



NEOTERICAN



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# Neoteric Study Malaysia

Learn, Connect, Explore:  
Your Journey to a Global Experience

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NEOTERICAN

## About Parent Company:

Neoterican, headquartered in Wyoming, USA, is an educational organization dedicated to offering the youth international exposure through different engaging programs. Our mission is to nurture a fresh vision in young minds, shaping them into the leaders of tomorrow. We offer a platform where young individuals immerse themselves as leaders, taking on responsibilities and collaborating to determine the best course of action for global challenges. Through our projects, we strive to impart crucial skills such as leadership, entrepreneurship, analytical thinking, problem solving, negotiation and communication.

## About Program:

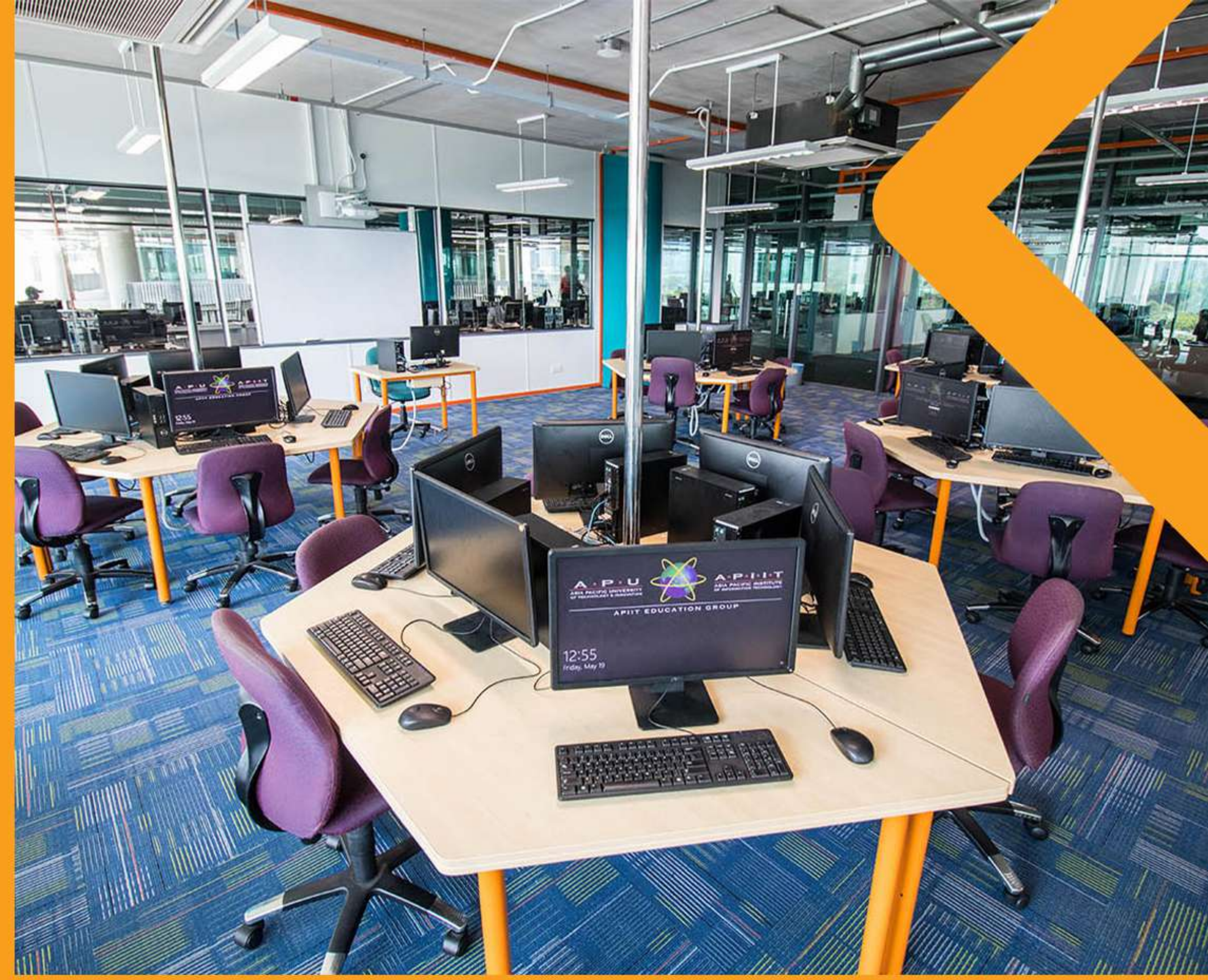
The Neoteric Study Malaysia is a short-term immersive program that offers participants international exposure, networking opportunities, academic enrichment, personal development, and resume enhancement. The program will take place in Kuala Lumpur, Malaysia, in collaboration with the Asia Pacific University of Technology and Innovation (APU). APU, the host institution, is renowned for its outstanding academic programs, world-class faculty, and dedication to fostering innovative research and critical thinking among its students.

As an immersive program, it goes beyond traditional methods, providing students with comprehensive and intense involvement in the subject matter. This involvement may include hands-on activities, practical experiences, fieldwork, or other approaches that actively immerse students in the content, fostering a more thorough and experiential understanding of the material.

# Host Institution Information:

Asia Pacific University of Technology & Innovation Asia Pacific University of Technology & Innovation (APU) in Malaysia is a private institution renowned for its focus on technology and innovation related programs. Offering a variety of undergraduate and postgraduate courses

in computing, technology, engineering, business, and multimedia, APU stands out for its industry-relevant curriculum. The university has established international collaborations with universities and industry partners, providing students with global exposure. APU's campus features modern facilities, laboratories, and recreational spaces to support a conducive learning environment. Emphasizing research and innovation, the university encourages student and faculty engagement in projects contributing to advancements in various fields. APU also provides a vibrant student life with extracurricular activities and organizations.



Ranked #1 for International students in Malaysia (QS World Ranking 2024)



Ranked #16 for International students in the World (QS World Ranking 2024)



Highest Rated Emerging Universities in Malaysia, being rated 5-STAR (EXCELLENT Rating) under the latest SETARA Ratings by the Ministry of Higher Education (MOHE)

# Modules

The program will comprise of the following academic modules:

## Leadership:

This module cultivates essential skills for effective leadership among students. Through interactive sessions, students learn key principles of leadership, communication, and teamwork. The curriculum emphasizes self-awareness, decision-making, and problem-solving. Practical activities and projects provide hands-on

experience, allowing students to apply leadership concepts in real-world scenarios. The course also explores ethical leadership and encourages students to develop their unique leadership style. Overall, it aims to empower high school students with the confidence and skills needed to excel as leaders in academic, extracurricular, and future professional settings.



## Entrepreneurship:

This module equips students with foundational knowledge and skills to explore and pursue entrepreneurial ventures. This engaging program covers key aspects of entrepreneurship, including idea generation, market research, business planning, and financial literacy. Through interactive activities and projects, students gain

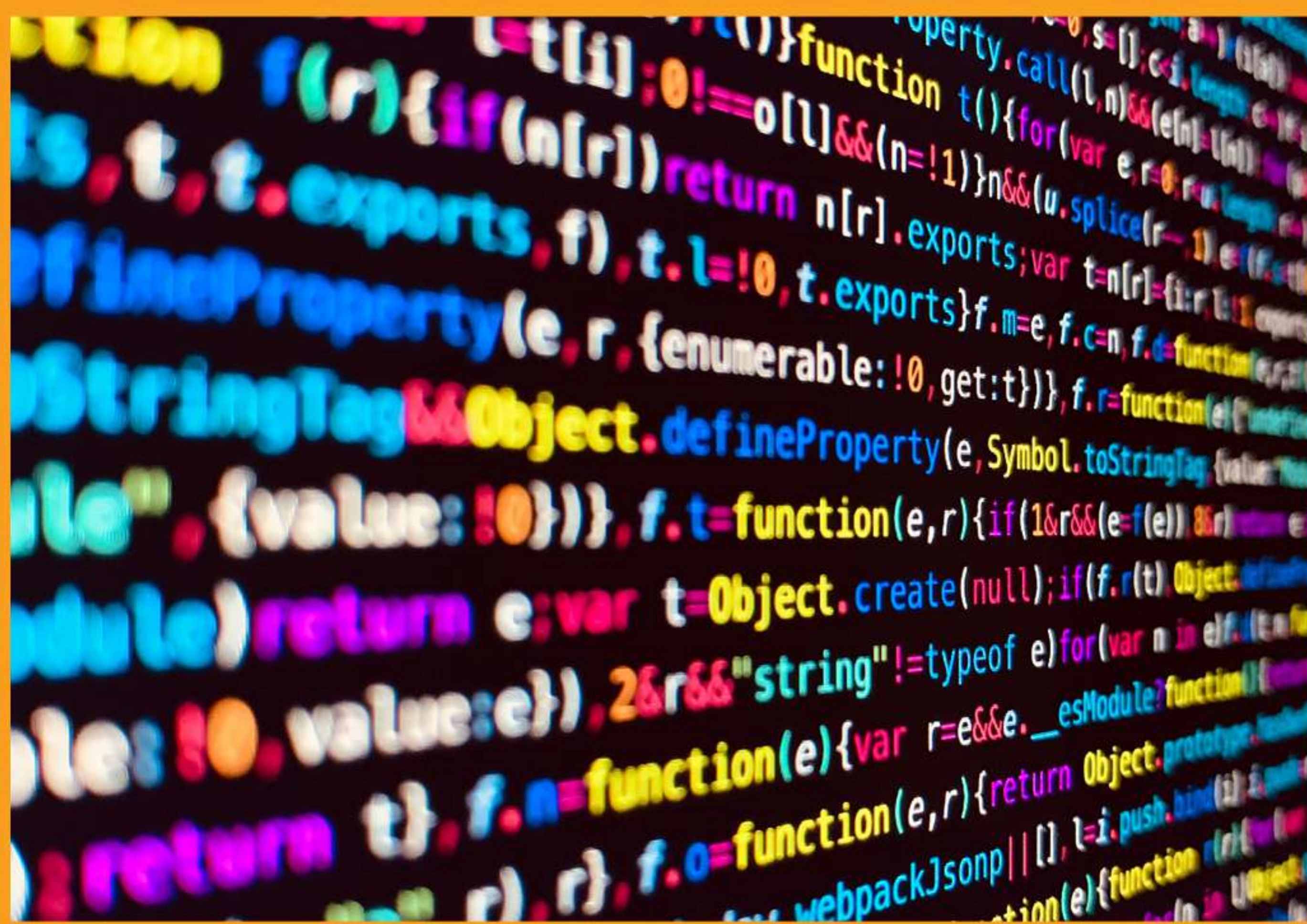
practical experience in developing and pitching their business ideas. Emphasis is placed on creativity, problem-solving, and critical thinking. The course also explores the importance of adaptability and resilience in the business world. By the end, students will have a solid understanding of the entrepreneurial process and be better prepared for future opportunities in the dynamic world of business.

## Business Communication Skills:

This module focuses on developing effective communication skills, both verbal and written, to articulate ideas clearly and persuasively. Students will also explore essential business concepts, including industry trends, financial

and strategic thinking, fostering a solid foundation for informed decision making. Practical components of the course include interpersonal skills, networking, and teamwork, emphasizing the importance of collaboration in a professional setting. Additionally, the curriculum covers adaptability to technology, negotiation techniques, and problem-solving strategies. Students

will acquire a comprehensive skill set to navigate the dynamic landscape of business and communication with confidence and competence.



## Applications of Artificial Intelligence:

This module provides a foundational understanding of AI principles, including machine learning. Students will explore practical applications such as image recognition and natural language processing. Ethical considerations in AI, societal implications, and the responsible use

of technology are also emphasized. Students will have a basic grasp of AI applications, preparing them to engage with and contribute to the evolving landscape of artificial intelligence.

## Digital Marketing & Analytics:

This module provides a comprehensive understanding of the key principles and tools in the digital marketing landscape. Students will explore strategies for online brand building, social media marketing, content creation, and search engine optimization. The module also covers analytics techniques to measure and optimize digital marketing

performance. Through practical exercises and real-world case studies, students will gain hands-on experience in developing effective digital marketing campaigns and utilizing analytics tools to assess their impact.



## Program features:

- ▶ Airport Pick-up/Drop-off
- ▶ 9 Days and 8 Nights Accommodation in Twin-sharing rooms
- ▶ Module Sessions in APU auditoriums
- ▶ 2 meals - Breakfast & Lunch on weekdays
- ▶ Transportation from Accommodation to University Campus
- ▶ Sightseeing Day Trips (5-6 depending on pax)
- ▶ Shopping Tours on Weekends
- ▶ Closing Ceremony
- ▶ Certificate of Participation

## Program features not included:

- ▶ \*Air travel
- ▶ \*Visa
- ▶ Travel Insurance

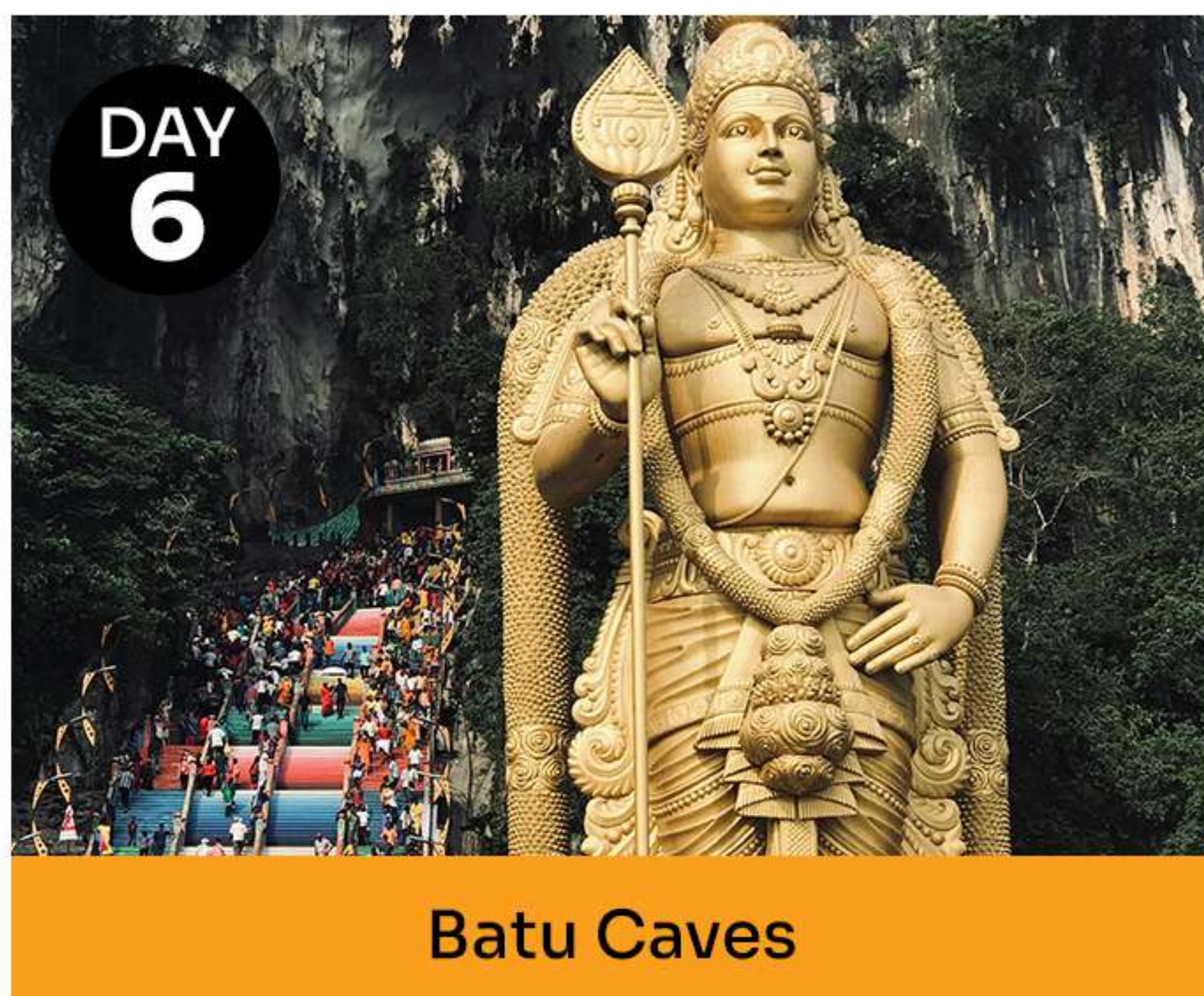


\*Note: Air tickets & Visa can be arranged for groups of 15 or more. Please let us know in advance if you require air tickets or visa assistance. Additional charges will be levied.

# Program Schedule

Program Dates: 21st to 29th January 2024\*

Day trips will be arranged in the afternoon after the module sessions have taken place for the particular day.



\*Note: Dates are tentative and subject to change.

# Why Join Us

Participating in a short-term study abroad program as a young student offers several valuable benefits:



**Cultural Exposure:** Study abroad programs provide the opportunity to immerse oneself in a different culture. Experiencing new traditions, customs, and lifestyles can broaden perspectives and foster a greater appreciation for diversity.



**Global Perspective:** Exposure to different educational systems and approaches broadens one's understanding of global issues and perspectives. This international exposure can be particularly beneficial in an increasingly interconnected world.



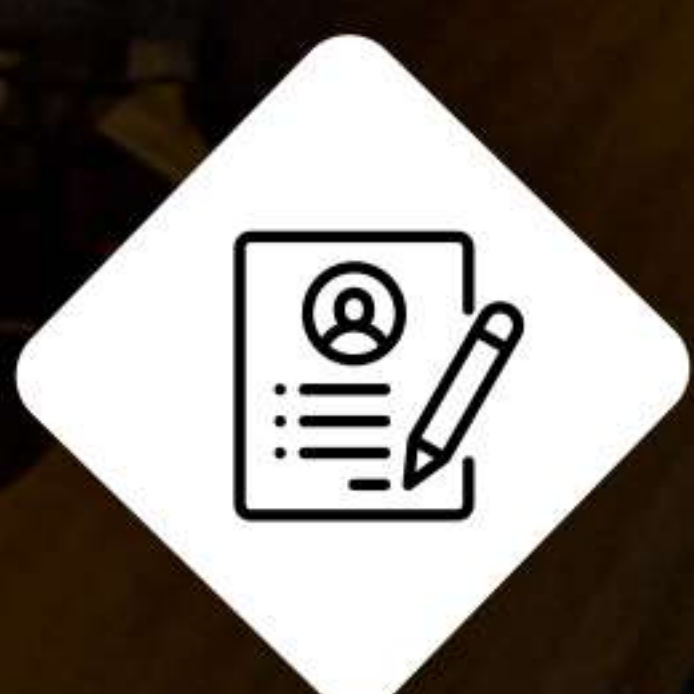
**Personal Growth:** Living independently in a foreign environment challenges individuals to step out of their comfort zones. This experience fosters personal growth, resilience, and adaptability, crucial skills for future academic and professional endeavors.



**Networking:** Engaging with students from around the world creates a global network. Building relationships with peers from diverse backgrounds can lead to lifelong friendships and valuable international connections.



**Academic Enrichment:** Short-term study abroad programs often include unique academic opportunities, such as specialized courses, workshops, or access to resources not available at home. This can enhance academic skills and broaden knowledge.



**College Applications:** Participation in a study abroad program demonstrates initiative, independence, and a willingness to embrace challenges. Colleges and universities often view such experiences favorably during the admissions process.





### **Career Advantages:**

Exposure to different cultures and global perspectives can be an asset in many professional fields. Employers often value candidates with international experience for their adaptability and cross-cultural communication skills.



### **Self-Discovery:**

Living in a new environment allows high schoolers to discover more about themselves, their interests, and their strengths. This self-discovery can be invaluable in shaping future educational and career choices.



### **Memorable Experiences:**

Study abroad experiences create lasting memories. High school students have the opportunity to explore new places, try different foods, and engage in unique activities that contribute to a rich tapestry of life experiences.



### **Preparation for Long-Term Study Abroad:**

Short-term study programs can serve as a stepping stone for students considering longer-term study abroad experiences. It allows them to test the waters and gain a sense of whether a more extended international academic experience is suitable for them.

# Eligibility

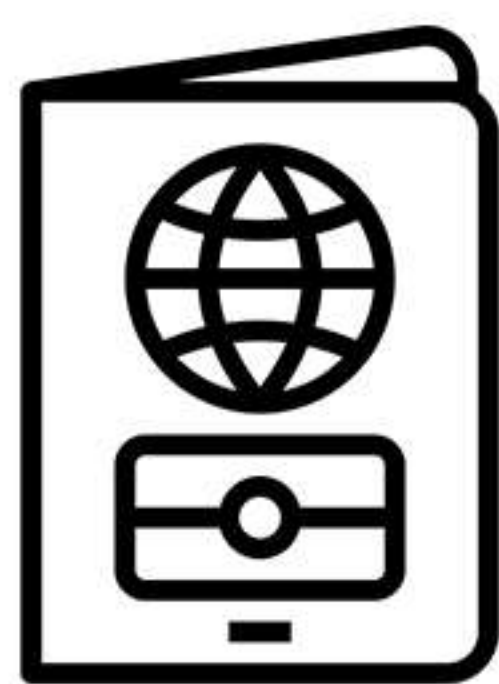


Participants must be enrolled in an educational institution

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Participants must be at least 16 years of age



Participants must possess a valid passport document

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# Registrations

- ▶ The rights of registration are only owned by the official website of Neoteric Study Programs.
- ▶ The registration process will require the students to fill all the requisites of the form which includes brief information about them and also the preferred academic modules they would like to opt for. Note: This registration process will take place on our website.
- ▶ Once participants register, they will be offered a variety of options for a customized experience in which they will have the liberty to choose from add-ons like single accommodation, personal visa assistance and more.
- ▶ There will be no extension in the deadline of registration.
- ▶ Any updates/changes made in the program schedule will be duly notified to the participants via our official email. Thus, the participants are requested to check their email inbox daily.
- ▶ Participants are advised to inform the Neoteric Study organizers via email in case they need visa or air travel support during the process of registration. Note: Additional charges will be levied for these services.

# Payments

- ▶ In order to maintain a secure channel, our official website will cater to the payments of the registration.
- ▶ We accept the payments made through Credit/Debit Card or International Wire Transfer.
- ▶ Since we have to pay hotels, vendors, tour guides, and so on in advance to ensure the best possible experience for our participants, we are unable to refund any payments. However, under special circumstances, we do assist our participants by shifting their packages to any of our other programs.

For any queries **contact us** through  
whatsapp or email provided below.



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