

チェンマイ大学ビジネス研修

5/13(月)
17:00 締切

チェンマイ大学は1964年に設立されたタイ北部チェンマイにある国立大学です。

本研修はチェンマイでタイの経済、ビジネスやツーリズムに関する講義の受講だけでなく、現地企業訪問や、チェンマイ学生との合同ワークショップを通じて、東南アジアにおけるビジネスを学ぶプログラムです。



プログラム参加学生は、事前に与えられたテーマに沿って、現地へ提案するビジネスプランを企画し、チェンマイ学生と合同でプランを仕上げた後、プレゼンテーションを行います。また、2週間のプログラム修了後には、1週間のインターンシップ経験のオプションがあります。
(追加費用あり)

【日程】2019年9月8日(日)～9月22日(日) 予定

【渡航先】タイ・チェンマイ大学

【対象学生】・全学科2年生以上
・TOEIC550点程度の英語力

【募集定員】12名程度 ※最少催行人数6名

【費用】約23万円(プログラム費用+宿泊費=約12万円/渡航費約11万円)

※昨年度実績(別途海外留学保険費用等がかかります。)

【奨学金】グローバル奨学金対象(支給額:4万円)

※条件等は別紙参照

【滞在方法】指定の宿舎(ツインルーム)

【オプションインターンシップ】

9月23日～27日の5日間、右記派遣先のどこか1か所で職場体験

追加費用 約11,000バーツ(約4万円)

帰国日:9月29日(日) 予定



【派遣可能性先】

- ・Japan Study Centre
- ・チェンマイ大学 Language Institute
- ・Royal Ratchapuek Park Hotel
- ・Child Day Care Centre 等

おすすめポイント

- 😊 東南アジアでのビジネスに興味がある人
- 😊 現地学生と合同のワークショップの機会がある
- 😊 英語を使ったプレゼンやインターンシップができる



Sample Schedule

日程は、変更になる可能性があります。

		Morning Session	Lunch	Afternoon Session	Evening Session
Sun	8 Sept	Arrival and transfer to accommodation			
Mon	9 Sept	09.00-09.30 Welcome, orientation and introduction to Chiang Mai University 09.30-10.30 Ice-breaking activities with Chiang Mai University buddies 10.45-12.00 Chiang Mai University campus tour by electric car	12.00-13.30 Welcome International Buffet Lunch with Thai Buddies	14.00-17.00 Doi Suthep & Phuping Palace Visit – students will travel to the most revered temple and the highest in Chiang Mai city afterwards venture to the Royal Palace of the King of Thailand	18.00-20.00 Welcome Dinner and Cultural performances with Thai Buddies
Tues	10 Sept	09.00-12.00 Introduction to Oral Presentation & Public Speaking (Group Assignments) – students will learn how structure their presentation at the end of week 1 plus the will be assigned their presentation assignments	Lunchbox set provided for program participants	14.00-16.00 Company Site Visit – Thai Nishi Company Limited	
Wed	11 Sept	09.00-10.30 Lecture: Business Innovation – Process of Identifying and Generating New Ideas “Thinking Outside of the Box” 11.00-12.00 Group Tutorial – SWU and CMU students discussion and brainstorming		13.00-14.30 Lecture: Case Study about successful innovation in Thailand (e.g. Red Bull, Boon Rawd Brewery, Tao Kae Noi) 15.00-16.00 Group Tutorial – SWU and CMU students discussion and brainstorming	
Thurs	12 Sept	09.00-10.30 Lecture: Networking and Innovation – working and collaborating in AEC (ASEAN Economic Community) 11.00-12.00 Group Tutorial – SWU and CMU students discussion and brainstorming		13.00-16.00 Oral Presentation & Public Speaking – this program will aim to provide students will a solid foundation in order to give a presentation. The focus will be towards using technology to create presentations along with how to structure a presentation with a beginning, middle and end (observation of final presentation by instructor with feedback).	
Fri	13 Sept	09.00-10.30 Lecture: Product Life Cycle and new product innovation 11.00-12.00 Group Tutorial – SWU and CMU students discussion and brainstorming			
Sat	14 Sept	09.00-18.00 (1 night homestay) Field Visit – Mae Kampong – coffee plantation, tea pillow production and walking trails. Students will also have the chance to stay with a local family and learn more about Thai culture and local wisdom.			

		Morning Session	Lunch	Afternoon Session	Evening Session
Sun	15 Sept	Return back to accommodation before 13.00pm			
Mon	16 Sept	10.30-12.00 Introduction to Tourism in Chiang Mai (Special Guest Lecturer by Tourism Authority of Thailand) – focus on attractions and statistics on increasing number of travelers to Chiang Mai.	12.00-13.00 Lunchbox Set Provided for Program Participants	13.00-14.30 Lecture: Historical Tourism – Introduction to Wiang Kum Kam (Special Guest Lecture by Department of Tourism, Chiang Mai University) 15.00-17.00 Field Visit – Wiang Kum Kam Historical Park	
Tues	17 Sept	10.30 – 12.00 Lecture: Cultural Tourism – introduction and importance in Lanna (Northern Thailand) and how does it differ to other parts of the country		13.00-17.00 Field Visit – Bo Sang and Baan Tawail Cultural Centres focus on Umbrella, Silk and Wood carving production and techniques in northern Thailand	
Wed	18 Sept	09.00-14.00 Fieldtrip: Elephant Mahout Training – students will take care of their very own elephant for half day this will include feeding and bathing before taking the elephant for a jungle ride	12.00-13.00 Lunchbox Set Provided for Program Participants	14.30-16.00 Lecture: Impact of Tourism – focus on both positive and negative results of increased tourism (case studies)	16.00-19.00 Field Visit – Chiang Mai Night Bazaar Visit – case study
Thurs	19 Sept	10.00-12.00 Field Visit – Chiang Mai Night Bazaar Visit (comparison day and night)		13.00-15.00 Lecture: Eco Tourism – introduction and importance of environmental preservation for tourism and maintaining the local wildlife and ecosystems	17.00-18.00 Certificate Presentation Ceremony 18.00-20.00 Farewell Dinner with program participants
Fri	20 Sept	09.00-12.00 Oral Presentation & Public Speaking – students will prepare for their final week 2 presentations		14.00-16.00 Final Presentations (feedback given by the special guest for the session the President of Thai-Nishi)	
Sat	21 Sept	Check out of accommodation Transfer to Chiang Mai Airport End of Program			