



## SASMIRA'S BUSINESS SCHOOL

Sasmira Marg, Worli, Mumbai – 400 030

### Report on Industrial Visit

**Title/ Theme of Event:** International Industrial Visit to Royal Selangor and Asia Pacific University

**Duration & Date:** 16<sup>th</sup> Jan, 2020 to 19<sup>th</sup> Jan, 2020

**Time:** 12:00 p.m. to 05:40p.m

**Venue:** Kuala Lumpur, Malaysia

**Introduction:** In the present era only theoretical knowledge alone cannot make an individual sustainable and account for growth, thus in order to enhance the academics capacity of students' practical exposure is an integral part. With the motto of overall knowledge enhancement of the students, SBS organized an industrial visit for PGDM students to Malaysia.

**Objectives:**

- To identify their prospective area of work like marketing, finance, logistics, etc
- To understand various important management concepts
- To provide an insight regarding internal working of the company.

**Programme Schedule:**

**Programme schedule for industrial visit**

**Venue:** Royal Selangor and Asia Pacific University, Kuala Lumpur, Malaysia

**Day:** Friday      **Date:** 17<sup>th</sup> Jan, 2020      **Time:** 12:30p.m to 5:40p.m

Time	Details of the Programme
<b>Day 1- 16<sup>th</sup> Jan, 2020 (Thursday)</b>	
7:35 hrs	Arrive at Kuala Lumpur international airport
8:30 hrs	Transfer to Genting Highland
	Breakfast
12:00 hrs	Arrive at Genting Highland
	Lunch at hotel
18:00 hrs	Enjoy city of entertainment on own
	Dinner at hotel
<b>Day 2- 17<sup>th</sup> Jan, 2020 (Friday)</b>	
	Breakfast at hotel

<b>10:00 hrs</b>	Transfer to Royal Selangor
	Lunch
<b>12:30 hrs</b>	Arrive to Royal Selangor
<b>12:30 to 13:30 hrs</b>	Factory tour
<b>13:30 to 14:00 hrs</b>	Exploring by ourselves
<b>14:00 to 15:00 hrs</b>	Travelling to Asia Pacific University
<b>15:00 to 16:00 hrs</b>	Briefing
<b>16:00 to 17:00 hrs</b>	University tour
<b>17:00 to 17:30 hrs</b>	Question and Answer session
<b>17:30 to 17:40 hrs</b>	Vote of Thanks by Prof. Rupali More
<b>18:00 hrs</b>	Transfer to hotel
	Dinner
	Explore China Town
<b>Day 3- 18<sup>th</sup> Jan ,2020 (Saturday)</b>	
<b>6:30 hrs</b>	Breakfast at hotel
<b>7:00 hrs</b>	Proceed for Sunway Lagoon
	Lunch
<b>17:30 hrs</b>	Transfer to Pavilion mall
<b>21 hrs</b>	Dinner at hotel
<b>Day 4- 19<sup>th</sup> Jan, 2020( Sunday)</b>	
<b>7:00 hrs</b>	Breakfast at hotel
<b>8:00 hrs</b>	Check out from hotel
	Kuala Lumpur city tour
	Lunch
<b>16:00 hrs</b>	Departure to Kuala Lumpur airport
<b>19:00 hrs</b>	Drop off at Kuala Lumpur international airport

### **Brief Programme Details:**

Apart from learning academic knowledge in classrooms, SBS organized an international industrial visit for the students to Royal Selangor, in order to gain practical experience and knowledge. The visit to Royal Selangor which is a Pewter making factory is located at Setapak Jaya, Kuala Lumpur. The company offers a thousand tableware and gift items, from tankards and tea sets, to photo frames, desk accessories and wine accessories. Distributed worldwide from its base in Kuala Lumpur, the company has more than 40 shops worldwide. It exports to more than 20 countries, with retail outlets in London, Toronto, Melbourne, Tokyo, Hong Kong, Mumbai and Singapore. The students were taken through the production line and pewter making process was explained in detail.

The students were then taken to Asia Pacific University right after Pewter factory. After reaching the university, the students were divided into 3 groups for the campus tour and each group was assigned a student studying in that college. The students then made a

campus visit which enabled them to learn more about the university and the courses it offers. It gave them a first-hand look at campus classrooms, library and facilities, the opportunity to speak with current students and so on. The students were enthusiastic in exploring the workplace, as well as enquiring further information about their career pathways – this visit has certainly created a platform for exposure.

Next day was devoted to Sunway Lagoon and time for shopping. Sunway Lagoon, having an Amusement Park, Nickelodeon Park, Water Park and Wild Life Sanctuary the students there were seen enjoying the view of white tiger. Later students were taken to Pavilion mall where they again enjoyed shopping.

The day after students went around for the city tour. There they enjoyed at the Petronas Tower which is widely known as twin tower visit and had shopping experience at Petronas Tower shopping arena. Later they visited the Putrajaya Bridge. Its futuristic design combines cable back stays and standard steel tie backs which is worth watching. Thereafter, the students came back to Kuala Lumpur airport to board their flight back to Mumbai.

### **Conclusion:**

The visit was very informative and provided the students with enormous knowledge on various aspects. The industrial visit to Royal Selangor and Aisa Pacific University was definitely an enriching experience for gaining a practical exposure of pewter factory which can definitely help the students in their future career enhancements.

### **Quote:**

"The best preparation for tomorrow is doing your best today."

— H. Jackson Brown, Jr

### **Photographs**

