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SWINBURNE
UNIVERSITY OF
TECHNOLOGY
SARAWAK CAMPUS

Immersion Program 2023 Swinburne Sarawak, Malaysia

The Institution

Swinburne is a world-ranked university leading the way in innovation, industry engagement and social inclusion. Our education, high-quality research and industry partnerships create positive change for students, staff and the community

Established in 2000, the 16.5-acre city campus is location in Kuching, the capital city of the largest Malaysian state of Sarawak. It is the international branch campus of Swinburne University of Technology, Melbourne, Australia.

The custom-designed campus has a current student population of 4,000. Apart from Malaysia, students hail from more than 60 countries, making it a truly international university. Swinburne Sarawak successfully retained its 5-star rating in the Ministry of Education's latest Rating for Higher Education Institutions in Malaysia.

The Program & Learning Outcome

This 2-week program invites participants from diverse sectors to learn and experience contemporary affairs in Malaysia. By the end of this course, participants will be able to:

1. apply design thinking and decision-making methodologies in providing solutions and creating new innovations
2. prepare better for their professional career and
3. appreciate the significance of CSR in business practices.

English Language & Lecturer Quality Guarantee

All sessions are facilitated in English.

Program Delivery

Face to face for a full immersive experience.



Scintilating Sarawak

Inviting participants from all around the world to acquire new skills and knowledge amidst the rich biodiversity and culture in Sarawak. Building on its strong mining, manufacturing and service economy, Sarawak has embarked on its Digital Economy Strategy to spur its next phase of economic growth. We invite you to join us in experiencing the transformative journey of the City in the rainforest.

With Museums, Forts, National Parks, Places of Worship, Heritage Buildings, Scenic Spots & others Sarawak offers you rich culture and unforgettable heritage experience to soak in and experience, while you you learn academically...leaving you with more to discover.

KL Calling

Kuala Lumpur, popularly referred to as KL, is the capital city of Malaysia. Officially the Federal Territory of Kuala Lumpur, it is also the largest city of the country, spreading over almost 245 sq km. Steel-clad skyscrapers, mega shopping malls, renowned monuments, bustling markets and burgeoning nightlife - that is Kuala Lumpur for you!

Exploring this 21st-century metropolis is a cakewalk with a comprehensive road system and extensive public transportation. Hop on any of the mass rapid transit (MRT), light rapid transit (LRT), monorail, commuter rail or public buses and whizz past Kuala Lumpur in a matter of minutes!

From The Petronas, the tallest Twin Towers in the world to the Skyview Deck at the KL Tower, tallest telecommunications tower in South East Asia to a Walk Through Underwater Tunnel At Aquaria KLCC and enjoying the Petaling Street, KL calls you with many incredible attractions.



The Program

Subject to change based on the Faculty availability

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9.00 to 12.30	9.00 to 10.30	9.00 to 10.30	9.00 to 10.30	9.00 to 10.30	9.00 to 15.00	Rest day Free and easy in the city
Arrival of participants	Seminar 1: Malaysian Culture & Customs	Seminar 3.1 Mobile Filmmaking	Seminar 4.1: Emerging Tech – 5G and Next-Generation Networks	Seminar 5.1: Emerging Tech – AI and Machine Learning		
Airport pick-up	10.30 to 11.00 <i>Break</i>	10.30 to 11.00 <i>Break</i>	10.30 to 11.00 <i>Break</i>	10.30 to 11.00 <i>Break</i>		
Accommodation Check-in	11.00 to 12.30	11.00 to 12.30	11.00 to 12.30	11.00 to 12.30		
	Seminar 2: Indigenous People and Immigrants of Sarawak	Seminar 3.2 Mobile Filmmaking	Seminar 4.2: Emerging Tech – 5G and Next-Generation Networks	Seminar 5.2: Emerging Tech – AI and Machine Learning	Visit 3: Sarawak Cultural Village	
12.30 to 17.00	12.30 to 13.30 <i>Lunch</i>	12.30 to 13.30 <i>Lunch</i>	12.30 to 13.30 <i>Lunch</i>	12.30 to 13.30 <i>Lunch</i>		
Welcoming Lunch	13.30 to 17.00	13.30 to 15.00	13.30 – 17.00	13.30 to 15.00		
Program Briefing	Tour 1: Kuching Heritage Tour	Seminar 3.3: Mobile Filmmaking	Tour 2: Visit to Cahaya Mata Sarawak Berhad (CMSB)	Seminar 6.1: Future of Work – Automation and AI in the Workplace		
Program Task Briefing		15.00 to 15.30 <i>Break</i>		Challenges and Opportunities in Supply Management Practice	15.00 to 15.30 <i>Break</i>	
Campus Tour		15.30 to 17.00			15.30 to 17.00	
		Seminar 3.4: Mobile Filmmaking 2		Seminar 6.2: Future of Work – Automation and AI in the Workplace		

Day 8	Day 9	Day 10	Day 11	Day 12	Day 13
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9.00 to 10.30	9.00 to 10.30	Departure to Kuala Lumpur	Free and Easy	Free and Easy	Return flight to India
Seminar 8.1: E-commerce and digital marketing	Practicum				
10.30 to 11.00 <i>Break</i>	10.30 to 11.00 <i>Break</i>				
11.00 to 12.30	11.00 to 12.30				
Seminar 8.2: E-commerce and digital marketing	Practicum	Tour: MARii (Swinburne Research Partner) <i>Understanding of Malaysia Automotive Industry Roadmap</i>	<i>Capital of Malaysia: Kuala Lumpur</i>	<i>Capital of Malaysia: Kuala Lumpur</i>	
12.30 to 13.30 <i>Lunch</i>	12.30 to 13.30 <i>Lunch</i>				
13.30 to 15.00	13.30 to 15.00	Closing Ceremony			
Seminar 8.3: E-commerce and digital marketing	Presentation/Showcase 1				
15.00 to 15.30 <i>Break</i>	15.00 to 15.30 <i>Break</i>				
15.30 to 17.00	15.30 to 17.00				
Seminar 8.4: E-commerce and digital marketing	Presentation/Showcase 2				

The above program can be tweaked if need be to suit the students' group & the availability of the faculty.

The fee includes:

- Tuition / Faculty Sessions
- Access to our library
- Accommodation with breakfast in both Kuching & KL
- Airport - Hotel - Airport transfers
- Local transportation (Study visits & Daily Campus transfers)
- Per diem - Basic allowance of 40 Ringgits per day for 13 days (Basically covers your lunch & dinner too)
- Local Travel Card / Pass for 3 days in KL for unlimited travel.

Excludes:

Flight Tickets, Visa Charges
Personal Sight Seeing (entry-tickets) expenses

Accommodation is provided on a twin-share basis. All rooms come with air conditioner. Male and female participants will be placed separately. Round the clock helpline is provided.

Facilities include Wi-Fi, laundry and drying areas and common areas. Transportation between Campus and accommodation is provided and can be requested at any time before 7pm. In KL - it will be Hotel accommodation.

Contact us

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Malaysia awaits you ✈️ 📍

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