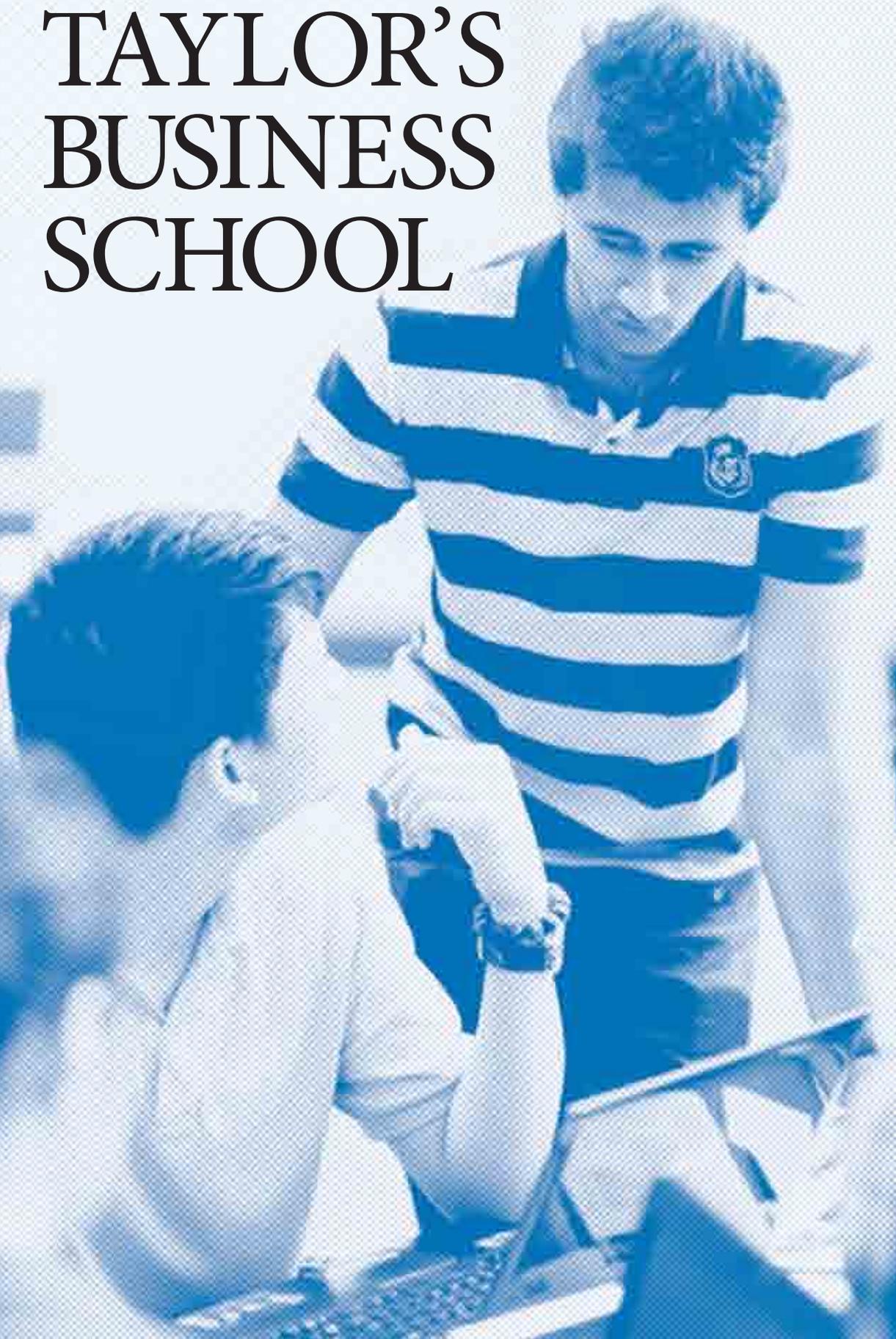


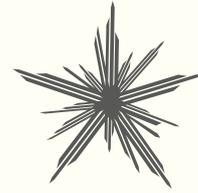


TAYLOR'S
UNIVERSITY

Wisdom • Integrity • Excellence

TAYLOR'S BUSINESS SCHOOL





SHINE WITH TAYLOR'S BUSINESS SCHOOL



PURPOSEFUL LEADERS



REAL-WORLD EXPERIENCE



GLOBAL OUTLOOK



INCREASED EMPLOYABILITY





SHAPING
PURPOSEFUL
BUSINESS
LEADERS

Vice Chancellor's Message



At Taylor's University, our mandate for academic excellence is driven by the need to make a difference. Universities function as a leveller of society; a foundation builder in the ethos of lifelong learning in communities by creating productive citizens through the advancement of knowledge.

Against this backdrop, our strongest aspiration is for our students to 'Shine' – we have a deep-seated belief that students who possess the edge will always shine brightly. In an increasingly complex world where the quest for solutions is multi-fold, we open up a world of possibilities for our students.

Leveraging on our tradition and track record of excellence, we are committed to develop well-rounded, sought-after leaders of the future, who are equipped with the capabilities to leave their indelible thumbprints in the world. The University's active stance to develop informed and progressive graduates is echoed by our academic faculty. The number of highly successful Taylor's alumni who have set national and global benchmarks in various industries stands testament to this.



Through the years, the University has developed a broad suite of offerings ranging from foundation to doctorate levels ensuring students receive the Taylor's seal of excellence at every stage of their learning. In tandem, our industry-based research efforts continue to make significant strides in increasing the body of knowledge and benefiting their respective industries. Corporations are increasingly utilising these findings to embark on value-generating projects that create a positive ripple effect on the community. This is especially crucial at a time when education institutions play a pivotal role in engaging with society to create a sustainable global future.

I invite you to take this opportunity to explore the realm of possibilities that Taylor's University can offer in uncovering your innate potential. Come, shine with us.

Sincerely,



Professor Dato' Dr Hassan Said
Vice-Chancellor



Awards

2013

- 'Tier 6: Outstanding' rating in the *Malaysian Ministry of Higher Education's Discipline-Based Rating System (D-SETARA) (Hospitality and Tourism)*
- Gold Award in the 'Education & Learning' category of the *Putra Brand Awards 2013*
- Recipient of 'Putra Brand Icon' of the *Putra Brand Awards 2013*
- Gold Award in the 'Private University/College' category of the *Reader's Digest Trusted Brand Awards*

2012

- 'Tier 5: Excellent' rating in the *Malaysian Ministry of Higher Education's Rating System (SETARA) 2011*
- Gold Award in the 'Education & Learning' category of the *Putra Brand Awards 2012*
- Gold Award in the 'Private University/College' category of the *Reader's Digest Trusted Brand Awards*
- Special Honour under 'Category 3: Professional Awards in Landscape, Design and Planning' by the *Institute of Landscape Architects Malaysia (ILAM)*

2011

- Gold Award in Category 5 (Education) for Taylor's University Lakeside Campus by *Pertubuhan Aritek Malaysia (PAM)*
- Gold Award in the 'Private University/College' category of the *Reader's Digest Trusted Brand Awards*
- Gold Award in the 'Education & Learning' category of the *Putra Brand Awards 2011*

2010

- 'Tier 5: Excellent' rating in the *Malaysian Ministry of Higher Education's Rating System (SETARA) 2009*
- Gold Award in the 'Education & Learning' category of the *Putra Brand Awards 2010*

The Taylor's Edge

The University's teaching philosophy is centred on its unwavering focus on 'Shine'. We believe that each and every student possesses the capability to be successful. As educators, we aspire to unlock their potential, encourage individuality and foster uniqueness at every phase of their journey.

The pillars of 'Shine' provide a foundation for our University's teaching and learning activities across the institution, shaping the way in which we approach education. We adopt modern, liberal approaches in helping students prepare for success in their chosen fields. Thus, our graduates are armed with the capacity to be broadly engaged, inspiring leaders who are able to positively impact the local and global community as a whole.

Through an educational experience that is balanced in both theory and practice, we equip our students with the edge to excel in the global marketplace, enabling them to utilise these lifelong skills in their future career and personal development.

Underscoring this philosophy is our dedication to a holistic curriculum, our diverse teaching staff and faculty members that enrich the learning process, and the collaborative partnerships that the University engages in, both locally and internationally.



A Culture of Excellence

Taylor's University has constantly expanded its developmental horizons to keep ahead of the times, while remaining steadfast to its core purpose: to educate the youth of the world to take their productive places as leaders in the global community.

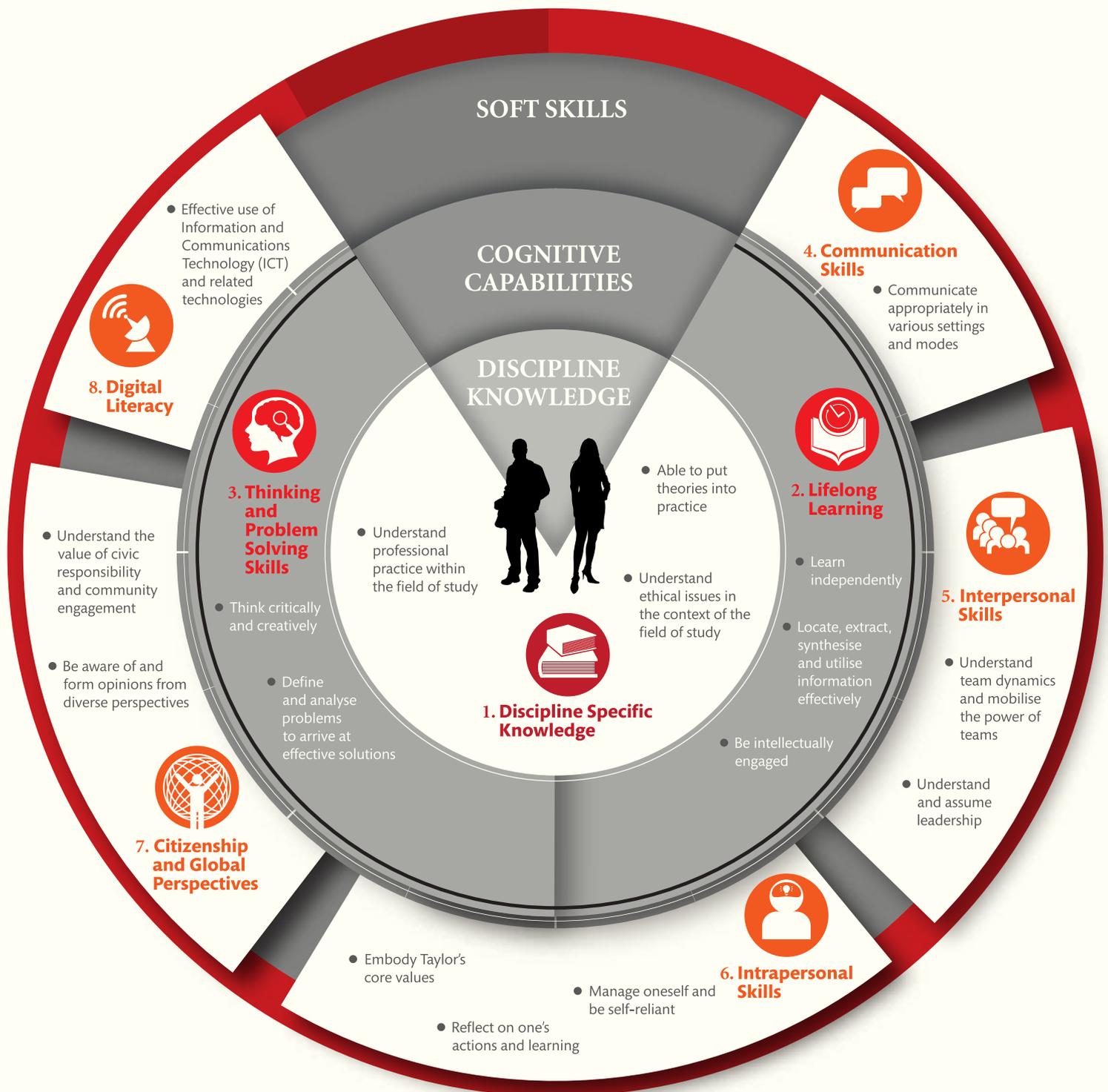
Our tireless efforts and vision to offer world class education in Malaysia has given rise to an institution that strives to continuously raise the bar for the industry and set new standards in our quest for excellence.

Each and every one of our graduates is instilled with a holistic curriculum and a distinct set of skills and capabilities that empower them to meet tomorrow's challenges today. Proof of this lies in the countless number of Taylor's graduates who have gone on to achieve success in their chosen fields.





In the highly challenging workplace of the 21st century, top employers seek graduates who are not only academically sound but also sufficiently skilled to enable them to stay ahead of the curve.



Our steadfast commitment to excellence and aspirations to produce well-informed and progressive graduates have resulted in the formulation of Taylor's Graduate Capabilities (TGC).

TGC outlines the set of competencies that are designed throughout every students' learning experience at Taylor's.

TGC cultivates additional personal attributes and capabilities among Taylor's graduates, enabling them to carve a successful future for themselves.

TAYLOR'S UNIVERSITY ECO-SYSTEM

A coherent implementation plan, incorporating strategies and approaches to embed the TGC requires the sustained and concerted effort of the entire eco-system at Taylor's University. Every effort, from the learning environment, learning process, and learning strategies, is significant in the endeavour of helping our students to cultivate the competencies they need to be competitive upon graduation.



TAYLOR'S CAREER SERVICES CENTRE

Academic Programmes embed TGC through their delivery of teaching and learning activities via the curriculum, assessment, quality assurance audits and curricular review processes.

Career Services Centre assists students to plan their career pathway, prepare for job searches, internship and interviews to improve their employment opportunities.

TAYLOR'S CENTRE FOR RESEARCH AND DEVELOPMENT

The Centre for Research and Development provides resources and expertise to enhance the student's thinking and problem solving skills through "state of the art" applications critical in research.

TAYLOR'S LIBRARY

The Library provides sophisticated online resources and facilities for the students' journey towards information discovery.



e-Learning Academy

e-Learning Academy (eLA) promotes digital literacy capabilities among the students in line with the e-Learning mission, i.e. "by 2015, every student at Taylor's University will learn in a collaborative, self-directed and personalised manner anytime and anywhere".



Learning & Academic Skills Centre

Learning and Academic Skills Centre (LASC) enables students to become intentional, lifelong learners through programmes such as the FYE, Personal Development initiative, study skills workshops and peer learning network (PALS).



Teaching & Educational Development

Teaching and Educational Development (TED) cultivates teaching excellence through practice, development, and innovation.



BizPod
Birthing Ideas, Building Businesses™

BizPod provides students with the opportunity and platform to generate business ideas, implement their plans and start successful enterprises.



Counselling & Psychological Services Centre

Counselling and Psychological Services Centre helps students resolve personal difficulties and acquire skills, attitudes and knowledge that will enable them to take full advantage of their experience at Taylor's University.



U Residence provides quality accommodation within a safe environment with pastoral care and education for Service Learning.



Global Mobility Office provides educational and cultural opportunities to live and study abroad, gain crucial international exposure and networking to enhance both professional and personal development.



The International Office facilitates the international students' adjustment into Taylor's University and higher education in Malaysia.



Sports and Recreation Centre provides a platform for students to lead healthy lifestyles through various sporting and recreational activities and events to support the integration of students from different walks of life.



Student Development Hub offers opportunities for students to develop their interpersonal and intrapersonal skills. It anchors a myriad of initiatives relating to leadership, community services and character development.

Partners in Excellence

As an institution centred on the creation and dissemination of knowledge, the University serves as a melting pot of ideas and best practices that enrich the educational journey of its students.

In keeping abreast with the global needs and changing market demands, we have cultivated synergistic alliances with various local and international organisations, including universities, governmental sectors and corporate organisations to implement an industry-relevant curriculum, closely based on research and linked to global market outcomes.

These strategic partnerships encourage continuous professional learning and provide opportunities for our students to meet and engage with some of the top organisations and industry leaders, to enhance the students' educational experience. Thus, we are able to play a proactive role in not only transforming but constantly elevating the learning process.

Our partners' international presence ensures that our campus community is kept abreast of the latest global trends in the respective industries. Through our three areas of focus, we are able to align fundamental theories with research activities and the industry's needs, to create informed graduates who can significantly impact the community.

Research & Innovation

Taylor's University has a firm footing in research and innovation as we believe these efforts can contribute towards knowledge building and assist in the development of the industry and society at large.

As a University centred on research and innovation initiatives, we adopt a progressive outlook, embedding research components throughout our programmes and encouraging them at various levels in each faculty. Our students and faculty members engage extensively in "applied research", which enhances the body of knowledge and creates a direct impact on real world applications.

All academic staff appointed at the degree level actively undertake research within the institution or in collaboration with industries or universities, either foreign or local. This research work shapes the creation and dissemination of new knowledge, feeding into the practical application of that knowledge, and ultimately informs and enhances teaching at Taylor's.

Our Research Centres play a crucial role in elevating the capabilities of our faculty members, through various training activities.



Education (CREDIT)



Law (CRELDA)



Computing & IT (SIM@RUN)



**CENTRE FOR ASIAN
FAMILY ENTERPRISE**

Business (CAFÉ)



Business (Case & Research Centre)



Communication (SEARCH)



**Centre for Engineering
Research and Development**

Engineering (CERD)



Architecture, Building & Design (MASSA)



Hospitality, Tourism & Culinary Arts (CRiT)

Career Services

The University's commitment to producing world-class, industry-ready graduates is supported by the Taylor's Career Services Centre, which seeks to enhance the students' employability by instilling the right tools and knowledge through various initiatives.

Career Services continuously strives to ease the pathway for our students' internship and future employment by actively seeking out and engaging with the industry's best, thus taking them a step closer to their dreams. Career Services creates opportunities for students to be exposed to the industry and top employers both locally and internationally, through workshops, networking events, coaching and mentoring sessions, as well as industry insights.

Through its dedicated efforts, students are able to build on their knowledge and capabilities, enabling them to better understand and apply themselves before they step into the working world.

Continuing Professional Education (CPE)

Taylor's continues to provide opportunities for working adults to expand their knowledge and gain new insights. Through Taylor's Centre for Continuing Professional Education (CPE), we open doors to personal and professional development, by offering programmes that reflect the current global market trends and needs.

We partner with various corporations and professional bodies to design workshops and conferences that broaden and instil lifelong learning. Drawing from our own expertise as well as strategic links with academic and industry partners worldwide, we have designed a range of contemporary programmes to assist individuals enhance their employability and cultivate new skills.

Leading the Way for Global Business

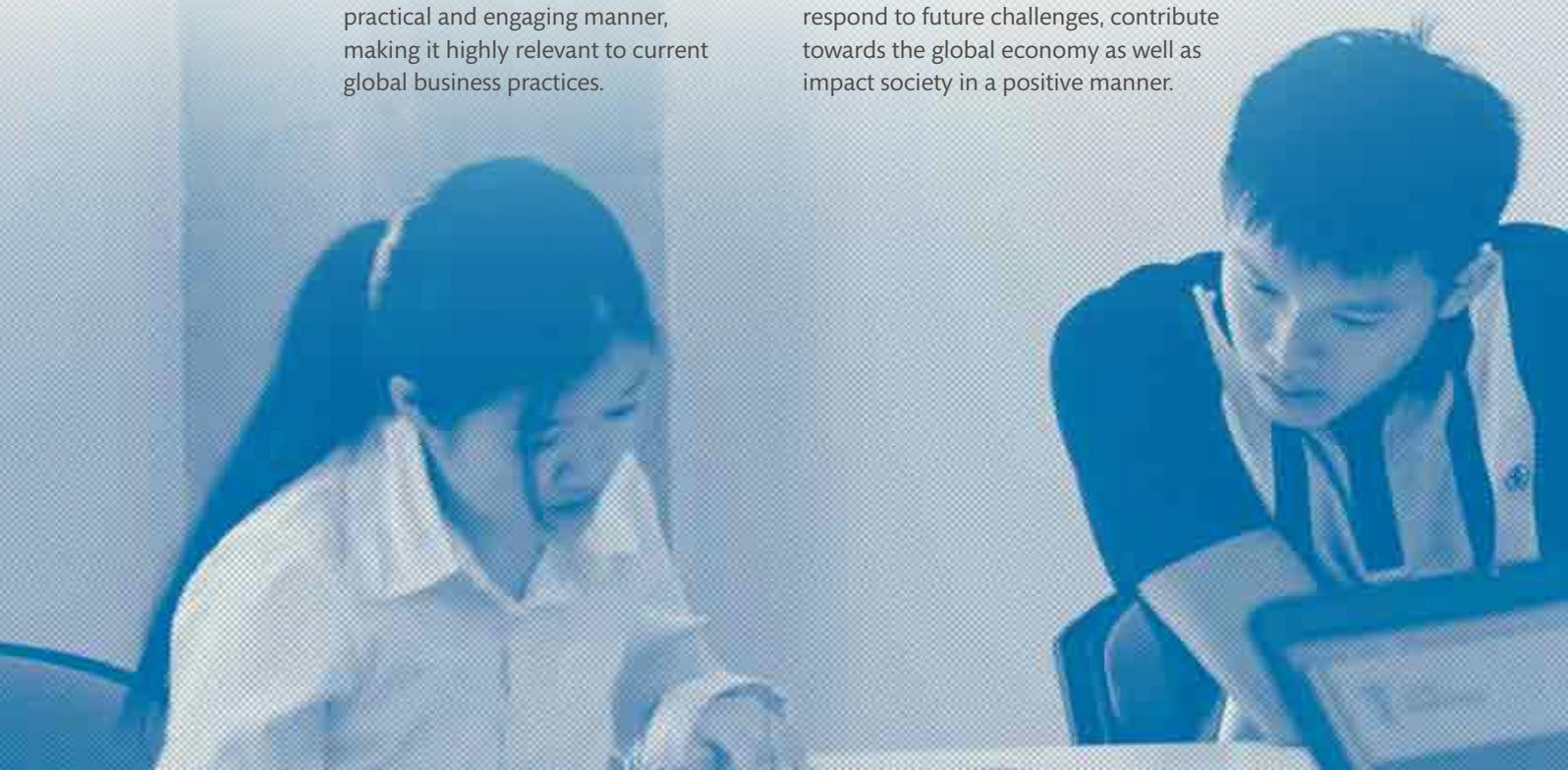
The globalisation of the marketplace has redefined the way in which business is carried out. Business leaders of today face formidable challenges. In addition to internal pressures of maximising shareholder returns and corporate responsibility, they are also required to tackle external pressures of the increasingly dynamic global economy and evolving business needs of the 21st century.

Tomorrow's business leaders need long-term vision, the ability to analyse risks and opportunities amid rapidly-changing and uncertain conditions, as well as the capability to create value for the community around them. Business studies today must not only introduce students to the world of business, but also adequately prepare them to respond to the changing paradigm of global business.

At Taylor's Business School (TBS), we believe in developing purposeful business leaders of the future through a holistic and value-based education. We approach business studies in a practical and engaging manner, making it highly relevant to current global business practices.

Since its establishment in 1993, TBS has grown into one of the largest and most dynamic business schools in Malaysia, offering highly-recognised international business qualifications from Foundation to Bachelor, Master and Doctorate (PhD), as well as comprehensive continuing professional development programmes. We provide a crucial foothold for graduates to propel into the global arena, whether as future leaders of conglomerates or successful business owners.

Using our holistic approach to education, we aim to produce purposeful business leaders and thinkers who are able to respond to future challenges, contribute towards the global economy as well as impact society in a positive manner.



Why Business at Taylor's?



1. *PURPOSEFUL LEADERS*

We groom business graduates who possess a strong entrepreneurial mindset and a heart for social responsibility. Our holistic approach to education inspires a 'big picture' view of business and the ability to improve the quality of life of the community at large.



3. *GLOBAL OUTLOOK*

Our students are instilled with a global mindset as well as a sound understanding of national and international business practices. This enables them to understand how changes in the international business climate impact their immediate business community.



2. *REAL-WORLD EXPERIENCE*

Our educational journey incorporates carefully-structured real-world practices and industry-relevant experiences as part of our comprehensive curriculum. We create an environment that encourages student engagement through contemporary and innovative learning approaches that reinforce our students' understanding of business theories and prepares them for their future.



4. *INCREASED EMPLOYABILITY*

The School has forged strategic alliances with industry leaders in order to put in place mutually-beneficial partnerships and bridge the gap between academia and industry. Our programmes are therefore highly relevant and provide our students with the latest insight into the trends and issues affecting current business practices.



Dual Award

Taylor's Business School (TBS) offers dual award degree programmes in collaboration with the Bristol Business School, University of the West of England (UWE), UK. A quality review committee, comprising academics from both institutions, is established for quality assurance and the moderation of the standards of the programmes, which includes curriculum and assessment. Students will receive certification from both Taylor's University and UWE upon completion of their degrees at Taylor's.



University of the West of England

University of the West of England (UWE), UK

- Tracing its roots back to 1595, UWE represents a long and well-established tradition of first-class professional education and training.
- With over 30,000 students, UWE is a modern, growing university situated in Bristol, which is ranked UK no.1 most liveable city.
- UWE has been ranked no.6 for employability in the UK. 95% of graduates are employed or in further study six months after graduation.
- Bristol is the eighth largest city in the UK, the largest city in the south west and is home to many large businesses and employers including Airbus, AXA, BBC, Environment Agency, Hewlett Packard, Lloyds TSB, Ministry of Defence and Rolls-Royce.

INSPIRING BUSINESS CHAMPIONS

HSBC

Young Entrepreneur Challenge

CHAMPION

For 6 Consecutive Years



6x NATIONAL CHAMPIONS

2x REGIONAL CHAMPIONS

TBS students have continuously clinched awards in numerous local and international competitions, demonstrating their ability to apply classroom theories into practice, and excel in real-world scenarios. These competitions provide opportunities for students to test their knowledge and skills in competitive settings and benchmark their solutions against their peers. They also provide an avenue for students to network with peers, experts and industry leaders.



2014 National Champion
HSBC Business Case Challenge

**2014
International
Champion**

L'Oreal
Brandstorm

**2014
National
Champion**

HSBC Business
Case Challenge

**2014
2nd Runner-up**

L'Oreal
Brandstorm

**2013
National
Champion**

Deloitte Risk
Intelligence
Challenge Trophy

**2013
National
Champion**

Innovative Youth,
Future Business
Leader Marketing
Plan Competition

**2013
2nd Runner-up**

Pertandingan Kuiz
Pelaburan PNB

**2013
2nd Runner-up**

Inter-Varsity
Accounting Quiz

**2012
Regional and
National
Champions**

HSBC Young
Entrepreneur
Challenge

**2012
National
Champion**

L'Oreal
Brandstorm

**2012
2nd Runner-up**

CIMB ASEAN
Youth Stock
Challenge

**2011
Champion**

Inter-arsity
Accounting
Quiz

**2011
National
Champion**

HSBC Young
Entrepreneur
Challenge

**2010
National
Champion**

HSBC Young
Entrepreneur
Challenge

**2009
National
Champion**

HSBC Young
Entrepreneur
Challenge

**2009
Champion**

CIMA Global
Challenge

**2008
1st Runner-up -
Best Presenter**

Asia Best Young
Speaker of
Business English
Competition

**2006
National
Champion**

HSBC Young
Entrepreneur
Challenge

**2005
Regional
and National
Champions**

HSBC Young
Entrepreneur
Challenge

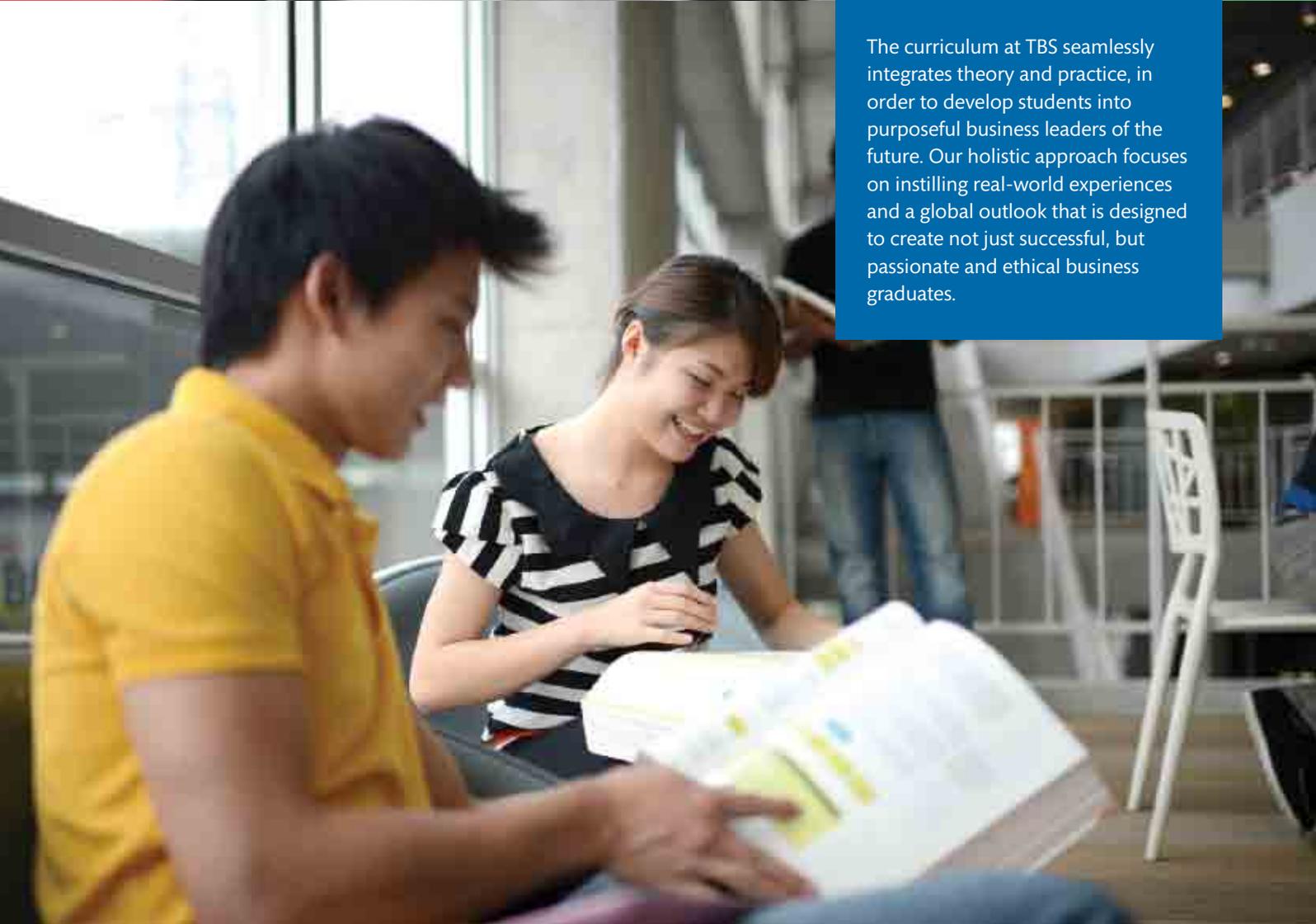


*Soo Jen Ric
Class of 2008
Executive Trainee
Business Management &
Commercial Banking
HSBC Bank Malaysia*

One of the most memorable competitions that I participated while at Taylor's, was the L'Oreal Brandstorm competition. We had to create a whole marketing communications package from product conception to campaign planning for one of their salon brands for men. In the process, we got to work with Publicis, a global advertising agency, and receive guidance and recognition from senior executives in the industry. Though we only placed third, I believe that I gained a wealth of experience and won lifelong friends.



2012
Regional and National Champions
HSBC Young Entrepreneur Challenge



The curriculum at TBS seamlessly integrates theory and practice, in order to develop students into purposeful business leaders of the future. Our holistic approach focuses on instilling real-world experiences and a global outlook that is designed to create not just successful, but passionate and ethical business graduates.



18 / 19

Passionate Business Leaders of the Future



1.

PURPOSEFUL LEADERS



Timothy Low
Class of 2009
Associate
CIMB Bank Malaysia

While paper qualifications are important to get you past the interviewer's door, beyond that it's up to you to create a good impression by having the right attitude, decent communication skills and determination. That's the great thing about TBS – it equips you with much more than just paper qualifications; it equips you with the right tools to succeed.



Entrepreneurship has become a crucial factor in the development and well-being of societies. It has been proven to increase innovation as well as promote productivity and healthy economic competition.

The School takes pride in grooming business graduates who can create social value through their business activities, looking beyond profit margins and emphasizing on the value of contributing to the community. We cultivate purposeful business leaders who possess a different mindset and understanding of business.

We believe that purposeful leaders should have a holistic view of the company and see beyond the organisational divisions and hierarchy. Transformation can only take place when students are able to see the 'big picture' view of the organisation and business landscape as a whole.

As such, we provide many opportunities for students to be immersed in situations where they are challenged to see from an owner's perspective and subsequently make decisions from an owner's stand point. These experiences shape our graduates to see their role as part of the organisation and business community, as well as influence their desire to make a difference.



Social Entrepreneurship

Our students are encouraged to use their business acumen to address social issues and develop business solutions to improve the quality of life of affected communities. Despite being challenged with limited budget and resources, they are required to develop creative and cost-effective proposals to achieve their business goals. This enhances their practical experience in running a business, enabling them to apply their classroom knowledge as well as improve ethical, interpersonal, communication, leadership and problem-solving skills during the project.

— Fresh Mart

Students purchase fresh vegetables, fruits, and flowers from the farms of Cameron Highlands and sell them on campus. The profits are then donated back to the local farmers. Students are thus able to help the local farming community, and gain exposure to business enterprise through real business experiences.



National Business and Entrepreneurship Competitions

Our students have consistently been involved in real-life business presentations and pitches, where they have gone on to clinch numerous awards and gain national and international recognition.

These opportunities put their knowledge and skills to the test, and add to the repository of experiences that prepare them for business. Active participation in these events also enables students to benchmark their solutions and knowledge against their peers, while managing the challenges that come with actual business scenarios.

- 01 [HSBC Young Entrepreneur Challenge](#)
- 02 [Business Prototype Showcase](#)
- 03 [Tokio Marine Marketing Challenge](#)
- 04 [CIMB ASEAN Stock Challenge](#)
- 05 [CIMA Global Business Challenge](#)
- 06 [Taylor's Business Plan Challenge](#)
- 07 [Deloitte Risk Intelligence Challenge Trophy](#)
- 08 [CFA Institute Research Challenge](#)
- 09 [PNB Kuiz Pelaburan](#)
- 10 [Innovative Youth, Future Business Leader](#)
- 11 [L'Oreal Brandstorm Competition](#)



Service Learning

Service learning is incorporated as a core initiative in our business education, through community-based projects to enhance our students' sense of civic responsibility. These projects are designed to enable students to achieve specific learning outcomes while gaining a rich mastery of the business modules offered at the School.

— *The Programme for After Class Enrichment (PACE)*

This programme, in collaboration with the Edge Education Foundation and EY (Ernst & Young), assists youth to perform better in their studies. TBS students contribute their individual efforts in order to make improvements in another person's life, through academic support and mentoring in the form of tuition classes.



01



02

01 Sekolah Menengah Kebangsaan Methodist Sentul, Kuala Lumpur

02 Sekolah Menengah Kebangsaan Convent Sentul, Kuala Lumpur

— *Do Something Good (DSG) and Social Enterprise Alliance Malaysia (SEA)*

The strategic partnership between DSG and SEA creates a platform for TBS students to be actively involved in projects based on social entrepreneurship and volunteerism. Graduates are nurtured to become more compassionate citizens by understanding the essentials of social service learning.



*Sandip Das
Former Executive Director
and Chief Executive Officer
Maxis Berhad*

Give Back - What comes from the heart goes to the heart. The more you take out, the larger it gets.



Centre for Asian Family Enterprise (CAFÉ)



CENTRE FOR ASIAN FAMILY ENTERPRISE

A study by Claessens, Djankov and Lang (2000) found that about 70% of Malaysian companies are family-owned and contribute towards 50% of Malaysia's Gross Domestic Product (Ngui 2002). As such, the School recognises the importance that a family business plays in ensuring the long-term competitiveness and sustainability of Malaysia's and Asia's business environment.

In partnership with Family Business Network (FBN) Asia, TBS CAFÉ provides consultancy for students on a range of family business-related issues including conflict management, succession planning, professionalism, family business governance, and how to elevate the business to the next level.





Nurturing Budding Entrepreneurs

Housed in TBS, Bizpod is the University's business incubator, where students from across the university can network with fellow budding entrepreneurs, attend talks by successful Taylor's alumni, as well as undergo workshops, talks and mentoring sessions to further refine and cultivate their business plans.

— Graduate Entrepreneur Incubation Programme

The collaboration between SME Bank Malaysia and the Centre for Entrepreneur Development and Research (CEDAR) of TBS is aimed at nurturing and developing students' entrepreneurial capabilities, and instilling the right foundation in sustaining their business growth.



— CEO Talks

Through workshops and talks by experts, students are offered the opportunity to acquire knowledge and insight into different industries. Students are provided with a platform to communicate and engage with industry experts and obtain a more realistic picture of the industry.

- 01 **Joyce Lai**
Chief Executive Officer
Lotus Team Merchandising

- 02 **Stasi Prandalos**
Chief Executive Officer
MIR VALVE

- 03 **Fred Choo and Michelle Kwok**
Founders
SOULedOUT, 7atenine,
Sky Lounge and WiP

- 04 **Sandip Das**
Former Executive Director
and Chief Executive Officer
Maxis Berhad

- 05 **Datuk Yusof Annuar Yaacob**
Managing Director and Chairman
Goldman Sachs Corporate
Finance Malaysia



From Classroom Theories to Real-Life Practice



2.

REAL-WORLD EXPERIENCE



*Pradeep Nair
Deputy Vice Chancellor
Taylor's University*

It is the pedagogy that is important, not the technology – that is our mantra.
(Digital News Asia, 24 June 2013)



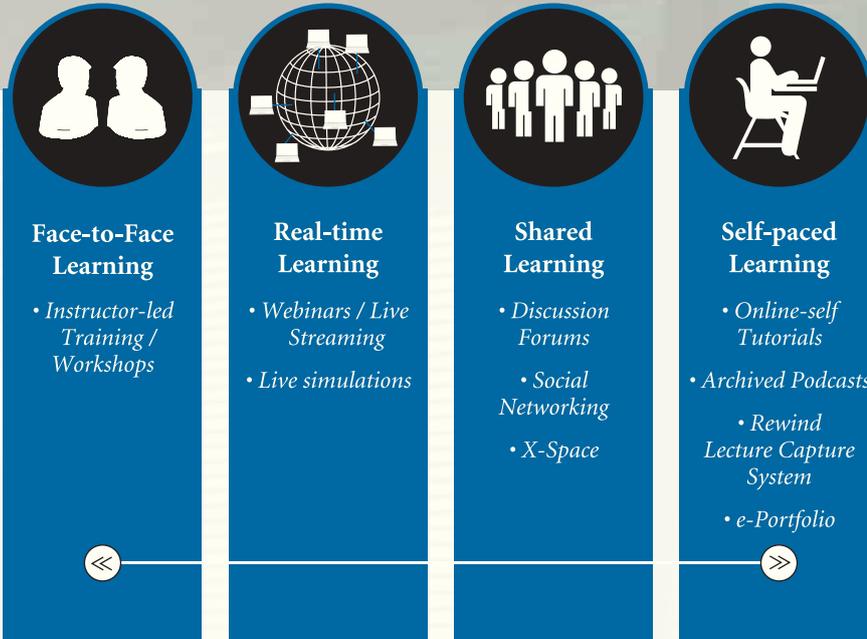
At TBS, experience is at the heart of the learning process. Our carefully-tailored approach combines a strong foundation of theories, as well as avenues to apply these theories into practical settings, to maximise learning.

In order to achieve this, we employ a variety of teaching and learning strategies, where students are exposed to real-life scenarios and industry-relevant experiences that enhance student engagement, both inside and outside the classroom.

Our faculty is committed to providing students with a challenging and rewarding educational experience, where they are motivated and challenged to hone their skills further through practice. This naturally transitions to the experimentation phase, resulting in a more engaging approach to learning across-the-board.

Throughout their course of study, students are encouraged to experiment and express ideas and techniques in their pursuit of gaining deeper insights into their chosen field of study.





Blended Learning

Universities around the world are addressing the challenges of making teaching and learning more accessible and more flexible. The push towards greater flexibility of learning, supported by existing and emerging technologies, is substantially being driven by students who seek to engage in learning whenever and wherever they choose.

TBS leverages on the opportunities provided by technological advances to support learners. At TBS, there is a strategic and systematic approach to combining different times and modes of learning, integrating the best aspects of face-to-face and online interactions.

We refer to this as the Blended Learning approach, and it includes:

- Face-to-face and online learning activities and formats
- Well-established technologies such as lecture capture, social media and emerging technologies simulations
- 24/7 access to all learning content
- Ability to gauge students' progress against learning outcomes, receive supporting feedback and information on students' progress
- Usage of collaborative digital communication platforms such as WordPress, Google Drive, Twitter and Facebook

— X-Space Smart Classroom



Part of Taylor's Collaborative Classroom of the future and the Bring Your Own Device (BYOD) movement, X-Space is the future of classrooms at Taylor's University. These classrooms utilise technology to facilitate collaborative learning to create an engaging and diverse learning experience.

The technology used in these collaborative classrooms enhances creative and critical thinking skills in students, as well as promotes student engagement, and ultimately increases their understanding of the subject matter.



Low Henn Jian
Bachelor of Business (Hons)
Finance & Economics

The X-Space presentation was definitely a new experience for me. It is indeed an innovative method to implement blended learning by combining both the classical and technological aspects of education.





— Industry-standard Software

To keep abreast with the latest industry advancements, the School implements MyAccounting Lab, a web-based tutorial and assessment software for accounting. More than accounting concepts, it teaches students how to learn by motivating them to persevere through difficult concepts and providing immediate feedback to measure their progress.

Students are thus empowered and better prepared to face their professional careers armed with the skills of problem-solving and communication, as well as a sense of confidence in their abilities as lifelong learners. This thorough understanding enables our students to integrate seamlessly into the industry upon graduation.

— Student e-Portfolio

Electronic portfolios or e-Portfolios, is utilised to support students, faculty and staff in the process of creating a dynamic and engaging tool for teaching, learning, reflection, transformation and assessment.

The e-Portfolio allows students to keep a collection of digital or electronic items, such as word documents, graphs, photos, and presentations, within a single secure online environment. This way, it serves as a digital record of the students' achievements, abilities and classroom work throughout the course.

We incorporate the e-Portfolio into our curriculum, so students can monitor, build and reflect on their personal development. The TBS e-Portfolio is much more than just an electronic repository. It allows students to take charge of their learning and goals, their achievements at university and beyond. Our e-Portfolio serves as a powerful catalyst for integrated learning and holistic development of students, as well as a tool for personal branding and professional development.



Industry Visits

Our students have the opportunity to visit companies and gain first-hand insight into the real world of business. Students are also given a platform to communicate and network with professional organisations, with the opportunity to interview and discuss with its employees to obtain a more realistic picture of the industry.

Module Adoption Programme

The Module Adoption Programme (MAP) is one of the approaches through which the School engages with the industry. This interactive platform facilitates the creation and exchange of new ideas as well as monitoring of the latest developments and trends in the industry.

This approach enables the School to work closely with the specialists of local and multinational companies to ensure that our curriculum is relevant and in-line with the latest requirements and demands of the industry.

Some of the local and multinationals who have worked closely with the School such as CIMA, ACCA, CPA Australia, Shiseido, Skali, Redmarch, EY (Ernst & Young), CIMB Group, Nielsen, KPMG, Deloitte and PwC.

01



02



03



04



01 Northport, Malaysia

02 Top Glove Corporation Berhad

03 Creative Network International (CNI)

04 DELL Manufacturing Plant

05 Proton & Perodua Manufacturing Plant

06 Panasonic Plant

07 Century Logistics Holdings Berhad

08 Silver Bird Group Berhad

Expanding the Boundaries of Learning



3.

GLOBAL OUTLOOK



In a globally-connected world, graduates must appreciate and understand how changes in the international business climate affect the national business community.



Our students are constantly exposed to case studies, which focus strongly on global industry issues such as international trade agreements, foreign exchange and national sentiments towards a company's profitability. It is this increased awareness of global issues that inculcate a big picture view, and facilitate our graduates to quickly identify and respond to business risks and opportunities.



International Field Trips

Field trips provide the opportunity for students to understand and get exposed to international business practices in a different cultural setting whilst exchanging views, experience, and network with students of foreign universities and communities. This annual activity serves as an eye-opening experience on the complexities and diversity of global business practices.

01 Hong Kong, China

02 Bangkok, Thailand

03 Ho Chi Minh City, Vietnam

04 Vientiane, Laos



International University Exposure

Students are given the opportunity to network and build relationships with peers and faculty members from universities around the world through different educational settings. These environments challenge them to apply their knowledge, obtain feedback from academics and experts, demonstrate teamwork, boost their confidence and sharpen their business presentation skills.

- 01** Business Competition
Hong Kong Polytechnic University

- 02** Delta Forum
Union of Business & Engineering Faculty
Hong Kong University of Science Technology (HKUST)

- 03** Global Student Challenge
Hong Kong Polytechnic University



Keynote Speakers Series, Forums, Workshops and Conferences

These platforms link our students with industry leaders, through insightful talks and lectures. Students are given the opportunity to gain insights on global developments and issues that may impact their future practices.

— Keynote Speakers Series

- **From Zero to CEO**
Joseph Lau
General Manager
IKEA Malaysia
and Executive Director
IKANO Corporation
- **Malaysian Taxation Landscape:
Current and Future**
Dr. Veerinderjeet Singh
Managing Director
Taxand Malaysia Sdn. Bhd.
- **The Current Global Crisis:
Its Causes, Impact and
Malaysia's Response**
Dr. Mahani Zainal Abidin
Director
General Institute of Strategic &
International Studies (ISIS)
Malaysia
- **Accounting in Hotels**
Lim Choong San
Director
Finance & Operations
Renaissance KL Hotel
- **BoP (Base of the Pyramid) New
Philanthropy Model : Designing
Business to End Poverty**
Jack Sim
Founder
World Toilet Organisation
- **Consumptionomics**
Chandran Nair
Founder and Chief Executive Officer
Global Institute For Tomorrow (GIFT)

— Forums

- **Economic Forum - Government
Transformation Programme
(GTP) and Economic
Transformation Programme (ETP)**
 - **Professor Dr. Muzafar Shah**
Monetary Economics
Universiti Putra Malaysia
 - **Professor Dr. Mansor Haji Ibrahi**
Finance & Econometrics
International Centre for Education
in Islamic Finance (INCEIF)
 - **Dr. Sivabalasingam Veerasingam**
Head, Econometric Section,
Economic & International Division
Treasury Department,
Ministry of Finance
- **Panel Discussion on The Art
of Family Business**
 - **Dato' Loy Teik Ngan**
Group Chief Executive Officer
Taylor's Education Group
 - **Law Gin Kye**
Director
Family Business Network Asia
Law Group of Companies





Vincent Ho Eng Yeow
Class Valedictorian 2008
Bachelor of Arts (Hons)
Accounting & Finance

- The Star Newspaper Scholarship recipient
- Recipient of Dean's List Award (Taylor's Business Foundation, June 2004 intake)
- Recipient of 2 tertiary Book Prize Awards from EY (Ernst & Young)

As far as Business courses are concerned, I reckon that Taylor's Business School offers one of the finest tertiary education to undergraduate students.



Kenneth Ng Yoong Sin
Class Valedictorian 2013
Bachelor of Business (Hons)
International Business

- Taylor's World Class Scholarship (TWCS) Recipient

What sets a Taylor's Business School graduate apart is the "Taylor's Experience". I had the unique opportunity to speak to industry captains and to get a glimpse of the corporate world through projects and engagements. It's experiences like these that make us talented and employable graduates.



— Panelists of the TBS Economic Forum

— Workshops

- *Financial Planning – The Practice of Wealth Management*
Wong Loke Lim
Security Industry Development Corporation (SIDC)
- *Economics and Capital Markets – Forces shaping global capital markets*
Dr. Nazry Khan
Security Industry Development Corporation (SIDC)
- *Essentials of Corporate Proposal Analysis*
Farhan Lee
Security Industry Development Corporation (SIDC)

— Conferences

- *Analysing Consumer Behaviours at the International Conference Series - 'Consumer Behaviour and Marketing: New Approaches in Consumer Research and Prospects'*
• **Professor Russell Belk**
Kraft Foods Canada and Chair in Marketing
Schulich School of Business
York University, Canada
- **Professor George P. Moschis**
Alfred Bernhardt Research Professor
Georgia State University, USA
and Adjunct Professor
College of Management Mahidol
University (CMMU), Thailand



Highly Coveted Business Graduates



4.

*INCREASED
EMPLOYABILITY*



*Brian Chong Kai Shen
Class of 2011
Assistant Vice President,
Sales, Global Payments &
Cash Management
HSBC Bank Malaysia*

My internship in HSBC was truly enjoyable. I was blessed to have wonderful colleagues and excellent mentors. Throughout my study at TBS and internship with an international bank, I was able to enhance my soft skills, increase my confidence and improve my ability to communicate ideas more effectively.



In our continuous pursuit to bridge the gap between academia and industry, TBS has forged strategic alliances and put in place mutually-beneficial partnerships with industry leaders, in order to further hone and enhance our students' employability.

The dynamic knowledge exchange that takes place at the School enables our students to adapt to the rapidly-changing landscape and gain insight on current developments and issues affecting businesses. We also enhance and sharpen our students' soft skills and professionalism through various activities built around the curriculum.

These collaborations with industry mentors and leaders are key factors in ensuring that our programmes remain relevant and our students graduate with the knowledge and capabilities that are highly sought-after by employers.



Signing ceremony between CIMA and Partners



Charles Tilley
Chief Executive
CIMA

The EXEC TRACK programme contributes towards CIMA's mission of "helping people and businesses to succeed". Through this programme, we meet the needs of employers in Malaysia and students have the unique opportunity to learn from three prestigious organisations – TBS, KPMG Malaysia and CIMA. Graduates will leave with the knowledge and competencies to ensure they go on to have successful future careers.



Mohamed Raslan Abdul Rahman
Managing Partner
KPMG Malaysia

At KPMG Malaysia, we are always on the lookout for talented and driven individuals to join our team. The EXEC TRACK programme by Taylor's Business School is very much in line with our aim to enhance employment opportunities and career prospects for students. The programme not only enhances students' employability but also inspires them to plan for their future and support their aspirations in the working world.



EXEC Track

The EXEC Track programme is an intensive fast track programme to nurture capable business leaders through a strategic partnership between TBS, KPMG Malaysia and CIMA.

Through this programme, a select cohort of students are offered an exclusive opportunity to gain exceptional business knowledge, priceless industry exposure as well as mentorship, training and development of skills to excel in their future careers.

Open to all bachelor students at TBS, students undergo the CIMA Professional Qualification in Management Accounting while pursuing their degrees. In this way, our students are able to obtain the professional qualifications of becoming a highly sought-after Chartered Global Management Accountant upon graduation.

Upon completion of their studies at TBS, graduates will have the opportunity to work at KPMG Malaysia. They will be required to work on real projects under the guidance of professionals, instilling in them valuable industry exposure and real-world knowledge.



Industry Advisory Panel (IAP)

The IAP works closely with TBS to ensure that the programmes offered are relevant to current industry practices and requirements. Seminars that feature expert speakers are organised by the panel to help impart insights and industry trends to students. The IAP also assists in providing students with the opportunity for internships, with the support of the Taylor's Career Services Centre.



*Dr. Cheah Foo Seong
President*

The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA)

We believe, with this special collaboration with our PDCA which is a feeder route to ICSA, this will provide an opportunity for more undergraduates to understand better and realise the importance of the profession of Chartered Secretaries in the field of corporate administration and corporate governance which are the driving force for sound compliance and integrity for corporate Malaysia.



*Peter Cheese
Chief Executive
Chartered Institute of Personnel
and Development (CIPD)*

It has never been more important for businesses to manage their people well and to have good HR practices. We also need to be sure that we have the right people with the right skills to develop these practices. Through CIPD's collaboration with higher education institutions like Taylor's Business School, we aim to develop more qualified graduates in this field to fulfil these needs.



Recognised Professional Accreditation

In our effort to benchmark our standards against the industry's best practices, the School has put in place comprehensive programmes that have gained the recognition of several local and international accreditation boards. Our programmes meet the rigorous standards of these professional accreditation boards, due to stringent entry requirements, comprehensive curriculum, students' work and achievements as well as highly-qualified teaching faculty.

The industry-wide recognition attached to these accreditations greatly enhances our students' career opportunities. They also ease the pathway for our students to pursue a professional qualification or further their studies, upon graduation.



- Association of Chartered Certified Accountants (ACCA)
- Certified Practising Accountants Australia (CPA Australia)
- Chartered Financial Analyst (CFA)
- Chartered Institute of Management Accountants (CIMA)
- Chartered Institute of Personnel and Development (CIPD)
- Chartered Tax Institute of Malaysia (CTIM)
- Financial Planning Association Malaysia (FPAM)
- Institute of Chartered Accountants in Australia (ICAA)
- Institute of Chartered Accountants in England and Wales (ICAEW)
- Malaysia Institute of Certified Public Accountants (MICPA)
- Malaysian Institute of Accountants (MIA)
- The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA)



Lim Chiu Yen
Class of 2008
Senior Associate
EY (Ernst & Young)

I did my internship with EY (Ernst & Young), which eventually landed me a job with them. The internship was an eye-opener on how it's like working in an organisation. Even though we were only assigned simple tasks, it taught me things I did not learn from textbooks. I also learned about the organisation's culture, how to communicate in an organisation, and basic professional grooming.



High energy, inquisitive, articulate and eager to learn. This is how I would describe students and graduates of Taylor's. We are grateful that Taylor's Career Services Centre has always been the effective conduit for Deloitte to reach out to these talents.

- Deloitte



Dedicated Career Services Centre

As a multidisciplinary School that offers programmes ranging from Accounting & Finance to Marketing and Management, TBS has its own Career Services Centre to guide students to plan and decide their career pathways. In addition to offering job searches and interview preparation, the Career Services Centre also provides a full suite of activities to enhance students' employment opportunities.



— Career Exploration Programme

This programme guides students who are looking to draw out their career paths and helps them explore opportunities and set goals: *Career Expert Series, What Do Employers Want?, Career Counselling, Career Resource Centre, Employer Information and Networking Sessions.*

— Job Search Strategies Programme

This programme provides a variety of services to increase the students' success at securing their dream jobs: *Internship, Mock Interview, Resume Critic, Career & Employment Fair, Dress for Success & Business Etiquette and Job Portal.*

— Employability Skills Programme

This programme aims to equip students with highly sought-after skills, to give them a competitive advantage upon entering the work force: *Secret to Good Decision Making & Problem Solving, Leadership E.D.G.E, Keys to Better Interpersonal Skills and Enhancing Your Personal Effectiveness.*

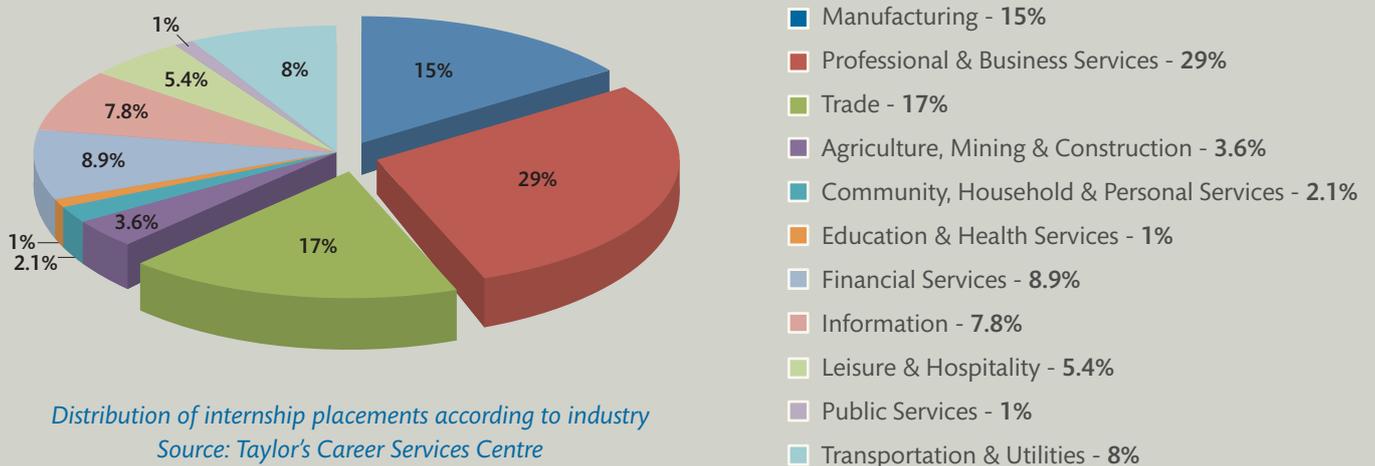


Our Taylor's Career Services Centre works with more than 60 reputable local and multinational organisations for our students' internship placements. To date, our students have successfully secured internship placements at:

- 3M Malaysia
- Accenture
- Alliance Bank
- AmBank
- Amway
- Antah Schindler
- Atlas Copco
- B. Braun Medical Industries
- Baker Hughes
- Best Western Marina Island Resort
- BMW Malaysia
- Brunfield Corporation
- Burson-Marsteller
- Campbell
- Chaswood Resources
- CIMB Group
- Citibank
- Colgate-Palmolive
- CRDB Bank PLC
- Deloitte
- DHL
- DiGi
- Dijaya (Palmgold Corp)
- EY (Ernst & Young)
- Ferrier Hodgson
- Frost & Sullivan
- General Electric (GE)
- Genting Berhad
- GFK Retail & Technology
- GN Beverages LLC
- Great Eastern Life Assurance
- Groupon
- Henkel
- Hitachi
- HSBC
- Hyundai-Sime Darby Motors
- IBM
- Jobstreet
- JP Morgan
- Kelly Services
- Kimberly-Clark
- KPMG
- Leo Burnett
- L'Oreal
- Louis Vuitton
- Maersk Line
- Malaysian Airlines
- Maxis
- MEASAT (Astro)
- Mesiniaga
- NAZA TTDI
- Nestle
- OCBC
- OSK Investment Bank
- Padini
- Parkson
- PETRONAS
- PricewaterhouseCooper (PwC)
- Public Bank
- RSM Ashvir
- Russell Bedford LC & Company
- Shell
- Siemens
- Sime Darby
- SJ Grant Thornton
- Star Publications
- Sunrise Bhd
- Sunway Bhd
- The Nielsen Company
- The Westin Langkawi
- ThyssenKrupp
- Tokio Marine
- UEM Land
- Volvo
- WWF

Dynamic Internship Experience

TBS students are given the opportunity to put what they have learned in the classroom to practice in a real working environment, through the internship programme. In addition to gaining professional experience, the internship programme provides students the opportunity to take on graduate-level responsibility and gain experience in their chosen career paths, while gaining insight into the inner workings of a real organisation. These placements cover a broad spectrum of different industries giving our students various options and exposures.



Reference List

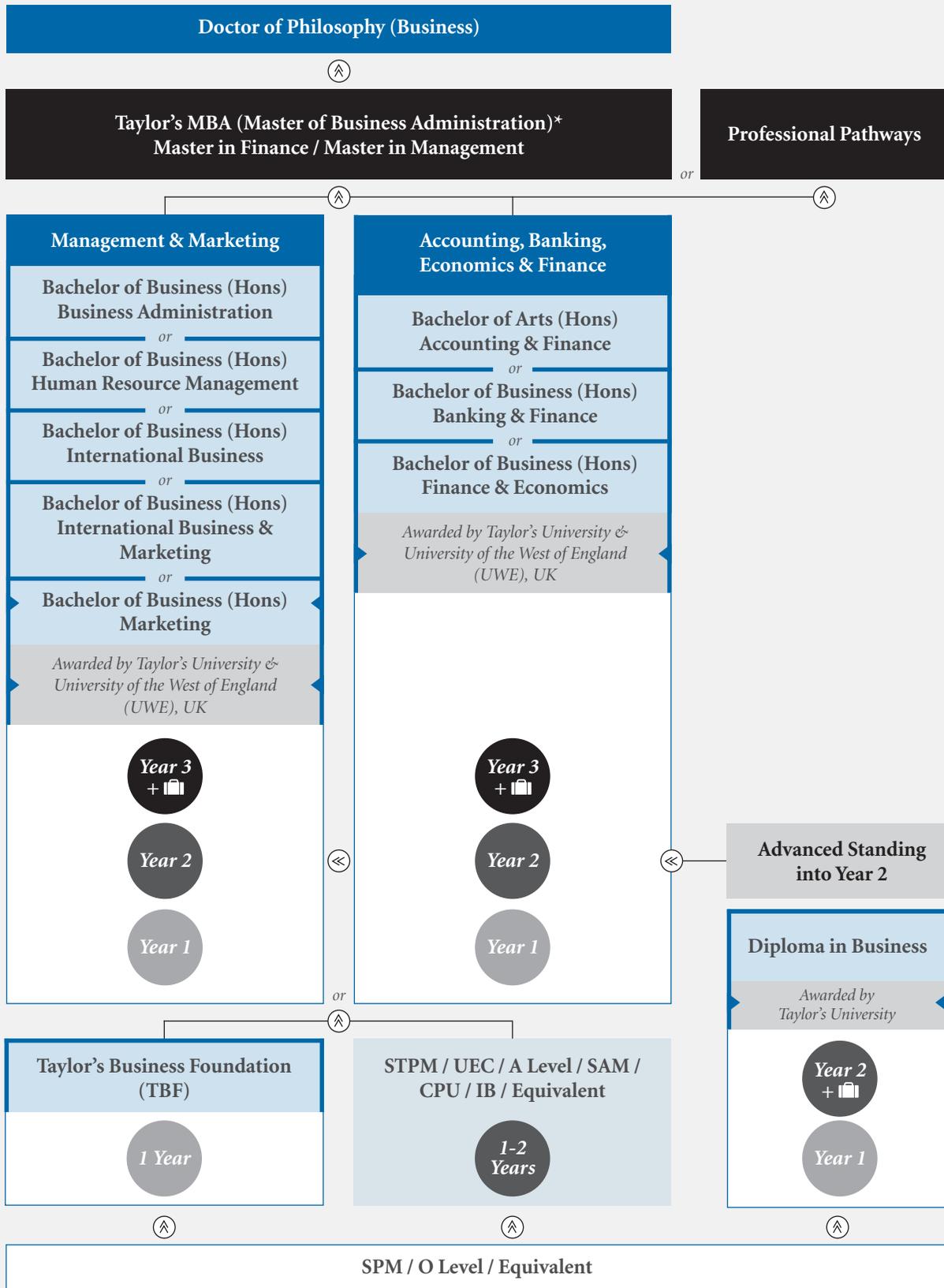
- **Associate of Chartered Certified Accountants (ACCA)**
www.accaglobal.com
- **Chartered Financial Analyst (CFA)**
www.cfainstitute.org
- **Chartered Institute of Management Accountants (CIMA)**
www.cimaglobal.com
- **Chartered Institute of Personnel and Development (CIPD)**
www.cipd.co.uk/global/cipd-asia
- **Chartered Tax Institute Malaysia (CTIM)**
www.ctim.org.my
- **CPA Australia**
www.cpaaustralia.com.au
- **Do Something Good (DSG)**
www.dosomething.gd
- **Family Business Network (FBN)**
www.fbn-i.org
- **Financial Planning Association Malaysia (FPAM)**
www.fpam.org.my
- **Human Resources**
www.humanresourcesonline.net
- **Institute of Chartered Accountants in Australia (ICAA)**
www.charteredaccountants.com.au
- **Institute of Chartered Accountants in England and Wales (ICAEW)**
www.icaew.com
- **Malaysian Institute of Accountants (MIA)**
www.mia.org.my
- **Security Industry Development Corporation (SIDC)**
www.sidc.com.my
- **SME Bank Malaysia**
www.smebank.com.my
- **Social Enterprise Alliance Malaysia (SEA)**
www.socialenterprise.org.my
- **Startup Malaysia**
www.startupmalaysia.org
- **The Malaysian Institute of Certified Public Accountants (MICPA)**
www.micpa.com.my
- **The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA)**
www.maicsa.org.my
- **University of the West of England (UWE)**
www.uwe.ac.uk



SHINE WITH TAYLOR'S BUSINESS SCHOOL

- Pg. 10* Taylor's Business Foundation (TBF)
- Pg. 12* Diploma in Business (DIB)
- Pg. 14* Bachelor of Business (Hons)
Business Administration
- Pg. 16* Bachelor of Business (Hons)
Human Resource Management
- Pg. 18* Bachelor of Business (Hons)
International Business
- Pg. 20* Bachelor of Business (Hons)
International Business & Marketing
- Pg. 22* Bachelor of Business (Hons)
Marketing
- Pg. 24* Bachelor of Arts (Hons)
Accounting & Finance
- Pg. 26* Bachelor of Business (Hons)
Banking & Finance
- Pg. 28* Bachelor of Business (Hons)
Finance & Economics

Education Pathway



Note :

+ [graduation cap icon] : with internship

* Minimum 2 years of work experience.

Entry Requirements

FOUNDATION PROGRAMME

Sijil Pelajaran Malaysia (SPM) / O Level

Min. 5 credits including English and Mathematics with a pass in Bahasa Melayu

Unified Examination Certificate (UEC)

Pass with min. 3Bs including English and Mathematics

Other Qualifications

Students with other qualifications will be considered on a case-by-case basis

DIPLOMA PROGRAMME

Sijil Pelajaran Malaysia (SPM) / O Level

Min. 3 credits including English and Mathematics with a pass in Bahasa Melayu

Unified Examination Certificate (UEC)

Min. 3Bs with pass in English and Mathematics

Other Qualifications

Students with other qualifications will be considered on a case-by-case basis

BACHELOR PROGRAMMES

▶ Bachelor of Business (Hons) Business Administration

▶ Bachelor of Business (Hons) Human Resource Management

▶ Bachelor of Business (Hons) International Business

▶ Bachelor of Business (Hons) International Business & Marketing

▶ Bachelor of Business (Hons) Marketing

▶ Bachelor of Business (Hons) Banking & Finance

▶ Bachelor of Business (Hons) Finance & Economics

Taylor's Business Foundation (TBF)

Pass with min. CGPA 2.00

Diploma in Business (DIB)

Pass with min. CGPA 2.00

Sijil Tinggi Persekolahan Malaysia (STPM)

Min. CCC with CGPA 2.00

Unified Examination Certificate (UEC)

Pass with min. 5Bs, max. 24 points

A Level

Min. CDD or equivalent of min. 200 points

South Australian Matriculation (SAM)

Min. ATAR 65

Canadian Pre-University (CPU)

Min. average of 65% in 6 subjects

International Baccalaureate (IB)

Min. 24 points in 6 subjects

Other Qualifications

Students with other qualifications will be considered on a case-by-case basis

▶ Bachelor of Arts (Hons) Accounting & Finance

Taylor's Business Foundation (TBF)

Pass with min. CGPA 2.50

Diploma in Business (DIB)

Pass with min. CGPA 2.50

Sijil Tinggi Persekolahan Malaysia (STPM)

Pass with min. C+, CGPA 2.33 in any 2 subjects

Unified Examination Certificate (UEC)

Pass with min. 5Bs, max. 24 points

A Level

Min. CDD or equivalent of min. 200 points

South Australian Matriculation (SAM)

Min. ATAR 65

Canadian Pre-University (CPU)

Min. average of 65% in 6 subjects

International Baccalaureate (IB)

Min. 24 points in 6 subjects

Other Qualifications

Students with other qualifications will be considered on a case-by-case basis

NOTE:

Students who wish to pursue the following degree is required to meet the pre-conditions below (*except UEC):

Bachelor of Arts (Hons) Accounting & Finance

SPM / O Level: Credit in Mathematics and pass in English.

ENGLISH REQUIREMENTS

(Applicable to Bachelor programmes only)

IELTS	Band 6.0
TOEFL	79 (Internet Based Test)
MUET	Band 4
UEC English	B4

Students who have completed a full year preparatory / foundation study in English may be exempted.

Improve your English
at Taylor's Centre for
Languages (TCL)

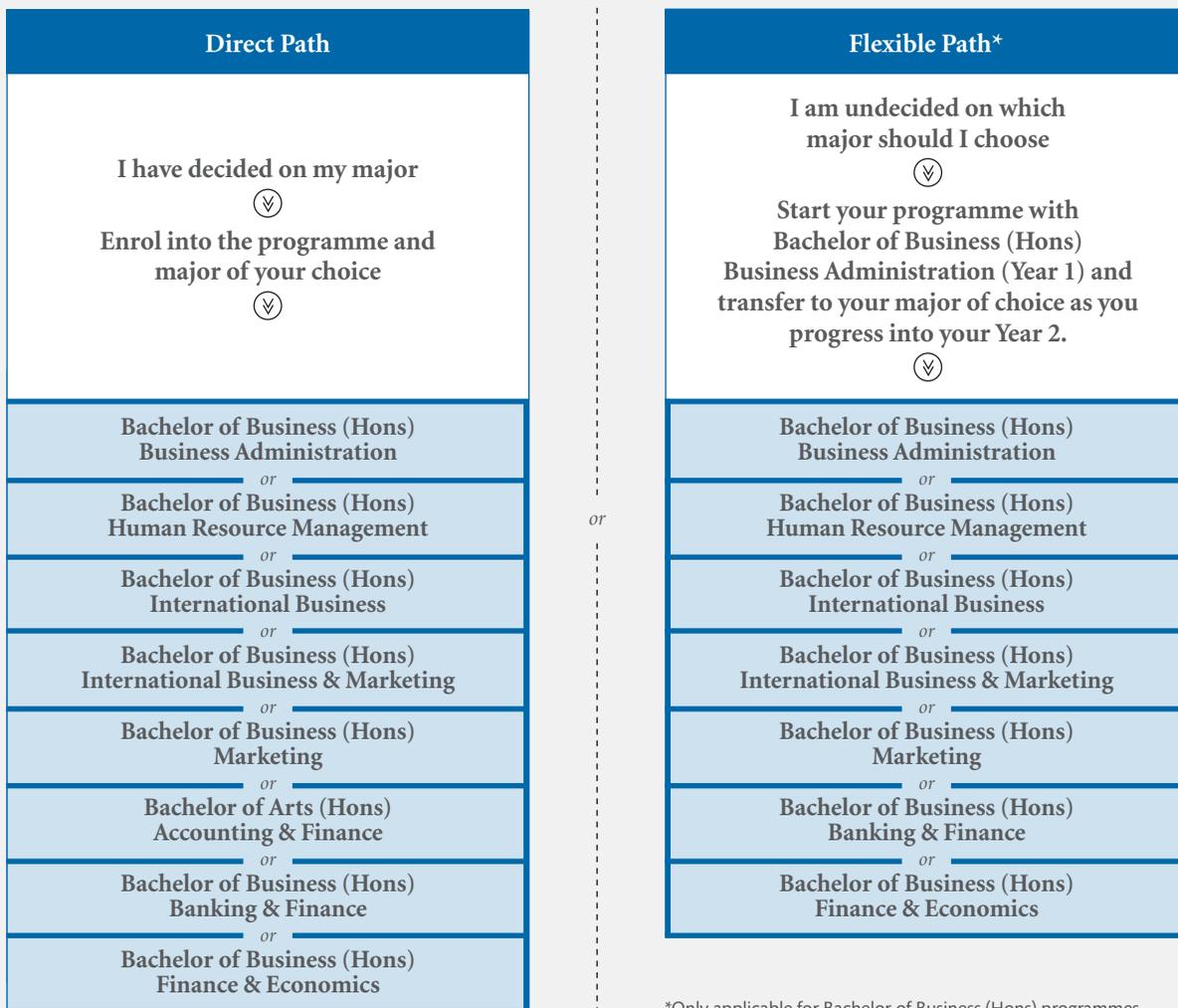
All information is correct at time of printing and is subject to change.

The above entry requirements serve as a guideline. Readers are responsible to verify the information by contacting the university's Admissions Department.

Choosing Your Business Majors

For many students, one of the most daunting yet exciting decisions to make is choosing a major. The path to choosing a major will be different for different people; some students already have an idea about what they want to major in, while others need time to discover and explore their interests before finding a major.

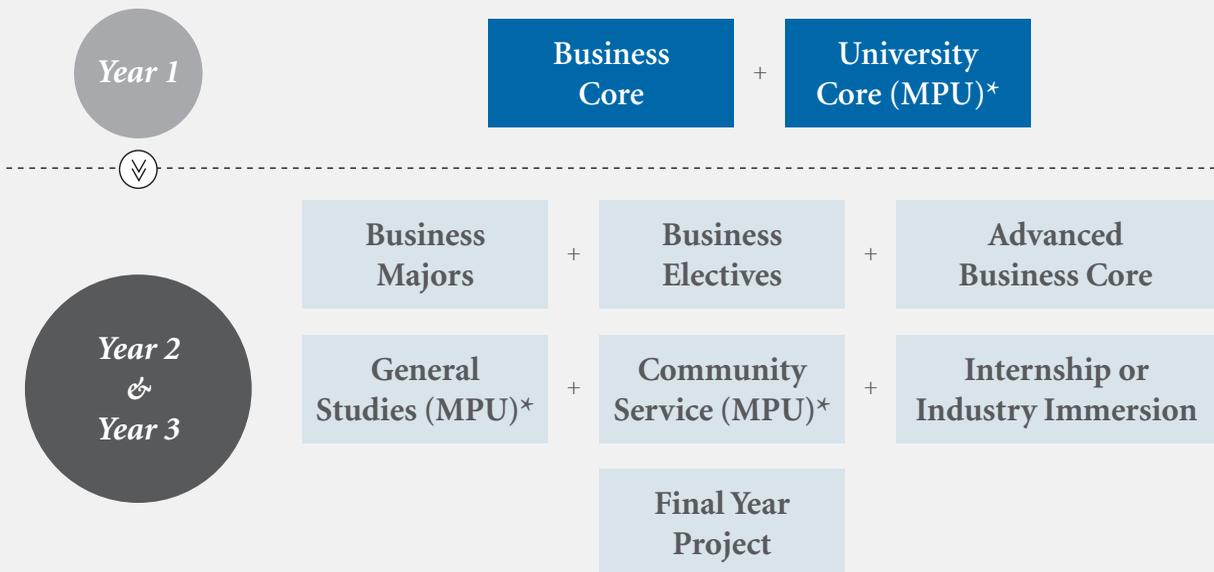
It's important to remember that discovering your major is a process, and may take a few semesters of work on your part. Choosing from many different majors can be a tough decision. In fact, "Which major should I choose?" is one of the most common questions that students ask. At Taylor's Business School, we have designed our curriculum to give you some flexibility in choosing your major. The page in this section will give you some ideas of how to plan your pathway and our advisor are here to help all along the way.



*Only applicable for Bachelor of Business (Hons) programmes

What is the Bachelor of Business (Hons) curriculum like?

The Bachelor of Business (Hons) gives you the flexibility to personalise your path of study with a choice of business core and majors, and to experience practical, industry-relevant teaching and mentoring from an acclaimed business faculty. For a full list of our curriculum, please refer to our programme structure from page 16 – 31.



NOTE:

* The Ministry of Education (MOE) requires all students to take Mata Pelajaran Umum (MPU) (i.e. General Studies) which is categorised under U1, U2, U3 and U4 within the duration of their studies. U1 modules are prescribed by MOE whereas U2, U3 and U4 modules are from a list of University Core Modules (UCM) prescribed as per the Programme Guide.

Internship and Industry Immersion Programme

A distinctive feature of our Bachelor of Business (Hons) curriculum is the internship and industry immersion programme at established organisations. The internship programme aims to provide you with a deeper cross-cultural appreciation of both business practices and research, whereas industry immersion programme is specially designed to provide you with a wealth of exposure with some of the prestigious companies in the corporate world, and receive exclusive training, insights and mentorship from industry veterans.

Disciplines



Accounting

Accounting is the accurate and systematic recording, reporting, and analysis of the financial transactions of a business, allowing the company to analyse its financial performance. Accounting also involves critically analysing information, managing risks and taking action when necessary.

While bookkeepers or auditors focus on the details of the accounts, accountants look at the bigger picture that the numbers provide. The study of accounting would involve an in-depth understanding of bookkeeping and finance, as well as business.



International Business

International Business describes commercial transactions that take place across international borders, between two or more nations. It deals with international trade – the exchange of capital, goods and services across international borders. International business knowledge also looks into logistical and cultural factors that could affect business operations.

Business majors who study International Business learn how business is conducted across borders, how to serve customers in international markets, and how to globalise businesses. It also requires a certain understanding of strategic planning, government relations and policy analysis.



Banking

Banking is a study that encompasses the four broad categories of banking, i.e. retail banking, commercial or corporate banking, private banking and investment banking.

Banking is a highly regulated, competitive and rapidly changing sector. A banker or bank official must understand the aspects of business and finance in relation to local communities. Bankers must be able to assess funding needs for small businesses, real estate developments and even international trades. In addition, bankers should have effective communication skills to assist customers.



Marketing

Marketing is the ability to communicate the value of a product or service to the target consumers. Marketing is more than just sales or promotions – it's about understanding consumer psychology, consumer trends, market needs, and then tying that in with the product, service or organisation.

Marketing essentially includes the coordination of four elements known as the 4Ps of marketing: product, price, placement and promotional strategy. Studying Marketing involves the study of marketing processes, concepts and techniques, and understanding the local and global business environment.



Business Administration

Business Administration (also referred to as Business Management) involves the many aspects of running and managing an organisation efficiently, to ensure that it meets its specific goals or targets. It includes organising people and resources, leading and coordinating teams as well as implementing major decisions for the organisation.

A study in Business Administration will involve the grounding theories and principles of accounting, finance, marketing, economics, statistics, human resources, and decision-making.



Human Resource Management

Human Resource Management (HRM) is the management of an organisation's workforce or human resource. This includes attracting, selecting, training, assessing, rewarding and retaining the right talents for the organisation. HRM also deals with issues related to safety, wellness, organisation development, and ensuring compliance with local employment and labour laws.

HRM is a strategic approach to managing people in the workplace. Effective HRM enables employees to contribute effectively and productively to the company's direction and the accomplishment of the organisation's goals and objectives.



Economics

Economics is the study of the production and consumption of goods; principles of supply and demand; as well as the transfer of wealth to produce and obtain these goods. It is also a study of social science and is closely related to sociology, politics and international relations. Economics looks into the way people and markets interact, in order to get what they want.

The study of economics gives us a way of understanding how best to utilise natural resources, machinery and the endeavours of others. The study of economics also provides knowledge and insight on the impact of developments in business, society and the world economy. Successful economists must be able to understand and respond to global issues.



Finance

Finance is a broad term that describes the study of how money is managed and the actual process of acquiring the needed funds. It's a highly regulated, competitive and rapidly-changing sector that is heavily influenced by globalisation, technological change, deregulation and international integration.

The study of finance encompasses personal finance, corporate finance and public finance, including knowledge of business, macro and microeconomics as well as mathematics, amongst others.

Professional Pathways

How do you obtain a professional qualification in the accountancy profession?

Professional qualifications are awarded by various professional bodies around the world. These professional bodies set a high standard of practices which students will have to meet in order to qualify. The purpose is to uphold the quality of practice in accounting and to safeguard the interests of both the public and practicing professionals.

What are the benefits of a professional qualification?

Graduates who possess professional qualifications are instantly recognised as being highly capable and credible. Graduates will have access to a wide range of business careers and global mobility.

Recognition and Exemptions by Professional Bodies

Our programmes are recognised and qualifies for exemptions from professional bodies such as:

Programmes	Recognitions / Exemptions	Professional Bodies
Diploma in Business	Professional Diploma in Corporate Administration (PDCA) - Upon successful completion of 2 MAICSA electives and external examination	Malaysian Institute of Chartered Secretaries and Administrators (MAICSA)
Bachelor of Business (Hons) Human Resource Management	Certificate in Human Resource Management - CIPD Level 5	Chartered Institute of Personnel and Development (CIPD)
Bachelor of Business (Hons) Finance & Economics	Chartered Financial Analyst (CFA) Qualification <small>* The Bachelor of Business (Hons) Finance & Economics has been accepted into the CFA Institute University Recognition Programme. This status is granted to institutions whose degree programme incorporates at least 70% of the CFA Program Candidate Body of Knowledge (CBOK), which provide students with a solid grounding in the CBOK and positions them well to sit for the CFA exams.</small>	CFA Institute

Programmes	Recognitions / Exemptions	Awarded Professional Bodies
Bachelor of Arts (Hons) Accounting & Finance	ACCA Qualification - 9 papers (out of 14 papers)*	Association of Chartered Certified Accountants (ACCA)
	Associate Chartered Accountants (ACA) Qualification - 7 papers (out of 15 papers)*	Institute of Chartered Accountants in England and Wales (ICAEW)
	Certificate in Finance, Accounting & Business (CFAB) - Upon successful completion of 1 ICAEW external assessment	
	CIMA Qualification - 9 papers (out of 15 papers)*	Chartered Institute of Management Accounting (CIMA)
	Other professional accounting bodies accreditation will be assessed accordingly.	

* Subject to electives taken.

NOTE:

To be a registered chartered accountant in Malaysia, you must be a member of the Malaysian Institute of Accountants (MIA), which is the regulatory body for accountants in Malaysia. Members of ACCA, CIMA, CPA Australia, ICAA, ICAEW and MICPA are eligible for MIA membership.

Dual Award Partner



University of the
West of England

Taylor's Business School (TBS) and Bristol Business School, University of the West of England (UWE) takes the tradition of excellence a step further in grooming leaders of the business world with its unique dual award. Graduates will receive two degree certificates, one each from Taylor's University and UWE. This will be an excellent choice for students who wish to be at the top of every employer's list and succeed in their chosen industry.



UNITED KINGDOM

UNIVERSITY OF THE WEST OF ENGLAND (UWE)

- *BA (Hons) Business and Management*
- *BA (Hons) Business and Human Resource Management*
- *BA (Hons) International Business*
- *BA (Hons) Business Management with Marketing*
- *BA (Hons) Marketing*
- *BA (Hons) Accounting and Finance*
- *BA (Hons) Banking and Finance*
- *BA (Hons) Economics*

Articulation Partners*



AUSTRALIA

THE UNIVERSITY OF ADELAIDE

- Bachelor of Commerce (*Accounting*)
- Bachelor of Commerce (*International Business*)
- Bachelor of Commerce (*Marketing*)
- Bachelor of Commerce
- Bachelor of Economics
- Bachelor of Finance

THE UNIVERSITY OF NEWCASTLE

- Bachelor of Business
- Bachelor of Commerce

THE UNIVERSITY OF QUEENSLAND

- Bachelor of Business Management
- Bachelor of Commerce
- Bachelor of Economics

QUEENSLAND UNIVERSITY OF TECHNOLOGY

- Bachelor of Business (*Accountancy*)
- Bachelor of Business (*Economics*)
- Bachelor of Business (*Finance*)
- Bachelor of Business (*Human Resource Management*)
- Bachelor of Business (*International Business*)
- Bachelor of Business (*Management*)
- Bachelor of Business (*Marketing*)



NEW ZEALAND

THE UNIVERSITY OF AUCKLAND

- Bachelor of Commerce

SWINBURNE UNIVERSITY OF TECHNOLOGY

- Bachelor of Business Administration
- Bachelor of Commerce (*Accounting*)
- Bachelor of Commerce

UNIVERSITY OF TASMANIA

- Bachelor of Business

UNIVERSITY OF TECHNOLOGY, SYDNEY

- Bachelor of Business (*Business Administration*)
- Bachelor of Business (*Human Resource Management*)
- Bachelor of Business (*International Business*)
- Bachelor of Business (*Marketing*)

THE UNIVERSITY OF NEW SOUTH WALES

- Bachelor of Commerce

THE UNIVERSITY OF WESTERN AUSTRALIA

- Bachelor of Commerce

* Admission is subject to the transfer requirements established by the respective universities.

Taylor's Business Foundation (TBF)

KPT/JPS (R/010/3/0231) 04/19

**INTAKES:
FEBRUARY
MARCH
AUGUST**

This programme equips students with the necessary foundation to pursue a future in business. The programme emphasises on learning by doing, and therefore, students are regularly required to work on actual projects.

Students are exposed to a dynamic environment, which encourages two-way interaction between students and lecturers. Learning also takes place beyond the classroom via community service, participation in competitions, and many more. The programme stimulates our students' curiosity and appreciation of knowledge, and inspires lifelong learning.

Upon successful completion of this programme, students are eligible to enroll into our degree programmes, creating a seamless transition towards pursuing a future in business.



“We continue to make TBF a strong foothold for all business education, set within a professional environment. We create access to technology in education, while maintaining the highest possible standards in teaching and learning.”



1-Year Programme



Strong Business Focus

- Exposure to business concepts and theories in fields such as accounting, management, information technology and marketing which will provide broad understanding of the application of business across different fields.

Learning from Experts

- Exposure to the latest trends and developments in the business world through workshops and talks by local and international academicians as well as industry leaders.

Holistic Learning Environment

- Hands-on learning environment promotes two-way interaction and sharing of knowledge and resources among students and faculty members.
- Service learning through community based projects, which cultivates students' civic responsibility and understanding of relationships between theory, practice, values and community.
- Exposure to real life case studies, industry visits, study trips, interaction with working professionals as well as competitions.



Technology-Driven Learning

- Learning environment supported by modern technology, such as lecture capture, various online tools and X-Space Smart Classroom.
- Interactive learning platforms and materials that will make learning more engaging.

Comprehensive Assessment

- Assessment system that is divided evenly between the final exam and assignments, portfolio, research projects, quizzes, tests, oral presentations and group work.

Student Experience

- First Year Experience (FYE), initiatives such as motivational talks and peer assisted study sessions, provide students with the support to adjust well to university life and excel in both academic and extra-curricular activities.

Programme Structure:

Year 1

Semester 1

- Business Enterprise
- Information Technology for Global Business
- Principles of Accounting
- Principles of Economics
- English I



Semester 2

- Introduction to Business Law
- Introduction to Marketing
- People & Organisation
- Quantitative Techniques
- English II



Diploma in Business (DIB)

KPT/JPS (R/340/4/0143) 02/17

**INTAKES:
MARCH
AUGUST**

This programme is specially designed to equip students with solid business knowledge and skills, with a central focus on instilling a global mindset as well as creative and critical thinking, set in an experiential learning environment.

The programme meets the needs of the industry by incorporating disciplines like management, marketing, accounting, human resources and soft skills into the curriculum.

Upon successful completion of the programme, students will be able to seamlessly transition into our degree and have the competitive advantage required to seek global employment opportunities.

2-Year Programme



Strong Business Focus

- Exposure to business management modules such as finance, marketing, human resource management, business law and ethics, and entrepreneurship, cultivate graduates with an understanding of business across different disciplines.

- Exposure to a variety of organisational structures and management styles that train students to identify, analyse, and evaluate alternative solutions to business problems.
- Exposure to real-life case studies, which stimulate critical thinking, ability to analyse and solve problems from various perspectives, as well as strengthen business ideas and concepts.

Holistic Learning Environment

- Exposure to latest industry practices and developments through regular professional development activities such as tea talks, dialogues, forum, workshops and field trips.
- Service learning through community based projects, which cultivates students' civic responsibility and understanding of relationships between theory, practice, values and community.

Professionally Recognised Diploma

- Graduates will be given an opportunity to obtain the Professional Diploma in Corporate Administration (PDCA) from the Malaysian Institute of Chartered Secretaries and Administrators (MAICSA) upon successful completion of the programme.

Industry-relevant Curriculum

- Project based learning that links theory to practice, giving students the opportunity to work with industry partners.
- Professional Development Week (PDW) that emphasises development of soft skills to enhance graduate capabilities and increase students' confidence.

Dynamic Internship Exposure

- 12-week internship exposes students to the real working environment and relevant skills for future employment.

Programme Structure:

Year 1

Semester 1

- Introduction to Business
- IT Application for Business
- Microeconomics
- Principles of Accounting
- English I

Semester 2

- Business Mathematics
- Introduction to Finance
- Principles of Marketing
- English II
- MPU (U1)*
- MPU (U2)*

Semester 3

- Business Statistics
- Financial Accounting
- Human Resources Management
- Organisational Behavior
- Principles of Management
- MPU (U3)*

Year 2

Semester 4

- Business Communication
- Macroeconomics
- Elective I
- Elective II
- MPU (U4)*

Semester 5 Internship

Semester 6

- Business Ethics
- Business Law
- International Business
- Management Accounting
- Elective III
- Elective IV



**Diploma in
Business
(DIB)**

Electives

- Consumer Behaviour
- E-Commerce
- Entrepreneurship
- Fundamentals of Marketing Research
- International Marketing
- Introduction to Investment
- Management Information Systems
- Public Relations

MAICSA Electives

(Recognised for PDCA Qualification)

- Corporate Compliance & Practice
- Law & Practice of Meetings

NOTE:

* The Ministry of Education (MOE) requires all students to take Mata Pelajaran Umum (MPU) (i.e. General Studies) which is categorised under U1, U2, U3 and U4 within the duration of their studies. U1 modules are prescribed by MOE whereas U2, U3 and U4 modules are from a list of University Core Modules (UCM) prescribed as per the Programme Guide.



Bachelor of Business (Hons) Business Administration

KPT/JPS (R/345/6/0561) 07/19

Bachelor of Arts (Hons) Business and Management (UWE, UK)

**INTAKES:
MARCH
AUGUST**

This programme is designed to equip students with in-depth understanding of business administration concepts and practices, which encompasses all aspects of owning and operating a business. This includes the entire spectrum from business management, to marketing of goods and services.

This programme emphasises critical thinking skills, enabling graduates to deal effectively with an increasingly complex business environment. It focuses on the performance or management of business operations and thus the making or implementing of major decisions. The elements of administration include planning, organising, staffing, directing as well as budgeting.

Ultimately, graduates will be groomed with essential knowledge and skills to manage key business functions that will drive strategy, and be prepared for executive positions as well as the ability to build businesses.

3-Year Programme



Strong Entrepreneurship and Management Focus

- Exposure to business and entrepreneurship via modules such as Entrepreneurship & Small Business, Production & Operation Management, Transnational Management and Corporate Finance.

- Develop essential business skills and entrepreneurial characteristics by conceiving, planning and executing business ideas under the guidance of mentors from the faculty and industry.

Diverse Choice of Electives

- Elective modules in different business areas such as International Business, Finance & Marketing enable students to expand their knowledge and gain a broader education.

Industry-relevant Curriculum

- The Module Adoption Programme (MAP) links theory to practice by inviting industry specialists such as EY (Ernst & Young), StartupMalaysia.org and CEDAR of SME Bank to give lectures, share experiences, case studies and project to enhance students' learning.
- Opportunity to embark on a fast-track employment programme (Exec Track Programme) with CIMA and KPMG for selected students.

Dynamic Internship Experience

- Minimum 10-week internship exposes students to the real working environment and provides relevant skills for future employment.

Learning Beyond the Classroom

- Exposure to latest industry practices and curriculum through field work, leadership workshops, forums, business simulations and scholarly updates.
- Service learning through community based projects, which cultivates students' civic responsibility and understanding of relationships between theory, practice, values and community.

Dual Award

- Students will receive equal recognition and certification from both Taylor's University and the University of the West of England (UWE), UK.

Programme Structure:

Year 1

Semester 1

- Business Communication
- Introduction to Accounting
- Introduction to Management
- Microeconomics
- Quantitative Methods for Business

Semester 2

- Introduction to Finance
- Macroeconomics
- Organisational Behavior
- Principles of Marketing
- MPU (U2)*
- MPU (U3)*

Year 2

Semester 3

- Human Resource Management
- Management Accounting
- Production & Operation Management
- MPU (U1) - Module 1*
- MPU (U1) - Module 2*
- MPU (U4)*

Semester 4

- Business Law
- Corporate Finance
- Introduction to International Business
- Research Methods
- Supply Chain Management

Year 3

Semester 5 (Short Semester) Internship

Semester 6

- Business Ethics & Values
- Organisational Studies
- Project
- Elective I

Semester 7

- Cross Cultural Management
- Entrepreneurship & Small Business
- Strategic Management
- Elective II
- Elective III

Electives

- Company Law in Malaysia
- Developmental Economics
- Doing Business in Asia
- Industrial Economics
- International Human Resource Management
- Islamic Finance
- Personal Financial Planning
- Retail Marketing
- Services Marketing
- Transnational Management

NOTE:

* The Ministry of Education (MOE) requires all students to take Mata Pelajaran Umum (MPU) (i.e. General Studies) which is categorised under U1, U2, U3 and U4 within the duration of their studies. U1 modules are prescribed by MOE whereas U2, U3 and U4 modules are from a list of University Core Modules (UCM) prescribed as per the Programme Guide.



**Bachelor of
Business (Hons)
Business
Administration**

Career Options

- Brand Manager
- Business Development Manager
- Credit Manager
- Customer Relations Manager
- Entrepreneur
- Marketing Communication Manager
- Public Relations Manager
- Recruitment Manager
- Sales Manager



Bachelor of Business (Hons) Human Resource Management

KPT/JPS (R/345/6/0562) 07/19

Bachelor of Arts (Hons) Business and Human Resource Management (UWE, UK)

**INTAKES:
MARCH
AUGUST**

This programme is designed to equip students with the knowledge of contemporary human resource management (HRM) practices and its strategic relevance in business.

Students will develop strategies to manage people and construct workplace arrangements that respond to organisational and human needs. Students will be kept up-to-date with the new roles and responsibilities of HRM to suit today's globalised work environment.

Ultimately, graduates will be equipped with a solid understanding of HRM along with strong skills in the areas of systems-thinking, problem-solving, influencing, negotiating, communications, and leadership as well as the ability to work effectively with stakeholders.

3-Year Programme



Strong Focus in HRM

- In-depth understanding of HRM and its role in business operations, via modules such as International Human Resource Management, Human Resource Development, Employee Resource & Staffing and Employment Law in Malaysia.

Professional Accreditation

- Automatic student membership to the Chartered Institute of Personnel and Development

(CIPD), which provides access to essential study resources such as HR and business journals, career development and online communities.

- Graduates will receive CIPD Level 5 - Certificate in Human Resource Management from CIPD, which incorporates the knowledge requirements of Associate Professional membership.

Comprehensive Curriculum

- Exposure to business management modules such as Intercultural Communication for Business, Business Law, Organisational Studies and Strategic Management cultivates business-minded graduates.

Industry-relevant Curriculum

- The Module Adoption Programme (MAP) links theory to practice by inviting industry specialists such as CIPD to give lectures, share experiences, case studies and projects to enhance students' learning.

- Opportunity to embark on a fast-track employment programme (Exec Track Programme) with CIMA and KPMG for selected students.

Dynamic Internship Experience

- Minimum 10-week internship exposes students to the real working environment and provides relevant skills for future employment.

Learning Beyond the Classroom

- Exposure to latest industry practices and curriculum through field work, leadership workshops, forums, business simulations and scholarly updates.
- Service learning through community based projects, which cultivates students' civic responsibility and understanding of relationships between theory, practice, values and community.

Dual Award

- Students will receive equal recognition and certification from both Taylor's University and the University of the West of England (UWE), UK.

Programme Structure:

Year 1

Semester 1

- Business Communication
- Introduction to Accounting
- Introduction to Management
- Microeconomics
- Quantitative Methods for Business

Semester 2

- Introduction to Finance
- Macroeconomics
- Organisational Behavior
- Principles of Marketing
- MPU (U2)*
- MPU (U3)*

Year 2

Semester 3

- Human Resource Management
- Intercultural Communication for Business
- Management Accounting
- MPU (U1) - Module 1*
- MPU (U1) - Module 2*
- MPU (U4)*

Semester 4

- Business Law
- Compensations & Benefits
- Employee Resource & Staffing
- Occupational Safety & Health
- Research Methods

Year 3

Semester 5 (Short Semester) Internship

Semester 6

- Business Ethics & Values
- Employment Law in Malaysia
- Organisational Studies
- Project

Semester 7

- Cross Cultural Management
- Human Resource Development
- Industrial Relations
- Strategic Management
- Elective I

Electives

- Entrepreneurship & Small Business
- International Human Resource Management
- International Marketing
- Services Marketing

NOTE:

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Career Options

- Compensation Specialist
- Human Resource Consultant
- Human Resource Manager
- Recruitment Manager
- Training & Development Manager



**Bachelor of
Business (Hons)
Human Resource
Management**



Bachelor of Business (Hons) International Business

KPT/JPS (R/340/6/0409) 07/19

Bachelor of Arts (Hons) International Business (UWE, UK)

**INTAKES:
MARCH
AUGUST**

This programme is designed to equip students with essential knowledge and skills to conduct businesses in different environments, by exploring the dynamic interplay between organisations and business systems with culture, ethnicity, world trade and financial markets.

Students will gain insight into the latest management concepts and business strategies in domestic and international contexts. Students will be groomed for a successful global career in a complex and ever changing business world.

Ultimately, graduates will have a broad, analytical and integrated view of business and business processes in an international context, and an understanding on the development and implementation of strategy, managerial activities, and organisational systems geared to wards global issues like international strategy and cross-cultural management.

3-Year Programme



Strong International Business Mindset

- Exposure to international business modules such as International Finance, International Marketing, International Trade & Multinational Business, Doing Business in Asia, International

Business Issues & Policies and International Economic Theory & Policy.

International Exposure

- Participation in international field trips and industry visits to understand international business practices.
- Opportunity to interact with students from abroad and work with an international team via cross-cultural projects.

Industry-relevant Curriculum

- The Module Adoption Programme (MAP) links theory to practice by inviting industry specialists such as KPMG and CIMB Group to give lectures, share experiences, case studies and projects to enhance students' learning.
- Opportunity to embark on a fast-track employment programme (Exec Track Programme) with CIMA and KPMG for selected students.

Dynamic Internship Experience

- Minimum 10-week internship exposes students to the real working environment and provides relevant skills for future employment.

Learning Beyond the Classroom

- Exposure to latest industry practices and curriculum through field work, leadership workshops, forums, business simulations and scholarly updates.
- Service learning through community based projects, which cultivates students' civic responsibility and understanding of relationships between theory, practice, values and community.

Dual Award

- Students will receive equal recognition and certification from both Taylor's University and the University of the West of England (UWE), UK.

Programme Structure:

Year 1

Semester 1

- Business Communication
- Introduction to Accounting
- Introduction to Management
- Microeconomics
- Quantitative Methods for Business

Semester 2

- Introduction to Finance
- Macroeconomics
- Organisational Behavior
- Principles of Marketing
- MPU (U2)*
- MPU (U3)*

Year 2

Semester 3

- Human Resource Management
- Introduction to International Business
- Management Accounting
- MPU (U1) - Module 1*
- MPU (U1) - Module 2*
- MPU (U4)*

Semester 4

- Business Law
- Export Practices & Management
- Intercultural Communication for Business
- Research Methods
- Supply Chain Management

Year 3

Semester 5 (Short Semester) Internship

Semester 6

- Business Ethics & Values
- Organisational Studies
- Transnational Management
- Project

Semester 7

- Cross Cultural Management
- International Business Issues & Policies
- Strategic Management
- Elective I
- Elective II

Electives

- Doing Business in Asia
- International Economic Theory & Policy
- International Finance
- International Human Resource Management
- International Marketing
- International Trade & Multinational Business
- Islamic Finance

NOTE:

* The Ministry of Education (MOE) requires all students to take Mata Pelajaran Umum (MPU) (i.e. General Studies) which is categorised under U1, U2, U3 and U4 within the duration of their studies. U1 modules are prescribed by MOE whereas U2, U3 and U4 modules are from a list of University Core Modules (UCM) prescribed as per the Programme Guide.

Career Options

- Business Consultant
- Distribution & Logistics / Inventory Planning
- Foreign Trade Consultant
- Import & Export Manager
- International Trader
- International Shipping Specialist
- Operations Manager



**Bachelor of
Business (Hons)
International
Business**



Bachelor of Business (Hons) International Business & Marketing

KPT/JPS (R/340/6/0408) 07/19

Bachelor of Arts (Hons) Business Management with Marketing (UWE, UK)

**INTAKES:
MARCH
AUGUST**

This programme is designed to equip students with in-depth understanding of core concepts, practices and techniques of conducting business across the world, with a strong focus on marketing functions in organisations with international operations.

In addition to a solid grounding in business, this programme focuses on the development and delivery of an international marketing plan. This includes the ability to understand customers' needs and ensure customers' satisfaction, making it a key element to the success of any business.

Ultimately, this programme will groom graduates with an innovative mindset who see dynamic business environments as opportunities, and are trained to make strategic marketing decisions in such environments.

3-Year Programme



International Business and Marketing Mindset

- Exposure to international business strategy and processes through marketing modules such as Brand Management, Integrated Marketing Communications, International Marketing and Doing Business in Asia.

- Exposure to business practices and ability to turn theoretical concepts into practical marketing plans and projects.

International Exposure

- Participation in international field trips and industry visits to understand international business practices.
- Opportunity to interact with students from abroad and work with an international team via cross-cultural projects.

Industry-relevant Curriculum

- The Module Adoption Programme (MAP) links theory to practice by inviting industry specialists such as Brandt International, Nielsen, and Shiseido-Majolica Majorca to give lectures, share experiences, case studies and projects to enhance students' learning.
- Opportunity to embark on a fast-track employment programme (Exec Track Programme) with CIMA and KPMG for selected students.

Dynamic Internship Experience

- Minimum 10-week internship exposes students to the real working environment and provides relevant skills for future employment.

Learning Beyond the Classroom

- Exposure to latest industry developments and practices via professional development activities such as business simulations, tea talks, dialogues, forum, workshops and scholarly updates.
- Service learning through community based projects, which cultivates students' civic responsibility and understanding of relationships between theory, practice, values and community.

Dual Award

- Students will receive equal recognition and certification from both Taylor's University and the University of the West of England (UWE), UK.

Programme Structure:

Year 1

Semester 1

- Business Communication
- Introduction to Accounting
- Introduction to Management
- Microeconomics
- Quantitative Methods for Business

Semester 2

- Introduction to Finance
- Macroeconomics
- Organisational Behavior
- Principles of Marketing
- MPU (U2)*
- MPU (U3)*

Year 2

Semester 3

- Consumer Behavior
- Introduction to International Business
- Management Accounting
- MPU (U1) - Module 1*
- MPU (U1) - Module 2*
- MPU (U4)*

Semester 4

- Business Law
- Business to Business Marketing
- Export Practices & Management
- Research Methods
- Supply Chain Management

Year 3

Semester 5 (Short Semester) Internship

Semester 6

- Business Ethics & Values
- Services Marketing
- Transnational Management
- Project

Semester 7

- Cross Cultural Management
- International Business Issues & Policies
- Strategic Management
- Elective I
- Elective II

Electives

- Brand Management
- Doing Business in Asia
- Integrated Marketing Communications
- International Economic Theory & Policy
- International Finance
- International Human Resource Management
- International Marketing
- International Trade & Multinational Business
- Market Analysis & Decision Making
- Retail Marketing

NOTE:

* The Ministry of Education (MOE) requires all students to take Mata Pelajaran Umum (MPU) (i.e. General Studies) which is categorised under U1, U2, U3 and U4 within the duration of their studies. U1 modules are prescribed by MOE whereas U2, U3 and U4 modules are from a list of University Core Modules (UCM) prescribed as per the Programme Guide.



Bachelor of Business (Hons) International Business & Marketing

Career Options

- Brand Manager
- Business Consultant
- Customer Service Manager
- Entrepreneur
- Foreign Trade Consultant
- Import & Export Manager
- International Trader
- Marketing Communication Manager
- Product Manager
- Sales Manager



Bachelor of Business (Hons) Marketing

KPT/JPS (N/ 345/6/0369) 06/18

Bachelor of Arts (Hons) Marketing (UWE, UK)

**INTAKES:
MARCH
AUGUST**

This programme is designed to equip students with the latest theories and practices in business marketing, including the ability to understand consumers' needs, design products, conceive brand strategies, perform market research, pricing and placement strategies, as well as gain insight into the world of e-marketing and integrated communications.

Students will learn how to communicate information on products and services to the target market, develop viable plans of action to respond to growing demands and trends in different countries and cultures, as well as the ability to make strategic marketing decisions in complex situations.

Ultimately, graduates of this programme will acquire decision-making skills and be innovative in their approach across different business platforms and situations. They will also be equipped with critical thinking and communication skills that enable them to stay competitive in a continuously evolving business environment.

3-Year Programme



Strong Marketing Focus

- Exposure to marketing modules such as Brand Management, Integrated Marketing Communications, Service Marketing, Business to Business Marketing and Interactive & Digital Marketing.
- Understanding of marketing strategies and how to best use all elements of the marketing

mix to deliver successful marketing plans.

From Theory to Application

- Develop critical thinking, ideas and concepts to fit existing and new markets; analyse the market environment, make critical decisions and communicate marketing plans to stakeholders, through modules such as Market Analysis & Decision Making and Strategic Management.
- Exposure to real-world situations through project based learning and simulations based on industry case studies.

Industry-relevant Curriculum

- The Module Adoption Programme (MAP) links theory to practice by inviting industry specialists such as Nielsen to give lectures, share experiences, case studies and projects to enhance students' learning.
- Opportunity to embark on a fast-track employment programme (Exec Track Programme) with CIMA and KPMG for selected students.

Dynamic Internship Experience

- Minimum 10-week internship exposes students to the real working environment and provides relevant skills for future employment.

Learning Beyond the Classroom

- Exposure to latest industry developments and practices via professional development activities such as business simulations, tea talks, dialogues, forum, workshops and scholarly updates.
- Service learning through community based projects, which cultivates students' civic responsibility and understanding of relationships between theory, practice, values and community.

Dual Award

- Students will receive equal recognition and certification from both Taylor's University and the University of the West of England (UWE), UK.

Programme Structure:

Year 1

Semester 1

- Business Communication
- Introduction to Accounting
- Introduction to Management
- Microeconomics
- Quantitative Methods for Business

Semester 2

- Introduction to Finance
- Macroeconomics
- Organisational Behavior
- Principles of Marketing
- MPU (U2)*
- MPU (U3)*

Year 2

Semester 3

- Brand Management
- Consumer Behavior
- Pricing
- MPU (U1) - Module 1*
- MPU (U1) - Module 2*
- MPU (U4)*

Semester 4

- Business to Business Marketing
- Integrated Marketing Communications
- International Marketing
- Research Methods
- Supply Chain Management

Year 3

Semester 5 (Short Semester) Internship

Semester 6

- Business Ethics & Values
- Market Analysis & Decision Making
- Services Marketing
- Project

Semester 7

- Contemporary Issues in Marketing
- Interactive & Digital Marketing
- Retail Marketing
- Strategic Management
- Elective

Electives

- Cross Cultural Management
- Doing Business in Asia
- Entrepreneurship & Small Business
- Organisational Studies

NOTE:

* The Ministry of Education (MOE) requires all students to take Mata Pelajaran Umum (MPU) (i.e. General Studies) which is categorised under U1, U2, U3 and U4 within the duration of their studies. U1 modules are prescribed by MOE whereas U2, U3 and U4 modules are from a list of University Core Modules (UCM) prescribed as per the Programme Guide.



Bachelor of Business (Hons) Marketing

Career Options

- Brand Manager
- Customer Service Manager
- Entrepreneur
- Marketing Communication Manager
- Marketing Consultant
- Product Manager
- Public Relations Manager
- Sales Manager



Bachelor of Arts (Hons) Accounting & Finance

KPT/JPS (N/343/6/0038) 02/17

Bachelor of Arts (Hons) Accounting & Finance (UWE, UK)

**INTAKES:
MARCH
AUGUST**

This programme is designed to equip students with an in depth understanding in all areas of accounting and finance, including financial accounting, assurance, taxation, corporate finance and financial management.

The broad foundation and unique combination of skills prepare students for wide-array of careers in accounting and finance positions, including with the 'Big Four' accountancy firms, public listed companies and multinational corporations and government agencies.

Graduates will be able to operate independently in a business environment, in addition to providing and analysing reports and financial statements. Students who plan to pursue a long-term career in accounting are advised to obtain a professional qualification after graduation.

3-Year Programme



Professional Accreditation

- Graduates will be eligible to receive exemptions from recognised international professional bodies such as ACCA, CIMA, CPA Australia and ICAEW.
- Graduates will be given an opportunity to obtain Certificate in Finance, Accounting and Business (CFAB) from Institute of Chartered Accountants in England and Wales (ICAEW) upon successful completion of the programme.

Comprehensive Curriculum

- In-depth understanding in business, accounting and finance, via modules such as Corporate Reporting, Malaysian Taxation, Islamic Finance, Business Ethics & Values and Strategic Management.
- Understanding of the capital market through modules by Securities Industry Development Corporation (SIDC) and Bursa Malaysia Derivatives, such as Futures & Options, and Rules & Regulations of Futures & Options.
- Understanding of financial planning through module by Credit Counseling & Debt Management Agency (an agency under Bank Negara Malaysia), such as the Personal Financial Planning.

Industry-relevant Curriculum

- The Module Adoption Programme (MAP) links theory to practice by inviting industry specialists such as Deloitte and PwC to give lectures, share experiences, case studies and projects to enhance students' learning.

- Opportunity to embark on a fast-track employment programme (Exec Track Programme) with CIMA and KPMG for selected students.

Learning Beyond the Classroom

- Exposure to latest industry practices and trends via professional development activities such as business simulations, tea talks, dialogues, forum, workshops and scholarly updates.
- Service learning through community based projects, which cultivates students' civic responsibility and understanding of relationships between theory, practice, values and community.

Dynamic Internship Exposure

- Minimum 10-week internship exposes students to the real working environment and provides relevant skills for future employment.

Dual Award

- Students will receive equal recognition and certification from both Taylor's University and the University of the West of England (UWE), UK.

Programme Structure:

Year 1

Semester 1

- Business Communication
- Introduction to Accounting
- Introduction to Management
- Microeconomics
- Quantitative Methods for Business

Semester 2

- Financial Markets
- Introduction to Management Accounting
- Macroeconomics
- Organisational Behavior
- MPU (U2)*
- MPU (U3)*

Year 2

Semester 3

- Corporate Finance
- Financial Reporting
- Management Accounting for Decision Making
- MPU (U1) - Module 1*
- MPU (U1) - Module 2*
- MPU (U4)*

Semester 4

- Advanced Corporate Finance
- Corporate Reporting I
- Investment Management
- Malaysian Taxation
- Research Methods

Year 3

Semester 5 (Short Semester) Internship

Semester 6

- Advanced Management Accounting
- Corporate Reporting II
- Project
- Elective I

Semester 7

- Credit Management
- Futures & Options
- Islamic Finance
- Personal Financial Planning
- Elective II

Electives

- Audit & Corporate Governance
- Business Ethics & Values
- Business Law
- Community Service
- Company Law in Malaysia
- Doing Business in Asia
- Human Resource Management
- Principles of Marketing
- Rules & Regulations of Futures & Options
- Strategic Management

NOTE:

* The Ministry of Education (MOE) requires all students to take Mata Pelajaran Umum (MPU) (i.e. General Studies) which is categorised under U1, U2, U3 and U4 within the duration of their studies. U1 modules are prescribed by MOE whereas U2, U3 and U4 modules are from a list of University Core Modules (UCM) prescribed as per the Programme Guide.

Career Options

- Accountant
- Auditor
- Entrepreneur
- Financial Analyst
- Financial Consultant
- Forensic Accountant
- Investment Analyst
- Market Analyst
- Tax Consultant



**Bachelor of
Arts (Hons)
Accounting &
Finance**



Bachelor of Business (Hons) Banking & Finance

KPT/JPS (N/343/6/0040) 02/17

Bachelor of Arts (Hons) Banking & Finance (UWE, UK)

**INTAKES:
MARCH
AUGUST**

This programme is designed to equip students with a background of banking and finance concepts, as well as knowledge and skills that allow for practical application in the modern-day workplace.

Students are prepared for a wide-array of careers in financial sectors, including financial consultancy, stock broker, commercial and investment banking, securities commission and central bank.

Graduates of this programme will learn how to harness their analytical skills to seek solutions via creative ideas. Students will also learn how to polish their interpersonal and communication skills.

3-Year Programme



Comprehensive Curriculum

- In-depth understanding of banking & finance via modules such as Money & Banking, Banking Law, Investment Management, Derivatives Securities, Islamic Finance, Doing Business in Asia, and Business Ethics & Values.

- Understanding of the capital market through modules by Securities Industry Development Corporation (SIDC) and Bursa Malaysia Derivatives, such as Futures & Options, and Rules & Regulations of Futures & Options.
- Understanding of financial planning through module by Credit Counseling & Debt Management Agency (an agency under Bank Negara Malaysia), such as the Personal Financial Planning.

Industry-relevant Curriculum

- The Module Adoption Programme (MAP) links theory to practice by inviting industry specialists such as CIMB Group to give lectures, share experiences, case studies and projects to enhance students' learning.
- Opportunity to embark on a fast-track employment programme (Exec Track Programme) with CIMA and KPMG for selected students.

Learning Beyond the Classroom

- Exposure to latest industry practices and trends via professional development activities such as business simulations, tea talks, dialogues, forum, workshops and scholarly updates.
- Service learning through community based projects, which cultivates students' civic responsibility and understanding of relationships between theory, practice, values and community.

Dynamic Internship Exposure

- Minimum 10-week internship exposes students to the real working environment and provides relevant skills for future employment.

Dual Award

- Students will receive equal recognition and certification from both Taylor's University and the University of the West of England (UWE), UK.

Programme Structure:

Year 1

Semester 1

- Business Communication
- Introduction to Accounting
- Introduction to Management
- Microeconomics
- Quantitative Methods for Business

Semester 2

- Introduction to Finance
- Macroeconomics
- Organisational Behavior
- Principles of Marketing
- MPU (U2)*
- MPU (U3)*

Year 2

Semester 3

- Corporate Finance
- Derivatives Securities
- Money & Banking
- MPU (U1) - Module 1*
- MPU (U1) - Module 2*
- MPU (U4)*

Semester 4

- Bank Management
- Banking Law
- Financial Markets
- Investment Management
- Research Methods

Year 3

Semester 5 (Short Semester) Internship

Semester 6

- Comparative Banking
- Internet Banking
- Project
- Elective I

Semester 7

- Credit Management
- Futures & Options
- Islamic Finance
- Personal Financial Planning
- Elective II

Electives

- Advanced Corporate Finance
- Business Ethics & Values
- Business Law
- Company Law in Malaysia
- Cross Cultural Management
- Doing Business in Asia
- Human Resource Management
- Principles of Marketing
- Rules & Regulations of Futures & Options

NOTE:

* The Ministry of Education (MOE) requires all students to take Mata Pelajaran Umum (MPU) (i.e. General Studies) which is categorised under U1, U2, U3 and U4 within the duration of their studies. U1 modules are prescribed by MOE whereas U2, U3 and U4 modules are from a list of University Core Modules (UCM) prescribed as per the Programme Guide.

Career Options

- Credit Manager
- Credit Processing
- Corporate Treasurer
- Finance Manager
- Financial Research Analyst
- Fund Manager
- Investment Analyst
- Mortgage Sales
- Remisier
- Risk Management Manager



**Bachelor of
Business (Hons)
Banking &
Finance**



Bachelor of Business (Hons) Finance & Economics

KPT/JPS (N/343/6/0039) 02/17

Bachelor of Arts (Hons) Economics (UWE, UK)

**INTAKES:
MARCH
AUGUST**

This programme is designed to equip students with in-depth understanding of economic behaviour and an extensive knowledge of the financial sector, drawing upon the many insights of modern theories in economics and finance.

Through this programme, students will develop methodological approaches and knowledge required to analyse and evaluate the complexities of financial markets. Students will discover more about capital markets and investment decision-making, option pricing as well as national economies on a macro-economic level.

Graduates from this programme will ultimately acquire relevant insight and capabilities that enable them to hold positions of great responsibility in the economic and financial system, financial institutions, international organisations, supervisory authorities and central banks.

3-Year Programme



Professional Accreditation

- Graduates will be provided with a solid foundation to pursue the Chartered Financial Analyst (CFA) programme.

Comprehensive Curriculum

- In-depth understanding in business, finance and economics via modules such as Applied Econometrics, International Economic Theory & Policy, Investment

Management, Islamic Finance, Doing Business in Asia and Business Ethics & Values.

- Understanding of the capital market through modules by Securities Industry Development Corporation (SIDC) and Bursa Malaysia Derivatives, such as Futures & Options, and Rules & Regulations of Futures & Options.
- Understanding of financial planning through module by Credit Counseling & Debt Management Agency (an agency under Bank Negara Malaysia), such as the Personal Financial Planning.

Industry-relevant Curriculum

- The Module Adoption Programme (MAP) links theory to practice by inviting industry specialists such as KPMG to give lectures, share experiences, case studies and projects to enhance students' learning.
- Opportunity to embark on a fast-track employment programme (Exec Track

Programme) with CIMA and KPMG for selected students.

Learning Beyond the Classroom

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Programme Structure:

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- Introduction to Management
- Microeconomics
- Quantitative Methods for Business

Semester 2

- Introduction to Finance
- Macroeconomics
- Organisational Behavior
- Principles of Marketing
- MPU (U2)*
- MPU (U3)*

Year 2

Semester 3

- Corporate Finance
- International Trade & Multinational Business
- Modelling & Estimation
- MPU (U1) - Module 1*
- MPU (U1) - Module 2*
- MPU (U4)*

Semester 4

- Advanced Corporate Finance
- Financial Markets
- Investment Management
- Research Methods

Semester 5 (Short Semester) Internship I

Year 3

Semester 6

- Applied Econometrics
- International Economic: Theory & Policy
- Project
- Elective I

Semester 7

- Credit Management
- Futures & Options
- Islamic Finance
- Personal Financial Planning
- Elective II

Semester 8 (Short Semester) Internship II

Electives

- Business Ethics & Values
- Business Law
- Cross Cultural Management
- Developmental Economics
- Doing Business in Asia
- Human Resource Management
- Industrial Economics
- Principles of Marketing
- Rules & Regulations of Futures & Options

NOTE:

* The Ministry of Education (MOE) requires all students to take Mata Pelajaran Umum (MPU) (i.e. General Studies) which is categorised under U1, U2, U3 and U4 within the duration of their studies. U1 modules are prescribed by MOE whereas U2, U3 and U4 modules are from a list of University Core Modules (UCM) prescribed as per the Programme Guide.

Career Options

- Bank Manager
- Corporate Treasurer
- Financial Analyst
- Financial Manager
- Financial Planner
- Fund Manager
- Remisier
- Investment Manager



**Bachelor of
Business (Hons)
Finance &
Economics**

Taylor's Postgraduate Programmes

+ Taylor's MBA (Master of Business Administration)

KPT/JPS (N/340/7/0427) 05/19

Assessment : Coursework, Exams & Dissertation
Duration : Full Time - 1 year
: Part Time - min. 1 year, max. 5 years

This programme is designed to provide students with a foundation of business knowledge, insights and skills to help students succeed anywhere in the world. Taylor's MBA emphasise development of personal leadership styles, goals, and competencies. Students hone key skills required of top executives: working with management, shareholders, stakeholders, as well as managing teams and relationships.

+ Master in Finance

KPT/JPS (KA11525) 09/15

Assessment : Coursework & Exams
Duration : Full Time - 1 year
: Part Time - min. 1.5 years, max. 5 years

This programme provides comprehensive training and highly marketable skills, grooming students towards a privileged position in the finance industry. It provides a solid understanding of financial management principles and their application to corporate financial policy, as well as financial markets and knowledge of derivative assets. Master in Finance also equips students with the appropriate skills for analysing and interpreting developments in financial practice.

+ Master in Management

KPT/JPS (KA11524) 09/15

Assessment : Coursework & Exams
Duration : Full Time - 1 year
: Part Time - min. 1.5 years, max. 5 years

This programme is designed to produce successful managers who are capable of strategic and critical business thinking. Students will be trained to manage an organisation more efficiently by employing effective problem-solving skills, competent evaluation and research skills as well as in-depth knowledge in the core areas of management. It is an ideal programme for those who are seeking a career in management or whose current industry role requires enhanced managerial and leadership capabilities practice.

+ Doctor of Philosophy (Business)

KPT/JPS (N/340/8/0042) 03/16

Assessment : Research
Duration : Full Time - min. 2 years, max. 6 years
: Part Time - min. 4 years, max. 8 years

This is a research-based programme, whereby students are required to attend the Research Methods and Advanced Research Methods modules in their first year of candidature. The programme provides the opportunity for postgraduate students to develop the ability to achieve significant research in a specific area of Accounting, Banking & Finance, Consumer Behaviour, Economics, Marketing and Management. Students will work closely with their chosen supervisors who will provide guidance and support in key areas of research.

Graduates of these programmes will be able to make positive contributions and play integral roles in the growth of nonprofits, entrepreneurial ventures, and with the advent of new technologies change the way people think about and do business.

 For more information, please contact Taylor's Graduate School (TGS) at (603) 5629 5000 or email to postgraduate@taylors.edu.my or visit us at www.taylors.edu.my/tgs.

Taylor's Centre for CPE

Taylor's Centre for Continuing Professional Education (CPE)

Learning is a lifelong journey. Established in 1996, Taylor's Centre for Continuing Professional Education (CPE) has been helping professionals to develop their skills and expertise through enrichment programmes that are tailored to their specific interest and needs. From enhancing skills to maximising performance, our specialised programmes are designed to enable career advancement and help enrich lives.

At Taylor's Centre for CPE, we believe in nurturing potential talents and bringing out the best in each and every individual.

 For more information, please contact Taylor's Centre for Continuing Professional Education (CPE) at (603) 5629 5000 email to cpe@taylors.edu.my or visit us at www.taylors.edu.my/cpe.

Enrolment Information

How To Apply

Step 1: Choose your programme

- Please review the information in the prospectus and speak to our counselors for advice.
- Indicate the programme that you wish to apply for.
- Take a look at the intake dates and decide on your preferred intake.
- Kindly ensure that you adhere to the application deadlines.

Step 2: Check Entry Requirements

- Please check the entry requirements to ensure that you fulfill the necessary criteria for the programme you wish to apply for.
- Applicants to the School of Architecture, Building & Design, School of Medicine and School of Pharmacy are subject to additional admission procedures and forms. You may check with our counselors / website for further details.
- All applicants applying for Undergraduate programmes must meet our English Language requirements.

Step 3: Check Documentation Requirements and Deadlines

- Compile all the required documents to apply for the programme.
- Kindly ensure that you check the deadlines for submission, and submit the documents on or before the mentioned date.

Step 4: Submit Application Form

- Please ensure that you fill up the Application Form completely and accurately.
- All applicants are required to pay a registration / processing fee.
- All international students are required to pay an additional International Student Charge.

Step 5: Apply for Scholarships, Bursaries & Financial Aid

- Application for scholarships, bursaries and loans require separate applications.
- Please refer to the Scholarships, Bursaries & Financial Aid booklet to check if you are eligible to apply.
- To apply, follow the instructions in the booklet or speak to our counselors.

Step 6: Apply for Student Residences

- Applications for on-campus Student Residences require a separate application.
- Applicants interested in living on-campus have to apply through U Residences.

Step 7: Check Status of your VISA Application (For Non - Malaysians)

- All international students who are applying to study at Taylor's University must apply for a student pass.
- Please consult an International Students Officer for more information.

This publication contains information, which is current as of July 2014. Changes in circumstances after this date may impact upon the accuracy or timeliness of the information. Taylor's University does its best to ensure that the information contained herein is accurate, but reserves the right to change any information described in this prospectus without notice. Readers are responsible for verifying information that pertains to them by contacting the university.

Taylor's University, Lakeside Campus

(JPT/BPP/1000-801/67/Jld.2(32) KPT/JPS/DFT/US/B21)

No. 1, Jalan Taylor's, 47500 Subang Jaya,
Selangor Darul Ehsan, Malaysia.

Tel : 603-5629 5000 Fax : 603-5629 5001

E-mail : admissions@taylors.edu.my

www.taylors.edu.my

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|------------------------|-------------------------------|--------------------|
| • Penang Office | Tel : 604-899 9396 | Fax : 604-899 9596 |
| • Johor Bahru Office | Tel : 607-351 3692 / 351 3694 | Fax : 607-351 3689 |
| • Kuantan Office | Tel : 609-566 3709 | Fax : 609-566 3710 |
| • Kuching Office | Tel : 6082-410 818 / 417 909 | Fax : 6082-410 616 |
| • Kota Kinabalu Office | Tel : 6088-486 936 / 486 937 | Fax : 6088-486 938 |

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