



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

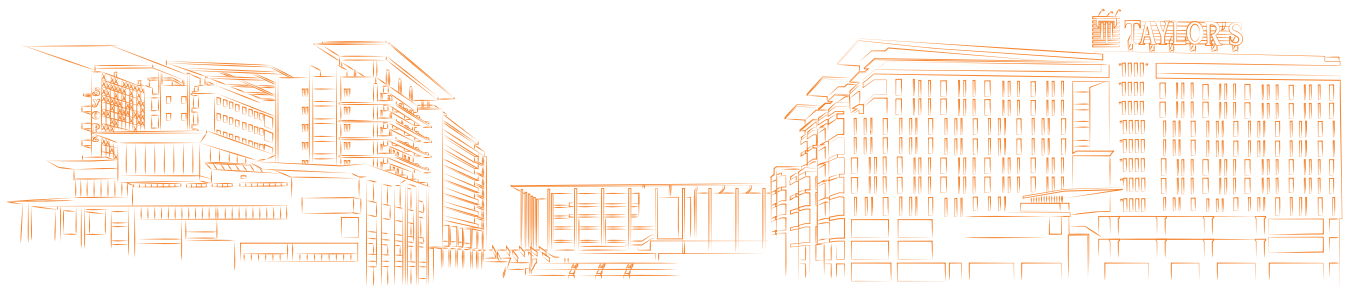
#501-575  
Mechanical Engineering



TAYLOR'S  
UNIVERSITY

Wisdom • Integrity • Excellence

# COMPUTER SCIENCE



TAYLOR'sphere™



# TAYLOR'S SCHOOL OF COMPUTER SCIENCE

**WORLD  
TOP 250**

**#1 MALAYSIAN  
PRIVATE UNIVERSITY**

**Computer Science & Information  
Systems**



BY SUBJECT 2025

## **Bachelor of Computer Science (Honours)**

### **Specialisations:**

1. Data Science (Dual Award)
2. Cyber Security (Dual Award)
3. Mobile Computing (Dual Award)
4. Artificial Intelligence (Dual Award)

## **Bachelor of Information Technology (Honours)**

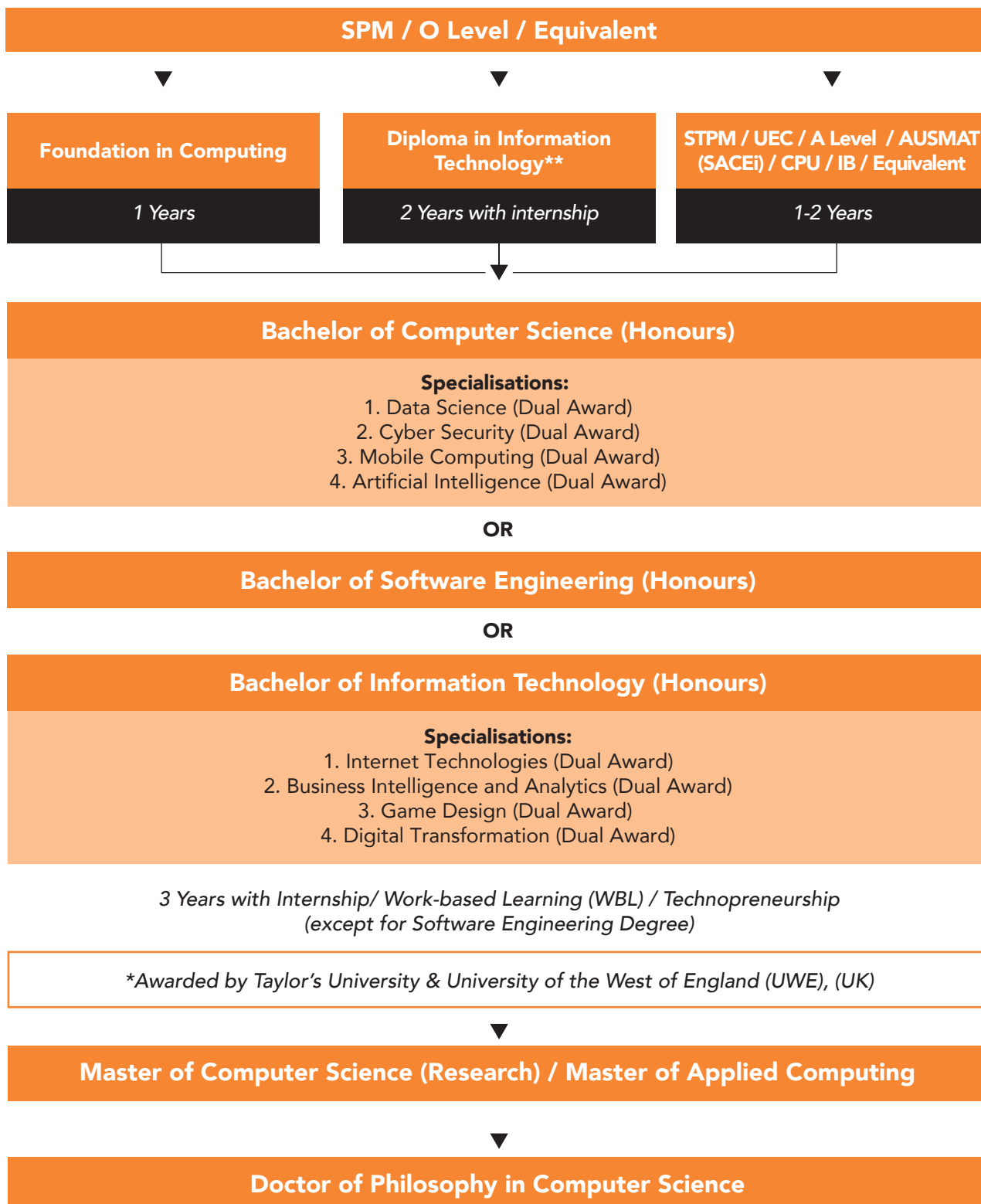
### **Specialisations:**

1. Internet Technologies (Dual Award)
2. Business Intelligence and Analytics (Dual Award)
3. Game Design (Dual Award)
4. Digital Transformation (Dual Award)

## **Bachelor of Software Engineering (Honours)**



# CHART YOUR EDUCATION PATH



Note : All Diploma programmes that meet the requirements of Degree programmes will have advanced standing.

\*\*Effective 1 January 2020, the Diploma in Information Technology which is presently offered by Taylor's University, will be moved to Taylor's College.



# OVERSEAS EXPERIENCE VIA OUR PARTNERS\*



## UNITED KINGDOM

### UNIVERSITY OF BIRMINGHAM

- BSc Computer Science
- MSc Computer Science
- BSc Artificial Intelligence with Computer Science
- MSc Artificial Intelligence with Computer Science

### UNIVERSITY OF ESSEX

- Bachelor of Science Computer Games
- Bachelor of Science Computer Science
- Bachelor of Engineering Computer Networks
- Bachelor of Engineering Robotic Engineering
- Bachelor of Engineering Mechatronic Systems
- Bachelor of Engineering Computers with Electronics
- Bachelor of Engineering Computer Systems Engineering
- Bachelor of Data Science and Analytics

### UNIVERSITY OF LEEDS

- BSc Computer Science
- MEng Computer Science

### UNIVERSITY OF DUNDEE

- MSc Spatial Planning with Sustainable Urban Design
- MSc Biomedical Engineering
- MSc Medical Engineering
- MSc Industrial Engineering

### UNIVERSITY OF PLYMOUTH

- BSc (Hons) Computer Science
- BSc (Hons) Computer Science (Artificial Intelligence)
- BSc (Hons) Computer Science (Cyber Security)
- BSc (Hons) Computer Science (Games Development)
- BSc (Hons) Computer Science (Software Engineering)

### CARDIFF UNIVERSITY

- BSc Computer Science



## AUSTRALIA

### QUEENSLAND UNIVERSITY OF TECHNOLOGY

- Bachelor of Information Technology (Computer Science)
- Bachelor of Information Technology (Information Systems)

### THE UNIVERSITY OF QUEENSLAND

- Bachelor of Information Technology
- Bachelor of Computer Science

### UNIVERSITY OF SOUTH AUSTRALIA

- Bachelor of Information Technology
- Bachelor of Software Engineering (Honours)

### UNIVERSITY OF TECHNOLOGY SYDNEY

- BSc Information Technology (Enterprise Systems Development)
- BSc Information Technology (Data Analytics)
- BSc Information Technology (Interaction Design)
- BSc Information Technology (Business Information Systems Management)
- BSc Information Technology (Networking and Cybersecurity)
- BSc Information Technology (Enterprise Systems Development)

### UNIVERSITY OF WESTERN AUSTRALIA

- Bachelor of Science (Computer Science)
- Bachelor of Science (Computer Science & Cybersecurity)

### FLINDERS UNIVERSITY

- Bachelor of Information Technology
- Bachelor of Information Technology (Business & Information Systems)
- Bachelor of Information Technology (Data Analytics)
- Bachelor of Information Technology (Game Development)
- Bachelor of Information Technology (Machine Learning)
- Bachelor of Information Technology (Networks & Cybersecurity Systems)
- Bachelor of Computer Science
- Bachelor of Computer Science (Artificial Intelligence)

### GRIFFITH UNIVERSITY

- Bachelor of Computer Science
- Bachelor of Information Technology

# UNLOCK MEANINGFUL CAREER OPPORTUNITIES

### BACHELOR OF INFORMATION TECHNOLOGY (HONOURS)

- IT Consultant
- Data Analyst
- Data Engineer
- Data Scientist
- Database Administrator
- Information Manager
- Lecturer
- Mobile Developer
- Networking Engineer
- Project Manager
- System Developer
- System Manager
- User Experience Analyst
- User Experience Engineer
- Web Developer
- Applications developer
- Game Developer
- Information systems manager

### BACHELOR OF COMPUTER SCIENCE (HONOURS)

- Software Developer
- Web Developer
- UX Designer
- Mobile App Developer
- IT Project Manager
- Information Security Analyst
- Systems Architect
- AI Engineer

### BACHELOR OF SOFTWARE ENGINEERING (HONOURS)

- Applications developer
- Cyber security analyst
- Game developer
- Information systems manager
- IT consultant
- Multimedia programmer
- Web developer
- Web designer

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

# WHY COMPUTER SCIENCE AT TAYLOR'S?

Taylor'sphere, our balanced ecosystem of community, facilities and features, is focused on equipping students with intellect, creativity and practical wisdom to graduate in demand for the ever-evolving landscape. Your journey in computer science studies as a Taylorian will be immersed within this ecosystem that will empower your aspirations and enable you to rise with the best, where our community is our strength.







## MULTIDISCIPLINARY LEARNING EXPERIENCE (MLE)

Taylor's was one of the pioneer institutions in the region to implement compulsory multidisciplinary projects across all its undergraduate programmes. Multidisciplinary solutions go beyond just collaborating, but rather having a good understanding of learning necessities across various disciplines against being discipline-specific which will no longer be enough.



## TAYLOR'S CURRICULUM FRAMEWORK (TCF)

Breaking conventions to bring you the first-of-its-kind framework in Malaysia that allows you to mix and match modules to customise your degree.



## MEETING INDUSTRY STANDARD

Established in 1998, Taylor's School of Computer Science offers a range of career-focused programmes, where graduates continue to meet industry standards, filling out the talent pool in ICT.



## DRIVING INNOVATION THROUGH TECHNOLOGY

We aim to provide students with ample opportunities to influence the future of the modern world, pioneering the frontiers of Computer Science with a positive impact on society.



## INDUSTRY-RELEVANT CURRICULUM

Our industry-relevant curriculum is a result of a conducive environment and multiple strong collaborations including close ties to the industry, professional bodies, government agencies, and academia.



## COMPREHENSIVE PROGRAMMES

Our programmes offered are comprehensive in practical content, using relevant and latest learning technologies. We ensure that you are future-ready, as we enter the 4IR.



## PERSONALISED AI-POWERED LEARNING

As one of Malaysia's pioneering institutions in AI-driven innovation, we offer personalised one-on-one 24/7 tutoring, focused Q&A sessions, assessments and instant feedback, supported by our AI teaching assistant. Students enjoy an engaging experience that encourages self-directed growth and better understanding.



# DUAL AWARD

Taylor's School of Computer Science (SCS) offers dual award degree programme in collaboration with the Department of Computer Science and Creative Technologies, 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. You will receive certification and academic transcripts from both Taylor's University and UWE upon completion of your degree at Taylor's.





## **UWE** **Bristol** | University of the West of England

- Dating as far back as 1595, UWE represents a long and well-established tradition of first-class professional education and training.
- With over 30,000 students, UWE is a modern, growing university situated in the thriving harbour side of Bristol.
- UWE has over 500 available workstations in their teaching laboratories as well as large open-access labs providing PC and Unix-based machines. They also host their own servers to provide Windows, Linux and Unix-based operating systems.
- The Department of Computer Science and Creative Technologies has strong linkage with the industry, including a multi-million-pound strategic partnership with Hewlett-Packard, which has contributed towards an upgrade of computer technology and infrastructure across the campus.
- The Department has an active research community, which makes significant contribution towards various groups of studies such as Artificial Intelligence (AI), Complex Co-operative Systems and Unconventional Computing.







# STUDENT APPS

We encourage you to not only think out of the box, but to break boundaries in experimenting and developing apps that have utility values.



## TRAQUER

Traquer is an innovative solution that aims to reduce road accidents caused by buses and provide safety assurance to passengers. The app is a social-empowered road safety app and acts as a voice for public transport users.



## ENSUERER

Ensuerer is an online-based insurance product that insures damaged, lost or stolen smartphones and other portable digital gadgets. Without the need for agents, Ensuerer crowdsources funds from people, who pay for monthly subscriptions for the product.



## PROJECT FEEDON!

With the vision to solve world hunger, address food wastage and revolutionise charity food distribution in Malaysia, FeedOn! provides a platform to match manufacturing companies that have excess food production with charitable institutions.



## POCKET MALL

Pocket Mall is an online platform for those who want to start their own business using the Internet. The app encourages users to sell new or hand-me-down clothes, shoes, accessories, or anything in between to gain extra points.



## WAKKER APP

Wakker App is a precise journey planner that integrates all types of public transportation and routes. It wakes up commuters who have dozed off during their trip, calculates and informs commuters about public transport vehicle's estimated time of arrival and feeds location data to users who have already embarked on their journey.



# EXPERIENTIAL LEARNING

## COMPETITIONS

Students are given the opportunity to sharpen their programming and problem-solving skills through participating in various national and international competitions. This enables them to obtain feedback from experts, boost confidence as well as enhance communication and business presentation skills. Students live up to our unconventional methods as we encourage students to push boundaries and achieve more.

- AngelHack
- Celcom Project U.O.X
- Digi Mobile Challenge
- E-Genting Programming Competition
- F-Secure National Inter Varsity Security Tech Quiz
- Championship
- Hilti Big Data Analytics International Competition
- Microsoft Imagine Cup
- MNCC Computing Challenge
- Institute of Higher Learning - Multimedia Super Corridor
- Malaysia Start Up Challenge
- Standard Chartered ICT Competition
- NASA Space App Challenge
- MIT Global Start-up Labs (GSL)
- Enterprise Resources Management Challenge







# E 2023

## chnology Expo™

vation and Technology Event



Taylor's University excels in fostering a culturally inclusive, professional environment. Committed faculty and strategic industry networking enhance students' readiness. The institution delivers a comprehensive, sophisticated education, positioning graduates for success!

**Vighnesh Sivanesan**  
Bachelor of Computer Science (Hons)  
Cyber Security Engineer  
Hilti Asia IT Services Sdn Bhd



# WORLD-CLASS STANDARDS & FACILITIES

As your vested partner throughout your education journey, future-proofing you is our priority. We continuously provide our students with more than just academics, but also life skills to be business leaders and successful entrepreneurs of the future. Students gain valuable hands-on and real-life experience through our dedicated laboratories and workspace.

## HUAWEI LAB

Equipped with routers and networking equipment

## CYBERSECURITY LAB

Equipped with cybersecurity software







## Mac LAB

The Mac Lab is equipped with the latest industry-standard design software and hardware.

## MULTIMEDIA LAB

Equipped with powerful machines that allow students to work on 3-dimensional (3D) and animation projects.



# BizPod

*Birthing Ideas, Building Businesses*

## BizPod

BizPod is a hybrid Incubator and Accelerator for entrepreneurs. It provides a holistic four-stage structured, intensive entrepreneurship training programme that develops the entrepreneurs from idea stage to funding acquisition for pre-seed, seed and venture capitalist. The training modules provided 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 in a university setting.



## Taylor's Me.reka Makerspace

Taylor's Me.Reka Makerspace aims to be a place enabling our students from across Schools to work collaboratively on multi-disciplinary projects focusing on real-world problems with the use of proven solution techniques. This platform also encourages Taylor's students to be self-directed learners with hands-on training using cutting-edge technology in the field of digital fabrication. It also seeks to establish win-win relationships with community (local as well as international) and industry.



We were pleased to have Traquer as one of the teams to undergo our Alpha Startups pre-accelerator programme. The team showed great perseverance to make their startup a success and the founder Shi Jin, had great determination and tenacity which gave us the confidence to help him open doors that led to his team pitching his idea to the CEO of S.P.A.D himself. We were glad to be able to guide the team in validating their market and via our design sprint coaching help them focus on the essentials for a quick MVP to launch. We look forward to seeing more founders from Taylor's University joining our programme to help them on their entrepreneurial journey.

**Mr Bikesh Lakhmichand**  
CEO and Founder, 1337 Ventures

# BECOME FUTURE-PROOF

GLOBAL & LOCAL COLLABORATIONS WITH  
OUR INDUSTRY ADVISORY PANEL (IAP)

## STUDENT INDUSTRY EXPOSURE

### STUDENT TECHNOPRENEUR DEVELOPMENT

Taylor's School of Computer Science has strong initiatives to develop student Technopreneurship. The technopreneur modules will be taught over 4 semesters (one credit per semester) and much of the delivery will be via seminars, forums and workshops.

You will be grouped into teams to form start-up companies and taught to create jobs instead of to seek jobs. The school will provide the necessary support for the start-ups, such as coaching, nurturing ideas, and technical details.





## INDUSTRY-DRIVEN FINAL-YEAR PROJECTS

Most of our final-year projects are done in collaboration with industry partners. You will be assigned to real-world industry problems from industries. This will expose you to some of the challenges faced by the industry and how your ideas could help solve some of these challenges. These projects will be co-supervised by industry partners. This has resulted in some excellent industry products such as:

### **BagBot**

**(Innovative Idea with Creative Designs)**

Standard Chartered Bank

### **Info Banjir Malaysia**

**(Windows Phone App)**

Microsoft

### **Instajob**

Google

### **NoteFORensics**

PwC Malaysia

### **Plus Toll Rate App (Android Platform)**

PLUS

### **WiseCycle**

**(Windows Phone App)**

Microsoft

### **Crowdfunding Platform for Students**

Google Business Group (GBG) Malaysia

### **Social Collaboration Application**

Hilti (Malaysia) Sdn Bhd

### **Final Year Project Management System**

Taylor's University School of Computer Science

### **My Life Priorities**

K365labs Sdn Bhd

### **Requirements Request Approval System**

SharePoint Factory Sdn Bhd

# STRONG INDUSTRY PARTNERSHIPS

In order to keep abreast with global trends and bridge the gap between academia and the industry, we have developed a web of relationships with international technology companies and entrepreneurs.





These pillars of the Information and Communications Technology (ICT) community provide Taylor's School of Computer Science with:

- valuable insight into the industry and shed light on the fundamental shifts in IT consumption and consumer behaviour.
- facilitate dynamic knowledge exchange, enabling you to reap the rewards of these collaborations.
- ability to serve as an ideation lab and a gateway to innovation, talent and research activities for the industry.



Soft skills are embedded throughout our curriculum:

- through project-based learning, internship programmes, field trips, as well as events and activities that stimulate the students to get involved in activities outside their chosen field and develop out-of-the-box thinking.
- providing you with industry exposure and enabling you to learn more about the application of technology in the real world.

Our holistic approach has successfully produced not just ICT graduates, but technopreneurs who are geared to meet and tackle the challenges of the future.



Completing my degree studies at Taylor's University Lakeside Campus was a rewarding experience, as they offered me a solid platform to develop both my technical and soft skills, which have contributed to my current success.

**Mike Goh Chia Chung**  
Bachelor of Information Technology (Hons)  
Network Automation & Compliance Engineer  
IT Network Services Team (FIIN)  
Hilti Asia IT Services (HAITS)

# EXPERT FORUMS

Taylor's School of Computer Science provides various expert platforms that feature talks and lectures delivered by invited speakers from the industry as well as adjunct faculty members, who speak about the ICT industry and profession. Apart from strengthening the School's teaching profile, these industry practitioners also provide you with an opportunity to interact with professionals in specialised fields to enhance your learning.



Technopreneurship is not all about personal financial gain. It is about crafting a lifelong plan to make a positive impact for the society. True wealth should be built on integrity and ethics.

**Mr Liow Ren Jan**  
Co-Founder & Executive Director,  
O2O Commerce Sdn Bhd

The guest lectures provide the students at Taylor's University not only with different points-of-view, but also a vessel of knowledge that they can apply in later courses or in their internships.

**Mr Ervin Loh Chuan Ho**  
Application Lifecycle Management Program Manager,  
K365labs Sdn Bhd





## GUEST LECTURES

We invite eminent personalities from various industries and institutions to lend valuable information from their experiences to our students. Our guest lectures enrich you with the latest knowledge about industry needs, technical updates, and trends.

Some of the organisations that have delivered guest lectures at Taylor's School of Computer Science include:

- ABS Technologies
- BAE Systems Applied Intelligence
- Blackberry
- Experian Information Solutions, Inc
- Founders Lab
- Google Singapore
- Hilti Asia IT Services
- IBM Malaysia
- iTrain (M) Sdn Bhd
- K365labs Sdn Bhd
- Kaapagam Technology
- Microsoft Malaysia
- Prosper Solutions Sdn Bhd
- Sensata Technologies
- Shell Business Operations Sdn Bhd
- Spektra Alucast (M) Sdn Bhd
- Standard Chartered Bank
- Tech in Asia, Singapore
- Xyler Technologies Sdn Bhd
- E-Centric Innovation, Australia
- Shared Point Factory
- Connectcloud
- O2O Commerce



# INDUSTRY ADVISORY PANEL (IAP)

Taylor's School of Computer Science works closely with the IAP to ensure the programmes offered are relevant to current IT industry practices and requirements. The IAP provides valuable input in developing and offering new curriculum to meet current and future market demands.

**Basis Bay**  
Reengineering IT



**F-Secure**

**(ISC)<sup>2</sup>**

**pwc**

 **Microsoft**

**IBM**

**ITASA**  
The Business Technology Architect Association

**MDEC**





## AMONG OUR NOTABLE IAP ARE:

### Mr Ganapathy Sirgunavel

Chief Executive Officer  
Cloud Analytics Sdn. Bhd.

### Mr Effendy Zulkifly

Chief Executive Officer  
BLOCKWORQ Sdn Bhd

### Dr Muhammed Dzulkhiflee

IT Cohort Lead Quality Assurance  
Hilti Asia IT Services

### Mr Ahmad Khalil Mohamad Nooh

Chief Executive Officer  
MESOLITICA Sdn Bhd

### Ts Dr Sanath Sukumaran

Director  
Agile Consultancy Sdn Bhd

### Mohamed Harun

Board Member  
USIM Tijarah Holdings Sdn Bhd

"Taylor's School of Computer Science has 100% graduate employability rate for 3 years in a row. All our graduates have been successfully employed within 3 months of their graduation."

## INDUSTRY NETWORKING SESSION

This event is supported by IT professionals and consultants from various national and multinational companies across Malaysia. It's a platform for industry leaders to discuss trends and demands of the IT industry. Such events provide opportunities for exchange of ideas amongst students and professionals.

## EMPLOYABLE GRADUATES

Our top employers include:

- Accenture
- Hilti
- Allianz
- IBM
- Basis Bay
- Microsoft
- BMW
- PwC
- Deloitte
- Siemens
- Experian



# INDUSTRIAL ATTACHMENT REAL-LIFE EXPERIENCE



You will undergo a 6-month industrial training for the last 2 semesters of your programme. This will provide you with the necessary industrial experience and the opportunity to explore your interest and apply the knowledge acquired from the programme. Many of our industrial attachment partners are top ICT companies. A good percentage of our students are offered jobs in the same company after their industrial attachment.



We are delighted to note the level of knowledge and insights Taylor's students have with regards to computer security. This was evident even amongst your 1st year students.

**Mr. Jesmond Chang**

Corporate Communications Manager,  
Kaspersky Lab

Taylor's works closely with the industry to understand the industry needs. We look forward to Taylor's producing more relevant graduates for the Digital Technology industry.

**Dato' Ng Wan Peng**

Chief Operating Officer,  
Malaysia Digital Economy Corporation



The fast-moving IT environment provides plenty of challenges to IT students equipped with the right soft and hard skills. The changing market will need bright, motivated individuals who can look forward to challenging and exciting careers as IT is pervasive in all industries. Now, more than ever, IT is going to reshape the world we live in. Taylor's School of Computer Science has provided the right platform to achieve the same.

**Mr. Lee Yu Kit**

Chief Technology Officer, IBM Malaysia



We had an intern from Taylor's School of Computer Science who has shown great passion in the new industry of Big Data by showcasing understanding of Microsoft Azure Machine Learning for analytics in various seminar speaking engagements and hands-on lab workshops.

**Mr. Navin Danapal**

Senior Audience Manager,  
Microsoft Malaysia







# INDUSTRY CERTIFICATION

The industrial badges awarded by Salesforce reflect our program's focus on real-world skills, comprehensive training modules, and practical projects. Students benefit from rigorous assessments and expert-led instruction, ensuring they are well-prepared for roles in customer relationship management and cloud-based solutions.

The industry-wide recognition attached to these accreditations greatly enhances our students' career opportunities and the quality of our teaching faculty. They also ease the pathway for our students to pursue a professional qualification or further their studies upon graduation.

Some of the certifications undertaken by our students are as follows:

- Java Programming by Oracle Academy
- Online industrial badges by Salesforce
- AWS Cloud Practitioner Essentials by AWS
- Advanced Python Programming Professional (APPP) by CADS



Our highly-qualified faculty members also possess extensive industry experience and actively pursue professional certification in key areas of specialisation. Many of them are regarded as experts in their respective fields:

- Sun Certified Java 2 Programmer
- Certified Tester, Foundation Level, ISTQB
- Certified Professional for Requirements Engineering, IREB
- Project Management Professional (PMP)
- HUAWEI
- Red Hat Certified Administrator
- Introduction to SAP, ERP Trainer
- Data Modelling and Data-based Design, Oracle Intro to Oracle:
  - SQL & PL/SQL Oracle8i Managing Data, Oracle
- Salesforce Certification
- AWS Certification



# AWARDS & RECOGNITION

2024



## GOOGLE WORKSPACE HACKATHON 2024

**Popularity Award and Consolation Prize**  
**Group name: "SCAC"**

Sim Hong Bing (BCS)

Ang Kar Kin (BCS)

**Mentors:**

Associate Professor Dr Goh Wei Wei (SCS)

Shaun Wong Tin Woon (TC)

Mr Phua Yeong Tsann (TC)

**Consolation Prize**

**Group name: "dk what name"**

Cheah Zixu (BCS)

Chow Suet Ling (BCS)

Ang Jia Min (BCS)

Ng Wan Qin (BCS)



## ECONDEV 2024 INTERNATIONAL E-CONTENT DEVELOPMENT COMPETITION 2024

**Enhancing Students Learning Using Simulation Tool in a Multidisciplinary Module**  
**GOLD Medal**

Mohammad Hadi Ahmadi

Milaghardan, Ariventhar A/L Ayahvoo

**Mentors:**

Associate Professor Ts Dr Goh Wei Wei

Ts Sumathi Balakrishnan



## IUCEL X KNOVASI 2024

**Utilising Gamification and Machine Learning to Foster Mental Well-Being in Education**

**Bronze Medal**

Mohammad Hadi Ahmadi Milaghardan

**Mentors:**

Associate Professor Ts Dr Goh Wei Wei

Ts Sumathi Balakrishnan

**Transforming Generation Z's Education with Virtual Reality Innovation Tool**

**Bronze Medal**

Lim Yun Xuan

**Mentors:**

Associate Professor Ts Dr Goh Wei Wei

Ts Dr Charles Sharma Naidu



## HACKATHON: CYBERSECURITY BEYOND THINKABLE 2024

**Champion RM5000 award**

Sim Hong Bing (BCS)

Sean Lim Jhun Yu (BCS)

Joyanne Poong Qi Yue (DIT)

Yuen Tze Svern (DIT)



## HACKATHON: CYBERSECURITY BEYOND THINKABLE 2024

**Second runner-up RM2000 award**

**Mentor: Associate Professor Dr Husin Jazri**

Eugene Chong Jie Shan (BCS)

See Thoo Jun Lok (BCS)

Phoon ye kang (BSE)

Anamallah Bin Samshul Kamar (BCS)



# 2023



## HILTI COMPETITION RUNNERS-UP

Tan Jia Chun (BSE), Lau Jing En (BSE), Malcolm Tan Yu Xuen (BCS), Chai Qi Qian (BCS), and Yap Ming Xuan (BCS)



## LOREAL BRAINSTORM 2023 AT PARIS

Team F'oRéal from Taylor's University, Malaysia, comprised Brandon Tan Qi Loong, Caresse Tan Zhi Nie, and Teoh Wei Ean  
Mentors: Ms. Norhidayah Hamzah (SCS) and Ms. Jamie Wan May San (Bizpod)



## CAN YOU HACK IT 2023 COMPETITION

Top 5 teams to secure an Honourable Mention for the AI-powered Investment platform.  
Tay Wei Shen, Yam Ke Li, and Ang Jia Min from School of Computer Science



## MALAYSIA TECHNOLOGY EXPO (MTE)

Smartpeel: development of An internet of things (iot) Based medication adherence Monitoring and smart Reminder application – Bronze Medal

Bau Yi Sheng, Tan Shih Huang, Joash Chua Shu Xian, Pang Ren Jie, Tan Yi Khang  
Mentors: Associate Professor Ts Dr Goh Wei Wei  
Dr Navid Ali Khan



## MALAYSIA TECHNOLOGY EXPO (MTE) 2023

Neurolytics - milddepression detection using eeg data in machine learning model – Bronze Medal  
Vendella Hellena  
Vighnesh Sivanesan  
Loo Keat Jie  
Mike Goh Chia Chung  
Mentors: Associate Professor Ts Dr Goh Wei Wei  
Ts. Sumathi Balakrishnan  
Ts. Lim Eng Lye



## MALAYSIA TECHNOLOGY EXPO (MTE) 2023

Crisis Management  
Impact Lab: Digital Innovation and Smart Society  
Bronze Medal  
Ti Shin Kir, Edward Ooi Jing Kai, Choo Jer Lyn, Adrian Ngui Ming Fai, Jin Pukai.  
Mentors: Ts. Sumathi Balakrishnan, Tee Wee Jing  
Associate Professor Dr. Afizan Azman



## IUCEL 2023 INTERNATIONAL UNIVERSITY CARNIVAL ON E- LEARNING (IUCEL)

Immersive Presentations with Personalization and Customization in Virtual Reality Environments (VLE) to Enhance Classroom Pedagogy  
GOLD Medal  
Sumaiya Rahman Oishee  
Mentors: Associate Professor Ts Dr Goh Wei Wei  
Ts Dr Charles Sharma Naidu

# 2022



## MALAYSIA TECHNOLOGY EXPO MTE 2022 SILVER AWARD

HealthCamp – Fitness Video Streaming Android Application  
Mohammed Saifeldeen Mohammed Ahmed, Asif Karim, Gong Lihao, Faris Mohamed Ahmed Hassan, Ts Dr Goh Wei Wei, Ts Sukhminder Kaur, Tee Wee Jing  
Mentors: Associate Professor Ts Dr Goh Wei Wei  
Dr Navid Ali Khan



## HILTI COMPETITION 2022 CHAMPION (1<sup>st</sup> PLACE)

Evelyn Chen Slaw Yin (BCS), Mike Goh Chia Chung (BIT), Ng Zhen Lu (BCS), Vighnesh A/L Sivanesan (BCS)  
Mentors: Ts Dr Goh Wei Wei, Tee Wee Jing, Ts Sukhminder Kaur

## SILVER AWARD

Student Attention Deficit Alert and Profiling System (SADA)  
Kim Pyeong Gwon, Andy Kwet Man Ng Choy Hing, Abdullah Nazir, Ong Shu Rong, Ts Dr Goh Wei Wei, Lim Eng Lye

# 2021



## 32<sup>ND</sup> INTERNATIONAL INVENTION, INNOVATION & TECHNOLOGY EXHIBITION MALAYSIA 2021 (ITEX 2021)

## SILVER AWARD

Smart Medication Management And Medicine Delivery System  
Li Jie, Ts Dr Goh Wei Wei, AP Dr Noor Zaman



## MALAYSIA TECHNOLOGY EXPO MTE 2021 SILVER AWARD

People's Market Opportunity (PMO) - category - Health & Well-being  
Ts Sukhminder Kaur, Lee Teck Yung, Ryan Isacc, Khoo Kiat Ling, Chow Yui Shian, IR Ts Dr SivaKumar

## BRONZE AWARD

Maintain Your Mind - category - Health & Well-being  
Ts Sukhminder Kaur, Kor Jia Hong, Yeow Zhen Cong, Tan Gian Boon, Luo Qi Chen, IR Ts Dr Siva Kumar Sivanesan

## SILVER AWARD

UAV-Based Smart Medicine Case  
Li Jie, Ts Dr Goh Wei Wei, AP Dr Noor Zaman  
<https://mte.org.my/uav-based-smart-medicine-case/>

## SILVER AWARD

The Use of Augmented Reality in Collaboration Within the Construction Industry  
Vighnesh Sivanesan, Lim Tong Xir, Ng Zhen Lu, Mike Goh Chia Chung, Ts Dr Goh Wei Wei, Tee Wee Jing  
<https://mte.org.my/the-use-of-augmented-reality-in-collaboration-within-the-construction-industry/>





Taylor's has enriched my university experience as I get to have invaluable industry connections and global exchange opportunities. The knowledge gained in class also proved to be highly beneficial in my current work.

**Zara Basyirah**  
Bachelor of Software Engineering (Hons)  
Data Engineers  
Payments Network Malaysia

Many independent research companies have indicated that there is a shortage of people with relevant ICT skills especially in the area of integrated software, business intelligence and other related areas. I am pleased to see that Taylor's has excellent training curricula in ICT and is helping in addressing the shortage.

**Mr. Man Mohan Kapur**  
Director, Education Services, SAP

## NOTABLE ALUMNI

### **Yallini Chander**

Bachelor of Software Engineering 2021  
Software Engineer  
Dell Technology"

### **Evelyn Toh**

Bachelor of Information Technology (Honours) 2021  
Software Engineer  
Intel Inc.

### **Chua Boon Keong**

Bachelor of Information Technology (Honours) 2021  
Application Development Manager  
Maxis

### **Ranushah Rajah**

Bachelor of Information Technology (Honours) 2021  
Mobile App Test Engineer  
Hilti Group

### **Jazmine Tan Yan Jin**

Bachelor of Information Technology (Honours) 2021  
IT Business Analyst  
Hilti Group

### **Roshen Maghhan**

Bachelor of Computer Science (Honours) 2020  
Project Lead  
Bank Negara Malaysia

### **Andrew Ng**

Bachelor of Computer Science (Honours) 2020  
Digital Business Analyst  
Hilti Group

### **Lee Wei Liang**

Bachelor of Computer Science (Honours) 2018  
Digital Business Analyst  
Hilti Group

# REFERENCE LIST

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<https://www.forbes.com/sites/forbestechcouncil/2019/02/22/cloud-versus-edge-computingwhats-the-difference/#6473ad6c8dc5>

IBM Malaysia

[www.ibm.com.my](http://www.ibm.com.my)

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[www.iasaglobal.org](http://www.iasaglobal.org)

International Multilateral Partnership Against Cyber Threat

[www.impact-alliance.org](http://www.impact-alliance.org)

International Requirements Engineering Board (IREB)

[www.certified-re.de/en](http://www.certified-re.de/en) International

Software Testing Qualifications Board (ISTQB)

[www.istqb.org](http://www.istqb.org)

IScoop

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Kaspersky Malaysia

[www.kaspersky-sea.com](http://www.kaspersky-sea.com)

Malaysian Communications and Multimedia Commission (MCMC)

[www.skmm.gov.my](http://www.skmm.gov.my)

Malaysian National Computer Confederation

[www.mncc.com.my](http://www.mncc.com.my)

Malaysian Software Testing Board (MSTB)

[www.mstb.org](http://www.mstb.org)

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<https://www.prnewswire.com/news-releases/cloud-computing-market-worth-623-3-billion-by-2023--exclusive-report-by-marketsandmarkets-300802108.html>

MIMOS

[www.mimos.my](http://www.mimos.my)

Ministry of Science, Technology and Innovation

[www.mosti.gov.my](http://www.mosti.gov.my)

MSC Malaysia [www.msomalaysia.my](http://www.msomalaysia.my) Multimedia Development

Corporation (MDeC)

[www.mdec.my](http://www.mdec.my)

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[www.pikom.org.my](http://www.pikom.org.my)

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[www.uwe.ac.uk](http://www.uwe.ac.uk)

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# GLOBAL CONNECTIONS



**OVER 200**  
UNIVERSITY PARTNERS

**LEADERS**  
IN THE  
GLOBAL  
COMMUNITY



**MORE THAN**  
**30** COUNTRIES  
GLOBALLY



**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.





# BACHELOR OF COMPUTER SCIENCE (HONOURS)

KPT/JPS (R2/481/6/0256) (MQA/FA2541) 03/28

Bachelor of Science (Hons) Computing (UWE, UK)

3-Year Programme



- Data Science
- Cyber Security
- Mobile Computing
- Artificial Intelligence

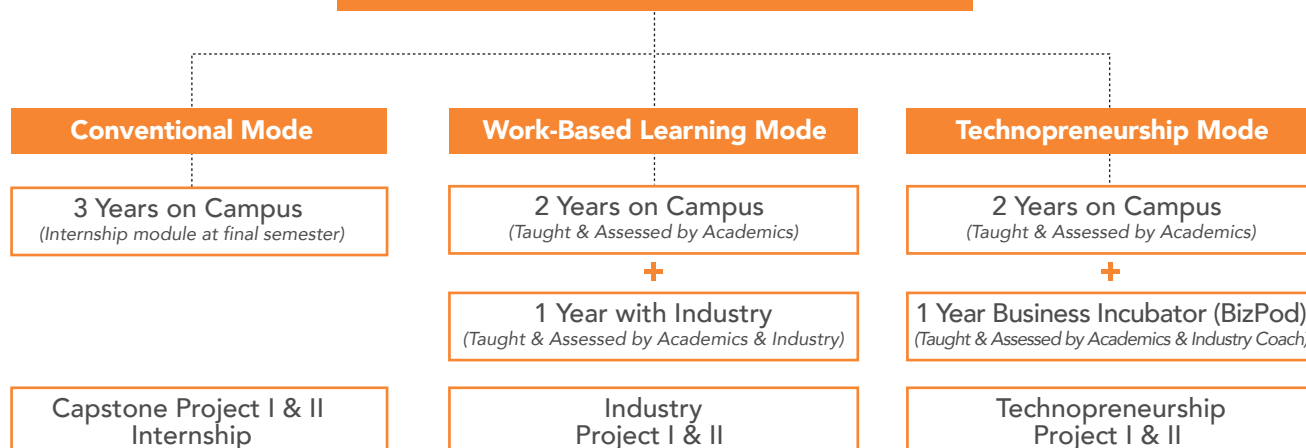
## INTAKE: FEBRUARY, APRIL & SEPTEMBER

Computer Science is considered to be the foundational science that takes scientific and practical approaches to computerisation and its application. The programme will cover the methodical processes such as algorithms, in order to acquire, represent, process, store, communicate and access information.

**This programme offers Work-based Learning and Technopreneurship mode. Please refer to the next page Industry Partners and mentors.**

Primary Core	Complementary Studies
<p><b>Year 1</b></p> <ul style="list-style-type: none"> <li>• Database Systems</li> <li>• Computer Architecture and Organisation</li> <li>• Object Oriented Programming</li> <li>• Discrete Structures</li> <li>• Principles of Software Engineering</li> <li>• System Analysis and Design</li> <li>• Data Structures and Algorithms</li> <li>• Operating Systems</li> <li>• Advanced Programming</li> </ul> <p><b>Year 2</b></p> <ul style="list-style-type: none"> <li>• Computer Networks</li> <li>• Machine Learning and Intelligent System</li> <li>• Ideating Start-up</li> <li>• <b>Specialisation modules</b></li> </ul> <p><b>Choose ONE (1) of the options:</b></p> <p><b>Option 1: Cyber Security (Dual Award)</b></p> <ul style="list-style-type: none"> <li>• Computer and Network Security</li> <li>• Computer Intrusion Detection</li> <li>• Computer Crime and Digital Evidence</li> <li>• Wireless Networks and Security</li> </ul> <p><b>Option 2: Data Science (Dual Award)</b></p> <ul style="list-style-type: none"> <li>• Statistical inference and modeling</li> <li>• Data Science Principles</li> <li>• Data Mining</li> <li>• Big Data Technologies</li> </ul> <p><b>Option 3: Mobile Computing (Dual Award)</b></p> <ul style="list-style-type: none"> <li>• Introduction to Mobile Computing</li> <li>• Mobile Applications Development</li> <li>• Wireless Networks and Security</li> <li>• Internet of Things</li> </ul> <p><small>*Work-based Learning mode or Technopreneurship mode available in third year. (Taught &amp; Accessed by Academics &amp; Industry)</small>  <small>*Students must select their specialisation during enrolment. It is advised to make changes of specialisation within Year 1. Take note that any change of specialisation during studies can impact study duration and fees.</small></p>	<p>Choose ONE (1) of the below packages:</p> <p><b>Extension</b></p> <p><b>For Option 1: Cyber Security</b>, choose one of the Extension package :</p> <ul style="list-style-type: none"> <li>• Data Science • Artificial Intelligence • Business Intelligence and Analytics</li> <li>• Mobile Computing • Digital Transformation</li> </ul> <p><b>For Option 2: Data Science</b>, choose one of the Extension package :</p> <ul style="list-style-type: none"> <li>• Mobile Computing • Cyber Security • Internet Technologies</li> <li>• Artificial Intelligence • Digital Transformation</li> </ul> <p><b>For Option 3: Mobile Computing</b>, choose one of the Extension package :</p> <ul style="list-style-type: none"> <li>• Data Science • Artificial Intelligence • Business Intelligence and Analytics</li> <li>• Cyber Security • Digital Transformation</li> </ul> <p><b>For Option 4: Artificial Intelligence</b>, choose one of the Extension package :</p> <ul style="list-style-type: none"> <li>• Cyber Security • Mobile Computing • Internet Technologies</li> <li>• Business Intelligence and Analytics • Data Science</li> </ul> <p><i>Note: Students must choose an Extension package that is different from their chosen specialisation.</i></p> <p><b>or</b></p> <p><b>Minor</b></p> <p><b>Recommended Packages:</b></p> <ul style="list-style-type: none"> <li>• Accounting</li> <li>• Advertising and Brand Management</li> <li>• Creative Media Design</li> <li>• Entrepreneurship</li> <li>• Finance</li> <li>• International Business Management</li> <li>• Marketing</li> </ul> <p>Choose any Minor package* offered by Taylor's University. Refer to the Flexible Study Guide for the list of Minor packages.</p> <p><b>or</b></p> <p><b>Second Major</b></p> <p>Choose any Second Major package* offered by Taylor's University. Refer to the Flexible Study Guide for the list of Second Major packages.</p> <p><b>or</b></p> <p><b>Free Electives</b></p> <p>Choose any FIVE (5) Free Electives* offered by Taylor's University. Refer to the Flexible Study Guide for the list of Free Electives.</p> <p><small>*Subject to availability</small>  <small>*Meet min. module pre &amp; co-requisite</small></p>
<p><b>University Core</b></p> <ul style="list-style-type: none"> <li>• Penghayatan Etika dan Peradaban / Bahasa Melayu Komunikasi 2</li> <li>• Falsafah dan Isu Semasa</li> <li>• Emotional Intelligence in Action (EI)</li> <li>• Kursus Integriti dan Antirasuah (KIAR)</li> <li>• Social Innovation Project</li> </ul> <p><small>*Students are requested to take Bahasa Kebangsaan A if they do not obtain a Credit for Bahasa Malaysia in SPM.</small></p>	<p>88 Credit Hours</p>
<p><b>12 Credit Hours</b></p>	<p><b>Note :</b></p> <p>Primary Core + University Core + Extension = Min. 3 Years (120 Credit Hours)</p> <p>Primary Core + University Core + Minor = Min. 3 Years (120 Credit Hours)</p> <p>Primary Core + University Core + Second Major = Min. 3.5 Years (148 Credit Hours)</p> <p>Primary Core + University Core + Free Electives = Min. 3 Years (120 Credit Hours)</p>

## Triple Track Degree Programme



## ELEVATE YOUR CAREER READINESS

Work-based learning (WBL) provides students hands-on experience with industry partners for a year. During this duration, students will gain real world, practical learning experiences. This complements the classroom learning that students would have gained in their first two years of their degree, increasing their career readiness.

## WORK-BASED LEARNING INDUSTRY PARTNERS (WBL)

Companies	Nature of the Company
Edge Asia Digital Services Sdn Bhd (Aleph Labs Malaysia)	Personal Care Services
Axiata Digital & Analytics Sdn Bhd (ADA)	Data transformation, sales transformation, and digital marketing
Finexus International Sdn Bhd	Financial and technology services
Glueck Technologies Sdn Bhd	Innovative emotion analysis technologies
Hilti Asia IT Services Sdn Bhd	Professional IT Services
Hitachi eBworx Sdn Bhd	Fintech Solutions
Juris Technologies Sdn Bhd	Software / Mobile Application Development
K365 Labs Sdn. Bhd	Software Quality Engineering
LeadAlways Technology (M) Sdn Bhd	Software / Mobile Application Development
Macro Kiosk Berhad	Mobility Solutions
SeeSharp Solutions Sdn Bhd	Software / Mobile Application Development
Sunmaker Energy Uganda Ltd	Oil and Gas services and solutions
Western Digital (M) Sdn Bhd	Firmware and Software Development
Cloud-Kinetics (NEW)	Cloud and digital transformation
FusionQB Sdn Bhd (NEW)	Information technology and services
Strateq Group of Companies (NEW)	Integrated enterprise solution and services

Note: List of Industry Partners is accurate at the time of printing. The list will continue to expand.



## TECHNOPRENEURSHIP

In the Technopreneurship track, students in their final year of study can work on their own start-up project in an incubator known as BizPod to analyse and design a product that has technological and entrepreneurship potential.

Be coached by experienced industry mentors who are successful in their fields and knowledgeable in start-ups, in addition to academic supervisors.

## BIZPOD INDUSTRY MENTORS

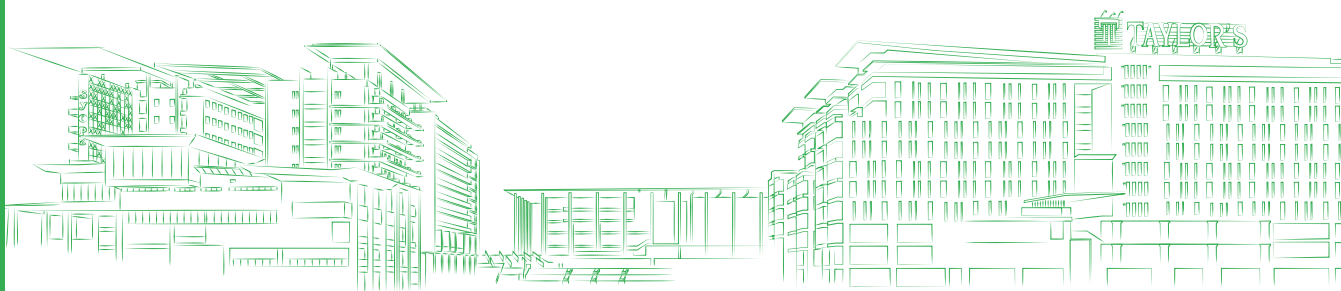
Mentor	Profile
<b>Jessie Chong</b> Director of BizPod Founder of BoozeEat	Passionate in transforming the way start-ups ignite launch and grow their businesses
<b>Heislyc Loh</b> Founder of StartupMamak Managing Director of Founder Institute Malaysia	Community builder and thought leader on tech startups entrepreneurship in Southeast Asia
<b>Kim Lim</b> CEO and co-founder of PichaEats	Her innovation social enterprise helps refugees make both food and a living
<b>Vincent Kok</b> Chief Executive Officer of VMO	Veteran of the digital industry in Malaysia with his involvement in digital media developments of information
<b>Mohd Atasha</b> Chief Executive of Foxymojo	Business advisor enthusiast active in tech start-ups ecosystem dealing extensively with founders, investors, corporate & government
<b>Dr Aly Alias Stephen Nah</b> Co-founder of Hair Transplant Solutions	Medical doctor turned successful Doctorpreneur
<b>Dr Ingky (Dr Lim Ing Kien)</b> Founder of Skynfyx	Pioneer of the World's First Digital Skin Clinic
<b>Dato' James Foo</b> Co-founder of Authority Institute Co-creator of the New Profits Framework	Global serial entrepreneur, published author and a sought-after keynote speaker
<b>Ng Sai Kit</b> Chief Executive of Captii Ventures	Heads multi-stage investor in Southeast Asia and connects tech start-ups across Southeast Asia
<b>Kenneth Ho</b> Founder and executive director of BEAMSTART	Serial entrepreneur and angel investor



TAYLOR'S  
UNIVERSITY

Wisdom • Integrity • Excellence

# MEDIA & COMMUNICATION



TAYLOR'sphere™



# TAYLOR'S SCHOOL OF MEDIA & COMMUNICATION

Bachelor of Mass Communication (Honours)

**Specialisations:**

1. Digital Media Production
2. Advertising & Brand Management
3. Journalism & Media Practice
4. Public Relations

Bachelor of Mass Communication (Honours) in Advertising and Brand Management

Bachelor of Mass Communication (Honours) (Digital Media Production)

Bachelor of Mass Communication (Honours) in Public Relations and Event Management

Bachelor of Mass Communication (Honours) in Public Relations and Marketing

**WORLD  
TOP 250**

#1 MALAYSIA  
PRIVATE UNIVERSITY

Communication & Media Studies

**WORLD  
TOP 100**

#1 MALAYSIA & SOUTHEAST  
ASIAN PRIVATE UNIVERSITY

Marketing



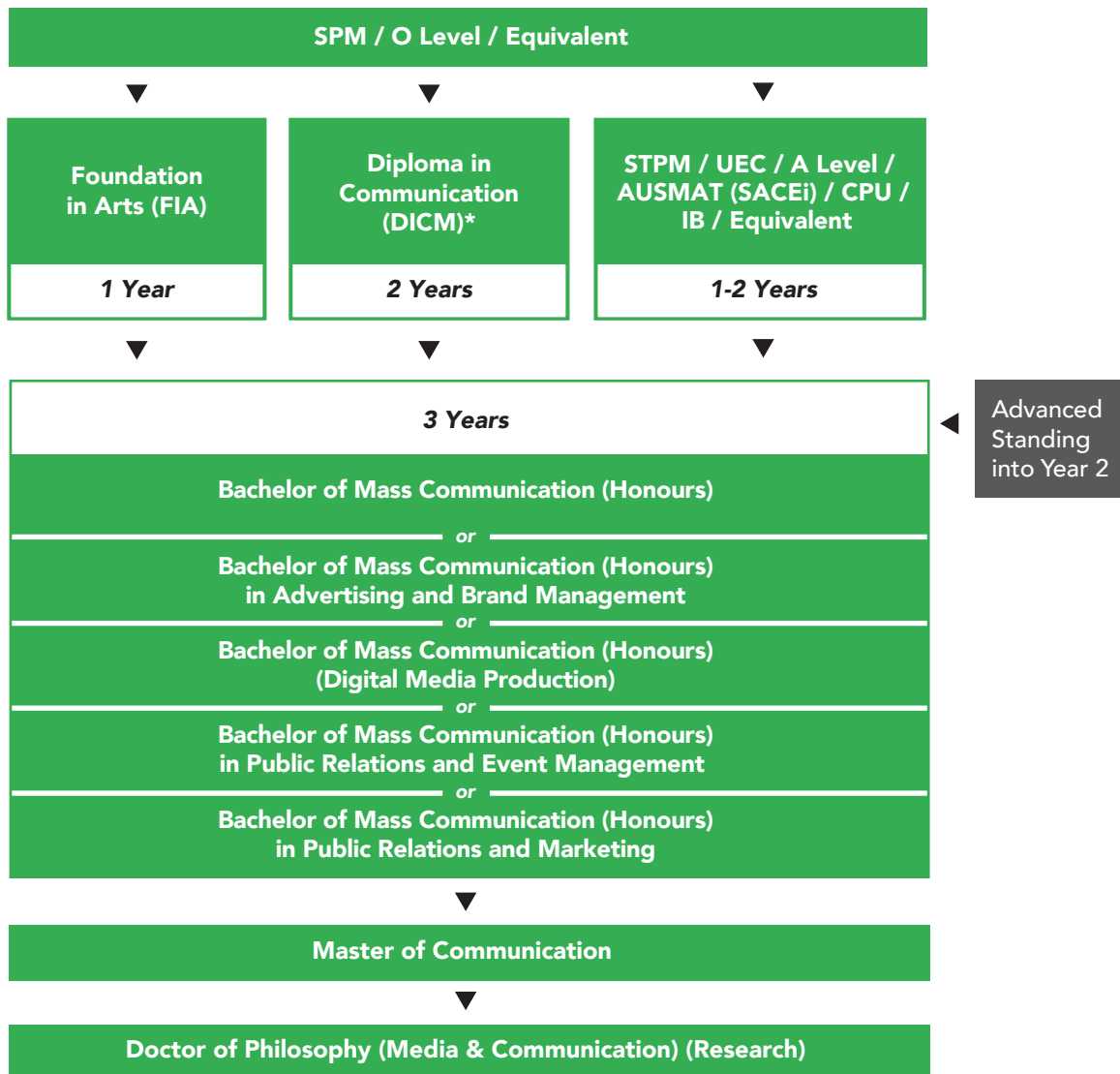
WORLD  
UNIVERSITY  
RANKINGS

By Subject 2025



# CHART YOUR EDUCATION PATH

## EDUCATION PATHWAY



Note : All Diploma programmes that meet the requirements of Degree programmes will have advanced standing.

\*Effective 1 January 2020, the Diploma in Communication which is presently offered by Taylor's University, will be moved to Taylor's College.



# INDUSTRY-DESIGNED PROGRAMMES

The School's Industry Advisory Panel (IAP) and Adjunct Professor 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.

## DIGITAL MEDIA PRODUCTION



**PROF. ZABRINA FERNANDEZ**  
Executive Producer  
Trifecta Collective



**PROF. LINA TAN SUAN JIU**  
Founder and Chief  
Content Officer  
Red Communications



**PROF. KOH MEI LEE**  
Chief Executive Officer  
Golden Screen Cinemas  
Group

## MASS COMMUNICATION



**EILEEN OOI**  
CEO of Omnicom  
Media Group



**ABE THOMAS**  
CEO of BIG FM, India

## ADVERTISING AND BRAND MANAGEMENT



**PROF. HARMANDAR SINGH**  
Managing Director,  
Sledgehammer Communications



**TAMMY TOH**  
Regional Head,  
Group Corporate Communications, CIMB Bank

## PUBLIC RELATIONS AND MARKETING / PUBLIC RELATIONS AND EVENT MANAGEMENT



**PROF. SAID BANI C M DIN**  
Managing Director,  
bzBee Consult  
Sdn Bhd



**DR. RON. JABAL**  
CEO  
PAGEONE  
Group



**ANDY SEE TEONG LENG**  
Managing Director,  
Perspective Strategies



**SELVA RAJAN**  
Managing Director  
Reach Publishing

## 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.

## UNLOCK MEANINGFUL CAREER OPPORTUNITIES

### BACHELOR OF MASS COMMUNICATION (HONOURS)

- Campaign Director
- Consumer Advocate
- Digital Journalist
- Corporate Communication Manager
- News Editor
- Public Relations Consultant
- Publicist
- Art Director
- Special Correspondent

### BACHELOR OF MASS COMMUNICATION (HONOURS) IN ADVERTISING AND BRAND MANAGEMENT

- Integrated Marketing Communication Specialist
- Campaign Director
- Branding Specialist
- Brand Developer
- Social Media Specialist/Coordinator
- Customer Engagement Associate
- Copywriter
- Creative Director
- Production Designer
- Media Buyer/Planner
- Web Designer
- Traffic Manager
- Digital Content Creator

### BACHELOR OF MASS COMMUNICATION (HONOURS) (DIGITAL MEDIA PRODUCTION)

- Director
- Producer
- Scriptwriter
- Editor
- Sound Designer
- Foley Artist
- Production Manager
- Cinematographer
- Production Designer
- Art Director
- Visual Effects Artist
- Digital Content Creator

### BACHELOR OF MASS COMMUNICATION (HONOURS) IN PUBLIC RELATIONS AND EVENT MANAGEMENT

- Campaign Director
- Corporate Affairs Manager
- Corporate Communication Manager
- Event Manager
- Public Relations Consultant
- Social Media Manager
- Fundraising Coordinator for Non-Profits
- Media Relations Manager
- Entertainment/ Sports PR Manager
- Public Relations Manager
- Publicist

### BACHELOR OF MASS COMMUNICATION (HONOURS) IN PUBLIC RELATIONS AND MARKETING

- Brand Manager
- Campaign Director
- Corporate Affairs Manager
- Corporate Communication Manager
- Foreign Affairs Officer
- Market Researcher
- Public Relations & Marketing Consultant
- Public Relations Consultant
- Media Relations Manager
- Strategic Communication Manager
- Marketing Communication Manager
- Strategy Planning Manager

# ENHANCE YOUR CAREER WITH THE IPA UK FOUNDATION CERTIFICATE



As part of our Advertising and Brand Management program, we are thrilled to offer students the opportunity to earn the prestigious IPA UK Foundation Certificate. This certification is an exceptional addition to your academic journey, providing a significant advantage in the competitive fields of advertising and marketing communications.

The IPA, or Chartered Institute of Practitioners in Advertising, is globally recognized as the most influential professional body in the industry. With a reputation for thought leadership, best practices, and continuous professional development, the IPA stands at the forefront of advertising and marketing excellence. Since their inception in 2003, IPA programmes have benefitted over 40,000 individuals worldwide, underscoring their impact and credibility.

The IPA UK Foundation Certificate is designed to equip students with a comprehensive understanding of the fundamentals of advertising and marketing communications. It covers key areas such as the roles and functions within an agency, the principles of effective campaign planning, and the importance of creativity and innovation in developing successful advertising strategies. By offering this certification into our Advertising and Brand Management programme, we aim to provide our students with a well-rounded education that combines theoretical knowledge with practical skills.

Participating in the IPA UK Foundation Certificate program will give you access to a wealth of resources and insights from industry leaders, ensuring that you are well-prepared to meet the demands of a dynamic and ever-evolving industry. The certification not only enhances your resume but also demonstrates your commitment to professional development and excellence in the field.

Our dedicated faculty will support you throughout the certification process, offering guidance and expertise to help you succeed. By choosing to pursue the IPA UK Foundation Certificate alongside your degree, you are making a strategic investment in your future career. This qualification will set you apart from your peers, providing you with the knowledge and skills needed to thrive in the world of advertising and marketing communications.

Join us and take advantage of this unique opportunity to enhance your professional credentials with the backing of the world-renowned IPA. Elevate your career prospects and become a part of a global network of advertising and marketing professionals who are shaping the future of the industry.

# OVERSEAS EXPERIENCE VIA OUR PARTNERS\*



## AUSTRALIA

via Bachelor of Mass Communication (Hons)

### QUEENSLAND UNIVERSITY OF TECHNOLOGY

- Bachelor of Creative Industries  
(Majors: Creative & Professional Writing, Drama, Entertainment, Fashion, Communication, Interaction & Visual Design, Media and Communication, Music and Screen Content Production)
- Bachelor of Communication  
(Majors: Digital Advertising, Journalism, Media & Communication Industries and Community & Public Relations)

via Bachelor of Mass Communication (Hons)

### THE UNIVERSITY OF QUEENSLAND

- Bachelor of Communication

via Bachelor of Mass Communication (Hons)

### EDITH COWAN UNIVERSITY

- Bachelor of Media and Communication (Advertising, Broadcasting & Digital Journalism, Public Relations)

Via Bachelor of Mass Communication (Hons), Bachelor of Mass Communication (Digital Media Production) (Hons), Bachelor of Mass Communication (Hons) in Advertising & Brand Management, Bachelor of Mass Communication (Hons) in Public Relations & Marketing, Bachelor of Mass Communication (Hons) in Public Relations & Event Management

### UNIVERSITY OF SOUTH AUSTRALIA

- Bachelor of Communication & Media

via Bachelor of Mass Communication (Hons), Bachelor of Mass Communication (Digital Media Production) (Hons), Bachelor of Mass Communication (Hons) in Advertising & Brand Management, Bachelor of Mass Communication (Hons) in Public Relations & Marketing, Bachelor of Mass Communication (Hons) in Public Relations & Event Management

### UNIVERSITY OF TECHNOLOGY SYDNEY

- Bachelor of Communication (Strategic Communication)
- Bachelor of Communication (Digital and Social Media)
- Bachelor of Communication (Media Arts and Production)
- Bachelor of Communication (Journalism)
- Bachelor of Communication (Media Business)
- Bachelor of Communication (Social and Political Science)
- Bachelor of Communication (Writing and Publishing)

via Bachelor of Mass Communication (Hons), Bachelor of Mass Communication (Digital Media Production) (Hons), Bachelor of Mass Communication (Hons) in Advertising & Brand Management, Bachelor of Mass Communication (Hons) in Public Relations & Marketing, Bachelor of Mass Communication (Hons) in Public Relations & Event Management

### UNIVERSITY OF MELBOURNE

- Bachelor of Arts



## UNITED KINGDOM

via Bachelor of Mass Communication (Hons)

### CARDIFF UNIVERSITY

- BA Journalism and Communication
- BA Media and Communication
- BA Media, Journalism and Culture

via Bachelor of Mass Communication (Digital Media Production) (Hons), Bachelor of Mass Communication (Hons) in Advertising & Brand Management, Bachelor of Mass Communication (Hons) in Public Relations & Marketing, Bachelor of Mass Communication (Hons) in Public Relations & Event Management

### UWE BRISTOL

- BA (Hons) Media Productions

via Bachelor of Mass Communication (Hons)

### UNIVERSITY OF DUNDEE

- MSc Spatial Planning with Sustainable Urban Design

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



# WHY MEDIA & COMMUNICATIONS AT TAYLOR'S?



## YOUR FUTURE IS OUR PRIORITY

We ensure that our students are in touch with current and future trends and are well-equipped to embrace the challenges of the 4IR.



## STRONG INDUSTRY LINKAGES

Due to Taylor's strong industry affiliations, our students are able to work with multinational and international companies across various industries during their industry placement. Our curriculum development is also up to date as it receives input from industry partners.



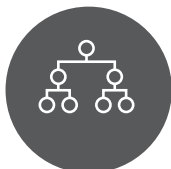
## MULTIDISCIPLINARY LEARNING EXPERIENCE (MLE)

Taylor's is one of the pioneer institutions in the region to implement compulsory multidisciplinary projects across all its undergraduate programmes. Multidisciplinary solutions go beyond just collaborating, but rather having a good understanding of learning necessities across various disciplines against being discipline-specific which will no longer be enough.



## INTERNATIONAL RECOGNITION

Taylor's is an internationally well-respected and highly recognised centre for Media and Communication studies with a strong foothold in two main areas, i.e. research and industry expertise.



## TAYLOR'S CURRICULUM FRAMEWORK (TCF)

Breaking conventions to bring you the first-of-its-kind framework in Malaysia that allows you to mix and match modules to customise your degree.



## WORLD CLASS STANDARDS, FACILITIES & ENVIRONMENT

Our campus is built with our students in mind – your university is your second home. Taylor's Lakeside Campus encompasses a modern, functional design with state-of-the-art facilities together with lush greenery and its trademark 5.5-acre lake; striking a balance between form and function to embody our modern approach and perspective in premium education with an approach to holistic growth outside the classroom.



## REAL CLIENTS, REAL PROJECTS

Our learning methodologies are strongly anchored in real-world practices as we encourage students to explore communication theories via workshops and real projects with real clients.



## PERSONALISED AI-POWERED LEARNING

Pioneering AI-driven innovation in Malaysia, Walter offers 24/7 personalised tutoring and guided Q&A while our HyFlex ecosystem blends in-person, virtual, and self-paced learning with AI avatars, chatbots, and XR simulations — all to foster student-centred learning that cultivates future-ready skills.



## PROPASSION COMMUNICATIONS

ProPassion Communications is a Public Relations (PR) consultancy managed by the final-year degree students which collaborates with local and international clients.

# 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 media and communication leaders as well as successful entrepreneurs of the future. To do that, we ensure we upkeep our standards and facilities, to be nothing less than world-class! Our state-of-the-art laboratories and studios allow our students to explore and experience working in the real world.







## AUDIO RECORDING STUDIO

The Studio comprises a panel control room built with high quality acoustic materials that create a conducive environment for professional audio recording.



## DIGITAL MULTICAM STUDIO

The million-dollar TV Studio is well equipped with broadcast studio cameras, digital consoles and lighting equipment specific for studio recording productions that are on par with international broadcasting industry standards.

## VIDEO EDITING LABORATORY

This lab has workstations which are well equipped with the latest Adobe Premier Version and Blackmagic Design DaVinci Resolve that is in line with the current industry practices for video editing.



## PRODUCTION STUDIO

The Production Studio is a space where Green Screen projects are created and Videography classes are conducted.





## PROJECT ROOM

This project room is equipped with workstations for students to work on their assignments.

## ADVENTURE ARENA

A unique, all-white room in which every surface is designed to allow for creative expression. An ideal room for brainstorming sessions and conducting ideation workshops.



## NEWSROOM

The Newsroom is a real workstation created specifically for Journalism students to experience the working environment in a news media organization.

## VX THEATRE

The VX Learning Theatre is a global classroom that combines teaching excellence and learning innovation. An 18-sqm video wall mimics a highly immersive and synchronous classroom setting, facilitating deeper engagement among students anytime and anywhere.



## VORTEX

Taylor's first extended reality (XR) lab that is accessible for students to augment their ideas, projects or assignments using AR and or VR



## THE HIVE

Sponsored by our industry partner, bzBee Consult, the room is designed as a multipurpose function room that showcases our Public Relations students' achievements, a gallery of industry projects and also serves as a project planning space.

Taylor's University has been the foundation of my growth in digital media production, equipping me with both technical expertise and creative confidence. Through hands-on projects and industry-relevant learning, I've honed my storytelling skills and gained real-world experience that pushes me beyond my limits. More than just an education, this program has been a stepping stone to my future, one that hasn't just prepared me for the media industry but has empowered me to shape it.

**Desiree Francine Gan Shi Ni**  
Digital Media Production





# PUSHING BOUNDARIES

## HONE PASSIONATE TALENTS

The media and communications industry is undergoing rapid changes, with the media consumption landscape being transformed completely through digitalisation and technology.

Communication is now bite-sized, fast-paced, always-on digital and social media-led. Taylor's ensures that you keep up with the times and stay ahead by understanding the industry's challenges and anticipating trends of the future.







## PROPASSION COMMUNICATIONS

Propassion Consultancy deals with real clients on real-Public Relations projects. Final year Public Relations students work closely with clients to create a comprehensive communication strategies aligned with the goals and objectives of their clients. Upholding professionalism and Public Relations practice, students will undergo hands-on experience working with corporate, government and nonprofit agencies.

Services offered:

- Public relations campaigns
- Branding campaigns
- Marketing communications
- Event management

## VENTUROUS PR

Following the success of ProPassion, the School of Media and Communication launched its second student-led public relations (PR) agency, Venturous PR. This agency is Malaysia's pioneer student-led PR agency for tech start-ups and small medium entrepreneurs (SMEs). Fuelled by imaginative young minds, this newly minted student-agency will strive to elevate the visibility of its clients and their brands through new media technologies and novel communication tactics.

Venturous PR is supported by:

- Malaysia Digital Economy Corporation (MDEC) that provides a healthy pipeline of clients (start-ups and SMEs).
- Zeno Kuala Lumpur, a highly acclaimed PR Agency under the Edelman Group provides the necessary backing to ensure Venturous PR is run like a professional consultancy.
- Business Today, a much-respected media outlet in Malaysia provides the opportunity for our budding PR practitioners to work hand-in-hand with news editors to produce and publish client news.

Services offered:

- Branding
- Awareness campaigns
- Marketing communications
- Event management



I gained an understanding of the crucial role of Public Relations, particularly during a crisis where the "Golden Hour" holds great importance. The guidance of my lecturers at Taylor's University has enabled me to remain composed during challenges, as their teachings have been invaluable.

**Joelle Beryl Crista Stevenson**  
Graduate in PR and Marketing



I am grateful that I have chosen to do Public Relations in the School of Media and Communication. I got to polish my communication skills when handling real projects in my final year. All this has served as a jumping board to the adult world, flying far yet landed smoothly.

**Tham Hei Loon**  
Graduate in PR and Marketing



# CLIENTS' TESTIMONIALS

The ProPassion team was dynamic and fun, constantly making them a pleasure to work with on collaborative projects. During the launch of YUBERACTIVE.ASIA, the team put together an electrifying event showcasing their unique creativity. The level of commitment and energy the team brought to the events served well to demonstrate that they were certainly more than just a student-led consultancy - they were professionals.

**Patrick Wee**  
Founder of YUBERACTIVE

It has been a great opportunity to work with ProPassion and I am extremely pleased with the work done by the students. They have all demonstrated a great deal of excellence towards their work. Well done!

**YBHg Dato' Victor Lo**  
COO of Escape Room



ProPassion has given me the first hands-on on what the industry will be like. Not everything we do is always sunshine and rainbow, hence tough clients will teach us to be stronger.

**Daniel Cheang bin Adenan Cheang**  
Alumni PR & Event Management Programme

## List of Clients:

- Baskin Robbins
- Dutch Lady
- DiGi Malaysia
- Escape Room Malaysia
- Happy Fresh Malaysia
- IOI Properties Group
- LEAP Asia Sdn Bhd
- Prasarana Malaysia Berhad
- Shopee Mobile Malaysia
- Malaysian Palm Oil
- Department of Agriculture



## SYMPOSIUMS & CONFERENCES

Conferences, Public Lectures and Colloquiums are organised throughout the year.

The International SEARCH Conference held once every two years bring together the best minds in the discipline, notable industry practitioners as well as students to exchange knowledge.

The Media and Communication Lecture Series (MCLS) provide an on-going platform throughout the year for acknowledged academics, industry professionals, policy makers and community leaders to share their work and address current issues in the industry, public policy and society.

The Postgraduate Colloquium offers a platform for the postgraduate students to present their research findings which manifest the various research challenges and opportunities in the areas of media and communication under the bigger umbrella of social sciences.







# BECOME FUTURE-PROOF

## GLOBAL & LOCAL COLLABORATIONS WITH OUR INDUSTRY ADVISORY PANEL (IAP)

As we strive to be the #1 Private School of Media and Communication in Asia, The School of Media and Communication maintains established global and local linkages, engaging with notable industry professionals and experts that provide input on the relevance of our curriculum. Members of our IAP include:

**Zabrina Fernandez**  
Executive Producer  
C47 Creative

**Hassan Muthalib**  
Founder of Filmic Enterprise  
Father of Malaysian  
Animation

**Mohd Said Bani C M Din**  
Managing Director  
bzBee Consult

**Daphne Cheah**  
Head of Communications,  
Superapp AirAsia (Regional)

**Harmandar Singh**  
CEO  
SledgeHammer  
Communications

**Sheila Shanmugam**  
CEO  
Mindshare Group Malaysia

**Ravindran Raman Kutty**  
Columnist and Director  
Stratcom Consult





Due to our strong industry affiliations, our students are also able to work with multinational and international companies across various industries during the mandatory internship programme, such as:



## ADVERTISING

- ARC Worldwide
- Arc Media
- Bates Chi & Partners
- Leo Burnett Malaysia
- Grey Group Malaysia
- McCann Erikson (Malaysia) Sdn.Bhd.
- MindShare Malaysia
- Naga DDB Malaysia
- Ogilvy Malaysia
- SledgeHammer Communications



## CORPORATE COMMUNICATIONS

- Air Asia
- Allianz Malaysia
- Genting Berhad
- Mesiniaga Berhad
- Panasonic Malaysia Sdn.Bhd.
- Petronas
- Shell Malaysia
- Sony Malaysia
- Mondelez Malaysia
- Mars Foods



## MEDIA PRODUCTION

- ASTRO
- Media Prima
- FINAS
- RED Communications
- Imagineers Film
- Directors Think Tank
- Reservoir World
- Graph Studios
- MM2 Entertainment
- Shootworks Asia



## EVENT MANAGEMENT

- Protemp Exhibitions Sdn. Bhd.
- Roots Asia Pacific Sdn. Bhd.
- Alpine Integrated Solution
- Jiggee
- Trilogy Events



## PUBLIC RELATIONS

- bzBee Consult Sdn. Bhd.
- Edelman Public Relations
- Perspective Strategies
- Essence Burson-Marsteller
- Fleishman-Hillard Malaysia
- Milk PR
- Sirius Communication Sdn. Bhd.
- Weber Shandwick



## JOURNALISM/ EDITORIAL

- Free Malaysia Today
- Newswav Malaysia
- REV Media Group
- Burda Media Malaysia
- Cilisos Media
- MalaysiaKini
- The Star Publications



## PROFESSIONAL BODY

- Asia-Pacific Broadcasting Union
- Institute of Public Relations Malaysia
- International Association of Business Communicators
- Centre for Independent Journalism
- Public Relations and Communications Association of Malaysia (PRCA)



## MEDIA CONSULTANCY

- GroupM
- Group MAD
- PHD Media



Harmandar Singh



Zabrina Fernandes

# REAL CLIENTS, REAL PROJECTS



Renee Pillai

You will be exposed to education that is heavily anchored in real-world practices and opportunities to connect with thought leaders of the industry. The School seamlessly integrates with the industry by engaging numerous adjuncts, visiting lecturers and speakers from reputable companies to conduct lessons for our students.

**Zabrina Fernandes**

Executive Producer, C47 Creative

**Harmandar Singh**

Founder of SledgeHammer Communications & Publisher of Marketing Magazine

**Mohd Said Bani C M Din**

Managing Director and Founder of bzBee Consult

**Renee Pillai**

Screenwriter, Fourward Management Group / Sustainable-Imagination (USA)

**Rubin Khoo**

Associate Publisher, Hubert Burda Media Malaysia

**Andy See Teong Leng**

Managing Director of Perspective Strategies

**Daphne Cheah**

Head of Communications, Superapp AirAsia and

**Harold Geronimo**

Vice President and Head of Public Relations and Media Affairs, Megaworld Corp, The Philippines

**Claudian Navin Stanislaus**

President of Malaysian Advertisers Association (MAA)

**Nisha Devina Roy**

Managing Director, M&C Saatchi Malaysia





## FINAL YEAR PROPASSION PROJECT: COLLABORATION WITH THE DEPARTMENT OF AGRICULTURE, MALAYSIA. AWARENESS CAMPAIGN ON SEED CERTIFICATION NAMED MYTULEN SEED.

## NETFLIX AUSTRALIA GAMESHOW

Over the course of 2 jam-packed weeks, 6 Digital Media Production students from Taylor's School of Media and Communication had the incredible opportunity to intern on a Netflix Australia game show. As they navigated the world of media production, from office to set, the students were able to gather knowledge and experience from various production departments, learning directly under industry professionals both local and international.







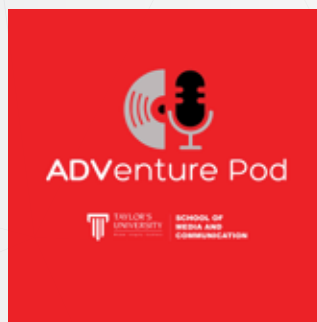
## MEDIA PRODUCTION

Students conceptualise ideas and digital media content demonstrating their ability to perform various tasks involved in digital media production. All the work produced are showcased on our own YouTube channel.



## THE REFINERY PROJECT BY ASSOCIATION OF ACCREDITED ADVERTISING AGENTS MALAYSIA (4As)

Teaming up with the globally renowned M&C Saatchi Kuala Lumpur, we're excited to present a comprehensive series exclusively for SOMAC's students, featuring a Brand Management Bootcamp, Masterclass, and Agency Day.



## ADVENTURE PODCAST

SOMAC's branding initiatives that provide students with a hands-on opportunity to independently develop each episode, featuring a lineup of prominent media and communication leaders.





## TAYLOR'S UNIVERSITY FILM FESTIVAL (TUFF)

Taylor University's standing as a pioneer in media and communication studies was furthered with TUFF 2024, an event that celebrated storytelling, creativity, and the power of film.

## MOU WITH GOLDEN SCREEN CINEMAS

Golden Screen Cinemas and Taylor's University ink Memorandum of Understanding to nurture the next generation of film-makers

## INTERNATIONAL STUDENT MEDIA ARTS FESTIVAL (ISMA) 2024 AT KOOKMIN UNIVERSITY, SOUTH KOREA

### 72 Hour Film Competition Winners:

#### First Place:

Opposite Reality (Teejes Gopalan Krishnan)

#### Second Place:

A Journey Through Heritage and Progress

(Muhammad Rifky Akmal Ramadhan)

City of Storms: The Whispers of Climate

(Darlene Arifah Kamarul Ariffin)





# RESEARCH

You will be exposed to education that is heavily anchored in real-world practices and opportunities to connect with thought leaders of the industry. The School seamlessly integrates with the industry by engaging numerous adjuncts, visiting lecturers and speakers from reputable companies to conduct lessons for our students.



## SEARCH Journal of Media & Communication Research

Taylor's School of Media and Communication has two research groups under its research cluster for Media and Social Transformation;

### GROUP 1:

*Media Policy, Industries & Audiences*

This group focuses on media policy analysis, development and impact of the creative industry on society, as well as audience interpretative engagement with different media genres.

### GROUP 2:

*Digital Media & Social Networks*

This group focuses on social media influence in social change and creation of network societies, also its transformation of social, political and economic landscapes.



### SEARCH JOURNAL

The SEARCH Journal was indexed on SCOPUS – the world's largest abstract and citation database of peer-reviewed literature. We have also launched the new website with a fresh contemporary look.

Please go to: SEARCH JOURNAL WEBSITE  
(new look launched March 2019)  
<http://search.taylors.edu.my/>

Taylor's University offers generous scholarships and financial assistance, enabling me to become a Taylor's World Class Scholar. Also, as Valedictorian of the Class of 2015, it has definitely been a journey of excellence with Taylor's especially as alumni of the Taylor's Communication.

**Crystal Loh Wai Ching**  
Bachelor of Mass Communication (Honours) (Advertising)



# AWARDS & RECOGNITION

## Awards in 2023

- Gold winner in the Malaysia Public Relations Award 2023, Institutions of Higher Learning (Students) Category

## Film Awards Won in 2022

### ● Detik Dua (Short Film)

- WINNER - Best Thriller Short Film | Indo Singapore International Film Festival (SINGAPORE)
- WINNER – Outstanding Achievement Award (Student Film) | World Film Carnival (SINGAPORE)
- WINNER – Best Student Short Film | Nitiin International Film Festival (MALAYSIA)

### Unforgettable 18 (Short Film)

- WINNER – Student Film | World Film Carnival (SINGAPORE)
- WINNER – Best Malaysian Short Film | Nitiin International Film Festival (MALAYSIA)

- School of Media and Communication was the recipient of **Public Relations & Communications Association Asia Pacific (PRCA APAC) AWARDS 2022** as the sole Malaysian university for 'Best Student Public Relations Campaign'.

- Taylor's University Film Festival (TUFF) 2022 received a total of 76 films submissions from over 20 plus countries around the world. TUFF was launched with the aim of exposing emerging talents to the broader film community.
- Malaysia Public Relations Award Ceremony 2021 - Public Relations Final Year projects won the Gold, Silver and Bronze trophies during the Malaysia Public Relations Award Ceremony.
- **Social Campaign by Professional Media Workshop: Unmask Your Wounds** appeared in several local and regional newspapers (in October, November 2020). This involved PR & Marketing and Event Management students who became **Top 10 Finalist** and received **Honourable Mention** – Diversity and Inclusion Campaigns – Unmask Your Wounds at PRNews CSR and Diversity Awards in 2020. Students Involved: Yeoh King Lim, Janice Chai, Steph Tan Chee Xuan, Chris Khoo, & Clara Teo.
- A documentary film, **Learning in the Time of Corona**, by Jasmine Ng Qian Yi, Darren Cheok Kar Seng, Ling I Wern, Lim Wei Liang, John Gordon Fernandez & Leong Teik Sern. It was filmed complete remotely via video calls, this film explores the trials and tribulations of students and academics of Taylor's University as they soldier on with education while facing the COVID-19 global pandemic of 2020.

- Group of Broadcasting students bagged **Winner Award at Tagore International Film Festival 2020** (India) with Critics' Choice Award – Best Short Documentary and Critics' Choice Award – Best Student Film.

- Broadcasting students represented Taylor's University in following festivals with nominations/honorable mention.

- Official Selection - Jharkhand International Film Festival & Awards 2020 (India)
- Official Selection - Resistance International Film Festival 2020 (Islamic Republic of Iran)
- Official Selection - Dili International Film Festival 2020 (Timor-Leste)
- Official Selection - Ciudad del Este Independent Film Festival 2020 (Paraguay)
- Official Selection - The Lift-Off Sessions 2020 (UK)
- Official Selection - First-Time Filmmaker Sessions 2020 (UK)
- Official Selection - International Moving Film Festival 2020 (Islamic Republic of Iran)
- Honorable Mention - ICAN/LAX International Film Festival 2021 (USA)

- PR and Marketing student, **Janice Chai Xin Hui** (from Malaysia), bagged following **Awards/Recognitions**.

- HSBC Business Case Competition – National Champion in 2019
- ASEAN Impact Challenge – Regionalist Finalist in 2019
- Youth Leadership Academy (a competition organised by McKinsey & Co) – First Runner-Up in 2019
- ASEAN Foundation Model in the ASEAN Meeting in 2020
- L'Oreal Brandstorm – National Champion in 2020

- PR and Event Management student, **Arhant Simha** (from Nepal) bagged following **Awards/Recognitions**.

- Represented Nepal in Asian Games 2018 for squash in Indonesia
- Best Player Award for squash in Ohana League Division 4 in 2019

- PR & Marketing and Event Management students won **Bronze Award** - Institutions of Higher Learning Student Awards for Audinary Campaign and PR & Event Management students also won **Bronze Award** – Institutions of Higher Learning Student Awards for CaringMoms Festival at Malaysian Public Relations Awards in 2019.

- Taylor's InnoFest 2021 selects student projects for showcase:

- **A Cafe in Kuantan During Times of COVID-19**  
Documentary by: Julian Ng Chong Sheng
- **Coping With COVID-19: A Music Educator's Perspective**  
Documentary by: Tee Jia Jack, Chen Wei Kei, Natasha Tan Zu Yi & Nur Aainaa Puteh Binti Hussin.

# REFERENCE LIST

- **Brother** Documentary by: Elisha Lim, Julian Ng, Koh Hui Yee, Timothy Chan & Claudia Lea Anand.
- **五 wǔ** Short Film by: Ooi Jing Yi, Hoong Ning, Cheng Poh Yee, Phua Ting Feng & Wong Jing Xuan.
- **Ministry of Agriculture invites PR students for Local Fruits Campaign LocalBuah4U (October-2020) and Youngiculture (March-2021).**
- **Photojournalism and Innovative Media** students shortlisted as Top 10 finalist for the photography contest by Vinda Group.
  - Students Involved: Pek Yuk Xin, Samuel Lim Zhang Hwei, Wong Jing Lin & Yeo Ava
- **Taylor's InnoFest 2020** selects student projects for showcase:
  - **Airbuzz** by: Jane Law Lee Bin
  - **Diamond News** by: Yap Pui Mun
  - **Inkslingers (June 2020)** Newspaper Production by Editorial Team: Jane Law Lee Bin, Yoo Donghwan, Yap Pui Mun & Nur Safea Ernadya
  - **A Peek Into The Life of A Quiet Creative During The MCO** Documentary by: Teh Sue Ee
  - **How The Lives of This Student And Her Family Were Affected During The MCO** Documentary by: Nisa Batrisyia binti Abdul Razak
  - **网红 wǎnghóng** Short Film by: Teh Sue Ee, Darren Lau Yeow Wern, Nigel Staring, Ng Shu Zhi & Yuumi Yokoyama
  - **Title: 杰/jié/** Short Film by: Denise Quah Han Jing, Alexander Leonard Fernando, Ahmed Baahy Suhail, Janine Ngu Siew Fen & Kelvin Suefelim
  - **Learning In The Time of Corona** Film by: Jasmine Ng Qian Yi, Darren Cheok Kar Seng, Ling I Wern, Lim Wei Liang, John Gordon Fernandez & Leong Teik Sern.
- **Broadcasting students** partnered with The Inclusive Outdoor Classroom (TIOC, an NGO) and produced **five documentary films** and **two short documentaries** that featured children and adults with developmental disabilities in their storytelling and script writings. Similarly **Advertising students** collaborated with TIOC to **raise funds** to increase awareness and engagement on their social media. The project raised RM 2,738 in 2 weeks.
- **Malaysian Digital Association d' Young Achievers Award**
  - Gold Winner (Pictures as attached)
- **Adobe Championship**
  - Top 30 Finalist (Sherry Tan Zi Yi)

Asia-Pacific Broadcasting Union  
[www.abu.org.my](http://www.abu.org.my)

Asia-Pacific Institute for Broadcasting Development  
[www.aibd.org.my](http://www.aibd.org.my)

Association of Accredited Advertising Agents Malaysia  
[www.aaaa.org.my](http://www.aaaa.org.my)

Association for Education in Journalism and Mass Communication (AEJMC)  
[www.aejmc.org](http://www.aejmc.org)

Centre for Independent Journalism  
[www.cijmalaysia.org](http://www.cijmalaysia.org)

Institute of Public Relations Malaysia  
[www.iprm.org.my](http://www.iprm.org.my)

International Association of Business Communicators  
[www.iabc.com](http://www.iabc.com)

Marketing Agencies Association  
[www.marketingagencies.org.uk](http://www.marketingagencies.org.uk)

National Union of Journalists Peninsular Malaysia  
[www.nujm.org/nuj/index.php](http://www.nujm.org/nuj/index.php)

World Economic Forum  
<https://es.weforum.org/reports/the-future-of-media-a-new-framework-for-valuing-content/>

Public Relations and Communications Association of Malaysia (PRCA)  
[http:// www. prcamalaysia.org](http://www.prcamalaysia.org)



# GLOBAL CONNECTIONS



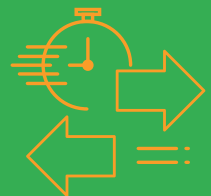
## LEADERS

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.



# BACHELOR OF MASS COMMUNICATION (HONOURS)

3-Year Programme

KPT/JPS (R3/0323/6/0035) (MQA/FA0119) 02/33

## INTAKE : FEBRUARY, APRIL & SEPTEMBER

This programme prepares students with the required skills of researching, writing, strategizing and effective executing of communication plans. Students will learn to plan, manage and implement a broad range of communication tasks for various sectors, with competencies, among others, in advertising, broadcasting, journalism and public relations related work.

Assessments in the program will be conducted through various methods, including exams, research projects, presentations, group work and etc.

Primary Core		
<b>Common Core</b> <b>Year 1</b> <ul style="list-style-type: none"> <li>• Introduction to Mass Communication</li> <li>• Visual Communication</li> <li>• Intercultural Communication</li> <li>• Communication Theory</li> <li>• Innovative Media</li> <li>• Media Writing</li> <li>• Media Analytics</li> <li>• Media Law and Ethics</li> </ul> <b>Year 2</b> <ul style="list-style-type: none"> <li>• New Media and Society</li> <li>• Research Methods</li> <li>• <b>Specialisation Modules</b></li> </ul> <b>Year 3</b> <ul style="list-style-type: none"> <li>• FINAL PROJECT</li> <li>- <b>Choose 1 out of 5 Modules</b></li> <li>• Research Project</li> <li>• <b>Internship</b></li> </ul>	<b>Specialisation</b> <b>Choose ONE (1) of the options:</b> <b>Option 1: Digital Media Production</b> <ul style="list-style-type: none"> <li>• Narrative Writing</li> <li>• Digital Moving Image</li> <li>• Digital Animation and Compositing</li> <li>• Visual Storytelling</li> <li>• Audience Studies</li> <li>• Trends in New Media</li> <li>• Digital Media Creative Project</li> </ul> <b>Option 2: Advertising &amp; Brand Management</b> <ul style="list-style-type: none"> <li>• Advertising Fundamentals</li> <li>• Strategic Copywriting</li> <li>• Creative Design for Advertising</li> <li>• Brand Management</li> <li>• Corporate Identity &amp; Branding Design</li> <li>• Media Planning and Analysis</li> <li>• Advertising &amp; Brand Management Collaborative Project</li> </ul>	<b>Option 3: Journalism &amp; Media Practice</b> <ul style="list-style-type: none"> <li>• Journalism Fundamentals</li> <li>• Newsgathering and Writing</li> <li>• Narrative Journalism</li> <li>• Broadcast Journalism</li> <li>• Activism and the Media</li> <li>• New Media Production</li> <li>• Journalism Professional Practice</li> </ul> <b>Option 4: Public Relations</b> <ul style="list-style-type: none"> <li>• Public Relations Principles</li> <li>• Promotional Writing</li> <li>• Publicity And Media Relations</li> <li>• Crisis Management</li> <li>• Organisational Communication</li> <li>• International Public Relations</li> <li>• Public Relations Events Consultancy /Public Relations Consultancy</li> </ul>

80 Credit Hours



University Core
<ul style="list-style-type: none"> <li>• Social Innovation Project</li> <li>• Falsafah dan Isu Semasa</li> <li>• Emotional Intelligence in Action (EI)</li> <li>• Kursus Integriti dan Antirasuah (KIAR)</li> <li>• Penghayatan Etika dan Peradaban / Bahasa Melayu Komunikasi 2</li> </ul> <p><i>*Students are requested to take Bahasa Kebangsaan A if they do not obtain a Credit for Bahasa Malaysia in SPM.</i></p>

12 Credit Hours

Flexible Studies
<b>Choose ONE (1) of the packages below:</b> <div> <b>Minor</b>  Choose any Minor package* offered by Taylor's University.  Refer to the Flexible Education Guide for the list of Minor packages. </div> <b>or</b> <div> <b>Second Major</b>  Choose any Second Major package* offered by Taylor's University.  Refer to the Flexible Education Guide for the list of Second Major packages. </div> <b>or</b> <div> <b>Free Electives</b>  Choose any SIX (6) Free Electives* offered by Taylor's University.  Refer to the Flexible Education Guide for the list of Free Electives. </div> <p><i>*Subject to availability</i>  <i>*Meet min. module pre &amp; co-requisite</i></p>



# WELCOME TO TAYLOR'sphere™

A well-balanced ecosystem and community that nurtures your intellect, creativity and practical wisdom to ensure you graduate future-proof and in demand.

Taylor'sphere aims to instil in every student the skills required to excel throughout their life journey and make a difference in the global community.

The components that make Taylor'sphere unique are the community of alumni, industry partners, academia and you, as well as resources and facilities that support your aspirations!

## Community

Run by and in collaboration with a collective-wisdom community who are experienced, entrepreneurial, intellectual and forward-looking, Taylor'sphere paves your way to Rise With The Best™!



**Practitioners and  
Industry Experts  
& Leaders**



**Best-in-class  
Lecturers**



**Entrepreneurs**



**Alumni**



**Mentors**



**Vibrant Global  
Student  
Community**



# What Our Students Say



**Bernard Yap**  
**American Degree Transfer Program (Computer Science major)**

My most impactful experience at Taylor's is working with mentors at Taylor's Me.reka Makerspace (TMM), who provided me guidance, free resources, and tools to build Pinky the Umbrella Borrowing Machine, inspired by a random act of kindness.



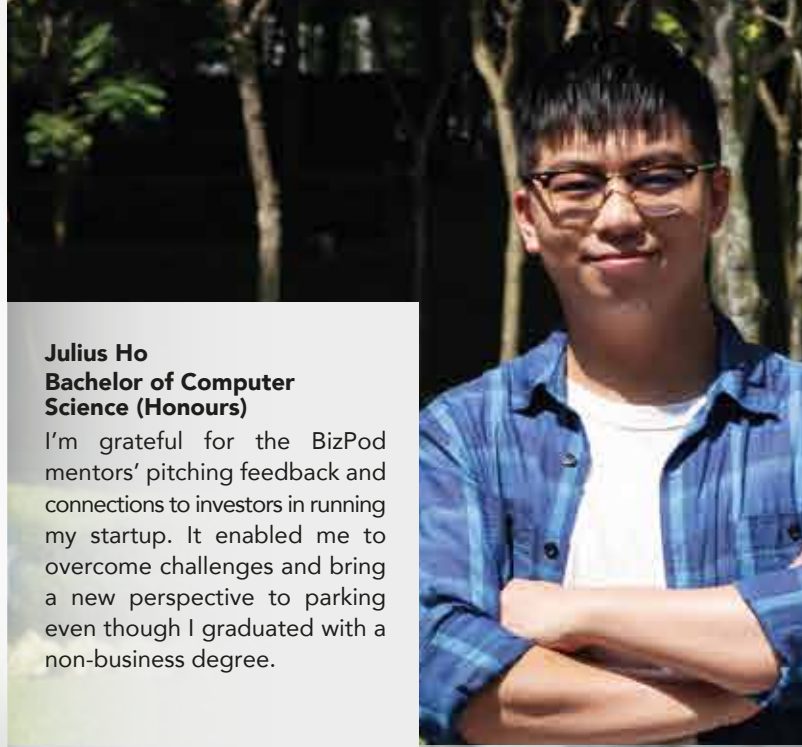
**Jizen Loh**  
**Bachelor of Mass Communication (Honours) in Public Relations and Marketing**

My achievements in fencing got me Taylor's Sports Scholarship, for which I'm truly grateful. At Taylor's, I was able to fulfil my vision of creating affordable quality niche sports goods by collaborating with my peers and becoming an entrepreneur.



**Zara Basyirah**  
**Bachelor of Software Engineering (Honours)**

At Taylor's, I led projects focusing on education equality and mental health. My lecturer even gave me the opportunity to lead a project hosting high school students for STEM exploration. Learning leadership skills helped me overcome challenges in leading my startup.



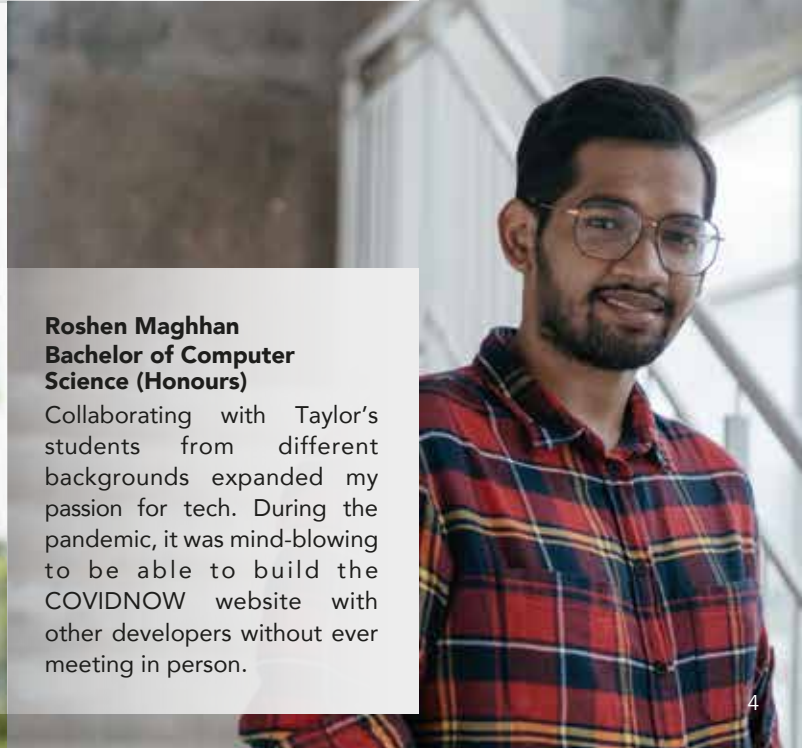
**Julius Ho**  
**Bachelor of Computer Science (Honours)**

I'm grateful for the BizPod mentors' pitching feedback and connections to investors in running my startup. It enabled me to overcome challenges and bring a new perspective to parking even though I graduated with a non-business degree.



**Shahmala Rani**  
**Bachelor of Actuarial Studies (Honours)**

I'm grateful for the many opportunities to learn in various fields – from being a RISERS Ambassador to discovering my passion for teaching through Peer Assisted Learning (PALS), to balancing my role as a national karate athlete.



**Roshen Maghhan**  
**Bachelor of Computer Science (Honours)**

Collaborating with Taylor's students from different backgrounds expanded my passion for tech. During the pandemic, it was mind-blowing to be able to build the COVIDNOW website with other developers without ever meeting in person.



GRADUATE IN  
DEMAND WITH

# TAYLOR'sphere™

Taylor'sphere is equipped with state-of-the-art and modern facilities, resources as well as flexible curriculums that can be customised to empower your aspirations and learning experience.

## Facilities

Klang River

Engineering

Taylor's College

Taylor's Univ  
Sdn Bhd

LT21



### BizPod

A line-up of experienced lecturers and entrepreneurs are on hand to guide you through the maze and challenges - from ideating to growing your very own business startup.



### VORTEX (Virtual Online Future Technology and Extended Reality)

Taylor's University's first XR lab to enhance virtual and immersive learning in an extended reality environment.



**Taylor's Career Services Centre**  
Enhance your employment opportunities with our dedicated team of counsellors.



### Taylor's Makerspace

With academicians, industry partners and entrepreneurial communities as your guide, TMM helps you turn your idea into reality!



Are you ready to Rise With The Best™  
with Taylor'sphere?



# Features



## Life Skills Modules

The incorporation of Emotional Intelligence into the syllabus enables you to rise to challenges and uncertainties in the world.



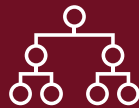
## First Year Learning and Mentoring (FLAME)

As a first year student, you will be assigned a Mentor to help you transition from school life to the university environment.



## Multidisciplinary Learning Experiences (MLE)

Enjoy opportunities to work with peers from multi-disciplines to create change in society.



## Taylor's Curriculum Framework

A holistic educational experience that gives you the flexibility to mix and match modules for a broader scope of learning, and future-proofs you with an additional certification, the Graduate Capabilities Attainment Statement, to boost your career opportunities.



## Real-world Experiences

Boost your resume with real-life experiences, internship placements or work-based learning with industry partners.



## SHINE Award

For your appreciation of and contribution to society, you could be rewarded with a SHINE Award.



## Research & Enterprise

Flagship research programmes, industry-leading research centres, and qualified expertise to achieve balanced excellence in teaching and learning.



# TEACHING & LEARNING SUPPORT



## TEACHING & EDUCATIONAL DEVELOPMENT (TED)

Teaching and Educational Development (TED) at Centre For Future Learning is an award-winning department that supports the work of academic staff to create excellence in teaching through practice, development, and innovation.

TED offers workshops and seminars that address a range of timely topics associated with teaching, learning and technology in higher education.



## E-LEARNING ACADEMY (eLA)

eLA's task is to help our academic staff effectively implement the use of technology in ensuring our students learning journey is seamless enabling them to learn in a collaborative, self-directed and personalised manner, anytime and anywhere.

Academics are recommended to utilise technology and tools such as ReWIND videos, Zoom, Microsoft Teams meeting, Google Classroom, Screencast-O-Matic, to name a few.

Despite the unprecedented challenges, eLA is here to support Taylor's academics and students to continuously learn and teach via online modalities.



## ACADEMIC ADVISORY

Centre for Academic Programme Management (CAPM) works with all academic faculties in providing necessary academic support to students so as to ensure they graduate on time. CAPM has mechanisms in place to keep track of students and intervene where need be.

FLAME (First Year Learning and Mentoring) is Taylor's signature mentoring programme developed to assist newly enrolled First-Year students to settle into University & College life and study, gearing them towards achieving their personal learning goals.





**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)  
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**Taylor's Education Counselling Centres**

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• 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
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• East Coast Region	Mobile: +6012-878 1907	

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