



GRADUATE SCHOOL OF BUSINESS

# SUMMER PROGRAMME

Cultural and Entrepreneurial Experience





## 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 2009, 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.



## Graduate School of Business 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 entrepreneurship
- Recognise and identify key aspects of business and entrepreneurship
- Develop an interest in doing business in Malaysia
- Embrace cultural diversity and recognise key similarities and differences in the business context

## Highlights

- **Participating in Entrepreneurship Course** – Problem Based Learning approach by faculty members
- Visiting Research Centres in USM: 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, teambuilding and adventure activities. Discovering the Heritage Trail and UNESCO's historic city, buildings and art.

Spending time in a country as multicultural and multilingual as Malaysia, rich in cultural diversity can offer a unique and interesting educational experience to students. **DISCOVER ALL OF ASIA IN MALAYSIA.**



# Attractions 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.



## ■ **Tuanku Fauziah Museum and Archeology 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 a museums 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.



## ■ **Centre for Herbal Standardisation (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).



## ■ **Arts performance by USM School of the 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.

# Entrepreneurial Experiences

Making connections and having conversations with people who share your interests i.e. other participants, the GSB faculty and industry employers, 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 entrepreneurship-themed learning experiences and expand classroom knowledge to the world of business through an immersive experience in Malaysia.

Things to do:

- Participating in Problem-Based Learning class by faculty members.
- Visiting Multinational Companies which are located in Penang
- Visiting Small-Medium Enterprises







## Cultural Experiences

- 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 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.



## Highlights of Penang UNESCO Heritage City

George Town, Penang has always been one of the most popular destinations among Malaysian and international tourists. George Town's numerous attractions include the 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, George Town was accorded as a UNESCO World Cultural Heritage Site. In 2016, George Town was recommended as one of the 16 must-see destinations by the Los Angeles Times, one of the top ten by the 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 Program





# Programme Descriptions

**Duration** 2 - Week Programme

**Location** Penang, Malaysia

**Name of Course** Entrepreneurship

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

**No. of Credits** 2 Credits

**Minimum Participants** 10 participants

**Address** Graduate School of Business  
Universiti Sains Malaysia,  
11800 Minden, Penang

**Fees** **USD1,200.00** (without accommodation)

**Programme** Dr. Shaizatulaqma Kamalul Ariffin

**Coordinator** Email: shaizatulaqma@usm.my

Dr. Goh Yen Nee

Email: yngoh@usm.my

## Application

Students applying to the summer programme are recommended to participate in the entire programme, including all social and cultural activities.

## Contact

For information on how to apply, fees or other questions, please contact:

Mdm. Zuhaida Ariffin

Email: zuhaida@usm.my

Phone: +604 653 2794

**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.

## Programme Details

### Week 1

**Day 1** ● Airport Pick-up and Transfer to U-Hotel

**Day 2** ● Orientation Day  
● Welcoming Dinner

**Day 3** ● Welcome Reception by GSB  
● Visit Research Centre at USM  
● Lecture on Entrepreneurship

**Day 4** ● Visit Multinational Company and Small-Medium Enterprise

**Day 5** ● Visit Multinational Company  
● Experiencing Penang Rainbow Sky Walk

**Day 6** ● Problem-Based Learning: Entrepreneurship  
● Attending Joget Dance

**Day 7** ● Discovering Penang Heritage City/Field Trip  
● Cultural Activity of Wau Making

**Day 8** ● Adventure Activities at ESCAPE

### Week 2

**Day 9** ● Free and Easy

**Day 10** ● Problem-Based Learning: Entrepreneurship  
● Experiencing Mid-Autumn Festival

**Day 11** ● Visit Small-Medium Enterprise  
● Kollam Making Activity

**Day 12** ● Visit Small-Medium Enterprise  
● Free and Easy

**Day 13** ● Visit to Mangrove Conservation Project and watching Fire Flies

**Day 14 & 15** ● Teambuilding Activities at Orang Utan Rehabilitation Programme

**Day 16** ● Check Out and Depart for Airport