



TAYLOR'S
UNIVERSITY

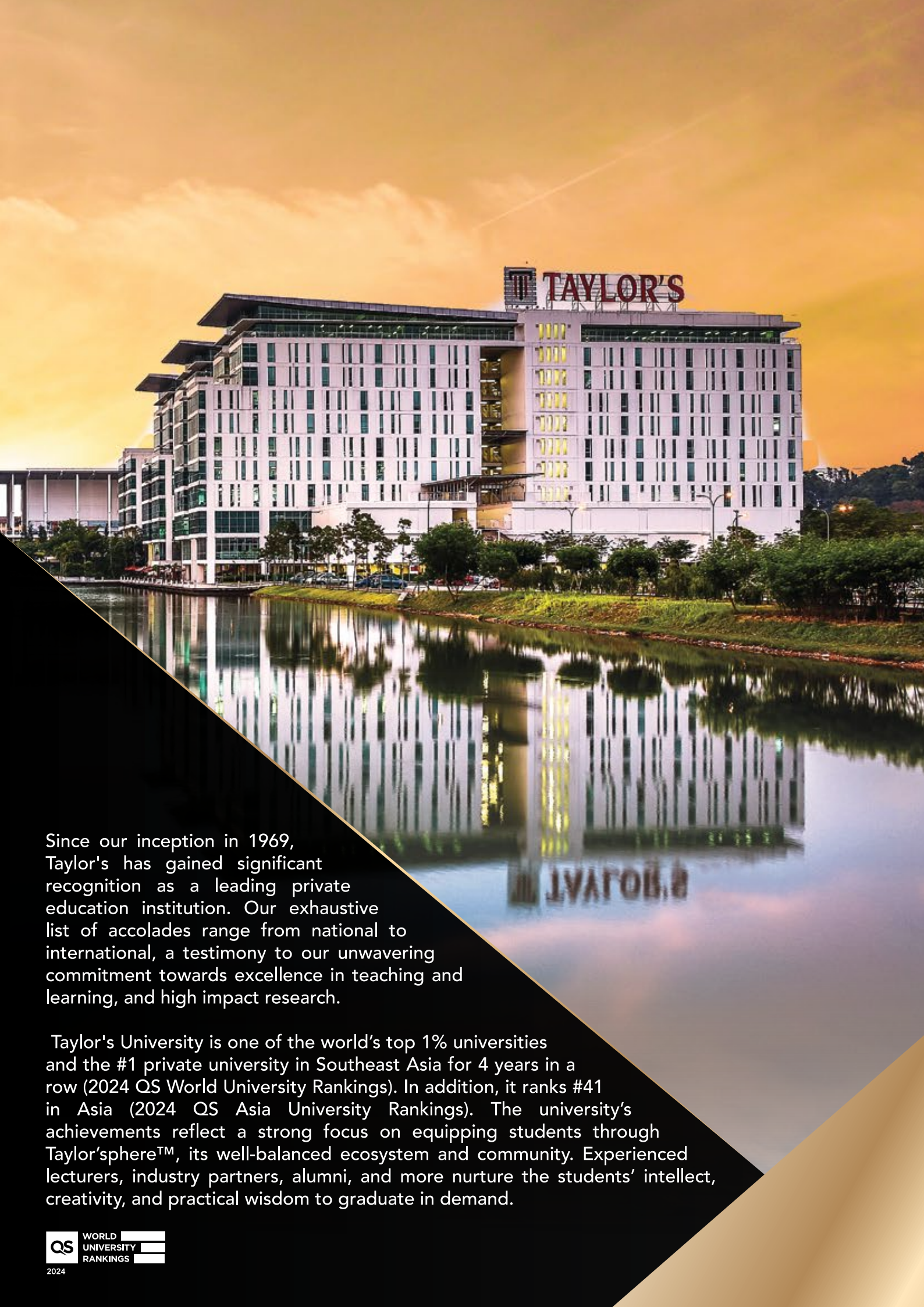
Wisdom · Integrity · Excellence



TAYLOR'S UNIVERSITY EDUTOURISM/
SUMMER PROGRAMME

HOSPITALITY MANAGEMENT

31 AUGUST - 15 SEPTEMBER 2024



Since our inception in 1969, Taylor's has gained significant recognition as a leading private education institution. Our exhaustive list of accolades range from national to international, a testimony to our unwavering commitment towards excellence in teaching and learning, and high impact research.

Taylor's University is one of the world's top 1% universities and the #1 private university in Southeast Asia for 4 years in a row (2024 QS World University Rankings). In addition, it ranks #41 in Asia (2024 QS Asia University Rankings). The university's achievements reflect a strong focus on equipping students through Taylor'sphere™, its well-balanced ecosystem and community. Experienced lecturers, industry partners, alumni, and more nurture the students' intellect, creativity, and practical wisdom to graduate in demand.

Taylor's School of Hospitality, Tourism and Events

Taylor's School of Hospitality, Tourism and Events (SHTE) stands tall in the World Top 20 and the No.1 Private University in Malaysia and Southeast Asia for Hospitality & Leisure, based on the QS World University Rankings by Subject 2024. We are committed to keeping pace with this dynamic industry, offering innovative programmes and a forward-looking approach. This is a testament to our exceptional teaching, research excellence and supportive learning community.

TAYLOR'S UNIVERSITY EDUTOURISM / SUMMER PROGRAMME IN HOSPITALITY MANAGEMENT

Course Highlights

- To introduce global hospitality trends to enhance students' understanding of the hospitality industry landscape.
- To take the students on immersive field trips to enhance their know-how of the various key sectors of the global hospitality industry.
- To provide the students with an overview of the international chain of hotels operating in Malaysia.
- To introduce students to the key players in the industry, preparing them for their future careers.

Learning Outcomes

- ✓ Upon successful completion of this programme, students should be able to:
 - Explore the know-how of hospitality management in the Malaysian context from an operational point of view.
 - Expound on the insights of management of the hospitality industry in Malaysia.
 - Experience the different business practices among the international hotel chains in Malaysia.
 - Acquire a sound understanding of the Malaysian hospitality industry and its cultural dimensions.

Assessment

Students are required to compile a 2-minute project-based video capturing their key learning points throughout the summer programme. This video will be presented during the group presentation on the final day of the summer programme or as per schedule.

70%
2-minute
video of the
learning
experience



30%
Group
Presentation
of the Reflective
Journal



LIFE CHANGING AND ENRICHING EXPERIENCES IN A CULTURAL HOTSPOT

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

Programme fees:

USD1800 inclusive of accommodation, experiential learning, welcome and farewell reception, and cultural tours. Payment made is nonrefundable if the participant is not able to fulfil the travel requirements as imposed by the authorities of Malaysia.

Exclusion:

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

Minimum Participants:

15 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;
- ☑ Return flight tickets to the home country for students/ participants using SVP must be presented at the international entry points.

(return flight ticket to a third country with reasonable justification is subject to Immigration Department of Malaysia's approval)

All participants must adhere to and fulfil 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: 21 June 2024

For enquiries, please write to summer@taylorsofmalaysia.edu.my

PROGRAMME HIGHLIGHTS

WEEK 1

PROGRAMME ITINERARY

- DAY 1 | SATURDAY
 - Arrival at KLIA and check in to designated accommodation
- DAY 2 | SUNDAY
 - Free and Easy
- DAY 3 | MONDAY
 - Welcome Reception and Programme Briefing
 - Campus Tour and Welcome Lunch
 - Workshop 1: Malaysian Language, Culture and Customs
- DAY 4 | TUESDAY
 - Workshop 2: Intercultural Management at the Workplace
 - Workshop 3: Human Resource Management: Dealing with Multicultural Perspectives
- DAY 5 | WEDNESDAY
 - Workshop 4: Hospitality Management: The Life of a General Manager
 - Field Visit 1: IHG Group; Holiday Inn Express KL City Center
- DAY 6 | THURSDAY
 - Field Visit 2: Hilton Worldwide Group
 - Field Visit 3: Marriott International Group
- DAY 7 | FRIDAY
 - Kuala Lumpur Cultural Tour

WEEK 2

PROGRAMME ITINERARY

- DAY 8 | SATURDAY
 - Malacca Cultural Tour
- DAY 9 | SUNDAY
 - Free and Easy
- DAY 10 | MONDAY
 - 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 11 | TUESDAY
 - Workshop 6: Butler Service and Guest Experience
 - Workshop 7: Luxury Brand Management
- DAY 12 | WEDNESDAY
 - Workshop 8: Revenue Management
 - Workshop 9: Guest Service Management
- DAY 13 | THURSDAY
 - Group Presentation of the Reflective Journal
 - Submission of a 2-minute Video
 - Farewell Reception and Lunch
- DAY 14 | FRIDAY
 - Free and Easy
- DAY 15 | SATURDAY
 - Check out from accommodation and return to homeland



What to expect in Malaysia?

Malaysia is one of Southeast Asia's top travel destinations, offering an endless range of attractions and activities catering to the cosmopolitan shopper, cultural enthusiast, history buff, and nature lover. Malaysia is also well known for its multiculturalism, which has not only made it a gastronomical paradise but also home to hundreds of colourful festivals with warm and friendly locals. 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, 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 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 is 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 take place at Dataran Merdeka.



QS WORLD UNIVERSITY RANKINGS

PERFORMANCE RATING BY MINISTRY OF HIGHER EDUCATION

READER'S DIGEST TRUSTED BRAND GOLD AWARDS

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