



TAYLOR'S  
UNIVERSITY  
Wisdom • Integrity • Excellence

Welcome to

# Taylor's Digital Prospectus



# TAYLOR'S UNIVERSITY

## RISE WITH THE BEST AND GRADUATE IN DEMAND

Since its inception in 1969, Taylor's has continuously provided excellent services for its students in terms of diverse study options, relevant curriculum and teaching methods, ongoing partnerships with leading universities worldwide, strong industry linkages, up-to-date facilities and well-equipped campuses.

Taylor's University nurtures its students in the three aspects of intelligence: intellect, practical wisdom, and craft through its Taylor'sphere ecosystem of flexible curriculum, innovative pedagogy, multidisciplinary projects, impact-based research, as well as networks with peers and alumni.



## ACHIEVEMENTS

OUR AWARDS VALIDATE OUR WORLD-CLASS GRADUATES, STANDARDS & FACILITIES

WORLD  
**TOP 1%**

UNIVERSITIES  
#251



**TOP 40**

IN ASIA



**NO. 1**

PRIVATE UNIVERSITY  
IN SOUTHEAST ASIA  
5 YEARS IN A ROW



WORLD  
**TOP 20**

FOR GRADUATE  
EMPLOYABILITY RATE





# VICE-CHANCELLOR & PRESIDENT'S MESSAGE

Taylor's University is a reputable and leading private education institution in Malaysia. With more than 50 years of experience in the education scene, we remain steadfast in fostering excellence in education, innovation, and the holistic development of our students. We infuse our research, education, and advocacy with purpose and meaning to empower our community in pursuing their passion and purpose, thus leaving a positive impact to their surrounding community.

Our prime location exposes our diverse student body from almost 100 countries to the nation's rich cultural landscape and attracts the brightest and most creative students from around the world. Our students come together to create a vibrant and exciting community that supports a wide range of sporting, cultural and leisure activities, which have become the hallmark of the Taylor's experience – cultivating a positive campus environment.

We hope that Taylor's University will be your higher education institution of choice as we remain committed in our stance as a leading institution that is equipped to empower its students to address the challenges of the modern world. Most importantly, let us work together driven by the limitless potential within our community to ensure that when you graduate, you are ready to create your own pathway to excellence and become a productive leader of change.

We look forward to seeing you at Taylor's Lakeside Campus.

Warmest Regards,  
**Professor Barry Winn**  
Vice Chancellor and President,  
Taylor's University



## GLOBAL RANKED SUBJECTS

### TOP 20

#20  
Hospitality & Leisure  
Management

### TOP 50

#21-50  
History of Art

### TOP 100

#51-100  
Art & Design

Marketing

Data Science & AI

### TOP 150

#101-150  
Architecture  
& Built Environment

Accounting & Finance

Business & Management  
Studies

Social Sciences  
& Management

Arts & Humanities

### TOP 250

#151-200  
Economics & Econometrics

Pharmacy & Pharmacology

#201-250  
Computer Science  
& Information Systems

Communication  
& Media Studies

### TOP 400

#251-300  
Education & Training

#301-375  
Sociology

#351-400  
Electrical & Electronics  
Engineering

### TOP 500

#401-450  
Engineering & Technology

#451-500  
Medicine

### TOP 600

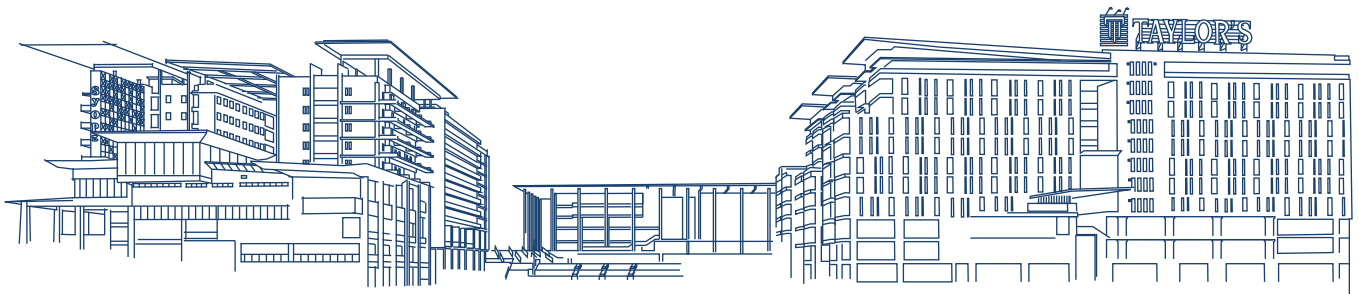
#501-575  
Mechanical Engineering



TAYLOR'S  
UNIVERSITY

Wisdom • Integrity • Excellence

# BUSINESS



TAYLOR'sphere™



# TAYLOR'S BUSINESS SCHOOL

- Bachelor of Business (Honours)

**Specialisations:**

1. Finance
2. Marketing
3. Management
4. Digital Marketing and Analytics
5. Digital Business and Transformation
6. Global Business and Sustainability
7. Supply Chain Management (February 2026 onwards)

- Bachelor of Actuarial Studies (Honours)
- Bachelor of Accounting and Finance (Honours)
- Bachelor of Banking and Finance (Honours)
- Bachelor of Finance and Economics (Honours)
- Bachelor of Business (Honours) in International Business and Marketing
- Bachelor of Entrepreneurship (Honours) in Team Entrepreneurship
- Bachelor in Accounting (Fintech) (Honours)

**WORLD TOP 100**

**#1 SOUTHEAST ASIAN  
PRIVATE UNIVERSITY**

Marketing

**WORLD TOP 150**

**#1 MALAYSIAN  
PRIVATE UNIVERSITY**

Accounting & Finance  
Business & Management Studies

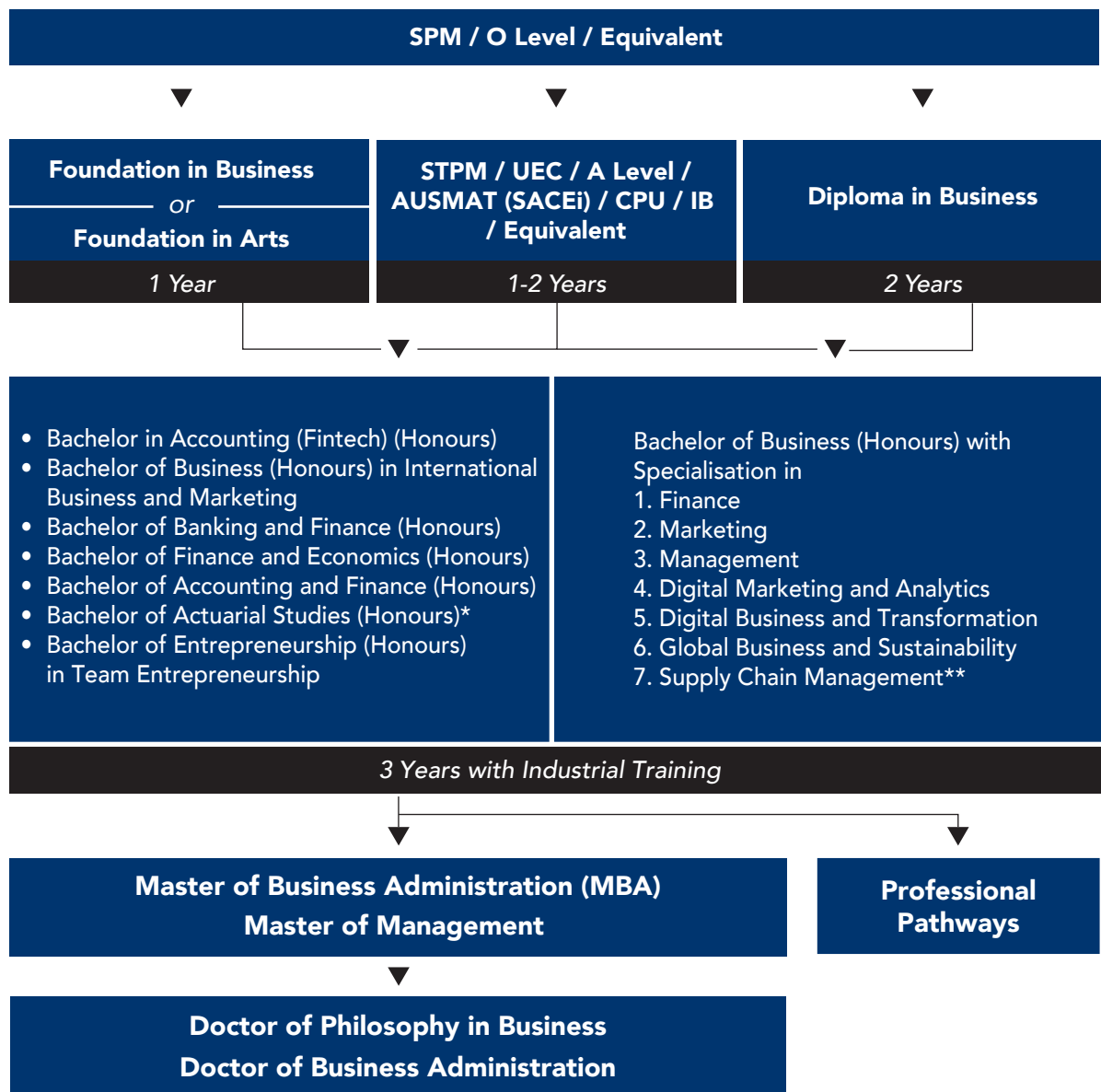
**WORLD TOP 200**

**#1 SOUTHEAST ASIAN  
PRIVATE UNIVERSITY**

Economics & Econometrics



# EDUCATION PATHWAY



Note:

\* Students can opt for a 4-year programme with a longer internship.

\*\*This specialisation will be offered starting February 2026

# 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.



## Actuarial Science

Actuarial science is the extensive study of mathematics, probability, statistics, finance and economics. Most traditional actuarial disciplines fall into two main categories: life and non-life.

Life actuaries, which include health and pension actuaries, primarily deal with mortality risk and investment risk.

Non-life actuaries, also known as property and casualty or general insurance actuaries, deal with both physical and legal risks that affect people or their property.



## Digital Marketing and Analytics

With widespread online buying behaviour and businesses making decisions based on data-driven initiatives; there is an impending growth in the demand for data scientists and digital marketers. The new markets in social commerce, social media, e-commerce, mobile marketing and digital markets create in-demand professionals in the areas of digital marketing and analytics. The specialisation in digital marketing and analytics is highly practical and will provide graduates with the necessary skillsets to meet employers' need for qualified digital marketers and data analytics experts.



## Digital Business and Transformation

Digital Business and Transformation states to the use of digital technologies to transform the way a business operates, develop new product/service, and improve customer engagement. It involves redesigning business model and strategy and leveraging digital skills, such as data analytics and digital transformation. Digital business and transformation enhances business operational efficiency and supports innovation in today's digital era.



## 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.



## Fintech

Fintech, a term known for financial technology, within accounting discipline is an extended scope of accounting information systems. Fintech involves the usage of technology and innovation in the provision of financial services to various stakeholders such as consumers and businesses. Fintech is an area that is gaining traction locally and globally due to the synergy that is created through the combination of finance and technology in the delivery and use of financial services. The study of fintech in accounting encompasses unique and distinctive areas such as cloud computing, computerised accounting information systems, fundamentals of information technology, secured software systems and blockchain.





## 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.



## Management

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 Management will involve the grounding theories and principles of business ethics, entrepreneurship, international business, leadership and organisational theories.



## Global business and sustainability

Global business and sustainability refers to the practice of conducting international business operations in a way that is environmentally, socially, and economically sustainable. Global business describes commercial transactions that take place across intentional borders, dealing with trade, exchange of capital, logistics, supply chain and cultural factors. Sustainability integrates environmental, social and governance practices into strategy and decision making and creates new business opportunities.



Taylor's Centre of Accountancy Studies

# ABOUT TAYLOR'S CENTRE FOR ACCOUNTANCY STUDIES (TCAS)

Taylor's Centre for Accountancy Studies (TCAS) was established by the School of Accounting and Finance in March 2022 as a one-stop centre for our students to have a holistic and enhanced learning experience from Undergraduate Studies to Professional Studies through real-world and lifelong learning.

At TCAS, we believe that a professional accounting qualification will provide the pathway into the fascinating world of accounting. Besides providing undergraduate students with advice and counselling on professional studies modules, TCAS will work closely with professional bodies to promote awareness about professional programmes among undergraduate students through jointly organising relevant talks, workshops and webinars, including on soft skills throughout the year; to work closely with employers to ensure opportunities to obtain internship or graduate placements with the top accounting firms as well as multinational corporations; and to work with relevant bodies to contribute towards training more Bumiputera accountants in Malaysia and exposing students to the latest accounting developments and financial technology so that students will be ready for the digital working environment.

Thus, our vision is to be a leading one-stop centre for accountancy studies that produces accounting undergraduates with professional qualifications to meet the standards of the accounting profession in Malaysia.

# RECOGNITION AND EXEMPTIONS BY PROFESSIONAL BODIES

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

| Programmes                                          | Recognitions / Exemptions                                                                                                                                                                  | Professional Bodies                                                                                                         |
|-----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| <b>Bachelor of Accounting and Finance (Honours)</b> | ▶ ACCA Qualification - 9 papers                                                                                                                                                            | ▶ Association of Chartered Certified Accountants (ACCA)                                                                     |
|                                                     | ▶ Associate Chartered Accountants (ACA) Qualification - 8 papers                                                                                                                           | ▶ Institute of Chartered Accountants in England and Wales (ICAEW)                                                           |
|                                                     | ▶ Certification in Finance, Accounting & Business (CFAB)<br>- Upon successful completion of 1 ICAEW external assesment                                                                     |                                                                                                                             |
|                                                     | ▶ CIMA Qualification - 8 papers                                                                                                                                                            | ▶ Chartered Institute of Management Accountants (CIMA)                                                                      |
|                                                     | ▶ MIA Qualifying Examination (QE)*                                                                                                                                                         | ▶ Malaysian Institute of Accountants (MIA)                                                                                  |
|                                                     | ▶ MICPA–CAANZ Qualification<br>- Professional Stage Examination - 4 papers**<br>**Subject to elective taken and applicable to graduates from August 2015 intake onwards                    | ▶ The Malaysian Institute of Certified Public Accountants (MICPA) & Chartered Accountants Australia and New Zealand (CAANZ) |
|                                                     | ▶ CPA Australia - 6 papers                                                                                                                                                                 | ▶ CPA Australia                                                                                                             |
|                                                     | ▶ Professional Accounting Qualifications                                                                                                                                                   | ▶ Chartered Tax Institute of Malaysia (CTIM)                                                                                |
|                                                     | ▶ Scholarship for CMT Level 1 Examination                                                                                                                                                  | ▶ CMT Association                                                                                                           |
|                                                     | ▶ Graduate Member*<br>*Graduates will have priority entrance for all IFTA events and enjoy member discounts for IFTA seminars, workshop, conference and bootcamps.                         | ▶ The Institute of Financial Technologists of Asia (IFTA)                                                                   |
| <b>Bachelor of Banking and Finance (Honours)</b>    | ▶ ACCA Qualification - 4 papers                                                                                                                                                            | ▶ Association of Chartered Certified Accountants (ACCA)                                                                     |
|                                                     | ▶ Registered Financial Planner Qualification - 2 modules                                                                                                                                   | ▶ Malaysian Financial Planning Council (MFPC)                                                                               |
|                                                     | ▶ Certified Financial Planner Qualification - 2 modules*<br>*subject to obtaining minimum Grade C for Personal Financial Planning and Wealth Management module or Derivatives module       | ▶ Financial Planning Association of Malaysia (FPAM)                                                                         |
| <b>Bachelor of Finance and Economics (Honours)</b>  | ▶ ACCA Qualification - 4 papers                                                                                                                                                            | ▶ Association of Chartered Certified Accountants (ACCA)                                                                     |
|                                                     | ▶ Registered Financial Planner Qualification - 2 modules                                                                                                                                   | ▶ Malaysian Financial Planning Council (MFPC)                                                                               |
|                                                     | ▶ Certified Financial Planner Qualification - 2 modules*<br>*subject to obtaining minimum Grade C for Personal Financial Planning and Wealth Management module or Financial Markets module | ▶ Financial Planning Association of Malaysia (FPAM)                                                                         |
|                                                     | ▶ Students can sit for CFA exams upon graduation                                                                                                                                           | ▶ Chartered Financial Analyst (CFA) Institute                                                                               |

**NOTE:**

\*Subject to elective taken

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.

# RECOGNITION AND EXEMPTIONS BY PROFESSIONAL BODIES

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

| Programmes                                        | Recognitions / Exemptions                                                                                                                                                                                                                                                                | Professional Bodies                                                                                                       |
|---------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| <b>Bachelor of Actuarial Studies (Honours)</b>    | Validation by Educational Experience (VEE)<br>- 3 modules                                                                                                                                                                                                                                | Society of Actuaries (SOA)                                                                                                |
|                                                   | Validation by Educational Experience (VEE)<br>- 2 modules                                                                                                                                                                                                                                | Casualty Actuarial Society (CAS)                                                                                          |
|                                                   | IFoA Examination<br>- 6 exemptions*<br><i>*subject to electives taken</i>                                                                                                                                                                                                                | Institute and Faculty of Actuaries (IFoA)                                                                                 |
|                                                   | Scholarship for CMT Level 1 Examination                                                                                                                                                                                                                                                  | Chartered Market Technician (CMT) Association                                                                             |
|                                                   | Graduate Member*<br><i>*Graduates will have priority entrance for all IFTA events and enjoy member discounts for IFTA seminars, workshop, conference and bootcamps.</i>                                                                                                                  | The Institute of Financial Technologists of Asia (IFTA)                                                                   |
| <b>Bachelor in Accounting (Fintech) (Honours)</b> | ACCA Qualification<br>- 9 papers**<br><i>**subject to elective taken</i>                                                                                                                                                                                                                 | Association of Chartered Certified Accountants (ACCA)                                                                     |
|                                                   | MIA Qualifying Examination (QE)*<br><i>*upon full accreditation in 2024</i>                                                                                                                                                                                                              | Malaysian Institute of Accountants (MIA)                                                                                  |
|                                                   | CIMA Qualification<br>- 8 papers                                                                                                                                                                                                                                                         | Chartered Institute of Management Accountants (CIMA)                                                                      |
|                                                   | Professional Qualification                                                                                                                                                                                                                                                               | Chartered Tax Institute of Malaysia (CTIM)                                                                                |
|                                                   | CPA Australia*<br>- 6 papers*<br><i>*subject to electives taken</i>                                                                                                                                                                                                                      | CPA Australia                                                                                                             |
|                                                   | Associate Chartered Accountants (ACA) Qualification<br>- 7 papers*<br><i>*subject to electives taken</i>                                                                                                                                                                                 | Institute of Chartered Accountants in England and Wales (ICAEW)                                                           |
|                                                   | MICPA-CAANZ Qualification<br>- Professional Stage Examination*<br><i>*upon full accreditation in 2024 and subject to electives taken</i>                                                                                                                                                 | The Malaysian Institute of Certified Public Accountants (MICPA) & Chartered Accountants Australia and New Zealand (CAANZ) |
|                                                   | Associate Financial Technologist*<br>- Level 1<br><i>*Graduates are eligible to apply as Associate Financial Technologist with 1 year of relevant working experience.<br/>*Graduates can showcase the AFT/IFTA professional designation and IFTA membership on resume and name card.</i> | The Institute of Financial Technologists of Asia (IFTA)                                                                   |

**NOTE:**

\*Subject to electives taken

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.

# OVERSEAS TRANSFER OPTIONS\*



## UNITED KINGDOM

### UNIVERSITY OF ESSEX

- BSc Marketing
- BSc Actuarial Science
- BA Business Administration
- BSc Business Management
- BA/ BSc Economics
- BA Business Economics
- BA/ BSc Management Economics
- BA/ BSc Financial Economics
- BA Financial Economics and Accounting
- BSc International Business and Entrepreneurship

### UNIVERSITY OF BRISTOL

- BSc International Business Management
- BSc Marketing
- BSc Business and Management
- MSc Economics with Data Science
- MSc Economics, Finance and Management

### UNIVERSITY OF EAST ANGLIA

- BScs Actuarial Science
- BSc Actuarial Science with Placement Year

### UNIVERSITY OF DUNDEE

- MSc Spatial Planning with Sustainable Urban Design

### UNIVERSITY OF SHEFFIELD

- BA Business Management
- Bachelor of Accounting & Finance (Hons)

### UNIVERSITY OF BIRMINGHAM

- BSc Accounting & Finance
- BSc Accounting & Finance with Business Analytics (Sept 2026 onwards)
- BSc Business Management
- BSc Business Management with Business Analytics (Sept 2026 onwards)
- BSc Business Management with Marketing
- BSc International Business
- BSc International Business with Communications



## NEW ZEALAND

### UNIVERSITY OF CANTERBURY

- Bachelor of Commerce (major in Accounting)
- Bachelor of Commerce (major in Accounting, minor in Information Systems)



## AUSTRALIA

### QUEENSLAND UNIVERSITY OF TECHNOLOGY

- Bachelor of Business
- Bachelor of Business (Marketing)
- Bachelor of Business (Finance)
- Bachelor of Business (Economics)
- Bachelor of Business (Management)
- Bachelor of Business (International Business)

### UNSW SYDNEY

- Bachelor of Commerce

### THE UNIVERSITY OF QUEENSLAND

- Bachelor of Business Management
- Bachelor of Business Management (Marketing)
- Bachelor of Commerce

### THE UNIVERSITY OF SYDNEY

- Bachelor of Commerce
- Bachelor of Commerce / Bachelor of Advanced Studies

### THE UNIVERSITY OF ADELAIDE

- Bachelor of Commerce (Accounting)

### THE UNIVERSITY OF WESTERN AUSTRALIA

- Bachelor of Business
- Bachelor of Commerce

### UNIVERSITY OF TECHNOLOGY SYDNEY

- Bachelor of Business

### UNIVERSITY OF SOUTH AUSTRALIA

- Bachelor of Accounting
- Bachelor of Business
- Bachelor of Business (Economics, Finance and Trade)
- Bachelor of Business (Human Resource Management)
- Bachelor of Business (International Business)
- Bachelor of Business (Innovation and Entrepreneurship)
- Bachelor of Business (Logistics and Supply Chain Management)
- Bachelor of Business (Marketing)
- Bachelor of Business (Management)
- Bachelor of Business (Sports and Recreation Management)
- Bachelor of Business (Tourism, Event and Hospitality Management)
- Bachelor of Finance

### DEAKIN UNIVERSITY

- Bachelor of Commerce
- Bachelor of Commerce (Accounting major)

### AUSTRALIAN NATIONAL UNIVERSITY

- Bachelor of Accounting
- Bachelor of Commerce (Majoring in Accounting)
- Bachelor of Commerce
- Bachelor of Business Administration
- Bachelor of Economics
- Bachelor of Finance

\*Admission is subject to the transfer requirement established by the respective universities



# DUAL AWARD

## University of the West of England (UWE)

Taylor's Business School offers dual award undergraduate 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.

## Queensland University of Technology (QUT)

Taylor's Business students have an option to transfer to Australia in their final year. Our collaboration with QUT, Australia enables students to graduate with two certificates from both Taylor's University and QUT.\*

QUT Business School is Australia's first business school to earn all three symbols of excellence from the world's leading accrediting bodies - Association to Advance Collegiate School of Business, International (AACSB), European Foundation for Management Development (EQUIS) and Association of MBAs (AMBA) making them one of less than 1% of business schools globally to be accredited by all three of the world's leading accreditation bodies.

*\*Except for Bachelor of Arts (Hons) Accounting & Finance and Bachelor of Science (Hons) Actuarial Studies.*

CRICOS No. 00213J

## University of Canterbury (UC)

Taylor's Business School students have an option to transfer to New Zealand in their final year. Our collaboration with UC, New Zealand provides our students with the opportunity to graduate with two certificates from both Taylor's University and UC. UC is the second oldest university in New Zealand and is ranked in the world's top 300 universities. It is also ranked in the top 150 for the subject of accounting and finance in the QS World University Rankings. UC is among the 1% of global elites with Triple Crown accreditation. With accreditations from Association to Advance Collegiate School of Business, International (AACSB), European Foundation for Management Development (EQUIS) and Association of MBAs (AMBA), UC has attracted Taylor's University's attention as a valuable partner university.

*\*Only applicable to Bachelor in Accounting (Fintech) (Honours) and Bachelor of Accounting and Finance (Honours) programmes.*

# INDUSTRY LEADERS CO-DESIGNING OUR PROGRAMMES

The School's Industry Advisory Panel (IAP) consists of leading professionals and industry experts. They work closely with our faculty to review and refine our curriculum, ensuring that our programme content is up to date with current industry practices and requirements. These mutually beneficial partnerships also connect students to industry placements and career opportunities, ensuring that our graduates are industry-ready and future-proof.

## PANEL MEMBERS

**MS. SABRINA SEAH**

Business Development Manager  
ACCA Malaysia (Association of Chartered  
Certified Accountants)

**MR. ZACHARIAS RAJAGOPAL**

Vice President  
Bumi Armada Berhad

**MS. SUTAPA BHATTACHARYA**

Managing Director  
DIA Brands

**DR. VINCENT YEO CHEOW SERN**

Senior Associate  
Deloitte Malaysia

**MR. ANANT SETHIA**

Account Manager  
Bloomberg LP (Singapore)

**MS. LI LI HO**

Head of Higher Education Partnership-Malaysia  
CIMA Malaysia

**MR. LIM DHI REN**

Manager  
UEM Edgenta

**MR. KHOR SWEE KWENG**

Principal Advisor- Education, Academic Program  
SAS Institute Sdn Bhd

**MS. SHENOLA GONZALES**

Head of Malaysia  
ICAEW Malaysia (Institute of Chartered  
Accountants in England and Wales)

**DATO' WONG WING SEONG**

Executive Director  
BDO Malaysia

**MS. THONG SIEW FONG**

Director-Talent Recruitment  
People & Culture  
BDO Malaysia

**MR. RITESH K. BAGARIA**

Head of Government Business - Malaysia  
Bloomberg LP (Singapore)

**MS. MELLISA PATRICK**

Programme Development Manager  
Chartered Management Institute (CMI)

**MS. APRIL CHIEW**

Senior Manager – Business Development  
CPA Australia

**MS. LEE SOO FERN**

Partner - Malaysia Talent Leader  
Ernst & Young Advisory Services Sdn. Bhd.

**MR. MOHAMMAD RIDZUAN ABDUL AZIZ**

President  
Fintech Association of Malaysia (FAOM)

**MR. ALEX KHAW**

Audit Partner, Head of Technology,  
Media and Telecommunications  
KPMG PLT

**MR. NOVIE TAJUDDIN**

Chief Executive Officer  
Malaysian Institute of Chartered Professional  
Accountants (MICPA)

**MS. SOPHIA ANG WUI JIUN**

Head, Talent Attraction and Workplace Futurisation  
Maybank Berhad

**MR. LING HSERN-WEI**

Head of PwC Academy  
PwC Malaysia

**MR. JOHNATHAN LEE**

Malaysia Country Head  
Rise - Corporate Innovation Powerhouse

**MR. ZAKY MOH**

Chief Cluster Development Officer  
SME Corporation Malaysia (SME Corp. Malaysia)

**DR. JESSICA TANG SIEW FUN**

Senior Manager, Talent Development, Group Human Resources  
Top Glove Corporation Berhad

**MS. LING MING CHOO**

HR Director Malaysia & Singapore, SEAT CD HR Partner  
(Thailand, Msia, Spore, Myanmar, Cambodia, Laos)  
Unilever Malaysia

**MR. HASSAN SCOTT ODIERNO**

Partner  
Actuarial Partners Consulting

**MR. LIM HORNG CHERNG**

Head of Actuarial  
Allianz General Insurance Company (Malaysia) Berhad

**MR. FAROZE NADAR**

UN Global Compact Network Malaysia & Brunei

# REAL-WORLD EXPERIENCE

Enhance your employability and graduate in demand by gaining hands-on learning and a sense of working in real-world environments. Internship opportunities build your experience through actual client projects at innovative and top-notch companies, while Social Innovation Projects enable collaboration with peers from multi-disciplines to create change for society.

**Here are some of our top employers in partnership with Taylor's Business School for internship:**

## ACCOUNTING

- Actuarial Partners Consulting
- Deloitte
- CIMA
- EY
- KPMG
- PwC
- BDO Malaysia
- Ernst & Young Advisory Services Sdn. Bhd.

## BANKING

- CIMB
- Citibank
- Maybank
- HSBC

## FAST-MOVING-CONSUMER-GOODS

- L'Oreal
- Mondelez
- Unilever

## OIL & GAS

- BP
- Schlumberger
- Shell

## CONSULTING

- Accenture
- BDO
- Fleming
- Nielsen

## PROPERTY

- EcoWorld
- SP Setia
- UEM

## GOVERNMENT-LINKED COMPANIES

- AirAsia
- Petronas
- Securities Commission Malaysia

## INFORMATION AND COMMUNICATIONS TECHNOLOGY

- HP
- IBM

## NON-GOVERNMENTAL ORGANISATION

- Teach for Malaysia
- WWF

## TELECOMMUNICATIONS

- Axiata
- DiGi
- Maxis

## ELECTRONICS

- Samsung
- Sony

## INSURANCE

- Actomate
- AIA
- Allianz
- Chubb
- FWD
- Generali
- Great Eastern
- Hong Leong Assurance
- Lonpac
- Manulife
- MCIS
- Pacific
- Prudential
- RGA
- Sun Life
- Tokio Marine
- Tune

## RETAIL

- Zalora
- 3M

## MARKETING AND MANAGEMENT

- AirAsia RedQ
- Grab Food (My Teksi Sdn Bhd)
- Search Guru Sdn Bhd
- Sime Darby Auto Bavaria Sdn Bhd
- F&N Beverages Marketing Sdn Bhd
- JW Marriott Kuala Lumpur
- Lion & Lion
- Nestle Products Sdn. Bhd.

# IMPACTFUL CAREER OPTIONS

## **BACHELOR OF BUSINESS (HONOURS)**

- Business Consultant
- Public Relations Specialist
- Product Development Manager
- Strategic Marketing Expert
- Business Developer
- Entrepreneur
- Social Media Specialist
- Market Researcher

## **BACHELOR OF BUSINESS (HONOURS) IN INTERNATIONAL BUSINESS AND MARKETING**

- Business Consultant
- Business Developer
- Digital Marketing Specialist
- Entrepreneur
- Export/Import Coordinator
- Global Brand Manager
- International Business Consultant
- International Marketing Manager
- International Sales Manager
- Market Research Analyst
- Market Researcher
- Product Development Manager
- Public Relations Specialist
- Social Media Specialist
- Strategic Marketing Expert

## **BACHELOR OF ENTREPRENEURSHIP (HONOURS) IN TEAM ENTREPRENEURSHIP**

- Business Consultant
- Commercialisation Manager
- Business Development Manager
- Business Management
- CEO
- Entrepreneur

## **BACHELOR OF ACCOUNTING AND FINANCE (HONOURS)**

- Accountant
- Auditor
- Financial Analyst
- Financial Consultant
- Forensic Accountant
- Investment Analyst
- Market Analyst
- Tax Consultant
- E-wallet/Digital Bank Risk Reporting and Analytics
- E-wallet/ Digital Bank Risk Compliance Officer
- E-wallet Business Process Developer

## **BACHELOR IN ACCOUNTING (FINTECH) (HONOURS)**

- Accountant
- Accounting Software / Financial Product Developer
- Applications Developer
- Auditor
- Blockchain Developer
- Cybersecurity Analyst
- Entrepreneur
- Financial Analyst/Consultant
- Financial Product Manager
- Portfolio Manager
- Strategy Analyst
- E-wallet/Digital Bank Risk Reporting and Analytics
- E-wallet/ Digital Bank Risk Compliance Officer
- E-wallet Business Process Developer

## **BACHELOR OF BANKING AND FINANCE (HONOURS)**

- Credit Processing Manager
- Finance Officer
- Financial Manager
- Financial Product Manager
- Financial Research Analyst
- Fund Manager
- Investment Analyst
- Portfolio Manager
- Relationship Manager
- Remisier
- Risk Management Manager

## **BACHELOR OF FINANCE AND ECONOMICS (HONOURS)**

- Financial Analyst
- Corporate Treasurer
- Portfolio Manager
- Financial Manager
- Financial Planner
- Financial Research Analyst
- Fund Manager
- Investment Analyst
- Portfolio Risk Advisor

## **BACHELOR OF ACTUARIAL STUDIES (HONOURS)**

- Actuarial Analyst
- Accountants
- Auditors
- Budget Analyst
- Economist
- Mathematician
- Statistician
- Personal Financial Advisor
- Forensic Accountant
- Chartered Accountant



# WORLD-CLASS STANDARDS & FACILITIES

As your vested partner throughout your education journey, we continuously provide our students with more than just academics, but also life skills to be business leaders and successful entrepreneurs of the future. To do that, we ensure we upkeep our standards and facilities, to be nothing less than world-class!



**STRONG LOCAL &  
INTERNATIONAL INDUSTRY  
LINKAGES**



**MULTIDISCIPLINARY  
LEARNING EXPERIENCE**



**CUSTOMISABLE DEGREES WITH  
THE TAYLOR'S CURRICULUM  
FRAMEWORK**



**WELL-BALANCED CURRICULUM  
TO PREPARE YOU FOR  
THE FUTURE**



**WELL-EQUIPPED  
FACILITIES ON CAMPUS**



**PRIORITISED RESEARCH  
& INNOVATION**



**PERSONALISED  
AI-POWERED LEARNING**





## TAYLOR'S VORTEX XR LAB

Taylor's University has expanded its education from classroom and online lectures into the virtual world of extended reality (XR). XR is an emerging umbrella term describing current immersive technologies, namely augmented reality (AR), virtual reality (VR) and mixed reality (MR). The lab facilitates the virtual co-presence of learners and participants in a virtual metaverse.

Students, lecturers and staff can enter into a world where they can experience complete liberation from screen-bound experiences and venture into XR.

## TAYLOR'S TRADING ROOM

Taylor's Trading Room immerses our students in a real trading floor and working environment with real-time data. By combining high-tech technology, an authentic teaching environment and world-class resources, Taylor's Trading Room is an excellent career-building tool equipping our students with the same data and technology used by financial professionals worldwide.

All students involved in Accounting and Finance studies will also receive an additional Bloomberg Certificate (BMC) to boost employability upon graduation.



Taylor's Trading Room is probably the most vibrant place in Malaysia to learn and get a deeper practical understanding of financial reality. Students will get a practical experience by using the same software as financial analysts and traders.

**Professor Eddy S.C. Chong**  
Executive Dean – Faculty of Business & Law





Taylor's Centre of Accountancy Studies

TAYLOR'S CENTRE FOR ACCOUNTANCY STUDIES (TCAS)

Established by the School of Accounting and Finance in March 2022, Taylor's Centre for Accountancy Studies (TCAS) is a one-stop centre for our students to have a holistic and enhanced learning experience from Undergraduate Studies to Professional Studies through real-world and lifelong learning.

At TCAS, we believe that a professional accounting qualification will provide the pathway into the fascinating world of accounting. Besides providing undergraduate students with advice and counselling on professional studies modules, TCAS works closely with professional bodies to promote awareness about professional programmes among undergraduate students through jointly organising relevant:



Talks



Workshops



Webinars





TCAS also aims to hone soft skills throughout the year; to work closely with employers to ensure opportunities to obtain internship or graduate placements with the top accounting firms as well as multinational corporations; and to work with relevant bodies to contribute towards training more Bumiputera accountants in Malaysia and exposing students to the latest accounting developments and financial technology so that students will be ready for the digital working environment.

## LAUNCH OF TCAS

TCAS was officially launched on 14th October 2022 and aims to be the top-of-mind centre for accounting, focusing on enhancing the student's learning experience beyond the conventional syllabus.







# TAYLOR'S LAKESIDE CAMPUS

Flexible learning spaces

## EXTENSIVE LEARNING SPACES

- X - Space
- Science Lab
- Mac Lab
- Library
- Computer Lab

## HOLISTIC STUDENT SERVICES

- Career Services Centre
- Sick Bay
- Counseling and Psychological
- Services Centre
- U-Residence

## TOP QUALITY FACILITIES

- Study room
- The Grand Hall
- Lecture Theatre
- Sports and Recreation Centre
- Student Life Centre
- UniGym



Mac Lab





Sick Bay



CHED



X - Space



Arcadia



Sport Complex



Seminar Room



# NURTURING **ENTREPRENEURS & BUSINESS LEADERS**



## TEAM ENTREPRENEURSHIP PROGRAMME

---

Offered by Taylor's Business School, Bachelor of Entrepreneurship (Honours) In Team Entrepreneurship is an innovative, highly experiential and student-centered approach based on learning through project work, team support, coaching and enhancing personal competencies.

This programme is inspired by the Finnish Team Academy programme, Finland. The syllabus in this programme emphasises three core areas, the Enterprise strand, Team strand, and Individual strand.

## ENTREPRENEURSHIP INCUBATOR

---

Students will integrate all their learnings and demonstrate their competency, professionalism and entrepreneurship in applying the knowledge they have acquired throughout their course. In doing so, they gain lifelong skills that prepares them for the working environment.

## SOCIAL ENTREPRENEURSHIP

---

More than just being driven academically, 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. Challenged with limited budgets and resources, they are required to develop creative and cost-effective proposals to achieve their business goals.

This enriches their practical experience in running a business, enabling them to apply their knowledge gained in the classroom to actual projects at the same time enhancing ethical, interpersonal, communication, leadership and problem-solving skills.



## MEMORANDUM OF UNDERSTANDING (MoU) WITH ENTREPRENEURS' ORGANIZATION (EO) MALAYSIA

---

Taylor's University and Entrepreneurs' Organization (EO) Malaysia signed a MoU on 21 October 2016 to strengthen, promote and develop co-operation between them, specifically in promoting entrepreneurship among youth at the university.

This collaboration enhances Taylor's Business School's aim in developing purposeful business leaders of the future. It opens up opportunities for students to engage with leading, successful entrepreneurs in Malaysia. Members of EO Malaysia will share their entrepreneurship experience and provide mentorship pairing with our students.





# MULTI-DISCIPLINARY LEARNING EXPERIENCE, REAL-WORLD SOLUTIONS

At Taylor's Business School, 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 as well as multidisciplinary learning experience where students are exposed to real-life scenarios and industry-relevant challenges that enhance student engagement, both inside and outside the classroom.



**Accountant in  
the Global Age**



## Tomorrow Burger

Tomorrow Burger began with a significant goal in mind: eating for a greener and cleaner tomorrow. The insect-based patty is made with protein powder derived from Black Soldier Fly larvae. By using insect protein as the distinctive ingredient, this reimagining of the conventional meat patty is filled with more protein and other nutrients. It maintains the same flavour and texture while providing consumers with a more sustainable protein option, fostering a circular economy.

## Taylor's Techstar Startup

Taylor's University Student Council (TUSC) and BizPod co-organise with Techstars for Techstars Startup Weekend Sustainability Selangor which aims to serve as a platform for aspiring entrepreneurs to pitch their product ideas to real-life investors, for a chance to win a grant worth up to RM100,000 among other prizes.

During the event, teams get to build their innovative ideas from paper to a viable business and build their prototype. On the final day of the event, teams will pitch to investors and stand a chance to scale their businesses.



## BizPod

BizPod is Taylor's University in-house hybrid Incubator and Accelerator for Entrepreneurs that provides a holistic four-stage structured, intensive entrepreneurship training program that develops the entrepreneurs from idea stage to funding acquisition for pre-seed, seed and venture capitalist.

The training modules are mainly built around a multidiscipline mentorship model by experienced professionals from various specialisations. BizPod also has unique co-working pods for budding entrepreneurs who wish to work in a collaborative space.

BizPod was established and launched in September 2018 by the Minister of Entrepreneurial Development, Datuk Mohd Redzuan Md Yusof and the Vice-Chancellor, Prof. Michael Driscoll.

This capstone module is designed for students to develop the essential skills and knowledge to support their future careers in the accounting profession and/or as a manager in the business world.

Through multidisciplinary learning experience, students learn the intricacies of providing support and solutions to contemporary real-world issues through collaborations with other disciplines such as hospitality and management, by applying the knowledge acquired throughout their study in the various areas of accounting.

# REAL- WORLD EXPERIENCE



## INDUSTRY IMMERSION PROGRAMME (IIP)

The Industry Immersion Programme is a 10-week course designed to help maximise your experience and provide you with the guidance, skills and knowledge to succeed in the ever-evolving business world. Split into two stages, you'll first go through a workshop where you'll be exposed to personal mastery, team dynamics, and project management to prepare you for the full business immersion experience.

Then you'll enter the field to work with real clients on actual business projects where you'll take the brief, conduct research, implement a strategy, test, execute and finally end with a presentation of learnings.

## INDUSTRY VISITS

Our students have the opportunity to visit companies and gain first-hand insight into the real world of business providing them a platform to communicate and network with professional organisations and their employees.



## BOOK PRIZE

The Book Prize was presented to the top three winners from the Accountant in the Global Age module. The book prize was sponsored by CPA Australia, as part of the School of Accounting and Finance Industry-in-Classroom activity.

## INTERNATIONAL FIELD TRIPS

Students are exposed to international business practices in a different cultural setting whilst exchanging views, experience, and network with students of foreign universities and communities.







## MODULE ADOPTION PROGRAMME (MAP)

MAP is an approach whereby 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 ensures that our curriculum is relevant and in line with the latest industry requirements. Some of the local and multinational companies which we have worked with are: CIMA, ACCA, CPA Australia, Shiseido, Skali, Redmarch, EY (Ernst & Young), CIMB Group, Nielsen, KPMG, Deloitte, PwC and MICPA.

## BUDGET FORUM

In conjunction with the Malaysia's Budget 2023 tabled on 7th October 2022, the Budget Forum was held on 14th October 2022 with guest panellists and tax experts from EY Malaysia, KPMG in Malaysia, and PwC Malaysia. During the forum, the panel of experts from the industry shared their perspectives and insights on the implications of the Budget 2023 to individuals, and also discussed strategies that can be implemented to benefit from the measures set out by the Malaysian Government.



## GLOBAL MOBILITY PROGRAMME

Taylor's University Global Mobility Programmes provide students with an opportunity to study and/or live in a new country to enhance their international experience and develop cross-cultural competencies. We are committed to preparing students for a future in which they will become global citizens.



## SUMMER PROGRAMME

Two-week short-term course which provides Taylor's students the opportunity to study and live in a foreign country to enhance their international experience and develop cross-cultural competencies.

## STUDENT EXCHANGE PROGRAMME

Taylor's University Student Exchange Programme enables our students to study in more than 200 renowned universities globally by paying zero foreign tuition fees. This is a once-in-a-lifetime opportunity to study, travel and make new friends around the world.

- Australia
- Germany
- Spain
- Austria
- Japan
- Taiwan
- Canada
- Netherlands
- United Kingdom
- Finland
- South Korea
- United States of America

## 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.

- Business Competition, Hong Kong Polytechnic University
- Delta Forum, Union of Business & Engineering Faculty, Hong Kong University of Science Technology (HKUST)

## KEYNOTE SPEAKER SERIES, FORUMS, WORKSHOPS & CONFERENCES

These platforms link our students with industry leaders, through insightful talks and lectures. Students gain insights into global developments and issues that may impact their future practices.

### INDUSTRY ENGAGEMENTS:

- CPA Australia
- Juristech
- Fundaztic
- Coreplus Advisory Sdn Bhd
- Blocklime
- Billplz
- Malaysia Digital Economy
- Corporation
- Bloomberg
- FOREO
- Maybank
- BDO
- LUNO
- Pentas





The most impactful moment for me was when I was representing Taylor's for the HSBC Business Case Competition 2020. We had a lot of mentors and seniors to guide us and provide a very safe environment for us to make mistakes. And it just built confidence in me, where I thought, "Hey, I can actually do this."

**Jolene Tiong**



Peer Assisted Learning (PALs), a programme where seniors get to guide the juniors for specific modules, was where I discovered my passion for teaching. It makes me feel fulfilled as I get to share my knowledge.

Through the experience I've accumulated and the support from my lecturers, coaches, and peers, I feel I'm ready for the future.

**Shahmala Rani**



# AWARDS & RECOGNITION

Taylor's Business School and its students have clinched awards in numerous local and international competitions, demonstrating their ability to apply classroom learnings into practice, and excel in real-world scenarios judged by industry experts. These competitions provide opportunities for students to test their capabilities attained in our Taylor'sphere environment. They get to compete but more importantly network with peers, experts and industry leaders, encouraging out-of-the-box thinking and solving real-world challenges.



## FRIST PRIZE OF THE MALAYSIA DATA INNOVATION TALENT (MDIT) X DEPARTMENT OF STATISTICS MALAYSIA (DOSM) DATATHON 2024

Competing against 80 teams from public and private universities across Malaysia, Taylor's actuarial studies students - Sharveshini A/P Saravanan, Teo Wason, Wong Suh En, and Yap Yao Jun, secured First Prize along with the awards for Best Creative Thinking, Best Defence, and Best Presenter.



## L'OREAL BRANDSTORM 2024

### NATIONAL CHAMPION

Taylor's representative, Jezzebelle, along with her teammates from other universities bagged the national title and represented Malaysia at the Brandstorm International Finals in London.

### FIRST RUNNER UP

Taylor's very own Tay Wei Shen, Divashri Balakrishnan, and Regina Gray proudly secured 1st runner-up in the L'Oreal Brandstorm 2024.

### SECOND RUNNER UP

Taylor's representative, Mah Bo Wen, along with his teammates from other universities, secured second place among 1,979 teams that participated in this year's competition.



## FIRST RUNNER UP AT DELOITTE SOUTHEAST ASIA TAX CHALLENGE 2024

Taylor's School of Accounting and Finance student, Marvin Hing Majin secured a first-runner-up position as Malaysia's team representative, competing against strong teams from other countries.



## NATIONAL CHAMPION AT HSBC BUSINESS CASE COMPETITION 2024

Team Taylor's won the HSBC Malaysia Business Case Competition 2024 and proudly represented Malaysia at the Asia Pacific Competition in Hong Kong.



## 2025



**WORLD TOP 100 AND #1 PRIVATE UNIVERSITY IN MALAYSIA & SOUTHEAST ASIA**

for Marketing based on the 2025 QS World University Rankings by Subject



**WORLD TOP 150 AND #1 PRIVATE UNIVERSITY IN MALAYSIA & SOUTHEAST ASIA**

for Business & Management Studies based on the 2025 QS World University Rankings by Subject



**WORLD TOP 150 AND #1 PRIVATE UNIVERSITY IN MALAYSIA**

for Accounting & Finance based on the 2025 QS World University Rankings by Subject



**WORLD TOP 200 AND #1 PRIVATE UNIVERSITY IN MALAYSIA & SOUTHEAST ASIA**

for Economics and Econometrics based on 2025 QS World University Rankings by Subject

## 2023



**WORLD TOP 100 AND #1 PRIVATE UNIVERSITY IN MALAYSIA & SOUTHEAST ASIA**

for Business & Management Studies based on the 2023 QS World University Rankings by Subject



**WORLD TOP 150 AND #1 PRIVATE UNIVERSITY IN MALAYSIA & SOUTHEAST ASIA**

for Accounting and Finance based on the 2023 QS World University Rankings by Subject



**WORLD TOP 251 – 300 AND #1 PRIVATE UNIVERSITY IN MALAYSIA & SOUTHEAST ASIA**

for Economics and Econometrics based on 2023 QS World University Rankings by Subject



**TOP 20 FINALISTS**

in the Mondragon City Challenge, Spain

Patent granted from United Kingdom for the design of a device, IOT Based Weather Signal Monitoring Device

## 2024



**WORLD TOP 50 AND #1 PRIVATE UNIVERSITY IN MALAYSIA & SOUTHEAST ASIA**

for Marketing based on the 2024 QS World University Rankings by Subject



**WORLD TOP 150 AND #1 PRIVATE UNIVERSITY IN MALAYSIA & SOUTHEAST ASIA**

for Accounting & Finance, and Business & Management Studies based on the 2024 QS World University Rankings by Subject



**WORLD TOP 200 AND #1 PRIVATE UNIVERSITY IN MALAYSIA & SOUTHEAST ASIA**

for Economics and Econometrics based on 2024 QS World University Rankings by Subject

## 2022



**HSBC MALAYSIAN BUSINESS CASE CHALLENGE 2022**  
2<sup>ND</sup> RUNNER-UP



**WORLD TOP 100 AND #1 PRIVATE UNIVERSITY IN MALAYSIA**

for Business & Management Studies based on the 2022 QS World University Rankings by Subject



**WORLD TOP 200 AND #1 PRIVATE UNIVERSITY IN MALAYSIA**

for Accounting and Finance based on the 2022 QS World University Rankings by Subject



**WORLD TOP 251 – 300**

for Economics and Econometrics based on QS ranking by Subject 2022



**FIRST UNIVERSITY IN MALAYSIA ACCREDITED BY THE INSTITUTE OF FINANCIAL TECHNOLOGISTS OF ASIA (IFTA) FOR THE BACHELOR IN ACCOUNTING**



**(FINTECH)(HONS) PROGRAMME. FINTECH STUDENT PROJECTS -**  
EZ Collect, Petrifi and Tinker



**CHAMPIONS OF UTAR'S ACTUARIAL CHALLENGE 2022: A CASE STUDY.**



**BOOK PRIZES UNDER THE INDUSTRY IN CLASSROOM INITIATIVE WERE AWARDED TO STUDENTS BY CPA AUSTRALIA, FUNDAZTIC, CORE PLUS ADVISORY SDN BHD AND JURISTECH**

## 2021



AWARDED AT THE 2<sup>ND</sup> INTERNATIONAL RESEARCH INVENTION, INNOVATION, AND EXHIBITION (I-RIE 2022) FOR ICARE AND CASHOLD PROJECTS  
SILVER MEDAL



BOOK PRIZES UNDER THE INDUSTRY IN CLASSROOM INITIATIVE WERE AWARDED TO STUDENTS BY CPA AUSTRALIA, FUNDAZTIC, CORE PLUS ADVISORY SDN BHD AND JURISTECH



NATIONAL CHAMPION AT HSBC BUSINESS CASE COMPETITION

## 2020



HSBC MALAYSIAN BUSINESS CASE CHALLENGE 2020  
2<sup>ND</sup> RUNNER-UP

## 2019



HSBC MILLENNIAL HACKATHON CHAMPION  
#WeCanHackIt Event



HSBC MALAYSIA BUSINESS CASE COMPETITION NATIONAL CHAMPIONS RUNNER-UP



PROTON X70 INTELLIGENCE THAT INSPIRES CHALLENGE (NATIONAL LEVEL)

## 2018



KPMG INTERNATIONAL CASE COMPETITION NATIONAL CHAMPIONS



PWC TRUST BUILDER CHALLENGE CHAMPIONS & BEST PRESENTER



HSBC MALAYSIAN BUSINESS CASE CHALLENGE 1<sup>ST</sup> RUNNER-UP



MICPA-CAANZ INVESTMENT CHALLENGE 2018 CHAMPIONS



WINNERS OF EXCELLENCE AWARDS FOR BEST ACCOUNTING GRADUATES



CERTIFICATE OF MERITORIOUS ACHIEVEMENT MICPA EXCELLENCE AWARD



ASEAN VIRTUAL BUSINESS PLAN COMPETITION 2018 INTERNATIONAL CHAMPIONS

## 2017



MAYBANK GO AHEAD CHALLENGE (MGAC) 2017 GLOBAL CHAMPION TEAM

## 2016 - 2017



18 LOCAL AND INTERNATIONAL AWARDS WON

# GLOBAL CONNECTIONS



**OVER 200**  
UNIVERSITY PARTNERS

## LEADERS

IN THE  
GLOBAL  
COMMUNITY



## STUDENT EXCHANGE

SHORT TERM

## MOBILITY



Taylor's is strongly committed to its mission of empowering the youth of the world through education, so that they may take their productive places as leaders in the global community.

As one of Malaysia's oldest, most successful and reputable private education institutions, Taylor's provides quality education and exposes students to the vast possibilities that await them beyond the classroom walls.

Through its partnerships with international universities and industry members, Taylor's is committed to providing an outstanding educational experience, guiding and helping students realise their potential to obtain a world-class qualification that meets the requirements of a dynamic, global marketplace.



# GLOBAL EXCHANGE EXPERIENCES

SCAN TO  
LEARN MORE



Are you eager to become a global citizen, broaden your horizons, and enrich your international perspective? Taylor's Global Mobility Programme provides students with the opportunity to widen their international exposure allowing students to gain new knowledge and skills in an area that is of interest to them thus benefiting from a multi-disciplinary learning environment and give their Taylor's degree an international edge.

## TAYLOR'SPHERE CONNECTIONS & SUPPORT

### RESEARCH AND TECHNOLOGY INNOVATION

Taylor's University has a firm footing in research and technology innovation as we believe these efforts will contribute towards knowledge building and assist in the development of the industry and society at large now and for the future. We adopt a progressive outlook, embedding research components throughout our programmes and encouraging them at various levels in each faculty.

OUR RESEARCH CENTRES PLAY A CRUCIAL ROLE IN ELEVATING THE CAPABILITIES OF OUR FACULTY MEMBERS THROUGH VARIOUS TRAINING ACTIVITIES AND TECHNOLOGY, MAKING US WORLD-CLASS.



# THE TAYLOR'S MBA

## TAYLOR'S MBA (MASTER OF BUSINESS ADMINISTRATION)

KPT/JPS (R2/0410/7/0007) (MQA/FA4445) 05/29

Our innovative, practical and globally relevant curriculum combines personalised leadership development with a multi-disciplinary approach to strategy. The Taylor's MBA is designed to provide a foundation of business knowledge, insights and skills crucial for achieving success. As we emphasise the development of personal leadership styles, goals, and competencies, the students hone fundamental skills required of top executives: working with management, shareholders and stakeholders, and managing teams and relationships.

Taylor's MBA is accredited by the Chartered Management Institute (CMI). CMI is the only chartered professional body in the UK dedicated to promoting the highest standards in management and leadership excellence. If you choose to opt-in for this dual certification:

- You instantly become more employable when you receive a CMI professional qualification that is industry-recognised.
- You will gain access to exclusive CMI networking events.
- You will have the opportunity to attend networking sessions and events delivered by industry experts.
- CMI's qualification fast-tracks students into the next stage to become Chartered Managers.
- During your studies, you will become a CMI Affiliate member, giving you a host of additional benefits to support your development and employability.

**Important note:** Students choosing to opt-in for this certification need to make an additional payment to CMI.

### INDUSTRY PRACTITIONER AND ACADEMIC FACULTY TEAM

As part of our commitment to excellence, our programme offers a blend of academic and industry-centric information. Our faculty comprises industry practitioners and academic professionals which give students a wider business perspective on contemporary issues and prepare them for future challenges.

### GLOBAL CONNECTIONS

Benefit from a global outlook and connections and foster international links as this MBA brings together students, faculty and organisations from around the world. Students train to navigate change, and use it to create new business opportunities and areas for personal growth.

### REDEFINING CAREER BOUNDARIES

The Taylor's MBA is a route for experienced managers or entrepreneurs wishing to continue working whilst striving towards higher levels of management. Corporate representatives make regular visits to campus, many of them alumni who can offer advice and connections to get you to that next step in your professional life.

## SELF-DIRECTED LEARNING

We connect the learning process to real business through an approach that gives students the tools and experience to lead change and innovation. We are aware of your pressing work schedules and that time is a commodity for working adults. To accommodate students' work/study balance we have integrated the e-learning platform which enables you to access recorded lectures via ReWIND and learning resources with ease and flexibility. Features include e-tutoring, e-submission, and e-forum.

## SELF-DEVELOPMENT

- A lateral perspective of business and management issues
- Comprehensive insight and the aptitude to bring formulated strategies to fruition in an efficient manner
- Development of management skills and techniques
- Deeper understanding of functions carried out by manager and leaders
- Heightened confidence in all aspects of business

### CAREER PROGRESSION

- Greater prospects for promotion
- Broadened career opportunities
- Long term prospects and security

## HUMAN CAPITAL INVESTMENT

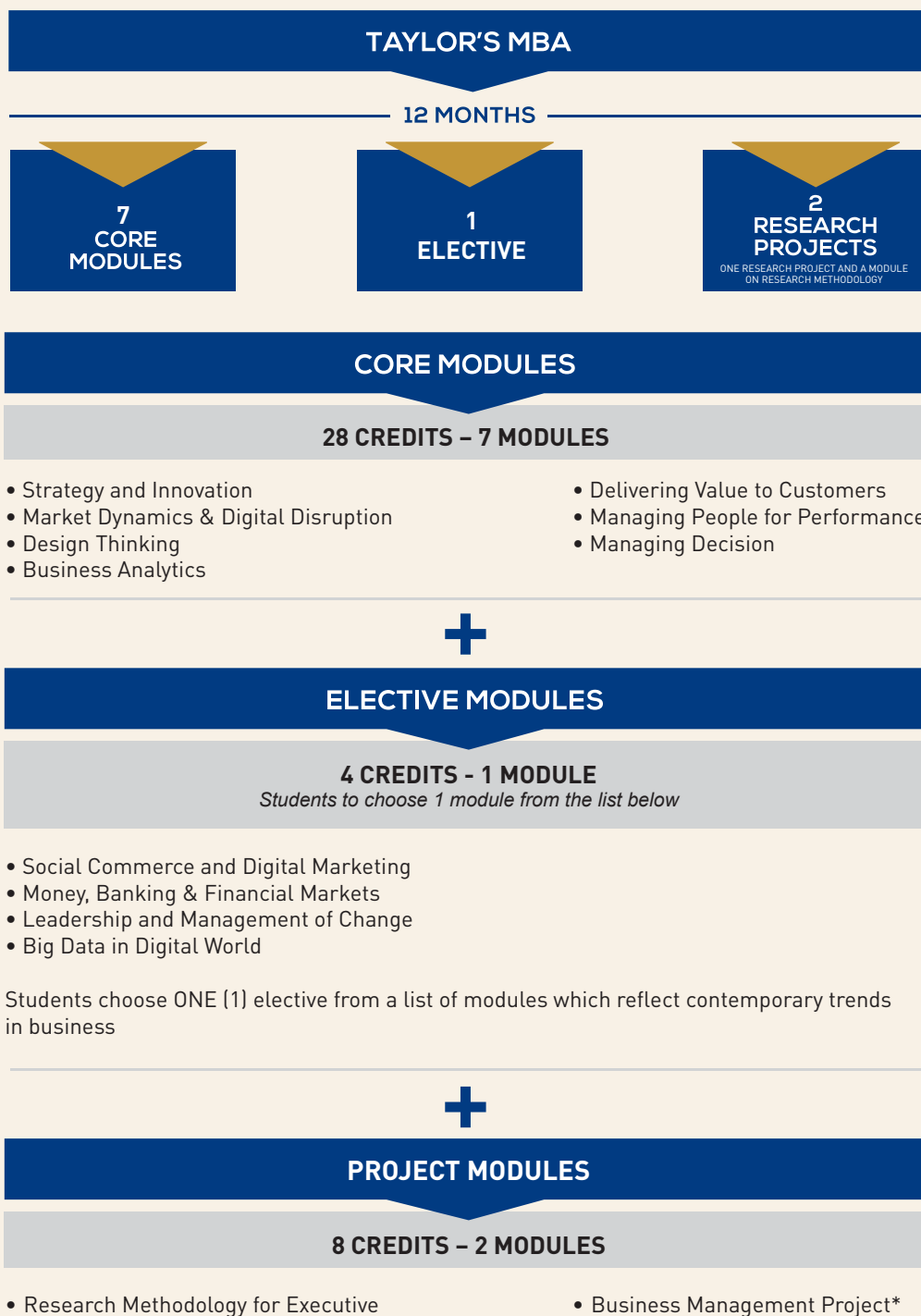
- Increased capacity to attract and retain managers with high potential
- Have enrolled staff gain insight into the latest management practices and have them improve their managerial and networking skills
- Developing viable succession planning options for tomorrow's leaders



## PROGRAMME STRUCTURE

This brief 12-month programme is an ideal choice for working adults. Taylor's MBA reflects both the latest challenges in the business world businesses and up-to-date insights from our industry experts. The modules are designed with a strong focus on self-development which you can start to apply immediately to your working life.

The Taylor's MBA is made up of seven (7) core modules, one (1) elective and a research project. The programme is structured to provide learners with managerial and operational skills with focus on strategic management, people management, financial understanding, and design thinking among others.



\*Note:

Research Methodology for Executive is a pre-requisite to Business Management Project.

# PROGRAMME SYNOPSIS

## CORE MODULES

### STRATEGY AND INNOVATION

The module is designed to provide learners with a comprehensive understanding on how organisations are managed strategically with the emphasis on applying theory into practice. The learners will work with unstructured and incomplete information in real business cases, allowing them to develop business frameworks and networks to support their enquiry, to work successfully in teams, to present their findings, and seek and receive constructive feedback on the cases that they undertake.

### MARKET DYNAMICS & DIGITAL DISRUPTION

The relevance of market dynamics is explored by examining real-world scenarios applying concepts such as opportunity cost, trade-offs, scarcity, and demand and supply. Learners having a good understanding on the evolving market dynamics as well as potential disruptions arising from the emergence of IR 4.0 would be equipped to make informed decisions. Practical importance is relevant regardless of future career paths such as opening a virtual fitness studio, trading on stock exchanges, or operating a local restaurant. Learners having a better understanding of the forces at work would be able to manage and ensure better overall outcomes as managers.

### DESIGN THINKING

Basic assumption of the design thinking is that innovation occurs at the intersection of the three equal factors: human, technology and economy. Design Thinking states that all three factors must be considered for innovation to occur. The design thinking approach is human-centered, and it is a process that starts with the people you are designing for and ends with new solutions that are tailor made to suit their needs. Like the scientific method, design thinking can be applied to a broad set of opportunities and challenges. Learners will learn that through an interactive process, design thinking seeks solutions that are desirable, viable, and feasible.

### MANAGING DECISION

This module starts with an introduction to the concepts of accounting and finance in business. Once those concepts are in place, students will extend their knowledge by using financial information to support a variety of business decisions and to evaluate business performance.

### BUSINESS ANALYTICS

This course teaches the theoretical fundamentals of different analytical methods to apply and interpret these techniques to business-related problems. Problem-based learning will be utilised, whereby students will master various statistical methods using real-world datasets. Assessments are designed to help students develop discipline-specific knowledge, as well as decision-making skills to enable them to apply real-world datasets to solve problems. Completing these assignments will contribute to developing students' application and reasoning skills in understanding the practice of using analytics in business settings.

### DELIVERING VALUE TO CUSTOMERS

This module provides theoretical and practical knowledge and understanding of how an organisation can effectively deliver value to its targeted customers. To complete this module, the students will be exposed to important marketing decisions and strategies, business process management, and digital business strategies to enhance customer value proposition, delivery, and acceptance in the marketplace. They will also learn to retrieve and apply their knowledge related to delivery of customer value to expand their learning boundary from various business management practices that can benefit their present and future employment.

### MANAGING PEOPLE FOR PERFORMANCE

This module provides students with a comprehensive and in-depth understanding of performance management. It covers key principles, practices, and toolkit of performance management and supplements with the latest and best insights from organisational behaviour research. After completing this module, students will be able to understand theories and approaches of performance management from the cross-cultural perspective, evaluate strategic performance management and communicate it with high effectiveness, demonstrate effective leadership skills in people management and analyse performance management with high professional ethics.

## PROJECT MODULES

---

### RESEARCH METHODOLOGY FOR EXECUTIVE

This course provides students the knowledge to formulate and clarify research topics, critically review literature, and appropriately select research approaches and strategies to suit different research needs. It provides an in-depth exposure to examples on well-written research papers from good journal articles and students will be required to critically evaluate these articles. Practical exercises will also be provided to guide students on how to appropriately state research hypotheses, research objectives and research questions and how to critically discuss the problem statements, research gaps, contribution of the research, literature review and research methodology.

### BUSINESS MANAGEMENT PROJECT

Business Management Project exposes students with published academic theories in literature and the opportunity to research the area related to their programme of study. It is designed to allow students to plan and manage their research and to produce a complete written dissertation. The aim of this module is to learn how to undertake business research, the realities of working with research data, and discourse to the research findings, ultimately students will deliver a set of evidence-based research outcomes and practical recommendations.



## ELECTIVE MODULES (CHOOSE 1 OPTION)

---

### **SOCIAL COMMERCE AND DIGITAL MARKETING**

This module covers tools and platforms for social commerce, digital marketing strategies, digital research, social commerce metrics, legal aspects, and supporting theories and concepts. It focuses on the development of the successful digital marketing plans that effectively meets the customers' needs and develops sustainable competitive advantages. Students will learn various techniques required to create a digital marketing plan. In addition, this course provides an experiential understanding of how to effectively use digital marketing and social media tools for delivering customer value.

### **MONEY, BANKING & FINANCIAL MARKETS**

This module introduces financial economics by focusing on the concept of money, interest rates, exchange rates, and monetary policy. The main areas covered include the monetary process, mechanisms of interest rates as well as the role of central banks. It also looks at tools for maintaining monetary stability as well as regulating the banking industry. The course will provide an analytic framework to help students understand more generally how financial markets and institutions work in a country and globally. It also helps them know how and why there is connection between financial markets, financial institutions, and the economy.

### **LEADERSHIP AND MANAGEMENT OF CHANGE**

The overall aim of this subject is to introduce students to key themes and issues in leadership and the management of change and assist them to develop key leadership and change management skills. The focus will be on understanding the way organisations operate in fast changing global economic, social and ethical environments and the activities which managers and change agents undertake within organisations to pursue the goals and long-term sustainability of the organisation. Students will critically examine and evaluate key aspects of leadership and change management theory and practice, develop a self-awareness and reflective learning capacity in terms of their personal attitude towards leading change in organisations.

### **BIG DATA IN DIGITAL WORLD**

New methodologies in data collection, storage and analytics, providing for massive levels of information, are now driving business operations to be more data centric in order to succeed. Hence, those who are able to master data science and big data related techniques will be in demand by many business operations, which are hoping to capitalise on big data to improve their operations. This course is on learning the theoretical fundamentals of big data, extraction of structured and unstructured data, big data storage, data cleaning, data wrangling, visualisation, and machine learning.

## PROGRAMME STRUCTURE

The Master of Management programme is ideal for candidates looking to kick-start their careers or venture into starting their own business. Potential candidates would have an option to experience an entrepreneurial education by working on an entrepreneurial initiative as part of the project module. Taylor's has an ecosystem with a supporting startup incubator to provide students with coaching and mentoring support to build their business.

The Taylor's MoM is made up of seven (7) core modules, one (1) elective and a research project. Master of Management is a specialised programme designed to provide theoretical groundwork and the know-how to apply the management concepts to support a learner in their career.

| DURATION: 1 YEAR (FULL TIME) / 2 YEARS (PART TIME)                                                                                                                                                                                                                                                                               |               |                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|------------------------|
| 7<br>CORE MODULES                                                                                                                                                                                                                                                                                                                | 1<br>ELECTIVE | 2<br>RESEARCH PROJECTS |
| <b>Activities</b><br>(Industry exposure opportunities offered throughout the duration of the study)                                                                                                                                                                                                                              |               |                        |
| <b>Assessment</b> <ul style="list-style-type: none"><li>• Written examinations</li><li>• Presentation</li><li>• Learning / Reflective logs</li><li>• Portfolios</li><li>• Tests</li><li>• Case Studies</li><li>• Group Projects / Assignment</li><li>• Project</li></ul>                                                         |               |                        |
| Students are required to achieve a minimum CGPA of 3.0 as part of the graduation requirement by the Malaysian Qualifications Agency (MQA)                                                                                                                                                                                        |               |                        |
| CORE MODULES                                                                                                                                                                                                                                                                                                                     |               |                        |
| 28 CREDITS - 7 MODULES                                                                                                                                                                                                                                                                                                           |               |                        |
| <ul style="list-style-type: none"><li>• Strategic Management</li><li>• Design Thinking</li><li>• Leadership and Management of Change</li><li>• Leading Future Organisation</li><li>• Organisational Management</li><li>• Project Management and Consultancy</li><li>• Quality Management for Organisational Excellence</li></ul> |               |                        |
| ELECTIVE MODULE                                                                                                                                                                                                                                                                                                                  |               |                        |
| 4 CREDITS - 1 MODULE                                                                                                                                                                                                                                                                                                             |               |                        |
| <ul style="list-style-type: none"><li>• Social Commerce and Digital Marketing</li><li>• Marketing Management</li></ul> <p><i>Students choose ONE (1) elective from a list of modules which reflect contemporary trends in business</i></p>                                                                                       |               |                        |
| PROJECT MODULES                                                                                                                                                                                                                                                                                                                  |               |                        |
| 8 CREDITS - 2 MODULES                                                                                                                                                                                                                                                                                                            |               |                        |
| <ul style="list-style-type: none"><li>• Research Methodology for Executive</li><li>• Business Strategy Project*</li></ul>                                                                                                                                                                                                        |               |                        |

Note: \*Research Methodology for Executive is a prerequisite to Business Strategy Project.

# PROGRAMME SYNOPSIS

---

## CORE MODULES

### STRATEGIC MANAGEMENT

The module focuses on developing strategy with the emphasis on embedding relevant strategic management models and tools to become effective corporate managers. This module aims to provide candidates with a comprehensive understanding on how a domestic and an international corporation are managed strategically, with a focus on integrating theory into practice. The standout feature of this module is to prepare graduates to become innovative strategic corporate managers to sharpen their skills in applying practical concepts and tools of strategic analysis to decision-making and to achieve the required learning outcome.

### DESIGN THINKING

Basic assumption of the design thinking is that innovation occurs at the intersection of the three equal factors: human, technology, and economy. Design Thinking states that all three factors must be considered for innovation to occur. The design thinking approach is human-centred, and it is a process that starts with the people you're designing for and ends with new solutions that are tailor made to suit their needs. Like the scientific method, design thinking can be applied to a broad set of opportunities and challenges. Learners will learn that through an iterative process, design thinking seeks solutions that are desirable, viable, and feasible.

### LEADERSHIP AND MANAGEMENT OF CHANGE

The overall aim of this subject is to introduce students to key themes and issues in leadership and the management of change and assist them to develop key leadership and change management skills. The focus will be on understanding the way organisations operate in fast-changing global economic, social and ethical environments, and the activities which managers and change agents undertake within organisations to pursue the goals and long-term sustainability of the organisation. Students will critically examine and evaluate key aspects of leadership and change management theory and practice, develop a self-awareness and reflective learning capacity in terms of their personal attitude towards leading change in organisations.

### LEADING FUTURE ORGANISATION

The module provides basic concepts of designing future organisation by assessing the external and internal environment. In addition to those concepts, the module includes the strategy to design the organisations to reach effectiveness and understanding the fundamentals of organisation structure. To facilitate decision-making in future organisations, students will learn about organisation size, life cycle, and relevant technologies.

### ORGANISATIONAL MANAGEMENT

The overall aim of this module is to introduce the students to key themes and issues in organisational management and behaviour and help them to develop key organisational management skills. The focus will be on understanding the way organisations operate in their economic and social environments and the activities which managers and marketers undertake within organisations in pursuit of organisational goals. This module is also intended to provide an insight and an overview into organisations as social structures and processes. Emphasis will be placed on helping students to make links between different theories in Organisational Management and Behaviour and the practices used by leaders and managers in organisations and business environments.

### PROJECT MANAGEMENT AND CONSULTANCY

The Project Management & Consultancy module looks into concepts like business strategy, operational techniques, and time management. Understanding the fundamental principles of project management and the complexity of project environments is essential to effective project management. In this module, students will gain a theoretical and practical perspective on critical factors for successful management of projects and explore the realities of project management processes in a variety of organisational settings.

### QUALITY MANAGEMENT FOR ORGANISATIONAL EXCELLENCE

The module will provide theoretical and practical knowledge of how an organisation can continuously improve quality for achieving business excellence. Continuous quality improvement plays an essential role in any organisation's survival in the competitive global markets. To complete this module, students will be exposed to the fundamental concepts of quality management in an organisation, the importance of quality and global competitiveness, strategic management for competitive advantages, quality management, corporate social responsibility, and total quality management practices.



# PROGRAMME SYNOPSIS

---

## ELECTIVE MODULES

### SOCIAL COMMERCE AND DIGITAL MARKETING

This module covers tools and platforms for social commerce, digital marketing strategies, digital research, social commerce metrics, legal aspects, and supporting theories and concepts. It focuses on the development of the successful digital marketing plans that effectively meets the customers' needs and develops sustainable competitive advantages. Students will learn various techniques required to create a digital marketing plan. In addition, this course provides an experiential understanding of how to effectively use digital marketing and social media tools for delivering customer value.

## PROJECT MODULES

### RESEARCH METHODOLOGY FOR EXECUTIVE

This course provides students the knowledge to formulate and clarify research topics, critically review literature, and appropriately select research approaches and strategies to suit different research needs. It provides an in-depth exposure to examples on well-written research papers from good journal articles and students will be required to critically evaluate these articles. Practical exercises will also be provided to guide students on how to appropriately state research hypotheses, research objectives and research questions and how to critically discuss the problem statements, research gaps, contribution of the research, literature review and research methodology.

### MARKETING MANAGEMENT

This module places particular emphasis on the management of profitable exchange processes in the context of modern organisations and covers a diverse range of marketing topics including marketing strategy and planning, the marketing environment and how to monitor it, consumer and organisational behaviour, marketing research, market segmentation and the development of target markets, new product development, pricing, distribution, and promotion. Marketing Management will provide in-depth exposure to practical examples and applications about managerial decisions pertaining to marketing. These include the trade-off between the organisation's objectives and resources against customer needs and business opportunities in the marketplace.

### BUSINESS STRATEGY PROJECT

Business Strategy Project provides opportunities for students to synthesise and apply the knowledge and experiences gained throughout the entire programme. Students will be guided through feedback, guidance on sourcing for relevant information, testing and verifying business model, sharing their challenges, and evaluating their business idea. Mode of delivery for this module are consultation and workshop sessions that provides mentoring and support by experienced professionals from the industry on marketing, ideation, financials and pitching is an essential part of the module.



**TAYLOR'S  
UNIVERSITY**

Wisdom · Integrity · Excellence

**Rise With The Best™**

*Where our community is our strength*

**Taylor's University Sdn. Bhd.** (Co. No. 149634-D)  
JPT/BPP(D)1000-701/502(16) DU023 (B)

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

Tel : +603-5629 5000

Fax : +603-5629 5001

Email : [applications@taylors.edu.my](mailto:applications@taylors.edu.my)

Website : [university.taylors.edu.my](http://university.taylors.edu.my)

**Taylor's Education Counselling Centres**

|                     |                                   |                        |
|---------------------|-----------------------------------|------------------------|
| • Penang office     | Tel: +604-899 9396/ +604-892 0396 | Mobile: +6012-632 9396 |
| • Johor office      | Tel: +607-351 3692 / 3694         | Mobile: +6017-302 8188 |
| • Sabah office      | Tel: +6088-338898                 | Mobile: +6012-605 0802 |
| • Sarawak office    | Tel: +6082-384998                 | Mobile: +6016-760 7639 |
| • Melaka Region     | Mobile: +6012-655 0803            |                        |
| • East Coast Region | Mobile: +6012-878 1907            |                        |

This publication contains information, which is current as of January 2024. 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.