

# **LEADERSHIP AND MANAGEMENT (LAM)**



## Hospitality Management (Short Courses - Continuous Degree)

**154**

by SEGi University

## Hotel Management (Short Course Diploma Level)

**156**

by SEGi University

## Leadership Odyssey: Empowerment and Adventure

**158**

by International Islamic University Malaysia (IIUM)

## Leaders of Character Programme

**160**

by Universiti Pertahanan Nasional Malaysia (UPNM)

## Leadership and Cultural Survival Strategies

**162**

by Universiti Pertahanan Nasional Malaysia (UPNM)

## Hospitality Management

**164**

by Taylor's University

Note :  
All package prices are subject to change.



**SEGi**  
UNIVERSITY

# HOSPITALITY MANAGEMENT (SHORT COURSES – CONTINUOUS DEGREE)

Category Package: **LAM**

This programme prepares the participants for a professional career in hospitality management by outlining the key skills needed to become a successful manager in the service industry with a particular emphasis given on providing the customers with a high-quality customer service experience. The programme breaks the hospitality management down into several core principles, with each focusing on specific factors including the strategy on servicing customers, staffing for service operations and service delivery systems. This programme is designed to equip participants with the tools and insights necessary to foster personal growth, enhance well-being, and achieve greater success in their careers.



## ACTIVITIES

Participants will engage in:

- Classroom learning and excursion
- Forum and discussion
- Presentation
- Field Trip



## LEARNING SCOPE

Upon completion of the programme, participants will be able to:

- Understand the management of service delivery in the hospitality business
- Apply the skills necessary to achieve guest satisfaction
- Apply the understanding on the concepts of service delivery in the actual operation of hospitality business

## DURATION | MONTH

7 weeks | July – August

## LANGUAGE PROFICIENCY

English requirement: IELTS 5.5

## FEES

**USD 3,900** per participant

Price inclusive of:

- **ACCOMMODATION**
- **ONE MAJOR FIELD TRIP**

## CREDIT TRANSFER

\*Eligible for credit transfer (Subject to the home university's requirement)

## TARGET GROUP

International Students







# HOTEL MANAGEMENT (SHORT COURSE DIPLOMA LEVEL)

Category Package: **LAM**

This programme is designed to further expose the participants to the principles of managing hotel and resort operations. Participants will focus on a wide range of operational and economic characteristics, including customer profiles and patterns of demand. This will lead to the consideration of product development and the opportunities and constraints that affect such development. Participants will also consider a range of pricing and profitability strategies, using different model approaches.

## ACTIVITIES

Participants will engage in:

- Classroom learning and excursion
- Forum and discussion
- Presentation
- Field Trip





### LEARNING SCOPE

Upon completion of the programme, participants will be able to:

- Evaluate the operational and economic characteristics of resort and hotel operations
- Analyse the product development within a hospitality environment
- Apply the different techniques to analyse hotel and resort operational performance and make proposals for action

### DURATION | MONTH

7 weeks | July (Short Semester)

### LANGUAGE PROFICIENCY

Intermediate English  
(minimum: IELTS 5.5)

### FEES

**USD 3,900** per participant

Price inclusive of:

- **ACCOMMODATION**
- **ONE MAJOR FIELD TRIP**

### CREDIT TRANSFER

\*Eligible for credit transfer  
(Subject to the home university's requirement)

### TARGET GROUP

International students





الجامعة الإسلامية العالمية ماليزيا  
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA  
يُونِيسْكِ: إِسْلَامٌ، إِنْبَارٌ، إِخْسَانٌ، مِلَّةٌ  
Garden of Knowledge and Virtue

# LEADERSHIP ODYSSEY: EMPOWERMENT AND ADVENTURE

Category Package: **LAM**

Join us on an incredible journey where you'll discover your inner strengths and capabilities. Our programme is carefully crafted to empower you through engaging activities like public speaking, community involvement, and exciting adventures. But what truly makes us unique is our special trip to Kongkoi Camp, a Leadership and Training Centre run by dedicated military personnel. Here, you'll experience unforgettable moments like jungle treks, thrilling sports, and team-building challenges. Throughout the programme, you'll not only develop leadership skills and improve communication but also forge meaningful connections and deepen your understanding of different cultures. In our supportive and immersive environment, we're committed to helping you build the confidence and resilience you need to thrive in both your personal and academic life. Come join us and unlock your full potential!



## ACTIVITIES

Participants will engage in:

- Exciting campus tours
- Dynamic interactive discussion sessions
- Public speaking sessions
- Exciting field trips
- Visits to local attractions
- Sampling a variety of local dishes
- Captivating cultural performances
- Various ethnic traditions
- Impactful volunteering activities
- Survival outdoor activities at team building camp

## LEARNING SCOPE

Upon completion of the programme, participants will be able to:

- Enhance public speaking and communication skills
- Increase confidence, resilience, and adaptability in a new environment
- Strengthen leadership abilities
- Experience challenging activities from multiple dimensions
- Appreciate and understand Malaysian culture and traditions, and foster cross-cultural competence and global awareness

## DURATION | MONTH

2 weeks

## LANGUAGE PROFICIENCY

Basic English

## FEES

**USD 1,300**

Price inclusive of:

- **ACCOMMODATION**
- **MEALS**
- **AIRPORT TRANSFERS**
- **GROUND TRANSPORTATION**
- **BUDDIES**
- **EXCURSION**
- **CERTIFICATE**

Note: Minimum no. of 20 participants

## CREDIT TRANSFER

None

## TARGET GROUP

General Public







**UPNM**  
National Defence University of Malaysia  
Kewajipan • Maruah • Integriti

# LEADERS OF CHARACTER PROGRAMME

Category Package: **LAM**

This programme focuses on developing human behavior by integrating the 7 Pillars of Leadership: Vision, Courage, Integrity, Humility, Strategic Planning, Focus, and Cooperation. Led by experienced facilitators actively involved in leadership programmes, participants will immerse themselves in these fundamental attributes and gain practical experience within defence-related environments. Through a combination of hands-on physical survival activities tailored to tropical conditions, participants will acquire valuable insights and skills. By engaging with diverse leadership perspectives, participants will cultivate robust leadership abilities while adopting a respectful approach to tropical conditions, contributing to their overall personal growth.

## ACTIVITIES

Participants will engage in:

- Adrenaline-filled physical and survival activities in forests within Malaysia military camp
- Leadership and teamwork skills with experienced instructors through sharing session
- Educational dialogue





### LEARNING SCOPE

Upon completion of the programme, participants will gain:

- Knowledge of leadership
- Experience in physical activities
- Basic survival skills

### DURATION | MONTH

5 days

### LANGUAGE PROFICIENCY

Basic English

### FEES

**USD 500** per participant

Price inclusive of:

- **ACCOMMODATION**
- **MEALS**
- **GROUND TRANSPORTATION**
- **INSURANCE**
- **CERTIFICATE**

Minimum no. of 10 participants

### CREDIT TRANSFER

None

### TARGET GROUP

- International Government Agencies and Defence Industry employees
- Students





# LEADERSHIP AND CULTURAL SURVIVAL STRATEGIES

## Category Package: **LAM**

This programme emphasizes the development of leadership skills and exposure to survival culture. Led by experienced facilitators who actively engage in leadership programmes, participants will have the opportunity to immerse themselves in various Malaysian cultures and gain knowledge in survival tactics within defense-related environments. Through a blend of hands-on physical survival activities tailored to tropical conditions, participants will gain valuable insight and experience. By engaging with diverse leadership and cultural perspectives, participants will cultivate strong leadership skills while fostering a respectful approach to tropical conditions, enhancing their overall personality.

### ACTIVITIES

Participants will engage in:

- Adrenaline-filled physical and survival activities in forests within Malaysia military camp
- Leadership and teamwork skills with experienced instructors through sharing session
- Campus visit







**LEARNING SCOPE**

Upon completion of the programme, participants will gain:

- Knowledge of leadership
- Experience in physical activities
- Basic survival skills
- Experience in cultural dialogue

**DURATION | MONTH**

5 days

**LANGUAGE PROFICIENCY**

Basic English

**FEES**

**USD 500** per participant

Price inclusive of:

- **ACCOMMODATION**
- **MEALS**
- **GROUND TRANSPORTATION**
- **INSURANCE**
- **CERTIFICATE**

Note: Minimum of 10 participants

**CREDIT TRANSFER**

None

**TARGET GROUP**

- International Government Agencies employees



TAYLOR'S  
UNIVERSITY  
Wisdom • Integrity • Excellence

# HOSPITALITY MANAGEMENT

Category Package: **LAM**

This programme introduces the global hospitality trends to expound students understanding on the hospitality industry setting. Students will participate in various field trips and workshops to enhance their know-how of the various key sectors of the global hospitality industry. Highlights include visits to international hotels and food and beverages companies in Malaysia, a guided Kuala Lumpur cultural tour, understandings of Malaysia language, culture and customs and participations in various hospitality relevant workshops. This programme allows the students to explore and acquire a sound understanding of the Malaysian hospitality industry and its cultural dimensions.







### ACTIVITIES

Students will engage in:

- Workshops
- Field visits
- Group presentations

### LEARNING SCOPE

Upon completion of the programme, participants will be able to:

- Explore the know-how of hospitality management in the Malaysian context from an operational point of view
- Expound on the insights of management of the hospitality industry in Malaysia
- Experience the different business practices among the international hotel chains in Malaysia
- Acquire a sound understanding of the Malaysian hospitality industry and its cultural dimensions

### DURATION | MONTH

2 weeks | August  
(not including the arrival and departure dates)



### LANGUAGE PROFICIENCY

Minimum: IELTS 5.0 or equivalent

### FEES

**USD 1,800** per participant

Price inclusive of:

- **ACCOMMODATION**
- **TRANSPORTATION (GROUP AIRPORT TRANSFER, EXPERIENTIAL LEARNING WELCOME AND FAREWELL RECEPTION AND CULTURAL TOURS)**

Note: Minimum no. of 15 participants

### CREDIT TRANSFER

Eligible for credit transfer  
(Subject to the home university's requirement) : 3 ECTS or equivalent

### TARGET GROUP

College / University students