



FAKULTI PERNIAGAAN DAN EKONOMI  
*Faculty of Business and Economics*

**CBE@UM**  
Centre of Business Excellence

# STUDY VISIT PROPOSAL 2025

CENTRE OF BUSINESS EXCELLENCE (CBE),  
FACULTY OF BUSINESS AND ECONOMICS  
UNIVERSITI MALAYA,  
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# ABOUT US

Welcome to the Faculty of Business and Economics, a global leader in business, economics, and management studies!

Our commitment to continuous learning is demonstrated through our focused approach to upskilling and training courses. With the establishment of the Centre of Business Excellence (CBE@FBEC), we are dedicated to enhancing industry engagement by providing comprehensive educational and training opportunities that address the evolving needs of professionals and businesses alike.

Additionally, our short-term Study Visit offers international students a unique opportunity to explore and learn in Malaysia, extending their education beyond the classroom and into the rich cultural and economic landscape of Southeast Asia.



# STUDY VISIT

We offer opportunities for individuals to undertake short-term study abroad programs while exploring Malaysia's rich and diverse culture, business management, economy, technological advancements, and more.

This Study Visit is a short-term summer programme initiative designed to meet the needs of international clients. It aims to facilitate knowledge exchange and foster cross-cultural understanding among students from universities outside Malaysia.

This half-day programme will provide students with the chance to explore new subjects and enhance their skills and knowledge in specific areas.



# PROPOSED SCHEDULE\*

TIME		AGENDA
9.30 a.m.	:	Welcome Address by [Host Representative]
9.45 a.m.	:	Briefing on the Faculty of Business and Economics, Universiti Malaya
10.15 a.m.	:	Lecture based on requested modules
12.15 p.m.	:	Presentation of Certificates of Participation Photo Session
12.45 p.m.	:	Refreshment & Networking
1.30 p.m.	:	End of Programme

\*Subject to change

# PROPOSED MODULES

The details for each module are as follows:

## **Module 1: Understanding Malaysia's Economy: Growth, Challenges, and Opportunities**

Explore Malaysia's economic growth, key sectors, and challenges. Learn about emerging opportunities in digital transformation and regional trade.

## **Module 2: International Business Strategies**

Understand global business strategies, including market entry, cross-cultural management, and navigating international challenges.

## **Module 3: Leveraging Data Analytics for Business Decision Making in Malaysia**

Learn how businesses in Malaysia use data analytics for better decision-making in marketing, operations, and forecasting.

## **Module 4: Consumer Behavior in the Digital World**

Explore how digital technologies shape consumer behavior and influence purchasing decisions in the modern marketplace.

## **Module 5: Islamic Financial Instruments**

Gain insights into Islamic finance, including sukuk, mudarabah, and murabaha, and understand their role in Malaysia's financial system.

## **Module 6: Halal Governance and Certification**

Learn about halal certification, standards, and the global halal supply chain, with a focus on Malaysia's role in the industry.

## **Module 7: Business Communication: Principles & Practices**

Understand the fundamentals of business communication, including written, verbal, and cross-cultural communication skills.

# FEE

No.	Programme	Total Fee (RM)
1	Study Visit	8,000.00


## Note:


- This charge covers the course modules and seminar packages (including food, venue, certificate, etc.).
- The fee is based on a minimum of half day module. Different charges will apply if additional modules or topics are added.
- The fees are calculated based on a maximum of 20 participants. Different charges will apply if the number of participants exceeds this maximum.
- Cancellations are not permitted within two (2) weeks prior to the programme start date. However, CBE will be happy to assist clients in rescheduling the summer programme at our discretion.



# CONTACT US

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