



Talent Transformation Hub

Global Leadership and Student Exchange

Cultural Sustainability: The path towards a better sustainable development

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Introduction

In view of the importance of international student exchange to the students' educational experience, Faculty of Accountancy, Finance and Business, Penang Branch Campus has initiated the Virtual Student Exchange (VSE) 2021 so that students could gain international exposure without leaving home as overseas traveling is still prohibited. The VSE 2021 opens up international exposure for students by providing an immersive virtual student exchange experience through digital technologies and platforms and encouraging sharing of new ideas, cultures, experts, academics and students from around the world.

Objectives

The objectives of VSE 2021 are:

- To promote intercultural understanding & cultural literacy among participants
- To provide opportunities for TAR UC and students from various universities in the world to learn by experience and engage in cross-cultural context.
- To encourage students from TAR UC to experience campus life in various universities across the globe..
- To promote personal growth and leadership among participants.

The Event

Participants: 10 participants from each universities

Date: November 2021

Theme: Cultural Sustainability: The path towards a better sustainable development

Proposed Activities:

- Explore respective regions of the world.
- Showcase local culture (presentation of history of the country, traditions, local cultural events etc.)
- Conversational communication

Program (Itinerary)

Day 1

| Time | Activity |
|---------------|--|
| 8.30 – 9.00 | Registration and entering the Zoom Meeting |
| 9.00 – 10.00 | Opening ceremony (Speeches and Breaking the Ice) |
| 10.00 – 10.45 | Guest Lecture: Cross-Cultural Negotiations |
| 10.45 – 11.30 | Guest Lecture: Sustainable Tourism |
| 11.30 – 13.00 | Hands-on activity |

Day 2

| Time | Activity |
|---------------|---|
| 8.30 – 9.00 | Participants Registration (Zoom Meeting) |
| 9.00 – 10.30 | Participants Sharing Session: Campus life in your country |
| 10.30 – 12.00 | Interactive Session: Handmade Crafts |

Day 3

| Time | Activity |
|--------------|---------------------------------|
| 8.30 – 9.00 | Participants Registration |
| 9.00 – 10.00 | Forum - Cultural sustainability |

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|---------------|--|
| 10.00 – 11.00 | Participants Sharing Session: Cultural Sharing |
| 11.00 - 12.00 | Participants Sharing Session: History of the country |
| 12.00 – 13.00 | Cultural performance, speeches, and comments by delegation |
| 13.00 – 13.30 | Closing speeches |

Tasks given to participants:

1. Participants will be formed into 10 groups.
2. Every University will prepare a 5 minutes video presentation for the following topics:
 - a. Campus life in your country
 - b. Cultural Sharing
 - c. History of the country
3. Every group will need to submit a video performance video.
4. Representatives of universities are required to prepare a video containing their comments of the VSE.