



2025

SHORT TERM

SUMMER PROGRAMME

Centre of Business Excellence (CBE)
Faculty of Business and Economics
Universiti Malaya

50603 Kuala Lumpur, Malaysia

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THREE (3) WEEK

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 reflected 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 meet the evolving needs of professionals and businesses alike.

In addition, our new Summer Programme offers international students the 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.



SHORT TERM

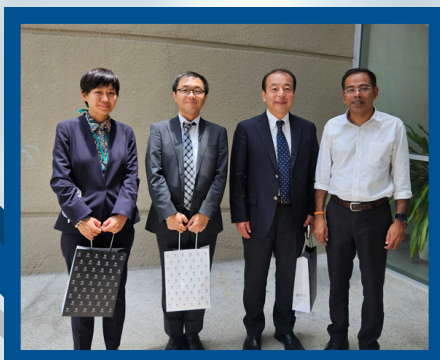
SUMMER PROGRAMME

We offers opportunities for anyone to undertake short term study abroad while learning about Malaysia's wonderful and varied culture, businesses management, economy, technology advancement and many more.

Aimed at providing educational and personal development opportunities, it fosters community and belonging while offering flexibility for travel and new experiences.

Suitable for students at all levels, including postgraduates, it delivers a quality education with a global perspective. Participants choose from a range of courses, taught by experienced lecturers, not limited to the Malaysian context.

This Summer Programme objectives include shaping future leaders, providing first-hand student life experiences, and exposing students to Malaysia's multi-ethnic culture and traditions. Embrace learning and fun simultaneously – join us!



What will participants get?

HIGHLIGHTS



- Unlock the secrets of business and entrepreneurship with FBEC's innovative Problem-Based Learning method
- Embark on a comprehensive campus tour, exploring Rimba Ilmu, UM Library, Asian Art Museum, and Tunku Canselor's Hall.
- Explore industry insights with visits to multinational companies and small-medium enterprises in Central Malaysia.
- Dive into Malaysian culture through engaging cultural activities, and thrilling adventures.
- Uncover the Heritage Trail and delve into UNESCO exploration, embracing multicultural essence.



What to expect in our

SUMMER PROGRAMME

Embark on a transformative three-week journey: Let's master new skills, forge global connections, and immerse yourself in Malaysia's vibrant culture!



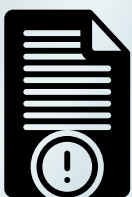
Programme Duration:

Three (3) weeks



Programme Fee:

USD 2,400 per person



Fees includes:

All in EXCEPT return airfare and health insurance



Certificate:

Participants will receive a Certificate of Participation.

TENTATIVE OF SUMMER PROGRAMME

WEEK 1					
	8.30 AM	9.30-10.30 AM	10.45-11.45 AM	12.00-1.00 PM	2.00-4.00 PM
SUNDAY	Arrival & Hotel Check In				
MONDAY	Open Buffet Breakfast (on Campus)	Reception Ceremony	Ice Breaking Session	Open Buffet Lunch	UM Campus Tour
TUESDAY		Lecture 1: Understanding Malaysia's Economy: Growth, Challenges, and Opportunities			KL Trip
WEDNESDAY		Lecture 2 Financial Practices in Malaysia: Navigating the Local Financial Landscape			Malay Language Class
THURSDAY		Industrial Visit Farm Fresh Industry of Centre of Excellence			Putrajaya Trip
FRIDAY		Rimba Ilmu Tour			Free & Easy
SATURDAY	Field Trip to Perak (Ipoh Exploration)				

TENTATIVE OF SUMMER PROGRAMME

WEEK 2					
	8.30 AM	9.30-10.30 AM	10.45-11.45 AM	12.00-1.00 PM	2.00-4.00 PM
SUNDAY	Free & Easy				
MONDAY	Open Buffet Breakfast (on Campus)	Lecture 3 Accounting and Sustainability in Malaysia: Principles and Practices	Open Buffet Lunch	Cultural Activity Traditional Dance & Music	
TUESDAY		Trip to Sasana Kijang		Trip to Malaysia Tourism Centre (MATIC)	
WEDNESDAY		Lecture 4 Leveraging Data Analytics for Business Decision-Making in Malaysia		Malay Language Class	
THURSDAY		Industrial Visit		Cultural Activity Malaysian Kitchen & Culinary	
FRIDAY		Talk by Industry Expert		Buddies Activity	
SATURDAY	Experiencing Malaysia: Field Trip to Melaka World Heritage City UNESCO				


TENTATIVE OF SUMMER PROGRAMME


WEEK 3					
	8.30 AM	9.30-10.30 AM	10.45-11.45 AM	12.00-1.00 PM	2.00-4.00 PM
SUNDAY	Free & Easy				
MONDAY	Open Buffet Breakfast (on Campus)	Lecture 5 Marketing Strategies in Malaysia: Insights and Approaches	Open Buffet Lunch	Cultural Activity Traditional Dance & Music	
TUESDAY		Lecture 6 Strategic Management in the Malaysian Context: The Path to Success		Cultural Activity Traditional Dance & Music	
WEDNESDAY		Talk by Industry Expert		Buddies Activity	
THURSDAY		Group Presentation		Group Presentation & Recapitulation of the Summer Programme	
FRIDAY		Certificate Presentation Ceremony & Cultural Performances		Free & Easy	
SATURDAY	Hotel Check Out & Departure				



CONTACT US

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