



TAYLOR'S  
UNIVERSITY

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# TAYLOR'S UNIVERSITY SUMMER PROGRAMME IN MALAYSIAN CULTURE, HERITAGE AND GASTRONOMY

**31 July to 13 August 2022**

**Taylor's University** is a member of the Taylor's Education Group. It has become one of Malaysia's most successful and reputable private higher education institutions.

Taylor's has continuously provided excellent services for its students in terms of comprehensive study options, inspiring curriculum and teaching methods, progressive partnerships with leading universities worldwide, strong industry linkages, state-of-the-art facilities.

# TAYLOR'S UNIVERSITY SUMMER PROGRAMME IN MALAYSIAN CULTURE, HERITAGE AND GASTRONOMY

In today's ever-changing global corporate climate, having a university degree is no longer the sole criteria to succeed in a career. Graduates must be equipped with necessary soft skills to succeed in the working world and most importantly be prepared to compete locally and internationally. One of the most important traits graduates today must have to succeed in the global job market is cultural adaptability.

Jointly organized by the School of Architecture, Building and Design (SABD), School of Food Studies and Gastronomy (SMSG), School of Media and Communication (SOMAC), School of Management and Marketing (SOMM) and Taylor's Law School (TLS), this unique summer programme seeks to provide students the opportunity to study and live in a new country to enhance their international experience and to help develop their cross-cultural competencies.



## COURSE HIGHLIGHT

1. Immersed in the Malaysian multicultural and heritage environment.
2. Fun learning environment via a mixture of workshops, kitchen classes, field trips, and city tour.
3. Diverse field of learning components – architecture and building, business, communication, gastronomy and legal.

## LEARNING OUTCOME

Upon completion of this programme, students should be able to:

1. Experience and explore the Malaysian architectural heritage (history, style, and values) as well as the rejuvenation of the old Kuala Lumpur into a contemporary creative city.
2. Appreciate and explore Malaysian art and culture through hands on experiences.
3. Understand fundamentals of Malaysians eating habits through field trips.
4. Execute Malaysian food preparation and production techniques.
5. Understand the concepts of writing for social media and electronic media from the Malaysian cultural perspectives.
6. Discuss the varieties of writing styles in the social media and electronic media in Malaysia.
7. Reflect on the new and unfamiliar cultural experienced in Malaysia.

## ASSESSMENT



**30%** - Students are required to attend and participate in all the workshop activities throughout the two weeks.

**70%** - Students are required to prepare a VLOG not more than 3 minutes reflect on their learning experiences throughout the summer programme.

## LIFE CHANGING AND ENRICHING EXPERIENCES IN A CULTURAL HOTSPOT

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

### Programme fees:

**USD1400** inclusive of accommodation, experiential learning, welcome and farewell reception and cultural tours.

*Payment made is non-refundable if the participant is not able to fulfill the travel requirements as imposed by Malaysian authorities.*

### Exclusion:

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

### Minimum Participants:

15 students for the programme to commence.

### Travel Requirements:

All participants must fulfill the travel requirement imposed by the authorities of Malaysia such as fully vaccinated, provide a negative RT-PCR test result before departing to Malaysia, undergo COVID-19 screening test upon arrival, observe the quarantine requirement and bear all the cost incurred as per latest announcement by the authorities of Malaysia.

*\* Participants are to adhere to the latest travel requirements as announced and imposed by the authorities of Malaysia.*

### Accommodation:

Single room in student accommodation, or twin sharing room in a hotel as arranged by Taylor's University.

### Application Deadline:

**31 May 2022**

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

## PROGRAMME HIGHLIGHTS

WEEK 1	PROGRAMME ITINERARY
DAY 1 SUNDAY	<ul style="list-style-type: none"> <li>• Check in to designated accommodation service</li> </ul>
DAY 2 MONDAY	<ul style="list-style-type: none"> <li>• Welcome Reception, Introduction and Ice Breaking</li> <li>• Campus Tour and Welcome Lunch</li> <li>• Workshop - Malaysian Language, Culture and Customs</li> </ul>
DAY 3 TUESDAY	<ul style="list-style-type: none"> <li>• SOMAC - A Workshop on 'Writing for Mass Media from the Malaysian Cultural Perspective'</li> <li>• Field Visit: Asia-Pacific Institute of Broadcasting Development (AIBD)</li> </ul>
DAY 4 WEDNESDAY	<ul style="list-style-type: none"> <li>• SABD - Field Visit 1: Kuala Lumpur Heritage &amp; Creative City</li> </ul>
DAY 5 THURSDAY	<ul style="list-style-type: none"> <li>• SABD - Field Visit 2: Craft and Tradition</li> </ul>
DAY 6 FRIDAY	<ul style="list-style-type: none"> <li>• Kuala Lumpur City Tour</li> </ul>
DAY 7 SATURDAY	Free and Easy



WEEK 2	PROGRAMME ITINERARY
DAY 8 SUNDAY	Free and Easy
DAY 9 MONDAY	<ul style="list-style-type: none"> <li>• SFSG – Go Behind the Scenes: Malaysian Gastronomy and Eating Habits</li> <li>• Introduction to Malaysian Gastronomy</li> <li>• Ingredients in Malaysian Cuisine</li> <li>• Malay Cuisine Workshop</li> <li>• Malay Culture Delightful Experience</li> </ul>
DAY 10 TUESDAY	<ul style="list-style-type: none"> <li>• SFSG – Go Behind the Scenes: Malaysian Gastronomy and Eating Habits</li> <li>• Chinese Cuisine Workshop</li> <li>• Exploring Chinese Imperial Cuisine</li> <li>• Field Trip to one of the Malaysian Restaurant</li> </ul>
DAY 11 WEDNESDAY	<ul style="list-style-type: none"> <li>• TLS – A seminar on Introduction to Indigenous Communities of Malaysia and Rights under the Federal Constitution</li> <li>• Field Visit: Indigenous Peoples' Settlement</li> </ul>
DAY 12 THURSDAY	<ul style="list-style-type: none"> <li>• SOMM - Business Competitive Landscape</li> </ul>
DAY 13 FRIDAY	<ul style="list-style-type: none"> <li>• Student Sharing Session / VLOG Presentation</li> <li>• Farewell Reception and Lunch</li> <li>• Free and Easy</li> </ul>
DAY 14 SATURDAY	<ul style="list-style-type: none"> <li>• Check out from accommodation service and return to homeland</li> </ul>

## WHAT TO EXPECT IN MALAYSIA?

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



### KUALA LUMPUR CITY CENTRE (KLCC)

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



### CENTRAL MARKET

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



### BATU CAVES

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



### SULTAN ABDUL SAMAD BUILDING

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



Global Mobility

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