



Summer

PROGRAMME

Cultural and Industrial Experience



1.0 GRADUATE SCHOOL OF BUSINESS (GSB)

Graduate School of Business (GSB) began in 1989, as a unit within the School of Management, Universiti Sains Malaysia, offering post-graduate business programmes. In 2007, it was then upgraded to an independent entity called The Advanced Management Centre. Eventually, in 2008, it was made a full-fledged graduate school of business that it is today. Since then, GSB has grown to become one of the most dynamic business schools in Malaysia. GSB has strong linkages and collaborations with industry leaders and professionals and this enables co-curricular programmes that help expose students to practical fieldwork to enhance their marketability in the job arena. GSB continues to evolve and grow, as it seeks out strategic alliances with other business schools around the ASEAN region and beyond, as well as industry partners, to ensure that GSB forges on as a respected avenue for peer learning and knowledge exchange for business leaders.



2.0 GSB SUMMER PROGRAMME

The Graduate School of Business Summer Programme seeks to provide students the opportunities to study and live in a new country to enhance their international experience and to help develop their cross-cultural competencies. By participating in this programme, students will be able to:

- Enhance their knowledge of the Malaysian cultural and industrial aspects.
- Recognise and identify the key aspects of business.
- Embrace cultural diversity and recognise key similarities and differences in the business context.

3.0 HIGHLIGHTS

- Visiting Research Centres in USM: Collaborative Laboratory for Herbal Standardization (CHEST), Museum Tuanku Fauziah and Archaeology School of the Arts.
- Visiting Multinational Companies and Small- Medium Enterprises in the Northern Region of Malaysia.
- Participating in cultural, team building and adventure activities.
- Discovering the Heritage Trail and UNESCO's historic city, buildings and art.

Spending time in Malaysia which is multicultural and multilingual, and rich in cultural diversity that offers a unique and interesting educational experience to students.

- Discover all of Asia in Malaysia -

4.0 ATTRACTION IN UNIVERSITI SAINS MALAYSIA

Universiti Sains Malaysia (USM) was established in 1969, as a Research Intensive University with its main campus in Penang, Malaysia. Currently, USM offers undergraduate and postgraduate programmes to approximately 30,000 students. USM is also the first and only university in Malaysia to have been awarded the special APEX status, to fast-track its transformation into one of the best institutions of higher learning in the world.

4.1 Tuanku Fauziah Museum and Archaeology Museum

Visit to the arts and archaeology museums are meant to be an eye-opener to the participants on the importance of businesses and community partners to keep the museum functioning. Business and entrepreneurial perspectives are inextricably woven into business providers for the museum's industry. The expected outcome from the visit is that the participants will view museums as an opportunity for creating their enterprise or business partner endeavors.



4.2 Collaborative Laboratory for Herbal Standardization (CHEST)

Herbal products are gaining increasing importance and general acceptability in Malaysia as nutritional supplements, medicines or as essential ingredients in cosmeceuticals. This popularity is due to the recognition of the unique biochemistry and therapeutic potential of herbals. It is also owing to the acceptance by the Malaysian government to promote local herbal products globally through Entry Point Project (EPP) under the National Key Economic Areas (NKEAs)

4.3 Arts Performance by USM School of Arts

USM upholds arts education at the School of the Arts to produce a Malaysian society that is rich in cultural heritage and arts of a distinct identity. To achieve a developed nation status, the Malaysian education system is nurturing a society that is unique to our own mould, culture and language.





5.0 INDUSTRIAL EXPERIENCE

Making connections and having conversations with people who share your interests i.e. other participants, the GSB faculty, and industry players, is one of the most effective ways to explore and learn about different career paths in discovering your future jobs. Students participating in this summer programme will have the opportunity to gather learning experiences and expand classroom knowledge to the world of business through an immersive experience in Malaysia.

Things to do:

Participating in academic seminars which will be held by faculty members.

Visiting Multinational Companies which are located in Penang

Visiting Small-Medium Enterprises in northern area



6.0 CULTURAL EXPERIENCE

The cultural experiences would be offered by USM International Mobility and Collaboration Centre (IMCC) to provide students with opportunities to study and involve with our local students to enhance the international experience and to help develop cross-cultural competencies.

Students may experience cultural activities such as wau making and kollam making, learn and partake in a very popular traditional dance routine called the Joget and also join in the yearly organized Mid-Autumn Festival.

A collage of cultural images. The top left shows a traditional wooden boat on a river. The middle right shows four women in traditional red and gold attire performing a dance. The bottom left shows colorful wau puppets. The bottom right shows intricate gold-colored puppets for Wayang Kulit.

Wau - Malaysia

Wayang Kulit

7.0 PROGRAMME DESCRIPTION

DURATION: *Customised upon request*

1

One Week Programme

2

Two Weeks Programme

2

Two Months Programme

LOCATION: Penang, Malaysia

COURSE CONTENT:

To enhance the knowledge and understanding of Malaysian business and entrepreneurship while developing an appreciation for the diversity in Malaysia.

MINIMUM PARTICIPANTS: 10

FEES: USD1,200 per head for one week programme

- Fees are subject to change based on duration, number of participants and activities.
- During the tour, the entering fee is at own cost.

PROGRAMME COORDINATOR:

Assoc. Professor Ts. Dr. Yulita Hanum P. Iskandar

Email: yulita@usm.my

Phone: +604 653 2445

RECOMMENDATION:

Students applying for the Summer Programme are recommended to participate in all activities, including social and cultural activities.

CONTACT:

For information on how to apply, fees or other questions, please contact Mdm. Suzanna Zakaria

Email: zsuzanna@usm.my

Phone: +604 653 2794

ADDRESS:

Graduate School of Business
Universiti Sains Malaysia
11800 Pulau Pinang

Disclaimer:*

Due to adverse weather conditions, traffic congestion, and other unforeseen circumstances, the organiser reserves the right to reschedule and modify the programme itinerary without prior notice.

TENTATIVE PROGRAMME DETAILS [One Week Programme]

Arrival	Airport pick-up and transfer to accommodation
<i>Day 1</i>	<ul style="list-style-type: none"> • Arrival of delegates • Welcoming speech • Corporate video presentation • Ice breaking (delegates & GSB faculty) • Campus walking tour Visit: <ul style="list-style-type: none"> ➢ Collaborative Laboratory for Herbal Standardization (CHEST) ➢ Museum Tuanku Fauziah Archeology ➢ USM Library ➢ School of Arts <ul style="list-style-type: none"> • Welcoming dinner
<i>Day 2</i>	<ul style="list-style-type: none"> • Seminar – Academic Speakers • Visit Multinational Company
<i>Day 3</i>	<ul style="list-style-type: none"> • Tour: Georgetown Heritage
<i>Day 4</i>	<ul style="list-style-type: none"> • Cultural Activity Exposure • Visit Small-Medium Enterprise
<i>Day 5</i>	<ul style="list-style-type: none"> • Recapitulation of the Summer Programme • Closing Ceremony • Farewell Lunch
Departure	Check out and depart for airport

**INTERACTIVE ART
EXPERIENCE**

*Free to
Feel*

TENTATIVE PROGRAMME DETAILS [Two Weeks Programme]

W E E K 1	<i>Day 1</i>	• Airport pick-up and transfer to accommodation upon arrival	<i>Day 2</i>	• Seminar – Academic Speakers
		• Welcoming speech		• Visit Multinational Company
		• Ice-breaking Session	<i>Day 3</i>	• Tour: Georgetown Heritage
		• Campus Walking Tour – visit:	<i>Day 4</i>	• Cultural Activity Exposure
		➤ Collaborative Laboratory for Herbal Standardization (CHEST)		• Visit Small Medium Enterprise
		➤ Museum Tuanku Fauziah Archeology	<i>Day 5</i>	• Visit USM Campus Branches
		➤ USM Library		• Seminar – Academic Speaker
		➤ School of Arts	<i>Day 6 & 7</i>	• Free and Easy
• Welcoming Dinner				
W E E K 2	<i>Day 1</i>	• Recapitulation of Week 1 @ The Bricks	<i>Day 4</i>	• Archaeotourism
		• Cultural Activity: Pottery Making @ Balik Pulau	<i>Day 5</i>	• Recapitulation of the Summer Programme
		• Food Experience: Durian @ Balik Pulau		• Closing Ceremony
	<i>Day 2</i>	• Seminar – Academic Speakers	<i>Day 5 or 6</i>	• Farewell Lunch
		• Visit Multinational Company		• Departure: Check out and depart for Airport
	<i>Day 3</i>	• Visit Centre for Marine & Coastal Studies (CEMACS)		
		• Seminar – Academic Speaker		

TENTATIVE PROGRAMME DETAILS [Two Months Programme – Month 1]

WEEK 1		WEEK 3		
Airport pick-up and transfer to accommodation upon arrival		Day 1	<ul style="list-style-type: none"> Recapitulation of Week 1&2 @ The Bricks 	
Day 1	<ul style="list-style-type: none"> Welcoming reception 		<ul style="list-style-type: none"> Cultural Activity: Pottery Making @ Balik Pulau 	
	<ul style="list-style-type: none"> Ice-breaking session 		<ul style="list-style-type: none"> Food Experience: Durian @ Balik Pulau 	
	<ul style="list-style-type: none"> Campus walking tour – visit: <ul style="list-style-type: none"> ➤ Collaborative Laboratory for Herbal Standardization (CHEST) 		Day 2	<ul style="list-style-type: none"> Tour: Penang Hill
	<ul style="list-style-type: none"> ➤ Museum Tuanku Fauziah Archeology 			<ul style="list-style-type: none"> Tour: Experiencing Penang Rainbow Sky Walk
	<ul style="list-style-type: none"> ➤ USM Library 			<ul style="list-style-type: none"> Cultural Activity & Food Experience: Nite Market @ Batu Ferringhi, Gurney Plaza
	<ul style="list-style-type: none"> ➤ School of Arts 			
	<ul style="list-style-type: none"> Welcoming dinner 			
Day 2	<ul style="list-style-type: none"> Seminar – Academic Speakers Visit Multinational Company 	Day 3	<ul style="list-style-type: none"> Cultural Activity Tour and Food Experience: Kuala Sepetang 	
Day 3	<ul style="list-style-type: none"> Tour: Georgetown Heritage 	Day 4	<ul style="list-style-type: none"> Seminar – Academic Speakers 	
Day 4	<ul style="list-style-type: none"> Cultural Activity Exposure Visit Small-Medium Enterprise 		<ul style="list-style-type: none"> Visit Multinational Company 	
	Day 5	<ul style="list-style-type: none"> Visit USM Campus Branches 	Day 5	<ul style="list-style-type: none"> Cultural Activity: Joget Dance live
<ul style="list-style-type: none"> Seminar – Academic Speaker 		<ul style="list-style-type: none"> Interactive Video Session 		
Day 6 & 7	<ul style="list-style-type: none"> Free & Easy 	Day 6 & 7	<ul style="list-style-type: none"> Free & Easy 	
WEEK 2		WEEK 4		
Day 1 - 5	<ul style="list-style-type: none"> AGW716 Foundations of Business Research and Methodology 	Day 1 - 5	<ul style="list-style-type: none"> Fundamental Pedagogical Training 	
Day 6 & 7	<ul style="list-style-type: none"> Free & Easy 	Day 6 & 7	<ul style="list-style-type: none"> Free & Easy 	

TENTATIVE PROGRAMME DETAILS [Two Months Programme – Month 2]

WEEK 1		WEEK 3	
<i>Day 1</i>	<ul style="list-style-type: none"> Recapitulation of Week 3&4 @ The Bricks Tour: Pulau Aman 	<i>Day 1-7</i>	<ul style="list-style-type: none"> Visit Kuala Lumpur
<i>Day 2</i>	<ul style="list-style-type: none"> Seminar – Academic Speakers Visit Multinational Company 	WEEK 4	
<i>Day 3</i>	<ul style="list-style-type: none"> Visit Centre for Marine and Coastal Studies (CEMACS) Seminar – Academic Speaker 	<i>Day 1</i>	<ul style="list-style-type: none"> Recapitulation of Week 1&2 @ The Bricks Sustainable Activity: Mangrove Conservation Project and Fire Flies
<i>Day 4</i>	<ul style="list-style-type: none"> Adventure Activities at Escape 	<i>Day 2</i>	<ul style="list-style-type: none"> Archaeotourism
<i>Day 5</i>	<ul style="list-style-type: none"> Cultural Activity: Joget Dance live Free & Easy 	<i>Day 3</i>	<ul style="list-style-type: none"> Seminar – Academic Speakers Visit Small Medium Enterprise
<i>Day 6 & 7</i>	<ul style="list-style-type: none"> Free & Easy 	<i>Day 4</i>	<ul style="list-style-type: none"> Teambuilding Activities at Orang Utan Rehabilitation Programme
WEEK 2		<i>Day 5</i>	<ul style="list-style-type: none"> Recapitulation of the Summer Programme Closing Ceremony Farewell Lunch
<i>Day 1-5</i>	<ul style="list-style-type: none"> AGW717 Applied Business Research: Qualitative and Quantitative Methods 		
<i>Day 6 & 7</i>	<ul style="list-style-type: none"> Free & Easy 	<ul style="list-style-type: none"> Check out and depart to Airport 	



Summer Program Gallery



Summer Program Gallery



- *Tour*
- *Campus Experience*
- *Cultural Activities*
- *Industrial Visit*
- *Seminar - Academic Speaker*



8.0 Highlights of Penang UNESCO Heritage City

Georgetown, Penang has always been one of the most popular destinations among Malaysian and international tourists. Georgetown's numerous attractions include an impressive array of heritage architecture, its multicultural society, unique street art murals, a wide range of modern entertainment and retail choices, natural features such as beaches and verdant hills, and the world-famous Penang cuisine i.e. Penang Street Foods. In 2008, Georgetown was accorded as a UNESCO World Cultural Heritage site. In 2016, Georgetown was recommended as one of the 16 must-see destinations by the Los Angeles Times, one of the top ten by Lonely Planet, and one of the 17 best places to visit in 2017 by CNN.

Things to do:

- Visit the Spice Trail in Little India, Street of Harmony, Armenian Streets & Clan Jetties, Wat Chaiyamangalaram –A Thai-Style Buddhist temple.
- Visit Penang Rainbow Sky Walk at KOMTAR
- Participate in Sustainable Activities – Mangrove Conservation Project and Fire Flies
- Join adventure activities at ESCAPE
- Involve in teambuilding activity – Orang Utan Rehabilitation Programme





**SUMMER PROGRAMME @
GRADUATE SCHOOL OF BUSINESS**

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