



TAYLOR'S
UNIVERSITY
Wisdom · Integrity · Excellence

SCHOOL OF
HOSPITALITY, TOURISM
AND CULINARY ARTS



MASTER OF PHILOSOPHY (FOOD STUDIES)

KPT/JPS(N/811/7/0224)09/19

2015



TAYLOR'S UNIVERSITY, LAKESIDE CAMPUS

Since its inception in 1969, Taylor's has continuously provided excellent services for its students in terms of diverse study options, relevant curriculum and teaching methods, ongoing partnerships with leading universities worldwide, strong industry linkages, up-to-date facilities and well-equipped campuses. Taylor's University offers a myriad of courses in tertiary education, from foundation and diploma, to degree, postgraduate and professional programmes. Students can choose to enrol in courses encompassing fields such as Architecture, Computer Science, Engineering, Quantity Surveying, Biosciences, Law, Business, Communications, Design, Hospitality, Tourism and Culinary Arts, Medicine and Pharmacy.

The quality of the undergraduate teaching and learning at Taylor's was acknowledged when it garnered a 'Tier 5: Excellent' rating in the Rating System for Malaysian Higher Education (SETARA) in 2009 and 2011, by the Ministry of Higher Education Malaysia.

Taylor's continues to play a vital role in developing Malaysia's human resource capital, and boasts a 70,000-strong alumni network, many of whom have become leaders in their respective fields.





Awards - Taylor's University

Putra Brand Awards, Gold Award
2010 – 2014 (5 consecutive years)

Reader's Digest Trusted Brand Gold Award
2011 – 2014 (4 consecutive years)

**Tier 5: Excellent' rating by
Ministry of Higher Education Malaysia in SETARA**
2009 – 2011

Brand Excellence Award
2008 – 2009

**Student Choice Award "Most Popular" Private College and / or
University in Malaysia**
2008



RECOGNITIONS



Awards - School of Hospitality, Tourism & Culinary Arts

**Full International Accreditation by
International Centre of Excellence in Tourism
and Hospitality Education (THE-ICE)**

2014

**HAPA (Hospitality Asia Platinum Awards),
Academic and Research Excellence**

2013 – 2015

**'Tier 6: Outstanding' in the Ministry of Higher Education
Malaysia's Discipline-Based Rating System (D-SETARA)
World Gourmet Summit, Culinary Institution of the Year Award**

2012

HAPA (Hospitality Asia Platinum Awards), Honorary Award

2010 – 2012

**Brand Laureate, Best Brand in
Hospitality, Tourism & Culinary Arts Education**

2011

**Student Choice Award "Most Popular" Private College
and/or University in Malaysia (Hospitality & Tourism)**

2009

**Pacific Asia Travel Association (PATA),
Gold Award (Education & Training)**

2008



TAYLOR'S UNIVERSITY SCHOOL OF HOSPITALITY, TOURISM & CULINARY ARTS

For 27 years, Taylor's School of Hospitality, Tourism and Culinary Arts (TCHT) has been a leader in hospitality and tourism education and training. As the largest and most established hospitality and tourism management school in Southeast Asia, the School takes pride in consistently producing high calibre, industry-ready graduates who can deliver excellent performance in their workplace.

The industry-acclaimed diplomas and degrees in culinary arts, hospitality management and tourism management are offered in collaboration with our renowned French partners – the Academie de Toulouse (ADT) and the University Toulouse Jean Jaurès (UTJ2), France's second oldest and second largest university. This successful partnership spanning over two decades provides students with the best educational opportunities. Graduates of the degree programmes will not only be awarded two qualifications from Taylor's and UTJ2, but they will also experience cutting-edge teaching and learning methods applied in both Asia and Europe.



CENTRE FOR RESEARCH AND INNOVATION IN TOURISM, HOSPITALITY AND FOOD STUDIES

The Centre for Research and Innovation in Tourism, Hospitality and Food Studies (CRiT) is the centre of excellence of the School of Hospitality, Tourism and Culinary Arts at Taylor's University. It aims to be a reference centre of the country that is committed to tourism, hospitality and food studies by:

- 1 Developing competitive industry practices through consultancy and applied research;
- 2 Building capacity and enhancing human capital through training and education; and
- 3 Yielding environmental, economic and social sustainability through strategic partnerships between the public and private sector.



UNIVERSITY TOULOUSE JEAN JAURÈS

Founded in 1229 as University of Toulouse Le Mirail (UOT), University Toulouse Jean Jaurès (UT2J) has a long-standing tradition of humanities studies. It offers degrees from undergraduate to doctorate levels in a broad variety of disciplines. The involvement and commitment of the student body, faculty and staff, along with its high standard of education, have established UT2J as one of France's best universities and a leading academic institution in research and education. With more than 23,000 students, the University is renowned for its expertise in teaching and research in Social Sciences, Humanities, Arts, Literature, Languages, Technology and Health Management. All its degrees are accredited by the French Ministry of Higher Education.



INSTITUT SUPÉRIEUR DU TOURISME DE L'HOTELLERIE ET DE L'ALIMENTATION

Formerly known as CETIA, the Institut Supérieur du Tourisme de l'Hotellerie et de l'Alimentation (ISTHIA) has been dedicated to the development and promotion of professional training schemes in the areas of tourism, hospitality and food studies both in France and abroad for 25 years. ISTHIA was granted the status of "Higher School of Tourism, Hospitality and Food Studies" at UT2J in April 2012. "Higher School Status" is the recognition of academic excellence from the French Ministry of Higher Education. ISTHIA's Tourism, Hospitality Management and Food Studies degrees are ranked in top positions by French professionals.



The institute pursues five main goals:

- 1 Providing quality education in tourism, hospitality and food studies;
- 2 Enhancing an innovative educational model focusing on a multidisciplinary approach and professionalism;
- 3 Coupling training in research and innovation;
- 4 Engaging in partnerships with academic and economic stakeholders; and
- 5 Fostering international collaborations to build bridges for further development. Associated with the Centre of Studies and Research for Work, Organisation and Power (CERTOP), its faculty members work with CERTOP researchers to lead research activities in tourism, hospitality and food studies (research projects, PhD, research seminars, etc.). ISTHIA's partnership with the industry, government and public and private associations gives students ample opportunities for internship and employment.



WHAT IS FOOD STUDIES?



Over the last 20 years or so, the status of food has changed dramatically. Rippling food crises, the growing obesity problem and more have put food at the front and centre of the headlines. In a wider context of epidemiological transition, degenerative diseases, cancers and heart diseases—pathologies that food consumption might help prevent – have replaced epidemics.

In 2008, food riots around the world once again gave rise to an age-old concern: how to feed mankind? It has been forecasted that one day or another, population growth will outpace food production, resulting in one of the worst crises for mankind: famines and wars. Many individuals especially physicians, nutritionists, agronomy engineers and sociologists have issued warnings about the world hunger problem and called for the need to approach it outside the realm of charity and include it on the international political agenda.

Impacted by these shifting tensions, the issues of food has become political and environmental, both contemporary and heritage—all of which are relevant to social sciences.

Social sciences began focusing on food in the late 1970s and over the last two decades, research work in this area has grown considerably. We are probably on the eve of what could definitely be, if not a revolution, then at least a very deep transformation of nutritional approaches. The

extremely fast development of nutrigenetics, nutrigenomics and more importantly, epigenetics will reshuffle the current approach to food, opening up new avenues for research work, especially exchanges between the social sciences and food. The knowledge acquired about food models and the food fact, as well as how they connect with the nutritional fact, will be extremely useful both for research and food education.

To develop a deeper understanding of complex food-related issues from an interdisciplinary approach, the need for more experts who have the ability to explore and explain the relationship between food and environmental, cultural, social, political and economic processes is vital. Food studies professionals with the theoretical and practical tools to address the challenges and opportunities relating to food production, distribution and consumption worldwide will be highly sought to join the global food related industry's workforce.

GLOBAL OVERVIEW OF THE FOOD INDUSTRY

The increase in population coupled with rapid economic growth in the past decade—driven in large part by rising prosperity rates in emerging markets—has boosted global food consumption, which in turn has led to an explosive growth in the global food industry. Recent data from the Bureau of Labor Statistics show that the global Food and Beverage (F&B) industry is growing at 3.5 percent a year, and is projected to be worth more than \$US7 trillion this year, which accounts for about 10 percent of global GDP ^{[1] [2]}. One of the fastest growing segments of the industry is functional foods—foods that provide health benefits in addition to essential nutrients. The impetus for the growth is mainly due to consumers being more concerned about their health and how their diet can affect the risk of diseases.

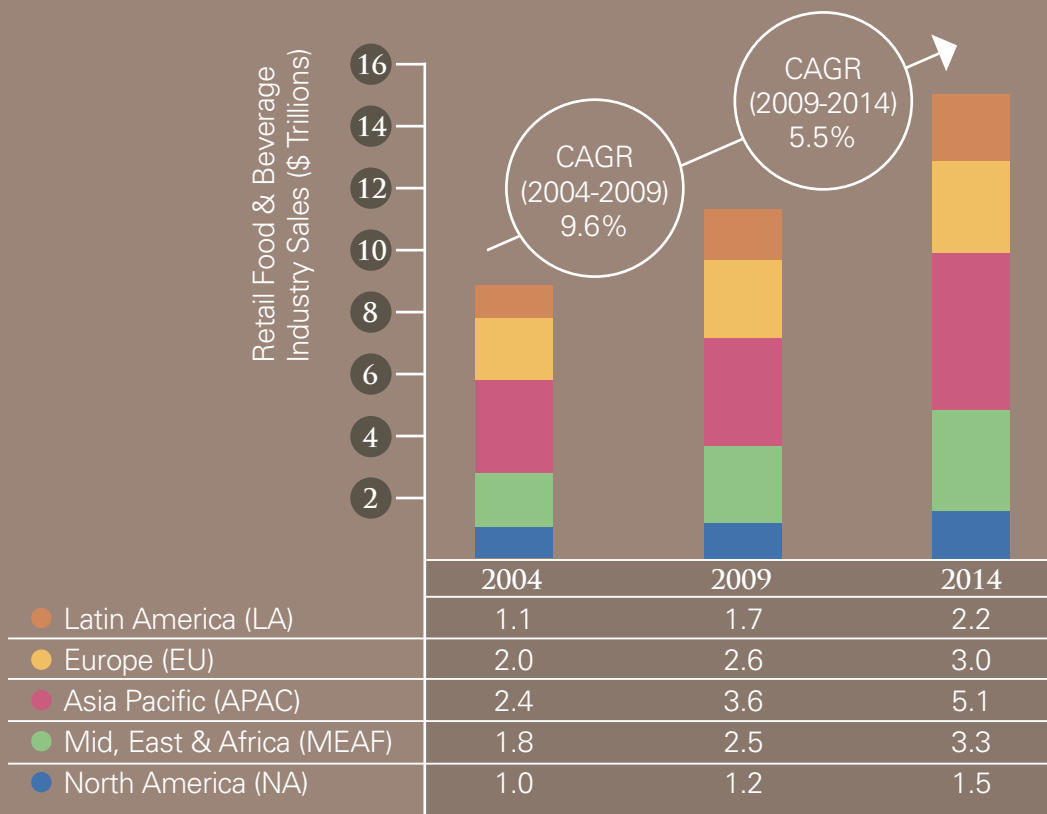
According to Frost & Sullivan's '2020 Vision Global Food & Beverage Outlook', global F&B retail revenues increased

by almost 82 percent from 2004 through 2014, jumping from US\$8.3 trillion to an estimated US\$15.1 trillion (refer to diagram). The global share of demand went up the most in the Asia Pacific (APAC) region, followed closely by the Middle East & Africa (MEAF) region.

The APAC region's food industry is undoubtedly one of the fastest growing in the world. Based on a recent Frost & Sullivan report, it is projected to retain a 33 percent market share in the global F&B market in 2014, mainly as a result of growing urbanisation, larger disposable incomes, increasing demand for healthier alternatives and rising sensitivity to food safety. The industry in this region is poised to be a key economic driver as demand for food and beverage is expected to exceed the combined demand of North America and Europe in 2014.

GLOBAL FOOD & BEVERAGE RETAIL REVENUES (2002-2014)

Global demand for Food & Beverages Reached \$11.6 Trillion in 2009 and is likely to reach \$15 Trillion in 2014.



Sources:

[1] Bureau of Labor Statistics

[2] The New Zealand Institute for Plant & Food Research Ltd (2013)

Note: All figures are rounded; the base year is 2009
Source: Frost & Sullivan

THE DEMAND

Based on the massive size of the global food industry, it is no surprise then that the employment potential is huge. The food production and agricultural sectors employed more than 1 billion people at the end of 2013, which accounted for a third of the global workforce ^[1]. According to ASEAN statistics, in the ASEAN region alone, 38 percent or 235 million of its 620 million population is involved in the agri-food sector ^[2].

The world's 10 biggest and most influential food and beverage companies, which include the likes of Nestle, PepsiCo, Unilever and Mondelez International, are also among the largest in the world. Their revenues were in the tens of billions of dollars in 2013, with five of them reporting at least US\$50 billion in assets. Together, they directly employed more than 1.5 million people combined and contracted with many more in areas covering the gamut from agriculture to manufacturing to retail and research and development ^[1].

While thousands of jobs exist in the food industry around the world, from Australia to China to South Africa, the stark reality is there is a critical skills gap—a shortage of workers with specific specialised knowledge and skills—in all sectors of the industry. This is a major challenge that impedes the maximisation of growth opportunities and addressing public health and food safety issues.

For the huge multinational companies to continue to thrive and for smaller players in the food industry to survive in an increasingly complex global food system, they need well-trained experts in food studies who can apply knowledge of contemporary global food studies to real-world issues like food safety and security, obesity, malnutrition, sustainability and more. Those with a deep understanding of food and its role in society, as well as the ability to anticipate new trends, respond effectively to changing consumer needs, lead innovation and research and develop policies and programmes that positively impact communities will find exciting career opportunities in multiple areas in the industry, including but not limited to, businesses, government, nonprofit organisations, academia, advocacy groups and the media.

Sources:

[1] Alexander E.M. Hess, Companies That Control the World's Food (2014), 24/7 Wall St

[2] 'White Paper ASEAN Harmonisation in the Food Sector' (2014), ASEAN Food and Beverage Alliance, pg. 2



INDUSTRY VIEWS



JULIE MAYER

COORDINATOR OF A PROJECT CO-FUNDED BY THE EUROPEAN COMMISSION

PROJECT: PREVENTION OF CHILDHOOD OBESITY AND BUSINESS OWNER

I studied journalism, anthropology and sociology and specialised in the fields of health and food habits. Today, I run my own business that focuses on strategic planning and I'm also managing a project focusing on childhood obesity prevention, co-funded by the European Commission. Based on my experience, the public health and communication sectors need people who can understand the global picture on a specific subject, including scientific publications, public reports and the private sectors' positions and actions, as well as manage very common tasks such as organising ideas and communicating them internally and externally in the most appropriate way.

The Master of Philosophy (Food Studies) enabled me to dive deep into the roots of sociology of food from a pluridisciplinary approach, including economics, anthropology and biology. It also taught me to link scientific knowledge with current aspects of societies and people's habits, and gave me useful tools to use in the work environment.



CHARLOTTE SARRAT

NUTRITION & FOOD STYLE SCIENTIST – GLOBAL NUTRITION

DANONE NUTRICIA RESEARCH

After six years of working in Danone Group's Global Nutrition Department as a nutrition scientist, where I was in charge of adapting our products to a country's local context and developing communication campaigns based on scientific data collected, I was tasked with co-developing a complementary comprehensive method in the field of food socio-anthropology in partnership with the International Centre in Agricultural Research for Development. With no background in that discipline, I enrolled in the Master of Food Studies at ISTHIA, Toulouse (France). Today, I'm a nutrition and food styles scientist, leading food socio-anthropological studies in countries where Danone has offices. These studies help us to better understand food practices and associated representations, as well as how to tackle key areas like communicating about local public health issues and designing locally relevant products and education programmes. There's definitely a growing interest in food socio-anthropology and the food industry needs people with a multidimensional perspective of food, scientific expertise and management skills.

Surrounded by renowned food sociology researchers in a stimulating environment, the Master of Philosophy (Food Studies) gave me a high qualitative sociology of food knowledge with a multidisciplinary approach, including nutrition and economics.

A MESSAGE FROM

THE CHAIR OF FOOD STUDIES: FOOD, CULTURES AND HEALTH

The Master of Philosophy (Food Studies) is a mixed mode degree awarded by both Taylor's and UT2J. This is a recognised qualification for those aspiring to work in top positions in any part of the food chain, ranging from production to distribution to food outlets and nutrition. This one-of-a-kind programme allows students to take into account the socio-cultural dimensions of food in their professional practices. They will see the bigger picture, understand the complexities of food in modern societies and above all, learn how to create value for themselves, their career and their society.

Prof. Jean Pierre Poulain holds a PhD in Sociology from the University of Paris VII, France. He has a long and established career in both academics and in international cooperation in different parts of the world, in the field of food studies and hospitality education. Throughout his career, he has worked as Full Professor, Dean of Department, Research Team leader, and now as Chair Professor of food studies in the Taylor's Toulouse University Center located in Taylor's University Lakeside Campus. Jean Pierre Poulain has published over 150 articles, books and book chapters, and led book series on food heritage. He is almost done with Dictionary of food cultures, a book involving more than 162 authors from different countries. He has presented numerous keynotes and conference presentations in the fields of food studies, sociology of obesity and Food heritage.



PROF. DR. JEAN-PIERRE POULAIN

CHAIR OF FOOD STUDIES:
FOOD, CULTURES AND HEALTH



THE TAYLOR'S FOOD STUDIES ADVANTAGE

1 The only Malaysian university that has a 'Chair of Food Studies: Food, Cultures and Health'—Prof. Dr. Jean Pierre Poulain. He establishes and maintains an emphasis in food studies, contributes to academic programmes through teaching, research and service and provides advice to students and faculty members. A French socio-anthropologist, Prof. Dr. Poulain has a long and successful career in the field of food studies and hospitality education in both academic and international life. He has published numerous books, book chapters and articles, as well as actively delivered keynote and conference presentations around the world on topics such as food sociology, food heritage and tourism practices.

2 Through the School's global learning curriculum, students are challenged to engage in critical exploration of global interconnections and interdependence, as well as understand different cultural contexts and world views. We are committed to educating students to become global citizens by giving them a stimulating global connections experience via study abroad and/or international coursework. The Global Immersion Programme in Food & Culture (GIF) requires students to spend two weeks travelling through Geneva, Lausanne and Vevey in Switzerland and Paris and Toulouse in France. By touring food-related attractions, visiting major players in the food industry and attending seminars led by several Michelin chefs, they will gain a holistic understanding of the food culture in France and Europe. They also have the option of pursuing the Global Field Research Programme (GRP), where they can spend three to six months overseas to conduct research work for their thesis.

3 The School is equipped with a sensory analysis lab, experimental restaurant and R&D kitchen for research support.



A. Sensory Analysis Lab

This lab is specially designed for sensory analysis, where food products are analysed for their taste, smell, appearance and colour, among others. It has the necessary equipment for students to engage in evaluating perceptions of a new product, examining changing ingredients and researching potential products. In addition to sensory and design tests, this lab also supports taste panels—food is uniformly prepared and presented to panelists in isolated booths. These trained assessors evaluate the samples using appropriate sensory testing methods and the resulting data are analysed by statistical procedures.



B. Experimental Restaurant

This restaurant serves as an observatory, where experiments related to areas such as food preferences, presentation, behaviour, design, layout, temperature, lighting and taste are carried out on guests with their consent for research and consultancy projects. Along with its kitchen, both are designed in a modular way and include technical facilities and audio and video (AV) recording. The former enables the changing of furniture, table dressing, servers' clothes, lighting and sound, as well as contents of the plate either for large numbers of consumers or for plate-to-plate service. The latter makes possible the recording of meal services, providing valuable qualitative and quantitative information on events that take place during the experiments.



C. R&D Kitchen

This facility is an ideal space to conduct food experiments. It has a central preparation area fully equipped with kitchen appliances and a Food Analysis Room equipped with food product testing instruments such as texture analyser, rheometer, pH meter and refractometer. Here, students get to immerse themselves in culinary creativity, hands-on food science experiments and live and contextual consumption experience.

4 Possibility for financial support for students' research projects as the programme is supported by CRiT, which aims to promote research, consultancy, training, education and public-private partnership initiatives in the areas of tourism, hospitality and food studies. The field of food studies is recognised as one of the key research areas supported by the Ministry of Education.

5 Students get the opportunity to learn from two of the best food studies graduate programmes in Asia and Europe. Earn a dual master's degree recognised by Taylor's and UT2J upon completion of the programme.

KEY RESEARCH AREAS

- Social and cultural dimensions of food
- Socio-anthropological approach to food practices in France and abroad
- Food practices and gastronomic heritage in tourism
- Relationship between diet and health – related to obesity, and food education programmes
- Quality of food
- Taste and obesity
- Ethnic groups' behavioural studies
- Food barometer
- Nutritional education and health
- Optimisation of food production
- Food safety
- Nutrition and behavior

GRADUATE OUTCOME

At the end of the programmes, graduates will be able to:

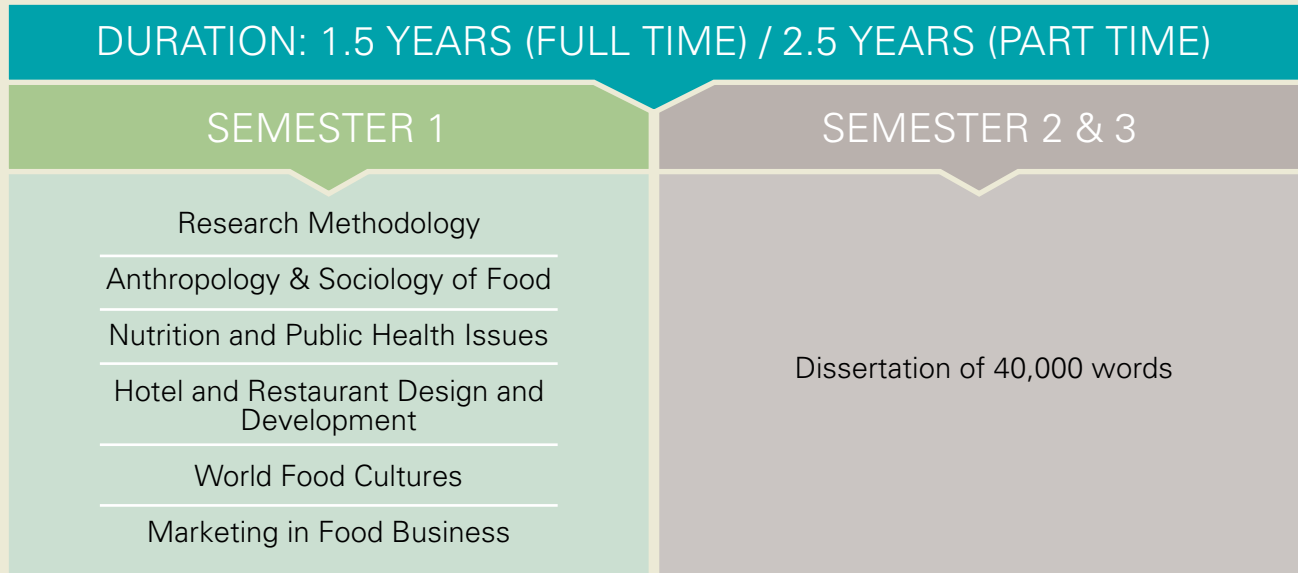
- Demonstrate mastery knowledge in the field of food studies, including food supply chain, nutrition and public health.
- Apply research skills in the field of food studies.
- Relate ideas to societal issues in the field of food studies.
- Conduct food studies-related research for peer-reviewed publications with minimal supervision and adhere to legal, ethical and professional codes of practice, leading to career enhancement and future research.
- Demonstrate leadership qualities by communicating and working effectively with peers and stakeholders.
- Generate solutions to problems using scientific and critical thinking skills.
- Manage information for lifelong learning.

With these skills, graduates from this programme can look into fulfilling the gap in the food industry market. Your expertise will be needed in challenging careers all-over the world.

- Management positions in food service or food-related enterprises
- Product managers in the food industry
- Academics
- Applied researchers in private and public entities
- Consultants in food service planning and design
- Business and market analysts for the food industry
- Food, health and nutritional counsellors

PROGRAMME STRUCTURE

The Masters of Philosophy (Food Studies) is a Mixed Mode programme involving both coursework and research. It contains (6) core modules and a research project. Students for this programme will have the flexibility of full-time or part-time study.



PROGRAMME ENTRY REQUIREMENTS

- A Bachelor's degree with a minimum CGPA of 2.75 as recognised by the Malaysian or National government OR
- A Bachelor's degree not meeting the minimum CGPA of 2.75 but above CGPA of 2.5 recognised by Malaysian or National government can be accepted subject to rigorous internal assessment OR
- A Bachelor's degree recognised by Malaysian or National government but not meeting CGPA of 2.5 can be accepted subject to a minimum of five years of working experience in a relevant field
- AND English Language proficiencies in the following form of measurement: IELTS (6.5) or equivalent is required for candidates whose undergraduate degree was not fully taught in English.

COURSE SYNOPSIS

RESEARCH METHODOLOGY

In this module, students will learn the principles and best practices related to research designs and methodologies in food, hospitality and tourism studies, as well as develop their cognitive capabilities and critical skills to gain, manage and apply knowledge effectively on contemporary issues related to academia and industry. Through lectures, tutorials and case studies, this module gives students an in-depth understanding of the various theories, concepts, models and frameworks necessary to conduct research and helps them acquire appropriate ethical behavior in undertaking research. Equipped with the essential methodological tools, they will be able to analyse and understand the biological, symbolical and social dimensions of food and engage in the evaluation of projects in the work environment.

ANTHROPOLOGY & SOCIOLOGY OF FOOD

Why is frog or rabbit eatable for one group of people but not for another? Why do some individuals consider a meal without rice as an incomplete one? How do we build our identity through food? This module will help students answer these questions and more by examining and applying sociological concepts and theories to food studies. By engaging in lectures, case studies and research and data analysis, they will gain a strong grasp of the dynamics of food cultures and food heritage, and the ability to analyse current and foundational issues in food systems, which are vital to contribute effectively to the food and catering industry, tourism industry and government food policy.

WORLD FOOD CULTURES

Marketing new food products in the Spanish and French markets? Despite their physical proximity, these two countries have different food cultures, from meal times to food composition and taste preferences. In this module, students get to explore the world's main food cultural areas and gain an understanding of the way people think and behave toward food based on their social, cultural and socioeconomic background through lectures, case studies and simulations. With this understanding, students will be able to develop appropriate marketing strategies and tactics for specific target markets and be equipped to contribute to the food industry as product managers, health and nutrition professionals and cultural policymakers.

MARKETING IN FOOD BUSINESS

The food industry is one of the most fundamental, dynamic and innovative sectors of the global economy with excellent career potential. This module gives students an in-depth understanding of marketing principles and how to apply them to address key challenges in the global food industry. Comprising lectures, seminars and practical work, it focuses on several core topics such as strategic marketing, consumer behaviour and product development. Students will be trained to identify new marketing trends in the food industry, as well as develop essential technical, commercial, analytical and professional skills that are necessary to become effective food marketers. An integral part of this module is the marketing case study assignment requiring students to assume the role of a consultant for a food business. This exercise is a perfect opportunity for them to put into practice their newly acquired skills and experience what it is like to work as a professional in the food industry.

NUTRITION & PUBLIC HEALTH ISSUES

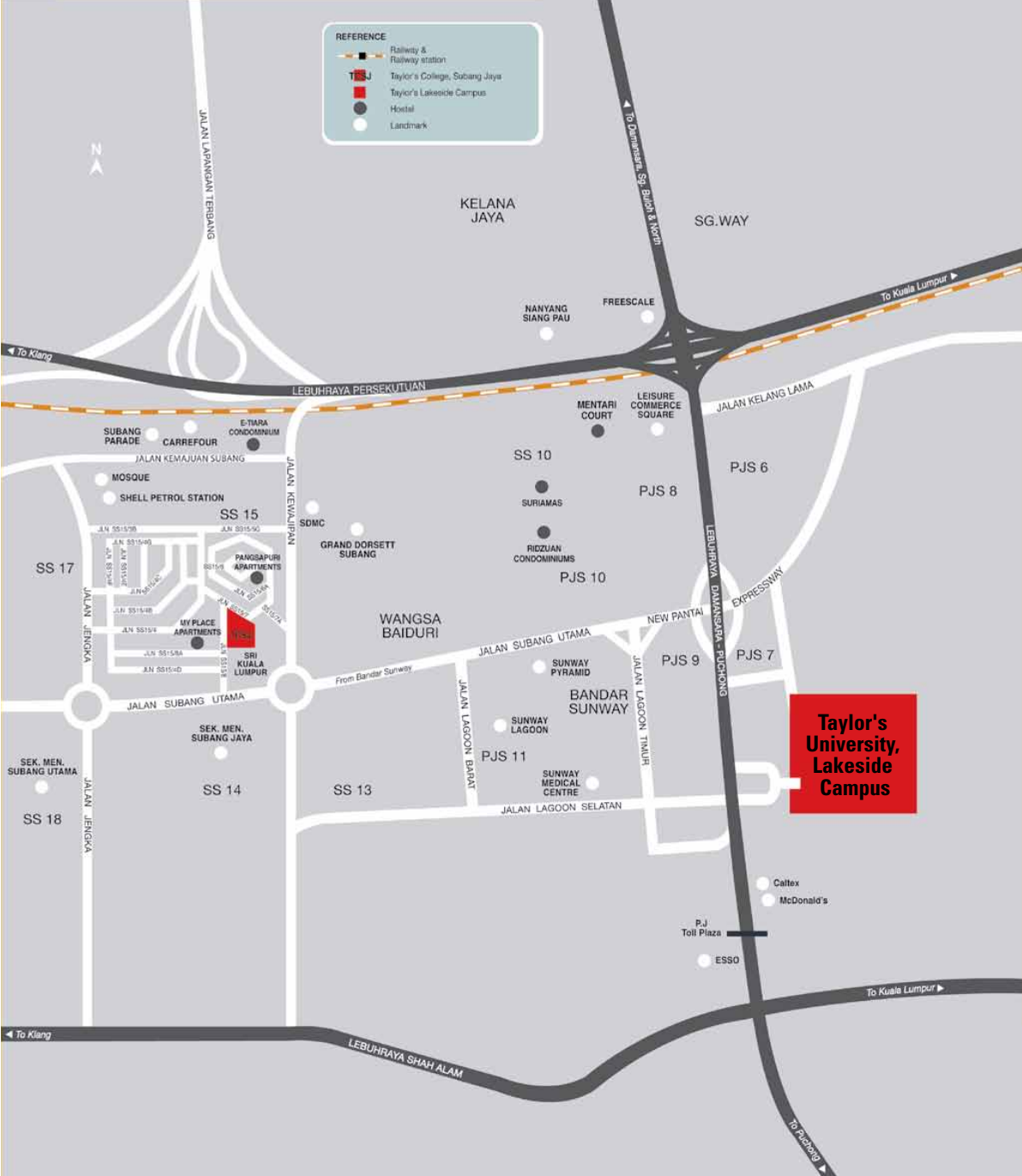
Nutrition is a critical factor in maintaining good health and the need to improve the understanding of nutrition and its relationship to public health is important as issues like obesity, hypercholesterolemia and malnutrition become more serious globally. In this module, which consists of lectures and seminars, students will learn the basic concepts and principles of nutrition, explore the context and actors of public health and gain the necessary theoretical background, methodological tools and competencies to monitor and respond to a host of public health challenges. They will be equipped to address key nutritional questions and challenges, as well as help policymakers and stakeholders in the food industry to better understand the connections between food sociology and eating behaviour.

HOTEL AND RESTAURANT DESIGN AND DEVELOPMENT

Designing a new concept for a hotel or restaurant and bringing it to reality is a complex process that requires consideration of the resources available and the stakeholders involved. This module explores the key elements of foodservice and hospitality engineering, including identifying structural needs (local, surfaces and equipment), undertaking financial assessments and developing an investment project. Using case studies and practical simulations, students will gain theoretical and practical tools, as well as critical analysis skills to formulate a detailed and innovative hotel or restaurant concept and development plan from idea to implementation.

THESIS

Whether students choose to pursue a career in industry or academia, written and oral communication and research, analysis and synthesis are key competencies to ensure their employability and career success. This module gives students the opportunity to create their own methodological skills and theoretical knowledge of the whole programme by engaging thoroughly in core debates across the disciplines of food studies. They will be able to demonstrate both in-depth knowledge and the capacity to design their own research in a specific subject area that fits best with their professional or intellectual interest. There is also a possibility of conducting some parts of their fieldwork in France. Completion of this module prepares students to interact with researchers at a higher professional level and pursue a PhD degree.



**Taylor's
University,
Lakeside
Campus**



ENQUIRIES

Counselling hours for course enquiries are between 9.00 am – 6.00 pm from Monday to Friday.

DISCLAIMER:

This publication contains information, which is current as of November 2014. 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.



Taylor's Graduate School

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