



**Asian University**

Wisdom with Integrity



# INTERNATIONAL SUMMER UNIVERSITY THAILAND

22.07. - 11.08.2012

Asian University  
is member of



United Nations  
Educational, Scientific and  
Cultural Organization



UNITWIN Network  
University Twinning  
and Networking



INTERNATIONAL SUMMER UNIVERSITY  
IN THAILAND 22 JULY – 11 AUGUST 2012

## AN ASIAN EXPERIENCE



This twenty one day summer programme provides a serious academic programme coupled enough free time to take a unique opportunity to visit some of the wildly different regions of Thailand. The course is designed specifically to expose students to various aspects of Asian culture, and to give them a better understanding of how cross cultural differences affect many aspects of doing business in a multi-cultural environment.



Program: Cross-cultural Awareness  
+ International Business from an Asian perspective  
+ Emerging Economies in Asia  
6 ECTS credits (transferable)



Included are lectures, company visits, accommodation, some meals, travel and weekend excursions.

Programm locations: ⊕ Asian U Campus (6 nights)  
⊕ Ko Samet Island (2 nights)  
⊕ Jomtien (3 nights)  
⊕ Chiang Mai (2 nights + 2nights on the train)  
⊕ Bangkok (5 nights)



Programme fee: € 1.690

Fees are payable 2 months before the commencement of the course.

Closing date for applications is 30<sup>th</sup> May 2012.

Please note: Course syllabus and preliminary schedule might change according to the availability of lecturers and venues. Any changes, however, will follow the spirit of our goal to provide you with 'An Asian Experience'.

Please contact:  
Ulrich Werner  
info@asianust.ac.th

Asian University  
89 Moo 12, Highway 331  
Huay Yai, Banglamung  
Chonburi 20260 Thailand  
Phone: +66 38 253 700  
Fax: +66 38 253747

### EXTRA-CURRICULAR ACTIVITIES: SO MUCH MORE THAN OTHER SUMMER UNIVERSITIES CAN OFFER ...

Asian University Summer Programme offers a great deal more than just academic courses. During your three week stay, you will start the programme on our Campus. Then, we will show you around to let you experience the different cultures and ways things are done in Asia, finally having the last seminars in Bangkok.

# PRELIMINARY SUMMER UNIVERSITY SCHEDULE

Please note: The schedule is subject to change due to the availability of the venues.

	Sunday 22.07.12	Monday 23.07.12	Tuesday 24.07.12	Wednesday 25.07.12	Thursday 26.07.12	Friday 27.07.12	Saturday 28.07.12	Sunday 29.07.12	Monday 30.07.12	Tuesday 31.07.12	Wednesday 01.08.12
09:00 - 12:00		Breakfast Lecture 1 Lunch	Breakfast Lecture 3 Lunch	Breakfast Lecture 5 Lunch	Breakfast All Day Lunch	Breakfast Lecture 7 Lunch	Breakfast Visit Ko Samet	Breakfast Free Time	Breakfast Free Time	Breakfast Lecture 9 Lunch	Breakfast Lecture 10 Lunch
13:00 - 16:00	Arrival	Lecture 2	Lecture 4	Lecture 6	Field trip	Lecture 8	Free Time	Free Time	Return to Jomtien	Company Visit 1	Free Time
Evening	Welcome Dinner	Thai Evening	International Evening	Thai Sports Night	Karaoke & Fashion Night	Ten Pin Bowling	Free Time	Free Time	Free Time	Amari Hotel Visit	Free Time
	Dinner	Show Dinner in Pattaya	Dinner	Barbeque	Karaoke Dinner	Dinner	Beach Dinner			Dinner in Pattaya	
	Asian U	Asian U	Asian U	Asian U	Asian U	Asian U	Ko Samet	Ko Samet	Jomtien	Jomtien	Jomtien

	Thursday 02.08.12	Friday 03.08.12	Saturday 04.08.12	Sunday 05.08.12	Monday 06.08.12	Tuesday 07.08.12	Wednesday 08.08.12	Thursday 09.08.12	Friday 10.08.12	Saturday 11.08.12
09:00 - 12:00	Breakfast Lecture 11 Lunch	Breakfast Arrive in Chiang Mai	Breakfast Excursion Lunch	Breakfast Free Time	Breakfast Arrive in Bangkok	Breakfast Lecture 12 Lunch	Breakfast Company Visit 2 Lunch	Breakfast Free Time	Breakfast Free Time Lunch	Breakfast Departure
13:00 - 16:00	Overnight Train to Chiang Mai	Free Time	Excursion	Free Time	Free Time	Free Time	Company Visit 3	Free Time	Final Examination	
Evening		Free Time	Free Time	Overnight Train to Bangkok	Free time	Free Time	Free Time	Free Time	Farewell dinner	
	Dinner			Dinner						
	On the Train	Chiang Mai	Chiang Mai	On the Train	Bangkok	Bangkok	Bangkok	Bangkok	Bangkok	Bangkok

## ASIAN UNIVERSITY

Established in 1997 with strong support from Imperial College, London, Asian University is the first fully international university in Thailand. The university is located in Chon Buri province approximately 150 km from Bangkok, and a short 30 minutes drive from the beach resorts of Jomtien and Pattaya respectively.

In small classes with intense teacher-student interaction, innovative educational approaches like active learning, peer-to-peer instruction, and minimally invasive education are the rule, rather than the exception.

The courses are taught in English. All lecturers were educated at western universities; about 80 percent are native speakers of English. Beyond their academic qualifications, all lecturers draw from extensive practical experience.

The university has all the facilities of a modern university, including dormitories for male and female students and a modern sports complex incorporating a fitness center, four air conditioned squash courts, four badminton courts, two basketball courts and a full size football field.

Asian University is accredited by the **Ministry of Education of Thailand** and is Quality Standard Certified by **The Office for National Education Standards & Quality Assessment in Thailand** [ONESQA].

For more details, please refer to the university Web site at [www.asianust.ac.th](http://www.asianust.ac.th). The official representative of Asian University in Germany is College Contact GmbH in Münster ([www.college-contact.com](http://www.college-contact.com)).



## FACULTY OF BUSINESS

### COURSE SYLLABUS

## BUS206 – AN INTRODUCTION TO BUSINESS IN ASIA

Please note: The syllabus is subject to change until end of May 2012

#### Course Supervisor

Ulrich Wenrer  
<uwerner@asianust.ac.th>

#### Instructors

Lecturers at Asian University  
+ invited Guest Lecturers

#### Office Consultation hours

Room LG 21/4 by appointment  
Academic Building

#### Semester

The Course will usually take place during semester breaks.

#### Prerequisite:

At least 2 years study in university  
Age 20 +

#### Workload Allocation

Credits:  
Asian University; 3 (core credits)  
European Credit Transfer System (ECTS): 6 Credits

#### Lectures

15 x 3 hours Total time 45 hours

### COURSE DESCRIPTION

This twenty day summer programme provides an intensive course and is a unique programme designed specifically to expose business students to Asian culture, and to give them a better understanding of how cross cultural differences affect many aspects of life in various different working environments.

### OBJECTIVES

On completion of this subject students should be able:

- (A) To recognize how cross cultural differences affect and impact on the ways of doing business in Asia.
- (B) Have a general understanding of the importance of history and religion have on the everyday lives of the people and how this affects the way business is conducted.
- (C) Have gained specific knowledge and some specific skills, the course should enable the students to avoid the pitfalls that usually plague cross cultural relationships in the business world.

## **FACULTY OF BUSINESS**

- Ⓓ To understand that the ways and means of doing business in Asia are fundamentally different from Western concepts.
- Ⓔ To gain knowledge of the economic situation in Asia and how Asia has not suffered as much as others during the economic downturn.
- Ⓕ Due to first hand exposure, both inside and outside of the classroom environment, the course will enable students to be better prepared for life in the international business environment.

## **TEACHING METHODS**

The lecture/discussion method will be used. Students may wish to read the recommended text books available in our library prior to class. The instructor may add supplementary material and will encourage class discussions. Some instructors will require students to make their own notes. Soft copy of teaching notes will be made available if practical.

## **ASSESSMENT**

- ⊗ Class participation/Attendance 10%
- ⊗ Assignment 20%
- ⊗ Final Examination 70%

## **PARTICIPATION**

It is expected that students will participate in class by discussing, showing his/her own ideas and opinions relating to the topics. Also, students are required to participate in in-class case studies. Class discussion and in-class case activities will be noted and reflected in final course grades.

## **ATTENDANCE POLICY**

Students are expected to attend all classes, arrive on time, and remain for the full class session unless prior arrangements are made with the instructor. Students who arrive late, leave early, or have excessive absences will be affected by the attendance grade.

Student's absent more than 3 times will need to withdraw from the subject.

## **GUIDELINES FOR PRESENTATIONS**

Students will also be required to prepare and submit one assignment during the course of the programme on a topic chosen to reflect their understanding of the importance of identifying and understanding cross cultural differences which affect daily life and way the business is done in Thailand and how it differs from the way business is done in their home country.

## FACULTY OF BUSINESS

The assignment will be carried out over the three week period and should be presented as a short presentation of at least 20 minutes with Power Point and photographs illustrating differences, and written notes. This will make up 20% of the overall assessment.

Alternatively Students may keep a daily journal noting their understanding of the importance of identifying and understanding cross cultural differences which affect daily life and way business is done in Thailand and how it differs from the way business is done in their home country. The journal should comprise of a minimum of one A4 sheet per day plus photographic references.

## EXAMINATIONS

The written exam will be in form of a question paper covering the three modules within the course. The exam will consist of 6 questions and the students will be required answer 1 question from each module in the form of a short essay on 3 pages of A4 paper in a given time of 120 minutes. This will make up 70% of the total examination marks

## GRADING SYSTEM

The following grading scale will be used for all academic courses:

Percentage	Grade	GP Value	Comment
85-100	A	4.0	Excellent
79-84	B+	3.5	Very Good
74-78	B	3.0	Good
69-73	C+	2.5	Above Average
65-68	C	2.0	Average
58-64	D+	1.5	Below Average
50-57	D	1.0	Poor
<50	F	0	Fail

## SUGGESTED READING

- ⊗ Hellmut Schuette and Deanna Ciarlante: Consumer Behavior in Asia. Publisher: Macmillan Press Ltd. Publication Year: 1998. ISBN 0 333 73625 7
- ⊗ Phongpaichit Pasuk and Chris Baker: Thailand: Economy and Politics. Publisher: Oxford University Press Publication Year: 2002. ISBN13: 9789835600661, ISBN10: 983560066X Paperback
- ⊗ Chris Baker and Pasuk Phongpaichit : A History of Thailand. Publisher:Cambridge University Press. Publication Year: 2002. ISBN-13: 9780521016476, ISBN-10: 0521016479

## FACULTY OF BUSINESS

- ⊗ Philip Kotler; Hermawan Kartajaya; Den Huan Hooi: Think ASEAN! Publisher: McGraw-Hill Education (Asia). Publication Year: 2006. ISBN-13: 978-0-07-125405-2, ISBN-10: 0071254056
- ⊗ Yung Chul Park Economic Liberalization and Integration in East Asia – A Post-Crisis Paradigm: Publisher: Oxford University Press. Publication Year:2006. ISBN13: 9780199276776, ISBN10: 0199276773
- ⊗ David Tan A Primer of Thai Business Law. Publication Year: 2008. ISBN: 9789741688210
- ⊗ KLAUSNER, W.J. Reflections on Thai Culture. Publication Year:2000 5th edition (paperback). Publisher: Bangkok: Siam Society. ISBN : 9748298493
- ⊗ Henry Holmes & Suchada Tangtongtavy: Working with Thais. Publication Year: 2000. Publisher Name: Bangkok: White Lotus. ISBN : 974 8496 50

### MODULE 1 — LECTURE 1

#### Cross-Cultural Management

This session attempts to explore Asian religions, concept of self, others and the collective group, roles and status, and family dynamics in order to understand how Asian culture differs from that of the West, particularly along cultural dimensions and value orientations. The lectures give an understanding of the Asian way of thinking and the underlying value system. They also discuss the impact of the cultural particularities on the local business practices. Many real-life examples and case studies are given. The lectures are very interactive and include role playing and games.

### MODULE 1 — LECTURE 2

#### Eastern vs. Western Communication and Negotiation Style

Topics of this lecture include managing cultural differences, negotiating across cultures, working with multi-cultural teams, and the challenges of managing global careers. Central to this session are analyses of international business case studies with an emphasis on the Asian-Western cultural differences and misunderstandings and the ways to overcome them.

### MODULE 1 — LECTURE 3

#### Business Law in Thailand

This session covers the essentials of how to form a commercial contract in Europe, England, the U.S.A and Thailand and how they differ from a legal point of view. It will also deal with the legal issues of a few common cross borders commercial contracts and provide case studies to show how to manage and protect from risk exposures.

### MODULE 1 — LECTURE 4

The Art of Meditation by the Abbot, Pra Suchart at Wat Yan This lecture is offered in order to give the students the unique opportunity to meet with a well respected abbot of the Wat Yan temples. They will get first hand instructions from him on Buddhist philosophy and the art of Buddhist Meditation. The abbot will encourage them to share their ideas and point of views. He will explain about the life as a monk and share with them the benefits of meditation.



## **FACULTY OF BUSINESS**

### **MODULE 1 — VISIT 1**

Company visit: 1 hour lecture on the development of Tourism in Thailand followed by a visit to a local 5\* Hotel and presentation on how cross cultural problems impact on Thailand's tourist industry with particular emphasise on hotel management.

### **MODULE 2 — LECTURE 1**

#### **Sales and Marketing in Asia**

This session will examine the global aspects of marketing, the global marketing environment and the competitive challenges and opportunities confronting today's international marketers. Other topics include the cultural issues of global marketing and the assessment of global market opportunities. Students will learn to apply the concepts and practices of international marketing in an Asian context. The session will cover the Asian marketing environment, the specifics of international marketing and the international marketing triad: Segmentation, Targeting and Positioning and the 4 P's in an Asian context.

### **MODULE 2 — LECTURE 2**

#### **Consumer Behavior in Asia**

This session is designed to provide an understanding of those cultural characteristics which are specific to Asia and which result in a pattern of consumer behavior fundamentally different from those that are found in the West. Through business case studies and real life experiences, students will learn the consequences of consumer behavior on business decisions. Students will also learn successful business strategies for the Asian market.

### **MODULE 2 — LECTURE 3**

#### **Impact of globalization and modernization on Asia**

This Lecture explores the impact of globalization and modernization on Asian economies. It will provide an overview of a variety of growth and development theories with application to specific countries and regions in Asia. Emphasis will be put on the economic miracle and the rapid growth of the Asian Tigers, both from a historical as well as a current point of view.

### **MODULE 2 — LECTURE 4**

#### **Success Stories of Non Asian Entrepreneurs in Asia**

This session tells the stories of Western entrepreneurs who successfully manage businesses in Thailand or other Asian countries. Students will learn about the main challenges a Western entrepreneur has to face in Asia and how to overcome those difficulties. Reference is given to some famous American managers such as Jack Welch, Harold Geneen and Andy Grove. To round up the session the students will also get to know some famous and successful Asian entrepreneurs.

## **FACULTY OF BUSINESS**

### **MODULE 2 — VISIT 2**

A company visit to one of Asia's leading manufacturing companies to see first hand the manufacturing processes.

### **MODULE 3 — LECTURE 1**

#### **Challenges to the Thai Economy**

This session gives an introduction to the present economic structures in Thailand. It will discuss the recent economic problems such as rural development, poverty or job migration. The worldwide liquidity glut is the latest challenge facing the Thai economy and other economies in Southeast Asia. Recent topics will be covered.

### **MODULE 3 — LECTURE 2**

#### **ASEAN and APEC**

In this session the benefits and achievements of ASEAN and APEC will be discussed. The Southeast Asian politics and the changes in international relations with its resulting economic and political challenges will be explained. Furthermore the advantages and disadvantages of a potential new grouping such as ASEAN+3 or ASEAN+4 will be covered.

### **MODULE 3 — LECTURE 3**

#### **Financing in ASEAN**

This session gives insight into capital markets in Thailand and other ASEAN countries including its challenges and opportunities. The development of the capital markets in Southeast Asia, before and after the 1997 crisis, will be examined and contrasted with the capital markets in other parts of the world. At the end of the lecture, the likely development of the markets in the next ten years will be examined.

### **MODULE 3 — LECTURE 4**

#### **Oriental Philosophies as Applied to Modern Management**

This session explains how the Oriental philosophies can be applied to business and how it can solve many of the modern management problems. A short description and understanding of the Buddhist and Oriental philosophy expounded by Buddha, Lao Tsu, Chuang Tsu and also the Art of War by Tzun Tsu Wu are given. Furthermore the session introduces the students to Dr. Viphandh's modern management approaches which cover his seven chapters of management.

### **MODULE 3 — VISIT 3**

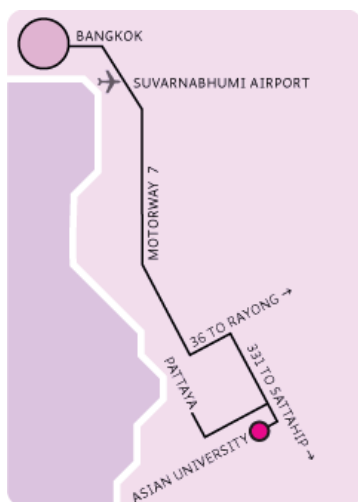
A company visit to one of Asia's leading service suppliers.



Both photographs were taken at the same view point: Jomtien Beach to the left, Pattaya Beach to the right.

## ON-CAMPUS ACCOMMODATION

Dormitory accommodation on campus in shared rooms with bathroom (double occupancy) is included in the programme fees. Asian University dormitories meet international Youth Hostelling Quality Standards, i.e. you can rely on a consistent level of services and facilities.



⊗ **Welcome** – our dormitory staff will welcome you and give you an introduction to facilities and environment.

Plus you will have access to essential facilities if the dormitory extraordinarily should have to close for a limited period for maintenance reasons.

⊗ **Cleanliness** - a high standard of hygiene is ensured by our chambermaids. They also change bedclothes once a week.

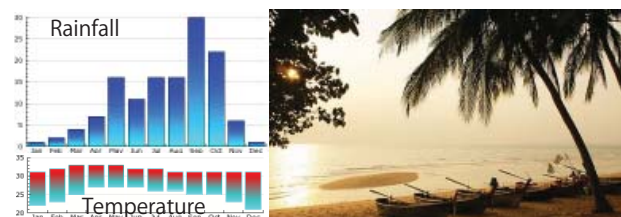
⊗ **Security** - for you and your possessions, including safe storage facilities for luggage and valuables, such as laptop computers and cameras.

⊗ **Privacy** - in showers, washing areas and toilets. Asian University provides single sex dormitories with double occupancy - although if requested, a mixed sex dormitory may be offered to students travelling together. Each room has its private bathroom with cold shower and western-style toilet.

Asian University also takes great care to operate dormitories in ways sympathetic to the environment.

## CLIMATE

The weather in Thailand is tropical, so it is pretty hot all year round. Thailand has 4 seasons that vary according to where you are. Around Asian University the seasons approximate the following: February–April: dry hot, May–August: wet humid hot, September–November: wet cool, December–January: dry cool. Temperatures range from 20 degrees C on cool nights to 35 degrees C on hot days.



## LOCATION

Asian University is located on the Eastern Seaboard about 140 km South-East of Bangkok. The campus is located at the top of a range of hills overlooking the Jomtien Bay area. Studying at Asian University gives you the best of both worlds. On campus, you have peace, quiet, serenity. In Pattaya, 30 km away, you have a sophisticated city with international restaurants, shopping complexes, culture, entertainment, and convenient transportation to anywhere in Thailand.

## ARRIVAL AND AIRPORT TRANSFER

No need to get lost at the airport after arrival. If you provide us early enough with the date and time of your arrival, together with your flight number, we will organize your transport from the airport to the campus.

If you want to arrive a few days earlier to explore Thailand on your own, you will do this at your own expense. If you wish, we can arrange hotel accommodation in Central Bangkok or Jomtien for around 1,400 baht per person per night in hotels that we know well from our Summer University.

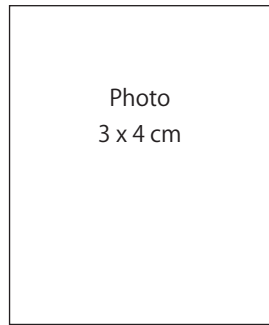
## VISAS

Students from most countries are allowed to stay 30 days with a visa on arrival. If you intend to extend your stay in Thailand to more than 30 days, we will provide you with a Letter of Admission that you can use to apply for a one or three months visa in your home country. We will offer individual advice on a case by case basis if you are not entitled to a 30 days visa and support your application.



# INTERNATIONAL SUMMER UNIVERSITY "AN ASIAN EXPERIENCE" 2012

## APPLICATION FORM



### PERSONAL DATA

First name: ..... Family name: .....

Female     Male

Date of birth (dd/mm/yy): .....

Nationality: ..... Passport no.: .....

Address: ..... City, province: .....

Zip/postal code: ..... Nationality: .....

Email address: ..... Business phone: .....

Home phone: ..... Mobile phone: .....

Person to be notified in case of emergency (name, address, and phone or email address): .....

.....  
.....

Shared accommodation special request (e.g., your preferred room mate): .....

.....  
.....

Food special requests (e.g., vegetarian or special diets): .....

.....  
.....

Your T-shirt size (S/M/L/XL/XXL): .....

Home university: .....

Head of Faculty:.....

Field of study, specialization: .....

Number of semesters completed: .....

Expected date of graduation: .....

Name of group organizer (if available): .....

## STUDY PROGRAM

- Cross-cultural Awareness
    - + International Business form and Asian Perspective
    - + Emerging Economies in Asia
- Total Enrollment and Participation Fee: € 1.690

Total amount to be paid – please confirm:

## TERMS & CONDITIONS

- ① It is the participant's own responsibility to obtain a valid visa and travel insurance, which should include adequate accident and hospitalization coverage.
- ② Cancellation of participation can only be made in writing. If the cancellation is made more than 30 days before the start of the programme, 15% administrative expenses will be deducted from the course fee. If the cancellation is made more than 14 days before the start of the programme, 50% of the fee will be returned. If the cancellation is made later than fourteen days before the start of the programme, the course participant is not entitled to any refund of the course fee.
- ③ We reserve the right to alter any details of the programme. In the unlikely event of cancellation of the programme due to natural disaster, emergencies, etc., the participants will be notified immediately and all fees will be returned in full.
- ④ We reserve the right to refuse any application by applicants whom we deem to be unqualified for the programme.
- ⑤ We reserve the right to expel any student from the programme, whose behavior is unsatisfactory, without compensation.
- ⑥ We do not have direct control over the way our suppliers provide their services. Although they are chosen very carefully, we are not responsible for the performance of these third party operators.
- ⑦ Whilst we make every effort to ensure the health and safety of all participants, we will not be liable for any costs relating to any sickness or accident of any participant which may occur either during the study, organized activities or free time.
- ⑧ Any disputes will be resolved under applicable Thai law.

## DOCUMENTS REQUIRED WITH APPLICATION

Please submit the following documents (only copies, as documents will not be returned):

- ① Curriculum Vitae/Resume inclusive of one digital photo
- ② A letter stating the reason you wish to participate
- ③ A copy of your passport (photo page only)

## APPLICATION PROCESS

Applications incl. attachments of the documents mentioned below must be submitted to the Asian University via email or via fax. Selected applicants will be provided specific instructions on how to transfer the enrollment and course fee. A copy of the transfer receipt may be scanned and emailed or faxed as proof of payment to guarantee a place in the programme.

## PAYMENT

The programme fee is split into two payments:

- ① Enrollment fee of 100 € (this payment saves your place in the programme), non-refundable
- ② Remaining fee of 1,590 € to be paid until 30<sup>th</sup> May 2012

Both payments go to the following Siam Commercial Bank Account for 'Asian University'

Name of beneficiary:	Asian University
Address of beneficiary:	18/F Kian Gwan Building 140/1 Wireless Road Bangkok 10330 Thailand
Bank account / IBAN	049-3-11148-6
SWIFT/ BIC	SICOTHBK
Bank Name:	Siam Commercial Bank
Branch:	Thanon Withayu Branch
Bank Address:	132 Sinthorn Building G Floor Wireless Road, Lumpinee, Pathumwan Bangkok 10330 Thailand

## ADDRESSES

If applying by email, please send your completed application with required documentation to: **info@asianust.ac.th**.

If applying by post, please send your completed application with required documentation to:  
Asian University, 89 Moo 12, Highway 331, Huay Yai, Banglamung, Chonburi 20260 Thailand.

I hereby confirm that the above information is correct and that I accept the terms & conditions:

Date: .....

Signature: .....

Name: (.....)