

NEWS BULLETIN

Academic Excellence Beyond Borders: GCU MBA Students Embark on Educational Tour to Malaysia



GUWAHATI, Mar 18: An international study tour for 28 students accompanied by two faculty members from the Department of Business Administration, Girijananda Chowdhury University, was organized from March 10 to March 14, 2025, in collaboration with HELP University, Malaysia. During the visit, students actively participated in the workshop on "Global Engagement & Enriching Student Experience Programme," gaining valuable insights into global business practices, entrepreneurship, leadership, and sustainability.

The academic sessions commenced with an engaging talk by Dr. Sumathi Paramasivam, Senior Lecturer in Business Management, who highlighted the importance of cultural intelligence in global business dynamics. Through a thought-provoking presentation, she highlighted the significance of cultural awareness, sensitivity, and adaptability in fostering effective communication, collaboration, and leadership. She conducted interactive activities to enhance student's adaptability and leadership skills. This was followed by an insightful session by Dr. Bernard Lew on "Entrepreneurship and Innovation," where students explored business models and were encouraged to share their ideas on skill development, sustainability and financial viability of business ventures.



All set for exploring new avenues of knowledge: The GCU MBA team at HELP University, Malaysia.



Honouring the experts: Dr. Sampurna Bhuyan and Mr. Faruk Ahmed felicitating the eminent speakers of the academic sessions at HELP University, Malaysia.

On the following day, Dr. Kishen Adani, Professor, HELP University delivered a session on "Leadership and Team Management," highlighting the different aspects of Leadership using real-world examples and case studies. In another session, Mr. Paneir Selvam, Professor, HELP University discussed about "Sustainability and Corporate Social Responsibility," emphasizing the role of businesses in maintaining transparency and public trust. The discussion centred on the challenges that modern businesses like Google and ICT face in upholding their public image while ensuring transparent governance, emphasizing the necessity of CSR for long-term sustainability.



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Dr. Sampurna Bhuyan, Associate Professor, GCU proposed potential research collaborations with faculties of HELP University, focusing on the potential untapped resources of North Eastern region and viable research projects on Entrepreneurship, Eco Tourism, Financial Literacy, Health care management etc. A presentation on “GCU and its Initiatives for International Collaboration” was also delivered to the authorities at HELP University, highlighting prospective avenues for strengthening academic partnerships and fostering future collaborations.

Beyond academic engagements, the study tour also included cultural and recreational visits, offering students a broader perspective on Malaysia’s heritage and development. The team explored Kuala Lumpur’s iconic landmarks, including Merdeka Square, Guan Di Temple, and the Petronas Twin Towers. They visited Batu Caves, Genting Highlands, and Bukit Bintang, experiencing Malaysia’s natural beauty and vibrant urban life. Additional excursions included a visit to Aquaria KLCC, local marketplaces, Central Market, and renowned food streets, allowing students to immerse themselves in Malaysia’s rich culture and cuisine. A monorail journey provided them with firsthand experience of the city’s advanced public transportation system.

The study tour proved to be an enriching experience, seamlessly balancing academic learning with cultural exploration. Students demonstrated professionalism and enthusiasm, actively engaging in discussions and activities.



Young minds of GCU engaging in interactive sessions and exchanging ideas with the experts.

The visit highlighted HELP University's strong global presence, renowned for its diverse student community and academic excellence. The well-structured itinerary seamlessly blended theoretical learning with practical exposure, leaving a lasting impression on students. The study tour received positive feedback, with participants appreciating the enriching experience.

The study tour was coordinated by Dr. Sampurna Bhuyan and Mr. Faruk Ahmed, Faculty Coordinators from the Department of Business Administration, GCU, who played a pivotal role in ensuring the program's success and facilitating meaningful academic engagements.

Future collaboration initiatives may include hosting international workshops at GCU, expanding faculty engagement in global academia, integrating industry visits into study tours, and exploring joint certification programs with HELP University. These efforts would further elevate GCU’s global academic standing while providing students with valuable learning and networking opportunities.



A delightful interaction with Mr. Stephen Wu, Pro Vice Chancellor of HELP University.

Fostering global partnerships: Dr. Sampurna Bhuyan presenting collaborative research avenues at HELP University.

Classroom beyond borders.



GCU's MBA team exploring Malaysia's heritage and modern marvels.