

ASIAN MANAGEMENT - STUDY TRIP TO BANGKOK

(JULY 6 - 16, 2020; COURSE: JULY 8 - 15)

The Chair for International Management organises a summer school in Bangkok in cooperation with a leading local university. This study trip is scheduled from Monday, July 6, 2020 (departure from Switzerland), until Thursday, July 16, 2020 (departure from Thailand). **Officially, this study trip is a course (4.5 ECTS) of the Spring Semester 2020!**

Course Programme

Given the high and still rising relevance of Asia as market and as production location, the chair organises a study trip to Bangkok to learn from local lecturers and to experience the development in this region directly.

In cooperation with CMMU (College of Management, Mahidol University) we organise one week of classes by University lecturers and talks by company executives or company visits in Bangkok and the region. CMMU is officially linked to the University of Fribourg via a cooperation agreement.



Preliminary programme

- Monday, July 6
 - Departure from Switzerland
- Tuesday, July 7
 - Arrival in Bangkok and in the evening: Welcome Dinner
- Wednesday, July 8
 - Lectures, e.g.
 - Cross-cultural Management: Asian and Western Approaches
 - Business Environment in Asia
- Thursday, July 9
 - Lectures, e.g.
 - Internationalization of Western firm in Emerging Markets
 - Direct Investment of Western Companies in Asia: Legal Considerations
- Friday, July 10
 - Company Visits
- Saturday, July 11 and Sunday, July 12
 - Optional cultural programme, e.g.
 - Tour of the Grand Palace
 - Bike Tour or individual sightseeing

- **Monday, July 13**
 - Lectures, e.g.
 - Service Operations Management in Thailand
 - Negotiating in Asia
 - Farewell Dinner

- **Tuesday, July 14**
 - Lecture, e.g.
 - Retail Agglomerations in Asia
 - Furniture Business in Asia

- **Wednesday, July 15**
 - Group work

- **Thursday, July 16**
 - Departure from Thailand

Flight dates are, however, up to the participant as long as the presence in Bangkok for the courses from July 7, 17.30 h, to July 15, 18.00h, is ensured.

Credits / Examination

Before the study trip, students have to prepare and submit a 10-page seminar paper (on a specific issue within the Asian Management). On the last day of the study trip, students prepare a joint group paper (ca. 10 pages).

The grade will be composed of a) the individual seminar paper (40%), b) the group paper (30%) and c) the participation and commitment during the study trip (30%).

Costs

The fee for the courses, including bus transfers from the hotel to the university and to the company visits, most lunches, and some of the dinners, will be approx. 30,000 Baht (approx. CHF 950). This has to be paid directly to CMMU.

In addition, accommodation in the Hotel “Century Park Hotel” has to be paid by the students (but it is centrally booked by CMMU). The hotel is close to the metro station “Victory Monument”. Accommodation is rather cheap in Bangkok. We expect about CHF 400 per Person for accommodation for 10 nights in a double room incl. breakfast. Meals, etc., are very affordable and cost about EUR 5-10 per meal.

Flight costs will be the most expensive part of the total package. Check any online ticket seller for your orientation (from ca. CHF 700). We will leave travel arrangements to each student individually. Thus, you could extend the stay in Bangkok/Thailand and use it for your vacation as well. Once in Bangkok, travel costs within Thailand, e.g. to Phuket or Ko Samui, are very low, as are additional hotel nights.

Pre-departure Information

To inform about all the details, prepare for the study strip and provide information on the readings, travel, etc., a pre-departure meeting with all registered participants will take in Fribourg during the spring semester.