



**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



GLOBALLY RANKED SUBJECTS

TOP 20

#20
Hospitality & Leisure
Management

TOP 50

#21-50
History of Art

TOP 100

#51-100
Art & Design

Marketing

Data Science & AI

TOP 150

#101-150
Architecture
& Built Environment

Accounting & Finance

Business & Management
Studies

Social Sciences
& Management

Arts & Humanities

TOP 250

#151-200
Economics & Econometrics

Pharmacy & Pharmacology

#201-250
Computer Science
& Information Systems

Communication
& Media Studies

TOP 400

#251-300
Education & Training

#301-375
Sociology

#351-400
Electrical & Electronics
Engineering

TOP 500

#401-450
Engineering & Technology

#451-500
Medicine

TOP 600

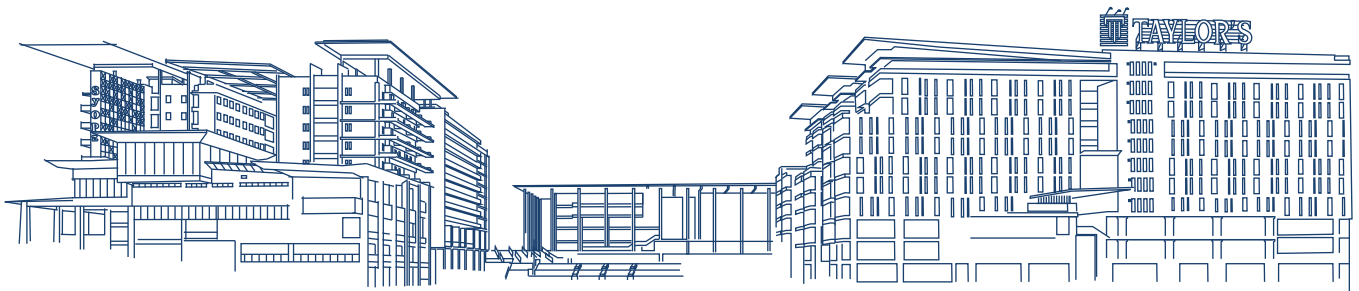
#501-575
Mechanical Engineering



TAYLOR'S
UNIVERSITY

Wisdom • Integrity • Excellence

BUSINESS



TAYLOR'sphere™

TAYLOR'S BUSINESS SCHOOL

- Bachelor of Business (Honours)

Specialisations:

1. Finance
2. Marketing
3. Management
4. Digital Marketing and Analytics
5. Digital Business and Transformation
6. Global Business and Sustainability

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

WORLD TOP 100

**#1 SOUTHEAST ASIAN
PRIVATE UNIVERSITY**

Marketing

WORLD TOP 150

**#1 MALAYSIAN
PRIVATE UNIVERSITY**

Accounting & Finance
Business & Management Studies

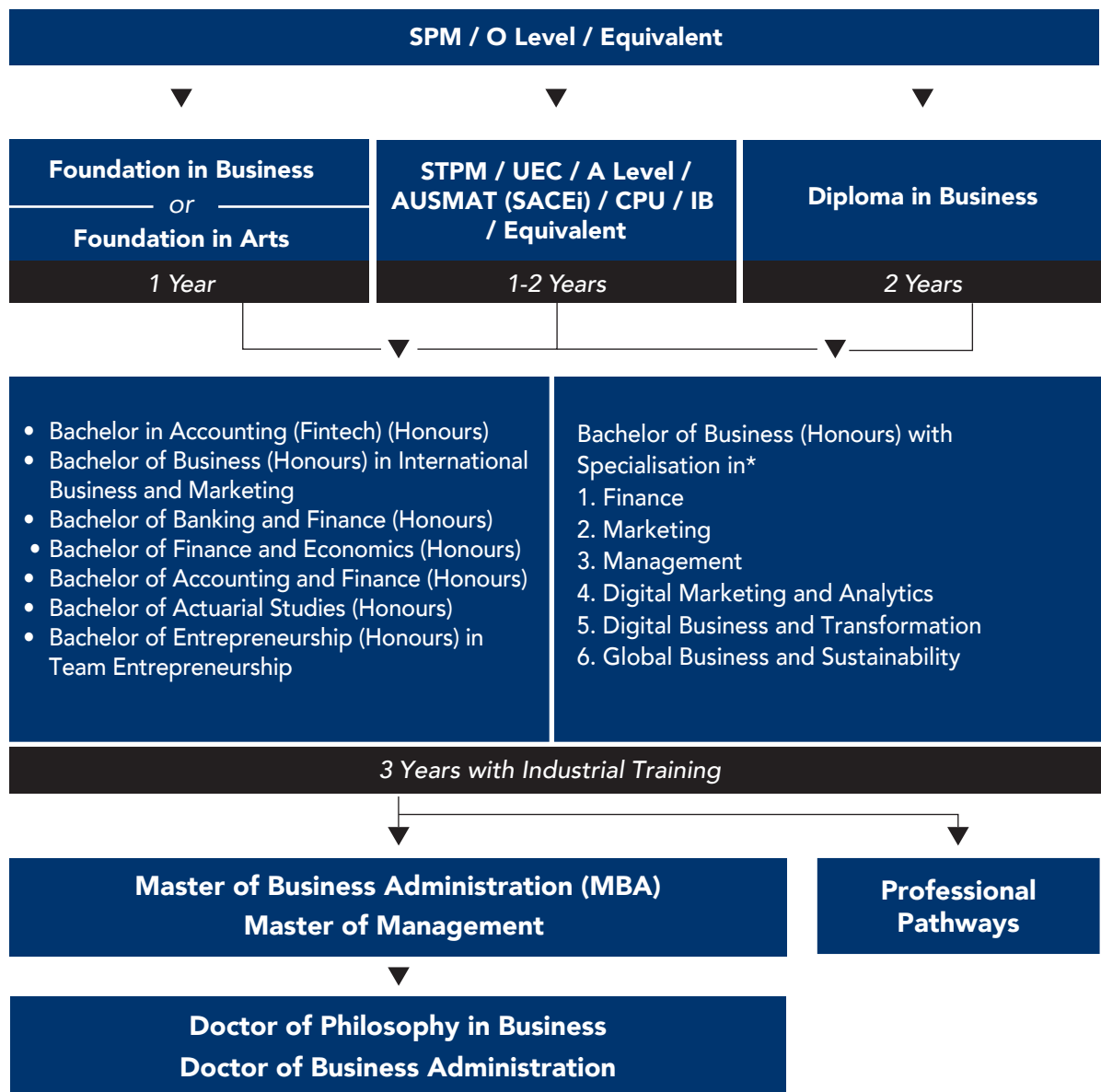
WORLD TOP 200

**#1 SOUTHEAST ASIAN
PRIVATE UNIVERSITY**

Economics & Econometrics



EDUCATION PATHWAY



Note:

* No advanced standing into year 2.

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

DISCIPLINES



Accounting

Accounting is the accurate and systematic recording, reporting, and analysis of the financial transactions of a business, allowing the company to analyse its financial performance. Accounting also involves critically analysing information, managing risks and taking action when necessary.

While bookkeepers or auditors focus on the details of the accounts, accountants look at the bigger picture that the numbers provide. The study of accounting would involve an in-depth understanding of bookkeeping and finance, as well as business.



Actuarial Science

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

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

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



Digital Marketing and Analytics

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



Digital Business and Transformation

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



Finance

Finance is a broad term that describes the study of how money is managed and the actual process of acquiring the needed funds. It's a highly regulated, competitive and rapidly-changing sector that is heavily influenced by globalisation, technological change, deregulation and international integration.

The study of finance encompasses personal finance, corporate finance and public finance, including knowledge of business, macro and microeconomics as well as mathematics, amongst others.



Fintech

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



Marketing

Marketing is the ability to communicate the value of a product or service to the target consumers. Marketing is more than just sales or promotions – it's about understanding consumer psychology, consumer trends, market needs, and then tying that in with the product, service or organisation.

Marketing essentially includes the coordination of four elements known as the 4Ps of marketing: product, price, placement and promotional strategy. Studying Marketing involves the study of marketing processes, concepts and techniques, and understanding the local and global business environment.



Management

Management involves the many aspects of running and managing an organisation efficiently, to ensure that it meets its specific goals or targets. It includes organising people and resources, leading and coordinating teams as well as implementing major decisions for the organisation.

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



Global business and sustainability

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



Taylor's Centre of Accountancy Studies

ABOUT TAYLOR'S CENTRE FOR ACCOUNTANCY STUDIES (TCAS)

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

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

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

RECOGNITION AND EXEMPTIONS BY PROFESSIONAL BODIES

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

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

NOTE:

*Subject to elective taken

To be a registered chartered accountant in Malaysia, you must be a member of the Malaysian Institute of Accountants (MIA), which is the regulatory body for accountants in Malaysia. Members of ACCA, CIMA, CPA Australia, ICAA, ICAEW and MICPA are eligible for MIA membership.

RECOGNITION AND EXEMPTIONS BY PROFESSIONAL BODIES

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

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

NOTE:

*Subject to electives taken

To be a registered chartered accountant in Malaysia, you must be a member of the Malaysian Institute of Accountants (MIA), which is the regulatory body for accountants in Malaysia. Members of ACCA, CIMA, CPA Australia, ICAA, ICAEW and MICPA are eligible for MIA membership.

OVERSEAS TRANSFER OPTIONS*



UNITED KINGDOM

UNIVERSITY OF ESSEX

- BSc Accounting
- BSc Accounting and Finance
- BSc Accounting and Management
- BSc Accounting with Economics
- BSc Actuarial Science
- BSc Banking and Finance
- BSc Finance
- BSc Finance and Management
- BA Business Administration
- BSc Business Management
- BA Business Management and Modern Languages
- BA Business Management with Modern Languages
- BSc International Business and Entrepreneurship
- BSc Management and Marketing
- BBA Business Administration
- BSc Tourism Management
- BSc Marketing
- BA/ BSc Economics
- BA/ BSc Management Economics
- BA/ BSc International Economics
- BA/ BSc Financial Economics

UNIVERSITY OF BRISTOL

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

UNIVERSITY OF EAST ANGLIA

- BSs Actuarial Science
- BSc Actuarial Science with Placement Year

UNIVERSITY OF DUNDEE

- MSc Spatial Planning with Sustainable Urban Design

UNIVERSITY OF SHEFFIELD

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



NEW ZEALAND

UNIVERSITY OF CANTERBURY

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



AUSTRALIA

QUEENSLAND UNIVERSITY OF TECHNOLOGY

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

UNSW SYDNEY

- Bachelor of Commerce

THE UNIVERSITY OF QUEENSLAND

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

THE UNIVERSITY OF SYDNEY

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

THE UNIVERSITY OF ADELAIDE

- Bachelor of Commerce (Accounting)

THE UNIVERSITY OF WESTERN AUSTRALIA

- Bachelor of Business
- Bachelor of Commerce

UNIVERSITY OF TECHNOLOGY SYDNEY

- Bachelor of Business
- Combined Degrees - Bachelor of Business and Bachelor of Arts in International Studies
- Combined Degrees - Bachelor of Business and Bachelor of Creative Intelligence and Innovation

UNIVERSITY OF SOUTH AUSTRALIA

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

DEAKIN UNIVERSITY

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

AUSTRALIAN NATIONAL UNIVERSITY

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

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

DUAL AWARD

University of the West of England (UWE)

Taylor's Business School offers dual award undergraduate programmes in collaboration with the Bristol Business School, University of the West of England (UWE), UK. A quality review committee, comprising academics from both institutions, is established for quality assurance and the moderation of the standards of the programmes, which includes curriculum and assessment. Students will receive certification from both Taylor's University and UWE upon completion of their degrees at Taylor's.

Queensland University of Technology (QUT)

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

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

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

CRICOS No. 00213J

University of Canterbury (UC)

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

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

INDUSTRY LEADERS CO-DESIGNING OUR PROGRAMMES

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

PANEL MEMBERS

MS. SABRINA SEAH

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

MR. ZACHARIAS RAJAGOPAL

Vice President
Bumi Armada Berhad

MS. SUTAPA BHATTACHARYA

Managing Director
DIA Brands

DR. VINCENT YEO CHEOW SERN

Senior Associate
Deloitte Malaysia

MR. ANANT SETHIA

Account Manager
Bloomberg LP (Singapore)

MR. RUSHDAN ROZLAN

Business Development Manager
CIMA Malaysia

MR. KHOR SWEE KWENG

Principal Advisor- Education, Academic Program
SAS Institute Sdn Bhd

MS. SHENOLA GONZALES

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

MR. LIM DHI REN

Financial Analyst
Edotco Group Sdn Bhd

DATO' WONG WING SEONG

Executive Director
BDO Malaysia

MS. THONG SIEW FONG

Director-Talent Recruitment
People & Culture
BDO Malaysia

MR. RITESH K. BAGARIA

Head of Government Business - Malaysia
Bloomberg LP (Singapore)

MS. MELLISA PATRICK

Programme Development Manager
Chartered Management Institute (CMI)

MS. APRIL CHIEW

Senior Manager – Business Development
CPA Australia

MS. LEE SOO FERN

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

MR. MOHAMMAD RIDZUAN ABDUL AZIZ

President
Fintech Association of Malaysia (FAOM)

MR. ALEX KHAW

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

MR. NOVIE TAJUDDIN

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

MS. SOPHIA ANG WUI JIUN

Head, Talent Attraction and Workplace Futurisation
Maybank Berhad

MR. LING HSERN-WEI

Head of PwC Academy
PwC Malaysia

MR. JOHNATHAN LEE

Malaysia Country Head
Rise - Corporate Innovation Powerhouse

MR. ZAKY MOH

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

DR. JESSICA TANG SIEW FUN

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

MS. LING MING CHOO

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

MR. HASSAN SCOTT ODIERNO

Partner
Actuarial Partners Consulting

MR. LIM HORNG CHERNG

Head of Actuarial
Allianz General Insurance Company (Malaysia) Berhad

MR. FAROZE NADAR

UN Global Compact Network Malaysia & Brunei

REAL-WORLD EXPERIENCE

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

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

ACCOUNTING

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

BANKING

- CIMB
- Citibank
- Maybank
- HSBC

FAST-MOVING-CONSUMER-GOODS

- L'Oreal
- Mondelez
- Unilever

OIL & GAS

- BP
- Schlumberger
- Shell

CONSULTING

- Accenture
- BDO
- Fleming
- Nielsen

PROPERTY

- EcoWorld
- SP Setia
- UEM

GOVERNMENT-LINKED COMPANIES

- AirAsia
- Petronas
- Securities Commission Malaysia

INFORMATION AND COMMUNICATIONS TECHNOLOGY

- HP
- IBM

NON-GOVERNMENTAL ORGANISATION

- Teach for Malaysia
- WWF

TELECOMMUNICATIONS

- Axiata
- DiGi
- Maxis

ELECTRONICS

- Samsung
- Sony

INSURANCE

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

RETAIL

- Zalora
- 3M

MARKETING AND MANAGEMENT

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

IMPACTFUL CAREER OPTIONS

BACHELOR OF BUSINESS (HONOURS)

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

BACHELOR OF BUSINESS (HONOURS) IN INTERNATIONAL BUSINESS AND MARKETING

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

BACHELOR OF ENTREPRENEURSHIP (HONOURS) IN TEAM ENTREPRENEURSHIP

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

BACHELOR OF ACCOUNTING AND FINANCE (HONOURS)

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

BACHELOR IN ACCOUNTING (FINTECH) (HONOURS)

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

BACHELOR OF BANKING AND FINANCE (HONOURS)

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

BACHELOR OF FINANCE AND ECONOMICS (HONOURS)

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

BACHELOR OF ACTUARIAL STUDIES (HONOURS)

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



WORLD-CLASS STANDARDS & FACILITIES

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



**STRONG LOCAL &
INTERNATIONAL INDUSTRY
LINKAGES**



**MULTIDISCIPLINARY
LEARNING EXPERIENCE**



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



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



**WELL-EQUIPPED
FACILITIES ON CAMPUS**



**PRIORITISED RESEARCH
& INNOVATION**



**PERSONALISED
AI-POWERED LEARNING**



TAYLOR'S VORTEX XR LAB

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

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

TAYLOR'S TRADING ROOM

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

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



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

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



Taylor's Centre of Accountancy Studies

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

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



Talks



Workshops



Webinars





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

LAUNCH OF TCAS

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





TAYLOR'S LAKESIDE CAMPUS

Flexible learning spaces

EXTENSIVE LEARNING SPACES

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

HOLISTIC STUDENT SERVICES

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

TOP QUALITY FACILITIES

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



Mac Lab



Sick Bay



CHED



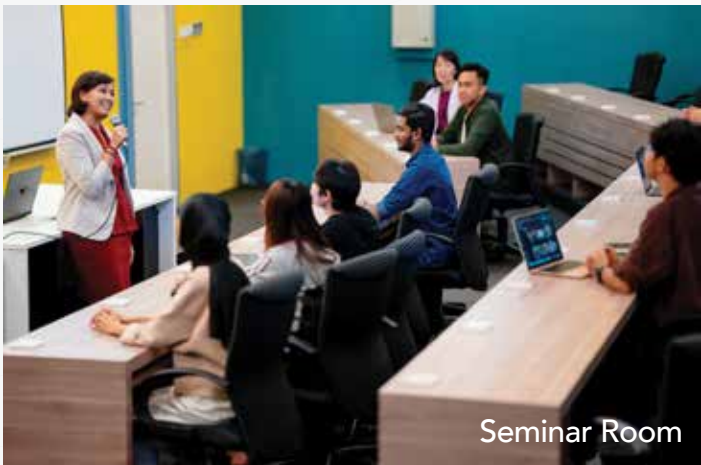
X - Space



Arcadia



Sport Complex



Seminar Room

NURTURING

ENTREPRENEURS & BUSINESS LEADERS



TEAM ENTREPRENEURSHIP PROGRAMME

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

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

ENTREPRENEURSHIP INCUBATOR

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

SOCIAL ENTREPRENEURSHIP

More than just being driven academically, our students are encouraged to use their business acumen to address social issues and develop business solutions to improve the quality of life of affected communities. Challenged with limited budgets and resources, they are required to develop creative and cost-effective proposals to achieve their business goals.

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



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

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

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



MULTI-DISCIPLINARY LEARNING EXPERIENCE, REAL-WORLD SOLUTIONS

At Taylor's Business School, experience is at the heart of the learning process. Our carefully tailored approach combines a strong foundation of theories, as well as avenues to apply these theories into practical settings to maximise learning. In order to achieve this, we employ a variety of teaching and learning strategies as well as multidisciplinary learning experience where students are exposed to real-life scenarios and industry-relevant challenges that enhance student engagement, both inside and outside the classroom.



**Accountant in
the Global Age**

Tomorrow Burger

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

Taylor's Techstar Startup

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

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



BizPod

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

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

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



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

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

REAL- WORLD EXPERIENCE



INDUSTRY IMMERSION PROGRAMME (IIP)

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

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

INDUSTRY VISITS

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



BOOK PRIZE

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

INTERNATIONAL FIELD TRIPS

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





MODULE ADOPTION PROGRAMME (MAP)

MAP is an approach whereby the school engages with the industry. This interactive platform facilitates the creation and exchange of new ideas as well as monitoring of the latest developments and trends in the industry.

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

BUDGET FORUM

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



GLOBAL MOBILITY PROGRAMME

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

SUMMER PROGRAMME

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

STUDENT EXCHANGE PROGRAMME

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

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

INTERNATIONAL UNIVERSITY EXPOSURE

Students are given the opportunity to network and build relationships with peers and faculty members from universities around the world through different educational settings.

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

KEYNOTE SPEAKER SERIES, FORUMS, WORKSHOPS & CONFERENCES

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

INDUSTRY ENGAGEMENTS:

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





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

Jolene Tiong



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

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

Shahmala Rani

AWARDS & RECOGNITION

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



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

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



L'OREAL BRANDSTORM 2024

NATIONAL CHAMPION

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

FIRST RUNNER UP

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

SECOND RUNNER UP

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



FIRST RUNNER UP AT DELOITTE SOUTHEAST ASIA TAX CHALLENGE 2024

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



NATIONAL CHAMPION AT HSBC BUSINESS CASE COMPETITION 2024

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

2025



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

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



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

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



WORLD TOP 150 AND #1 PRIVATE UNIVERSITY IN MALAYSIA

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



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

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

2023



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

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



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

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



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

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



TOP 20 FINALISTS

in the Mondragon City Challenge, Spain

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

2024



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

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



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

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



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

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

2022



HSBC MALAYSIAN BUSINESS CASE CHALLENGE 2022

2ND RUNNER-UP



WORLD TOP 100 AND #1 PRIVATE UNIVERSITY IN MALAYSIA

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



WORLD TOP 200 AND #1 PRIVATE UNIVERSITY IN MALAYSIA

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



WORLD TOP 251 – 300

for Economics and Econometrics based on QS ranking by Subject 2022



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



(FINTECH)(HONS) PROGRAMME. FINTECH STUDENT PROJECTS -

EZ Collect, Petrifi and Tinker



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



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

2021



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



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



NATIONAL CHAMPION AT HSBC BUSINESS CASE COMPETITION

2020



HSBC MALAYSIAN BUSINESS CASE CHALLENGE 2020
2ND RUNNER-UP

2019



HSBC MILLENNIAL HACKATHON CHAMPION
#WeCanHackIt Event



HSBC MALAYSIA BUSINESS CASE COMPETITION NATIONAL CHAMPIONS RUNNER-UP



PROTON X70 INTELLIGENCE THAT INSPIRES CHALLENGE (NATIONAL LEVEL)

2018



KPMG INTERNATIONAL CASE COMPETITION NATIONAL CHAMPIONS



PWC TRUST BUILDER CHALLENGE CHAMPIONS & BEST PRESENTER



HSBC MALAYSIAN BUSINESS CASE CHALLENGE
1ST RUNNER-UP



MICPA-CAANZ INVESTMENT CHALLENGE 2018 CHAMPIONS



WINNERS OF EXCELLENCE AWARDS FOR BEST ACCOUNTING GRADUATES



CERTIFICATE OF MERITORIOUS ACHIEVEMENT MICPA EXCELLENCE AWARD



ASEAN VIRTUAL BUSINESS PLAN COMPETITION 2018
INTERNATIONAL CHAMPIONS

2017



MAYBANK GO AHEAD CHALLENGE (MGAC) 2017
GLOBAL CHAMPION TEAM

2016 - 2017



18 LOCAL AND INTERNATIONAL AWARDS WON

GLOBAL CONNECTIONS



OVER 200
UNIVERSITY PARTNERS

LEADERS

IN THE
GLOBAL
COMMUNITY



STUDENT EXCHANGE

SHORT TERM

MOBILITY



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

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

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

GLOBAL EXCHANGE EXPERIENCES

SCAN TO
LEARN MORE

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



TAYLOR'SPHERE CONNECTIONS & SUPPORT

RESEARCH AND TECHNOLOGY INNOVATION

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

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



BACHELOR OF BUSINESS (HONOURS)

KPT/JPS (R2/345/6/0561) (A 9964) 07/26

INTAKES: FEBRUARY, APRIL & SEPTEMBER

This programme is designed to equip students with in-depth understanding of business administration concepts and practices, which encompasses all aspects of owning and operating a business. This includes the entire spectrum from business management, to marketing of goods and services.

This programme emphasises critical thinking skills, enabling graduates to deal effectively with an increasingly complex business environment. It focuses on the performance or management of business operations and thus the making or implementing of major decisions. The elements of administration include planning, organising, staffing, directing as well as budgeting.

Ultimately, graduates will be groomed with essential knowledge and skills to manage key business functions that will drive strategy, and be prepared for executive positions as well as the ability to build businesses.

Primary Core
Year 1 <ul style="list-style-type: none"> Accounting For Non-Specialist Introduction to Management Principles of Marketing Business Economics Introduction to Finance Quantitative Methods for Business Human Resource Management
Year 2* <ul style="list-style-type: none"> Introduction to International Business Understanding Entrepreneurialism
Year 3* <ul style="list-style-type: none"> Strategic Management Internship OR Industry Immersion Module
<p><small>*Students are allowed to select any minor, global mobility programme module, or specialisation</small></p> <p>Specialisation Choose ONE (1) of the options: Option 1: Finance Option 2: Marketing Option 3: Management Option 4: Digital Marketing and Analytics Option 5: Digital Business and Transformation Option 6: Global Business and Sustainability</p> <p><small>For more information on our specialisation modules, please refer to next page.</small></p>



Flexible Studies
<p>Choose ONE (1) of the below packages:</p> <div> <div> <p>Minor</p> <p>Recommended Packages:</p> <ul style="list-style-type: none"> Accounting Advertising and Brand Management Business Analytics Creative Media Design Culinary Science Culinary Arts Education Entrepreneurship Event Management Finance Fintech International Business Journalism and Media Practice </div> <div> <ul style="list-style-type: none"> Management Marketing Mass Communication Mobile Technology Natural Sciences Nutrition with Wellness Performing Arts Project Management Psychology Public Relations Travel and Leisure Management Web Technology </div> </div> <p>Choose any Minor package* offered by Taylor's University. Refer to the Flexible Education Guide for the list of Minor packages.</p> <p>or</p> <div> <p>Second Major</p> <p>Recommended Packages</p> <ul style="list-style-type: none"> Advertising and Brand Management Creative Media Design Digital Media Production Education Information Technology Mass Communication Psychology Public Relations <p>Choose any Second Major package* offered by Taylor's University. Refer to the Flexible Education Guide for the list of Second Major packages.</p> <p>or</p> <p>Free Electives</p> <p>Choose any SIX (6) Free Electives* offered by Taylor's University. Refer to the Flexible Education Guide for the list of Free Electives.</p> <p><small>*Subject to availability</small> <small>*Meet min. module pre & co-requisite</small></p> </div>



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

84 Credit Hours

12 Credit Hours

Note :

Primary Core + University Core + TWO minors = Min. 3 Years (140 credit Hours)

Primary Core + University Core + Minor = Min. 3 Years (120 Credit Hours)

Primary Core + University Core + Second Major = Min. 3.5 Years (148 Credit Hours)

Primary Core + University Core + Free Electives = Min. 3 Years (120 Credit Hours)

BACHELOR OF BUSINESS (HONOURS)

KPT/JPS (R2/345/6/0561) (A 9964) 07/26

Option 1

Finance

Discipline Core

- Corporate Finance
- Risk Management
- Derivatives
- International Finance
- Applied Econometrics
- Fintech and Innovation
- Entrepreneurship Accelerator Project (8cr)
- Business Capstone (8Cr)

Option 4

Digital Marketing & Analytics

Discipline Core

- Social Media Analytics
- Essentials of Big Data and Data Analytics
- Market Intelligence and Data Visualization
- Interactive and Digital Marketing
- Social Media Marketing
- Marketing Analytics
- Entrepreneurship Accelerator Project (8cr)
- Business Capstone (8Cr)

Option 2

Marketing

Discipline Core

- Consumer Behaviour
- Service Marketing
- Integrated Marketing Communications
- Interactive and Digital Marketing
- Marketing Analytics
- E-Commerce
- Entrepreneurship Accelerator Project (8cr)
- Business Capstone (8Cr)

Option 5

Digital Business & Transformation

Discipline Core

- Interactive and Digital Marketing
- Digital Transformation
- Sustainable Supply Chain Management
- Marketing Analytics
- Leadership and Change Management
- E-Commerce
- Entrepreneurship Accelerator Project (8cr)
- Business Capstone (8Cr)

Option 3

Management

Discipline Core

- Sustainable Supply Chain Management
- International Business Issues and Policies
- Entrepreneurship and Small Business
- Leadership and Change Management
- Transnational Management
- Ethics & Corporate Governance
- Entrepreneurship Accelerator Project (8cr)
- Business Capstone (8Cr)

Option 6

Global Business & Sustainability

Discipline Core

- Export Practices and Management
- International Business Issues and Policies
- International Finance
- Sustainable Supply Chain Management
- Social Entrepreneurship and Ethics
- International Marketing
- Entrepreneurship Accelerator Project (8cr)
- Business Capstone (8Cr)

Note:

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.



BACHELOR OF BUSINESS (HONOURS) IN INTERNATIONAL BUSINESS AND MARKETING

3-Year
Programme

KPT/JPS (R2/340/6/0408) (A 9968) 07/24

Bachelor of Arts (Hons) Business Management with Marketing (3+0 or 2+1 Taylor's University & UWE, UK)
Bachelor of Business (International Business) (2+1 Taylor's University & QUT, Australia)

INTAKES: FEBRUARY, APRIL & SEPTEMBER

This programme is designed to equip students with in-depth understanding of core concepts, practices and techniques of conducting business across the world, with a strong focus on marketing functions in organisations with international operations.

In addition to a solid grounding in business, this programme focuses on the development and delivery of an international marketing plan. This includes the ability to understand customers' needs and ensure customers' satisfaction, making it a key element to the success of any business.

Ultimately, this programme will groom graduates with an innovative mindset who see dynamic business environments as opportunities, and are trained to make strategic marketing decisions in such environments.

Modules	Electives
<p>Year 1</p> <ul style="list-style-type: none"> Accounting for Non-Specialists Introduction to Management Microeconomics Business Communication Introduction to Finance Macroeconomics Principles of Marketing <p>Year 2</p> <ul style="list-style-type: none"> Consumer Behaviour Introduction to International Business Organisational Behaviour Quantitative Methods for Business Business Law Export Practices and Management Integrated Marketing Communications Research Methods International Finance <p>Year 3</p> <ul style="list-style-type: none"> Internship OR Industry Immersion Transnational Management Services Marketing Business Ethics and Values Project OR Entrepreneurship Accelerator Project Strategic Management International Business Issues and Policies Elective 1 Elective 2 Elective 3 Elective 4 	<ul style="list-style-type: none"> Brand Management Business Ethics and Governance Cross Cultural Management Contemporary Issues in Marketing Entrepreneurship and Small Business Fintech and Innovation Human Resource Management Interactive and Digital Marketing International Economic Theory and Policy International Marketing International Trade and Multinational Business Introduction to Family Business Leadership and Change Management Market Analysis and Decision Making Marketing Management Organisational Management Organisational Studies Production and Operation Management Retail Marketing Understanding Entrepreneurialism
92 Credit Hours	16 Credit Hours
	<p>University Core</p> <ul style="list-style-type: none"> Penghayatan Etika dan Peradaban / Bahasa Melayu Komunikasi 2 Falsafah dan Isu Semasa Emotional Intelligence in Action Kursus Integriti dan Antirasuah Social Innovation Project <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

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.



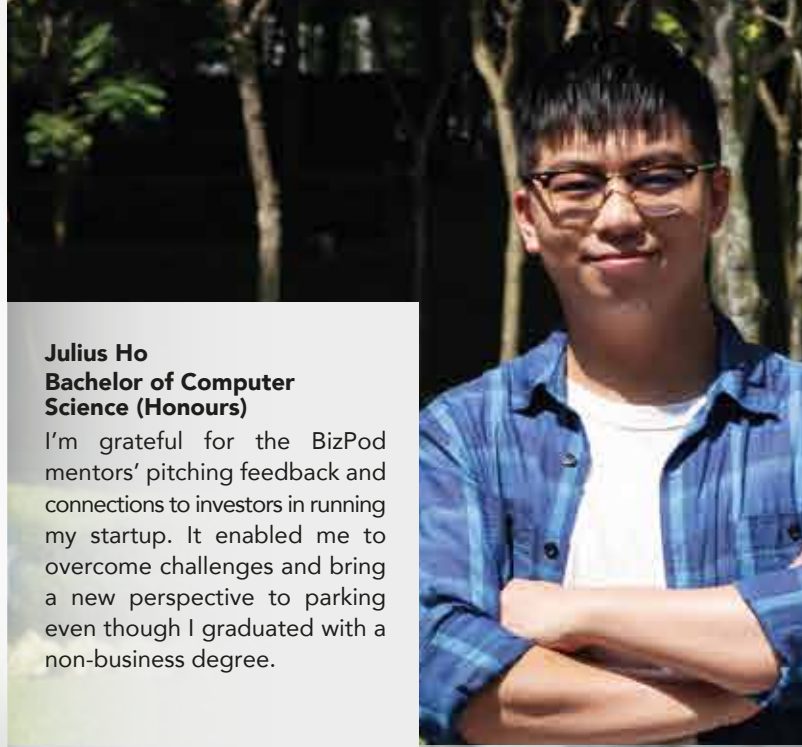
Jizen Loh
Bachelor of Mass Communication (Honours) in Public Relations and Marketing

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.



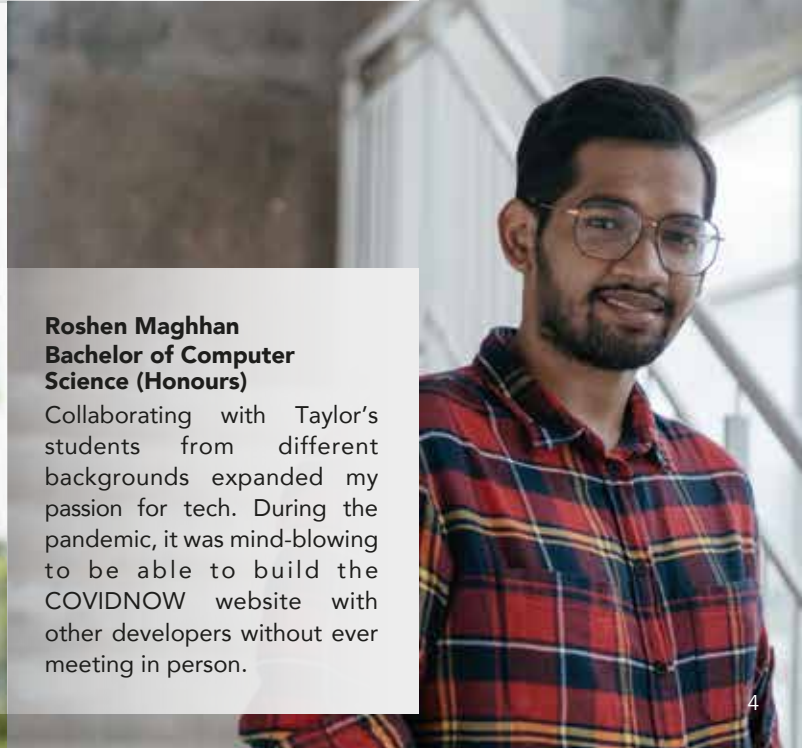
Julius Ho
Bachelor of Computer Science (Honours)

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.



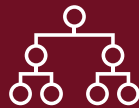
First Year Learning and Mentoring (FLAME)

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.





**TAYLOR'S
UNIVERSITY**

Wisdom · Integrity · Excellence

Rise With The Best™

Where our community is our strength

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