



TAYLOR'S
UNIVERSITY

Wisdom • Integrity • Excellence

TAYLOR'S UNIVERSITY SUMMER PROGRAMME IN EVENTS MANAGEMENT

6 to 19 August 2023



Taylor's University is a member of the Taylor's Education Group. It has become one of Malaysia's most successful and reputable private higher education institutions.

Taylor's has continuously provided excellent services for its students in terms of comprehensive study options, inspiring curriculum and teaching methods, progressive partnerships with leading universities worldwide, strong industry linkages, state-of-the-art facilities.





1st in Malaysia, 16th in the World

For Hospitality and Leisure Management*

The hospitality, tourism and events sectors are growing at an exponential pace and Taylor's School of Hospitality, Tourism and Events (SHTe) prides itself on matching every stride of this growth. With its dynamic programmes and outlook, it is obvious why SHTe leads the way for hospitality education in Southeast Asia. The facts are clearly in the figures for this achievement and SHTe continues to raise the bar as a highly admired award-winning school.

**based on QS World University Rankings by Subject 2022.*

COURSE HIGHLIGHT

1. To equip students with knowledge and skills in managing different type of events.
2. To be immersed in the Malaysian multicultural environment.
3. To explore the multicultural work context in the Malaysian Event Industry.
4. To engage students with industry experts through sharing informative experiences.

LEARNING OUTCOME

Upon completion of this programme, student should be able to:

1. Describe the principles of events management.
2. Apply skills and knowledge obtained through interactive sessions with experts from the event industry.
3. Reflect on the new and unfamiliar cultural experienced in Malaysia.



ASSESSMENT



Students are required to attend and participate in all the workshop activities throughout the two weeks.



Students are required to prepare a VLOG not more than 3 minutes reflect on their learning experiences throughout the summer programme.

LIFE CHANGING AND ENRICHING EXPERIENCES IN A CULTURAL HOTSPOT

Taylor's University Summer Programme is offered at the equivalent of 3 ECTS. Students who have successfully completed the Programme will be issued with a Certificate of Participation. Should transfer of credits be required, please check with your home institution if the certificate can be accepted alongside with a verification letter from the organizing school.

Programme fees:

USD1200 for participants from partner universities.

USD1400 for participants from non-partner universities.

Price is inclusive of accommodation, experiential learning, welcome and farewell reception and cultural tours. Payment made is non-refundable if the participant is not able to fulfill the travel requirements as imposed by the authorities of Malaysia.

Exclusion:

Flight tickets, travel insurance, health insurance, Social Visit Pass (SVP) and living costs are to be borne by the students. Proof of purchase is required for travel insurance and health insurance.

Accommodation:

Twin sharing room in student accommodation, or in a 3-star hotel as arranged by Taylor's University.

Minimum Participants:

10 students for the programme to commence.

Travel Requirements:

- International students/participants must submit an application for a Social Visit Pass (SVP) to Immigration Department of Malaysia (IMM) through [Education Malaysia Global Services \(EMGS\)](#).
- Participants are required to have travel insurance and health insurance that cover participants throughout the duration of the programme;
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All participants must adhere to and fulfill the travel requirement as announced and imposed by the authorities of Malaysia such as the Immigration Department, Ministry of Health, Ministry of Education, Ministry of Higher Education, etc.

Application Deadline: 31 May 2023

Online Application is available at www.taylors.edu.my/applysp or write to summer@taylors.edu.my for further enquiries.

PROGRAMME HIGHLIGHTS

WEEK 1	PROGRAMME ITINERARY
DAY 1 SUNDAY	<ul style="list-style-type: none"> Check in to designated accommodation service
DAY 2 MONDAY	<ul style="list-style-type: none"> Orientation and Welcome Speech by Head of School & Programme Director Teambuilding and Workshop (Ice Breaking)
DAY 3 TUESDAY	<ul style="list-style-type: none"> Workshop 1: Scope and Nature of Event Management Workshop 2: Event Concept Development
DAY 4 WEDNESDAY	<ul style="list-style-type: none"> Industry Workshop 1: Event Entertainment, Staging and Design Expert Series 1: The Secrets to Keep Your Audience Entertained, a Case Study of Malaysia
DAY 5 THURSDAY	<ul style="list-style-type: none"> Workshop 3: Event Marketing Workshop 4: Innovative Event Marketing
DAY 6 FRIDAY	<ul style="list-style-type: none"> Expert Series 2: How to Market Your Event in Southeast Asia (SEA) with or without Social Media Workshop 5: Event Poster Designing
DAY 7 SATURDAY	Free and Easy



WEEK 2	PROGRAMME ITINERARY
DAY 8 SUNDAY	Free and Easy
DAY 9 MONDAY	<ul style="list-style-type: none"> Workshop 6: The Malaysian Event Culture (Protocol and Taboo) Workshop 7: Event Logistics & Risk Management
DAY 10 TUESDAY	<ul style="list-style-type: none"> Industry Workshop 2: The Future of Event Industry in Malaysia Workshop 8: Networking with Event Management Student
DAY 11 WEDNESDAY	<ul style="list-style-type: none"> Expert Series 3: The Role of Technology in Event Industry through Event Software Used in Malaysia Field Visit: Networking with the Malaysian Industry Expert (MACEOS Leaders)
DAY 12 THURSDAY	<ul style="list-style-type: none"> Workshop 9: Clearing and Closing of Event Expert Series 4: Bringing Your Audience to the Next Event
DAY 13 FRIDAY	<ul style="list-style-type: none"> Vlog Submission and Group Sharing Session Certificate Giving Ceremony
DAY 14 SATURDAY	<ul style="list-style-type: none"> Check out from accommodation service and return to homeland

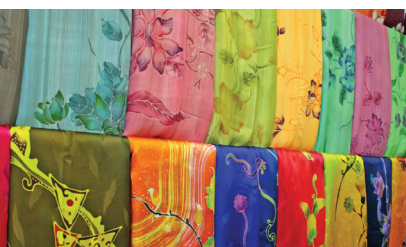
WHAT TO EXPECT IN MALAYSIA?

Malaysia is one of Southeast Asia's top travel destinations, possessing an endless range of attractions and activities that cater for the cosmopolitan shopper, cultural enthusiast, historical buff and nature-lover. Malaysia is well known for Multiculturalism, which has not only made Malaysia a gastronomical paradise, but also made Malaysia home to hundreds of colourful festivals. As a people, Malaysians are very warm and friendly. Geographically, Malaysia is as diverse as its culture. Let's explore the variety of cultures in Malaysia.



KUALA LUMPUR CITY CENTRE (KLCC)

Located in the KL city centre, the Petronas Twin Towers' architecture is Islamic-inspired and the buildings primarily house the corporate headquarters of the Petronas Company and other offices. Petronas Twin Towers has two identical 88-storey buildings whereby both towers are joined at the 41st and 42nd floors (175m above street level) by a 58.4 metre-long, double-decker Skybridge.



CENTRAL MARKET

Built in 1928, the Central Market, also known as Pasar Seni is just a short walk away from Petaling Street, along Jalan Hang Kasturi. The focus for the city's artistic community, inside the building is a warren of boutiques, handicraft and souvenir stalls with traders selling local merchandise such as authentic Malaysian batik prints and more.



BATU CAVES

Batu Caves is a limestone hill comprising of three major caves and a number of smaller ones. This 100-year-old temple features idols and statues erected inside and around the main caves and are frequented by visitors from all over the world throughout the year. Incorporated with interior limestone formations said to be around 400 million years old, the temple is considered an important religious landmark by Hindus.



SULTAN ABDUL SAMAD BUILDING

Constructed entirely of brick, the Sultan Abdul Samad building features strong gothic, western and Moorish-style influences with an imposing porch, graceful arches, curved colonnades topped with shiny copper cupolas and a domineering 41.2m-high clock tower. It is frequently seen as the backdrop for Malaysia's annual Independence Day parades, which takes place at Dataran Merdeka.



Global Mobility

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Tel: +603-5629 5000 | Website: www.taylors.edu.my





**TAYLOR'S
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TAYLOR'S UNIVERSITY SUMMER PROGRAMME IN HOSPITALITY MANAGEMENT

6 to 19 August 2023



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Taylor's School of Hospitality, Tourism and Events

**1st in Malaysia,
16th in the World
For Hospitality and Leisure
Management***



The hospitality, tourism and events sectors are growing at an exponential pace and Taylor's School of Hospitality, Tourism and Events (SHTe) prides itself on matching every stride of this growth. With its dynamic programmes and outlook, it is obvious why SHTe leads the way for hospitality education in Southeast Asia. The facts are clearly in the figures for this achievement and SHTe continues to raise the bar as a highly admired award-winning school.

**based on QS World University Rankings by Subject 2022.*

Taylor's University Summer Programme in Hospitality Management

Course Highlights

1. To introduce the global hospitality trends to expound the students understanding on the hospitality industry setting.
2. To provide the students an overview of the international chain of hotels in Malaysia.
3. To take the students on various field trips to enhance their know-how of the various key sectors of the global hospitality industry.
4. To introduce the students to the key players of the industry to gear them for their future careers.

Learning Outcomes

Upon successful completion of this programme, students should be able to:

1. Explore the know-how of hospitality management in the Malaysian context from an operational point of view.
2. Expound on the insights of management of the hospitality industry in Malaysia.
3. Experience the different business practices among the international hotel chains in Malaysia.
4. Acquire a sound understanding of the Malaysian hospitality industry and its cultural dimensions.

Assessment

The students are required to compile a 2-minute Project-based Video to capture their key learning points throughout the summer programme that will be uploaded on social media and a group presentation of the same on the final day of the summer programme or as per the schedule.

70%

2-minute Video uploaded
on Social Media

30%

Group Presentation
of the Reflective
Journal

Life Changing and Enriching Experiences in a Cultural Hotspot

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Programme fees:

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Exclusion:

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Accommodation:

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Minimum Participants:

10 students for the programme to commence.

Travel Requirements:

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PROGRAMME HIGHLIGHTS

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DAY 2 MONDAY	<ul style="list-style-type: none">• Welcome Reception and Programme Briefing• Campus Tour and Welcome Lunch• Workshop 1: Malaysian Language, Culture and Customs	
DAY 3 TUESDAY	<ul style="list-style-type: none">• Workshop 2: Intercultural Management at the Workplace• Workshop 3: Human Resource Management: Dealing with Multicultural Perspectives	
DAY 4 WEDNESDAY	<ul style="list-style-type: none">• Workshop 4: Hospitality Management: The Life of a General Manager• Field Visit 1: IHG Group; Holiday Inn Express KL City Center	
DAY 5 THURSDAY	<ul style="list-style-type: none">• Field Visit 2: Hilton Worldwide Group• Field Visit 3: Marriott International Group	
DAY 6 FRIDAY	Kuala Lumpur Cultural Tour	
DAY 7 SATURDAY	Free and Easy	
		
WEEK 2	PROGRAMME ITINERARY	
DAY 8 SUNDAY	Free and Easy	
DAY 9 MONDAY	<ul style="list-style-type: none">• Workshop 5: Food & Beverage Trends in Malaysia: Café and Barista Business Perspectives• Field Visit 4: DeGayo Factory; from Bean to Coffee, Management of a Process (Supply Chain)	
DAY 10 TUESDAY	<ul style="list-style-type: none">• Workshop 6: Butler Service and Guest Experience• Workshop 7: Luxury Brand Management	
DAY 11 WEDNESDAY	<ul style="list-style-type: none">• Workshop 8: Revenue Management• Workshop 9: Guest Service Management	
DAY 12 THURSDAY	<ul style="list-style-type: none">• Field Visit 5: Resorts World Genting (Casino, Food & Beverage, Hotels, Integrated Resort)	
DAY 13 FRIDAY	<ul style="list-style-type: none">• Group Presentation of the Reflective Journal• Submission of a 2-minute Video uploaded on Social Media• Farewell Reception and Lunch• Free and Easy	
DAY 14 SATURDAY	<ul style="list-style-type: none">• Check out from accommodation service and return to homeland	

WHAT TO EXPECT IN MALAYSIA?

Malaysia is one of Southeast Asia's top travel destinations, possessing an endless range of attractions and activities that cater for the cosmopolitan shopper, cultural enthusiast, historical buff and nature-lover. Malaysia is well known for Multiculturalism, which has not only made Malaysia a gastronomical paradise, but also made Malaysia home to hundreds of colourful festivals. As a people, Malaysians are very warm and friendly. Geographically, Malaysia is as diverse as its culture. Let's explore the variety of cultures in Malaysia.



KUALA LUMPUR CITY CENTRE (KLCC)

Located in the KL city centre, the Petronas Twin Towers' architecture is Islamic-inspired and the buildings primarily house the corporate headquarters of the Petronas Company and other offices. Petronas Twin Towers has two identical 88-storey buildings whereby both towers are joined at the 41st and 42nd floors (175m above street level) by a 58.4 metre-long, double-decker Skybridge.



CENTRAL MARKET

Built in 1928, the Central Market, also known as Pasar Seni is just a short walk away from Petaling Street, along Jalan Hang Kasturi. The focus for the city's artistic community, inside the building is a warren of boutiques, handicraft and souvenir stalls with traders selling local merchandise such as authentic Malaysian batik prints and more.



BATU CAVES

Batu Caves is a limestone hill comprising of three major caves and a number of smaller ones. This 100-year-old temple features idols and statues erected inside and around the main caves and are frequented by visitors from all over the world throughout the year. Incorporated with interior limestone formations said to be around 400 million years old, the temple is considered an important religious landmark by Hindus.



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TAYLOR'S UNIVERSITY SUMMER PROGRAMME IN TOURISM MANAGEMENT

6 to 19 August 2023



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COURSE HIGHLIGHT

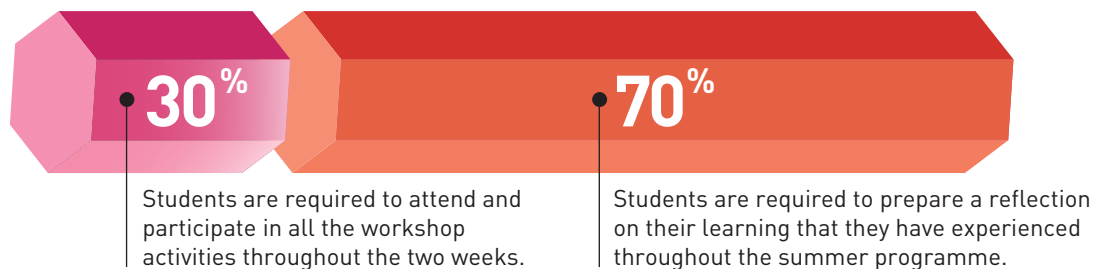
1. To equip students with knowledge and skills in managing different types of tourism activities.
2. To be immersed in the Malaysian multicultural environment.
3. To explore the rich natural tourism resources in Malaysia.
4. To engage students with industry experts through sharing informative experiences.

LEARNING OUTCOME

Upon completion of this programme, student should be able to:

1. Explore the diverse tourist attractions available in Malaysia.
2. Apply Tourism Management skills and knowledge obtained through interactive sessions with experts from the Malaysian tourism industry.
3. Reflect on the new and unfamiliar cultural experiences in Malaysia.

ASSESSMENT



LIFE CHANGING AND ENRICHING EXPERIENCES IN A CULTURAL HOTSPOT

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Minimum Participants:

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PROGRAMME HIGHLIGHTS

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DAY 1 SUNDAY	<ul style="list-style-type: none"> Arrival and registration Accommodation arrangement
DAY 2 MONDAY	<ul style="list-style-type: none"> Orientation and welcome speech by the Head of School & Programme Director Teambuilding (ice breaking) Networking with tourism management students Nature Tourism Activity <ul style="list-style-type: none"> Skywalk and trekking at Forest Research Institute Malaysia (FRIM)
DAY 3 TUESDAY	City Tour – Heritage Tourism <ul style="list-style-type: none"> Explore the city of Malacca
DAY 4 WEDNESDAY	Workshop 1: Cultural Tourism <ul style="list-style-type: none"> Identify the cultural diversities in Malaysia Cultural performance @ MATIC 3-4pm
DAY 5 THURSDAY	Workshop 2: Agrotourism <ul style="list-style-type: none"> Experience the agrotourism business, farm in the city concept
DAY 6 FRIDAY	City Tour – Urban Tourism <ul style="list-style-type: none"> Explore the beauty of the city of Kuala Lumpur
DAY 7 SATURDAY	<ul style="list-style-type: none"> Free and Easy



WEEK 2	PROGRAMME ITINERARY
DAY 8 SUNDAY	<ul style="list-style-type: none"> Free and Easy
DAY 9 MONDAY	Workshop 3: Sustainable Tourism <ul style="list-style-type: none"> Explore the concept of sustainable tourism Experience the beauty of the Mah Meri Village
DAY 10 TUESDAY	Industry Workshop 1: Tour Operation <ul style="list-style-type: none"> Creating tour package in the context of Malaysia Discussion from the lens of industry partners Coastal Tourism <ul style="list-style-type: none"> Take advantage of the charms of Port Dickson by exploring the destination
DAY 11 WEDNESDAY	Industry Workshop 2: Airline Management <ul style="list-style-type: none"> Visit to Malaysia Airline Academy Nature-Based Tourism Excursion <ul style="list-style-type: none"> Visit Kuala Selangor Nature Park Visit Melawati Hill
DAY 12 THURSDAY	Expert Series: Health & Wellness <ul style="list-style-type: none"> Explore and practice the world of Ayurveda by yoga experts Activities <ul style="list-style-type: none"> Presentation work/ Batu Caves
DAY 13 FRIDAY	<ul style="list-style-type: none"> Assessment presentation and sharing session Certificate-giving ceremony Closing ceremony
DAY 14 SATURDAY	<ul style="list-style-type: none"> Check out from accommodation service and return to homeland

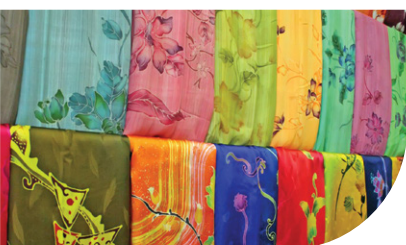
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READER'S DIGEST TRUSTED BRAND GOLD AWARDS



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TAYLOR'S UNIVERSITY SUMMER PROGRAMME IN MALAYSIAN CULTURE, HERITAGE AND GASTRONOMY

In today's ever-changing global corporate climate, having a university degree is no longer the sole criteria to succeed in a career. Graduates must be equipped with necessary soft skills to succeed in the working world and most importantly be prepared to compete locally and internationally. One of the most important traits graduates today must have to succeed in the global job market is cultural adaptability.

Jointly organized by the School of Architecture, Building and Design (SABD), School of Food Studies and Gastronomy (SFSG), School of Management and Marketing (SOMM) and Taylor's Law School (TLS), this unique summer programme seeks to provide students the opportunity to study and live in a new country to enhance their international experience and to help develop their cross-cultural competencies.



COURSE HIGHLIGHT

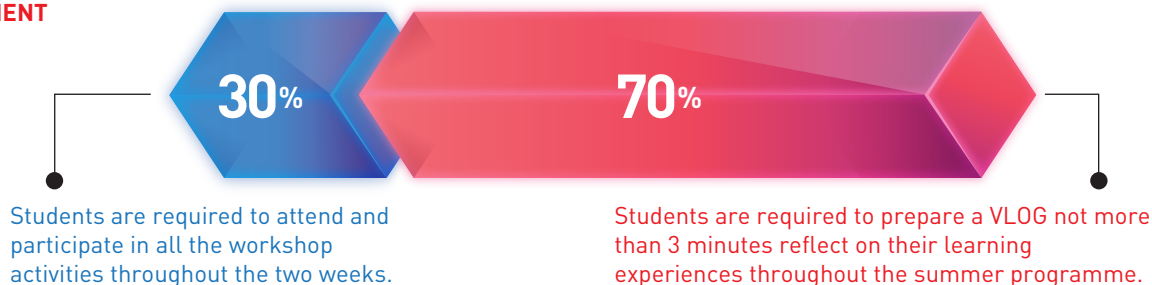
1. Immersed in the Malaysian multicultural and heritage environment.
2. Fun learning environment via a mixture of workshops, kitchen classes, field trips, and city tour.
3. Diverse field of learning components – architecture and building, business, gastronomy and legal.

LEARNING OUTCOME

Upon completion of this programme, students should be able to:

1. Experience and explore the Malaysian architectural heritage (history, style, and values) as well as the rejuvenation of the old Kuala Lumpur into a contemporary creative city.
2. Appreciate and explore Malaysian art and culture through hands on experiences.
3. Understand fundamentals of Malaysians eating habits through field trips.
4. Execute Malaysian food preparation and production techniques.
5. Reflect on the new and unfamiliar cultural experience in Malaysia.

ASSESSMENT



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Exclusion:

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Accommodation:

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Minimum Participants:

15 students for the programme to commence.

Travel Requirements:

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PROGRAMME HIGHLIGHTS

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DAY 1 SUNDAY	<ul style="list-style-type: none"> • Arrival and check in to respective accommodation
DAY 2 MONDAY	<ul style="list-style-type: none"> • Welcome Reception, Introduction and Ice Breaking • Campus Tour and Welcome Lunch • Workshop - Malaysian Language, Culture and Customs
DAY 3 TUESDAY	<ul style="list-style-type: none"> • Malacca City Tour
DAY 4 WEDNESDAY	<ul style="list-style-type: none"> • SABD - Field Visit 1: Kuala Lumpur Heritage & Creative City
DAY 5 THURSDAY	<ul style="list-style-type: none"> • SABD - Field Visit 2: Craft and Tradition
DAY 6 FRIDAY	<ul style="list-style-type: none"> • Kuala Lumpur City Tour
DAY 7 SATURDAY	Free and Easy



WEEK 2	PROGRAMME ITINERARY
DAY 8 SUNDAY	Free and Easy
DAY 9 MONDAY	<ul style="list-style-type: none"> • SFSG – Go Behind the Scenes: Malaysian Gastronomy and Eating Habits • Introduction to Malaysian Gastronomy • Ingredients in Malaysian Cuisine • Malay Cuisine Workshop • Malay Culture Delightful Experience
DAY 10 TUESDAY	<ul style="list-style-type: none"> • SFSG – Go Behind the Scenes: Malaysian Gastronomy and Eating Habits • Chinese Cuisine Workshop • Exploring Chinese Imperial Cuisine • Field Trip to one of the Malaysian Restaurant
DAY 11 WEDNESDAY	<ul style="list-style-type: none"> • TLS – A seminar on Introduction to Indigenous Communities of Malaysia and Rights under the Federal Constitution • Field Visit: Indigenous Peoples' Settlement
DAY 12 THURSDAY	<ul style="list-style-type: none"> • SOMM - Business Competitive Landscape
DAY 13 FRIDAY	<ul style="list-style-type: none"> • Student Sharing Session / VLOG Presentation • Farewell Reception and Lunch • Free and Easy
DAY 14 SATURDAY	<ul style="list-style-type: none"> • Check out from accommodation and return to homeland

WHAT TO EXPECT IN MALAYSIA?

Malaysia is one of Southeast Asia's top travel destinations, possessing an endless range of attractions and activities that cater for the cosmopolitan shopper, cultural enthusiast, historical buff and nature-lover. Malaysia is well known for Multiculturalism, which has not only made Malaysia a gastronomical paradise, but also made Malaysia home to hundreds of colourful festivals. As a people, Malaysians are very warm and friendly. Geographically, Malaysia is as diverse as its culture. Let's explore the variety of cultures in Malaysia.



KUALA LUMPUR CITY CENTRE (KLCC)

Located in the KL city centre, the Petronas Twin Towers' architecture is Islamic-inspired and the buildings primarily house the corporate headquarters of the Petronas Company and other offices. Petronas Twin Towers has two identical 88-storey buildings whereby both towers are joined at the 41st and 42nd floors (175m above street level) by a 58.4 metre-long, double-decker Skybridge.



CENTRAL MARKET

Built in 1928, the Central Market, also known as Pasar Seni is just a short walk away from Petaling Street, along Jalan Hang Kasturi. The focus for the city's artistic community, inside the building is a warren of boutiques, handicraft and souvenir stalls with traders selling local merchandise such as authentic Malaysian batik prints and more.



BATU CAVES

Batu Caves is a limestone hill comprising of three major caves and a number of smaller ones. This 100-year-old temple features idols and statues erected inside and around the main caves and are frequented by visitors from all over the world throughout the year. Incorporated with interior limestone formations said to be around 400 million years old, the temple is considered an important religious landmark by Hindus.



SULTAN ABDUL SAMAD BUILDING

Constructed entirely of brick, the Sultan Abdul Samad building features strong gothic, western and Moorish-style influences with an imposing porch, graceful arches, curved colonnades topped with shiny copper cupolas and a domineering 41.2m-high clock tower. It is frequently seen as the backdrop for Malaysia's annual Independence Day parades, which takes place at Dataran Merdeka.



Global Mobility

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