

BUSINESS



Taylor's University

Established since 1969, we are a world-class university which has provided our students with a global-standard education experience through our well-equipped campus, up-to-date facilities, strong industry linkages and partnerships with leading universities worldwide.

Students can enrol in foundation, diploma, degree, postgraduate and professional programmes encompassing various fields, such as American Degree Transfer Program, Architecture, Biomedical Science, Biotechnology, Business, Communication, Computing & IT, Design, Education, Engineering, Food Science with Nutrition, Hospitality, Tourism & Culinary Arts, Law, Medicine, Pharmacy, Psychology, and Quantity Surveying.

With an alumni of over 70,000 graduates, we continue to play a strong role in developing Malaysia's human resource capital. Our strong network of alumni have become leaders in their respective fields throughout the country, and around the world.



Awards

QS Stars Rated Excellence & University Ranking By Region



Putra Brand Gold Awards



Performance Rating by Ministry of Education



Reader's Digest Trusted Brand Gold Awards



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**

2015

- Top 250 universities in **Asia** in the **QS Asia Ranking**
- Awarded **5-Star rating** in four (4) categories of the **QS Stars Rating**
- Gold Award in the 'Education & Learning' category of the **Putra Brand Awards**
- Gold Award in the 'Private University/College' category of the **Reader's Digest Trusted Brands Award**
- Became the first university outside the United States to be accepted into the Grand Challenges Scholar Program, championed by **National Academy of Engineering (NAE)**

2014

- 'Tier 5: Excellent' rating in the **Malaysian Ministry of Higher Education's Rating System (SETARA) 2013**
- Gold Award in the 'Education & Learning' category of the **Putra Brand Awards**
- Gold Award in the 'Private University/College' category of the **Reader's Digest Trusted Brands Award**
- Winner in the 'Most Resourceful Career Centre Private University' category of the **Graduate Recruitment Awards 2014**

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 is 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.

Our Research Centres play a crucial role in elevating the capabilities of our faculty members, through various training activities.



Law (CRELDA)



Business (CAFÉ)

CASE & RESEARCH centre

Business (Case & Research Centre)



Communication (SEARCH)



Centre for Engineering Research and Development

Engineering (CERD)



Architecture, Building & Design (MASSA)



Hospitality, Tourism & Culinary Arts (CRiT)

Teaching and Learning Support



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.



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 personalized manner, anytime and anywhere.



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.



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.



Taylor's Way of Business

At Taylor's Business School, we believe in developing purposeful business leaders of the future through a holistic and value-based education. We approach business studies in a practical and engaging manner, making it highly relevant to current global business practices.

Since its establishment in 1993, Taylor's Business School has grown into one of the largest and most dynamic business schools in Malaysia, offering highly-recognised international business qualifications from Foundation to Bachelor, Master and Doctorate (PhD), as well as comprehensive continuing professional development programmes. We provide a crucial foothold for graduates to propel into the global arena, whether as future leaders of conglomerates or successful business owner.

Using our holistic approach to education, we aim to produce purposeful business leaders and thinkers who are able to respond to future challenges, contribute towards the global economy as well as impact society in a positive manner.



Why Business at Taylor's?

1. DUAL AWARD

Taylor's Business School offers dual award degree programmes in collaboration with our dual award partners from University of the West of England (UWE) and QUT.

2. RECOGNITION BY PROFESSIONAL BODIES

Our programmes are recognised and qualify for exemptions from professional bodies.

3. NUTURE ENTREPRENEURS

& BUSINESS LEADERS

We nurture and develop students' entrepreneurial capabilities, and instil the right foundation in sustaining their business growth.

4. INDUSTRY ADVISORY PANEL (IAP)

We're always checking in on current industry trends, practices and requirements to keep students' learning up-to-date, with the help of our IAP.

5. REAL WORLD SOLUTIONS

To enhance student engagement, students are exposed to real-life scenarios, industry-relevant experiences and immersed in activities that promote social inclusion.



Dual Award



University of the
West of England

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.



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.

Recognition by Professional Bodies

Recognised Professional Accreditation

In our effort to benchmark our standards against the industry's best practices, the School has put in place comprehensive programmes that have gained the recognition of several local and international accreditation boards. Our programmes meet the rigorous standards of these professional accreditation boards, due to stringent entry requirements, comprehensive curriculum, students' work and achievements as well as highly-qualified teaching faculty.



- Association of Chartered Certified Accountants (ACCA)
- Asian Institute of Chartered Bankers (AICB)
- Certified Practising Accountants Australia (CPA Australia)
- Chartered Accountants Australia and New Zealand (CAANZ)
- Chartered Financial Analyst (CFA)
- Chartered Institute of Management Accountants (CIMA)
- Chartered Institute of Personnel and Development (CIPD)
- Chartered Tax Institute of Malaysia (CTIM)
- Financial Planning Association Malaysia (FPAM)
- Institute of Chartered Accountants in Australia (ICAA)
- Institute of Chartered Accountants in England and Wales (ICAEW)
- Malaysian Institute of Accountants (MIA)
- The Malaysian Institute of Certified Public Accountants (MICPA)
- The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA)

Nurture Entrepreneurs & Business Leaders

Social Entrepreneurship

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. Despite being challenged with limited budget and resources, they are required to develop creative and cost-effective proposals to achieve their business goals. This enhances their practical experience in running a business, enabling them to apply their classroom knowledge as well as improve ethical, interpersonal, communication, leadership and problem-solving skills during the project.

— Fresh Mart

Students purchase fresh vegetables, fruits, and flowers from the farms of Cameron Highlands and sell them on campus. The profits are then donated back to the local farmers. Students are thus able to help the local farming community, and gain exposure to business enterprise through real business experiences.

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Kenneth Ng Yoong Sin
Class Valedictorian 2013
Bachelor of Business (Hons)
International Business

Taylor's World Class Scholarship
(TWCS) Recipient

What sets a Taylor's Business School graduate apart is the "Taylor's Experience". I had the unique opportunity to speak to industry captains and to get a glimpse of the corporate world through projects and engagements. It's experiences like these that make us talented and employable graduates.

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Business in Context

This module provides students the opportunity to work in a group and draw from their collective knowledge of business. Students will articulate what they learnt and utilize theories and concepts to successfully analyze a business case and then apply them through a Malaysian context. In the process, students will meet members of the business community through a forum and presentation where they will gain insights into the challenges of managing a business and what will be expected of them when they join the business community.

Entrepreneurship Accelerator Project

This module requires students to integrate all their learnings and to demonstrate their competency in applying the knowledge they acquired throughout their course. It provides the platform for students to experiment and experientially learn from their projects. Students will demonstrate professional and entrepreneurship competency, and in doing so gain life-long skills and prepare them for the working environment.

Memorandum of Understanding with Entrepreneurs' Organization (EO) Malaysia



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

The collaboration with EO Malaysia enhances Taylor's Business School's aim in developing purposeful business leaders of the future. At Taylor's University, business studies are approached in a practical and engaging manner, making it highly relevant to current global business practices. The collaboration with EO Malaysia opens up the opportunities for Taylor's students to engage with leading, successful entrepreneurs in Malaysia, and gives them the added advantage in developing their entrepreneurial skills. Members of EO Malaysia will be sharing their entrepreneurship experience with Taylor's students and provide mentorship pairing with Taylor's students.

Service Learning

At Taylor's, we are committed to a holistic approach that grooms a strong entrepreneurial mindset as well as heart for social responsibility in our business graduates. We proudly offer Service Learning, which is a credit-bearing educational experience that enables our students to learn by serving the community.

Empowerment	the ability to influence the world around them positively.
Teamwork	students and faculty work together and participate in decision-making.
Inclusion	learning equal opportunity to include those with restricted opportunities.
Self-determination	supporting the right of people to make their own choices.
Partnership	working with other organisations to pool resources effectively.



— Projek57

Taylor's Business students are required to design a sustainable business plan, sell Projek57 merchandise and donate part of the sales profit to the underprivileged. Additionally, students are also Projek57 advocates in spreading and sharing the message of hope and unity to the public.

— The Programme for After Class Enrichment (PACE)

PACE was initiated by the Edge Education Foundation. It is an educational initiative that encompasses both academic support and social support aiming at academically-challenged students in lower secondary school who come from underprivileged homes. Since 2013 to 2015, a total of 475 Taylor's Business students have participated in PACE as assistant tutors for English and Mathematics.

Industry Advisory Panel (IAP)

The IAP works closely with Taylor's Business School to ensure that the programmes offered are relevant to current industry practices and requirements. Seminars that feature expert speakers are organised by the panel to help impart insights and industry trends to students. The IAP also assists in providing students with the opportunity for internships, with the support of the Taylor's Career Services Centre.

Top Employers in Partnership with Taylor's Business School for Internship

ACCOUNTING

- PwC
- KPMG
- Deloitte
- and more.....

BANKING

- CIMB
- Maybank
- Citibank
- and more.....

CONSULTING

- Accenture
- Nielsen
- Fleming
- and more.....

ELECTRONICS

- Samsung
- Sony
- and more.....

FAST-MOVING CONSUMER GOODS

- Unilever
- L'Oreal
- Mondelez
- and more.....

GOVERNMENT-LINKED COMPANIES

- Petronas
- AirAsia
- Securities Commission Malaysia
- and more.....

INFORMATION AND COMMUNICATIONS TECHNOLOGY

- IBM
- HP
- and more.....

INSURANCE

- AIA
- Prudential
- and more.....

NON GOVERNMENTAL ORGANISATION

- WWF
- Teach for Malaysia
- and more.....

OIL & GAS

- Shell
- Schlumberger
- BP
- and more.....

PROPERTY

- SP Setia
- UEM
- EcoWorld
- and more.....

RETAIL

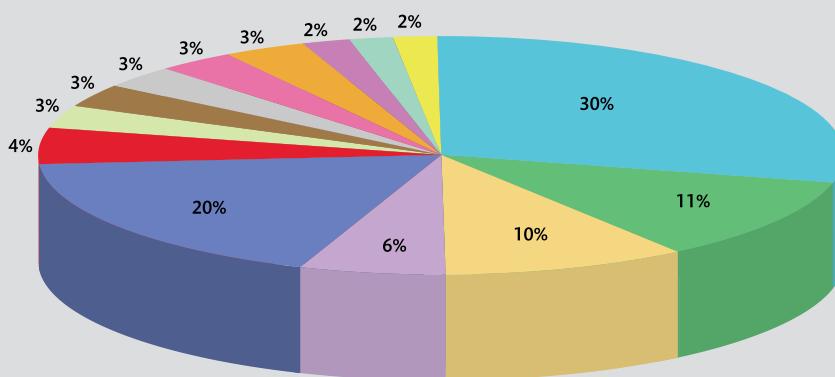
- Groupon
- Zalora
- 3M
- and more.....

TELECOMMUNICATIONS

- DiGi
- Maxis
- Axiata
- and more.....

Dynamic Internship Experience

Taylor's Business students are given the opportunity to put what they have learned in the classroom to practice in a real working environment, through the internship programme. In addition to gaining professional experience, the internship programme provides students the opportunity to take on graduate-level responsibility and gain experience in their chosen career paths, while gaining insight into the inner workings of a real organisation. These placements cover a broad spectrum of different industries giving students various options and exposures.



Internship Placement According To Industry

Source: Taylor's Career Services Centre

- Professional Services
- Financial Services
- Business Services
- Manufacturing
- Other Services
- Leisure & Hospitality
- Retail
- Trading
- Education
- Information & Communication
- Oil & Gas
- Automotive
- Health Services
- Property

Industry Immersion Programme

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. This is where you'll take the brief, conduct research, implement a strategy, test, execute and finally end with a final presentation of their learnings.



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, where students are exposed to real-life scenarios and industry-relevant experiences that enhance student engagement, both inside and outside the classroom.

Industry Visits

Our students have the opportunity to visit companies and gain first-hand insight into the real world of business. Students are also given a platform to communicate and network with professional organisations, with the opportunity to interview and discuss with its employees to obtain a more realistic picture of the industry.



01



03



04



02

01 Northport, Malaysia

02 Top Glove Corporation Berhad

03 Creative Network International (CNI)

04 DELL Manufacturing Plant

Module Adoption Programme

The Module Adoption Programme (MAP) is one of the approaches through which 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 enables the School to work closely with the specialists of local and multinational companies to ensure that our curriculum is relevant and in-line with the latest requirements and demands of the industry.

Some of the local and multinationals who have worked closely with the School such as CIMA, ACCA, CPA Australia, Shiseido, Skali, Redmarch, EY (Ernst & Young), CIMB Group, Nielsen, KPMG, Deloitte and PwC.



International Field Trips

Field trips provide the opportunity for students to understand and get exposed to international business practices in a different cultural setting whilst exchanging views, experience, and network with students of foreign universities and communities.

01 Hong Kong, China

02 Bangkok, Thailand

03 Ho Chi Minh City, Vietnam



Student Mobility Programme

Student Mobility Programme is a unique opportunity for students to combine an overseas travel and cultural experience, with studies focusing on various aspects of a region or area of study.



Summer Programme

Taylor's University Summer Programme is a 2 weeks short-term course which provides international students the opportunity to study and live in Malaysia to enhance their international experience and to help develop their cross-cultural competencies.

Outbound Mobility Programme

Taylor's Business students are given an opportunity to participate in various student mobility programmes offered by our partner universities. Students have opportunities to study and live in a new country for eg: Korea, Japan, Australia, Netherland, UK etc to enhance their international experience and to help develop their cross-cultural competencies.

Oxford, UK

Singapore

Hanoi, Vietnam

Hong Kong

Bangkok

Bristol, UK

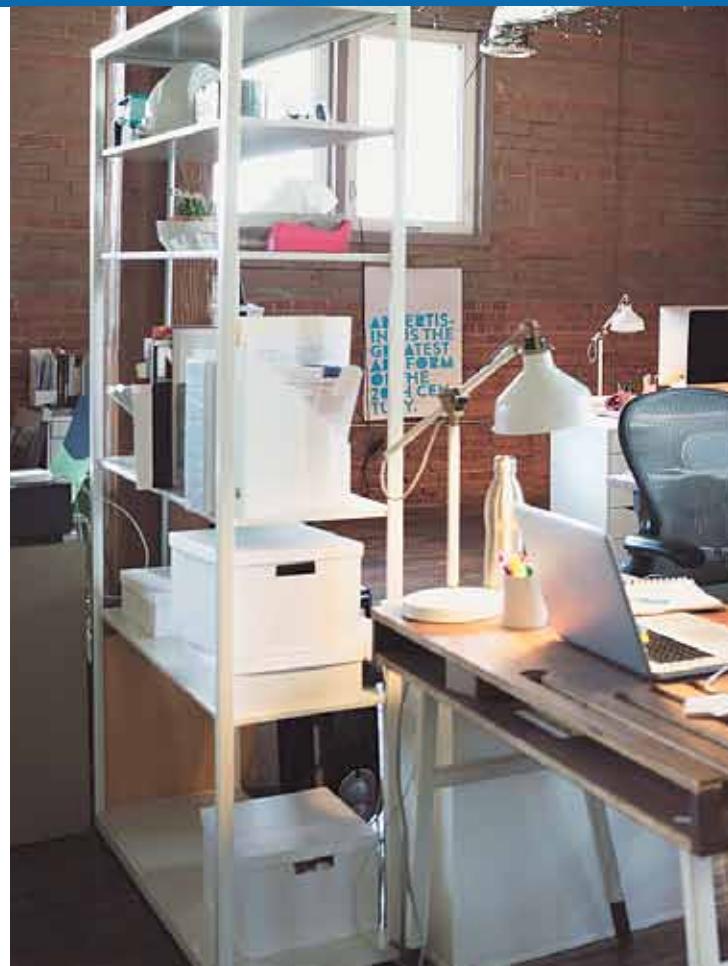
Germany



Stanley Sim Yu Chin
Bachelor of Arts (Hons)
Accounting & Finance

Taylor's Business School taught me how business works and operates in the real world. It changed my mindset and opened my eyes to entrepreneurship. I have learned to take opportunities where they exist and I strongly believe that dreams and goals can be achieved through Taylor's Business School.

“ ”



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.

- 01** Business Competition
Hong Kong Polytechnic University



- 02** Delta Forum
Union of Business & Engineering
Faculty Hong Kong University of
Science Technology (HKUST)



Keynote Speakers Series, Forums, Workshops and Conferences

These platforms link our students with industry leaders, through insightful talks and lectures. Students are given the opportunity to gain insights on global developments and issues that may impact their future practices.



INSPIRING BUSINESS CHAMPIONS

Taylor's Business students have continuously clinched awards in numerous local and international competitions, demonstrating their ability to apply classroom theories into practice, and excel in real-world scenarios. These competitions provide opportunities for students to test their knowledge and skills in competitive settings and benchmark their solutions against their peers. They also provide an avenue for students to network with peers, experts and industry leaders.

2014
National Champion
HSBC Business Case Challenge



2017
Regional Champion
CIMB ASEAN Stock Challenge 2016 Grand Finale

2016 National Champions
CIMB ASEAN Stock Challenge 2016

2016 National Champion
L'Oreal Brandstorm Competition

2016 First Runner-up
EY Young Tax Professional of the year 2016 Malaysia

2015 Champions
PNB 1Malaysia Investment Quiz 2015 (University Category)

2015 National Champion
Ken Trading Challenge II

2015 National Champion
Unilever Future Leader's League

2014 International Champion
L'Oreal Brandstorm

2014 National Champion
HSBC Business Case Challenge

2014 2nd Runner-up
L'Oreal Brandstorm

2016
National Champions
CIMB Asean Stock Challenge 2016

2013 National Champion
Deloitte Risk Intelligence Challenge Trophy

2013 National Champion
Innovative Youth, Future Business Leader Marketing Plan Competition

2013 2nd Runner-up
Pertandingan Kuiz Pelaburan PNB

2013 2nd Runner-up
Inter-Varsity Accounting Quiz

2012 Regional and National Champions
HSBC Young Entrepreneur Challenge

2012 National Champion
L'Oreal Brandstorm

2012 2nd Runner-up
CIMB ASEAN Youth Stock Challenge

2011 Champion
Inter-varsity Accounting Quiz

2011 National Champion
HSBC Young Entrepreneur Challenge



Raymond Sim Yu Xin
Bachelor of Arts (Hons)
Accounting & Finance

Taylor's Business School has helped me improve my presentation skills and teamwork. During assignments, we were given the chance to present our work in my presentations and this helped me during competition.



2016
National Champion
L'Oreal Brandstorm Competition



Reference List

- Associate of Chartered Certified Accountants (ACCA)
www.accaglobal.com
- Chartered Accountants Australia and New Zealand (CAANZ)
<https://www.charteredaccountantsanz.com/>
- Chartered Financial Analyst (CFA)
www.cfainstitute.org
- Chartered Institute of Management Accountants (CIMA)
www.cimaglobal.com
- Chartered Institute of Personnel and Development (CIPD)
www.cipd.co.uk/global/cipd-asia
- Chartered Tax Institute Malaysia (CTIM)
www.ctim.org.my
- CPA Australia
www.cpaustralia.com.au
- Do Something Good (DSG)
www.dosomething.gd
- Family Business Network (FBN)
www.fbn-i.org
- Financial Planning Association Malaysia (FPAM)
www.fpam.org.my
- Human Resources
www.humanresourcesonline.net
- Institute of Chartered Accountants in Australia (ICAA)
www.charteredaccountants.com.au
- Institute of Chartered Accountants in England and Wales (ICAEW)
www.icaew.com
- Malaysian Institute of Accountants (MIA)
www.mia.org.my
- Security Industry Development Corporation (SIDC)
www.sidc.com.my
- SME Bank Malaysia
www.smebank.com.my
- Social Enterprise Alliance Malaysia (SEA)
www.socialenterprise.org.my
- Startup Malaysia
www.startupmalaysia.org
- The Malaysian Institute of Certified Public Accountants (MICPA)
www.micpa.com.my
- The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA)
www.maicsa.org.my
- University of the West of England (UWE)
www.uwe.ac.uk



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Tel : 603-5629 5000 Fax : 603-5629 5001

E-mail : admissions@taylors.edu.my

www.taylors.edu.my/university

- | | | |
|------------------------|-------------------------------|--------------------|
| • Penang Office | Tel : 604-899 9396 | Fax : 604-899 9596 |
| • Johor Bahru Office | Tel : 607-351 3692 / 351 3694 | Fax : 607-351 3689 |
| • Kuantan Office | Tel : 609-566 3709 | Fax : 609-566 3710 |
| • Kuching Office | Tel : 6082-345 808 / 345 807 | Fax : 6082-345 809 |
| • Kota Kinabalu Office | Tel : 6088-486 936 / 486 937 | Fax : 6088-486 938 |

This publication contains information, which is current as of January 2017. 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.

BUSINESS

Foundation in Arts

Taylor's Business Foundation

Diploma in Business

Bachelor of Business (Hons)*

Bachelor of Arts (Hons) Accounting & Finance

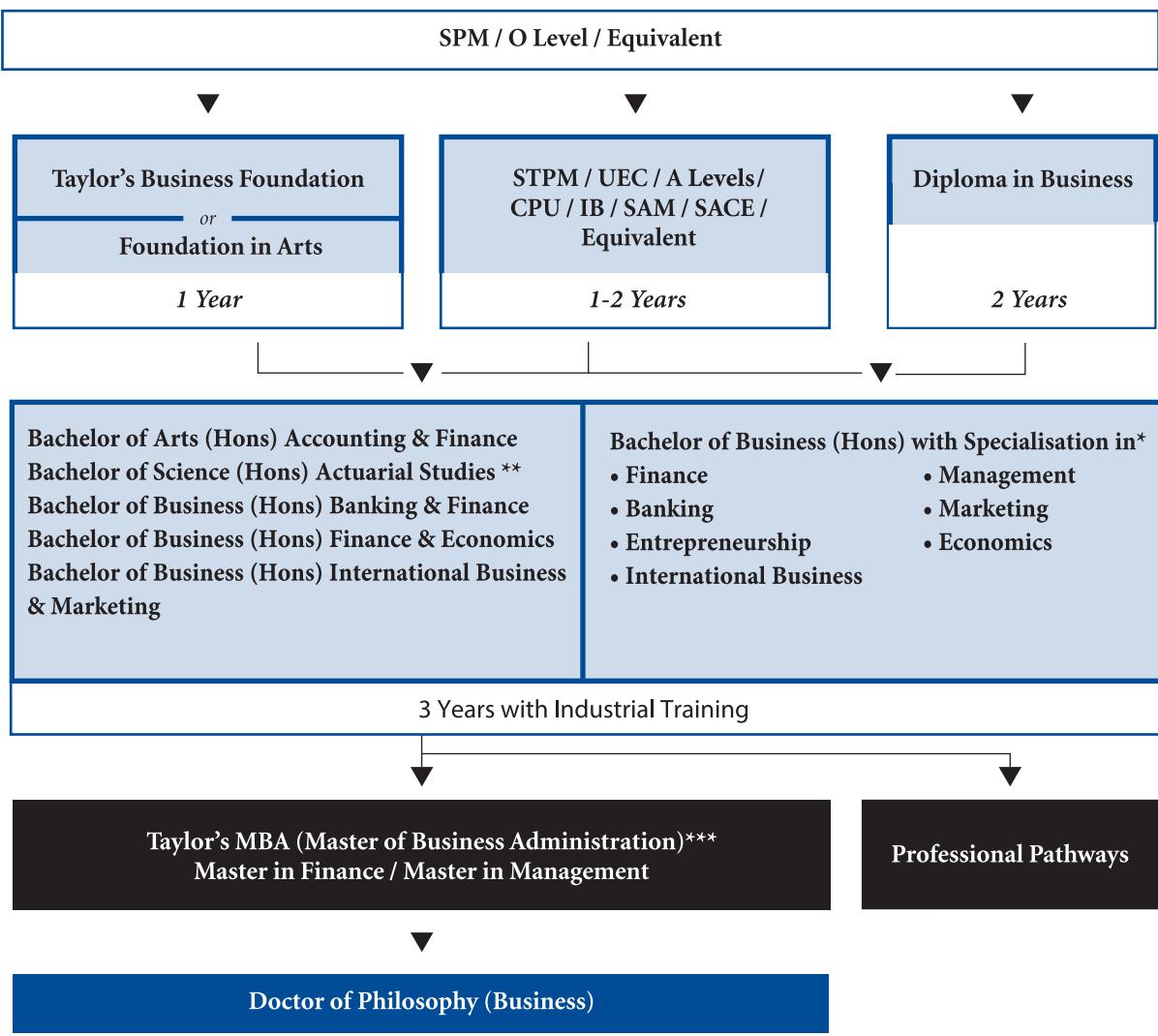
Bachelor of Science (Hons) Actuarial Studies

Bachelor of Business (Hons) Banking & Finance

Bachelor of Business (Hons) Finance & Economics

Bachelor of Business (Hons) International Business & Marketing

EDUCATION PATHWAY



Note:

* No advanced standing into year 2 for 2018 intake.

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

***Minimum 2 years of work experience.

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

Actuarial 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 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.



Banking

Banking is a study that encompasses the four broad categories of banking, i.e. retail banking, commercial or corporate banking, private banking and investment banking.

Banking is a highly regulated, competitive and rapidly changing sector. A banker or bank official must understand the aspects of business and finance in relation to local communities. Bankers must be able to assess funding needs for small businesses, real estate developments and even international trades. In addition, bankers should have effective communication skills to assist customers.



Economics

Economics is the study of the production and consumption of goods; principles of supply and demand; as well as the transfer of wealth to produce and obtain these goods. It is also a study of social science and is closely related to sociology, politics and international relations. Economics looks into the way people and markets interact, in order to get what they want.

The study of economics gives us a way of understanding how best to utilise natural resources, machinery and the endeavours of others. The study of economics also provides knowledge and insight on the impact of developments in business, society and the world economy. Successful economists must be able to understand and respond to global issues.



Entrepreneurship

Entrepreneurship studies focuses on the tools needed to start a new business, manage a small business, expand a family business, leads innovation efforts in a corporate environment, or become an effective manager in a fast-growing enterprise.



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.



International Business

International Business describes commercial transactions that take place across international borders, between two or more nations. It deals with international trade – the exchange of capital, goods and services across international borders. International business knowledge also looks into logistical and cultural factors that could affect business operations.

Business majors who study International Business learn how business is conducted across borders, how to serve customers in international markets, and how to globalise businesses. It also requires a certain understanding of strategic planning, government relations and policy analysis.



Management

Business Administration (also referred to as Business 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 Business Administration will involve the grounding theories and principles of accounting, finance, marketing, economics, statistics, human resources, and decision-making.



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.

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 Arts (Hons) Accounting & Finance	<ul style="list-style-type: none"> ▶ ACCA Qualification - 9 papers (out of 14 papers) ▶ Associate Chartered Accountants (ACA) Qualification - 8 papers (out of 15 papers) ▶ Certificate in Finance, Accounting & Business (CFAB) - Upon successful completion of 1 ICAEW external assessment ▶ CIMA Qualification - 9 papers (out of 15 papers)* ▶ MIA Qualifying Examination (QE)* ▶ MICPA-CAANZ Qualification - Professional Stage Examination - 4 papers (out of 9 papers)** **Subject to elective taken and applicable to graduates from August 2015 intake onwards ▶ CPA Australia 	<ul style="list-style-type: none"> ▶ Association of Chartered Certified Accountants (ACCA) ▶ Institute of Chartered Accountants in England and Wales (ICAEW) ▶ Chartered Institute of Management Accounting (CIMA) ▶ Malaysian Institute of Accountants (MIA) ▶ The Malaysian Institute of Certified Public Accountants (MICPA) & Chartered Accountants Australia and New Zealand (CAANZ) ▶ CPA Australia
Bachelor of Business (Hons) Banking & Finance	<ul style="list-style-type: none"> ▶ AICB Executive Banker Certificate - upon obtaining a grade point average of more than 3.0 ▶ Malaysian Association of Corporate Treasures (MACT) 	<ul style="list-style-type: none"> ▶ Asian Institute of Chartered Bankers (AICB) ▶ Malaysian Association of Corporate Treasures (MACT)
Bachelor of Business (Hons) Finance & Economics	<ul style="list-style-type: none"> ▶ Chartered Financial Analyst (CFA) Qualification The Bachelor of Business (Hons) Finance & Economics has been accepted into the CFA Institute University Recognition Programme. This status is granted to institutions whose degree programme incorporates at least 70% of the CFA Program Candidate Body of Knowledge (CBOK), which provide students with a solid grounding in the CBOK and positions them well to sit for the CFA exams. ▶ Malaysian Association of Corporate Treasures (MACT) 	<ul style="list-style-type: none"> ▶ CFA Institute ▶ Malaysian Association of Corporate Treasures (MACT)
Bachelor of Science (Hons) Actuarial Studies	<ul style="list-style-type: none"> ▶ Validation by Educational Experience (VEE) - 4 modules 	<ul style="list-style-type: none"> ▶ Society of Actuaries (SOA)

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.

OVERSEAS TRANSFER OPTIONS*



AUSTRALIA

THE UNIVERSITY OF ADELAIDE

- Bachelor of Commerce (*Accounting*)
- Bachelor of Commerce (*International Business*)
- Bachelor of Commerce (*Marketing*)
- Bachelor of Commerce
- Bachelor of Economics
- Bachelor of Finance

THE UNIVERSITY OF QUEENSLAND

- Bachelor of Business Management
- Bachelor of Commerce
- Bachelor of Economics

QUEENSLAND UNIVERSITY OF TECHNOLOGY

- Bachelor of Business (*Accountancy*)
- Bachelor of Business (*Economics*)
- Bachelor of Business (*Finance*)
- Bachelor of Business (*Human Resource Management*)
- Bachelor of Business (*International Business*)
- Bachelor of Business (*Management*)
- Bachelor of Business (*Marketing*)



NEW ZEALAND

THE UNIVERSITY OF AUCKLAND

- Bachelor of Commerce

UNIVERSITY OF TECHNOLOGY, SYDNEY

- Bachelor of Business (*Business Administration*)
- Bachelor of Business (*Human Resource Management*)
- Bachelor of Business (*International Business*)
- Bachelor of Business (*Marketing*)

THE UNIVERSITY OF NEW SOUTH WALES

- Bachelor of Commerce

THE UNIVERSITY OF WESTERN AUSTRALIA

- Bachelor of Commerce

UNIVERSITY OF SOUTH AUSTRALIA

- Bachelor of Commerce (*Accounting*)
- Bachelor of Business

MACQUARIE UNIVERSITY

- Bachelor of Commerce

RMIT University

- Bachelor of Business (*Financial Planning*)
- Bachelor of Business (*Human Resource Management*)
- Bachelor of Business (*Logistics & Supply Chain Management*)
- Bachelor of Business (*Marketing*)

* Admission is subject to the transfer requirements 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

FOUNDATION IN ARTS

KPT/JPS (N/010/3/0322) (MQA/PA5536) 01/20

Offered by School of Liberal Arts and Sciences.

1-Year
Programme

INTAKE: JANUARY, MARCH & AUGUST

This programme prepares students for direct entry to the first year of an undergraduate degree. This programme has the widest education pathway which provides interdisciplinary study of various fields such as communication, business, hospitality, tourism and culinary arts, design, education, architecture and psychology.

Year 1

Core Modules

- Creative Thinking Skills
- Culture & Civilisations
- English I
- English II
- Social Psychology

Electives

Choose TWO (2):

- Principles of Accounting
- Discovering Mass Communication
- Introduction to Hospitality & Food Service Industries

and

Choose TWO (2):

- Quantitative Techniques
- Introduction to Design
- Audio Visual Production
- Business of Tourism, Recreation & Events
- People & Organisation
- The Art & Science of Teaching

and

Choose ONE (1):

- Principles of Economics
- Business Enterprise
- The Art & Science of Teaching

50 Credit Hours

TAYLOR'S BUSINESS FOUNDATION

KPT/JPS (R/010/3/0231) (A10096) 04/19

1-Year
Programme

INTAKE: JANUARY, MARCH & AUGUST

This programme equips students with the necessary foundation to pursue a future in business. The programme emphasises on learning by doing, and therefore, students are regularly required to work on actual projects.

Students are exposed to a dynamic environment, which encourages two-way interaction between students and lecturers. Learning also takes place beyond the classroom via community service, participation in competitions, and many more.

The programme stimulates our students' curiosity and appreciation of knowledge, and inspires lifelong learning. Upon successful completion of this programme, students are eligible to enroll into our degree programmes, creating a seamless transition towards pursuing a future in business.

Year 1

Core Modules

- Business Enterprise
- English I
- English II
- Introduction to Business Law
- Introduction to Marketing
- People and Organization
- Principles of Accounting
- Practical IT Skills
- Principles of Economics
- Quantitative Technique

50 Credit Hours

DIPLOMA IN BUSINESS

KPJ / JPS (R2/340/4/0143) 03/22

2-Year
Programme

INTAKE: MARCH & AUGUST

This programme is specially designed to equip students with solid business knowledge and skills, with a central focus on instilling a global mindset as well as creative and critical thinking, set in an experiential learning environment.

The programme meets the needs of the industry by incorporating disciplines like management, marketing, accounting, human resources and soft skills into the curriculum.

Upon successful completion of the programme, students will be able to seamlessly transition into our degree and have the competitive advantage required to seek global employment opportunities.

Year 1	Year 2
<p>Core Modules</p> <ul style="list-style-type: none">• Business Mathematics• English• Introduction to Business• Introduction to Information Technology• Microeconomics• Organisational Behaviour• Principles of Accounting• Principles of Marketing• MPU1• MPU4• UCM 2• UCM 3	<p>Core Modules</p> <ul style="list-style-type: none">• Business Communication• Business Ethics• Business Law• Business Statistics• Business Project• Entrepreneurship• Human Resources Management• International Business• Introduction to Finance• Management Information Systems• Macroeconomics <p>Electives Choose ONE (1)*:</p> <ul style="list-style-type: none">• Consumer Behaviour• Management Accounting• Public Relations Theory and Practice

40 Credit Hours

50 Credit Hours

**Subject to availability and the list is not exhaustive*

BACHELOR OF BUSINESS (HONS)*

KPT/JPS (R/345/6/0561) (A 9964) 07/19

INTAKE: MARCH & AUGUST

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	Complementary Studies		
<p>Common Core</p> <ul style="list-style-type: none">• Business Communication• Business Law• Introduction to Accounting• Introduction to Finance• Introduction to Management• Macroeconomics• Microeconomics• Organisational Behaviour• Principles of Marketing• Quantitative Methods for Business• Strategic Management• Industrial Training or Industry Immersion <p>Specialisation</p> <p>Choose ONE (1) of the options:</p> <p>Option 1: Banking Option 2: Economics Option 3: Finance Option 4: Entrepreneurship Option 5: Management Option 6: International Business Option 7: Marketing</p> <p>For more information on our specialisation modules, please refer to next page.</p>	<p>Choose ONE (1) of the below packages:</p> <p style="text-align: center;">Extension</p> <ul style="list-style-type: none">• Digital Marketing <p><i>Only applicable to students who specialise in Marketing</i></p> <p style="text-align: center;">or</p> <p style="text-align: center;">Minor</p> <p>Recommended Packages:</p> <ul style="list-style-type: none">• Accounting• Banking• Business Analytics• Economics• Entrepreneurship• Finance• Family Business• Industrial Relations and Human Resource Management• International Business• Management• Marketing• Project Management <p>Choose any Minor package* offered by Taylor's University. Refer to the Complementary Study Guide for the list of Minor packages.</p>		
+ 88 Credit Hours	or		
<p>University Core</p> <ul style="list-style-type: none">• Community Service Initiative• Hubungan Etnik / Malaysian Studies 3• Life Skills for Success & Well-Being• Millennials in Malaysia: Team Dynamics and Relationship Management• Tamadun Islam dan Tamadun Asia / Bahasa Melayu Komunikasi 2	<p>Second Major</p> <p>Recommended Packages</p> <table border="0"><tr><td style="vertical-align: top;"><ul style="list-style-type: none">• Advertising• Broadcasting• Creative Media Design• Education</td><td style="vertical-align: top;"><ul style="list-style-type: none">• Information Technology• Mass Communication• Psychology• Public Relations</td></tr></table> <p>Choose any Second Major package* offered by Taylor's University. Refer to the Complementary Study Guide for the list of Second Major packages.</p>	<ul style="list-style-type: none">• Advertising• Broadcasting• Creative Media Design• Education	<ul style="list-style-type: none">• Information Technology• Mass Communication• Psychology• Public Relations
<ul style="list-style-type: none">• Advertising• Broadcasting• Creative Media Design• Education	<ul style="list-style-type: none">• Information Technology• Mass Communication• Psychology• Public Relations		
+ 12 Credit Hours	or		
<p>*Students are requested to take Bahasa Kebangsaan A if they do not obtain a Credit for Bahasa Malaysia in SPM.</p>	<p>Free Electives</p> <p>Choose any FIVE (5) Free Electives* offered by Taylor's University. Refer to the Complementary Study Guide for the list of Free Electives.</p>		

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)

*Pending MOHE approval

BACHELOR OF BUSINESS (HONS)*

KPT/JPS (R/345/6/0561) (A 9964) 07/19

Option 1

Banking
Discipline Core
<ul style="list-style-type: none">• Bank Management• Business Ethics and Value• Derivatives• Futures and Options• Islamic Banking & Finance• Money and Banking• Portfolio Management• Research Methods• Rules and Regulations for Futures and Options• Wealth Management

Option 2

Economics
Discipline Core
<ul style="list-style-type: none">• Applied Econometrics• Business Ethics and Value• Developmental Economics• Economics for Organisation• Industrial Economics• Intermediate Macroeconomics• Intermediate Microeconomics• International Economic Theory and Policy• Modelling and Estimation• Research Methods

Option 3

Finance
Discipline Core
<ul style="list-style-type: none">• Advanced Corporate Finance• Business Ethics and Value• Corporate Finance• Derivatives• Financial Markets• International Finance• Personal Financial Planning• Portfolio Management• Research Methods• Risk Management

Option 4

Entrepreneurship
Discipline Core
<ul style="list-style-type: none">• Business Consulting• Business Ethics and Value• Design Thinking• E-commerce• Entrepreneurship Accelerator Programme• Entrepreneurship and Small Business• Malaysian Taxation• Research Methods• Technopreneurship• Social Entrepreneurship and Ethics

Option 5

Management
Discipline Core
<ul style="list-style-type: none">• Business Ethics and Value• Cross Cultural Management• Entrepreneurship and small business• Export Practice and Management• Introduction to International Business• Leadership and Change Management• Organisational Studies• Production and Operations Management• Research Methods• Supply Chain Management

Option 6

International Business
Discipline Core
<ul style="list-style-type: none">• Business Ethics and Value• Cross Cultural Management• Export Practice and Management• International Business Issues and Policies• International Economic Theory and Policy• International Finance• International Trade and Multinational Business• Introduction to International Business• Research Methods• Transnational Management

Option 7

Marketing
Discipline Core
<ul style="list-style-type: none">• Business Ethics and Value• Contemporary Issues in Marketing• Consumer Behaviour• Integrated Marketing Communications• International Marketing• Market Analysis and Decision Making• Marketing Management• Research Methods• Retail Marketing• Services Marketing



BACHELOR OF ARTS (HONS) ACCOUNTING & FINANCE

3-Year
Programme

KPT/JPS (R/344/6/0038) 02/22

Bachelor of Arts (Hons) Accounting & Finance (UWE, UK)

INTAKE: MARCH & AUGUST

This programme is designed to equip students with an in-depth understanding in all areas of accounting and finance, including financial accounting, assurance, taxation, corporate finance and financial management.

The broad foundation and unique combination of skills prepare students for a wide-array of careers in accounting and finance positions, including with the 'Big Four' accountancy firms, public listed companies and multinational corporations and government agencies.

Graduates will be able to operate independently in a business environment, in addition to providing and analysing reports and financial statements. Students who plan to pursue a long-term career in accounting are advised to obtain a professional qualification after graduation.

Professional Accreditation

- Graduates will be eligible to receive accreditation and/or exemptions from recognised professional bodies such as ACCA, CIMA, CPA Australia, ICAEW, CTiM, FPAM, MICPA-CAANZ.

Collaboration with CPA Australia

- Students will be able to sit for Ethics & Governance paper from CPA Australia in their final year of studies.

Modules	Electives
<ul style="list-style-type: none">• Accountant in the Global Age• Accounting Information System• Advanced Corporate Finance• Advanced Management Accounting• Audit & Assurance• Business Law• Corporate Finance• Corporate Reporting• Ethics & Corporate Governance• Financial Markets• Financial Reporting• Futures & Options• Introduction to Accounting• Introduction to Finance• Introduction to Management• Introduction to Management Accounting• Investment Management• Macroeconomics• Malaysian Taxation• Management Accounting for Decision Making• Microeconomics• Personal Financial Planning• Quantitative Methods for Business• Strategic Management• <i>Industrial Training I and Industrial Training II or Industry Immersion</i> (students are required to complete both Industrial Training modules)	<ul style="list-style-type: none">• Advanced Audit & Assurance• Advanced Taxation• Business Ethics and Values• Company Law in Malaysia• Human Resource Management• International Finance• Principles of Marketing• Public Sector Accounting• Rules and Regulations of Futures and Options

MPU:

The Ministry of Education (MOE) requires all students to take Mata Pelajaran Umum (MPU) (i.e. General Studies) which is categorised under U1, U2, U3 and U4 within the duration of their studies. U1 modules are prescribed by MOE whereas U2, U3 and U4 modules are from a list of University Core Modules (UCM) prescribed as per the Programme Guide.

- MPU (U1a)
- MPU (U1b)
- MPU (U2) or Bahasa Kebangsaan A
- MPU (U3)
- MPU (U4)

BACHELOR OF SCIENCE (HONS) ACTUARIAL STUDIES

3-Year or
4-Year
Programme

KPT/JPS (N/462/6/0010) (MQA/PA7557) 12/20

Awarded by Taylor's University.

INTAKE: MARCH & AUGUST

Actuarial Studies is the extensive study of mathematics, probability, statistics, finance and economics. Offered by Taylor's Business School, the programme transforms students into skilled analytical problem solvers who are trained to calculate and manage financial risk for businesses. Beyond providing a comprehensive programme, we further enrich the educational experience through various learning opportunities to help students get the most out of their studies.

Accreditation and / or Exemptions

The programme has been accredited by Society of Actuaries (SOA).

Flexible Learning

- Students also have the option to transfer to another Taylor's Business programme during their course. Credits gained during their enrolment in Actuarial Studies will be credited to their new programme. Students will be able to take electives from other business programmes as well.

Long Internship

- Offered in the third year of the 4-year programme, students have the opportunity to broaden their knowledge and gain industry exposure that will help them excel in their final year of studies.

Internship with Renowned Companies

- Students have the opportunity to apply classroom lessons and gain industry experience from top companies such as Maybank, EY, Deloitte and PwC.

Modules	Electives
<ul style="list-style-type: none">Actuarial MathematicsAdvanced CalculusBusiness Ethics and ValuesCalculusCorporate Finance*Enterprise Risk ManagementFinancial EconomicsFundamentals of Linear AlgebraGlobalisation and Economic SustainabilityInsurance Practices and TakafulInsurance Regulations and Corporate LawIntroduction to Accounting*Introduction to Finance*Life Contingencies ILife Contingencies IILife Insurance and Pension FundsMacroeconomics*Mathematical Statistics*Mathematics of FinanceMicroeconomics*ProgrammingProjectStochastic ProcessesShort Industrial TrainingLong Industrial Training(for 4-Year Programme only)	<ul style="list-style-type: none">Advanced Corporate FinanceDerivatives SecuritiesFinancial MarketsFinancial Reporting*Futures and OptionsInternational Economics Theory and PolicyInternational FinanceInvestment ManagementIslamic FinanceRisk Theory

*Students are required to take the modules in order to obtain exemptions from the Society of Actuaries (SOA), US and Canada.

MPU:

The Ministry of Education (MOE) requires all students to take Mata Pelajaran Umum (MPU) (i.e. General Studies) which is categorised under U1, U2, U3 and U4 within the duration of their studies. U1 modules are prescribed by MOE whereas U2, U3 and U4 modules are from a list of University Core Modules (UCM) prescribed as per the Programme Guide.

- MPU (U1a)
- MPU (U1b)
- MPU (U2) or Bahasa Kebangsaan A
- MPU (U3)
- MPU (U4)



BACHELOR OF BUSINESS (HONS) BANKING & FINANCE

3-Year
Programme

KPJ / JPS (R/343/6/0040) 02/22

*Bachelor of Arts (Hons) Banking & Finance (UWE, UK)
Bachelor of Business (Finance) (QUT, Australia)*

INTAKE: MARCH & AUGUST

This programme is designed to equip students with a background of banking and finance concepts, as well as knowledge and skills that allow for practical application in the modern-day workplace.

Students are prepared for a wide-array of careers in financial sectors, including financial consultancy, stock broker, commercial and investment banking, securities commission and central bank.

Graduates of this programme will learn how to harness their analytical skills to seek solutions via creative ideas. Students will also learn how to polish their interpersonal and communication skills.

The AICB Executive Banker Certificate Award

- Students who obtain a grade point average of more than 3.0 will graduate from Taylor's University with an additional certificate, the Executive Banker certificate which is awarded by the Asian Institute of Chartered Bankers (AICB).

Modules	Electives
<ul style="list-style-type: none">• Bank Management• Business Communication• Business Ethics and Values• Business Law• Derivatives• Financial Markets• Introduction to Accounting• Introduction to Finance• Introduction to Management• Islamic Banking and Finance• Macroeconomics• Microeconomics• Money and Banking• Organisational Behaviour• Portfolio Management• Principles of Marketing• Project or Entrepreneurship Accelerator Project or Business in Context: Case Study• Quantitative Methods for Business• Research Methods• Risk Management• Strategic Management• Wealth Management• <i>Industrial Training or Industry Immersion</i>	<ul style="list-style-type: none">• Comparative Banking• Corporate Finance• Credit Management• Financial Economics• Futures and Options• Human Resource Management• Intermediate Macroeconomics• Introduction to Management Accounting• Organisational Studies• Rules and Regulations of Futures and Options

MPU:

The Ministry of Education (MOE) requires all students to take Mata Pelajaran Umum (MPU) (i.e. General Studies) which is categorised under U1, U2, U3 and U4 within the duration of their studies. U1 modules are prescribed by MOE whereas U2, U3 and U4 modules are from a list of University Core Modules (UCM) prescribed as per the Programme Guide.

- MPU (U1a)
- MPU (U1b)
- MPU (U2) or Bahasa Kebangsaan A
- MPU (U3)
- MPU (U4)



BACHELOR OF BUSINESS (HONS) FINANCE & ECONOMICS

3-Year
Programme

KPJ / JPS (R/343/6/0039) 02/22

Bachelor of Arts (Hons) Economics (UWE, UK)

Bachelor of Business (Economics) (QUT, Australia) or Bachelor of Business (Finance) (QUT, Australia)

INTAKE: MARCH & AUGUST

This programme is designed to equip students with in-depth understanding of economic behaviour and an extensive knowledge of the financial sector, drawing upon the many insights of modern theories in economics and finance.

Through this programme, students will develop methodological approaches and knowledge required to analyse and evaluate the complexities of financial markets. Students will discover more about capital markets and investment decision-making, option pricing as well as national economies on a macro-economic level.

Graduates from this programme will ultimately acquire relevant insight and capabilities that enable them to hold positions of great responsibility in the economic and financial system, financial institutions, international organisations, supervisory authorities and central banks.

Professional Accreditation

- Graduates will be provided with a solid foundation to pursue the Chartered Financial Analyst (CFA) programme.

Modules	Electives
<ul style="list-style-type: none">• Applied Econometrics• Business Communication• Business Ethics and Values• Business Law• Corporate Finance• Derivatives• Economics for Organisation• Financial Economics• Intermediate Macroeconomics• Intermediate Microeconomics• Introduction to Accounting• Introduction to Finance• Introduction to Management• Macroeconomics• Microeconomics• Organisational Behaviour• Portfolio Management• Principles of Marketing• Project or Entrepreneurship Accelerator Project or Business in Context: Case Study• Quantitative Methods for Business• Research Methods• Strategic Management• <i>Industrial Training or Industry Immersion</i>	<ul style="list-style-type: none">• Credit Management• Development Economics• Financial Markets• Financial Reporting• Futures and Options• Human Resource Management• International Economic Policy and Theory• International Trade and Multinational Business• Risk Management• Rules and Regulations of Futures and Options• Wealth Management

MPU:

The Ministry of Education (MOE) requires all students to take Mata Pelajaran Umum (MPU) (i.e. General Studies) which is categorised under U1, U2, U3 and U4 within the duration of their studies. U1 modules are prescribed by MOE whereas U2, U3 and U4 modules are from a list of University Core Modules (UCM) prescribed as per the Programme Guide.

- MPU (U1a)
- MPU (U1b)
- MPU (U2) or Bahasa Kebangsaan A
- MPU (U3)
- MPU (U4)



BACHELOR OF BUSINESS (HONS) INTERNATIONAL BUSINESS & MARKETING

3-Year
Programme

KPT/JPS (R/340/6/0408) (A9968) 07/19

*Bachelor of Arts (Hons) Business Management with Marketing (UWE, UK)
Bachelor of Business (International Business) (QUT, Australia)*

INTAKE: MARCH & AUGUST

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
<ul style="list-style-type: none">Business CommunicationBusiness Ethics and ValuesBusiness LawConsumer BehaviourExport Practices and ManagementIntegrated Marketing CommunicationsInternational Business Issues and PoliciesInternational FinanceIntroduction to AccountingIntroduction to FinanceIntroduction to International BusinessIntroduction to ManagementMacroeconomicsMicroeconomicsOrganisational BehaviourPrinciples of MarketingProject or Entrepreneurship Accelerator Project or Business in Context: Case StudyQuantitative Methods for BusinessResearch MethodsServices MarketingStrategic ManagementTransnational Management<i>Industrial Training or Industry Immersion</i>	<ul style="list-style-type: none">Brand ManagementContemporary Issues in MarketingCross Cultural ManagementDoing Business in AsiaEntrepreneurship and Small BusinessInteractive and Digital MarketingIntercultural CommunicationInternational Economic Theory and PolicyInternational Human Resource ManagementInternational MarketingInternational Trade and Multinational BusinessManagement AccountingManagement Information SystemMarket Analysis and Decision MakingMarketing ManagementOrganisational StudiesProduction and Operation ManagementRetail Marketing

MPU:

The Ministry of Education (MOE) requires all students to take Mata Pelajaran Umum (MPU) (i.e. General Studies) which is categorised under U1, U2, U3 and U4 within the duration of their studies. U1 modules are prescribed by MOE whereas U2, U3 and U4 modules are from a list of University Core Modules (UCM) prescribed as per the Programme Guide.

- MPU (U1a)
- MPU (U1b)
- MPU (U2) or Bahasa Kebangsaan A
- MPU (U3)
- MPU (U4)



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- Sabah Office Tel : 6088-486 936 / 937 Fax : 6088-486 938
- Sarawak Office Tel : 6082-345 807 / 808 Fax : 6082- 345 809

This publication contains information, which is current as of December 2017. 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.