from the 20th till 22nd of December 2011, the conference covers a wide spectrum of life and physical sciences both theoretical and experimental that consist of plenary, oral and poster sessions.

Professor Dr. Karim was chosen to present at the poster session, where he showcased his winning photograph in the Best Micrograph with Scientific Knowledge category. His research titled 'Histopathology and Ultrastructural Observations on the Sciatic Nerve Neurotmesis Regeneration treated with Mesenchymal Stem Cells in Rabbits' is a joint venture between himself and researchers from UPM. The research aimed to provide an understanding the role of mesenchymal stem cells (MSCs) in peripheral nerve regeneration by utilising an established rabbit sciatic nerve experimental model.

Not far behind, the many lecturers of SEGi are on track in furthering their studies. To date, the Group currently has 32 lecturers pursuing their Doctorates or Doctorates of Philosophy (PhD) and some are scheduled to complete their studies in 2013. The following are the relevant fields but not limited to:

- Doctor of Philosophy (PhD) in Optometry
- Ophthalmic Doctorate (OD)
- Doctor in Business Administration
- PhD in Science
- PhD in Arts
- PhD in Computer Science



- PhD In Economics
- PhD in Education
- PhD in English Literature
- PhD in Mass Communication
- PhD in Teaching English as a Second Language
- PhD in Business Administration
- PhD in Electrical Engineering
- PhD in Chemical Engineering
- PhD in Engineering Technology (Manufacturing)
- PhD in Science and Technology

The Group also currently has 33 academicians who have either completed or are currently pursuing their MBA or Masters Degree, in the fields of:

- Master in Occupational Safety and Health
- Master in Science
- Master of Arts in Visual Communication
- Master of Computer Science
- Master of Mathematical Sciences
- Master of Education
- Master in Nursing
- Master of Applied Linguistics (English Language)
- MESL (Master in English As a Second Language)
- Master in Chemistry
- Masters in Business Administration in Finance
- Masters in Business Administration with specialisation in Corporate Finance and Management Accounting
- Master in Engineering Management
- Master in Mass Communication

This academic development of staff and lecturers is crucial in the Groups efforts towards becoming an institution with excellence in teaching and learning.

## International Academic Advisory Board

SEGi does not rest on its laurels. Its key products are its academic programmes, so we are what we sell. They must be tailored to produce truly industry relevant graduates. And in this highly globalised environment, we are not alone. We need input and be in constant touch with not just what's happening in Malaysia, but also the world around us.

That is why we have an International Academic Advisory Board comprising of internationally renowned academicians and leaders in their respective fields. The Board participates, with our local deans and advisors from the local industries, in curriculum development to provide a truly global perspective to SEGi's learning experience. With globalisation being an inevitable key element, SEGi is a local institution with true global connections.



### Prof. Nigel Bell

Nigel Bell is Professor of Environmental Pollution and Director of the MSc in Environmental Technology at Imperial College London, where he has worked since 1970. His degrees are in Botany and Plant Ecology from University of Manchester and University of Waterloo, Ontario. He has carried out research for over 38 years on the effects of air pollution on ecosystems in both the UK and a number of developing countries. He has been specialist adviser 7 times to enquiries of House of Commons and House of Lords Select Committees. Currently he is also a commissioner on the Greater London Authority's Sustainable Development.



### Prof. Motonori Hoshi

He is an Emeritus Professor at Tokyo Institute of Technology, a Visiting Professor of The Open University of Japan, an AAAS Fellow, a Fellow of International Institute for Advanced Sciences, and an Honourary Member of Zoological Society of Japan and Japan Society for Innunology of Reproduction. After obtaining his Master degree in Science at the University of Tokyo in 1965, he was appointed as an Instructor in the Department of Biology, and obtained a Doctorate in Science in 1970.



### Prof. Paul Barron Eberle

He is Professor of Finance and Economics at Florida Southern College, Lakeland, Florida. His current teaching responsibilities include Advanced Financial Management, Managerial Finance, International Financial Management, Quantitative Analysis for Managers, Investment Management, Money & Banking, and Principles of Macroeconomics. He graduated from Texas A&M University, College Station, Texas in 1983 with his M.S. Finance, following which he obtained his Ph.D. Economics from University of Missouri-Columbia, Columbia, Missouri in 1990.



### Prof. Sir David Read

Professor Sir David Read is Emeritus Professor of Plant Science in the Department of Animal and Plant Sciences at The University of Sheffield. His first degree and PhD came from University of Hull, the latter in 1963. He also serves on the Rothamsted Research Board of Directors. Read's research focuses on plant and fungal physiology and ecology, particularly the biology of root-fungus symbioses. He was Vice President and Secretary to the Biological Sciences of the Royal Society responsible for overseeing the Society's scientific business including discussions meeting on 'Reducing Greenhouse Gas (GHG) emissions from Agriculture' in 2011.



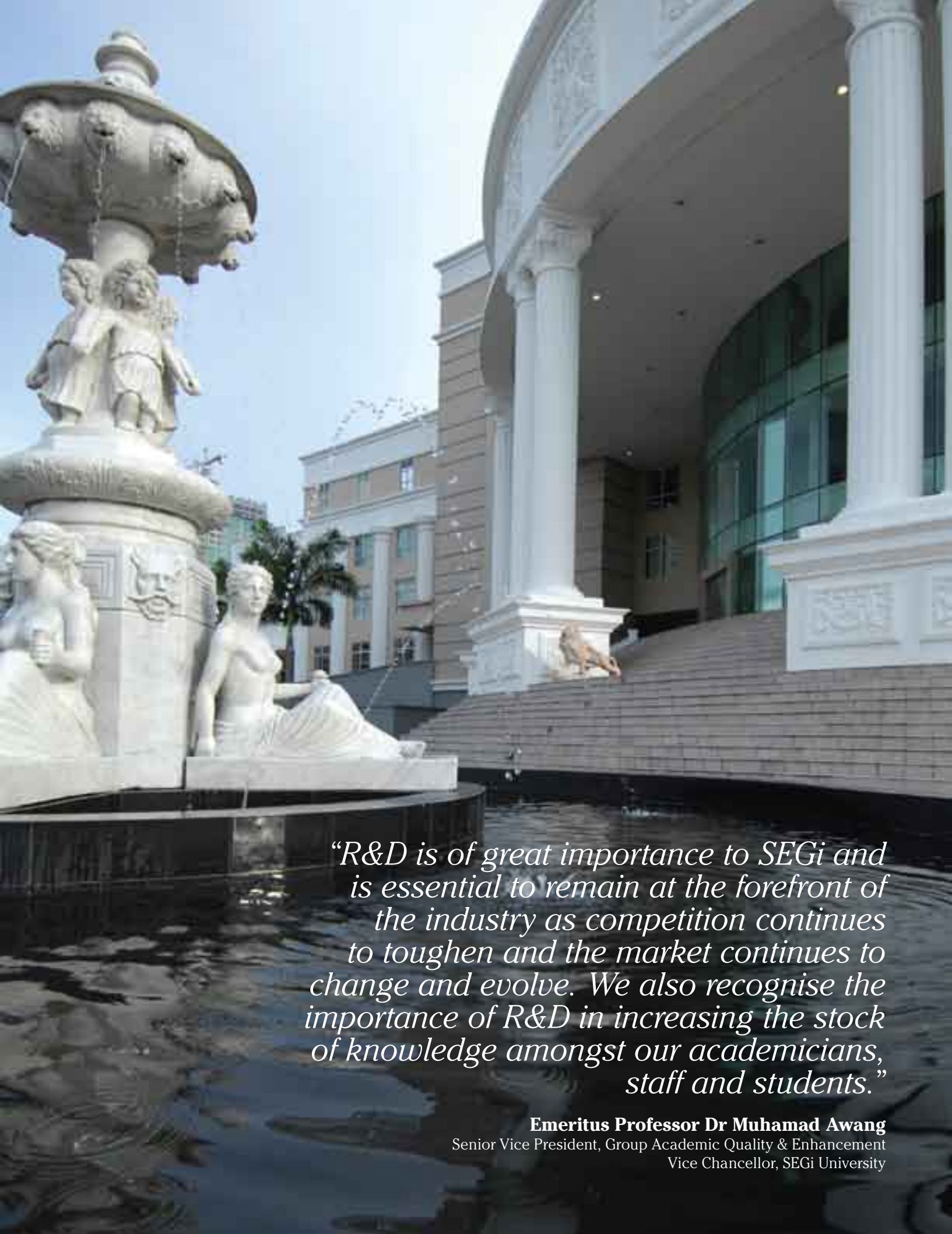
### Prof. Bruce Millett

Prof Millett is Senior Lecturer, School of Management and Marketing, Faculty of Business at University of Southern Queensland, Australia. His fields of interest include strategic management, organisational change and development, organisational behaviour, human resource management, and organisational learning. Prof Millett obtained his Master of Educational Administration from University of New England and his PhD from Griffith University.

## Looking Ahead into 2012

As we usher into the New Year, SEGi will continue to strive for greater accomplishments in all aspects. The advancement of the Group's research and development progress has been astounding, and using these achievements to further boost morale and spirit, our stakeholders may look forward to the coming of many great things ahead.





*“R&D is of great importance to SEGi and is essential to remain at the forefront of the industry as competition continues to toughen and the market continues to change and evolve. We also recognise the importance of R&D in increasing the stock of knowledge amongst our academicians, staff and students.”*

**Emeritus Professor Dr Muhamad Awang**

Senior Vice President, Group Academic Quality & Enhancement  
Vice Chancellor, SEGi University



## SEGi UNIVERSITY

At SEGi, we are governed by 4 core values:

- **We Believe In The Power of Synergy**

We support, value and respect the contribution of each individual, and acknowledge that every achievement is the synergy of skills, knowledge and commitment from the entire SEGi team.

- **We Encourage and Promote Innovation**

We seek to address current and future market needs through creative entrepreneurial solutions that enhance the competitive edge of our stakeholders.

- **We Are Committed to Care**

We endeavour to provide the highest level of care and service to our stakeholders, to learn from each other and support on another, untied in our passion for growth.

- **We Honour Integrity**

We will abide by the code of ethics at SEGi and actively seek to contribute towards building and maintaining a culture of trust, transparency and accountability in our speech and action.


*“Passion guided,  
industry driven”*

To learn more visit:

[www.segi.edu.my](http://www.segi.edu.my)







Each member of the SEGi family upholds the core values of synergy, innovation, care and integrity in both their speech and action towards each other and the community.



# Corporate Responsibility Report

*Ever since Bursa Malaysia revealed the new Corporate Responsibility (CR) guidelines in 2009, SEG International Berhad has been striving to adhere to as many elements as possible delineated in each of the four focal areas.*

**I**t has been clearly expressed by Bursa that CR is not merely about how an organisation spends money, but also about how it makes money; the bottom line being conducting a business, which is of sustainable value to society at large, including the organisation's workers.

The Bursa Malaysia CR Framework looks at these 4 main focal areas for CSR:



# The Environment



Sustainability of a business is futile if there is no decent environment for an organisation to thrive in. Thus, SEGi encourages both its staff and students to participate in environmental conversation efforts.

- **30 June, SEGians Care Project**

To show their care for the environment, health and consumer rights and issues, the Care Project was organised by lectures and students from School of Business & Accounting, as well as Degree and IT Schools. The project consisted of exciting events such as a talk by Consumer's Association of Penang, competitions and an outdoor activity in collaboration with School of Hospitality & Tourism. The highlight of the event was a talent competition which required them to incorporate a message to all on the importance of caring for mother nature.

- **23 July, SEGi VC Conducts Eco-Friendly Research**

Emeritus Professor Dr. Muhamad Awang, Vice Chancellor of SEGi University College, was honoured to be one of the very lucky recipients of research grants awarded to select researchers in Malaysia by the Ministry of Higher Education (MoHE).

The grant, to the amount of approximately 1.3 million, is intended for Prof. Muhamad to conduct his research entitled 'Carbon Footprint of Agro-based Bio-fuels and Conventional Fossil Fuel – Quantification and Evaluation for Low Carbon Economy' over the span of the next 5 years.



- **24 July, Tree-Planting at Shah Alam**

Teams of SEGi students from SEGi College Kuala Lumpur and SEGi University college helped plant some of the 2,000 saplings along the bank of the Damansara River in Shah Alam. The tree-planting event was called 'Shah Alam River & Trees for Life' organised by Eco Warriors Malaysia, and other private and public organisations.

- **2 August, SEGi Loves GREEN**

Being a group that cares deeply for nature, students from Event and Convention Management organised an event to remind us how important it is to care for the environment around us. 180 SEGi students and 20 kindergarten kids participated in the event officiated by Datuk Seri Hilmi Yahya, ADUN Teluk Bahang. It took place in Taman Negara Balik Pulau, Penang. The aim was to celebrate love for nature and to create awareness as to the harm we are causing to the Earth. Among the exciting activities held were tree planting, recycle item costume creation, stage performance, kids coloring session and cake decorations.

# The Community

Under this focal area, SEGi has been very active especially in employee volunteerism, youth development, underprivileged, graduate employment and children.



- **14 January, Hands for Cancer**

25 final year students from the SEGi College Subang Jaya Diploma in Mass Communications programme teamed up with Majlis Kanser Nasional (MAKNA) to raise awareness and funds for this worthy cause. As a part of their final project, the students organised a fundraising event entitled 'Hands For Cancer' which was held at the IUtama shopping centre from 14th January to 16th January 2011.

- **2 March, Osteoporosis Campaign**

A group of Master of Pharmacy (MPharm) students and members of the Faculty of Pharmacy at SEGi University College ran a campaign to raise awareness on osteoporosis at the campus clinic. A pharmacist from Abbott Laboratories Malaysia was invited to give a talk on osteoporosis and Abbott sponsored the machine for free bone scans to anyone who visited the clinic.



- **19 March, Community Project**

The 2-day outing to K-Bestari Sadong Jaya Village was organised by Mr Faizel Adenan (Student Affairs Officer, SEGi College Sarawak). A total of 29 students participated in this community project which aimed to foster closer relations with the villagers. The students were divided into teams, each team including members of villagers, for activities like carom, darts and blow-dart competition as well as a treasure hunt.



- **5 April, SEGi UC Holds 'Hope for Japan'**

The Chinese Cultural Society at SEGi University College held a 3-day campaign to raise funds to aid unfortunate victims of the 9.0 magnitude quake in Japan. Held at the Dictator's Stage, funds were raised through a food fair, jumble sales and entertainment provided by the students. SEGi staff and students alike contributed to the cause and all proceeds were donated to Japan.

- **6 April, Seri Cahaya Orphanage Visit**

The Students' Council of SEGi College Penang collected RM1,000 from last year's prom night and donated it to the Rumah Seri Cahaya Orphanage in Batu Maung which houses children from as young as 2 years old to secondary school children as well as single mothers. The donation included cash, clothing and some food.



## – Corporate Responsibility Report –



- **5 August, Creative Day with Temuan Children**

Students from the Faculty of Creative Arts & Design, SEGi College Subang Jaya, organised a Corporate Responsibility programme for the Temuan orang asli children at Kampung Orang Asli Sungai Rasau, Puchong. The organisers held activities such as a brainstorming session, imaginative and expressive games, and some colouring and designing activities. The event concluded with the distribution of hampers and goodie bags to the children.

- **29 September, Talk on Contagious Diseases and Health by Ministry of Health**

Tuberculosis is a contagious disease affecting 80% of the population in Asian and African countries. Understanding this, SEGi University College organised a talk and an exhibition to raise awareness among its students and staff. It was organised by the Student Affairs Department and presented by the Ministry of Health of Malaysia. The exhibition also covered other contagious diseases including HIV and AIDS.

- **16 October, Visit to Annai Illam Charity Home**

A group of students from the Academic English class conducted by the Language Center at SEGi University College visited the Annai Illam Charity Home located at Batu Caves. The group brought some food and daily necessities for the Home. The students stayed back to play games, sing, dance and made muruku (an Indian delicacy) with the children and single mothers.

- **19 October, Blood Donation**

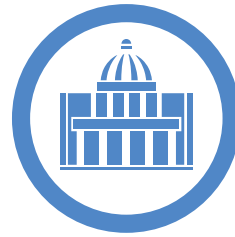
In conjunction with the SEGi University College International Cultural Night, a massive blood donation drive and International Food Fair were organised by the Student Affairs Department. A large number of staff and students participated.



- **13 November, SEGi Sponsors Community Care Carnival**

Tropicana Medical Centre hosted their first annual Community Care Carnival with SEGi University College being the main sponsor. In addition to that, SEGi University College provided free basic health examinations to visitors of the Carnival. Students and staff from the Faculties of Medicine, Optometry, Dentistry and Nursing provided free health checks to visitors at the carnival.

# The Workplace



One of SEGi's aspirations in its 2011 Transformation plan was to make SEGi a great place to work. This is in line with the CR ambition set out by Bursa Malaysia as well, which cover having a quality work environment for employees, taking into account their health and safety as well as human capital development.



- **13 May, Inspire Lounge**

As part of the SEGi Transformation plan to make SEGi University College a comfortable and inspiring place to work, the management created the Inspire Lounge specially for its staff to utilise at will. The spacious, comfortable Lounge is complete with sofas, coffee machine, bar counter, magazines and a big-screen television with cable news subscription.



- **18 June, Annual Dinner**

SEGi gave all its staff a grand dinner treat at Sunway Lagoon Resort Hotel. The dinner was themed Back To School. Almost 1,000 staff from all of the campuses and training centres attended. The grand prize of the lucky draw, sponsored by the top management, was worth a whopping RM12,000 – a travel package of RM6,000 and travel expenses of RM6,000. Long Service Awards of a gold pendant worth RM500 and cheque from RM500 were given to each staff who have served a period of 10, 15, 20 and 25 years.

- **24 June, SEGi Signs Malaysian Corporate Identity Pledge**

SEG International Bhd (SEGi) signalled its continued commitment to a high level of accountability and transparency by being the latest signatory to the Malaysian Corporate Integrity Pledge. The signing of the pledge reflects SEGi's recognition of the Anti-Corruption Principles for Corporations in Malaysia and is committed to promote integrity, transparency and good governance in all aspects of its operations.

- **9 September, SEGi College Penang Family Day**

Held at the Penang Times Square, it was the second year the college had organised the Family Day for its staff. Students were welcomed to join staff in station games ala Amazing Race. A total of 120 took part in the fun-packed challenge which ended nicely with a lucky draw.

- **1 October, Staff-Get-Together Party**

SEGi College Sarawak organised a party for all the staff as a reward for their hard work, to strengthen bonds and to celebrate the College's success of growing its student numbers from 1,600 to 2,500 within the year.



- **17 November, Incentive Trip to Bali**

As a reward for the outstanding performance of the sales and marketing teams from the Kota Damansara, Kuala Lumpur and Subang Jaya campuses, the SEGi management sponsored their 4-day 3-night trip to Bali.



- **Major Festival Celebrations**

The management of each campus arranged lunch or dinner treats for its staff to celebrate each of the major celebrations, namely for Raya, Chinese New Year, Deepavali and Christmas.

- **Employee Development Programme**

Regular in-house training sessions are arranged for staff to cater to a range of skills and professional development needs. Each employee is required to meet the mandatory training hours. Financial assistance is also given to qualified staff wishing to pursue further education. This is given in the form of discounts or scholarships. The Management recently introduced The Cambridge International Diploma for Teachers and Trainers (CIDTT) to help lecturers further enhance their teaching skills.

- **Employee Healthcare Programme**

SEGi works closely with its nearby healthcare institutions such as hospitals and specialist centres to promote a variety of free or discounted healthcare check-ups for its staff to enjoy.





# The Marketplace

The marketplace consists of stakeholders (shareholders, suppliers and customers), stakeholder engagement, corporate governance and so on. Since SEGi is an education business its customers are mainly students and parents.

SEGi believes in education for all, especially for deserving students who have financial issues. Thus, a list of full and partial scholarships were set up; some are funded purely by SEGi while some are in partnership with other organisations. The following are in force:

- o SEGi High Achievers' Scholarship
- o SEGi Vice Chancellor's Scholarship
- o SEGi Sports Scholarship
- o Star Education Fund
- o Inner Wheel Club of Kuala Lumpur Scholarship Programme

## • Transformation Plan

In order to serve its stakeholders better and to prepare for a leap in performance for the next year, SEGi launched this plan by first garnering involvement from its entire workforce early in the year. Employees were encouraged to give their input strategies, initiatives and suggestions to strengthen SEGi's brand position and visibility.





- **9 March, SEGi Sponsors 13th National Secondary School Mandarin Debate**

SEGi Education Group teamed up with the Youth Section of the Federation of Hokkien Associations of Malaysia in organising the 13th National Secondary School Mandarin Debate Competition. The Group also sponsored more than RM600,000 in scholarships and cash prizes.

“Being in the education industry, SEGi realises the importance of balancing its business interests with its responsibilities towards the community,” said the then SEGi Group COO, Hew Moi Lan.

“As a well-regarded institution of higher learning, we want to encourage our students to not just pursue knowledge per se but to be excited and enjoy the pursuit. The National Secondary School Mandarin Debate clearly encapsulates this philosophy well. Students must also learn to have fun as well,” added Hew.

- **8 June, Students Benefit From Helping Hands**

Support is always within reach for students at SEGi University College. That was the key message during the launch of Helping Hands ‘From Students to Students’.

The mission of the Helping Hands program is to help fellow students have a meaningful campus life. Members of Helping Hands will be trained with basic communication skills to communicate effectively and help peers. These members will build an effective support service to assist Counseling & Student Development Center in developing a mentally healthy environment on campus.



- **27 July, Scholarships for CHEER Champions**

It was all cheers for team Cyrens at CHEER 2011, the national inter-school cheerleading competition. Team Cyrens from Sri Kuala Lumpur Secondary School took home the champion title for the second year in a row, along with prizes such as RM5,000 cash from The Star Newspaper and Partial Scholarships worth up to RM48,000 sponsored by SEGi University College. The champions also won a chance to study at SEGi University College.



- **14 September, 62,500 NiE copies Sponsored**

Secondary school students from 75 schools nationwide received free newspapers as SEGi unveiled its sponsorship of 62,500 copies of The Star's NiE (Newspaper in Education) pullout, which is used to supplement education in schools. Representatives from 20 of these schools attended the presentation ceremony at SEGi University College, marking yet another cooperation between SEGi and The Star Publication to enhance the quality and standard of education in Malaysia.