



SEGi
UNIVERSITY

*The Senate of SEGi University
confers upon*

SALTANAT YESSOVA

*who has fulfilled all prescribed requirements
and passed all examinations
the award of*

**BACHELOR OF BUSINESS
MANAGEMENT (HONOURS)**

Second Class Honours, Upper Division

Dated this 04th *day of* February *in the year* 2026

Vice Chancellor



Registrar

*SEGi University is registered with the
Ministry of Higher Education Malaysia*

KD00029689



SEGi UNIVERSITY

OFFICIAL ACADEMIC TRANSCRIPT

Name	: SALTANAT YESSOVA	IC/Passport No.	: N10740481
Registration No.	: SUKD2202161	Year of Admission	: 2022
Programme	: BACHELOR OF BUSINESS MANAGEMENT (HONOURS)	Date Issued	: 04 FEBRUARY 2026
Specialization	: DIGITAL MARKETING	Serial Number	: KD00029689
Remark	: THIS STUDENT HAS COMPLETED THE PROGRAMME		

No.	Course Code	Course	Credit Hours	Grade Points	Total Grade Points	GPA Grade	Status
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Session : 1

1	BUS2043	BUSINESS MANAGEMENT	3	1.00	3.00	D	FAIL
2	ECO2424	PRINCIPLES OF ECONOMICS	4	2.00	8.00	C	PASS
3	FIN2254	FINANCIAL ACCOUNTING 1	4	2.00	8.00	C	PASS
4	PDC2433	PERSONAL DEVELOPMENT & COMMUNICATIONS SKILLS	3	2.70	8.10	B-	CREDIT
5	QSM2463	QUANTITATIVE AND STATISTICAL METHODS	3	2.00	6.00	C	PASS
Total Points Evaluated:			17.00		33.10		
GPA			1.95				
Total Credit Hours Earned:			14.00				

Session : 2

1	MPU_3192	FALSAFAH DAN ISU SEMASA	2	4.00	8.00	A	DISTINCTION
2	MPU_3222	EFFECTIVE LISTENING	2	3.70	7.40	A-	DISTINCTION
3	MPU3432	CO-CURRICULUM:SUSTAINABILITY THINKING	2	4.00	8.00	A	DISTINCTION
Total Points Evaluated:			6.00		23.40		
GPA			3.90				
Total Credit Hours Earned:			6.00				

Session : 3

1	BUS2583	INNOVATIVE AND CREATIVE SKILLS IN BUSINESS	3	3.70	11.10	A-	DISTINCTION
2	CIS3313	INNOVATIVE TECHNOLOGY AND SYSTEMS	3	2.30	6.90	C+	CREDIT
3	ECO2263	GLOBAL AND APPLIED ECONOMICS	3	3.30	9.90	B+	CREDIT
4	MKT2533	UNDERSTANDING MARKETS AND CONSUMERS	3	3.00	9.00	B	CREDIT
5	MKT2573	CONSUMER BEHAVIOUR	3	3.00	9.00	B	CREDIT
Total Points Evaluated:			15.00		45.90		
GPA			3.06				
Total Credit Hours Earned:			15.00				

Session : 4

1	BUS3324	INTERNATIONAL BUSINESS	4	2.70	10.80	B-	CREDIT
2	BUS3603	BUSINESS COMMUNICATION	3	3.00	9.00	B	CREDIT
3	MGT3564	MANAGING ORGANIZATION	4	3.70	14.80	A-	DISTINCTION
4	MGT3604	CUSTOMER RELATIONSHIP MANAGEMENT	4	2.70	10.80	B-	CREDIT
5	MPU_3142	BAHASA MELAYU KOMUNIKASI 2	2	3.30	6.60	B+	CREDIT
Total Points Evaluated:			17.00		52.00		
GPA			3.06				
Total Credit Hours Earned:			17.00				

Session : 5

1	BUS4023	BUSINESS ETHICS	3	2.70	8.10	B-	CREDIT
2	MGT3333	INTRODUCTION TO STRATEGIC MANAGEMENT	3	3.00	9.00	B	CREDIT
Total Points Evaluated:			6.00		17.10		
GPA			2.85				
Total Credit Hours Earned:			6.00				



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Session : 6

1	BUS2043	BUSINESS MANAGEMENT	3	2.30	6.90	C+	CREDIT
2	BUS3144	DIGITAL BUSINESS	4	3.70	14.80	A-	DISTINCTION
3	FIN5244	FINANCIAL MANAGEMENT 1	4	2.30	9.20	C+	CREDIT
4	HRM3514	NEGOTIATIONS & CONFLICT MANAGEMENT	4	4.00	16.00	A	DISTINCTION
5	LAW3034	BUSINESS LAW	4	2.00	8.00	C	PASS
Total Points Evaluated:			19.00		54.90		
GPA			2.89				
Total Credit Hours Earned:			19.00				

Session : 7

1	RME2274	RESEARCH METHODOLOGY	4	3.70	14.80	A-	DISTINCTION
2	MKT4114	CRITICAL ISSUE & INNOVATIVE DIGITAL MARKETING	4	3.00	12.00	B	CREDIT
3	MKT4414	PLANNING FOR MEDIA, DIRECT AND ONLINE MARKETING	4	3.00	12.00	B	CREDIT
4	FIN4284	MANAGEMENT ACCOUNTING	4	2.00	8.00	C	PASS
Total Points Evaluated:			16.00		46.80		
GPA			2.93				
Total Credit Hours Earned:			16.00				

Session : 8

1	BUS4594	BUSINESS GOVERNMENT RELATIONS	4	3.70	14.80	A-	DISTINCTION
2	ENL4183	ENTREPRENEURSHIP	3	4.00	12.00	A	DISTINCTION
3	MKT3384	MARKETING PRINCIPLES, DIRECTIONS & APPLICATIONS	4	4.00	16.00	A	DISTINCTION
Total Points Evaluated:			11.00		42.80		
GPA			3.89				
Total Credit Hours Earned:			11.00				

Session : 9

1	MKT3184	DIGITAL MARKETING COMMUNICATION AND ADVERTISING PRACTICES	4	3.70	14.80	A-	DISTINCTION
2	MKT484	RELATIONSHIP MARKETING IN THE DIGITAL AGE	4	3.00	12.00	B	CREDIT
3	BUS3054	BUSINESS RESEARCH PROJECT	4	3.70	14.80	A-	DISTINCTION
4	MGT4514	STRATEGIC AND CHANGE MANAGEMENT	4	4.00	16.00	A	DISTINCTION
Total Points Evaluated:			16.00		57.60		
GPA			3.60				
Total Credit Hours Earned:			16.00				

Total Credit Hours Transferred	0.00
Total Credit Exemption	0.00
Cumulative Grade Point	370.60
Cumulative Credit Hours Earned	120.00
Cumulative Credit Hours Evaluated	120.00
Cumulative Grade Point Average	3.09

Saltanat Yessova

Director of Examinations