

**TAYLOR'S UNIVERSITY EDUTOURISM/
SUMMER PROGRAMME**

DOING BUSINESS IN ASIA

(Innovation, Culture and Entrepreneurship)

17 - 30 AUGUST 2025





TOP 1% MOST ELITE UNIVERSITY GLOBALLY

Since our inception in 1969, Taylor's has gained significant recognition as a leading private education institution. Our exhaustive list of accolades range from national to international, a testimony to our unwavering commitment towards excellence in teaching and learning, and high impact research.

Taylor's University is one of the world's top 1% universities and the #1 private university in Southeast Asia for 5 years in a row (2025 QS World University Rankings). In addition, it ranks #36 in Asia (2025 QS Asia University Rankings). The university's achievements reflect a strong focus on equipping students through Taylor'sphere™, its well-balanced ecosystem and community. Experienced lecturers, industry partners, alumni, and more nurture the students' intellect, creativity, and practical wisdom to graduate in demand.

Doing Business in Asia

(Innovation, Culture and Entrepreneurship)

ABOUT THE ORGANISER

Taylor's School of Management and Marketing is ranked No.1 in Business & Management Studies among all Private Universities in Malaysia and Southeast Asia in the 2025 QS World University Rankings by Subject. The school provides a crucial foothold for graduates to propel into the global arena, whether as future leaders of conglomerates or successful business owners. The school nurtures and develops students' practical capabilities and instils the right foundation for sustaining their business growth by exposing them to real-life scenarios and industry-relevant experiences that enhances student engagement. Programmes are recognised both locally and internationally and qualify for exemptions from professional bodies. Students receive equal recognition and certification from overseas institution partners.

Course Highlights

Asia is home to some of the most powerful markets and over the years, it has experienced tremendous economic growth. This programme intends to offer students an understanding on doing business in Asia. Learners will gain exposure to various aspects such as business strategies, cross-cultural issues, marketing management, and business operations. Ultimately, this programme strives to equip learners with an innovative and global mindset to appreciate the dynamic and emerging SEA markets as opportunities and to be aware of the business issues and challenges that arise from the diversified and culturally rich Asian business environments.

Understanding Doing Business in Asia

Understand the latest business concepts and marketing strategies that respond to the dynamics of the Asian business environment.

Exploration of International Environment

Explore the dynamic interplay between organisations and business systems with culture, ethnicity, world trade, and financial markets, and hence use the best ways to conduct business in ASEAN countries.

Development of Marketing Initiatives

Develop strategies and organisation design for successfully managing the operations of companies whose activities stretch across national boundaries in Asia.

International Challenges and Issues

Apply knowledge of the laws, foreign exchange and tariffs, making aware of import and export regulations and trade agreements when trading with foreign countries.

Learning Outcomes

The aim of this programme is to build an understanding of doing business in the dynamic Asia business environments. This module focuses on aspects of the business environments such as business strategies and practices, operations, marketing and management. This programme also explores the various issues and challenges of doing business in Asia in the global context. Upon completion of this course, students should be able to:

- Understand the different business practices and cultural dimensions in Asia.
- Propose appropriate business and marketing strategies in the global environment.
- Appraise the global trends, issues, and challenges in relation to doing business in ASEAN and Asia.

Assessment





LIFE CHANGING AND ENRICHING EXPERIENCES IN A CULTURAL HOTSPOT

Students who have successfully completed the Programme will be issued a Certificate of Participation.

Programme fees:

USD2,100 inclusive of accommodation, experiential learning, welcome and farewell reception, and cultural tours. Payment made is nonrefundable if the participant is not able to fulfil the travel requirements as imposed by the authorities of Malaysia.

Exclusion:

Flight tickets, travel insurance, health insurance, Social Visit Pass (SVP), airport transfer, and living costs are to be borne by the students. Proof of purchase is required for travel insurance and health insurance.

Minimum Participants & Criteria:

20 students for the programme to commence. Participants must be currently enrolled in a university.

Travel Requirements:

- ✓ International students/participants must submit an application for a Social Visit Pass (SVP) to Immigration Department of Malaysia (IMM) and Education Malaysia Global Services (EMGS) through our Global Mobility & Industry Partnership Office.

The SVP is RM86.40 (inclusive of 8% service tax) and participants are required to pay this amount in cash (in Ringgit Malaysia) during registration at Taylor's University.

- ✓ Participants are required to have travel insurance and health insurance that cover participants throughout the duration of the programme;
- ✓ Return flight tickets to the home country for students/ participants using SVP must be presented at the international entry points.

(return flight ticket to a third country with reasonable justification is subject to Immigration Department of Malaysia's approval)

All participants must adhere to and fulfil the travel requirement as announced and imposed by the authorities of Malaysia such as the Immigration Department, Ministry of Health, Ministry of Education, Ministry of Higher Education, etc.

Application Deadline: 31 May 2025

For enquiries, please write to summer@taylors.edu.my

PROGRAMME HIGHLIGHTS

WEEK 1

PROGRAMME ITINERARY

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|--------------------------|--|
| DAY 1 SUNDAY | ● Arrival at KLIA and check in to designated accommodation |
| DAY 2 MONDAY | ● Welcome Reception and Programme Briefing
Campus Tour and Welcome Lunch
Workshop 1: Malaysian Language, Culture and Customs |
| DAY 3 TUESDAY | ● Project Briefing
Workshop 2: Multiculturalism
Workshop 3: Doing Business in Asia |
| DAY 4 WEDNESDAY | ● Workshop 4: International Business
Workshop 5: Marketing Strategy |
| DAY 5 THURSDAY | ● Field Visit 1: MATRADE
Field Visit 2: Logistics Warehousing |
| DAY 6 FRIDAY | ● Kuala Lumpur Cultural Tour |
| DAY 7 SATURDAY | ● Free and easy |
| DAY 8 SUNDAY | ● Free and easy |

WEEK 2

PROGRAMME ITINERARY

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|---------------------------|--|
| DAY 9 MONDAY | ● Workshop 6: Emerging Market, Business Challenges and Risk Management
Venture Capitalists – Fund Raising |
| DAY 10 TUESDAY | ● Workshop 7: Economics of Happiness
Preparation for Business Pitching |
| DAY 11 WEDNESDAY | ● Business Pitching Session |
| DAY 12 THURSDAY | ● Group Presentation and Reflection
Farewell Reception and Lunch |
| DAY 13 FRIDAY | ● Malacca Cultural Tour |
| DAY 14 SATURDAY | ● Check out from accommodation and depart to Airport |



What to expect in Malaysia?

Malaysia is one of Southeast Asia's top travel destinations, offering an endless range of attractions and activities catering to the cosmopolitan shopper, cultural enthusiast, history buff, and nature lover. Malaysia is also well known for its multiculturalism, which has not only made it a gastronomical paradise but also home to hundreds of colourful festivals with warm and friendly locals. 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, 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, handicraft, 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 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 is 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 take place at Dataran Merdeka.



MALACCA

Malacca's historical significance and cultural diversity serve as a dynamic spot for eye-opening discoveries. Its well-preserved historical sites, including the iconic A Famosa fortress and the vibrant Jonker Street, offer a unique platform for understanding tourism, heritage, and culture. As a UNESCO World Heritage city, Malacca also boasts the majestic Stadthuys and the serene Cheng Hoon Teng Temple, offering a rich tapestry of experiences for visitors.



**TAYLOR'S
UNIVERSITY**

Wisdom · Integrity · Excellence



QS WORLD UNIVERSITY RANKINGS

PERFORMANCE RATING BY MINISTRY
OF HIGHER EDUCATION

READER'S DIGEST TRUSTED BRAND
GOLD AWARDS

Global Mobility & Industry Partnerships

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