

HYBRID MODEL TO EMBRACE SHIFTING MARKET TRENDS IN THE DIGITAL ERA

BEING ONE OF MALAYSIA'S PROMINENT HIGHER LEARNING INSTITUTIONS, SEGi UNIVERSITY & COLLEGES IS COMMITTED TO DELIVERING THE BEST QUALITY EDUCATION TO TALENTED STUDENTS WHO WILL BECOME FUTURE LEADERS.



I wish to extend my deepest gratitude and appreciation to all academicians and supporting departments' efforts to ensure a smooth transition to online teaching. Their effort minimised the pandemic's disruption of SEGi's delivery of quality education to students.

The education sector in Malaysia has been significantly affected by the impact of the pandemic. However, SEGi held to our vision of providing high-quality education and promoting life-long learning.

At SEGi, we champion the 3H Transformative Learning to cultivate future-proof graduates. The education of the Head (Knowledge), the Heart (Attitude) and the Hands (Skills) is a holistic learning approach to transforming future leaders.

In the face of challenges and anxieties caused by the COVID-19 pandemic, SEGi has adapted, innovated, and persevered. For instance, one of our efforts to cope with the global health crisis was to modify how we conduct our programmes, switching from on-campus to online teaching and learning through the Movement Control Orders (MCOs).

While many other institutions only started e-learning platforms in response to the MCO restrictions, SEGi has received approval from the Ministry of Higher Education to conduct courses online since 2014.

Being an established higher education provider, we advocate life-long learning. In this aspect, our SEGiRISE has redefined industrial and skill education. Besides giving eager learners the ease of accessing education online, SEGiRISE also offers micro-credentials programmes.

The MQA-accredited micro-credentials are digital certifications of assessed knowledge, skills and competencies in a specific area or field, which can be a component of an accredited programme or stand-alone course supporting the professional, technical, academic, and personal development of the learners.

MESSAGE FROM THE
GROUP MANAGING DIRECTOR

TAN SRI CLEMENT HII CHII KOK

GROUP MANAGING DIRECTOR

Micro-credentials present a new avenue for higher education to students, especially working adults. SEGi offers over 166 micro-credentials programmes of Diploma, Bachelor's Degree, and Master's Degree from various fields, including business, education, information technology, communications, and hospitality. Our micro-credentials are aligned with SEGi's aspiration to become Malaysia's leading adult learning and corporate training provider.

Even during the pandemic, training for academics has been ongoing, focusing on enhancing their online teaching skills to make their classes and presentations more motivational and exciting.

Additionally, staff from other departments have received digital skills training to maintain their high work efficiency in supporting SEGi's academics.

Through our collaborations with various global university partners, SEGi students can learn from world-renowned researchers and industry experts to build a universal perspective in their respective fields. Besides,

SEGi has expanded and transformed our campuses to offer world-class hybrid and online learning programmes

Studies have shown significant shifts in hiring trends in Malaysia and globally. For example, a survey by Cisco and Oxford Economics found that emerging technologies can change 28 million jobs in ASEAN.

Being aware of the changing trends, SEGi will continue moving towards digitalisation, diversification, and globalisation, adapting to the constant market changes of the digital era.

On another note, the pandemic has redefined the basic concepts of attendance, teaching, testing, the role of technology, and human connection. As a result of these changes, the adoption of the hybrid learning model is likely to stay post-pandemic.

Additionally, there will be a stronger emphasis on student-centred teaching where students take an active role in their education. This teaching method focuses on the individual and places the responsibility for meeting needs and achievements on each student.

Looking ahead to the year 2022, we expect it to be challenging amid the post-pandemic era. Nevertheless, I trust our teams will be implementing more digitalisation and innovation initiatives to create opportunities out of these challenges to drive progress in our institution.

