

**INTERNATIONAL STUDY TOUR UNIVERSITY OF
SOUTHAMPTON, MALAYSIA**



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NUST Business School

National University of Science & Technology (NUST)

Islamabad, Pakistan

(2024)

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An industry project report submitted to the National University of Science &
Technology, Islamabad,

In partial fulfillment of the requirements for the degree of

Executive Masters in Business Administration

Supervisor: Dr. Shujaat Haider Hashmi

NUST Business School

National University of Science & Technology (NUST)

Islamabad, Pakistan

(2024)

BUSINESS PROJECT ACCEPTANCE CERTIFICATE

It is Certified that final copy of EMBA Business Project written by Humel Nadir Registration No. 326921 of EMBA 2K20 has been vetted by undersigned, found complete in all aspects as per NUST Statutes/Regulations/MS Policy, is free of errors, and mistakes and is accepted as fulfillment for award of EMBA degree. It is further certified that necessary amendments as pointed out by GEC members of the scholar have also been incorporated in the said business project.

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Executive Summary

The NUST Business School (NBS) Executive MBA program includes an essential component called the "International exchange program" (IEP) that provides valuable opportunities for EMBA students. As part of this programme, the EMBA 2K20 students were given the opportunity to be a part of the student exchange program and study modules at the University of Southampton, Malaysia, led by EMBA Program Head, Associate Professor Dr Fawad Khan.

During the visit to the University of Southampton, the EMBA students attended lectures by esteemed faculty and had the opportunity to network with professionals and peers in an international context. Additionally, the students gained insights into the operations of Pelabuhan Tanjung Pelepas (PTP), which is one of the premier transshipment port in Malaysia.

Pelabuhan Tanjung Pelepas Sdn Bhd (PTP) is the premier transshipment port in Malaysia, equipped with state-of-the-art facilities, equipment and information technology systems integrating all port users. The port delivers reliable, efficient and advanced services to major shipping lines and box operators, providing shippers in Malaysia and abroad extensive connectivity to the global market. The integration of Pelepas Free Zone with the port terminal which allows seamless movement of cargoes is one of the added advantages to customers and business partners. PTP is a joint venture between MMC Corporation Berhad (70%), a utilities and infrastructure group and APM Terminals (30%), a leading global ports group with a global port network in 74 countries.

Introduction

Overview

The educational trip to Malaysia aimed at fostering academic enrichment, cultural immersion, and professional development. As an integral component of NUST university's experiential learning initiatives, this trip provided students with a unique opportunity to broaden their horizons, deepen their understanding of global perspectives, and gain firsthand insights into the diverse socio-cultural and economic landscapes of Malaysia. Through a meticulously curated itinerary comprising interactive lectures, immersive field trip, and engaging cultural experiences, the trip endeavored to facilitate holistic learning experiences that transcend traditional classroom boundaries. By fostering experiential learning and cross-cultural exchange, the educational trip to Malaysia equipped students with the knowledge, skills, and cultural competence necessary to thrive in an increasingly interconnected and multicultural world.

Malaysia is a country in Southeast Asia. The federal constitutional monarchy consists of 13 states and three federal territories, separated by the South China Sea into two regions: Peninsular Malaysia and Borneo's East Malaysia. Peninsular Malaysia shares a land and maritime border with Thailand and maritime borders with Singapore, Vietnam, and Indonesia. East Malaysia shares land and maritime borders with Brunei and Indonesia, as well as a maritime border with the Philippines and Vietnam. Kuala Lumpur is the national capital, the country's largest city, and the seat of the legislative branch of the federal government. Putrajaya is the administrative centre, which represents the seat of both the executive branch (the Cabinet, federal ministries, and federal agencies) and the judicial branch of the federal government. With a population of over 33 million, the country is the world's 43rd-most populous country. Malaysia is tropical and is one of 17 megadiverse countries; it is home to numerous endemic species. Tanjung Piai in the Malaysian state of Johor is the southernmost point of continental Eurasia.

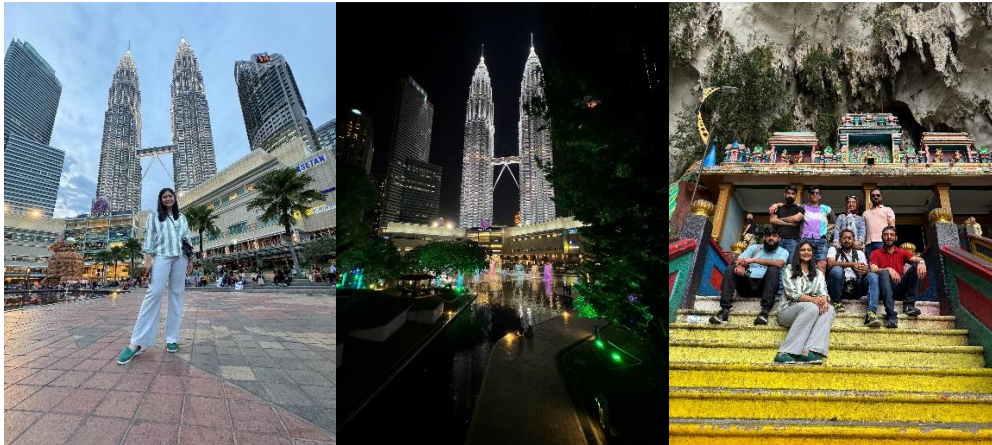
Visit to Malaysia

On the 11th of January 2024, I embarked on a captivating journey to Malaysia, starting with the bustling city of Kuala Lumpur. The day was marked by an exhilarating visit to the iconic Batu Caves, where the towering limestone formations and the majestic golden statue of Lord Murugan left an indelible impression. The spiritual ambiance and the vibrant colors of the Hindu shrines created a serene yet awe-inspiring atmosphere. Following this cultural immersion, I ascended to the cool heights of Genting Highlands, a mountain retreat renowned for its lively entertainment options and panoramic views. The contrast between the tranquil Batu Caves and the lively atmosphere of Genting Highlands provided a holistic experience of Malaysia's diverse offerings. On the 14th of January 2024, my journey took an educational turn as I proceeded to Johor Bahru for a student exchange program at the esteemed University of Southampton.

The program was further enriched by the presence of our esteemed program head, Dr. Fawad Khan, whose guidance and expertise added invaluable insights to our academic endeavors. The fusion of cultural exploration in Kuala Lumpur with the academic pursuits in Johor Bahru encapsulated the essence of my enriching visit to Malaysia.

Kualalumpur Visit

Prior to the commencement of university classes, students were given sufficient time to explore various parts of Malaysia. Personally, I chose to embark on a journey to Kuala Lumpur, which is the vibrant capital city of Malaysia and is a melting pot of cultures, traditions, and modernity. Its skyline is adorned with towering skyscrapers, notably the iconic Petronas Twin Towers, which symbolize the city's rapid development. Amidst the urban hustle and bustle, Kuala Lumpur preserves its cultural heritage through landmarks like the Sultan Abdul Samad Building and the Jamek Mosque, showcasing a harmonious blend of Islamic and colonial architectural influences. The city's diverse culinary scene tantalizes the taste buds with a fusion of Malay, Chinese, Indian, and Western flavors, found in bustling street food markets and upscale dining establishments alike. Kuala Lumpur is also a shopper's paradise, offering everything from bustling street markets to luxury malls like Pavilion Kuala Lumpur. With its lively atmosphere, rich history, and modern amenities, Kuala Lumpur is a dynamic city that captivated me with its unique charm and endless opportunities for exploration.



During my visit to Kuala Lumpur, I had the opportunity to explore the nearby vicinity and immerse myself in the cultural and natural wonders it had to offer. One of the highlights of my trip was visiting the renowned Batu Caves, located just a short distance from the bustling city center. Nestled amidst lush greenery, the Batu Caves are a series of limestone caves and cave temples that stand as a testament to Malaysia's rich cultural heritage. The towering golden statue of Lord Murugan at the entrance immediately captivated my attention, and as I ascended the steep staircase leading to the main cave temple, I was greeted by the sight of intricate Hindu shrines and colorful statues lining the cavernous interiors. The spiritual ambiance and breathtaking natural surroundings of the Batu Caves made it a truly unforgettable experience, offering a glimpse into Malaysia's diverse cultural tapestry.

Genting Highlands Visit

I also seized the opportunity to journey to the enchanting Genting Highlands, a captivating mountain retreat located just a scenic drive away from the bustling city of Kuala Lumpur. Perched at an elevation of 1,800 meters above sea level, Genting Highlands offers a refreshing escape from the urban hustle and bustle, with its cool mountain air and breathtaking panoramic views. As I ascended the winding roads, surrounded by lush rainforest-clad hillsides, I was mesmerized by the ethereal beauty of the landscape. Upon arrival, I immersed myself in the myriad entertainment options that Genting Highlands is renowned for, from its exhilarating theme parks to its world-class shopping and dining experiences. The lively atmosphere and diverse attractions of Genting Highlands provided a perfect contrast to the serene tranquility of Batu Caves, offering a well-rounded exploration of the natural and cultural wonders that Malaysia has to offer.



Langkawi Island Visit

Continuing my Malaysian adventure beyond Kuala Lumpur, I ventured to the stunning Langkawi Island, a tropical paradise renowned for its pristine beaches and lush rainforests. One of the highlights of my visit was indulging in an exhilarating island-hopping experience, where I had the chance to explore the breathtaking landscapes and crystal-clear waters surrounding the archipelago. From idyllic sandy shores to hidden coves, each stop along the island-hopping tour revealed a new slice of Langkawi's natural beauty. Additionally, I immersed myself in the tranquility of the island's mangrove forests by embarking on a kayaking expedition



through winding waterways, marveling at the diverse ecosystems and abundant wildlife that call Langkawi home. The combination of island hopping and kayaking allowed me to fully appreciate the unspoiled splendor of Langkawi Island, making it a memorable highlight of my Malaysian escapade.

University of Southampton

The University of Southampton has seven campuses, six in the UK and one in Malaysia. The campus in Malaysia opened in Iskandar, in October 2012. Since its opening in 2012, the university has grown the number and variety of undergraduate programmes to offer and recently adding Computer Science, Business and Economics BSc programmes to its portfolio as well as expanding the Foundation Year courses. In October 2021 the University of Southampton Malaysia (UoSM), relocated to a new estate in Iskandar Puteri, Johor, 15 minutes from the Second Link Bridge into Singapore, and 20 minutes from Johor Bahru city centre. The multi-storey building is 150,000 sqft in size and equipped with first class teaching & research facilities, and a fantastic range of open learning spaces, providing the best possible experience for students and staff. The campus is equipped with a cutting-edge digital library, a myriad of open learning spaces and lecture halls that can seat up to 200 students. To enhance the on-campus experience for students, a dedicated Student Association Centre is available alongside the Student Office where a team of committed staff are ready to assist. Practical learning is further enriched by high-technology facilities, such as, four Electrical and Electronics Labs, an Aerospace Lab (equipped with a wind tunnel), a Design Studio, Experimental Labs and a 12-terminal Bloomberg Suite.

Modules Attended

Day 1, Session 1: TechFrontiers: Emerging Global Technologies and Trends

In the first session we were taught about AI, Machine Learning and IoT. AI refers to the ability of machines to perform tasks that typically require human intelligence, such as language understanding, image recognition and decision making.

Machine learning is the subfield of artificial intelligence (AI) that focuses on developing algorithms and models that enable computers to learn from data and make predictions or decisions without being explicitly programmed. The core idea is to allow machines to improve their performance on a task through experience or exposure to data.

IoT Applications are being used in medical, for patient monitoring, drug management, and supply chain, logistics. It is also being used in agriculture industry for automated machinery, soil monitoring, irrigation and in smart cities for Intelligent transportation systems, and to optimize power distribution, ensuring energy conservation and sustainability. Whereas IIoT is used in predictive maintenance, process optimization and automation, enhancing efficiency, supply chain management. IoT is also being used in retail industry for inventory management and supply chain optimization.

We were also taught about Blockchain technology. At its core, a block chain is a decentralized and distributed ledger that records transactions across a network of computers. A blockchain operates on a peer-to-peer network where every participant, or node, has access to the entire history of transactions.

Each blockchain in the chain contains a list of transactions, a timestamp, and a reference to the previous block, forming a chronological and immutable chain of information.

Blockchain applications can be used for cryptocurrencies and digital assets, supply chain management, financial services, health care, identity management and voting system.

Session 2: Green Business School and Sustainable Development Goals

The sustainable development goals (SDGs) were formed at the United Nations Conference on sustainable development in Rio de Janeiro in 2012. The objective was to produce a set of universal goals that meet the urgent environmental, social, and economic challenges facing our world.

The sustainable development goals are the blueprint to achieve a better and more sustainable future for all.

In September 2015, all 193 member states of the United Nations adopted a plan for achieving a better future for all - laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice and protect our planet.

At the heart of “Agenda 2030” are 17 sustainable development goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges (various interconnected issues) of our time.

The SDGs clearly define the world we want – applying to all nations and leaving no one behind.

To achieve the diverse targets of SDGs there should be collaboration among academia, business, citizens, civil society, international organizations and government. Successful implementation of the SDGs will require all players to champion this agenda. However, the role of higher education is more critical to this.

Session 3: Case Study - Pricing at Netflix

We were also given a case study about Netflix and its pricing strategies. Netflix operates on a subscription-based model, offering customers access to a vast library of movies, TV shows, documentaries, and other content for a monthly fee. Over the years, Netflix has implemented several pricing tiers to cater to different segments of its user base and to adapt to changing market conditions.

Typically, Netflix offers three main subscription plans:

Basic Plan: This plan provides access to Netflix's entire library of content for a lower monthly fee. However, it limits streaming to one device at a time and does not include HD or Ultra HD viewing options.

Standard Plan: The standard plan offers access to the full library of content and allows streaming on two devices simultaneously. It also includes HD viewing options but does not include Ultra HD.

Premium Plan: The premium plan offers access to the entire library of content and allows streaming on up to four devices simultaneously. It includes HD and Ultra HD viewing options, making it suitable for households with multiple users and devices.

Netflix periodically adjusts its pricing to reflect changes in content offerings, production costs, and market demand. Additionally, the company may test different pricing strategies or introduce new pricing tiers in specific regions to gauge customer response and optimize revenue.

Day 2: Industry Visit to Pelabuhan Tanjung Pelepas Sdn Bhd (PTP) - A premier transshipment company in Malaysia

The Industry Visit to Pelabuhan Tanjung Pelepas Sdn Bhd (PTP) provided a fascinating insight into the operations of one of Malaysia's premier transshipment companies. Situated strategically along the busy Straits of Malacca, PTP plays a pivotal role in facilitating global trade by serving as a crucial transshipment hub for containerized cargo. During the visit, we had the privilege of gaining firsthand knowledge about the company's operations, including its advanced logistics and cargo handling processes. Through informative guided tour, we learned about PTP's state-of-the-art facilities, innovative technologies, and stringent safety protocols that ensure efficient and secure handling of goods.

One of the highlights of the visit was the opportunity to explore the bustling sea port firsthand and witness the impressive array of container ships in action. As we walked along the docks, we were struck by the sheer scale and complexity of the operations, with massive cranes lifting and stacking containers with precision and agility. The sight of container ships from around the world docking at the port underscored PTP's significance as a key maritime gateway connecting global trade routes. The visit not only deepened our understanding of the logistics industry but also provided valuable insights into the critical role played by companies like PTP in facilitating seamless international trade and commerce.



Day 3, Session 1: Getting Familiar with the Bloomberg Database

We were given an insight into the University of Southampton, Bloomberg Lab. It is a state-of-the-art facility equipped with Bloomberg Terminals. These terminals provide real-time financial data, news, analytics, and trading tools essential for research, analysis, and decision-making in the global financial markets. Students, researchers, and professionals use the Bloomberg Lab to gain hands-on experience in financial data analysis, conduct research, and simulate trading activities. The Lab serves as a valuable resource for learning about financial markets, understanding economic trends, and developing practical skills in finance and investment management.

The specialty of Bloomberg is that you get the latest information and can-do fundamental analysis for what to buy and when to buy. Looking at the financial highlights available, you can

make fundamental analysis considering the book value and income statement of a company. We were also taught about candle chart which can be used for efficient market hypothesis and fair price analysis.

Session 2: Data Analysis for Financial Leaders

The lecture on Data Analysis for Financial Leaders was a comprehensive exploration into advanced statistical models crucial for informed decision-making in the financial sector. One of the key topics covered was the Microfit model, which is widely used in econometrics for time series analysis. Through detailed explanations and practical examples, we delved into the intricacies of Microfit, learning how to apply it effectively to analyze economic and financial data, identify trends, and make accurate forecasts. Additionally, the lecture introduced us to the MGARCH (Multivariate Generalized Autoregressive Conditional Heteroskedasticity) model, a powerful tool for modeling volatility in financial markets. We gained insights into the theoretical foundations of MGARCH and its practical applications in estimating and predicting volatility, a crucial factor in risk management and portfolio optimization.

Furthermore, the lecture provided a comprehensive overview of volatility estimation techniques, focusing on the importance of accurately measuring and forecasting volatility in financial assets. We explored various methods, including historical volatility, implied volatility, and the GARCH (Generalized Autoregressive Conditional Heteroskedasticity) model. Through hands-on exercises and case studies, we learned how to implement these techniques using statistical software, gaining practical skills in volatility analysis essential for financial decision-making. Overall, the lecture on Data Analysis for Financial Leaders equipped us with the knowledge and tools necessary to analyze complex financial data, assess market risk, and make informed investment decisions in today's dynamic and volatile financial landscape.

Day 4: Panel Discussion on “The Impact of Business Education on Human Capital Development”

The panel discussion on "The Impact of Business Education on Human Capital Development" was a thought-provoking event that shed light on the crucial role of business education in shaping human capital for the future. Led by esteemed speakers including Prof Dr Chew Ging Lee, Head of Southampton Malaysia Business School, Assoc Prof Dr Jo-Han Ng, Head of Research at the University of Southampton Malaysia, and Assoc Prof Dr Varun Thangamani, Associate Professor in Aeronautics & Astronautics, the discussion provided valuable insights into the intersection of education, business, and human development. Prof Dr Chew Ging Lee emphasized the importance of holistic business education in nurturing well-rounded professionals equipped with not only technical skills but also critical thinking, creativity, and

adaptability. His insights underscored the significance of business schools in fostering a diverse range of competencies essential for addressing the complex challenges of the modern business landscape.

Assoc Prof Dr Jo-Han Ng further expanded on this theme by highlighting the role of research and innovation in driving human capital development within the business education sphere. He emphasized the need for business schools to foster a culture of research excellence and collaboration, enabling students and faculty to engage in cutting-edge research that addresses real-world issues and contributes to societal advancement. Assoc Prof Dr Varun Thangamani brought a unique perspective to the discussion by exploring the interdisciplinary nature of education and its impact on human capital development beyond traditional business domains. His insights into the integration of disciplines such as aeronautics and astronautics underscored the importance of embracing diverse educational pathways to cultivate a versatile workforce capable of driving innovation and sustainable development across industries. Overall, the panel discussion provided a stimulating platform for exploring the multifaceted impact of business education on human capital development, highlighting the importance of collaboration, innovation, and interdisciplinary approaches in shaping the future of business and society.



Conclusion

In conclusion, my Malaysia Study Tour at the University of Southampton has been a profoundly enriching experience that has broadened my horizons and deepened my understanding of Malaysian culture, society, and business landscape. Through engaging lectures, immersive field trips, and insightful discussions led by esteemed faculty members and industry experts, I have gained invaluable insights into various facets of Malaysian life, from its rich cultural heritage to its dynamic economy and global connectivity. The opportunity to visit iconic landmarks such as the Batu Caves, Genting Highlands, and Pelabuhan Tanjung Pelepas Sdn Bhd has provided a firsthand glimpse into the diverse tapestry of Malaysian identity and its significance in the global arena.

The objectives of the educational trip to Malaysia have been resoundingly achieved, thanks to the collaborative efforts of students, faculty members, and local partners. Throughout the journey, students have not only expanded their academic horizons but also deepened their cultural understanding through immersive experiences and meaningful interactions with local

communities. The trip successfully provided a platform for students to engage in experiential learning, fostering critical thinking, creativity, and adaptability in navigating real-world challenges. By visiting iconic landmarks, participating in interactive lectures, and engaging in insightful discussions with industry experts, students have gained invaluable insights into Malaysia's rich cultural heritage, dynamic economy, and global connectivity. Moreover, the trip has facilitated the development of meaningful connections and networks, both within the university community and with external stakeholders, laying the foundation for future collaborations and personal growth. Ultimately, the educational trip to Malaysia has not only achieved its objectives of academic enrichment and cultural immersion but has also empowered students with the knowledge, skills, and cultural competence necessary to thrive as global citizens in an increasingly interconnected world.

As I reflect on the transformative experiences and profound insights gained during this journey, I am grateful for the opportunity to be part of such a rewarding and impactful educational experience.



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