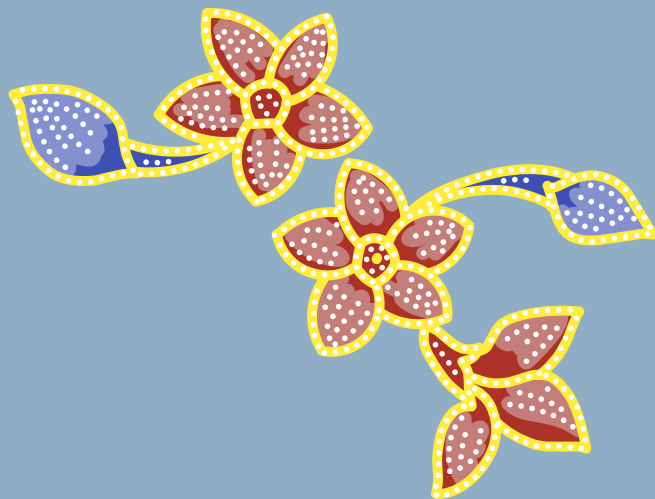




UUM
Universiti Utara Malaysia



Winter XCHANGE @UUM

10–13 Feb. 2025– Online

18–28 Feb. 2025 – Face-to-face



UUM

Fast Facts

1. Location: Sintok, Kedah (Main Campus), KL Campus
2. Established: 1984
3. Focus: Business, management, social sciences, technology
4. Green Campus
5. A government funded university
6. 18 km to Thai border
7. 40 km from Sultan Abdul Halim Airport (AOR)

Sintok Campus



KL Campus



30,941

TOTAL STUDENTS



435

FOUNDATION

24,727

UNDERGRADUATE

5,779

POSTGRADUATE

2,951

INTERNATIONAL STUDENTS

160,381

ALUMNI



15

RESIDENTIAL
HALLS



17,000

ROOMS AT FULL CAPACITY

17

SCHOOLS



47

UG
PROGRAMMES

69

PG
PROGRAMMES

126

STUDENT ASSOCIATIONS / CLUBS



1153

ACADEMIC
STAFF



27

CENTRE OF EXCELLENCE



BE PART OF THE EXCHANGE PROGRAMME @UUM

Quality Education - Accredited programmes

English-speaking academic programmes

Government-funded / public university

Green & scenic campus

Multi-cultural society

Affordable



List of Courses

Winter Cultural Xchange (18-28 February 2025)

- ✓ Cultural Kaleidoscope: Discovering Malaysia's Food, Craft, Dance, and Heritage
- ✓ Malaysia, Truly Asia: Discovering the Diversity of Law & Governance
- ✓ Paddy Production Sustainability and Agro'Edu-Tourism: Floating Crops and Aquaculture Farming
- ✓ Malaysian Gastronomy: Discovering Malaysia's Multi-ethnics Palate
- ✓ Learn Malay Language & Discover Malay Culture
- ✓ Embracing the English Language Tapestry through the Early Southeast Asian Heritage



Contact:

Associate Prof. Dr. Norliza Katuk
Centre for International Affairs and Cooperation (CIAC)



<http://ciac.uum.edu.my>



global.mobility@uum.edu.my

SCAN ME



APPLY NOW



ALL-INCLUSIVE GROUND PACKAGE

Winter Cultural Xchange @UUM*



Our ground packages for *Winter Cultural Xchange @UUM* include

- ✓ Pickup at KLIA
- ✓ In-campus student accommodation
- ✓ Transportation
- ✓ Food
- ✓ Excursions
- ✓ Global buddies support
- ✓ Use of UUM's facilities (e.g., library, sport centre, swimming pool, health centre, student lounge, wi-fi)

Group of 20 students -
USD 600
Group of 10 students -
USD 900

- *The packages do not cover travel cost from the sending university, student pass and insurance*
- *Partner universities may request a customised date and content for their group of students*

WINTER CULTURAL XCHANGE @UUM

Course Code: CIAC1003

Course Name: WINTER CULTURAL XCHANGE @UUM

1. Course Synopsis

The Winter Cultural Xchange @UUM offers students a transformative journey encompassing cultural immersion, sustainability exploration, and skill development. Students can explore diverse facets of Malaysian culture and heritage with various topic specialisations available. Whether choosing to explore Malaysia's rich culinary traditions, legal and governance systems, sustainable agriculture practices, language and cultural immersion, or the region's historical ties to English language heritage, students can tailor their learning experience to their interests. Through experiential learning, collaborative projects, and technology-enhanced activities, students engage in hands-on experiences, group discussions, and digital portfolio development to foster cultural understanding and communication proficiency. With a focus on creating culturally rich poster designs, demonstrating practical communication skills, and reflecting on personal growth, students emerge as cultural ambassadors equipped to address global challenges and contribute meaningfully to Sustainable Development Goals (SDG). Through this holistic approach, the program aims to nurture responsible and globally-minded individuals ready to impact their communities positively and beyond.

2. Course Learning Outcomes

- Create culturally rich poster designs, fostering inclusivity and understanding among diverse communities and contributing to SDG 11 (Sustainable Cities and Communities) (CLO1, C6).
- Demonstrate proficient verbal and non-verbal communication skills, fostering inclusive dialogue and understanding among diverse cultures and contributing to SDG 10 (Reduced Inequalities) (CLO2, P4) **[Topic Specialisation]**
- Reflect on personal growth and cultural experiences throughout the exchange program, foster empathy and understanding of diverse cultures, and contribute to SDG 4 (Quality Education) (CLO4, A4).

3. Topic Specialisation

Students can choose ONE(1) of the following specialisations.

- Cultural Kaleidoscope: Discovering Malaysia's Food, Craft, Dance, and Heritage
- Malaysia, Truly Asia: Discovering the Diversity of Law & Governance
- Paddy Production Sustainability and Agro'Edu-Tourism: Floating Crops and Aquaculture Farming
- Malaysian Gastronomy: Discovering Malaysia's Multi-Ethnics Palate
- Learn Malay Language & Discover Malay Culture
- Embracing the English Language Tapestry through the Early Southeast Asian Heritage

4. Teaching and Learning Approach

The course will be delivered to students through:

- Experiential Learning - Hands-on experiences include field trips to cultural sites, nature reserves, or sustainable initiatives like eco-tourism projects or community centres.
- Project-Based Learning -Students work on a project that requires them to research, design, and implement solutions related to the topics or selected course.
- Collaborative Learning - Students collaborate through group projects, discussions, and presentations.
- Technology-Enhanced Learning - Utilising digital tools and platforms to facilitate learning activities.

5. Registration & Fees

- USD 900/student with a minimum of 10 students from an institution (group)
- USD 600/student with a minimum of 20 students from an institution (group)

Group may request for a customised date

6. Assessments

Assessment	Types	%
Cultural Ambassador Poster	Individual Assignment	25%
Seminar (Presentation)	Group Project & Presentation	50%
Winter Xchange Digital Portfolio	Individual Assignment	25%

7. Course Content and Credits

Activities	Day	Hour			Venue
		Face-to-Face	Online	Independent Study	
Pre-Arrival Briefing	1 (10 Feb)	-	2	-	CISCO Webex
Cultural Ambassador poster assignment	2-4 (11-13 Feb)	-	-	24	LMS
Arrival Day @Malaysia	5 (18 Feb)	-	-	-	KL
Arrival Day @UUM Campus Tour	6 (19 Feb)	8	-	-	UUM
Field Trip to Local Community [Topic Specialisation]	7-8 (20-21 Feb)	16	-	-	Local Community Centre
Preparation for Seminar Presentation [Topic Specialisation]	9 (22 Feb)	8	-	8	UUM
Seminar [Topic Specialisation] & Cultural Day	10 (23 Feb)	8	-	8	UUM
ASEAN Universities Forum & Exhibition 2025 (AEF 2025)	11-12 (24-25 Feb)	16	-	-	KL/Selangor
Discover Malaysia (Tourist Attraction Places)	13-14 (26-27 Feb)	16	-	-	KL/Selangor
Depart to Home Country	15 (28 Feb)	-	-	-	KL/Selangor
Preparing The Winter Xchange Digital Portfolio	16-18 (3-5 Mac)	-	-	24	LMS
TOTAL HOURS (138)		72	2	64	
CREDIT		UCTS = 3.5 ECTS = 5			

8. Contact

Assoc. Prof. Ts. Dr. Norliza Katuk

k.norliza@uum.edu.my/global.mobility@uum.edu.my



THIS

•

OR

•

THAT



Choose one

- Cultural Kaleidoscope: Discovering Malaysia's Food, Craft, Dance, and Heritage
- Malaysia, Truly Asia: Discovering the Diversity of Law & Governance
- Paddy Production Sustainability and Agro'Edu-Tourism: Floating Crops and Aquaculture Farming
- Malaysian Gastronomy: Discovering Malaysia's Multi-Ethnic Palate
- Learn Malay Language & Discover Malay Culture
- Embracing the English Language Tapestry through the Early Southeast Asian Heritage

WINTER CULTURAL *Xchange @UUM*

CULTURAL KALEIDOSCOPE

**DISCOVERING MALAYSIA'S FOOD, CRAFT,
DANCE, AND HERITAGE**



About The Programme

This program is designed to expose participants to Malaysian food, culture and heritage through an immersive experience. It is open for international participants from all over the world to apply and join this program. The program will be conducted for two weeks in Universiti Utara Malaysia and a few places within the northern tropical region of Malaysia.



Activities

This program will offer participants an experience of arts and cultural heritage in Malaysia, especially in nature settings, through cultural dance, traditional clothing and batik, and handicraft making. Most interestingly, by the end of this program, participants will also explore and visit some creative villages and cultural places in Langkawi and the northern areas of Malaysia.



Learning Scope

This program provides participants a comprehensive learning experience combining cross-cultural management, digital marketing, and arts and culture immersion. Participants will gain practical skills, cultural understanding, and a broader perspective on global business practices through interactive activities, workshops, and cultural excursions.



FEES

USD 900 - GROUP - MIN. 10
USD 600 - GROUP - MIN. 20

Contact Person: Dr. Asmidah Alwi - asmidah@uum.edu.my

Email your application to: global.mobility@uum.edu.my

Visit our website for more information <http://ciac.uum.edu.my>

WINTER CULTURAL

Xchange @ UUM

MALAYSIA TRULY ASIA

Discovering the Diversity of
Law & Governance



About The Programme

This program is designed to expose participants to the Malaysian legal system, the practice of parliamentary democracy and constitutional monarchy. Participants will also gain knowledge of the practice of the dual-legal system and the dual court system. Other than that, participants will experience the lifestyle of rural and urban citizens. By joining this program, participants will have the opportunity to observe the multiracial, multireligious and multicultural society living in harmony and full of tolerance.



Activities

Activities may include and are not limited to:

- Malaysian Law Seminar
- Guest Lectures
- Excursions (e.g. Royal Palace, Royal Museum, Courts, Parliament)
- Group Discussions
- Traditional Games and Sports
- Photo Contests
- Legal Case Studies



Learning Scope

This program provides participants with classroom activities such as lectures, discussions, site visits and engagement with local communities.

FEES

USD 900 - GROUP - MIN. 10
USD 600 - GROUP - MIN. 20

Contact Person:
Assoc. Prof. Dr Mohammad Azam Hussain - hmazam@uum.edu.my

Email your application to: global.mobility@uum.edu.my

Visit our website for more information <http://ciac.uum.edu.my>

WINTER CULTURAL *Xchange @UUM*

PADDY PRODUCTION SUSTAINABILITY AND AGRO'EDU-TOURISM

Floating Crops and Aquaculture Farming



About The Programme

The participants will learn and stay in UUM's Agrofarms or nearby agricultural villages to experience farm life. It provides hedonic and educational experiences to the participants and simultaneously generates supplemental income, especially for the providers (i.e. crops growers, aquaculture farmers, etc.). This program will introduce floating agriculture and aquaculture farming as an alternative food sources as well as a commercially-benefited approach to the tourism sector. Besides that, the participants will be exposed to genuine learning experiences with local communities, including small traders and rice farmers in Kedah. In addition, the participants will gain knowledge of risk management in the agriculture business. This includes understanding techniques for optimising crop yields, implementing pest and disease management strategies, ensuring proper animal health and nutrition, and improving production efficiency. Apart from that, this program also introduces and uses spreadsheets to help make decisions. Participants will learn methods to analyse business data using built-in functions, preparing graphs and charts as well as preparing reports with appropriate spreadsheet packages. Several techniques, such as profit projection, sensitivity analysis, and descriptive statistics, will be applied to solve business problems.



Activities

Site visit, workshop, seminar, group discussion, lecture, presentation, sharing session on Paddy Production and Agro'Edu Tourism and computer lab session (Introduction to spreadsheet, projecting profit, sensitivity analysis, & descriptive statistics)



Learning Scope

This program provides participants a comprehensive learning experience on floating crops and aquaculture farming. Through interactive activities such as site visits, workshops, and group discussions, participants will gain practical skills, understanding, and a broader perspective on the agriculture sector in Kedah.



FEES

USD 900 - GROUP - MIN. 10
USD 600 - GROUP - MIN. 20

Contact Person: Dr. Zalina Zainal - z.zalina@uum.edu.my

Email your application to: global.mobility@uum.edu.my

Visit our website for more information <http://ciac.uum.edu.my>

WINTER CULTURAL *Xchange @ UUM*

MALAYSIAN GASTRONOMY

Discovering Malaysia's Multi-ethnics Palate



About The Programme

This program is designed to expose participants to the diversified Malaysian gastronomy experience through an immersive learning ambience. This unique program is open for international students and tourists to join and will be conducted in two weeks, right in the heart of Sintok Valley, where the Universiti Utara Malaysia is and other places within the northern region of Malaysia.



Activities

This program offers participants an experience of multi-ethnic foods heritage in Malaysia through cooking, visitation and demonstration. Participants will also get the chance to explore and visit authentic townlets in the northern areas of Malaysia.



Learning Scope

This program provides participants an immersive learning experience combining lectures, classroom activities, cooking demonstrations, and cultural excursions. Participants will gain practical skills, cultural understanding, and a broader perspective on Malaysian food heritage and experience.



FEES

USD 900 - GROUP - MIN. 10
USD 600 - GROUP - MIN. 20

Contact Person:

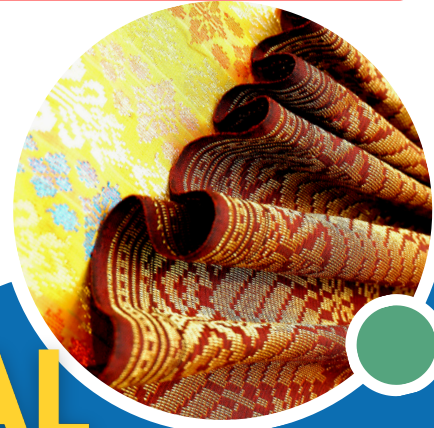
Mr. Fauzi Mokhtar - mdfauzi@uum.edu.my

Mr. Hafizi Nordin - norhafizi@uum.edu.my

Ms. Nabila Azmi - nabila@uum.edu.my

Email your application to: global.mobility@uum.edu.my

Visit our website for more information <http://ciac.uum.edu.my>



WINTER CULTURAL *Xchange @UUM*

LEARN MALAY LANGUAGE

Discover Malay Culture



About The Programme

Experience an unparalleled journey of Malay language mastery through our Malay language intensive program tailored for language enthusiasts, international students, and those committed to achieving fluency. Our program places expert instructors at the forefront to guide participants in mastering the Malay language within an authentic local context.



Activities

Our program is designed to immerse participants deeply in the Malay language through:

- Expert-led language immersion: Start each day with immersive Malay language sessions led by experienced instructors. Participants will learn vocabulary, grammar, pronunciation, and conversational skills, ensuring rapid language acquisition.
- Traditional games with language integration: Participate in traditional games conducted by native speakers.



Learning Scope

The program offers a laser-focused approach to language proficiency and cultural appreciation:

- Language fluency: Attain fluency in the Malay language, encompassing reading, writing, speaking, and listening. Our experienced instructors will equip participants to converse confidently and fluently.
- Cultural enrichment: Develop a profound appreciation for Malay culture, traditions, and lifestyle.
- Practical language skills: Acquire practical language skills for real-life scenarios.



FEES

USD 900 - GROUP - MIN. 10
USD 600 - GROUP - MIN. 20

Contact Person:

Dr. Noor Asbahan Shahizan- asbahan@uum.edu.my

Email your application to: global.mobility@uum.edu.my

Visit our website for more information <http://ciac.uum.edu.my>



WINTER CULTURAL *Xchange @ UUM*

EMBRACING THE ENGLISH LANGUAGE TAPESTRY Through the Early Southeast Asian Heritage



About The Programme

This program offers a unique language learning experience through the tapestry of the Early Southeast Asian heritage. It aims to introduce the students to the interplay of language through the immersion of culture. It is open for international participants from all over the world. The program will be conducted for two weeks in Universiti Utara Malaysia and a few places within the northern region of Malaysia.



Activities

Offering a rewarding and enriching experience for participants seeking to explore the history and culture of Kedah, a northern state of Malaysia while practicing their English language skills. The participants will be trained to communicate effectively in real life contexts. The activities are divided into two parts: language skills and excursion. Although the programme can be custom made to the needs of the participants, but, in general they will include language learning and excursion to old Kedah archeological sites

- Jerai Geopark
- Lembah Bujang Archaeological Museum
- Merbok Estuary River Cruise
- Sungai Batu Archaeological Site



Learning Scope

This immersive English language programme equips learners with the language skills necessary for social opportunities through classroom and real life activities.



FEES

USD 900 - GROUP - MIN. 10
 USD 600 - GROUP - MIN. 20

Contact Person:

Dr. Noor Asbahan Shahizan- asbahan@uum.edu.my

Email your application to: global.mobility@uum.edu.my

Visit our website for more information <http://ciac.uum.edu.my>



**BRIDGING CULTURES
BUILDING FUTURES**

Thank you
Terima kasih

Centre for International Affairs and Cooperation (CIAC)
Universiti Utara Malaysia
<http://ciac.uum.edu.my>
global.mobility@uum.edu.my

