



# **BUSINESS AND ENTREPRENEURSHIP (BAE)**



## Global-Ready Business Leaders

by BERJAYA University College

**34**

## Sustainable Borneo: Business Study Tour

by Curtin University Malaysia

**36**

## Social Entrepreneurship

by Monash University

**38**

## Doing Business in Asia (Taylor's Summer Programme)

by Taylor's University

**40**

## Fascinating, Bold and Multicultural: Exploring Malaysia's Business

by Universiti Teknologi MARA (UiTM)

**42**

## Empowerment Voyage: Ignite Your Impact

by Universiti Kuala Lumpur (UniKL)

**44**

Note :  
All package prices are subject to change.

# GLOBAL-READY BUSINESS LEADERS

Category Package: **BAE**

This comprehensive three-month initiative is designed for professional working adults with the aim to mold them into global-ready business leaders. Participants are exposed to and solidify business management skills, immerse in a blended career path, and develop leadership abilities to become change-makers. Through intensive face-to-face learning, including classes, lectures, seminars, workshops, and industry visits, this programme offers a deep dive into building businesses with passion, understanding cultural richness, and fostering innovation. The programme is a gateway to achieving professional excellence and global readiness.



## ACTIVITIES

Participants will engage in:

- In-person learning through classroom lectures, interactive seminars, and group workshops
- Industry visits to local businesses for real-world insights
- Networking events with professionals and alumni



## LEARNING SCOPE

Participants will be able to:

- Build a business rooted in passion and purpose
- Understand and value cultural diversity in a business context
- Develop leadership and innovation skills for the global market
- Communicate and negotiate effectively across cultures

## DURATION | MONTH

3 months

## LANGUAGE PROFICIENCY

Intermediate English

## FEES

**USD 6,048** per participant

Price inclusive of:

- **ACCOMMODATION**
- **MEALS**
- **AIRPORT TRANSFERS**
- **AMP**
- **VISA**

## CREDIT TRANSFER

None

## TARGET GROUP

Professional working adults





# SUSTAINABLE BORNEO: BUSINESS STUDY TOUR



Curtin University

Malaysia

## Category Package: **BAE**

This exclusive programme offers participants a deep understanding of Sustainable Development Goals (SDGs) within the context of business practices, especially in Borneo. Through classroom sessions, site visits, and community engagement, participants will explore how SDGs are applied in real-world business operations. Highlights include educational workshops, visits to local enterprises, cultural immersion, and networking opportunities. The programme provides a unique platform to examine the intersection of sustainability and business, empowering participants to become future leaders in advancing the SDGs in both their professional and personal lives.



## ACTIVITIES

Participants will engage in:

- Presentations by local business owners
- Talks and seminars with industry guest speakers
- Visits to local businesses for real-world insights
- Hands-on traditional handcraft-making activities
- Cultural performances by the local community



### LEARNING SCOPE

Participants will be able to:

- Gain insights into the SDGs and their application in the business context
- Acquire practical knowledge and tools to implement sustainable practices in their professional environments

### DURATION | MONTH

1 week

### LANGUAGE PROFICIENCY

Intermediate English  
(CEFR B1 or equivalent)

### FEES

**USD 1,000** per participant

Price inclusive of

- **COURSE**
- **ACCOMMODATION**
- **FIELD TRIP**
- **AIRPORT TRANSFERS**
- **MEALS**

Note: Minimum no. of 10 participants

### CREDIT TRANSFER

Eligible for credit transfer  
(subject to the home university's requirement)

### TARGET GROUP

General Public







MONASH  
University

# SOCIAL ENTREPRENEURSHIP

Category Package: **BAE**

This programme aims to examine and debate the critical role of social entrepreneurship in the modern business context.

## ACTIVITIES

Participants will engage in:

- A combination of teacher-led, peer-led, and online learning sessions
- Field trips and company visits for practical exposure





## LEARNING SCOPE

Participants will be able to:

- Understand the fundamentals and key concepts of social entrepreneurship
- Critically appreciate its role within the business context
- Identify and analyse the processes involved in social entrepreneurship
- Recognise challenges and opportunities in the field
- Explore and evaluate various business models used in social entrepreneurship

## DURATION | MONTH

2 weeks

## LANGUAGE PROFICIENCY

Intermediate English

## FEES

**USD 1,200** per participant

Price inclusive of

- **MEALS**
- **GROUND TRANSPORTATION**
- **INSURANCE**

## CREDIT TRANSFER

Eligible for credit transfer  
(subject to the home university's requirement)

## TARGET GROUP

University students





TAYLOR'S  
UNIVERSITY

Wisdom • Integrity • Excellence

# DOING BUSINESS IN ASIA (TAYLOR'S SUMMER PROGRAMME)

Category Package: **BAE**

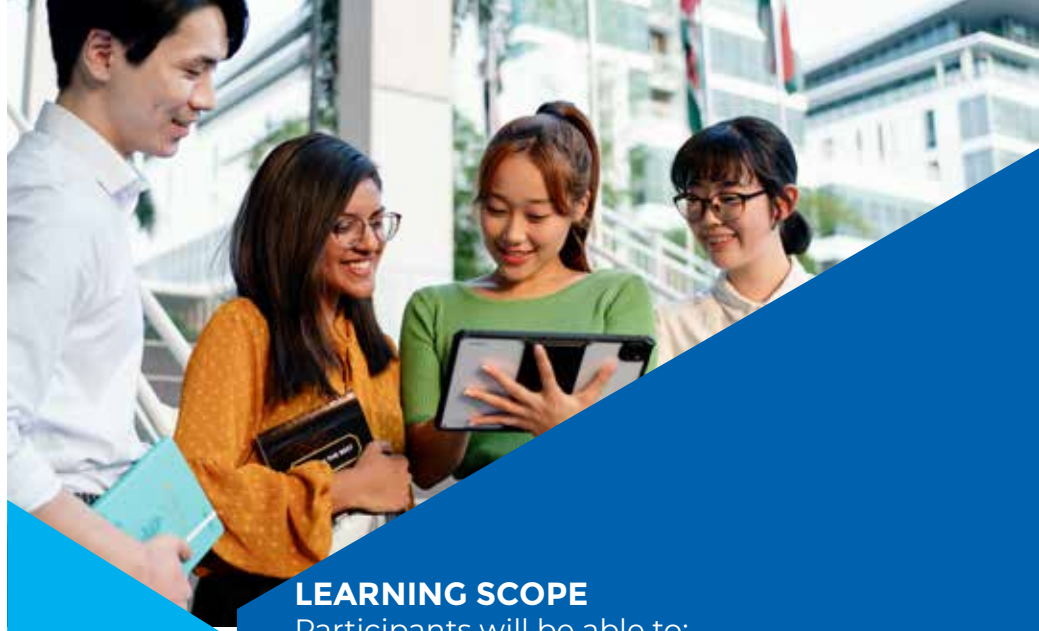
This programme offers participants valuable insights into doing business in Asia, focusing on strategies, cross-cultural issues, and marketing management. Highlights include business visits, cultural tours in Kuala Lumpur and Melaka, and workshops on Malaysian language, culture, and customs. Through these activities, participants will develop an innovative, global mindset and gain a deeper appreciation of Southeast Asia's dynamic markets, along with the opportunities and challenges in its diverse business environment.



## ACTIVITIES

Participants will engage in:

- Interactive workshops
- Field visits to local businesses and institutions
- Group presentations and collaborative discussions



## LEARNING SCOPE

Participants will be able to:

- Understand diverse business practices and cultural dimensions in Asia
- Propose effective business and marketing strategies in a global context
- Assess global trends, issues, and challenges related to doing business in ASEAN and Asia

## DURATION | MONTH

2 weeks | August

## LANGUAGE PROFICIENCY

Intermediate English

## FEES

**USD 1,800** per participant

Price inclusive of:

- **ACCOMMODATION**
- **GROUND TRANSPORTATION**
- **AIRPORT TRANSFERS**
- **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 and university students







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UNIVERSITI  
TEKNOLOGI  
MARA

# FASCINATING, BOLD AND MULTICULTURAL: EXPLORING MALAYSIA'S BUSINESS

Category Package: **BAE**

Embark on a dynamic business learning experience by exploring Malaysia's cross-cultural business landscape. This programme blends interactive workshops, cultural excursions, and hands-on activities to provide insights into the country's diverse business environment. Highlights include meeting business owners from urban and suburban areas, experiencing local "Pasar Malam," and engaging with local business communities. Through this exposure, participants will gain a deeper understanding of multicultural business practices, enriching their academic journey and fostering a bold, forward-thinking mindset for future opportunities.







### ACTIVITIES

Participants will gain:

- Classroom seminars and presentations
- Insights from industry guest speakers
- Industry engagement through company visits
- Cultural exposure via Pasar Malam excursions

### LEARNING SCOPE

Participants will be able to:

- Understand cross-cultural business management
- Apply branding, advertising, and digital marketing strategies
- Develop effective negotiation skills for win-win outcomes
- Analyse global integration trends and issues
- Gain insights into global business, management, and finance with a focus on leadership and organisational behaviour

### DURATION | MONTH

14 days

### LANGUAGE PROFICIENCY

Intermediate English  
(Minimum: CEFR B2)

### FEES

**USD 1,500** per participant

Price includes:

- **ACCOMMODATION**
- **TRANSPORTION**

### CREDIT TRANSFER

Upon request

### TARGET GROUP

- High school students
- University students





**UniKL**  
UNIVERSITI  
KUALA LUMPUR



# EMPOWERMENT VOYAGE: IGNITE YOUR IMPACT

Category Package: **BAE**

Embark on a transformative journey where you will grow your professional network, sharpen your business skills, and make a meaningful impact on society. Through engaging workshops, collaborative projects, and expert mentorship, you will be empowered to excel in business management while fostering a strong sense of community responsibility. You will unlock your potential, forge lasting connections, and become a catalyst for positive change in both your career and your community.







## ACTIVITIES

Participants will engage in:

- Interactive talks and classroom sessions
- Social project participation
- Hands-on Batik and traditional craft workshops
- Cultural excursions

## LEARNING SCOPE

Participants will be able to:

- Gain knowledge of entrepreneurship
- Contribute to community empowerment projects
- Gain insights from local industry and community visits
- Develop critical thinking through a glocal perspective

## DURATION | MONTH

1 week

## LANGUAGE PROFICIENCY

None

## FEES

**USD 750** per participant

Price inclusive of:

- **WELCOME PACK**
- **MEALS (3 TIMES A DAY)**
- **GROUND TRANSPORTATION**
- **AIRPORT TRANSFERS**
- **COURSE MATERIALS**
- **CERTIFICATE**

Note: Minimum no. of 5 participants

## CREDIT TRANSFER

None

## TARGET GROUP

General Public