



STUDENT EXCHANGE PROGRAM Malaysia-2025



STUDENT



EXCHANGE PROGRAM

16th February to 22nd February 2025

Malaysia

2025



STUDENT EXCHANGE PROGRAM - MALAYSIA (16th February 2025 to 22nd February 2025)

ABOUT DY PATIL UNIVERSITY PUNE AMBI



Since its inception in 1983, the DY Patil Group of Institutions has established itself as a premier educational group in India. **D Y Patil University Pune**, established under the Govt of Maharashtra act no VI of 2019 and Recognized by UGC New Delhi as a self financed University (Private University), owes its origin to the vision and dedication of Padma Shri Dr. D. Y. Patil, Founder President a forward-thinking leader who initiated the pursuit of education in Mumbai, Maharashtra.

With the guiding principle of "Knowledge is Supreme," the institution was established to deliver quality, value based and cutting-edge education. Over the years, it has evolved into one of Maharashtra's largest private educational providers, offering a diverse range of programs. Under the leadership of Dr. Vijay D Patil, President and Chancellor and Mrs Shivani Vijay Patil, Vice President and Pro-Chancellor since 2006, D Y Patil Technical Campus has transformed into a university with schools dedicated to Architecture, Design, Engineering and Technology, Hospitality and Tourism Studies, Law, Management, Pharmacy, as well as Polytechnic and Agriculture."



OUR LEADERSHIP TEAM



OUR LEADERS



PROF. DR. SAYALEE GANKAR
Vice Chancellor
D Y Patil University Pune Ambi



PROF. DR. PRANAV RANJAN
Professor & Head of the Institute
D Y Patil University Pune Ambi



PROF. (DR.) PRADEEP RAMESH SONAR
Head International Affairs
D Y Patil University Pune Ambi



IMPORTANCE OF STUDENT EXCHANGE PROGRAM



Student Exchange Program has become a cornerstone for students aspiring to build successful careers in the global business arena. With the world becoming increasingly interconnected, understanding different cultures, business practices, and economic landscapes is no longer a luxury—it's a necessity. These programs offer students a chance to step out of the classroom and into the real world, providing them with hands-on exposure to international markets and environments that can't be replicated within traditional academic settings.



One of the key benefits of these programs is the global exposure they offer. Students gain firsthand experience of different business ecosystems, learning how companies operate in various countries and regions. This knowledge is crucial for anyone aiming to work in or with multinational corporations. It helps students understand not just the differences in business strategies, but also the social, political, and economic factors that influence decision-making in various parts of the world.



Networking is another significant advantage. In an International Immersion Program, students are not only exposed to new cultures but also get the chance to meet and interact with professionals, business leaders, and students from different parts of the globe. These interactions can lead to lasting relationships that benefit their future careers. Forming connections with international peers and industry experts can pave the way for collaborative projects, internships, and even global job opportunities.



IMPORTANCE OF STUDENT EXCHANGE PROGRAM



Equally important is the development of cultural competence. Immersing oneself in a different cultural setting helps students understand and respect diverse worldviews. This adaptability is essential in today's workplace, where businesses operate across borders and employees often come from varied cultural backgrounds. Understanding how to navigate cultural nuances and working with people from diverse backgrounds is a critical skill that enhances one's ability to lead and collaborate in global teams.



Furthermore, Student Exchange Program provide valuable practical learning opportunities. Whether through internships, corporate visits, or live case studies, students get a chance to apply theoretical knowledge to real-world situations. They witness firsthand how companies manage challenges, drive innovation, and sustain growth in competitive global markets. This practical experience not only deepens their understanding of business but also makes them more confident and job-ready.



Lastly, the personal growth students experience during these programs is immense. Being in a new country and facing unfamiliar situations pushes them out of their comfort zones, helping them develop resilience, independence, and problem-solving abilities. Skills such as leadership, effective communication, and cross-cultural collaboration are nurtured, all of which are crucial for success in any global career.



In conclusion, Student Exchange Program is far more than just an academic opportunity—it's a transformative experience that equips students with the global mindset and skillset necessary to thrive in today's interconnected business world. As the demand for globally competent professionals continues to rise, these programs have become an essential component of any comprehensive business education.



STUDENT EXCHANGE PROGRAM
Malaysia-2025



STUDENT EXCHANGE PROGRAM

 **Malaysia** 

6 NIGHTS / 7 DAYS

16th February 2025 to 22nd February 2025

STUDENT EXCHANGE PROGRAM - MALAYSIA (16th February 2025 to 22nd February 2025)



DAY 1

MUMBAI TO MALAYSIA

DAY 2



16th February 2025

**Departure from Chhatrapati Shivaji
Maharaj International Airport Mumbai**



Arrival at Kuala Lumpur International Airport

17th February 2025





ABOUT MALAYSIA



Malaysia is a dynamic Southeast Asian country known for its rich cultural diversity, stunning landscapes, and rapid economic growth. Split into Peninsular Malaysia and East Malaysia, it offers a mix of bustling cities like Kuala Lumpur, home to the iconic Petronas Twin Towers, and natural wonders such as tropical rainforests and pristine beaches. Economically, Malaysia is a key player in industries like technology, manufacturing, and palm oil exports, making it one of the region's fastest-growing economies. Its multicultural society, comprising Malays, Chinese, Indians, and indigenous groups, is reflected in its vibrant festivals, diverse religions, and world-renowned cuisine. Politically stable and a member of ASEAN, Malaysia continues to attract tourists and investors alike, blending modern development with deep-rooted traditions.



DAY 2

STAY AT COSMO HOTEL KUALA LUMPUR



Cosmo Hotel Kuala Lumpur is famous for its prime location, modern comfort, and affordability, making it a top choice for travelers, including students and business visitors. Situated in the heart of Kuala Lumpur, near Merdeka Square, Central Market, and Chinatown, the hotel offers easy access to the city's main attractions. It features stylish rooms, excellent hospitality, and contemporary amenities, ensuring a comfortable and convenient stay. The hotel's proximity to public transport and shopping districts makes it ideal for tourists looking to explore the city effortlessly. Its combination of elegance and accessibility has made it a popular accommodation choice in Kuala Lumpur.





DAY 2

17th February 2025 - GLIMPSE OF LUNCH @ DELHI O DELHI



Delhi O Delhi Restaurant in Kuala Lumpur offers an authentic North Indian dining experience, featuring a diverse menu of traditional Indian dishes. Known for its rich flavors and aromatic spices, the restaurant serves a variety of tandoori, curry, and vegetarian options, all prepared with high-quality ingredients. With a warm ambiance and attentive service, Delhi O Delhi is a popular spot for those craving the taste of India in the heart of Kuala Lumpur.





DAY

2

17th February 2025 - PETALING STREET, MALAYSIA



BUSTLING BAZAAR: VIBRANT ENERGY OF PETALING STREET'S CULTURAL MARKETPLACE



PETALING STREET



Petaling Street is a shopper's paradise, offering an array of goods, from traditional Chinese herbs and textiles to imitation designer wear and electronics. The lively market stalls create a kaleidoscope of colors and sounds, providing visitors with an authentic taste of Kuala Lumpur's street market culture. Bargaining is a common practice, adding an exciting element to the shopping experience.



DAY

2

17th February 2025 - CENTRAL MARKET, MALAYSIA



CULTURAL TREASURES: UNLEASH YOUR SENSES AT CENTRAL MARKET MALAYSIA!



Central Market, with its rich history, vibrant arts scene, and culinary offerings, stands as a cultural gem in the heart of Kuala Lumpur. Whether you're seeking unique souvenirs, indulging in local cuisine, or immersing yourself in Malaysia's artistic heritage, a visit to Central Market promises an enriching experience that captures the essence of the country's diverse and dynamic culture.



DAY

3

18th February 2025 - MAHSA UNIVERSITY, MALAYSIA



“ Empowering Futures: Discover Educational Excellence ”



MAHSA
UNIVERSITY

MAHSA University, established in 2004 in Malaysia, is a premier private institution offering a diverse range of programs, including healthcare, business, engineering, and law. Known for its hands-on, industry-focused approach, the university provides undergraduate and postgraduate degrees with a strong emphasis on practical training. Its modern campus features cutting-edge facilities such as simulation labs, research centres, and a medical teaching hospital. MAHSA is highly regarded for producing skilled graduates, particularly in healthcare, and is committed to fostering innovation and research excellence.





DAY 3

18th February 2025 - LECTURE @MAHSA UNIVERSITY, MALAYSIA



TOPIC

International Trade Compliance and Global Standards

Module 1:

- **Fundamentals of International Trade:** Understanding the basic concepts, principles, and practices of international trade, including import/export processes and the global supply chain
- **Trade Compliance Regulations:** Overview of the various international trade regulations, including the Export Administration Regulations (EAR), International Traffic in Arms Regulations (ITAR), and sanctions imposed by governments
- **Global Standards and Best Practices:** Examination of international standards for trade compliance, including ISO standards, World Trade Organization (WTO) agreements, and best practices for maintaining compliance
- **Risk Management in Trade Compliance:** Identifying and managing risks associated with international trade, including compliance risks, operational risks, and reputational risks
- **Enforcement and Penalties:** Understanding the consequences of non-compliance, including potential fines, penalties, and legal actions that can arise from violations of trade regulations
- **Emerging Trends and Technologies:** Exploration of current trends in international trade, including the impact of technology on compliance processes, automation, and the role of data analytics in trade compliance



DAY 3

18th February 2025 - LECTURE @ MAHSA UNIVERSITY, MALAYSIA





DAY 3

18th February 2025 - LECTURE @MAHSA UNIVERSITY, MALAYSIA





DAY 3

18th February 2025 - FACULTY OF DR. D.Y. PATIL VIDYAPEETH'S COL-PIMPRI, PUNE DELIVERED LECTURE TO MAHSA UNIVERSITY STUDENTS



TOPIC - DECODING THE DIGITAL PSYCHE: HOW AI SHAPES CONSUMER BEHAVIOUR IN THE MARKETING 5.0 ERA

Professor of Dr. D.Y. Patil Vidyapeeth's Centre for Online Learning
MS. RAKHI GHOSH
(HOD Digital Marketing)
delivered an insightful lecture to the students of Mahsa University



“ Bridging Borders, Sharing Knowledge ”



IMPORTANCE OF INDUSTRIAL VISIT



Industrial visits are an essential component as they provide students with practical exposure to real-world business operations. These visits allow students to bridge the gap between academic theories and actual industry practices.

By observing how

companies function, students can gain insights into organizational structures, business strategies, and operational processes. Key benefits include:

- **Practical Learning:** Industrial visits enable students to see the practical applications of management concepts they learn in the classroom, which deepens their understanding.
- **Networking:** Students have the opportunity to interact with industry professionals, which can help them build valuable connections for future internships or job opportunities.
- **Understanding Market Dynamics:** Visiting different industries exposes students to varying business environments, market conditions, and operational challenges.
- **Industry Insight:** These visits provide first-hand knowledge of current trends and technologies being used in the market, preparing students for future roles in the corporate world.

Benefits of International Corporate Visits

International corporate visits offer an even broader perspective, providing students with the opportunity to experience business operations in different cultural and economic contexts. Some of the major benefits include:

- **Global Exposure:** International visits familiarize students with global business practices, helping them understand how companies operate in different markets. This exposure is essential for developing global business strategies.
- **Cultural Competence:** Working in diverse environments is crucial in today's globalized world. International visits enhance students' ability to adapt and work effectively with people from different cultural backgrounds.
- **Learning Global Business Trends:** Students get a chance to observe global business trends and the impact of international regulations, trade practices, and economic policies.
- **Enhancing Employability:** Experience gained through international visits adds value to a student's resume, making them more attractive to multinational companies looking for graduates with a global outlook.
- **Innovation and Problem-Solving:** Exposure to different markets often stimulates innovative thinking, helping students approach business problems creatively by incorporating global perspectives.



DAY

3

18th February 2025 - INDUSTRIAL VISIT – ROYAL SELANGOR – PEWTER



The Royal Selangor Visitor Centre is not just a destination; it's an immersive experience that celebrates the art, history, and innovation of pewter craftsmanship. Whether you're a history enthusiast, an art lover, or someone looking for a unique hands-on experience, a visit to Royal Selangor promises an enriching journey through the world of this esteemed Malaysian brand.



DAY 3

18th February 2025 - INDUSTRIAL VISIT – ROYAL SELANGOR – PEWTER





DAY 3

18th February 2025 - INDUSTRIAL VISIT – ROYAL SELANGOR – PEWTER





DAY 3

18th February 2025 - GLIMPSE OF LUNCH @CHOLAS



Cholas Indian restaurants in Kuala Lumpur are famous for their authentic South Indian and North Indian cuisine, offering rich flavours and high-quality ingredients. Their signature dishes, such as biryanis, dosas, curries, and vegetarian delicacies, attract food lovers looking for a genuine Indian dining experience. The restaurants provide a warm, inviting ambiance with excellent service, making them popular among locals and tourists alike. Their unique blend of traditional recipes with a modern touch sets them apart in Malaysia's vibrant food scene.





DAY 3

18th February 2025 - GLIMPSE OF CITY TOUR - MALAYSIA



"Unveiling Kuala Lumpur: Journey through the Vibrant Pulse of Malaysia!"

INDEPENDENCE SQUARE (DATARAN MERDEKA) - A Timeless icon of Malaysia's Freedom



Independence Square, or Dataran Merdeka, stands as a powerful symbol of Malaysia's journey to freedom, marking the very spot where the nation's flag was first raised on August 31, 1957, signaling its independence from British rule. Nestled in the heart of Kuala Lumpur, this iconic landmark reflects Malaysia's proud heritage and the unity of its people, making it an enduring beacon of national pride.

With its sprawling green lawns, meticulously landscaped surroundings, and the imposing 100-meter flagpole, it offers the perfect backdrop for visitors to unwind while absorbing the spirit of history and progress. Independence Square isn't just a place to visit—it's a symbol of resilience, hope, and Malaysia's bright future, a must-see for anyone who wants to truly experience the soul of the nation.



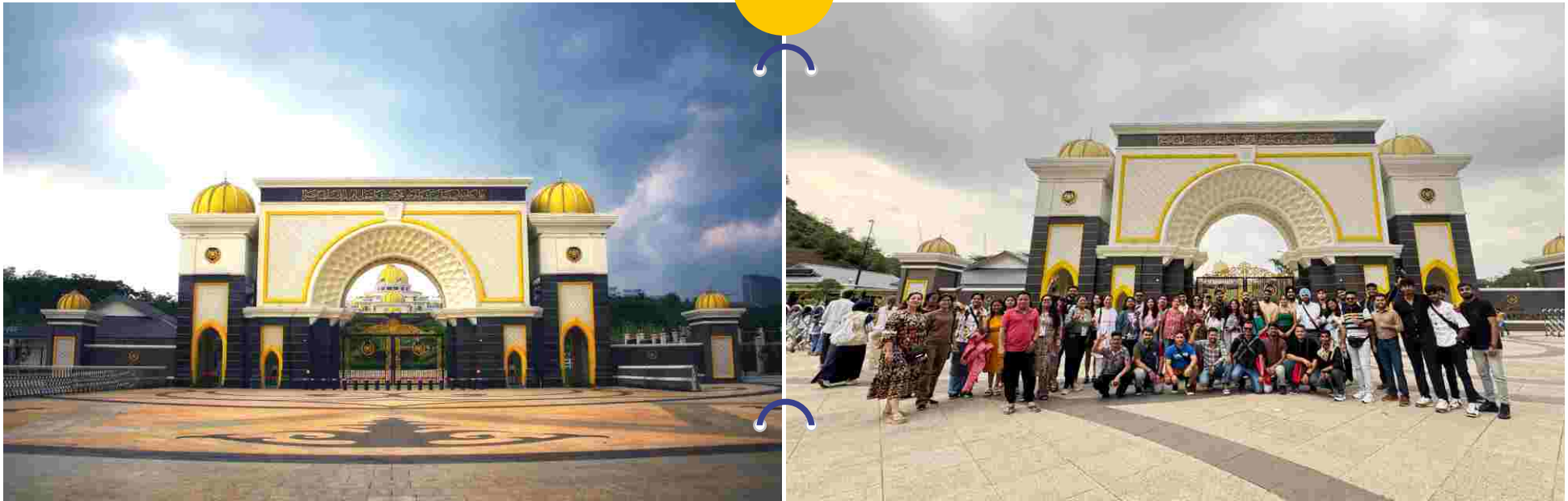
DAY 3

18th February 2025 - GLIMPSE OF CITY TOUR - MALAYSIA



"Unveiling Kuala Lumpur: Journey through the Vibrant Pulse of Malaysia!"

THE KING'S PALACE (ISTANA NEGARA) - A Royal Marvel in Malaysia



The King's Palace, or Istana Negara, is a magnificent symbol of Malaysia's rich royal heritage and architectural splendor. Located in the lush greenery of Kuala Lumpur, this stunning palace serves as the official residence of the Yang di-Pertuan Agong, Malaysia's King. With its striking Moorish-inspired architecture, golden domes, and intricate details, the palace is a breathtaking sight that captures the essence of Malaysia's cultural diversity and history. Although the palace is not open for public tours, the impressive exterior and the vibrant atmosphere of the surrounding area provide an enchanting glimpse into Malaysia's royal life. A visit to the King's Palace is a captivating experience that offers insight into the country's rich traditions and the esteemed role of its monarchy, making it an essential highlight for anyone exploring Kuala Lumpur.



DAY 3

18th February 2025 - GLIMPSE OF CITY TOUR - MALAYSIA



"Unveiling Kuala Lumpur: Journey through the Vibrant Pulse of Malaysia!"

KL TOWER - Touch the Sky, Embrace the View



KL Tower (Menara Kuala Lumpur) is famous for being one of the tallest telecommunications towers in the world, standing at 421 meters. It offers a breathtaking 360° panoramic view of Kuala Lumpur from its Sky Deck and Observation Deck, making it a must-visit attraction.

Beyond its stunning views, KL Tower is known for thrilling attractions like the Sky Box (a glass-bottom platform), revolving Atmosphere 360 restaurant, and adrenaline-pumping base jumping events. The tower also hosts cultural exhibits, light shows, and an eco-park, making it an iconic landmark that blends modern architecture with Malaysia's rich heritage.



DAY 3

18th February 2025 - GLIMPSE OF DINNER @DELHI O DELHI



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DAY 4

19th February 2025 - LECTURE @ MAHSA UNIVERSITY, MALAYSIA



TOPIC

Global Business Strategy and Market Expansion

Module 2:

- **Understanding Global Markets:** Analyzing the dynamics of global markets, including cultural, economic, and political factors that influence business operations and consumer behavior in different regions
- **Strategic Frameworks for Global Expansion:** Learning about various strategic frameworks and models used to evaluate and select international markets for expansion, such as the CAGE framework and the Ansoff Matrix
- **Market Entry Strategies:** Examining different modes of entry into international markets, including exporting, joint ventures, franchising, and wholly-owned subsidiaries, along with their advantages and disadvantages
- **Competitive Analysis:** Assessing competitive landscapes in international markets, identifying key competitors, and understanding their strategies to inform business decisions
- **Risk Assessment and Management:** Understanding the risks associated with global business operations, including market, political, and financial risks, and developing strategies to mitigate these risks
- **Global Marketing Strategies:** Learning how to design and implement effective marketing strategies for diverse international markets, considering factors like localization, branding, and customer engagement



DAY 4

19th February 2025 - LECTURE @ MAHSA UNIVERSITY, MALAYSIA





DAY

4

19th February 2025 - LECTURE @MAHSA UNIVERSITY, MALAYSIA





DAY 4

19th February 2025 - GLIMPSE OF LUNCH @CHOLAS



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DAY

4

19th February 2025 - GLIMPSE OF LUNCH @CHOLAS



**PETRONAS
TWIN TOWERS**

"Malaysia's Stunning Architectural Wonder"



The **PETRONAS Twin Towers**, an architectural masterpiece and a proud symbol of Malaysia's progress, rise majestically in the heart of Kuala Lumpur. Renowned worldwide for their breath-taking design and innovative engineering, these twin towers embody the spirit of modernity and economic strength that defines Malaysia. Experience the allure of this iconic landmark, where beauty meets ambition at new heights.



DAY 4

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DAY 5

20th February 2025 - LECTURE @ MAHSA UNIVERSITY, MALAYSIA



TOPIC

Cross-Border Mergers and Acquisitions

Module 3:

- **Mergers and Acquisitions Fundamentals:** Understanding the basic concepts, types, and motivations behind mergers and acquisitions, with a focus on cross-border transactions and their unique challenges
- **Due Diligence Process:** Learning the importance of conducting thorough due diligence, including financial, legal, operational, and cultural assessments, to identify risks and opportunities associated with cross-border deals
- **Valuation Techniques:** Exploring various methods for valuing companies in the context of M&A, including comparable company analysis, precedent transactions, and discounted cash flow (DCF) analysis, particularly in a global context
- **Regulatory and Legal Considerations:** Understanding the legal frameworks and regulatory requirements that govern cross-border M&A transactions, including antitrust laws, foreign investment regulations, and compliance with local laws
- **Cultural Integration and Change Management:** Examining the role of organizational culture in the success of mergers and acquisitions, and strategies for effectively integrating different corporate cultures and managing change
- **Post-Merger Integration (PMI):** Learning about the critical processes involved in post-merger integration, including aligning operations, consolidating systems, and realizing synergies to achieve the strategic goals of the merger or acquisition



DAY 5

20th February 2025 - LECTURE @ MAHSA UNIVERSITY, MALAYSIA





DAY 5

20th February 2025 - GLIMPSE OF LUNCH @CHOLAS



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DAY

5

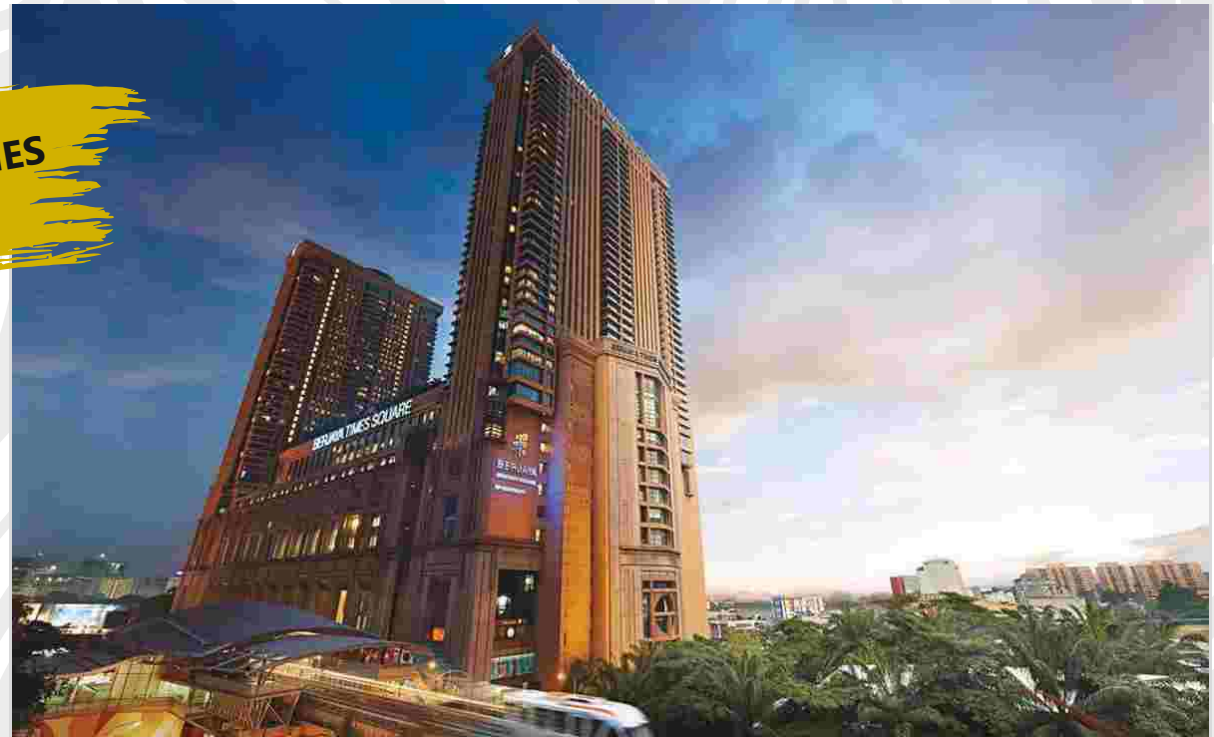
20th February 2025 - BERJAYA TIMES SQUARE



THE SHOPPING HEART OF KUALA LUMPUR! ♥



BERJAYA TIMES SQUARE



Step into a world of fashion, entertainment, and excitement at **Berjaya Times Square**, the ultimate shopping paradise in Kuala Lumpur! With over 1,000 retail outlets, a thrilling indoor theme park, and a variety of dining experiences, this iconic mall is a must-visit for shopaholics and adventure seekers alike.

From global brands to local treasures, Berjaya Times Square offers endless shopping choices. Whether you're here for a retail therapy spree, delicious cuisine, or fun-filled attractions, this shopping haven promises unforgettable moments in the heart of the city!



DAY 5

20th February 2025 - GLIMPSE OF DINNER @DELHI O DELHI



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DAY

6

21st February 2025 - GENTING HIGHLANDS, MALAYSIA



GENTING HIGHLANDS - High on Adventure, Top of the World: Elevating Experience at Genting Highland!



Genting Highlands, with its cool climate, scenic landscapes, and diverse entertainment offerings, stands as a unique destination that perfectly complements the vibrant energy of Malaysia. Whether you're drawn to the thrill of theme parks, the allure of casinos, or the tranquility of the mountains, Genting Highlands promises an unforgettable experience that captures the essence of Malaysia's rich and diverse tourism offerings.



DAY 6

21st February 2025 - BATU CAVES - MALAYSIA



BATU CAVES - Nature's Wonder and Spiritual Haven



Batu Caves, a breath-taking natural wonder located just outside Kuala Lumpur, is a must-visit destination that seamlessly blends stunning geology with rich cultural significance. This iconic limestone hill features a series of caves and cave temples, with the most famous being the impressive Temple Cave, accessible via a steep flight of 272 vibrant, rainbow-colored steps. As you ascend, you're greeted by the majestic 42.7-meter-tall golden statue of Lord Murugan, the Hindu deity, which stands as a proud sentinel to this sacred site.

Beyond its spiritual significance, Batu Caves is also surrounded by lush rainforests, providing ample opportunities for nature enthusiasts to explore the breath-taking landscape. Whether you're interested in spirituality, history, or simply marvelling at the beauty of nature, Batu Caves promises a memorable experience that enriches your understanding of Malaysia's diverse heritage. A visit to this extraordinary site is not just an adventure but a journey into the heart of Malaysian culture and natural beauty.



DAY

7

22nd February 2025 - DEPARTURE FROM KUALA LUMPUR INTERNATIONAL AIRPORT



Journey's End, Stories Begin !

Glimpse of the

Certification
Ceremony



@MAHSA University, Malaysia





STUDENT EXCHANGE PROGRAM
Malaysia-2025



Certification *Ceremony*



of DY PATIL UNIVERSITY, AMBI



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CERTIFICATION CEREMONY





STUDENT EXCHANGE PROGRAM - MALAYSIA (16th February 2025 to 22nd February 2025)









Cherished Memories



Cherished Memories



Cherished Memories



Cherished Memories



Cherished Memories



Cherished Memories



Cherished Memories





D Y PATIL
UNIVERSITY

PUNE | AMBI

॥ ज्ञानधीनं जगत् सर्वम ॥

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STUDENT EXCHANGE PROGRAM - MALAYSIA (16th February 2025 to 22nd February 2025)