



TAYLOR'S  
UNIVERSITY

Wisdom • Integrity • Excellence

# TAYLOR'S MBA

MASTER OF BUSINESS ADMINISTRATION



# 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 who come from all parts of the world. The international community at Taylor's is something the University is proud of and intends to continue to develop in order to ensure that our graduates are prepared for the modern international workplace.

Research and enterprise are rising ever higher on Taylor's University's 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 questions 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  
Taylor's University





TAYLOR'S UNIVERSITY

# GAIN THE RIGHT EDUCATIONAL PERSPECTIVE

Since 1969, Taylor's University has played a significant role in developing the nation's youth to create well-rounded, community-centric contributors with a global outlook. In an increasingly diverse world where problems are complex and the potential for solutions require an integrated approach, we open up a world of possibilities for our students. With an alumni of over 65,000 graduates, many of whom are industry leaders, we are one of Malaysia's most successful private, higher education institutions. The University brings a new level of commitment to education by offering a range of programmes from foundation to postgraduate levels, with diverse fields ranging from Business, Law, Architecture, Hospitality, Engineering, and Medicine, just to name a few. These are benchmarked against and conducted in collaboration with top-rated partner universities.



## TAYLOR'S LAKESIDE CAMPUS

Situated in the Klang Valley, Malaysia's first modern tropical university campus is ingeniously built around an inspiring 5.5 acre lake. The 27 acres green urban campus incorporates many ecologically sustainable principles into its design, such as naturally ventilated spaces and cooling systems. The campus boasts world class educational facilities that prioritise the students' needs. Comprehensive student support services and notable leisure facilities are easily accessible. Here, tomorrow's leaders may immerse themselves in an interactive environment that is set against an exquisitely landscaped background in harmony with nature.

# TAYLOR'S BUSINESS SCHOOL



Taylor's MBA graduates are versatile and have the practical skills and strategic thinking necessary to lead in a disruptive marketplace

## **Dr Vinitha Guptan**

Head of Taylor's Business School



Taylor's Business School (TBS) is an innovative and entrepreneurial management led organisation with more than 3,500 students (both undergraduate and postgraduate). Leveraging on our tradition and track record of excellence, our passion is to develop sought after, future-fit organisational leaders with the capability to create legacies.

As a pioneer in this sector, we are focused on shaping the business minds of tomorrow through high quality business and management development education. Our partnership with industry experts enable us to offer postgraduate programmes that are up-to-date with market trends and are industry-relevant.

## **INSPIRING INNOVATIVE LEARNING**

We offer a quality business education in order to develop the practical and social skills set of students through an approach to learning which engages with:

- Blended learning
- Interaction with business
- Interactive and applied workshops
- External speakers

## **REAL-WORLD BENCHMARKS**

Our MBA programme is committed to experiential and action-based learning, exposing students to:

- Real-world business challenges
- Business scenarios which require risk assessment, creative and critical thinking
- Networking with colleagues on the programme and external to the university on contemporary business issues

## PLACING INNOVATION AT THE HEART OF OUR TEACHING

We value our intellectual capital and this is evident from the first-rate content of the Taylor's MBA. The calibre of our faculty impacts the way business is both taught and practiced. It makes a difference and distinguishes us from other institutions.

- Our senior faculty are highly regarded consultants in financial institutions, corporations and government agencies. Such experience allows them to provide invaluable perspectives to students.

## DYNAMIC LEARNING ENVIRONMENT

This futuristic-looking campus was designed by a team of international architects and is equipped with contemporary amenities such as WIFI access, amphitheatre-style classrooms, computer centre, student breakout rooms and a business lounge. There are also on-site conveniences including food outlets, banks, sporting venues and convenience stores.

## NETWORK OF INDUSTRY EXPERTS

The Industry Advisory Panel (IAP) works closely with TBS to ensure that the curriculums provided are relevant and correspond with current industry practices and requirements. The IAP also assists in providing career opportunities. In tandem, the panel organises seminars featuring expert speakers to help impart insight and industry trends to students.



**Sophia Ang**  
*Head, Talent Attraction and  
Workplace Futurisation,  
Maybank Group*

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As an alumnus of Taylor's University, it's been really fulfilling to be returning to the campus to engage lecturers and my fellow juniors despite graduating awhile back. My primary focus is exploring and innovating different ways to engage Taylor's students, graduates and lecturers as part of Maybank's extensive efforts in building and bridging the network between academia and industry. That includes being involved in the Business School's Advisory Board, organising our signature international case competition (Maybank GO Ahead. Challenge), engagements & workshops and guest lecturing amongst many other engagements with Taylor's.

The university has an outstanding Career Services team who are always very proactive in engaging students and employers both on and off-campus. This has been consistent with the Taylor's University team that we have engaged with thus far.

Taylor's graduates are highly agile and entrepreneurial and have definitely proven themselves to be on par or if not better against international graduates from our observations over various engagements such as MGAC.

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**Mohd Dzulfirzal Zulkapli  
(Rizal Zulkapli)**  
*Astro AWANI,  
a 24-hour news channel*

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Taylor's MBA will provide graduates with a strong understanding of the business world, with extensive focus on real life scenarios and critical thinking.

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**Ling, Ming Choo**  
*HR Director – Malaysia, Singapore,  
Myanmar, Cambodia & Laos  
Unilever Malaysia*

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Our experience with Taylor's University over the last four years has been extremely positive. I personally enjoy working with them as they are very passionate, open and looking for creative ways of collaboration. Taylor's graduates have been among the most sought after talent for us; not only for their strong technical knowledge but also for their go-getter attitude, very well-rounded skills and leadership skills.

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**Sherriza Nor Rashidi**  
*Employer branding & Talent acquisition,  
Lead  
PwC Malaysia*

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PwC Malaysia recruits students from Taylor's University, amongst others. We also work closely with the Taylor's Career Services Hub.

Taylor's Career Services team is proactive in finding out the students' developmental needs. With this knowledge, they work with us on programmes that can help students close these gaps. The 'Recruiters' Cycle' programme for example, was where we got to share our insights to the final year students on what we look for in our candidates and in doing so, share with them tips on how to differentiate themselves. It's not just a 'one-size-fits-all' approach as different campuses have different needs.

We can always depend on Taylor's Career Services team to promote about our job vacancies and other updates. The most recent example is the Trust Builder's Challenge, which is a campus challenge by PwC Malaysia. This year, we worked with the Career Services Team to promote about this. Currently, Taylor's University has a team that successfully made it to the Finals.

The facilities in Taylor's are advanced, creating a cozy environment and space that encourages learning. We enjoy visiting Taylor's Lakeside Campus.

We believe that technical capabilities alone are not enough. Graduates who have joined us from Taylor's would have excellent communication skills, are able to interact with people of different backgrounds as well as have the maturity to embrace diversity.

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**Yee Yin Sinn**  
*IBM Malaysia*

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Taylor's MBA provides me the opportunity to acquire new knowledge & skills relevant to the dynamic business world today. Most of the modules are taught by highly experienced academic experts who were able to share both academic knowledge, business practices & perspectives that contribute to a fruitful learning experience.

Within a very short period of time, the programme enabled me to explore various business modules which gave me different views & perspectives that can be applied directly to my current working environment.

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**Chin Sin Hwei**  
*MBA  
AIA*

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Guidance and sharing sessions from working professionals enabled me to relate how theoretical knowledge is applied in a corporate environment.

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## ACCREDITED BY CHARTERED MANAGEMENT INSTITUTE (CMI)

CMI is the only chartered professional body in the UK dedicated to promoting the highest standards in management and leadership excellence. It is the only organisation awarding Chartered Manager status, the hallmark of any professional manager and encompasses a membership community of more than 120,000 strong.

Taylor's MBA is accredited by the Chartered Management Institute (CMI). You will receive a Certificate from CMI upon successful completion of Taylor's MBA.



- You instantly become more employable when you receive a CMI professional qualification that is industry-recognised.
- You will gain access to exclusive CMI networking events.
- You will have the opportunity to attend lectures from top level CMI industry-expert members.
- CMI's qualification sits on the RQF framework and is recognised by the European Credit Framework.
- CMI's qualification fast-tracks students into the next stage of training to become Chartered Managers.
- During your studies, you will become a CMI Affiliate member, giving you a host of additional benefits to support your development and employability.

## Chartered Manager

Chartered Manager is the most prestigious status that can be achieved in the management profession.

- This award recognises professional managerial competence and functional ability.
- It takes consistent high performers who are committed to current best practices and ethical standards to the next level of managerial awareness.
- It improves employability and makes you stand out from the competition.



## Student Membership

As well as an additional qualification, membership of CMI provides you with a wealth of management resources and support.

- Fast answers – Enjoy instant access to all answers you need from CMI's unique online multimedia knowledge base ManagementDirect – a valuable resource to improve your grades and develop your skills.
- Mentoring – Experienced managers and leaders will share their skills and experiences to help you further develop your management skills.
- Network with the best – Make valuable business contacts at CMI's frequent events around the UK and in Malaysia.
- Career Development Centre – Our comprehensive online portal allows you to develop your interview skills, polish your CV and start approaching employers.
- Management library – Borrow from 700 books on management, leadership and business from the CMI management library, the largest in the UK.
- Show your development – CMI online CPD system allows you to update and access your student record of continuing professional development. A great resource for reviews and job interviews.

## ManagementDirect

CMI's dedicated resource portal, Management Direct provides access to a plethora of content available to students to support their studies and academics to enrich their teaching.

- Access to circa 3,000 publications, including Harvard Business Review.
- Opportunity to build a portfolio to demonstrate extracurricular training.
- Exclusive CMI research.
- 10,000 World-Wide company profile reports.
- Videos and podcasts.
- Marketing forecast trends.

# THE TAYLOR'S MBA

## TAYLOR'S MBA (MASTER OF BUSINESS ADMINISTRATION)

KPT/JPS (R/340/7/0542)(MQA/FA 0051)09/20

Our innovative, practical and globally relevant curriculum combines personalised leadership development with a multi-disciplinary approach to strategy. The Taylor's MBA is designed to provide a foundation of business knowledge, insights and skills crucial for achieving success. As we emphasise the development of personal leadership styles, goals, and competencies, the students hone fundamental skills required of top executives: working with management, shareholders and stakeholders, and managing teams and relationships.

### INDUSTRY PRACTITIONER AND ACADEMIC FACULTY TEAM

As part of our commitment to excellence, our programme offers a blend of academic and industry-centric information. Our faculty comprises, industry practitioners and academic professionals which give students a wider business perspective on contemporary issues and prepares them for future challenges.

### CMI BUSINESS SERIES

The Taylor's MBA programme employs the use of the CMI Business Series, which operating in parallel to the academic curriculum, ensures students gain networking opportunities and further engagement with the business world.

Through the CMI Business Series, external industry speakers share their perspectives on a range of contemporary business topics such as 'disruptive innovation' and the 'accidental manager'.

### REDEFINING CAREER BOUNDARIES

The Taylor's MBA is a route for experienced managers or entrepreneurs wishing to continue working whilst striving towards higher levels of management. Corporate representatives make regular visits to campus, many of them alumni who can offer advice and connections to get you to that next step in your professional life.

### GLOBAL MOBILITY

Benefit from global outlook, connections and foster international links as this MBA brings together students, faculty and organisations from around the world. Students train to navigate change, and use it to create new business opportunities and areas for personal growth.



## SELF-DIRECTED LEARNING

The MBA steps away from conventional paper-based, case study approach and maximises the opportunity to discover practical business solutions using the tools and techniques developed both in and outside the classroom. We connect the learning process to real business through an approach that gives students the tools and experience to lead change and innovation. We are aware of your pressing work schedules and that time is a commodity for working adults. To accommodate students' work/study balance we have integrated the e-learning platform which enables you to access recorded lectures via ReWIND and learning resources with ease and flexibility. Features include e-tutoring, e-submission, and e-forum.

## SELF-DEVELOPMENT

- A lateral perspective of business and management issues
- Comprehensive insight and the aptitude to bring formulated strategies to fruition in an efficient manner
- Development of management skills and techniques
- Deeper understanding of functions carried out by a manager and a leader
- Heightened confidence in all aspects of business

### CAREER PROGRESSION

- Greater prospects for promotion
- Broadened career opportunities
- Long term prospects and security

## HUMAN CAPITAL INVESTMENT

- Increased capacity to attract and retain managers with high potential
- Have enrolled staff gain insight into the latest management practices and have them improve their managerial and networking skills
- Developing viable succession planning options for tomorrow's leaders



## PROGRAMME STRUCTURE

A minimum period of 12 months spent pursuing a Taylor's MBA, makes this an ideal option for working adults. As Taylor's MBA reflects both the latest challenges facing businesses and up-to-date insights from our industry experts, the range of electives are revised based on market trends. There is a strong focus on self-development which you can start to apply immediately to your working life.

The Taylor's MBA is made up of six (6) core modules, one (1) elective module, three (3) specialism modules and a research project.





## MBA MODULES:

### CORE

- Financing the Corporation
- Strategy & Innovation
- Asian Economic Environment
- Managing Decisions
- Delivering Value to Customers
- Managing People for Performance

### ELECTIVE \*

- Leadership & Managing Change
- Managing Business in the Global Context
- Doing Business in Asia
- Project Management & Consultancy

### PROJECT

- Research Methodology for Executive
- Business Management Project

### SPECIALISM \*\*

- Risk Management & Strategy
- Social Commerce & Digital Marketing
- Investment & Portfolio Management
- Strategic Customer Management
- Services Marketing
- International Finance

\* Students choose ONE (1) elective from a list of modules which reflect contemporary trends in business and are subject to change given the nature of business

\*\* Students choose THREE (3) specialist modules from an approved list of modules which reflect contemporary trends in business and are subject to change given the nature of business and the specialism

This publication contains information, which is current as of March 2018. Changes in circumstances after this date may impact upon the accuracy or timeliness of the information. Taylor's University does its best to ensure that the information contained herein is accurate, but reserves the right to change any information described here without notice. Readers are responsible for verifying information that pertains to them by contacting the university.

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- Sarawak: 6082-345 807 / 808



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