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From: UUM CORPORATE COMM.
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To: UUM - All Staff; UUM - All Students
Subject: Students Of OYAGSB Explored Oman



UUM Corporate Comm.
Universiti Utara Malaysia

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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

By OYAGSB

STUDENTS OF OYAGSB EXPLORED OMAN



UUM ONLINE: In today's highly digitalized and globalized era responsible for rapidly changing the economic, environmental, technological, political and sociocultural landscape, there is a need for students of OYAGSB to be resilient, innovative and better able at dealing with the complex and unique nature of business.

Hence, as part of OYAGSB's effort in enriching student learning experience and implementing its internationalization agenda, a group of nineteen students comprising of MBA and DBA students spent a week in Muscat, Oman.

The seven-day international study trip was organized in collaboration with Sultan Qaboos University (SQU). The study trip was aimed at giving the students exposure to Oman's culture and introducing them to the way businesses are conducted in the country.

The students visited a few governmental and corporate companies such as Oman Oil, Ooredoo 'Digital Transformation' Grand Mall, Oman Chamber of Commerce and Industry, Central Bank of Oman and Oman Global Logistics Group "ASYAD".

Besides that, they were also briefed on Oman's 2040 Vision and they also attended corporate talks on SMEs in Oman. Constructive sharing sessions and intellectual discussions took place between the students and the industry.

Throughout the seven-day study trip (5 – 11 October 2019), the students were taken on city tours and became involved in historical immersion activities such as visit to the Operah House, Souq Matrah and many more places of interest. It was indeed a successful and meaningful exploration that will be cherished by the students. Some of them have also expressed keen interest to join in future activities that offer them international exposure.



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