

Yokohama City University – Chiang Mai University:
Business Entrepreneurship & Marketing Program

| | | Morning Session | Lunch | Afternoon Session | Evening Session | |
|-------|--------|--|--|---|-----------------|--|
| Sun | 30 Jul | Arrival and transfer to accommodation – Distribution of ATK Tests | | | | |
| Mon | 31 Jul | <p>09.00-09.30 Welcome, orientation and introduction to Chiang Mai University</p> <p>09.30-11.00 Ice-breaking activities with Chiang Mai University buddies</p> <p>11.15-12.00 Scenic Ang Kaew Lake tour</p> | <p>12.00-13.30 Welcome International Buffet Lunch with Thai Buddies</p> | <p>13.00-16.00 Introduction to Oral Presentation & Public Speaking – students will learn to develop their presentations skills with a focus on clear introductions, middle and conclusions. Students will also learn the importance of body language, voice projection and pace and tone of voice.</p> | | |
| Tues | 1 Aug | <p>09.00-12.00 Lecture: Becoming an entrepreneur – today the global markets have seen a staggering increase in the number of entrepreneurs. What makes people decide to go it alone? What factors are involved in their decision and how do they identify niches?</p> | | <p>14.00-16.00 – Chiang Mai Cultural tour – students will visit the old town of Chiang Mai via electric car and stop off at the oldest temple in Chiang Mai before moving on to the Treasury Museum to learn about the ancient currency which was used in the past for trading.</p> | | |
| Wed | 2 Aug | <p>09.00-12.00 Lecture: Innovation and Entrepreneurship in Thailand (e.g., Red Bull, Boon Rawd Brewery, Tao Kae Noi)</p> | | <p>14.00-16.00 Muay Thai Kickboxing experience–students will have a chance for an intensive workout learning different punches, kicks, elbows and knees. This grueling workout will be sure to push students to their limits.</p> | | |
| Thurs | 3 Aug | <p>10.00-12.00 Company Site Visit – students will have the opportunity to visit a local manufacturing company at the Lumphun Industrial Estate. Company TBC</p> | | <p>Free and easy</p> | | |
| Fri | 4 Aug | <p>09.00-12.00 Lecture: Business Innovation – Process of Identifying and Generating New Ideas “Thinking Outside of the Box”</p> | | <p>13.00-16.00 Introduction to Oral Presentation & Public Speaking – students will learn to develop their presentations skills with a focus on clear introductions, middle and conclusions. Students will also learn the importance of body language, voice projection and pace and tone of voice.</p> | | |
| Sat | 5 Aug | <p>09.00-14.00 Doi Suthep, Chedi Luang and Chaimongkol temple visit– students will travel to some of the most revered temples and the highest in Chiang Mai city to learn about Buddhism and Thai society.</p> | | <p>Free session</p> | | |

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| Sun | 6 Aug | Free and easy | | | |
| Mon | 7 Aug | 09.00-12.00 Lecture: Global Marketing Strategy (GMS) in ASEAN Economic Community (AEC) – looking at branding, packaging and standardization of product/service – why is it important to have a global marketing strategy in today’s competitive market | | 13.00-16.00 Introduction to Oral Presentation & Public Speaking – students will learn to develop their presentations skills with a focus on clear introductions, middle and conclusions. Students will also learn the importance of body language, voice projection and pace and tone of voice. | |
| Tues | 8 Aug | 08.00-14.00 Elephant Mahout Camp – students will have the chance to take care of their own elephant for the day including bathing and feeding before taking a short ride in the jungle. | | | |
| Wed | 9 Aug | 09.00-12.00 Lecture: Business-to-Business (B2B) Marketing – specifically looking at and identifying the market needs and segments in order to promote a product or service successfully. | | 13.00-16.00 Introduction to Oral Presentation & Public Speaking – students will learn to develop their presentations skills with a focus on clear introductions, middle and conclusions. Students will also learn the importance of body language, voice projection and pace and tone of voice. | |
| Thurs | 10 Aug | 10.00-12.00 Company Site Visit – students will have the opportunity to visit a local manufacturing company at the Lumphun Industrial Estate. Company TBC | | Free and easy | |
| Fri | 11 Aug | 09.00-12.00 Lecture: social media and Marketing in the 21st Century – students will learn more about the importance of brand presence on social media platforms such as: Facebook, Instagram, Twitter and YouTube | | 13.00-16.00 Final Presentation – during the first 90 minutes of this final session, students will have a chance to prepare their presentation. From 14.30 onwards, students will report their findings on the program. | 16.30-17.00 Certificate Presentation Ceremony 17.30-20.00 Farewell Dinner |
| Sat | 12 Aug | Checkout of accommodation Transfer to Chiang Mai International Airport Depart from Chiang Mai – End of Program | | | |



Study Abroad Quotation for 8 Participants

Yokohama City University

Business Entrepreneurship & Marketing Program

Itemized Breakdown of Services

| Items/Service | Total Cost (THB) |
|---|-------------------|
| Language Instruction and Academic Lecture | 88,125.00 |
| 4-Twin Sharing (with breakfast) and 2 Single Buffer Rooms (COVID Preventive Measures) | 124,800.00 |
| Excursions and Activities | 29,700.00 |
| In-Country Transportation (Outsource) | 85,320.00 |
| Meals (inclusive – welcome lunch and dinner, weekend lunch and farewell dinner). Excluding lunch and dinner on weekday and weekend. | 27,270.00 |
| International Staff Overtime Allowance | 9,450.00 |
| Room Rental at LICMU | 20,000.00 |
| LICMU Tailored Study Abroad Management Fee (8 students) | 28,000.00 |
| Program Total | 412,665.00 |
| Cost Per Participant | 51,583.13 |