



**TAYLOR'S
UNIVERSITY**

Wisdom · Integrity · Excellence

TAYLOR'S UNIVERSITY SUMMER PROGRAMME IN HOSPITALITY MANAGEMENT

1 to 14 August 2021



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.

Taylor's School of Hospitality, Tourism and Events

**1st in Malaysia,
14th 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 2019*

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.

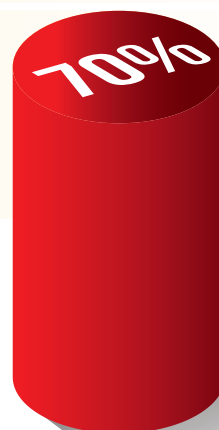
Learning Outcomes

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.



2-minute
Video uploaded
on Social Media



Group
Presentation
of the Reflective
Journal

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 inclusive of accommodation, group airport transfer, experiential learning, welcome and farewell reception and cultural tours.

Exclusion:

Flight tickets, travel and medical insurance, and living costs are to be borne by the students. Proof of purchase is required for travel and medical insurance.

Minimum Participants:

15 students for the programme to commence.

Accommodation:

Single room in a service apartment, or twin sharing room in a hotel as arranged by Taylor's University.

Application Deadline:

31 May 2021

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

PROGRAMME HIGHLIGHTS

WEEK 1	PROGRAMME ITINERARY	
DAY 1 SUNDAY	<ul style="list-style-type: none"> • Group Transfer from Airport • Check in to designated accommodation service 	
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 (Batu Caves, Kuala Lumpur City Centre, Central Market and Chinatown)	
DAY 7 SATURDAY	Malacca Cultural Tour	
DAY 8 SUNDAY	Free and Easy	
		
WEEK 2	PROGRAMME ITINERARY	
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 • Group Departure to Airport 	

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, handcraft 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.



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