



TAYLOR'S
UNIVERSITY

Wisdom · Integrity · Excellence

TAYLOR'S UNIVERSITY EDUTOURISM/
SUMMER PROGRAMME

DOING BUSINESS IN ASIA

(Innovation, Culture and Entrepreneurship)

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.

Doing Business in Asia

(Innovation, Culture and Entrepreneurship)

ABOUT THE ORGANISER

Taylor's School of Management and Marketing is ranked No. 1 in Business & Management Studies among all Private Universities in Malaysia in the 2024 QS World Rankings by Subject. The school provides a crucial foothold for graduates to propel into the global arena, whether as future leaders of conglomerates or successful business owners. The school nurtures and develops students' practical capabilities and instils the right foundation for sustaining their business growth by exposing them to real-life scenarios and industry-relevant experiences that enhances student engagement. Programmes are recognised both locally and internationally and qualify for exemptions from professional bodies. Students receive equal recognition and certification from overseas institution partners.

Course Highlights

Asia is home to some of the most powerful markets and over the years, it has experienced tremendous economic growth. This programme intends to offer students an understanding on doing business in Asia. Learners will gain exposure to various aspects such as business strategies, cross-cultural issues, marketing management, and business operations. Ultimately, this programme strives to equip learners with an innovative and global mindset to appreciate the dynamic and emerging SEA markets as opportunities and to be aware of the business issues and challenges that arise from the diversified and culturally rich Asian business environments.

- **Understanding Doing Business in Asia**
 Understand the latest business concepts and marketing strategies that respond to the dynamics of the Asian business environment.
- **Exploration of International Environment**
 Explore the dynamic interplay between organisations and business systems with culture, ethnicity, world trade, and financial markets, and hence use the best ways to conduct business in ASEAN countries.
- **Development of Marketing Initiatives**
 Develop strategies and organisation design for successfully managing the operations of companies whose activities stretch across national boundaries in Asia.
- **International Challenges and Issues**
 Apply knowledge of the laws, foreign exchange and tariffs, making aware of import and export regulations and trade agreements when trading with foreign countries.

Learning Outcomes

The aim of this programme is to build an understanding of doing business in the dynamic Asia business environments. This module focuses on aspects of the business environments such as business strategies and practices, operations, marketing and management. This programme also explores the various issues and challenges of doing business in Asia in the global context. Upon completion of this course, students should be able to:

- Understand the different business practices and cultural dimensions in Asia.
- Propose appropriate business and marketing strategies in the global environment.
- Appraise the global trends, issues, and challenges in relation to doing business in ASEAN and Asia.

Assessment





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@taylors.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
 - Project Briefing
 - Workshop 2: Multiculturalism
 - Workshop 3: Doing Business in Asia
- DAY 5 | WEDNESDAY
 - Workshop 4: International Business
 - Workshop 5: Marketing Strategy
- DAY 6 | THURSDAY
 - Field Visit 1: MATRADE
 - Field Visit 2: Multinational Logistics Warehousing (CJ Century)
- 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
 - Field Visit 5: Eco-Business at Janda Baik
- DAY 11 | TUESDAY
 - Workshop 6: Emerging Market, Business Challenges and Risk Management
 - Venture Capitalists – Fund Raising
- DAY 12 | WEDNESDAY
 - Workshop 7: Economics of Happiness
 - Preparation for Business Pitching
- DAY 13 | THURSDAY
 - Business Pitching Session
 - Workshop 8: Batik Printing
- DAY 14 | FRIDAY
 - Group Presentation and Reflection
 - Farewell Reception and Lunch
- DAY 15 | SATURDAY
 - Free and Easy
- DAY 16 | SUNDAY
 - 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

Centre for Academic Programme Management
Block A, Level 2, Taylor's University Lakeside Campus, No.1 Jalan Taylor's, 47500 Subang Jaya, Selangor D.E, Malaysia.
Tel: +603-5629 5000 Website: www.taylors.edu.my

Taylor's University Sdn. Bhd. 198601000495 (149634-D) DU023 (B)