

**UNIVERSITY OF SOUTHAMPTON, MALAYSIA & PTP  
(Pelabuhan Tanjung Pelepas)**



By

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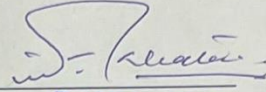
Islamabad, Pakistan

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It is Certified that final copy of EMBA Business Project written by Zeerak Ikram. Registration No. 327085 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.

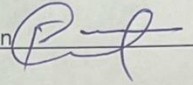
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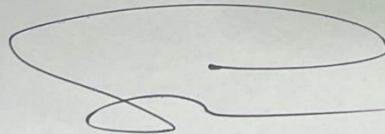
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## **AUTHOR'S DECLARATION**

I ZeeraK Ikram hereby state that my MS thesis titled “**UNIVERSITY OF SOUTHAMPTON, MALAYSIA & PTP (Pelabuhan Tanjung Pelepas) Transshipment Port**” is my own work and has not been submitted previously by me for taking any degree from National University of Sciences and Technology, Islamabad or anywhere else in the country/ world.

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Name of Student: ZeeraK Ikram

Date: 19<sup>th</sup> September 2024

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I solemnly declare that research work presented in the thesis titled **“UNIVERSITY OF SOUTHAMPTON, MALAYSIA & PTP (Pelabuhan Tanjung Pelepas) Transshipment Port”** is solely my research work with no significant contribution from any other person. Small contribution/ help wherever taken has been duly acknowledged and that complete thesis has been written by me.

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## Executive Summary

One integral aspect of NUST Business School's Executive MBA program is termed 'International Exchange Program' that serves as a valuable capstone project for EMBA students. The EMBA 2K20 batch did this project under the supervision of Associate Professor Dr. Fawad Khan by taking certain modules at the University of Southampton, Malaysia.

In January of 2024 I, too, was fortunate enough to be a part of this wonderful exchange program which served as the cherry on top of our curriculum.

In addition to their courses, the students from our host university were fortunate enough to lecture on very interesting subjects and we greatly benefited from their expertise. Also, during our stay at the University of Southampton, we took part in invaluable networking events where we met professionals and students from various cultures and provided us with enhanced understanding of international business and its many facets.

One of the highlights of our exchange program were the visits to Pelabuhan Tanjung Pelepas (PTP) which is Malaysia's foremost transshipment port. Equipped with modern construction, PTP is known alongside its use of advanced information technology to assist port users in various ways.

Based on our findings, PTP is focused on providing sophisticated and dependable services to significant shipping lines and box operators, enabling extensive access to the global marketplace for shippers in Malaysia and other regions. Moreover, the easement of the Free Zone into the port terminal enhances the effectiveness of the flow of goods into the port, giving additional benefits for customers and business partners.

In essence, the Exchange Program not only offered an unparalleled chance to broaden our academic scope but also provided first-hand knowledge of how global businesses operate. This is an experience that will greatly impact my perspective and career for years to come.

## Overview of the Study Tour

The study tour at the University of Southampton Malaysia took place from January 15 to January 18, 2024 across a time span of four days which included various sessions, workshops, and panel discussions focusing on the changes to the educational landscape.

First and foremost, a day was reserved for orientation of which on the first day, we were briefed on the economy of Malaysia which heavily relies on tourism, and the education sector as well. We were also presented to the ways institutions tend to satisfy both their profit and social responsibility goals along with the major investments Southern Malaysia receives from Singapore. Our knowledge on artificial intelligence, machine learning, and blockchain and other technological advancements was also leveled thanks to engaging discussions on these topics.

Moreover, a focal point was the Green Business School which highlighted the need for sustainability and the Sustainable Development Goals (SDGs) for the 2015-2030 agenda. Determined at the concept was widespread collaboration between various stakeholders at national and international levels and acted as a reminder for the immense progress the business and education sectors have made towards achieving a united SDG agenda.

Day two was dedicated to different aspects with respect to the Transport, Ports, and Terminals sector including capacity, business models, and competition issues. It also included a detailed analysis of the importance of the Malacca Straits in the overall trade patterns of the world which was supplemented by an informative visit to the Port of Tanjung Pelepas (PTP) in Iskandar Puteri, Johor Bahru District to witness the transshipment operations in the port industry.

During day three, students were provided with sessions on the financial analysis of companies with special emphasis on monitoring the market and conducting financial analysis through the Bloomberg databases. They had practical exposure to estimating stock and option volatility using econometric techniques like **GARCH** and **MGARCH** using **STATA/SE** which are key to market risk management.

Concluding the tour, the discussions on the last day reflected on the essentiality of business studies in achieving human growth and development. To summarize, the University of Southampton Malaysia hosted a 4 day international study tour which helped in appreciating the intersections of education, technology, and business. They returned greatly informed and with an understanding which is important in dealing with the realities of today's world.

**Malaysia – Truly Asia**

Upon arriving in Malaysia, we should summarize the unique aspects of the country. Malaysia is a country located in Southeast Asia, which is a federal constitutional monarchy that consists of 13 states and 3 federal territories. It is split into Peninsular Malaysia and East Malaysia of Borneo through the South China Sea.

Peninsular Malaysia is bordered in the north by Thailand and has maritime borders with Singapore, Vietnam, and Indonesia. East Malaysia is bordered by Brunei and Indonesia and has maritime borders with the Philippines and Vietnam. The focus of our trip was on Peninsular Malaysia where we had the chance to experience its rich culture and active business region.

For the duration of our stay in Malaysia, our base of operations was Kuala Lumpur which is both the capital city of the country and the most populated. The city was a great representation of busy city life, and also housed the legislative center of the federal government. We also traveled to Putrajaya, which is an administrative area that is home to the executive and judicial arms of government.

Sitting at 43rd amongst the most populated countries in the globe, Malaysia has a population of over 33 million. Home to many endemic species, the country's natural beauty and biodiversity never fails to amaze anyone considering its tropical climate. Malaysia is also one of 17 nations to be classified as a 'megadiverse' country.

While there, we were quite fascinated with the natural beauty and diversity that Malaysia had to offer. In addition, we were also educated on Malaysia's position geographically, with Tanjung Piai in the state of Johor as the southernmost point of continental Eurasia. This truly does show the strategic significance of Malaysia in the region.

While we enjoyed Malaysia's diverse culture, rich history, and friendly people, it also gave us context towards their business, which was remarkable.



## Exploring Malaysia - Kuala Lumpur (8th -14th January 2024)

On my first day in Malaysia, 8th of January 2024, I started my trip in the dynamic city of Kuala Lumpur. Batu Caves, whose limestone formations fascinated me, was our first stop in the city. The spiritual atmosphere that engulfed me while scaling the steps towards the caves was something out of this world. With colorful Hindu shrines adding to the tranquility I felt while exploring the caves further cemented my awe towards Malaysia's cultural diversity.

My next stop was Genting Highlands. The drastic change in my surroundings from Batu Caves was vastly different. The serenity of the caves was replaced by the lively and festive atmosphere of Genting. I was stunned by the panoramic views, and loved the genting highlands for providing such an advanced leisure experience, and taking away the 'cave-like' tranquility.

Kuala Lumpur is not all cave and mountain. The Sultan Abdul Samad Building and Jamek Mosque shocked me with their perfect blend of Islamic and colonial architecture, and provided a rough insight towards Malaysia's colorful past.



A notable feature of Kuala Lumpur is its wonderful array of dishes that cleverly mixes Malay, Chinese, Indian and Western foods. You can find great places to eat, from casual food stalls to high-end restaurants.

For people like me who adore shopping, Kuala Lumpur is the Holy Grail. There is much to buy and explore, from colorful street bazaars to luxury shopping malls such as Pavilion Kuala Lumpur.

While I spent a week in Kuala Lumpur, tasting all its local cuisines, on the **14th of January** 2024, we changed our course to **Johor Bahru** where we had a student exchange at the University of Southampton. This portion of the trip was purely educational, and I could not wait to dive deep into scholarly work. With the help of **Dr. Fawad Khan** who was our program head, I participated in several academic activities and learned a lot about my area of focus.

## University of Southampton

The University of Southampton operates across seven campuses worldwide, six of which are in the UK and one in Malaysia. The Malaysian campus which was set up in Iskandar in October of 2012 has gained steadily since its inception and now offers a wider variety of programs. Recently, it has added programs in Computer Science, Business, and Economics BSc as well as expanded its Foundation Year offerings.

As of October 2021, the University of Southampton Malaysia(UoSM) moved to a new campus in Iskandar Puteri, Johor, Malaysia, which is a strategic 15 minutes from the Second Link Bridge to Singapore and 20 minutes from Johor Bahru city center. The new campus has an amazing 150,000 square feet of space and includes the latest Teaching and Research facilities.

Students benefit from the numerous open spaces and Lecture rooms with a capacity of up to 200 students which best serve the learning needs.

The campus features an advanced digital library which enlarges the spectrum of resources available for students and faculty members. There is a Student Association Centre and a Student Office which also offer supplementary services to enhance the student experience.\

Four Electrical and Electronics Labs, an Aerospace Lab featuring a wind tunnel, a Design Studio, Experimental Labs, and a 12-terminal Bloomberg Suite are just some of the high-tech facilities of the institution. Students learn not only through theory, but also practice, which increase their readiness for competitive challenges in their industries.



## **Day 1: ORIENTATION, TECHFRONTIERS, SGDS & CASE STUDY**

### **Session 1: Orientation: Malaysian Demographics & its Economic Model**

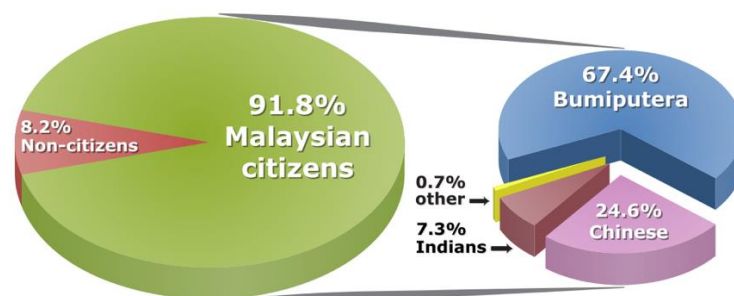
After we were welcomed and integrated into the faculty, we proceeded to our first session during which extensive discussions concerning Malaysian demographics and its economic model were held. Regarding a population as malleable as Malaysia's the Year 2023 estimate is roughly 34 million. This population serves as a source of great diversity which is beneficial to Malaysia's social landscape.

The population is further diversified into different ethnic groups, where the predominant ones are Malays, Chinese, and Indians. Malays form the largest segment, accounting for approximately sixty percent of the population. As the original ethnic group in Malaysia, the majority of Malays are Muslims. While Malays are the majority in Malaysia, they are by no means monolithic as culture deeply impacts the multitude of traditions they engage in.

Account for about twenty-three percent of the population, the Chinese community has always been a critical Chinese in the economy of Malaysia. With deep ties in business, the Chinese community has been a great pillar of prosperity in Malaysia.

With a blend of culture that characterizes Malaysia, the Indian Community constitutes the remaining seven percent of the population. Engaged in agriculture, commerce, and services, the Indian community has made an immense impact on the culture and economy of Malaysia.

In summary, Malaysia's ethnic mix illustrates the country's multiculturalism which adds to the country's uniquely charm and character.



## Session 2: TechFrontiers: Emerging Global Technologies & Trends

The discussion and debate on Emerging Global Technologies & Trends took place on the 2nd session of the 1st day discussed in detail and exceeded expectations. It stressed the takedown of Kodak and Nokia, who were unable to adapt fast enough to the new technological innovations which resulted in an unsustainable decline in their business efficiency and profits. Such phenomena are grim reminders for all businesses to learn from the failures of Kodak and Nokia and emphasize on multidisciplinary approach to manage businesses in this dynamically changing technological world.

In order to ensure success, a company must actively and systematically respond to prevailing trends, allocate resources towards innovation, encourage the development of adaptive cultures, and diversification of the income streams. Not paying attention to the lessons presented through the downfall of Kodak



and Nokia is certainly a strategy some other companies can adopt, but it will forever be unsustainable.

Staying informed of newly emerging global technologies and trends is becoming increasingly critical for an individual or any organization to harness the Energy Revolution. The manifestation of AI, ML, blockchain, IoT, and Neuro Networks fosters and innovatively changes the way individuals, businesses, and governments engage and do business with fast pacing technologies.

As the session came towards its conclusion, we all formed a group to take a picture with the wonderful Instructor.



## Green Business School & SDGs

The focus of the third session on the first day was on the contribution of a Green Business School towards the attainment of Sustainable Development Goals (SDGs). The United Nations set 17 global social, economic and environmental objectives in 2015 to be achieved by 2030 which is known as the SDGs. The 17 goals are targets to end poverty, promote prosperity, and foster growth and sustainable development.

From health and education to gender equality and climate action, the SDGs encompass a wide range of interrelated issues. These goals serve as a common framework to encourage collaboration and serve the purpose of achieving a fairer and more sustainable world for all.

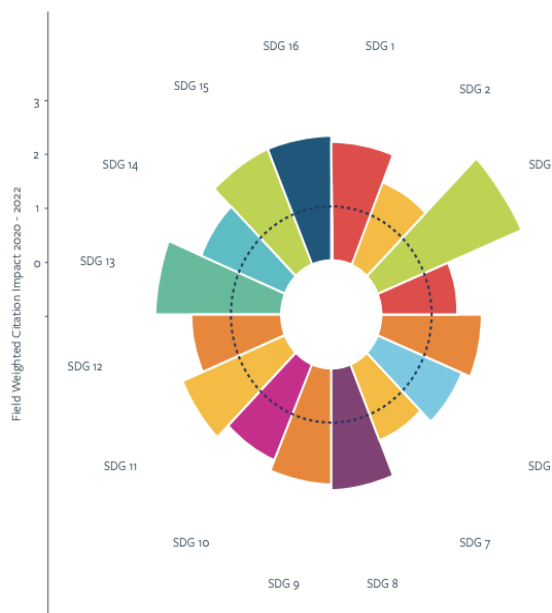


Figure 1. Radial plot showing University of Southampton Field Weighted Citation Indexes for SDGs 1-16 for the period 2020 – 2022. Dashed line indicates FWCI 1 indicating the average for the field (SDG) globally.

In this regard, a green business school has an important role to fulfill. Such institutions ensure that sustainability is thoroughly integrated into business education and practice, and thus, actively contribute to attaining the SDGs. These institutions prepare future leaders to solve multifaceted problems and bring about effective change in working towards a more sustainable world.

This Business School is a Southampton University's flagship institution that contributed significantly to the achievement of the Sustainable Development Goals (SDGs). First, the institution scholars on sustainability, training them on how businesses can operate for the benefit of the society while being environmentally friendly. Students learn, for example, on the harnessing of clean energy, waste minimization, and protection of all workers and communities. From such a background, students emerge as future leaders who make positive changes in their careers.

Secondly, Green Business Schools strives to create projects that students can actively participate in, which can provide them with insights regarding climate change and poverty, amongst many other sustainability challenges. This is an innovative way of conducting research to solve existing problems in the world.

Additionally, Green Business Schools work towards sustainability with businesses, governments, and non-profit organizations. That line of sharing knowledge on projects helps facilitate the creation or goals of advanced sustainable practices. For example, students might partner with a firm to strategize ways to lower their carbon footprint. That allows the students to learn while utilizing real life scenarios.

To summarize, Green Business Schools positively change the world and make an impact through collaboration, research, and education in order to achieve the SDGs, which makes the world a better and happier place.



## Case Study: How should Netflix Add an Ad-supported Tier!

The latter portion of the day consisted of analyzing a Harvard Business School concoction on Netflix's ad-supported market segmentation. The study dealt with Netflix's evolution and pricing optimization strategies and how it affected the business. Netflix began with a single plan subscription, where one could stream unlimited for a flat fee. As Netflix started acquiring content, especially valuable shows and originals, the acquisition cost skyrocketed, prompting the company to reevaluate its pricing model.

Federated pricing plans were unleashed by Netflix in 2014 alongside a modification in their marketers' segmentation strategy. Vertical segmentation was based on the 'Quality of Service' attribute. For example, standard subscribers were provided access to HD streaming on 2 screens simultaneously while in the premium plan, Ultra HD streaming with allowance for 4 screens was bundled. The adjustments were made to increase revenue to fund the acquisition and production of content.

Although subscribers initially objected to the price increase, Netflix was able to succeed in meeting the goals they set. By the end of 2017, they had a net revenue of \$11.7 billion, an astonishing figure relative to 2014 when they had only earned \$6.7 billion. Moreover, countless new subscribers across the globe contributed towards Netflix's revenue growth, making the international expansion extremely important.

Netflix made a huge blunder in 2011 when they lost customers after the second price hike and split with Qwikster. Not only did this greatly dissatisfy subscribers in the short term, but it also made them lose a large amount of subscribers. While monetarily this was a poor choice, it made clear the challenges tied to altering pricing strategies and communicating these effectively to the customers.

To resolve the situation, Netflix has opted to double down on creating original content, pouring billions into Stranger Things and The Crown. Not only did this investment help keep current subscribers but it also opened up a new target audience of subscribers, further helping cement Netflix's dominance in the streaming platform market.

In addition, Netflix kept improving and adding to their pricing options by adding a mobile-only tier in some regions. This, along with the constant focus on great content and satisfied subscribers, helps Netflix maneuver the market without much trouble.

### **Outcome from the Case Study:**

According to the findings Netflix was recommended a few strategies which when executed would help improve their pricing model as well as maintain their growth. These recommendations include: continuous content investment,



segmentation and improvement of pricing plans, effective communication with clients, experimentation with bundles, global outreach and rastn marketing, investment in technology, user experience enhancements, and finally pushing forth sustainability efforts and social responsibility. Netflix is able to improve their standing in the streaming world while simultaneously resolving competitive pricing and customer needs.



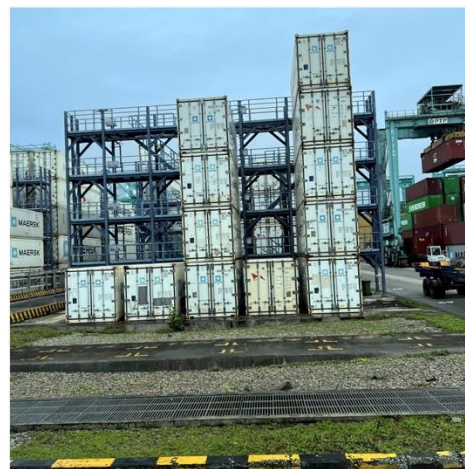
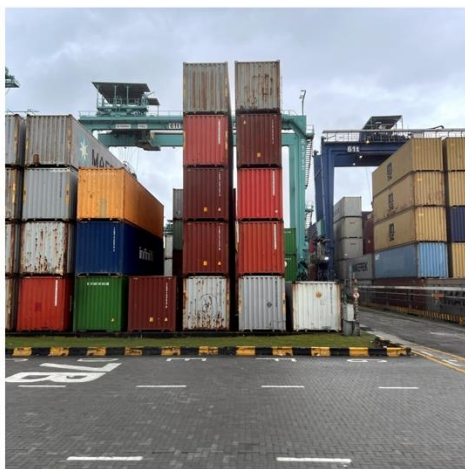
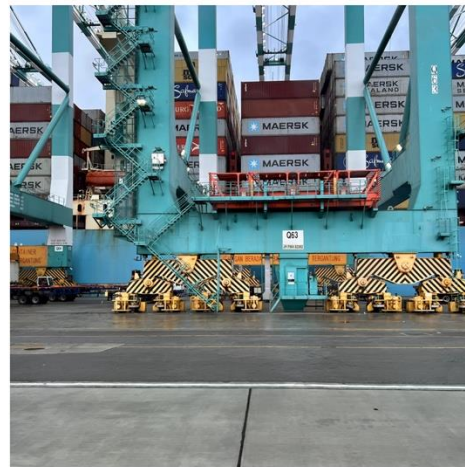
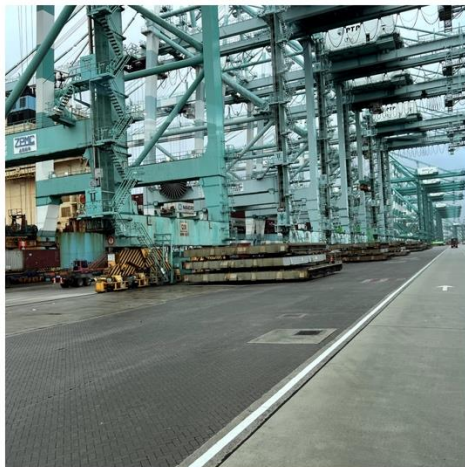
### **Conclusion and Presenting the Results of the Case Study**

Through implementing these strategies, Netflix can consolidate its standing in the streaming market, facilitate subscription increases, and maintain its revenue growth, all while efficiently managing the intricacies surrounding pricing and customers' needs.

## Day 2: Visit Of Port Of Tanjung Pelepas (PTP), Iskandar Puteri

### Significance of PTP for Malaysia

The industry visit to Pelabuhan Tanjung Pelepas Sdn Bhd (PTP) focused on one of Malaysia's leading transshipment firms. The location of PTP is very strategic as it is situated on the busy Straits of Malacca, making it an important point for international trade since it acts as a major transshipment center for containerized cargo. PTP, or Pelabuhan Tanjung Pelepas Sdn Bhd, is one of the best maritime terminal operating companies in the southern region of Peninsular Malaysia. Since 1999, when PTP was set up as a national company, it has been accelerating its growth as a major global player in the container terminal industry. PTP is recognized with high esteem due to its state-of-the-art equipment, efficient processes, and strong location which is bordering the Strait of Malacca.





## Our Visit

When we were there, we were honored to receive primary information about the business' operations which includes the company's sophisticated logistics and cargo handling activities. We were also introduced to PTP's facilities, technologies, and other safety protocols during an orderly tour which ensure the safe and efficient securing and handling of goods.

Among the most fascinating parts of the visit was the possibility to personally observe the sea port and the large number of operational container chips. While walking on the piers, one could not help but notice the astonishing size of the operations with huge cranes that grabbed and positioned containers at great speed and accuracy. The sight of container ships from around the world docking at the port highlighted PTP's importance as one of the main ports in Poland serving international trade routes which connects them to Europe. The insightful tour was informative not just in terms of understanding logistics but also about the important role PTP and companies like it play in international business and trade.



## Key Takeaways from the Visit to PTP:

1. Global commerce and trade is enhanced through PTP making freight forwarding easier due to its significant geographical position. Furthermore, the location allows effortless handling of containerized cargo from different parts of the world.
2. There was an observation made where it was noted that PTP is equipped with state-of-the-art technologies and modern facilities which signifies PTP's world-class infrastructure. Moreover, modern logistics was added upon with advanced container handling equipment and the automated system, which are aiding streamlined operations.
3. Alongside the terminal's initiatives and investments of expansion, PTP is known for making impressive advancements in international trade support due to its center role claiming the title of world maritime dominator. The impressive 12 million TEUs handled makes it clear why PTP possesses sustained competitiveness in the industry.
4. Alongside the previously mentioned statement, it was highlighted in the visit why PTP is known for having set the standard in global supply chain. PTP ensures secure operations through strict measures which mitigate potential risks to ensure the workforce, cargo and facilities remain safe.
5. **Enhancing Supply Chain Performance:** Efficient logistics and cargo handling processes facilitated by PTP improves supply chain performance for clients worldwide. The terminal's operational activities allow for more effortless logistics, which cuts costs and trims the time goods are held in transit for shippers.

All in all, the visit to PTP was instrumental in understanding the company's importance in the global maritime industry while also demonstrating the company's dedication to sustainability, innovation, and other areas that affect the port's activities.

**Day 3 : THE BLOOMBERG TERMINAL: REAL-TIME  
DATA BASED DECISION MAKING**

## Session 1: The Bloomberg Terminal

I found it interesting that in this session, we explored the Bloomberg Lab in Southampton University. This modern facility contains Bloomberg Terminals that provide real-time access to financial data, news, analytics, and trading tools which are essential for research, analysis, and financial markets decision making around the world.

The Bloomberg Terminals offer a wide range of applications designed to ensure that students, researchers, and professionals can obtain hands-on experience in financial data analysis and trading. Such experience helps users gain critical insights into actual financial markets, understand various economic phenomena, and develop practical skills in the fields of finance and investment management.

Among the most important aspects is the accessibility of the most recent information with its combination of fundamental analysis that in most cases determines the investment decision. Users can apply book value, income statements, and other financial highlights to conduct fundamental analysis and make prudent investment decisions.



Moreover, we studied candle charts which are helpful in efficient market hypothesis and fair price determination. This tool improves our capacity to analyze the market and make more accurate decisions regarding the buying and selling of securities.



The session has, in general, enlightened us on the range of functions of the Bloomberg Database alongside its role in financial analysis and research. It has provided us with practical skills and information important in dealing with the intricacies of the global financial markets.



## Key Takeaways from the Bloomberg Session:

1. **Comprehensive Market Coverage:** Since Bloomberg has a database that accommodates a variety of financial markets such as stocks, bonds, currencies, and commodities, users have the ability to access both real time as well as historical data. This is why users are able to receive market reports, analysis, and news which enables them to make investment decisions across various asset classes.
2. **Robust Financial Analysis Tools:** Bloomberg has strong utilities for carrying out a financial analysis of a company which incorporates main statements, KPI's, valuation metrics, and analyst reports. Users can also carry out financial modeling and ratio analysis which enable them to determine a company's financial position, performance, and growth potential effectively.
3. **Insights into Stocks and Securities:** Bloomberg covers a broad aspect of stocks and securities by updating users on market activities, price changes, trading volumes, and other related aspects. Its registered users have comprehensive details of stocks like company profiles, financials, recommendations from analysts, and any news pertaining to the stock. Users are also provided with advanced charting tools which, along with the technical analysis features, help in identifying stock price movements and making trades.
4. **Economic Indicators and Macroeconomic Analysis:** Illustrating regions and states across the globe, Bloomberg's database is filled with numerous economic indicators which include: GDP, trade balances, exchange rates and inflation rates. This information helps provide an understanding of how the various regions are performing economically which assists investors when evaluating investment prospects and mitigating risks.
5. **Regression Analysis:** Bloomberg has an all-encompassing review of the commodities markets which include unknown metals, energy, agriculture, and cryptocurrencies like Bitcoin and Ethereum. Users have the ability to track metrics of commodities, supply and demand, and moves in the commodity markets due to geopolitical factors. Users can also conduct regression calculation to analyze relationships of different variables, correlations, and predict future events from past data.

All in all, the Bloomberg session gave very useful insights and tools for comprehensive financial analysis, tracking the markets, as well as making informed investment decisions on different asset classes and markets.

## Session 2: Data Analysis for Financial Leaders

The topic of the lecture was Data Analysis for Financial Leaders, where we learned sophisticated statistical models necessary for decision making in the finance industry. One of the most interesting themes discussed was the Microfit model, which is one of the primary models used in econometrics for studying times series data. The class was able to learn step by step how to apply Microfit in econometrics and finance to instrument analyze and forecast economic and financial data.

The lecture covered not only Microfit but also MGARCH (Multivariate Generalized Autoregressive Conditional Heteroskedasticity) model, which is very useful in econometric analysis for modeling the volatility of financial markets. We delved into the theoretic and practical aspects of MGARCH, specifically its usage in volatility estimation and forecasting which are very important in risk management and portfolio optimization.

Additionally, the lecture provided an overview of a myriad of approaches to volatility estimation and stressed the importance of predicting volatility for financial assets. Some of the techniques discussed included historical volatility, implied volatility, the GARCH as well as Generalized Autoregressive Conditional Heteroskedasticity volatilities. We practiced a great deal of exercises and case studies using statistical software and learning greatly increased our decisiveness in a constantly changing economical environment, knowing how to analyze volatility and confidently make investment decisions.



In summary, the Data Analysis for Financial Leaders lecture furnished us with the competency to understand and interpret sophisticated financial data, evaluate the risk associated with the market, and manage the dynamics of the financial markets adeptly.



## **Day 4: PANEL DISCUSSION ON “THE IMPACT OF BUSINESS EDUCATION ON HUMAN CAPITAL DEVELOPMENT”**

**The discussion, led by esteemed speakers, provided insights into the critical role of business education in shaping the workforce of tomorrow.**

Panelists for the discussion included Prof Dr Chew Ging Lee from the Head of Southampton Malaysia Business School, and Associate Professor Dr Jo-Han Ng from the University of Southampton Malaysia, who holds the position of Head of Research, along with Dr Varun Thangamani who works as an Associate Professor in Aeronautics & Astronautics. The panelists talked about how the graduates need to be armed with more than just technical skills like critical thinking, creativity, and adaptability. They discussed the importance of interdisciplinary approaches and critical thinking in modern business. They underlined the importance of a business school culture that supports “genuinely collaborative interdisciplinary research” as well as the need to foster such approaches in business education.

Dr. Jo-Han Ng and Dr. Varun Thangamani shed light on an important issue pertaining to the intersection of business education with human capital development, particularly in regard to research, innovation, and active interdisciplinary engagement. Dr. Ng contends that in order for business schools to be effective problem solvers, they have to internally foster a culture of research collaboration and excellence. Dr. Thangamani, on the other hand, gave an example of the fusion of aeronautics with astronautics to stress the necessity of inter-discipline fusion in nurturing a workforce that is able to innovate in almost every field. Their contributions clearly show the need for inter-education and interdisciplinary collaboration for business and societal evolution.

**The discussion covered several key themes:**

### **1. Skill Development and Human Capital:**

- The various branches of business studies like finance, marketing, and management enable students to have a wide grasp regarding the workings of businesses and the markets.
- A Business education builds crucial necessary skill sets required for the industry which helps in personal and career development. It is instrumental for human capital development because of the incremental value on individual productivity and economic worth.

- Business education as a discipline enhances employability through analytic and communication skills as well as problem solving abilities.

## **2. Networking and Diversity:**

- Students forge new lifelong relationships while gaining unique perspectives through their interaction with both professional and peer personality types, all of which come from diverse backgrounds. These considerations serves as an appreciation for diversity and further build an array of networking opportunities.
- Students from different social and cultural backgrounds are embraced by business schools fostering inclusivity. This not only promotes classroom engagement but also ensures that graduates are well-equipped to handle and adapt to multi-cultured workplaces.

## **3. Lifelong Learning Mindset:**

- Understanding the ever-changing world of business, the conversation emphasized the significance of having an attitude towards lifelong learning. Graduates from business programs are prepared to combat the unknown as a result of being taught to question things and think critically.
- Furthermore, the same active professional development is aided by access to comprehensive learning materials and training opportunities for executives.

## **Conclusion:**

The interdisciplinary panel was effective in elaborating the important roles that business studies play in cultivating human capital and preparing individuals for a multifaceted career. Business education facilitates networking, enhances diversity, and promotes lifelong learning, thereby equipping individuals with the skills and mindset needed to prosper in a dynamic and ever-changing world. As such, investment in business education empowers future leaders and innovators to promote sustainable development and effect positive change in society.



## Conclusion of the Study Tour

To conclude, my Malaysia Study Tour with the University of Southampton was life changing and has greatly deepened my understanding of Malaysia's culture, society, and business environment. I have appreciated the diverse aspects of Malaysian life, from its culture and economy to its active participation on the global stage, through a series of captivating lectures, field trips and discussions with distinguished faculty and industry professionals.

This international experience has tremendously increased my scope and equipped me with crucial insights that will most certainly aid my career path. Having gained a deeper insight into Malaysian business and culture, I am now able to understand the nuances of international business with confidence and cultural intelligence. The professional relations that I established with other students, faculty members, and industry experts during the study tour have also enhanced my professional circle, giving me the necessary help and guidance as I start my career.

Moreover, my adaptation to a different culture has furthered my adaptability, intercommunication, and empathy, which are all key attributes necessary in today's globalized world. Considering the way this study tour has driven change in my life, I appreciate all that it offered me and am certain that the acquisition of knowledge, skills, and the international exposure obtained will motivate me throughout my professional pursuits.



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## **Recommendations for Pakistani Universities**

Based on the valuable experiences from the Study Tour at the University of Southampton, Pakistani universities can implement several key recommendations to enhance their academic and professional offerings. Pakistani universities, relying on insightful information from the Study Tour at the University of Southampton, seek professional improvement in multiple ways. First of all, students need to be encouraged to participate in international trade deals which will help understanding international business dimensions along with having an element of foreign exchange exposure. Moreover, Ukrainian institutions of higher learning need to actively pursue agreements with foreign schools to foster student and teacher mobility and to build more complex pedagogies. In addition, collaborating with leading industries such as Pelabuhan Tanjung Pelepas, helps learners to understand the modern advancement of operations and technology integration in the global market. Importing these procedures into Pakistan's academic landscape will enrich the learning experience as well as strategize them for the competitive frontier. And, as the report stresses, along with enhancing competitiveness at the international stage, there is also a need for advanced research and innovation building functions in real-world settings to make one ready for a fast-paced world already driven by business.

## Summarized in the bullet points Below

- **Integrate Foreign Exchange Programs:** Incorporate opportunities for study abroad to improve students' grasp of global business concerns and intercultural relations international business practices and cross-cultural dynamics.
- **Establish foreign institution collaborations:** Partner with other countries' universities to enable the seamless movement of students and effective learning in foreign cultures.
- **Build relationships with world-leading companies:** Collaborate with global companies on education and training to offer the students better exposure to current business processes and technology adoption.
- **Embrace the use of new technologies:** Foster class and educational innovation by undertaking projects and case studies of international business activity through technological advancements.
- **Establish advanced infrastructure for research activities:** Put money into research infrastructure to make teaching and learning more practical by using technology.
- **Create new channels for interaction:** Hold programs and seminars that give students the opportunity to interact with other students and professionals from different backgrounds for better understanding of global issues.
- **Foster the readiness to face international competition:** Prepare students to become adequate professionals in the ever shrinking world of business.

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