



**TAYLOR'S
UNIVERSITY**

Wisdom · Integrity · Excellence

**SCHOOL OF
HOSPITALITY, TOURISM
AND CULINARY ARTS**

DUAL

AWARD

Awarded by
Taylor's University &
The University of Toulouse (UoT)

**MASTER IN
INTERNATIONAL
HOSPITALITY
MANAGEMENT**

2014

Welcome to Taylor's Graduate School

Welcome to Taylor's Graduate School (TGS) and thank you for your interest in our graduate programme in hospitality management.

The Master in International Hospitality Management will provide you with the skills and training to help you secure a leading position at any hospitality or service related organisation. We are proud to be able to offer you this postgraduate degree in partnership with the University of Toulouse (UOT), the second largest and second oldest university in France. The credentials you will earn will carry a renowned quality that is highly valued internationally.

In support of the vigorous standard that the programme offers, we have assembled a team of top academicians from UOT and Taylor's. They are a highly dedicated group that strives to ensure you get the best from your studies and to guide you on a direct pathway towards career success.

At TGS, we believe in developing postgraduate programmes that will positively influence both your work and professional life. The school does not only provide comprehensive resources to assist students in their work, but also cultivates an environment where students can network and build new relationships, as well as exchange ideas with peers from different countries, cultures and professions. TGS courses and seminars are scheduled after office hours to accommodate students who work during



the day. Additionally, we provide access to online learning portals and electronic resources to further complement research and scholarly work.

I invite you to discover more about Taylor's as a place for an exciting and fulfilling educational experience. Please feel free to contact us or stop by our campus for more information and assistance. I hope to see you soon at Taylor's, until then, I wish you all the best in your pursuit of an advanced degree.

Professor Dato' Dr. Hassan Said
Vice Chancellor and President

Asia's 1st French Master Degree In Hospitality

I am delighted that you are considering the University of Toulouse 2 Le Mirail's (UOT) Master in International Hospitality Management. It is the first French Master's Degree to be offered in Asia in English.

The University of Toulouse 2 Le Mirail and specifically CETIA (the Centre for Studies in Tourism, Hospitality and Food Industries) has a strong reputation across Europe and the world for excellence in teaching and research in the areas of hospitality, food habits, health, tourism and heritage management. It is one of the best schools in France, a country which is the world's most popular tourist destination and the gastronomic capital of the world.

Our postgraduate education is of the highest quality, where graduate students constantly engage in discussions and dialogues with their professors. We encourage passionate debates that develop strong analytical and oratorical skills. Students will benefit from the shared experiences of our many accomplished academics who are recognised internationally in their chosen disciplines.

As a graduate student of UOT in Malaysia, you will have the opportunity to interact with fellow classmates who come from different countries, diverse cultures and have different career experiences. This wonderful mix ensures a globalised learning environment that is enriched through collective knowledge, experiences and perspectives.



If you're looking for a quality advanced degree from a highly accomplished school, I invite you to look no further than Taylor's. Here, you will join the future movers and shakers of the hospitality industry and go further in your pursuit for excellence.

Professor Dr. Jean Pierre Poulain
Director
Centre for the Studies in Tourism,
Hospitality & Food Industries
University of Toulouse 2 Le Mirail

Recent Achievements:



Hospitality at Taylor's

Taylor's School of Hospitality, Tourism & Culinary Arts is today the Regional Center for Excellence in hospitality, tourism & culinary arts education.

1. Track Record

- Over 25 years of expertise
- As one of South East Asia's largest and most established School of Hospitality, Tourism & Culinary Arts.

2. Top French Qualifications

- Highly acclaimed French Diplomas in Hospitality Management, Tourism Management and Culinary Arts, Advanced Diploma in Patisserie and Gastronomic Cuisine awarded by Academie de Toulouse, a division of the Ministry of Education, France.

- Bachelor Degrees in International Hospitality Management (Hons), Culinary Arts and Food Service Management (Hons), International Tourism Management (Hons), (Event Management), International Tourism Management (Hons) (Travel and Recreation Management) and Master in International Hospitality Management awarded by the University of Toulouse (UOT).

- Taylor's University is the first and only institution in Malaysia to offer French bachelor and master degree programmes in hospitality.



3. Faculty

- We are well-known for the quality of our teaching faculty comprising 100 full-time local and expatriate lecturers, many of whom are either industry professionals or top academicians.

4. Alumni

- Over 7000-strong alumni, many of whom hold supervisory and managerial positions in various sectors of the industry worldwide, offer an excellent network to any future graduate.

Jean-Michel
Fraise

Managing Director
HTC in Asia

"I took the Master's degree after having worked for nine years and it completely changed my life. It equipped me not only with strong analytical skills, but also enhanced my ability to make effective decisions. Through the comprehensive programme, I capitalised on my strengths and expertise, while at the same time gained new knowledge and skills to become a complete, well-rounded manager with a competitive edge."

The University of Toulouse (UOT)

UNIVERSITE
DE TOULOUSE
LE MIRAIL



Europe's premier institution of learning

It has a rich heritage of academic culture, set within the city of Toulouse, along the banks of the Garonne River in Southwest France. Toulouse is the 4th largest city in France and the fastest growing in Europe. It is the home base of the European aerospace industry, as well as several well-known companies such as Airbus SAS, Alcatel Aleia Space and EADS Astrium.

World renowned programmes

There are currently more than 110,000 students at The University of Toulouse, making it the second biggest university complex in France (after Paris). The school is well known for its quality programmes in Hospitality, Tourism & Culinary Arts, Literature and Languages, Social and Human Sciences among others.

An educational network that covers the world

UOT shares a close partnership with 80 foreign universities that work together to offer continuing education and student exchange programmes across the world.

France's top ranked Master programme

A recent survey conducted among the professionals in the industry in France, ranked UOT's hospitality master degree programme at the top position.

Cutting-edge achievements. Centuries of excellence.

The University of Toulouse (UOT) was established in 1229, and is one of the oldest universities in Europe.

Employability statistics of master degree holders of University of Toulouse, France



Sub-sector	Percentage
Hotel and restaurant chains	19.0%
Institutional catering	9.0%
Independent hotels & restaurants	6.0%
Foodservice organisations	2.6%

Sector	Percentage
Institutions of Tourism	6.8%
Tourism Information Centres	6.0%
Travel agencies & tour operators	8.7%
Tourism Associations	4.7%
Transportation	4.0%
Others	1.3%
Consultant	10.7%
Operations	6.1%

Experience Our Master Degree that can turn your career from good to great



Be part of the world's largest and fastest growing industry.

The tourism and hospitality industries combined together, account for 10% of the world's Gross Domestic Product and make up the world's largest and fastest growing industry. In 2008 alone, over 922 million international tourist trips were taken with international tourism receipts growing up to USD 944 billion.

A growing opportunity in Asia.

No other region can keep up with the frenetic pace of growth that Asia is experiencing in the hotels, resorts, travel, leisure, foodservice, entertainment, conventions and food sector. These industries are finding it increasingly difficult to fill vacancies for the jobs created with suitably qualified personnel.

Highly sought-after professionals.

Highly lucrative rewards.

As global and local companies compete vigorously for market share, change becomes the only constant in their business and the benchmark for service

excellence continues to rise. The industry now seeks professionals who not only have the passion and talent for the job, but an ability to anticipate change, adapt to new conditions, analyse risks and master management tools to respond proactively to market demand.

Versatile skills that open doors around the world.

This Masters programme will equip you with highly sought-after skills that will open the doors to a successful career to many exciting and challenging careers all over the world, in the various sectors of the industry, ranging from international hotel chains to small, traditional businesses. It is a springboard into senior management positions in areas relating to:

- Hotel Administration
- Strategic Planning and Development
- Restaurant and Foodservice Management
- Human Resources Management
- Financial Management
- Sales and Marketing
- Policy, Planning and Development
- Education and Training
- Consultancy

Master in International Hospitality Management

KPT/JPS (N/811/7/0078) 06/17

Programme Objectives

The master programme provides comprehensive training in theoretical knowledge and develops real world application skills with a balanced offering that is complemented by professional exposure through course work, research, graduate seminars and an internship.

It is an academically-rigorous programme that focuses on hospitality management with a strong industry orientation that is designed to prepare graduates for upper management and consultancy

career opportunities. Students will develop research competencies, leadership ability, and critical thinking skills as well as be equipped with sophisticated, cutting-edge knowledge and tools necessary at the management level.

The programme talks about a global approach in its teaching materials. It is supplemented by case studies to ensure students attain a deeper understanding of international affairs that will give them an added edge in the global arena.

Programme Overview



Thierry Morice

Director of Catering
Europe Region Compagnie
des Alpes

I started in a luxury 5-star hotel in France, as a Cost Controller. My knowledge in Finance allowed me to set up tools for audit and better performance. That's why I am now in charge of maximizing the catering revenue for the whole group.

"My cutting edge after the Masters was that I was able to identify the right strategy from the start. In the beginning of my career, each time I made a decision, I was thinking about my strategic management classes.

Armelle Marchand

Development Director
Mona Lisa Group France

Programme Structure

Semester 1		Semester 2		Semester 3	
Block 1	Block 2	Block 3	Block 4	Internship	Dissertation Submission
Course 1: Strategic Human Resources Development Course 2: Research Methodology Course 3: Quantitative Data Analysis	Course 4: Strategic Marketing Course 5: International Law for Hospitality Course 6: Financial Management for Hospitality Businesses	Course 7: Anthropology & Sociology of Food Course 8: Managerial Economics Course 9: Quality Management	Course 10: Hospitality & Foodservice Engineering Course 11: Strategic Management for Hospitality Managers Course 12: Hospitality Application Simulation Exercise	20 weeks internship	100 page dissertation submission

Programme Delivery

- Suitable for both full-time and part-time studies
- Block lecturers by top professors supported by weekly lectures
- Classes/seminar will be conducted on:
 - ~ Monday, Tuesday, Wednesday and Thursday from 6pm-9.30pm
 - ~ Every subject includes 2 days of block lectures conducted either on weekdays or weekends.



Dissertation Submission

To fulfill the graduation requirements of the Master Degree, all graduate students are required to submit and defend the dissertation.

The dissertation submission would encompass the following three-concepts:

- Identifying the topic to an applied problematic;
- Producing new knowledge using academic criteria and methodology;
- Applying and operationalising the new knowledge to a given situation which caters for the industry needs and request.

Internship

A 20-week internship is planned to supplement the study.

This internship period is a compulsory segment for students who do not have the required minimum professional experience. It is not an assessed component; however, students may study the problem faced by an organisation as a research topic for their dissertation. As a result, students can choose to attach to companies that allow them to conduct an applied research based on a real issue taking place in the company.

The internship is also aimed at enhancing employment opportunities and preparing students during the transition from studies to employment. Therefore, students may seek paid employment during the internship period.

Students can undergo their internship in Hotel, Catering and Tourism related establishments, ie: convention and exhibition centers, international hotel chains, casinos, food production & service related organisations, theme parks, restaurants, consultancy firms and transport organisations. Internship exemptions are given to those with relevant working experience.



Graduate Seminars

Students will be exposed to emerging trends and issues affecting the hospitality industry. Faculty from academia and industry professionals will be invited to deliver a series of talks that cover areas such as; Hotel Management, Marketing, Food Service, MICE Management, Organisational Behavior, Culture, Arts & Heritage and Hospitality Design and Planning.



Industrial Training Placement

tourism organisations

- Air France - KLM • Club Med Vacances (M) Sdn Bhd • Delta Airlines • Diethalem Borneo Expedition Sdn Bhd • Galileo by Travelport • Hertz Rent A Car • Mayflower Acme Tours • Qatar Airways • Sunway Lagoon Theme Park

foodservice organisations

- Glenmarie Golf & Country Club • Hard Rock Cafe • Le Francais French Dining • Mangotree Restaurant Sdn Bhd • Saujana Golf & Country Club • Sodexo Food & Management Services • Third Floor Restaurant & Bar • Zen Japanese Restaurant • Laffitte Restaurant

hospitality organisations

- Carcosa Seri Negara • Ceylon Continental Hotel Colombo • Conrad Bali • Continental Hotel • Crowne Plaza Hotel Riverside Kuching • Crowne Plaza Mutiara Kuala Lumpur • Four Seasons Hotel Jakarta • Grand Hyatt Jakarta • Hard Rock Hotel Bali • Hilton Hotel, Kuching • Hilton Hotel, Petaling Jaya • Hilton Kuala Lumpur • Hotel Nikko Jakarta • Hotel Nikko Kuala Lumpur • Hyatt Regency Kathmandu • Hyatt Regency Kinabalu • Hyatt Regency, Johor Bahru • Hyatt Regency, Kuantan • InterContinental Hotel Bali • InterContinental Muscat • JW Marriott Hong Kong • JW Marriott Hotel • Le Meridien Hotel Jakarta • Le Meridien Kota Kinabalu • Le Meridien Kuala Lumpur • Mandarin Oriental Kuala Lumpur • Marriott Resort & Spa, Miri • New World Hotel Saigon • Novotel Hotel • Palace of the Golden Horses • Mines Resort City • Pan Pacific Sonogon Dhaka • Park Hyatt Saigon • Park Royal Kuala Lumpur • Peninsula Hong Kong • Ritz-Carlton Hong Kong • Shangri La Golden Sands Resort Penang • Shangri La Hotel Kuala Lumpur • Shangri La Putrajaya • Shangri La Rasa Sayang Resort Penang • Shangri La Tanjung Aru Kota Kinabalu • Shangri-La Golden Flower Xi An, China • Shangri-La Hotel QingDao, China • Shangri-La Hotel Surabaya • Sheraton Bandung Hotel and Towers • Sheraton Hotel Labuan • Sheraton Imperial • Sheraton Penang • Sheraton Subang Hotel and Towers • Sofitel Accor Hotels and Resorts • The Portman Ritz-Carlton, Shanghai • The Ritz Carlton Kuala Lumpur • The Ritz- Carlton, Seoul • The Westin Kuala Lumpur • Traders Fudu Hotel Chang Zhou • Trader's Hotel Kuala Lumpur • Traders Hotel Yangon • Universal Resort Maldives

Eric Boonstoppel

General Manager
Fouquet's Barriere Hotel
(ACCOR Group)

"The Master Degree gave me tools on how to design quality standards and to assess them efficiently. My pursuit for quality was noticed by my boss and got me a promotion. Today, quality is still my priority No.1!"

"The Master Degree boosted my career from F&B Manager to General Manager in no time, because of the analytical mindset it gave me. I was able to diagnose issues and make decisions faster than my colleagues."

Sebastien Mariette

General Manager
Kampinski Hotel, Bulgaria

Inspiring Experience



Bala Murali Nanda

Project Consultant,
Royal Kingdom of Swaziland

Networking & Specialized Knowledge

Pursued my Masters with the goal of upgrading my qualifications, but I've gained much more through a valuable experience at Taylor's. The opportunities to meet and work with different people from around the world have broadened my horizons and given me useful exposure. One of my favourite subjects was Hotel and Foodservice Engineering, which enhanced my knowledge in the development, production and technological issues related to running a hotel or food service chain.



Lilian Yong Swee Lin

Online and Field Marketing Executive,
Starwood Hotels & Resorts

Career Advancement

My postgraduate qualification has definitely broadened my perspective in life. I have gained a wealth of knowledge from lecturers and classmates who generously shared their personal experience and stories which has allowed me to understand the differences and similarities of various cultures and societies. Today, I have the best of both worlds with plenty doors of opportunity spread wide opened, thanks to my Masters qualification — It serves as a stepping stone to a career advancement in the future.



Mathieu Lernautre

Assistant Researcher,
Taylor's Toulouse University Centre

Learning Environment

The research dimension of this programme has definitely been my greatest challenge, to which it was also the most fascinating and exciting subject. Within two years, I specialised in the study of event tourism, and I have met a team of lecturers and peers from all over Asia, Europe and Middle East, who I found to be significantly helpful in my learning process. Today, that interest, the conducive and rewarding learning environment has given a will to pursue a PhD in Social Economics.



Aminath Samah Abbas

Product Manager,
Villa Hotels Maldives

Management Solutions

The most important skill that I learned is how a manager thinks in the hospitality industry. Today, I know how to manage large complex objectives. All I need to do is break them down into smaller manageable goals. The programme has inspired me and given me what it takes to be a bold and creative business leader. I am sure that I will be able to make positive and valuable contributions to business performance in every role I take on.

Faculty Profile

We are committed to keeping our programmes and activities relevant to the demands of the industry. To this end, we have established a dedicated teaching faculty with esteemed and professional experience.

Prof. Dr. Poulain is an alumnus of Toulouse Hotel School and an internationally renowned expert in the field of socio-anthropology of food. Apart from his current position as the Head of Tourism, Hospitality and Food Studies Department (CETIA) at the University of Toulouse 2 Le Mirail, France, he is also the leader of the research pool, namely "Tourism, Food & Health" within the "CERTOP" Research Unit (Centre of Studies and Research for Work, Organisations and Power), that is affiliated with CNRS (French National Research Council).



PhD in Sociology (Ecole des Hautes Etudes en Sciences Sociales, Paris, France)

Professor Dr. Jean-Pierre Poulain

Prof. Dr. Vellas is a renowned professor of Economic Science at Université des Sciences Sociales de Toulouse, France. He is a registered expert in his field for NGOs and international bodies as well as the Programme Director for Master in Tourism International Economics at University of Toulouse 1 and the Chairman for Senior Citizen Universities' Network. He is also the Director for the Economics of Services and Tourism Research Centre (CEREST) at the University of Toulouse and a tourism expert for United Nations, UNESCO and World Bank.



PhD in Economics (University of Toulouse, France)

Professor Dr. Francois Vellas

Prof. Dr. Muhamad has over 29 years of lecturing experience in a local public university. An expert in tourism development, his research experience includes students' learning development and employment and training opportunities in South East Asia; Malay cuisines; hospitality services and development of local tourism. He also extends his consultancy services in many areas.



PhD in Tourism

Professor Dr. Muhamad bin Muda



Dr. Pichon is an Associate Professor in Marketing at the University of Toulouse 2 Le Mirail, France. He is also the coordinator of the Master Degree programme in Management and Engineering of Food Systems at the CETIA Department of University of Toulouse 2. He lectures various subjects such as Marketing Audit, International Marketing, Consumer Behaviour, Food and Foodservice Marketing. His research focuses on Risk Management in Hospitality, Tourism and Food Marketing.

*Ph.D. in Management Science (University of Toulouse 1, France)
Master of Research in Management Science (University of Toulouse 1, France)
Professional Master in Marketing (University of Toulouse 1, France)*

Associate Professor Dr. Paul Pichon



Dr. Catheryn Khoo-Lattimore is a graduate of the University of Malaya (UM) and holds a PhD from the University of Otago, New Zealand. Dr. Khoo-Lattimore is an expert in the fields of Qualitative Research, Marketing and Consumer Behaviour. She is an academic reviewer for journals and conferences, and provides supervisory expertise in the fields of consumer behaviour, entrepreneurship and real estate development, including resort and hotel development. Dr. Catheryn Khoo-Lattimore is a recipient of numerous international academic awards. She has also provided training consultancy to many Malaysian public-listed companies, particularly in the real estate industry.

PhD in Marketing

Associate Professor Dr. Catheryn Khoo-Lattimore



Dr. Vikneswaran Nair is the Director of the Centre of Research & Development for Taylor's University. His research field of specialization is on sustainable and responsible tourism, environmental management, poverty alleviation via tourism and application of technology in tourism. He was the past President of the Asia-Pacific Council on Hotel, Restaurant and Educational Institution (CHRIE) Federation and has been serving in the board of the Tourism Educators Association of Malaysia (TEAM) for the past 8 years. A seasoned and award winning researcher and consultant with more than 100 publications, he was honoured as the Outstanding Young Malaysian of the Year Award in 2006 and 2009. He has won numerous research excellence awards locally, nationally and internationally for his work on ecotourism rating and poverty alleviation.

PhD in Systems Engineering (Ecotourism)

Associate Professor Dr. Vikneswaran Nair



Dr. Yeoh Tow Kuang is a Ph.D. graduate of the University of Reading. He is an expert in the field of food technology. He has extensive industrial experience that was accumulated during service at multinational companies such as Glaxo Malaysia, Cold Storage Malaysia and Nestle Malaysia. Dr. Yeoh is a member of the Society of Applied Bacteriology, UK and a Professional Member of the Malaysian Institute of Food Technology.

PhD in Food Technology

Dr. Yeoh Tow Kuang



Dr. Kashif Hussain is the Programme Director for the Masters in International Hospitality Management. He holds a PhD in Educational Administration and Supervision from the Near East University, North Cyprus, and MSc in Tourism Management from the Eastern Mediterranean University, North Cyprus. He has over eight years of teaching experience and also parallel tourism industry consulting experience. He has received several academic, social & cultural awards and certificates as an excellent instructor and event management specialist. He is the author of more than 30 international refereed journal articles, book chapters and international conference papers. His research interests are in services marketing and sustainable tourism development.

PhD in Educational Administration and Supervision

Associate Professor Dr. Kashif Hussain



Dr. Paolo Mura is a graduate of the University 'G.d'Annunzio', Italy, and holds a Ph.D. from the University of Otago, New Zealand. His thesis focused on young tourists' perceptions of fear on holiday and gender. Since the beginning of his doctoral studies, Dr. Paolo Mura has developed his research interests, focusing on how behaviour is influenced by, and has an influence upon, society, personal motivations, and place and space. His research interests are youth tourism, tourist behaviour, leisure behaviour, and gender.

PhD in Tourism

Dr. Paolo Mura

Course Description

COURSE 1:

STRATEGIC HUMAN RESOURCES DEVELOPMENT

The purpose of this course is to examine the role human resource management plays in creating and sustaining competitive advantage. Contemporary issues such as globalisation, outsourcing, workforce diversity, mergers and acquisitions, downsizing, and occupational health, safety, and security are explored in terms of their strategic value. This course will allow students to enhance their critical thinking skills to analyse the ways in which an organisation's human resource management can influence and integrate with the strategic objectives of the organisation to enhance long-term performance.

COURSE 2:

RESEARCH METHODOLOGY

The purpose of this course is to train students in analysing social phenomena and professional issues in a rigorous and scientific manner. This knowledge requires an understanding of two different components: research design and analytical techniques. The subject encourages development of students' cognitive capabilities, allowing them to acquire, manage and apply knowledge effectively towards the solution of contemporary global issues. Students are trained to form opinions on the basis of facts and to articulate their findings effectively.

COURSE 3:

QUALITATIVE DATA ANALYSIS

This subject focuses on the basics of statistics and hypothesis testing in the beginning to lay the foundation for quantitative analysis. Then the subject moves on to the techniques essential for managing such as modelling, forecasting, process control and finally decision analysis. This subject focuses on the right methods for different types of problems rather than describing and explaining the method itself. The manipulation of data is done using the software SPSS and Ms-Excel. The subject pays attention to the interpretation of the results in order to enable the outputs to be useful for research recommendations or managerial decisions.

COURSE 4:

STRATEGIC MARKETING

This course focuses on the ways in which the marketing planning process can be managed effectively and strategically as rapid changes within the marketing environment demands a more strategic rather than a tactical approach. Among some of the most significant of these changes are the "new consumer" who is much more unpredictable and more desperate. These changes have led to a new type of marketing reality and this course looks at ways how the marketing planner can respond to this new marketing reality.

COURSE 5:

INTERNATIONAL LAW FOR HOSPITALITY

This course deals with the understanding of the legal principles and rules governing the hospitality industry. Introduction of the legal system and concept of law. The class will cover the understanding and definition of the hospitality and catering legislations. Understanding of principles and process of tourism development regulations which involve town planning and tourist area regulations.

Besides that, students will be guided on the definition and meanings of hospitality and tourism contracts which will involve licensing, franchising and also management contract between two or more individual in carrying out the business in the hospitality and tourism industry.

COURSE 6:

FINANCIAL MANAGEMENT FOR HOSPITALITY BUSINESSES

This course exposes students to financial products, its risk and return and finance tools used in this global or international market. In addition, these financial products' knowledge and proper use of finance tools based on the risk and return allow hoteliers make effective decisions. Students will also learn to identify and exploit opportunities for revenue optimisation in different business contexts. They will review the main methodologies that are used in each of these areas, discuss legal issues associated with different pricing strategies, and survey current practices in different sectors.

COURSE 7:

ANTHROPOLOGY & SOCIOLOGY OF FOOD

This subject enables students to apply sociological concepts in the comprehension of eating patterns; examine how eating habits had evolved in modern societies, leading to questions of food crises and obesity; and review major development in gastronomy and cultural cuisine, and its relation to the restaurant and tourism industry.

COURSE 8:

MANAGERIAL ECONOMICS

The primary approach is to search for value creation or added value through examining market mechanism. Through this, firm as a profit oriented organisation is created to search for, exploit, and protect, opportunities to add value. It covers the basic analytical principles of economics of markets and business, supply and demand, costs, competition and monopoly, and public policy.

COURSE 9:

QUALITY MANAGEMENT

The subject is designed to give the student a comprehensive understanding of quality management concepts, principles and quality management systems. The course introduces fundamentals of quality management as well as implementing a quality management system and applying it in the hospitality industry. The second part of this course equips students with the necessary skills to conduct basic consultancy projects in the hospitality industry.

COURSE 10:

HOSPITALITY & FOODSERVICE ENGINEERING

This subject deals with the organisation and design of hotel and restaurant systems. Students are required to apply different methods and tools to optimise the hotel and restaurant systems and evaluate the financial impact of hotel and restaurant projects. Students will be also taught about engineering in the true meaning of the conception and organisation of each department - allocation of rooms and floor areas to guests, circulation and flows and floor calculation, etc.

COURSE 11:

STRATEGIC MANAGEMENT FOR HOSPITALITY MANAGERS

Emerging issues such as globalisation; branding and re-branding; niche markets; online distribution, marketing and sales; require hospitality managers who can formulate strategies to deal with all of these issues. Hospitality leaders who are effective at strategy formulation, implementation and evaluation are able to create value in a highly competitive marketplace. This course will prepare managers to evaluate the competitive environment, create and assess strategic alternatives, and successfully execute a strategy.

COURSE 12:

HOSPITALITY APPLICATION SIMULATION EXERCISE

This Hospitality Simulation Game (HMS) is a concept of "educational simulation for executive management". The HMS has been designed as a cap course. It enables participants to recall and apply various management tools and techniques (i.e.: marketing, finance, human resources management, accounting, budgeting, and intercultural management) in a highly competitive environment whilst acting as managers of hotels; resorts or food and beverage outlets.

Admission

Entry Requirement

- All Bachelor's degree with a minimum CGPA 2.50, recognised by the Malaysian or National Government

OR

- Recognition of Prior Learning (RPL) as approved by MoHE

Qualifying conditions to apply (RPL)

- ✓ STPM/Diploma holder or equivalent
- ✓ Aged 30 years and above
- ✓ Acquires relevant work experience in related field and pass the Open University Malaysia placement test

OR

- Postgraduate Diploma Level 7 in same field recognised by Malaysian Government, with credit transfer

OR

- Any other equivalent qualification recognised by the Malaysian Government

International students

Visa Application

The Malaysian Immigration Department requires 6 – 8 working weeks to process student visa applications. Taylor's International Office will assist international students in submitting the necessary application for student visa, upon approval of their application for admission into the Master's programme and issuance of Letter of Acceptance.

English Requirements

You must include supporting evidence of your English language proficiency if your first language is not English, or if your undergraduate degree was not taught entirely in the English language. The supporting evidence can be fulfilled in one of the following forms based on the approved English requirement by Taylor's University Senate.

- International English Language Test (IELTS)
- Test of English as a Foreign Language (TOEFL)
- Malaysian University English Test (MUET)
- Taylor's Intensive English Programme
- Taylor's English Entrance Test (EET)

Financial Aid

Taylor's University offers a range of financial aid to support local and international students to succeed in its Postgraduate programmes. Majority of these financial support grants tuition waiver and some may even offer living allowances. These financial supports are awarded on a competitive basis where assessments include academic achievements, leadership qualities, scholastic aptitude, presentation and writing skills. Alignment to Taylor's University's strategic thrust is critical in the award of these financial supports.

Please refer to the Scholarships/Bursaries for Postgraduate Programmes booklet for more information.

Open Entry

What is Open Entry?

Open Entry (OE) refers to non-restrictive entry requirement into the postgraduate degree programme, applicable to adults who possess learning experience, which can be assessed, and matched against the learning outcomes of an academic course.

Admission requirements:

i. Age:

The age of the applicant must be at least 30 years old when applying for admission into the Master's programme.

ii. Minimum Academic Qualification

The minimum academic qualification of the applicant must be at least at the STPM/HSC (or its equivalent) level or holding a recognised Diploma certificate.

iii. Work Experience

The applicant must provide evidence of gaining at least 5 years of working experience at the supervisory or management level in any related industry.

How to apply?

The applicant needs to undertake the 4 steps before enrolling into the Master's Degree programme, which includes the following:

Step 1: Portfolio Submission

A 'Portfolio Form' and a 'Guide for Developing Your Portfolio' will be provided to you.

Step 2: Preparatory Programme

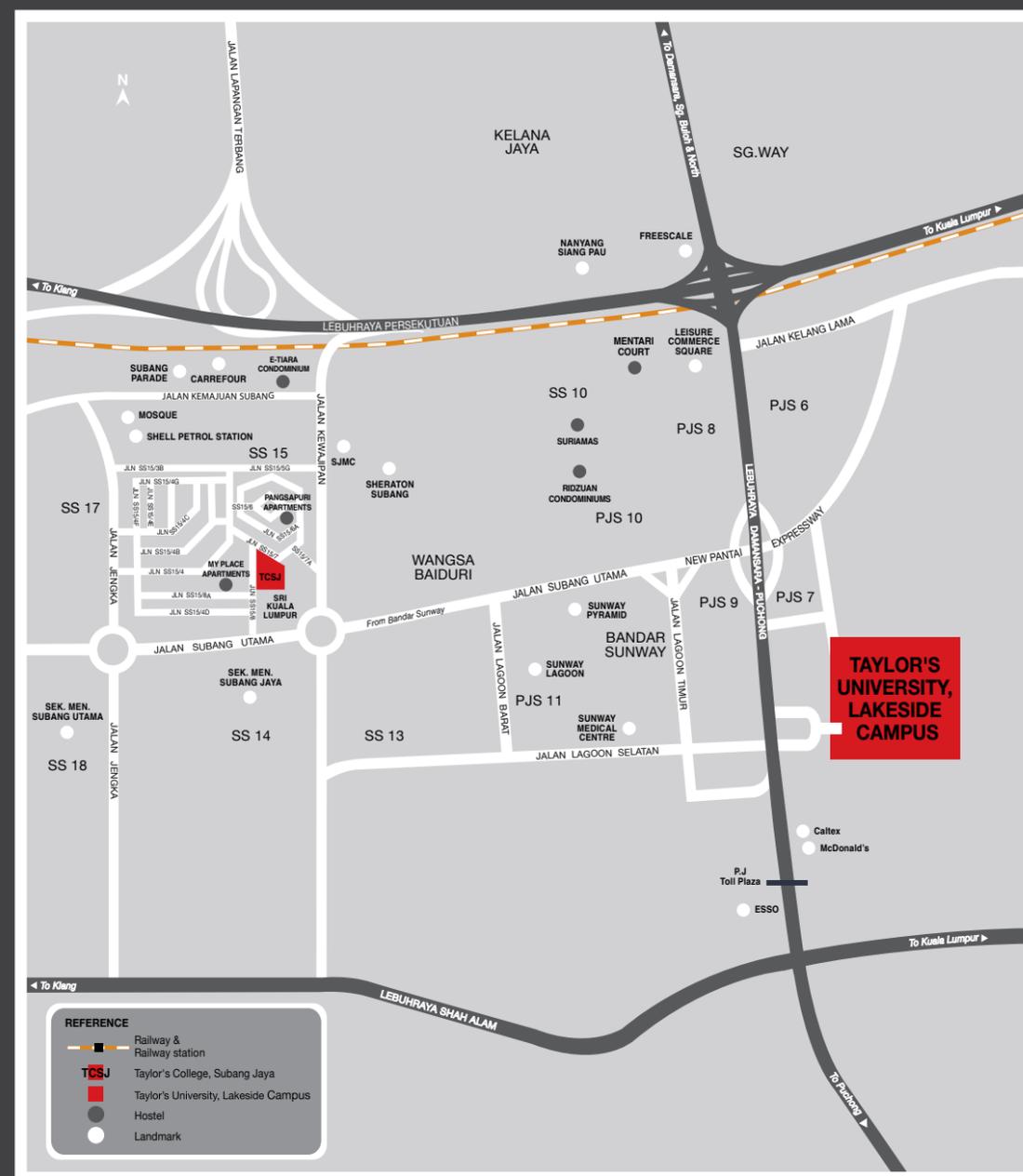
You would be given a comprehensive of preparatory materials to prepare for the test.

Step 3: Assessment Test (30 multiple choice questions)

It is to assess whether the candidate has acquired the pre-requisite knowledge needed for the Master's programme.

Step 4: Preparatory Assessment

The test comprises of Persistence Test, Essay Writing and Interview/Counseling Session.



TAYLOR'S UNIVERSITY, LAKESIDE CAMPUS

Taylor's Graduate School

Taylor's University Lakeside Campus
(JPT/BPP/1000-801/67/Jld.2(32) KPT/JPS/DFT/US/B21)

No 1, Jalan Taylor's, 47500 Subang Jaya, Selangor Darul Ehsan, Malaysia

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

E-mail : postgraduate@taylors.edu.my

www.taylors.edu.my