



TAYLOR'S  
UNIVERSITY

Wisdom • Integrity • Excellence

# TAYLOR'S UNIVERSITY SUMMER PROGRAMME

2 August to  
15 August 2020

## Doing Business in Asia (Innovation, Culture and Entrepreneurship)

**Taylor's University** is a member of the Taylor's Education Group. It has become one of Malaysia's most successful and reputable private higher education institutions. Taylor's has continuously provided excellent services for its students in terms of comprehensive study options, inspiring curriculum and teaching methods, progressive partnerships with leading universities worldwide, strong industry linkages, state-of-the-art facilities.

# TAYLOR'S UNIVERSITY SUMMER PROGRAMME

## Doing Business in Asia (Innovation, Culture and Entrepreneurship)

### ABOUT THE ORGANISER

Since its establishment in 1993, Taylor's School of Management and Marketing (formerly known as Taylor's Business School) has grown into one of the largest and most dynamic business schools in Malaysia, offering highly-recognized international business qualifications from Foundation to Bachelor, Master and Doctorate (PhD), as well as comprehensive continuing professional development programmes. Taylor's School of Management and Marketing is also ranked as the No. 1 in Business & Management Studies amongst all Private Universities in Malaysia in the 2019 QS World Rankings by Subject. The school provides a crucial foothold for graduates to propel into the global arena, whether as future leaders of conglomerates or successful business owners. The school nurtures and develops students' practical capabilities and instills the right foundation in sustaining their business growth by exposing them to real-life scenarios and industry-relevant experiences that enhances student engagement. Programmes are recognized both locally and internationally and qualify for exemptions from professional bodies. Students receive equal recognition and certification from overseas institution partners.

### COURSE HIGHLIGHTS

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

#### 1. Understanding Doing Business in Asia

Understand the latest business concepts and marketing strategies that response to the dynamics of Asia business environment.

#### 2. Exploration of International Environment

Explore the dynamic interplay between organisations and business systems with culture, ethnicity, world trade and financial markets and hence use the best ways to conduct business in ASEAN countries.

#### 3. Development of Marketing Initiatives

Develop strategies and organisation design for successful management of operations of companies whose activities stretch across national boundaries in Asia.

#### 4. International Challenge and Issues

Apply knowledge of the laws, foreign exchange, tariffs; and be aware of import and export regulations, and trade agreements, when trading with foreign countries.



### LEARNING OUTCOME

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

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

### ASSESSMENT

60% Practical Participation

20% Business Pitching

20% Group Project Presentation

## LIFE CHANGING AND ENRICHING EXPERIENCES IN A CULTURAL HOTSPOT

Taylor's University Summer Programme is offered at the equivalent of 3 ECTS. Students who have successfully completed the Programme will be issued with a Certificate of Participation. Should transfer of credits be required, please check with your home institution if the certificate can be accepted alongside with a verification letter from the organising school.

#### Programme fees:

**USD1200** inclusive of accommodation, group airport transfer, experiential learning (workshop, field trips, business pitching), welcome and farewell reception and cultural tours.

#### Exclusion:

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

#### Minimum Participants:

15 students for the programme to commence.

#### Accommodation:

Single Room in a Service Apartment (<http://bit.ly/DLatourUnit>) or as arranged by Taylor's University

#### Application Deadline:

**31 May 2020**

Online Application is available at [www.taylors.edu.my/applysp](http://www.taylors.edu.my/applysp) or write to [Global.Mobility@taylors.edu.my](mailto:Global.Mobility@taylors.edu.my) for further enquiries.



## PROGRAMME HIGHLIGHTS

WEEK 1	PROGRAMME ITINERARY	
DAY 1 SUNDAY	<ul style="list-style-type: none"><li>• Group Transfer from Airport</li><li>• Check in to designated accommodation service</li></ul>	
DAY 2 MONDAY	<ul style="list-style-type: none"><li>• Welcome Reception and Programme Briefing</li><li>• Campus Tour and Welcome Lunch</li><li>• Workshop 1: Malaysian Language, Culture and Customs</li></ul>	
DAY 3 TUESDAY	<ul style="list-style-type: none"><li>• Project Briefing</li><li>• Workshop 2: Multiculturalism</li><li>• Workshop 3: Doing Business in Asia</li></ul>	
DAY 4 WEDNESDAY	<ul style="list-style-type: none"><li>• Workshop 4: International Business</li><li>• Workshop 5: Marketing Strategy</li></ul>	
DAY 5 THURSDAY	<ul style="list-style-type: none"><li>• Field Visit 1: MATRADE</li><li>• Field Visit 2: Multinational Logistics Warehousing (CJ Century)</li></ul>	
DAY 6 FRIDAY	<ul style="list-style-type: none"><li>• Field Visit 3: KL Cultural Tour (Caves Stone, Kuala Lumpur City Centre, Central Market and Chinatown)</li></ul>	
DAY 7 SATURDAY	<ul style="list-style-type: none"><li>• Field Visit 4: Malacca Cultural Tour</li></ul>	
DAY 8 SUNDAY	Free and Easy	
		
WEEK 2	PROGRAMME ITINERARY	
DAY 9 MONDAY	<ul style="list-style-type: none"><li>• Field Visit 5: Eco-Business at Janda Baik</li></ul>	
DAY 10 TUESDAY	<ul style="list-style-type: none"><li>• Workshop 6: Emerging Market, Business Challenges and Risk Management</li><li>• Venture Capitalists – Fund Raising</li></ul>	
DAY 11 WEDNESDAY	<ul style="list-style-type: none"><li>• Workshop 7: Economics of Happiness</li><li>• Preparation for Business Pitching</li></ul>	
DAY 12 THURSDAY	<ul style="list-style-type: none"><li>• Business Pitching Session</li><li>• Workshop 8: Batik Printing</li></ul>	
DAY 13 FRIDAY	<ul style="list-style-type: none"><li>• Group Presentation and Reflection</li><li>• Farewell Reception and Lunch</li></ul>	
DAY 14 SATURDAY	<ul style="list-style-type: none"><li>• Check out from Accommodation Service</li><li>• Group Departure to Airport</li></ul>	

All contents are subject to changes without prior notice.

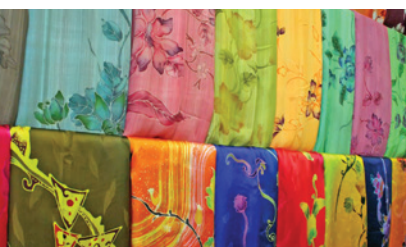
## WHAT TO EXPECT IN MALAYSIA?

Malaysia is one of Southeast Asia's top travel destinations, possessing an endless range of attractions and activities that cater for the cosmopolitan shopper, cultural enthusiast, historical buff and nature-lover. Malaysia is well known for Multiculturalism, which has not only made Malaysia a gastronomical paradise, but also made Malaysia home to hundreds of colourful festivals. As a people, Malaysians are very warm and friendly. Geographically, Malaysia is as diverse as its culture. Let's explore the variety of cultures in Malaysia.



### KUALA LUMPUR CITY CENTRE (KLCC)

Located in the KL city centre, the Petronas Twin Towers' architecture is Islamic-inspired and the buildings primarily house the corporate headquarters of the Petronas Company and other offices. Petronas Twin Towers has two identical 88-storey buildings whereby both towers are joined at the 41st and 42nd floors (175m above street level) by a 58.4 metre-long, double-decker Skybridge.



### CENTRAL MARKET

Built in 1928, the Central Market, also known as Pasar Seni is just a short walk away from Petaling Street, along Jalan Hang Kasturi. The focus for the city's artistic community, inside the building is a warren of boutiques, handicraft and souvenir stalls with traders selling local merchandise such as authentic Malaysian batik prints and more.



### BATU CAVES

Batu Caves is a limestone hill comprising of three major caves and a number of smaller ones. This 100-year-old temple features idols and statues erected inside and around the main caves and are frequented by visitors from all over the world throughout the year. Incorporated with interior limestone formations said to be around 400 million years old, the temple is considered an important religious landmark by Hindus.



### SULTAN ABDUL SAMAD BUILDING

Constructed entirely of brick, the Sultan Abdul Samad building features strong gothic, western and Moorish-style influences with an imposing porch, graceful arches, curved colonnades topped with shiny copper cupolas and a domineering 41.2m-high clock tower. It is frequently seen as the backdrop for Malaysia's annual Independence Day parades, which takes place at Dataran Merdeka.