

MESSAGE FROM THE CHANCELLOR

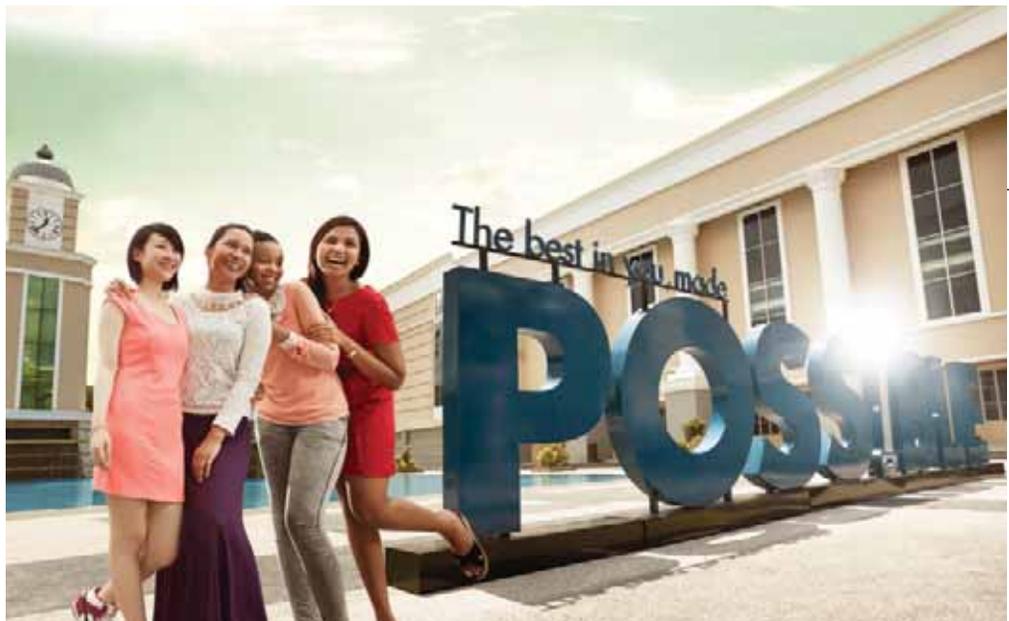
NEW INNOVATIVE IDEAS TO STEER SEGi IN THE NEW NORMAL

FIRSTLY, LET ME BEGIN BY EXPRESSING HOW PROUD I AM OF SEGi UNIVERSITY & COLLEGES. SEGi HAS GROWN REMARKABLY IN THE PAST 45 YEARS, FROM OUR HUMBLE BEGINNINGS AS SYSTEMATIC BUSINESS TRAINING CENTRE IN 1977, A SMALL CAMPUS IN THE HEART OF KUALA LUMPUR'S COMMERCIAL DISTRICT, TO BECOME ONE OF THE LARGEST PRIVATE HIGHER EDUCATION GROUPS IN MALAYSIA. WE NOW SERVE APPROXIMATELY 18,000 STUDENTS ACROSS FIVE CAMPUSES LOCATED IN KLANG VALLEY, PENANG, AND SARAWAK.

SEGi University awarded

OUTSTANDING QS 5 STARS PLUS UNIVERSITY

1 of only 19 Universities in the World!
(For the Years 2022 – 2024)



Our vision has always been to place high-quality professional qualifications within reach of willing learners and natural talents, and it will continue to be so for years to come.

We hold true to our mission to become the premier higher education provider offering quality employability-based international programmes, ranging from foundation to postgraduate, which are easily accessible to local and international students. These programmes are delivered through the most innovative technologies and student-centric learning techniques.

The COVID-19 pandemic has changed the human capital market's demands. In response, SEGi has new innovative ideas to maintain a high employability rate among our graduates.

Among our efforts is providing skills enrichment and support to students. There are over 100 SEGi Enrichment Programmes in leadership, communication, and grooming skills, among others, to enhance students' learning experience and achieve skills certification.

In addition, the Academic Skills Unit is in place to support students in academic writing and practical



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study, research techniques, time management, academic integrity, and exam preparation. Meanwhile, the Mentor-Mentee system guides students on academic matters. It fosters a close and constructive relationship between students and lecturers. SEGi also practises outcome-based learning to ensure that our programmes create added value for students by helping them gain professional insights and experiences.

For this purpose, SEGi has collaborated with various industry partners to help raise our students' professional competitiveness and become industry-ready upon graduation. In addition, we facilitate immersive learning in the classroom through these collaborations, where students can pick up practical industry knowledge and real-life experiences.

We are also proud of our continued strong partnerships with reputable local and global educational institutions, namely the University of Central Lancashire, the University of Greenwich and the University of Sunderland in the United Kingdom, and Troy University in the United States of America.

While we may have 44 years of experience as a well-established higher education institution, SEGi strives to continue our modern approach to education. Our efforts include digitalisation to reinforce our status as a regional hub of excellence in business, health sciences, allied health, engineering, information and communication technology, creative arts and design, education, hospitality and tourism, postgraduate studies, and professional continuing education.

In the QS World University Ranking 2022 published on 2 November 2021, SEGi University achieved the overall QS 5 Stars Plus status for attaining QS 5 Stars rating in eight evaluations. The university was one of only 19 universities worldwide and one of only two Malaysian universities that reached the acclaim.

The pandemic has indeed brought many challenges over the last two years. The Movement Control Order (MCO) imposed saw many restrictions, including closing all schools and education institutions of higher learning. However, the impressive teamwork of our dedicated lecturers and supporting staff minimised the

disruption students faced during the transition to online classes and exams.

In mid-October 2021, SEGi welcomed back students to all our campuses. While we are committed to ensuring the younger generation can continue their education towards their chosen career, we strictly follow all SOPs set by the government to make the return of students as safe as possible.

Additionally, we believe that the hybrid learning model, which combines online and face-to-face classes, will continue to be a significant learning method in higher education post-pandemic.

SEGi will also emphasise student-centred teaching for students to take more responsibility and play an active role in their higher education.

Despite the difficulties faced in the past year, SEGi looks forward to celebrating its 45th year as a respected higher education institution in 2022. We strive to achieve higher education excellence and build the next generation of leaders in various professions.