HOSPITALITY, FOOD & LEISURE MANAGEMENT
Taylor’s University

Since its inception, 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 offers a myriad of courses in tertiary education, from diploma, to degree, post-graduate and professional programmes. Students can choose to enroll in courses encompassing fields such as Medicine, Pharmacy, Biosciences, Architecture, Computer Science, Engineering, Quantity Surveying, Law, Business, Communications, Design, Psychology, Hospitality, Tourism and Culinary Arts.

The quality of the undergraduate teaching and learning at Taylor’s was acknowledged when it garnered a ‘Tier 5: Excellent’ rating in the Rating System for Malaysian Higher Education (SETARA) by the Ministry of Higher Education Malaysia in all four audit exercises. Taylor’s University is ranked at no. 4 in the World in the graduate employment rate indicator under the QS Graduate Employability Rankings 2019; ranked at no. 135 in Asia in the QS Asia University Rankings 2019, and listed in the top 1 percent of universities in Asia. Taylor’s University was also awarded 5-Star rating in five (5) categories of the QS Stars Rating. Taylor’s University was also recognised as the number 21 university in the world for Hospitality & Leisure Management by QS World University Rankings by Subject 2018. Taylor’s was listed in the top 2% universities in the world by QS World University Rankings. These achievements are important milestones for Taylor’s, in line with its aim of becoming one of Asia’s leading universities.

Taylor’s has received numerous recognitions locally and internationally from professional bodies such as the CDIO Initiative (Conceiving, Designing, Implementing, Operating), National Academy of Engineering in the USA and the Royal Institution of Chartered Surveyors (RICS) to name a few.

Taylor’s continues to play a strong role in developing Malaysia’s human resource capital, and boasts a 100,000-strong alumnus, many of whom have become leaders in their respective fields.
Awards

QS Stars Rated for Excellence & University Ranking By Region

Putra Brand Gold Awards

Performance Rating by Ministry of Higher Education

Reader’s Digest Trusted Brand Gold Awards

2018

• 135th university in Asia in the 2019 QS Asia University ranking
• 4th best university and Asia’s best for the graduate employability rate indicator in the 2019 QS Graduate Employability Rankings
• Placed in the 216th rank for employer reputation indicator in the 2019 QS World University Rankings results
• Top 21 ranking in the QS World Subject Rankings for Hospitality & Leisure
• Awarded 5-Star in five (5) categories of the QS Stars Rating
• Gold Award in the ‘Education & Learning’ category for the 9th consecutive year in Putra Brand Awards
• Gold Award in the ‘Private University/College’ category for the 8th consecutive year in the annual Reader’s Digest Trusted Brand Awards

2017

• Top 150 universities in Asia in the QS Asia Ranking
• Awarded 5-Star rating in five (5) categories of the QS Stars Rating
• Gold Award in the ‘Education & Learning’ category for the 8th consecutive year in Putra Brand Awards
• Gold Award in the ‘Private University/College’ category for the 7th consecutive year in the annual Reader’s Digest Trusted Brands Award

2016

• Top 200 universities in Asia in the QS Asia Ranking
• Awarded 5-Star rating in five (5) categories of the QS Stars Rating
• Gold Award in the ‘Education & Learning’ category for the 7th consecutive year in Putra Brand Awards
• Gold Award in the ‘Private University/College’ category for the 6th consecutive year in the annual Reader’s Digest Trusted Brands Award
Vice Chancellor and President’s Message

Taylor’s University is a world-class international university which aims to provide its students with outstanding teaching and cutting edge learning facilities.

Our objective is to produce successful graduates who are first choice for leading employers. We also help our students to graduate with the ambition and entrepreneurial skills to establish their own successful businesses. Work experience gained through internship is an integral part of many of our programmes.

Taylor’s University has a strong international outlook based on its international faculty and students which come from all parts of the world. The international community at Taylor’s is something the University is proud of and intends to continue to develop in order to ensure that our graduates are prepared for the modern international workplace.

Research and enterprise are rising ever higher on the Taylor’s University agenda. Developing international-class research and expertise will further raise the reputation and standing of the University and the value of the degrees held by new graduates and alumni.

If you are thinking of becoming a student at Taylor’s University, my colleagues look forward to answering any question you may have and we look forward to your visit to our Lakeside Campus in Subang Jaya.

Sincerely,
Professor Michael Driscoll
Vice Chancellor and President of Taylor’s University
Research & Innovation

Taylor’s University has a firm footing in research and innovation as we believe these efforts can contribute towards knowledge building as well as assist in the development of the industry and society at large. As a University centred on research and innovation initiatives, we adopt a progressive outlook, embedding research components throughout our programmes and encouraging them at various levels in each faculty. Our students and faculty members engage extensively in “applied research”, which enhances the body of knowledge and creates a direct impact on real world applications. All academic staff appointed at the degree level actively undertake research within the institution or in collaboration with industries or universities, either foreign or local. This research work shapes the creation and dissemination of new knowledge, feeding into the practical application of that knowledge, and ultimately informs and enhances teaching at Taylor’s.
Teaching and Learning Support

TED
Teaching & Educational Development
TED complements the work of academic staff to create excellence in teaching through practice, development, and innovation. We offer workshops and seminars that address a range of timely topics associated with teaching, learning and technology in higher education to enhance teaching capability and learning engagement.

eLa
e-Learning Academy
The name 'academy' reflects our core purpose as a unit which primarily promotes 'learning how to teach with technology'. Hence, eLA's task is to help our academic staff effectively and meaningfully implement the use of technology in transforming the learning journey of the students, and hence enable them to learn in a collaborative, self-directed and personalised manner, anytime and anywhere.

SSC
Student Success Centre
The Student Success Centre (SSC) assists students as they adjust to university studies. SSC offers intervention for students via a blend of workshops, personalised 1-2-1 consultations and peer support services to provide learning opportunities throughout the students' journey towards academic success.

SAC
Shine Award Centre
SAC spearheads Taylor’s University’s commitment to holistic education by providing a platform for students to obtain formal recognition for their extracurricular involvement through the 2nd Transcript and the SHINE Award. Besides running workshops to equip students with soft skills that will prepare them for the workplace, SAC also creates opportunities for students to engage in experiential activities outside of the classroom.
The Future of Hospitality Education

The hospitality, tourism and culinary arts sectors are growing at an exponential pace and Taylor’s School of Hospitality, Tourism and Events (SHTE) and Taylor’s School of Culinary Arts and Food Studies (SCAFS) prides itself on matching every stride of this growth. With its dynamic programmes and outlook, it is obvious why Taylor’s leads the way for hospitality education in Southeast Asia. The facts are clearly in the figures for this achievement and Taylor’s continues to raise the bar as a highly-admired award-winning school.

Why Hospitality, Tourism and Culinary Arts at Taylor’s?

WORLD-CLASS FACILITIES
We have put in place world-class facilities designed and built to stimulate the actual working environment of leading hospitality, tourism & culinary establishments.

INDUSTRY-CENTRIC CURRICULUM
The role played by the industry in fundamental aspects of the curriculum assists in fostering strong collaborations. This is evident through Taylor’s synergistic relationship with the industry, and the involvement of industry partners in all aspects of the Schools.

RESEARCH-LED TEACHING
Our faculty spearheads research initiatives that challenge conventional industry practices. Using an Asian perspective, we make significant inroads in the industry and play an active role in shaping human capital development and government initiatives for sustainable tourism in the country.

FUN APPROACH TO LEARNING
Students approach learning through experimentation and skills-based learning methodologies, which result in a fun and enlightening experience at all stages.

GLOBAL EXPERIENCE
We bring the world to our students. With an international student and academic population as well as a myriad of activities, students gain international exposure and networking opportunities.
Dual Award

Taylor’s School of Hospitality, Tourism and Events (SHTe) offers dual award degree and diploma programmes in collaboration with the University Toulouse - Jean Jaurès (UT2J) and the Academy of Toulouse (ADT) in France respectively. A quality review committee, comprising academics from both institutions, is established for quality assurance and moderation of the standards of the programmes, which includes curriculum and assessments. Students will receive certification from both Taylor’s University and the partner institution in France, upon completion of their diploma or degree programmes at Taylor’s.

**University Toulouse - Jean Jaurès (UT2J), France**
- Established in 1229, UOT is one of the largest universities in France.
- UT2J’s Hospitality and Tourism Management degrees are ranked in top positions by French professionals.
- It is a highly sought-after degree with more than 600 applicants each year, but only 80 seats available.
- Degrees are accredited by the French Ministry of National Education.

**Academy of Toulouse (ADT), France**
- ADT is a division of the French Ministry of Education.
- The Académie is ranked as one of the best in France for Hotel and Tourism studies.
- Diplomas are attested by the French Ministry of Education.
WE HAVE APPETITE FOR AWARDS
Ranked No. 21st in the world by 2018 QS World University Rankings By Subject for Hospitality & Leisure Management.

United Nations World Tourism Organisation (UNWTO) awarded the TedQual certification to the faculty, making it the only university in Malaysia to receive this highest accreditation for excellence by the United Nations.

Recognition of Quality Culinary Education by World Association of Chefs Societies (WACS)
For achieving the world chefs global standards of quality culinary education.

Tier 6: Outstanding rating in the Ministry of Higher Education’s Discipline-Based Rating System (D-SETARA)
The first and only university to achieve Tier 6, best quality in teaching and learning of the hospitality and tourism discipline in Malaysia.

Pacific Asia Travel Association (PATA) Grand Award
Education & Training category for its public-private partnership in education and training, 2015.

Hospitality Asia Platinum Awards (HAPA)

THE-ICE, or the International Centre of Excellence in Tourism & Hospitality Education, Australia
The first Malaysian, and Asian, university to receive full accreditation.

Brand Laureate

Research Chefs Association (RCA) Student Culinology® Competition
Champion, 2016
1st Runner-up, 2015 & 2014

World’s 1st International Young Chef Olympiad 2015
Champion, 2015

Nestle Professional Culinary Arts Award
Champion, 2014 & 2012

World Gourmet Summit (Regional Category)
Culinary Institution of the Year Award, 2012

ASEAN Skills Competition
Gold medal, Cooking Category, 2016 & 2012

Monin Cup Competition-Cocktail category
Champion & 2nd Runner Up, 2016

Hilton Malaysia Hospitality Talent Cup Competition
Champion & 1st Runner Up, The Bar Cup: Signature Cocktail Presentation, 2016

Culinaire Malaysia
4 Golds, 4 Silvers and 1 Bronze, 2015
4 Golds, 12 Silvers and 9 Bronzes, 2013
World-class Facilities

Our benchmark facilities include:

01 Front Office Reception Rooms
02 Hotel Suites
03 Wine Laboratory
04 9 Restaurants (including 3 fine dining restaurants, 3 specialised training restaurants, 1 Asian restaurant, 1 lifestyle restaurant and 1 multiservice restaurant)
05 13 Culinary Suites (encompassing 10 kitchens, 1 garde manger kitchen, 1 artist kitchen, 1 chocolate room)
06 Manifestation Culinary Bar Theatre
07 Tourism Practical Rooms
08 Events Projects Room
09 CRIT (Centre for Research and Innovation in Tourism, Hospitality and Food Studies)
10 R&D Kitchen, Analytical Room, Sensory Lab
11 Chemistry Lab and Food Science Lab
Being part of the programme exposed me to many real-life situations. We were required to organise various events, from themed dinner parties to an international level conference. All these experiences helped me harness my skills, plus gain hands-on experience and confidence - skills that are highly sought-after by top employers.
Fun Approach to Learning

Taylor’s School of Hospitality, Tourism and Events (SHTE) and Taylor’s School of Culinary Arts and Food Studies (SCAFS) philosophy encourages students to be active, engaged, collaborative and empowered solvers of real-world problems. Students are motivated and challenged to hone their skills further through practice. This naturally transitions to the experimentation phase and results in a more engaging approach to learning across the board.

The Schools take pride in their practical approach and students are kept immersed, eager and motivated through a curriculum that combines the best of theoretical knowledge with opportunities to see lessons come alive.

Field Trips

Students gain industry insight and knowledge of best practices through visits to manufacturing facilities, hotels, food and beverages outlets, tourist spots and other unique destinations.

FRIM’s Nature-inspired Learning

High-S Bread Town

Exco Taiwan

Cameron Highlands

Guinness Anchor Berhad (GAB)
Students at Work

Taylor’s students have a long-standing tradition of being involved in major industry events and running real life projects. These opportunities put their skills to the test, adding to the repository of experiences that better prepare them for the industry. Active participation in these events enables them to apply theoretical knowledge to live-event scenarios while managing the challenges that come with it.

— Borneo Jazz Festival & Rainforest World Music Festival Preview

Students showcased their skills in event management, crisis management, and handling of logistics and coordination with event partners.

— Formula 1

For more than a decade, our students have been selected to provide F&B service at the exclusive Paddock Club during the F1 Malaysian Grand Prix by DO & CO, the Vienna-based official international caterer to Formula 1.

— Food Promo Day

Led by students from the Diploma in Hotel Management and Culinary Arts, this event not only enriched the students’ culinary knowledge but also exposed them to planning and organising an event from scratch.

— The Race

As part of the students’ final year live event project, The Race provides students with an opportunity to plan and organise an event from scratch. Students approach the event like an event company, gaining useful management skills and other soft skills in the process.
Moving with the Industry

As a dynamic and innovative school that strives to prepare students for the changing needs of the industry, Taylor’s innovates and adapts to the unique demands of this fast-paced industry. In tandem, students are prepared for niche sectors within the hospitality, tourism and culinary arts industries.

SOFTWARE FOCUS

The School’s emphasise the importance of keeping abreast with the latest industry software.

Ensuring that our programmes are always a step ahead, Taylor’s pioneered the incorporation of Delphi, a banquet planning software and AutoCAD which provides hospitality students with the edge in understanding hotel building and facilities planning.

Additionally, property management systems, point of sale and airline reservation systems are also extensively covered throughout the curriculum. This thorough understanding enables our graduates to integrate seamlessly into the industry upon graduation.

— Spa Management

Dedicated trips for students to understand the benefits of a spa experience and acquire extra knowledge and insight into the operations of a destination spa.

— Foreign Languages

Students are required to learn a foreign language, which adds to their international flavour (French is compulsory, with options of Japanese, Korean or Spanish).

— Ecotourism & Nature Adventure

Students are put in a unique position as they leave the classroom and head to the great outdoors to experience nature-based tourism first hand.

— Food Service Entrepreneurship

In-depth understanding of the restaurant and catering business is acquired, through operating the Tiffin foodservice outlet on campus. Students are involved in designing the food products and menu, planning marketing strategies, as well as managing and running the entire operations of the outlet.
Tour Travel Operations Management

Tourism Management students organise both local and overseas tours. In the course of their trips, they learn about travel management, tour operations, business management and budgeting. Trips have been organised to various destinations including:

Australia

Oman

Cambodia

South Korea

China

Thailand

Turkey

Egypt

Aland Adhi Chresetianto
Bachelor of Culinary Arts & Foodservice Management (Hons)

During my course, I had the privilege of preparing a lunch service at the French Embassy of Malaysia. The experience taught me a great deal of things that I could not learn from textbooks. It also improved my communication skills and increased my confidence.

Choang Ee Hva
Bachelor of Hospitality & Tourism Management (Hons)

My internship allowed me to apply the knowledge and skills learned in the classroom and enabled me to gauge how prepared I am to join the industry. Going through the internship made me mentally stronger and generally more independent.
Industry- Centric Curriculum

We continue to be an active and influential participant in the industry. In addition to over three decades of experience, we are backed by a faculty with in-depth industry experience. Our board of industry leaders serve as curriculum advisors, form our panel of examiners and also serve as adjunct lecturers, research partners and mentors to our students.

From undergraduate to post-graduate level, students are given access to knowledge-sharing platforms with notable industry specialists and academics. These carefully crafted activities leverage on the strength of our industry affiliations to gain the latest trends. This invaluable perspective gives graduates an edge as they make the transition from university to working life. Our Industry Advisory Panel (IAP) also works closely with the School to ensure that the curriculum provided is relevant with current industry practices and requirements.
GM Networking Dinner

A neutral forum for industry leaders to discuss trends that are shaping their profession, this event was supported by more than 30 General Managers and Vice-Presidents from various hotels, resorts and convention centres across Malaysia. Such events provide opportunities for frank exchange of ideas among students and professionals on developments in the hospitality and tourism industry.

Learning from Experts

Through workshops, practical demonstrations and talks, students are offered the opportunity to acquire knowledge from various experts across the different disciplines of tourism, hospitality and culinary arts. Students gain access to these accomplished professionals who share their techniques, knowledge and more importantly, inspire our next generation of professionals.

- **Opening Hotels and Restaurants:** A Project Management Approach  
  **Jean-Jacques Kiefer**  
  Group General Manager, Sunway Lagoon Resort Hotel

- **Managing Memorable Events**  
  **Dr. Glen McCartney**  
  Assistant Professor, University of Macau

- **The Hospitality: X Files**  
  **Chris Eihmann**  
  General Manager, PJ Hilton

- **Publish or Perish**  
  **Prof. Dr. Dogan Gursoy**  
  Editor-in-Chief, Journal of Hospitality Marketing and Management, Washington State University

- **Travel and Our Environment**  
  **Deborah Chan**  
  Program Manager, Wild Asia Sdn. Bhd.

- **An Insight to French Wine**  
  **Dominique Hebrard**  
  Owner and Wine Maker, Maison Hebrard (Bordeaux - France)

- **Contemporary Issues in Tourism**  
  **Policy Planning and Development**  
  **Alex Rajakumar**  
  Director, Commonwealth Tourism Centre (Capacity Building)

- **Business Operation and Marketing Strategies of a Food Ingredient Manufacturer**  
  **Wong Si Si**  
  Business Director, Futura Ingredients

- **Cutting it in a Chef’s World**  
  **Chef Antoine Rodriguez**  
  Executive Chef, Le Meridien Kuala Lumpur

- **Coffee Appreciation**  
  **Fergus Lim**  
  Accounts Manager, Kaffa Solutions

- **The World of Event Management**  
  **Mark Lee**  
  Chief Operating Officer, Hot Shoes Event Management
International Internship

No amount of learning is complete without practical knowledge and experience on the job. Taylor’s Career Services Centre aims to provide students with the best internship and career placement options in the hospitality and tourism industry.

Also, Taylor’s University is the only one in Malaysia who offers an advance diploma programme to further master their culinary skills.

Every years, selected students intern at Michelin-starred restaurants in France such as:

- Michel Bras
- Restaurant Le Parc
- Restaurant Le Puits Saint-Jacques
- L’Esprits du Vin

Some of our Industry Partners:

- MACEOS
- Ingredion
- HILTON WORLDWIDE
- Shangri-La hotel
- Le MERIDIEN
- starwood Hotels and Resorts
- Nestlé PROFESSIONAL
- TRADERS HOTELS
- Mandarin Oriental
- Kuala Lumpur CONVENTION CENTRE

Nur Quratu’ Aini Bt. Admah Bistamin
Diploma in Tourism Management
(Industrial Training Location: Ferienpark Oberwiesenthal, Germany)

My industrial training in Germany was the best experience of my life! I worked in a very fun and friendly environment. My mind was expanded as I immersed myself into a new culture, mingled with many interesting people, and explored the world first hand.

Christine Lim
Bachelor of Hospitality & Tourism Management (Hons)
(Industrial Training Location: Paradise Island Resort and Spa, Male, Maldives)

My internship in Maldives was certainly an eye-opener. It was amazing to see how this country, formed by thousands of islands, operates under the concept of ‘one island, one resort’. I had the opportunity to be trained in 11 different departments in the resort, from housekeeping and kitchen, to front office and accounts. This experience has prepared me for an international career in hospitality.
Fast Track to Top Employers

Taylor’s School of Hospitality, Tourism and Events (SHTE) continues to spearhead innovative programmes that place students on a fast-tracked path to employment with the industry’s top employers. These industry alliances offer aspiring students a once-in-a-lifetime opportunity and provide employers with an avenue to map their long-term recruitment plans and secure rising, future talents.

The programme includes:

**Future General Manager Programme (GeM)**

This comprehensive management and leadership development programme that grooms aspiring hospitality management students into promising hoteliers of the future. It fosters an entrepreneurial spirit and mindset in our students, to prepare them for senior management positions.

**Student Employment Programme (STEP)**

Through this avenue, members of the industry gain access to second year students who are taken onboard world’s leading hotels as student-employees and inculcated with the hotel’s business philosophies. This experience provides students with valuable industry insights and training before they graduate.

**Empowering Leaders into Industry For Tourism and Events (ELITE)**

Focused on Tourism and Event Management students, this programme connects students and employers via mutually beneficial professional relationships. Students gain an opportunity to develop skills through a comprehensive leadership and management development training experience.

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William Lim
Director of Learning & Development, Mandarin Oriental Kuala Lumpur

Students from Taylor’s University have demonstrated professionalism, shown great initiative and a positive attitude during their internship training. They are well-disciplined and carry out their tasks without much challenge. In fact, we have recruited some of the students as permanent staff after their graduation.
Global Experience

International Student Mobility Programme

The School actively encourages students to explore a period of overseas study through our affiliations with 22 foreign universities. Our students have the opportunity to experience a semester abroad with credit transfer to the United Kingdom, Finland, France, Switzerland, South Korea or Netherlands, where they will have the privilege of embarking on international learning adventures. In turn, we also encourage students from other universities to study at Taylor's and experience the Malaysian culture and lifestyle.

As a result, students gain international exposure and networking opportunities. They also enhance their global marketability, adding greater depth to the character of our graduates.

— Student Exchange Programme

Students have the opportunity to pursue up to two semesters abroad without paying extra tuition fees to the partner university. Upon completion of the programme, students will be accorded credit for the courses which they have undertaken during that period of exchange.
— International Residency Programme

Final-year students have the opportunity to participate in an international residency programme in France or other popular tourism destinations organised by the School. The study trip will cover seminars, workshops and field trips to discover various forms of tourism.

International Brand Affiliations

Proactive steps are continuously taken to enhance our reputation for quality learning, research and knowledge-transfer on a global front. Through this, we aim to create bigger and better opportunities for international research partnerships and in tandem, increase our ability to secure research funding. This in turn attracts the best minds for learning, research and developing commercial activities, resulting in an enriched body of knowledge for the advancement of the hospitality, tourism and culinary arts industries.

In order to ensure that our faculty members and programmes remain relevant to the global issues and standards of the industry, the School has established professional collaborations with several international organisations.

Our programmes are recognised by the International Centre of Excellence in Tourist and Hospitality Education (ICE), Pacific Asia Travel Association (PATA), Research Chef Association (RCA) and the International Council on Hotel, Restaurant and Institutional Education.
Research-LED Teaching

As the industry shifts its focus to the Asia Pacific, Malaysia with its multi-cultural landscape, creates the perfect setting for a research centre for hospitality, tourism and culinary arts.

Building on our reputation as the leading school in the region, Taylor’s thriving partnerships with international universities provide a strong base for a merger of knowledge and research – as evident in the success of the Taylor’s-Toulouse Centre. In addition, as recipients of the Ministry of Higher Education’s Long Term Research Grant, we continue to play an active role in shaping government policies for sustainable tourism in the long-run.

Tourism, Hospitality & Gastronomy Conference

As the tourism industry contributes immensely towards national growth, fostering its development is essential. Hence to keep abreast of the current trends, Taylor’s in collaboration with the University of Toulouse organises the Asia-Euro Conference once in every two years. The wide reaching topics covered at the Conference play a role in influencing the School’s curriculum and keeping it relevant to the industry.
Centre for Research and Innovation in Tourism, Hospitality and Food Studies (CRiT)

The Centre for Research and Innovation in Tourism, Hospitality and Food Studies (CRiT) actively facilitates multidisciplinary projects that combine the wide scope of social science with hospitality, tourism and culinary arts.

CRiT conducted a research study for KL Convention Centre to study how KLCC benefits business tourism in Malaysia.

Culinology Programme

Seeking to break the boundaries between culinary arts and food science, Taylor’s developed the first culinology degree outside the United States. In collaboration with the Research Chefs Association of America (RCA), the programme requires graduates to have a grasp on both culinary practices and food science principles. This programme will mould students to become holistic food development specialists who are in high demand in today’s society.
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- Research Chefs Association (RCA)  
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- The International Council on Hotel, Restaurant and Institutional Education  
  www.ichrie.org
- Tourism Educators Association of Malaysia – TEAM  
  www.tourism-educators.org.my
- University of Toulouse  
  www.univ-toulouse.fr
- World Association of Chefs’ Societies (WACS)  
  www.wacs2000.org
SCHOOL OF HOSPITALITY, TOURISM & EVENTS

Diploma in Hotel Management
Diploma in Tourism Management
Diploma in Event Management
Bachelor of International Hospitality Management (Hons)
Bachelor of International Tourism Management (Hons)
Bachelor of International Tourism Management (Hons) (Events Management)

SCHOOL OF CULINARY ARTS & FOOD STUDIES

Diploma in Culinary Arts
Advanced Diploma in Patisserie & Gastronomic Cuisine
Bachelor of Culinary Management (Hons)
Bachelor of Science (Hons) (Culinology®)
All Diploma programmes that meet the requirements of Degree programmes will have advanced standing.
DIPLOMA IN HOTEL MANAGEMENT

KPT/JPS (R/811/4/0071) 03/22
Baccalauréat Technologique Hôteliere (BTH)

INTAKE: JANUARY, MARCH & AUGUST

This programme is designed to give students comprehensive operational and technical skills for a career in the hospitality industry.

The curriculum focuses on the key competencies related to hospitality operations, communication, human relations and cultural diversity. Through this programme, students can gain knowledge on the concept of hospitality and develop operational skills that will allow them to work in different service sectors.

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Core Modules</strong></td>
<td><strong>Core Modules</strong></td>
</tr>
<tr>
<td>• English</td>
<td>• French</td>
</tr>
<tr>
<td>• Business of Hospitality &amp; Tourism</td>
<td>• Organisational Functions for Hospitality</td>
</tr>
<tr>
<td>• Principles of Marketing</td>
<td>• Rooms Division Management</td>
</tr>
<tr>
<td>• Front Office Management</td>
<td>• Restaurant Management</td>
</tr>
<tr>
<td>• Beverage Studies</td>
<td>• Wine Studies</td>
</tr>
<tr>
<td>• Restaurant Service Operations</td>
<td>• Hospitality Technical Case Studies</td>
</tr>
<tr>
<td>• Kitchen Operation</td>
<td>• Food and Beverage Management</td>
</tr>
<tr>
<td>• Procurement for Hospitality</td>
<td>• MPU 4</td>
</tr>
<tr>
<td>• Housekeeping Management</td>
<td><strong>Industrial Training</strong></td>
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<td>• MPU 1</td>
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50 Credit Hours

40 Credit Hours
INTAKE: MARCH & AUGUST

The programme is specially designed to meet the increasing needs of tourism and related industries such as airlines, travel companies, tour operators, recreation companies, event management companies and cruise ships.

Combining theory and practice, the programme equips students with both conceptual and analytical skills. The curriculum includes an understanding of business, culture and professional studies to prepare graduates for global employment opportunities.

### Year 1

**Core Modules**
- English
- Business of Hospitality & Tourism
- Principles of Marketing
- Tourism Operations
- Tourism Geography
- Culture and Heritage
- Tourism Destinations
- Introduction to Events
- Airline Reservations
- Special Interest Tourism
- Tour Planning and Guest Experience
- MPU 1
- MPU 2
- MPU 3

50 Credit Hours

### Year 2

**Core Modules**
- French
- Organisational Functions for Hospitality
- Tourism Marketing and Distribution
- Tour Packaging
- Tourism Operations Case Study
- Current Issues in Tourism
- Meetings and Incentives
- MPU 4

**Industrial Training**

40 Credit Hours
INTAKE: MARCH & AUGUST

This programme is designed to equip students with fundamental work skills for the events industry and the ability to recognise the industry’s development and growth.

The two-year programme will instill in students comprehensive knowledge of events operations, effective interpersonal and communication skills, basic knowledge in business administration, problem-solving skills as well as higher standards of professionalism and ethics that are expected of a professional in the events industry.
BACHELOR OF INTERNATIONAL HOSPITALITY MANAGEMENT (HONS)

INTAKE: MARCH & AUGUST

The programme is designed to give students technical and management skills for a career in the hospitality industry.

The curriculum focuses on the key competencies related to hospitality business, communications and human relations. Through this programme, students will develop skills that are applicable to the industry and gain versatility that will allow them to work in different service sectors around the world.

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<tr>
<th>Primary Core</th>
<th>Complementary Studies</th>
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<tbody>
<tr>
<td><strong>Common Core</strong></td>
<td>Choose ONE (1) of the below packages:</td>
</tr>
<tr>
<td>• English</td>
<td><strong>Extension</strong></td>
</tr>
<tr>
<td>• French 1 or 2</td>
<td>Choose ONE (1) of the options:</td>
</tr>
<tr>
<td>• Business of Hospitality, Food and Leisure Management</td>
<td><strong>Option 1: Convention &amp; Hospitality Management</strong></td>
</tr>
<tr>
<td>• Principles of Marketing</td>
<td>• Convention and Banquet Sales</td>
</tr>
<tr>
<td>• Introduction to Accounting</td>
<td>• Conventions &amp; Meetings Management</td>
</tr>
<tr>
<td>• Discipline Core</td>
<td>• Event and Tourism Risk Management</td>
</tr>
<tr>
<td>• Room Division Management</td>
<td>Choose any TWO (2) of the following modules:</td>
</tr>
<tr>
<td>• Principles of Restaurant Operation</td>
<td>• Service Operation Management</td>
</tr>
<tr>
<td>• Restaurant Service &amp; Productions</td>
<td>• Event Project Management</td>
</tr>
<tr>
<td>• Accommodation Management</td>
<td>• Luxury Brand Management</td>
</tr>
<tr>
<td>• Beverage Management</td>
<td>• Spa and Wellness Management</td>
</tr>
<tr>
<td>• Food Safety &amp; Sanitation</td>
<td><strong>Option 2: Integrated Resort Management</strong></td>
</tr>
<tr>
<td>• Managing Hospitality Business &amp; Service Experience</td>
<td>• Retail Management in Integrated Resorts</td>
</tr>
<tr>
<td>• Hospitality Management &amp; Leadership</td>
<td>• Leisure Attraction Management</td>
</tr>
<tr>
<td>• Hotel Revenue Management</td>
<td>• Integrated Resorts: Facilities, Design &amp; Operations</td>
</tr>
<tr>
<td>• Hospitality Business Modeling and Simulation</td>
<td>Choose any TWO (2) of the following modules:</td>
</tr>
<tr>
<td>• Hotel Innovation Management</td>
<td>• Service Operation Management</td>
</tr>
<tr>
<td>• Research Methods</td>
<td>• Event and Tourism Risk Management</td>
</tr>
<tr>
<td>• Research Project</td>
<td>• Luxury Brand Management</td>
</tr>
<tr>
<td><strong>Industrial Training</strong></td>
<td>• Spa and Wellness Management</td>
</tr>
</tbody>
</table>

**University Core**

- Community Service Initiative
- Hubungan Etnik / Malaysian Studies 3
- Life Skills for Success and Well-Being
- Millennials in Malaysia: Team Dynamics and Relationship Management
- Tamadun Islam dan Tamadun Asia / Bahasa Melayu Komunikasi 2

*Students are requested to take Bahasa Kebangsaan A if they do not obtain a Credit for Bahasa Malaysia in SPM.

**Note:**
Primary Core + University Core + Extension = Min. 3 Years (120 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)

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**Intake:** MARCH & AUGUST

**Note:**
Primary Core + University Core + Extension = Min. 3 Years (120 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)
INTAKE: MARCH & AUGUST

The programme is designed to produce professionals in the field who possess functional, creative and interpersonal skills applicable to the industry.

Graduates will be able to contribute to the growth and continuous improvement of the industry by applying tactical and strategic planning capabilities. The programme equips students with knowledge in business, communication, tourism, culture and arts, environmental and professional studies. A passion for travel, culture and recreation is essential for students who wish to pursue this degree.

Primary Core
- English
- French 1 or 2
- Business of Hospitality, Food & Leisure Management
- Introduction to Accounting
- Principles of Marketing
- Industrial Training

Discipline Core
- Destination Geography & Analysis
- Events & Entertainment
- Airline & Airport Management
- Design for Events
- Tourism Business Management
- Data & Media Analysis for Tourism
- Special Interest Tourism
- Tourism Economics
- Tourism Entrepreneurship
- Event & Tourism Risk Management
- Sociology of Tourism
- Research Methods
- Research Project

University Core
- Community Service Initiative
- Hubungan Etnik / Malaysian Studies 3
- Life Skills for Success and Well-Being
- Millennials in Malaysia: Team Dynamics and Relationship Management
- Tamadun Islam dan Tamadun Asia / Bahasa Melayu Komunikasi 2

Students are requested to take Bahasa Kebangsaan A if they do not obtain a Credit for Bahasa Malaysia in SPM.

Complementary Studies
Choose ONE (1) of the below packages:

Extension
Choose ONE (1) of the options:
Option 1: Tourism Destination Management
- Tourism Product Design & Development
- Tourism Policy, Planning and Development
- Leisure Attraction Management
  +
Choose TWO (2) from the below modules:
- Strategic Destination Marketing and Branding
- Managing Hospitality Business and Services Experience
- Cruise Management
- Hotel Innovation Management

Option 2: Leisure And Recreation Management
- Leisure Attraction Management
- Tourism Product Design & Development
- Nature and Adventure Tourism
  +
Choose TWO (2) from the below modules:
- Holistic Approach to Health & Wellness
- Cruise Management
- Integrated Resorts: Facilities, Design & Operations
- Spa & Wellness Management

or

Minor
Choose any Minor package* offered by Taylor’s University.
Refer to the Complementary Study Guide for the list of Minor packages.

or

Second Major
Choose any Second Major package* offered by Taylor’s University.
Refer to the Complementary Study Guide for the list of Second Major packages.

or

Free Electives
Choose any SIX (6) Free Electives* offered by Taylor’s University.
Refer to the Complementary Study Guide for the list of Free Electives.

Note:
Primary Core + University Core + Extension = Min. 3 Years (120 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)

*Subject to availability
*Meet min. module pre & co-requisite
BACHELOR OF INTERNATIONAL TOURISM MANAGEMENT (HONS) (Events Management)

KPT/JPS (R2/812/6/0073) (A 9385) 11/25
Licence 3 Sciences Sociales - Management et Ingénierie des Industries du Tourisme

INTAKE: MARCH & AUGUST

The programme is designed to produce professionals in the field of events management who can take their place as leaders in the global event and recreation industries.

Students will be equipped with functional and managerial skills, as well as knowledge in business, communication, culture and arts, events and tourism studies. The curriculum has been strengthened with international and local content preparing graduates to work in different parts of the world.

Primary Core

Common Core
- English
- French 1 or 2
- Business of Hospitality, Food & Leisure Management
- Introduction to Accounting
- Principles of Marketing
- Industrial Training

Discipline Core
- Events and Entertainment
- Event Project Management
- Design for Events
- Events Operations
- Conventions & Meetings Management
- Exhibition Management
- Event and Tourism Risk Management
- Live Event Project
- Trends and Issues in International Event Management
- Destination Geography and Analysis
- Tourism Business Management
- Research Project
- Research Methods

University Core
- Community Service Initiative
- Hubungan Etnik / Malaysian Studies 3
- Life Skills for Success and Well-Being
- Millennials in Malaysia: Team Dynamics and Relationship Management
- Tamadun Islam dan Tamadun Asia / Bahasa Melayu Komunikasi 2

*Students are requested to take Bahasa Kebangsaan A if they do not obtain a Credit for Bahasa Malaysia in SPM.

Complementary Studies

Choose ONE (1) of the below packages:

Extension

Entertainment Management
- Artist and Stage Management
- Event Technology for Entertainment
- Social Media for Events

Choose TWO (2) from the below modules:
- Sustainable Event Management
- Event Sponsorship and Funding
- Beverage Management
- Cruise Management

or

Minor

Choose any Minor package* offered by Taylor's University. Refer to the Complementary Study Guide for the list of Minor packages.

or

Second Major

Choose any Second Major package* offered by Taylor's University. Refer to the Complementary Study Guide for the list of Second Major packages.

or

Free Electives

Choose any SIX (6) Free Electives* offered by Taylor’s University. Refer to the Complementary Study Guide for the list of Free Electives.

*Subject to availability
*Meet min. module pre & co-requisite

Note:
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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)
INTAKE: JANUARY, MARCH & AUGUST
The programme is developed in response to the increasing demand of employees who are able to work productively in various culinary environment and system.

Students have the opportunities to demonstrate culinary skills in the preparation of Western cuisine, Asian cuisine, garde manger, pâtisserie & bakery, confection as well as artistic skills. Besides, they will also learn and analyse marketing of food and business information involved in opening and running a catering business.

### Year 1

**Core Modules**
- English
- Business of Hospitality & Tourism
- Principles of Marketing
- Food Hygiene and Sanitation
- Fundamentals of Culinary
- Essential Cuisine Techniques
- Cuisines of Asia
- The Arts of Garde Manger
- Introduction to Pastry and Bakery
- Patisserie and Bakery Confections
- Food & Beverage Service
- MPU1
- MPU2
- MPU3

### Year 2

**Core Modules**
- French
- Organisational Functions for Hospitality
- French Cuisine
- Cuisines of the World
- Plated Desserts
- Artistic Skills
- Food Production Operations
- MPU4

**Industrial Training**

50 Credit Hours

40 Credit Hours
INTAKE: JANUARY & AUGUST

This programme is designed to develop a highly skilled qualification in the field of culinary production, with technical and technological strengthening adapted to methods, techniques and material used today in the sector of up-market catering. Through this programme, student able to gain the autonomy and the mastery of the gastronomic production components taking into account the evolution and trends in modern cuisine, at managing positions in worldwide establishments.

### ADVANCED DIPLOMA IN PATISSERIE & GASTRONOMIC CUISINE

KPT/JPS (R/811/5/0204) (A10390) 10/19

*Baccalauréat Professionnel Restauration - Cuisine (BacPro)*

**Year 1**

<table>
<thead>
<tr>
<th>Core Modules</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Principles of Modern Gastronomic Cuisine</td>
</tr>
<tr>
<td>• Cuisines des Grands Chefs</td>
</tr>
<tr>
<td>• Professional Patisserie and Boulangerie</td>
</tr>
<tr>
<td>• Advanced Patisserie and Boulangerie</td>
</tr>
<tr>
<td>• Applied Gastronomic Management</td>
</tr>
<tr>
<td>• MPU1</td>
</tr>
<tr>
<td>• MPU2</td>
</tr>
<tr>
<td>• MPU3</td>
</tr>
<tr>
<td>• MPU4</td>
</tr>
</tbody>
</table>

*Industrial Training*

50 Credit Hours
INTAKE: MARCH & AUGUST

Through this programme, we produce professionals in the field of culinary management who can take their productive place as leaders in the global food and beverage industries, and being equipped with management and culinary knowledge & skills applicable to the industry. Students will not only learn about managing food & beverage and kitchen operations efficiently & effectively but also on food production, supervise subordinates and communicate effectively in a multicultural context.

### Primary Core

- **Common Core**
  - English
  - French 1 or 2
  - Business of Hospitality, Food and Leisure Management
  - Principles of Marketing
  - Introduction to Accounting
  - **Industrial Training**

- **Discipline Core**
  - Principles of Restaurant Operations
  - Restaurant Service & Productions
  - Advanced Cuisine
  - Principles of Pastry and Baking
  - Advanced Pastry and Baking
  - Food Trends & Product Innovation
  - Culinary Product Development
  - Foodservice Operations Management
  - Food Safety and Sanitation
  - Food Sociology
  - Research Methods
  - Research Project

### University Core

- Community Service Initiative
- Hubungan Etnik / Malaysian Studies 3
- Life Skills for Success and Well-Being
- Millennials in Malaysia: Team Dynamics and Relationship Management
- Tamadun Islam dan Tamadun Asia / Bahasa Melayu Komunikasi 2

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### Complementary Studies

**Choose ONE (1) of the below packages:**

**Extension**

- **Option 1: Gastronomy**
  - International Cuisine
  - Molecular Gastronomy
  - Food Styling

- Choose any TWO (2) of the following modules:
  - Food Business Management
  - Food Media
  - Science of Baking
  - Sensory Evaluation of Food

**Option 2: Patisserie**

- Modern Gateau and Petit Four
- Sugar & Chocolate Artistry
- Science of Baking

- Choose any TWO (2) of the following modules:
  - Food Business Management
  - Food Media
  - Food Styling
  - Sensory Evaluation of Food

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**Choose any Minor package* offered by Taylor’s University.**

Refer to the Complementary Study Guide for the list of Minor packages.

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**Choose any Second Major package* offered by Taylor’s University.**

Refer to the Complementary Study Guide for the list of Second Major packages.

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**Choose any SEVEN (7) Free Electives* offered by Taylor’s University.**

Refer to the Complementary Study Guide for the list of Free Electives.

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*Subject to availability

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INTAKE: MARCH & AUGUST

This programme prepare professionals in the field of food product development, to enable them to join and lead the expansion of the food industry at the local, regional and international level. Students will focus on development of ideas and concepts fitting existing and new market, the elaboration of recipes and protocols encompassing mass production concerns, and the ability to conduct sensorial analysis for quality control and product acceptance measurement.

Primary Core

**Common Core**
- Research Methods
- Food Sociology
- Principles of Culinary
- Principles of Pastry and Baking
- Industrial Training

**Discipline Core**
- Arts & Sciences of Pastry and Baking
- Culinology® 101
- Principles of Organic Chemistry
- Food Chemistry
- Applied Food Microbiology
- Sensory Evaluation of Food
- Aromatic Ingredients & Flavours Application
- Experimental Food Product & Practices
- Food Product Design & Development 1
- Food Product Design & Development 2
- Food Safety & Quality Management
- Food Packaging and Labelling
- Food Preservation
- Food Processing

88 Credit Hours

Complementary Studies

Choose ONE (1) of the below packages:

**Extension**

Choose ONE (1) of the options:
**Option 1: Nutrition & Food Analysis**
- Introduction to Food Science and Nutrition
- Introduction to Human Nutrition
- Food & Nutrient Evaluation

Choose TWO (2) from the below modules:
- Nutraceutical and Functional Food
- Techniques in Food / Nutrition Research
- Introduction to Halal Food
- Food Business Management

**Option 2: Gastronomy**
- International Cuisine
- Molecular Gastronomy
- Advanced Cuisine

Choose TWO (2) from the below modules:
- Food Business Management
- Food Media
- Food Styling
- Food Trends and Products Innovation

**Option 3: Patisserie**
- Science of Baking
- Modern Gateau and Petit Four
- Sugar and Chocolate Artistry

Choose TWO (2) from the below modules:
- Food Business Management
- Food Media
- Food Styling
- Food Trends and Products Innovation

12 Credit Hours

University Core

- Community Service Initiative
- Hubungan Etnik / Malaysian Studies 3
- Life Skills for Success and Well-Being
- Millennials in Malaysia: Team Dynamics and Relationship Management
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Primary Core + University Core + Free Electives = Min. 3 Years (120 Credit Hours)

12 Credit Hours

Choose any Minor package* offered by Taylor’s University. Refer to the Complementary Study Guide for the list of Minor packages.

Choose any Second Major package* offered by Taylor’s University. Refer to the Complementary Study Guide for the list of Second Major packages.

Choose any FIVE (5) Free Electives* offered by Taylor’s University. Refer to the Complementary Study Guide for the list of Free Electives.

*Subject to availability
*Meet min. module pre & co-requisite
This publication contains information, which is current as of November 2018. Changes in circumstances after this date may impact upon the accuracy or timeliness of the information. Taylor's University does its best to ensure that the information contained herein is accurate, but reserves the right to change any information described in this prospectus without notice. Readers are responsible for verifying information that pertains to them by contacting the university.