



MISSION

To be the premier regional higher education provider offering quality employability-based international programmes on accessible terms, delivered through the most innovative technologies and student-centric learning techniques.

VISION

SEGi will place quality education within the reach of willing minds and natural talents.

QUALITY POLICY

The Management of SEGi College Penang is committed to educational standards of excellence in curriculum development, teaching and other academic activities that achieve student satisfaction by the use of quality processes which will meet the requirements of the Quality Management System.

The Management is committed to a quality culture that recognises performance through evaluation and encourages continuous improvement in our core operations and support functions. It also includes a commitment to meet the requirements of our customers, as well as legal and regulatory requirements.

The Management and Staff are committed to ensure quality control through the Quality Management System, seeking improvements by continuous development of the system and ensuring its effectiveness.

QUALITY OBJECTIVES

Key Process	KRAs	Targets	Implementation	PIC
Customer Satisfaction Management	Climate Survey	>= 3.5 rating	Twice a year based on corporate schedule	Student Affairs
Academic Process	Lecturer Evaluation on Teaching and Learning	>= 85% of lecturer achieve average rating of 4.0 / 5.0	Every semester	AA
	Student Academic Performance	>= 95% of students with GPA 2.0 and above	Every semester	AA
	Student Retention	>= 95% of retention rate on monthly basis	Every month	AA / OAR
	Job Placement for Graduates	>=95% job placement within 6 months upon graduation	Each graduation	CO
	Curriculum Review	Review the curriculum of programmes in order to be in line with the industry needs and MQA standards	Annually	Academic
Support Services and Evaluation	Training and Development	>80% of staff attended 56 hours (academic) and 16 hours (non-academic) of Training	Annually	HR / AA
	Student Feedback	95% customer complaints and feedback are attended within 48 hours	Each Month	All Key Processes
	QMS	Effective review on risk management and OFI for main key processes	Half Yearly	QA / All Key Processes
	MyQUEST Rating	Achieve a minimum of 5-STAR MyQUEST rating	Every two years	All Key Processes