

# Summer University 2015 in Thailand

## Entrepreneurship in Asia

9 to 29 August 2015



The ability to think and act entrepreneurially is critical to the  
long-term success of any modern organization.  
So is the ability to learn from Asia.

[busem.bu.ac.th/summeruniversity](http://busem.bu.ac.th/summeruniversity)  
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Graduate International Summer University  
in Thailand 9 to 29 August 2015

## ENTREPRENEURSHIP IN ASIA



In this 21-day academic program across the different regions of Thailand, you gain hands-on learning experiences guided by seasoned business practitioners focusing on applicable knowledge in the fields of entrepreneurial thinking and cross-cultural management.

Learn through experience what Thailand can teach you, get inspired through a new and fresh perspective, turn inspiration into feasible business opportunities, and build your network for the future!



All images show Bangkok University

Modules: Cross-cultural Communication  
+ Creating an Entrepreneurial Mindset  
+ Meet Successful Entrepreneurs in Thought and Action  
3 Bangkok University Credits = 6 ECTS credits (transferable)

Included are lectures, company visits, accommodation, most meals, in-country travel, and excursions to Ayutthaya, Chiang Mai, Ko Samet Island, Jomtien and Pattaya, and of course several excursions in Bangkok.

Program fees: € 1.950  
Early bird before 31 March 2015: € 1.650  
5 % discount for groups of 5 and more people

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

Closing date for applications is 9<sup>th</sup> June 2015.

Please contact:



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### EXTRA-CURRICULAR ACTIVITIES

Nobody comes to Thailand to spend all the time in classrooms.

You will gain lots of hands-on experience from our framing program, such as visits, tours, and activities; using various modes of transportation, from bus over plane to tuk-tuk and long-tail boat, speed boat, and ox-coach; meeting entrepreneurs with different cultural backgrounds, such as Arabian, Chinese, Indian Japanese, and certainly Thai (e.g., Buddhist, Muslim, Christian, and ethnic groups) – giving you a new and fresh perspective on almost every aspect of doing business anywhere on the world.

# Summer University 2015 - Preliminary Schedule

As of 23 October 2014 (final schedule not before July 2015)

	Sunday 09.08.15	Monday 10.08.15	Tuesday 11.08.15	Wednesday 12.08.15	Thursday 13.08.15	Friday 14.08.15	Saturday 15.08.15	Sunday 16.08.15	Monday 17.08.15	Tuesday 18.08.15	Wednesday 19.08.15
09.00 - 12.00	Airport Pick-up	Session A1 Mensa Lunch	Session C1 Mensa Lunch	Culture Tour Bangkok Lunch	City Tour Ayutthaya Lunch	Session B4 Mensa Lunch	Session B1 Mensa Lunch	Flight to Chiang Mai Lunch	Djungle Tour Lunch	Flight to Bangkok Breakfast	Company Visit Lunch
13.00 - 16.00	Airport Pick-up	Session A2 Dinner	Session A3a Dinner	Culture Tour Bangkok Dinner	Company Visit Dinner	Session A4 Free Time	Session B3 Free Time	Chiang Mai City Tour Free Time	Djungle Tour Free Time	Session A3b Cheerleading (optional)	Company Visit Aerobic (optional)
Evening	Dinner	Intro to Thai Food	Intro to Thai Food	Khaosan Road to Bangkok	By Boat back to Bangkok	Free Time	Free Time	Chiang Mai Sunday Market	Karaoke (optional)		
Location	Bangkok	Bangkok	Bangkok	Bangkok	Ayutthaya	Bangkok	Bangkok	Chiang Mai	Chiang Mai	Bangkok	Bangkok

	Thursday 20.08.15	Friday 21.08.15	Saturday 22.08.15	Sunday 23.08.15	Monday 24.08.15	Tuesday 25.08.15	Wednesday 26.08.15	Thursday 27.08.15	Friday 28.08.15	Saturday 29.08.15
09.00 - 12.00	Session B2 Monk Lunch	Visit BU Rangsit Lunch	Chatuchak Intro Mensa Lunch	Bus & Boat to Ko Samet Lunch	Beach Ball (optional)	Boat & Bus to Pattaya Lunch	Bus to Bangkok	Babson & BUSEM Day Lunch	Tai Chi (optional)	Farewell Breakfast
13.00 - 16.00	Company Visit C2.2	Company Visit	Chatuchak Market	Island Tour (optional)	Thai Massage (optional)	Company Visit	Floating Market (opt.)	Review Acad. Program	Shopping Time	Individual Departure
Evening	Karaoke (optional)	Aerobic (optional)	Bangkok by Night	Beach Dinner & Fire Show	Thai Beach Discotheque	Pattaya Night Dinner	Cheerleading (optional)	Free Time	Valediction Dinner	
Location	Bangkok	Bangkok	Bangkok	Ko Samet	Ko Samet	Pattaya	Bangkok	Bangkok	Bangkok	Bangkok

Academic Program	Culture Program	Activity or Travel	Meals included	Location	With Guides and Options
					Free Time

Please note that this schedule is preliminary. The final schedule depends upon booking confirmations and will be available in July 2015.





Here you will work during the Summer University: The Incubator at Bangkok University School of Entrepreneurship and Management (BUSEM)

## WHAT IS BUSEM, AND WHY THIS SUMMER UNIVERSITY?

At Bangkok University School of Entrepreneurship and Management (BUSEM), we believe that thinking and acting entrepreneurially can be taught. In our fast-changing times, entrepreneurial thinking is critical to the long-term success of any organization. Our curriculum not only provides you with in-depth knowledge of key domains in entrepreneurial skills, but also equips you with a creative mindset and a holistic perspective to turn opportunities into high value business. In partnership with Babson College, BUSEM offers a specialized Master's Degree in Entrepreneurship.

Babson College in Wellesley, Massachusetts (USA), is the world's No. 1 in Entrepreneurship Education for 20 consecutive years, ranked by US News and World Report.

Active support for this project comes from Bangkok University, and the GEM Global Entrepreneurship Monitoring Consortium. Bangkok University, the Creative University, was founded in 1962 and is the oldest and biggest private university in Thailand. GEM is a global research project; BUSEM is the Research Team for Thai data.



Sure, not everybody plans to start an own business anytime soon, but any successful Manager in our times needs strongly developed entrepreneurial skills for a successful career in any field.

That is why we offer this 21-day Summer University on Entrepreneurship in Asia: See yourself how other cultures do things differently, get insights into different mentalities in Asia and look behind the touristic curtains, learn firsthand from successful entrepreneurs sharing their thought and action with you, and take a fresh look on literally every aspect of organizations.

Successful entrepreneurial thinking is global, rather than local. It needs the same skills in Asia as in Europe, in North America as in South America. What you get here in addition are Asian perspectives, approaches, ways of thinking, and ways of communication. That is why our Summer University is named 'Entrepreneurship in Asia'.

It is open to students of all fields and certainly not limited to business students. Whether you want to run an aid organization, a kindergarten, a hospital in Africa, or engage in women's education in Pakistan - in any project you will need entrepreneurial thinking skills to make it a long-lasting success.

Learn from the best, both seasoned professionals and researchers, and join us for this unique experience across the wildly different regions of Thailand!

## VOICES ON BANGKOK UNIVERSITY, BUSEM, AND GEM



**Dr. Mathana Santiwat**  
President, Bangkok University

"Bangkok University is proud to share our vision of excellence in entrepreneurial development for advancement of knowledge and progression of social growth. BUSEM, our newest academic faculty, is a testament to the strategic commitment that our institution has made towards driving and affecting positive change around us. We have chosen to partner with Babson College in order to harness the world's best practices in entrepreneurship education, and are greatly honoured to be in a unique position to deliver this expertise to our national community and nearby region."



**Dr. Uttama Savanayana**  
Senior Vice President, Bangkok University  
Executive Director, BUSEM

"To be an entrepreneur, one needs to be equipped with an appropriate set of knowledge, for example, marketing, accounting, and finance, among others. Business students typically rely on such knowledge to do a business plan exercise. But to actually launch a new business venture, that is not quite sufficient. It is the dynamic entrepreneurial activity which leads to the creation of sound business ideas that must come first before a plan can be formulated. Our programs focus on this critical aspect of business creation. This means at BUSEM we begin with the individuals, the would-be entrepreneurs, rather than the business. Our goal is to help our students gain the mindset, the skills, and the abilities required of the entrepreneurial process which will then allow them to effectively leverage the knowledge to build and grow successful businesses."



**Dr. Pichit Akrathit**  
Executive Director BUSEM

"BUSEM offers you the opportunity to Learn from top-class faculty and gain real world experience. The applied learning at BUSEM is the type that is integral to people who succeed. While BUSEM covers theory, the focus is on doing. It takes a certain courage, tenacity, creative problem solving, and vision to actually launch a venture. BUSEM inspires and instills those qualities in its students."



**Dr. Wutnipong Warakraisawad**  
Director of Administration, BUSEM

“BUSEM ... fosters collaboration and support that will make you a stronger, more creative entrepreneur. Regardless of what you are looking to do at BUSEM, there is always someone there willing to help.”



**Dr. Koson Sapprasert**   **Ulrike Guelich**  
Director of Research   Research Fellow  
Global Entrepreneurship Monitor (GEM),  
Research Project, BUSEM

“The components for the ecosystem are seamlessly integrated during the modules. However, the research ties all components together, and it is the GEM activity that provides the most insightful and current information to the market trends, socio- and demographic that can be readily specified by any member of the BUSEM community for use. Not only does this keep our curricula up-to-date for the most relevant information and changes, but data collected from the research can also be applied directly to your business venture for any reason whatsoever.”

# ACADEMIC PROGRAM

## COURSE SYLLABUS: ENTREPRENEURSHIP IN ASIA

### Academic Supervisor

Ulrike Guelich

### Instructors

Lecturers from Bangkok University, BUSEM, GEM and invited Guest  
Lecturers from Babson College, and others, as well as Guest Speakers.

### Prerequisites:

At least 2 years study in university  
Aged 20+

### Course Structure: 3 Modules

- ☐ A Cross-cultural Communication (12 lecture hours)
- ☐ B Creating Entrepreneurial Mindsets (12 lecture hours)
- ☐ C Meeting Successful Entrepreneurs in Thought and Action  
(21 lecture hours)

### Workload Allocation

3 credits, Master of Entrepreneurship and Management, BUSEM  
equal to 6 ECTS credits; workload according to EU ECTS User Guide  
**Note:** Credit transfer depends on your home university. Do not forget  
to sign a Learning Agreement with your university before coming to  
the Summer University in order to transfer your credits afterwards.

### Lectures

15 sessions of 3 hours each, totalling at 45 hours,  
plus Final Assessment (Individual progress report, 3 hours equivalent)

## COURSE DESCRIPTION

This 48-hour summer course provides an intensive academic program to develop entrepreneurial thinking skills, and is a unique programme designed specifically to expose students to cross cultural differences and how they affect many aspects of life in different working environments.

## COURSE OBJECTIVES

On completion of this subject students should be able:

- ☐ A To identify cross-cultural differences and their impact on individual behavior and business activities.
- ☐ B To network globally while being culturally sensitive.
- ☐ C To conduct self-adjusting intercultural communication and behavior.

- Ⓓ To apply in-depth knowledge of the key domains in entrepreneurial skills.
- Ⓔ To act consciously in a culture of avoidance, as well as in Asian high-context cultures.
- Ⓕ To identify opportunities that empower young people to create positive change.
- Ⓖ To improve their understanding of history, culture and religion, and their impact on the everyday lives of people, and on the tracking and tracing of business.
- Ⓗ To avoid cross-cultural traps that often burden cordial relations and business ties.
- Ⓘ To understand the importance of different concepts when West meets East.
- ⓵ To get access to the economic situation in Asia and to be aware of the world's shifting economic center .
- Ⓚ To develop leadership skills either as an entrepreneur or as an entrepreneurially thinking employee.

## 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 where appropriate. Field trips and practical exercises will increase understanding and the development of applicable knowledge.

## ASSESSMENT

Class participation and attendance count for 20 percent of the grade, the Final Examination for 80 percent.

## PARTICIPATION

It is expected that students will not only participate in class by discussing, showing his/her own ideas and opinions relating to the topics, but also actively engage in field trips and off-campus activities. 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

A minimum attendance of 80 percent is required to pass the course. 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. Students who are absent without excuse (i.e., doctor's note) for more than 3 times will be dismissed from the subject.



## FINAL EXAMINATION

The final examination of this course take the form of an Individual Progress Report. In detail, the student will discuss lessons learned and understanding gained during the program against the background of the individual expectations as expressed in the Motivation Letter that is part of the Application to this program.

## GRADING SYSTEM

The following grading scale is used for all graduate academic courses:

Percentage	Grade	GP Value	Comment
85-100	A	4.0	Excellent
80-84	B+	3.5	Very Good
75-79	B	3.0	Good
70-74	C+	2.5	Above Average
65-69	C	2.0	Average
60-64	D+	1.5	Below Average
50-59	D	1.0	Poor
<50	F	0	Fail

## SUGGESTED READINGS ON ENTREPRENEURSHIP

- ⊗ Bangkok University School of Entrepreneurship Management, GEM Thailand Team, Pichit Akrathit, Koson Sapprasert, Ulrike Guelich, Sarn Aksaranugraha: Global Entrepreneurship Monitor, Thailand Report 2012. Download: <http://www.gemconsortium.org/docs/3087/gem-thailand-2012-report>
- ⊗ Global Entrepreneurship Research Association (GERA), Gera Team, Jose Ernesto Amoros, Niels Bosma: Global Entrepreneurship Monitor, Global Report 2013. Download: <http://www.gemconsortium.org/docs/cat/1/global-reports>
- ⊗ William Bygrave, Andrew Zacharakis: Entrepreneurship, 2nd Edition, John Wiley & Sons Inc., ISBN 978-0-470-45036-6
- ⊗ William Heinecke, Jonathan Marsh: The Entrepreneur - 25 golden Rules for the global business manager, John Wiley & Sons Inc, ISBN 978-0-470-82098-8
- ⊗ Joe Studwell: How Asia works. Grove Press, ISBN 978-0802119599
- ⊗ Chadchaidee Thanapol: Essays on Thailand, 16th Edition, D.K. Today Co. Ltd., ISBN 9789748348247
- ⊗ Robert Cooper: Cultureshock Thailand. Marshall Cavendish International (Asia), ISBN 9780761480693
- ⊗ 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
- ⊗ 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. Publisher: P.Press, Bangkok. Year: 2014 3<sup>rd</sup> edition. ISBN: 9789741688210
- ⊗ Klausner, W.J.: Reflections on Thai Culture. Year: 2000 5<sup>th</sup> edition (paperback). Publisher: Siam Society, Bangkok. ISBN : 9786163520029
- ⊗ Henry Holmes & Suchada Tangtongtavy: Working with Thais. Publication Year: 2000. Publisher Name: Bangkok: White Lotus. ISBN : 974 8496 50

## ACADEMIC PROGRAM SESSIONS

### MODULE **A** CROSS-CULTURAL COMMUNICATION

#### SESSION **1** **The Asian Way of Thinking and the Underlying Value Systems (3 hours)**

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 **A** CROSS-CULTURAL COMMUNICATION

#### SESSION **2** **Eastern versus Western Communication and Negotiation Style (3 hours)**

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 **A** CROSS-CULTURAL COMMUNICATION

#### SESSION **3** **Communication Praxis: Asian Faces at Various Locations in Bangkok (6 hours)**

Entrepreneurial journey to sites of concealment in order to practice communication with entrepreneurs in various cultural settings, such as Arab, Chinese, Indian, Japanese and Thai in the respective quarters in Bangkok.

MODULE **A** CROSS-CULTURAL COMMUNICATION

SESSION **4** **Entrepreneurial Ethics and Social Responsibility (3 hours)**

Corporate Social Responsibility and Corporate Good Governance are one of a coin, reality and its challenges are the other side. In this session, students learn from in-depth experiences on ethical behavior and ethical dilemma in a global organization in different countries and cultures.

MODULE **B** CREATING ENTREPRENEURIAL MINDSETS

SESSION **1** **Legal Issues for Entrepreneurs: Challenges and Opportunities (3 hours)**

This session covers the four most frequently asked questions by foreign business people on Thai business law. It also covers issues related to answering these questions.

MODULE **B** CREATING ENTREPRENEURIAL MINDSETS

SESSION **2** **The Buddhist Approach to Entrepreneurship and Management (3 hours)**

Different cultures do things differently. Learn from a revered Thai monk how Buddhist teachings deal with entrepreneurship and management, and get deep insights into the different thinking of other cultures.

MODULE **B** CREATING ENTREPRENEURIAL MINDSETS

SESSION **3** **Cultural Influences on Entrepreneurial Leadership (3 hours)**

What is entrepreneurial leadership today? How has leadership changed in the globalized world with an increasingly educated and affluent population in Asia? How do the social needs change the perception and connection with leaders? How do you recognize good leadership, and what makes good leaders? Are there special skills required for leadership in politics, business or society? These and other questions will be discussed during the class in an attempt to understand cultural influences on leadership.

MODULE **B** CREATING ENTREPRENEURIAL MINDSETS

SESSION **4** **GEM Global Entrepreneurship Monitor: Comparison of Entrepreneurial aspirations and activities: Gender equality and networking (3 hours)**

The Global Entrepreneurship Monitor (GEM) project is an annual assessment of the entrepreneurial activity, aspirations and attitudes of individuals across a wide range of countries. In this module, participants compare the results of Thailand and other Asian countries to the results of their home countries.

MODULE **C** MEET ENTREPRENEURS IN THOUGHT & ACTION

SESSION **1** **Success Stories of Non-Asian Entrepreneurs in Asia (3 hours)**

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. To round up the session the students will also get to know some famous and successful Asian.

## MODULE **C** MEET ENTREPRENEURS IN THOUGHT & ACTION

### SESSION **2** **Six Company Visits: Meet the Entrepreneur (18 hours)**

A 'Meet the Entrepreneur' session is a face-to-face meeting with a successful entrepreneur or a representative of the proprietor owner, explaining concept, strategy, and lessons learned. It usually begins with a company visit and ends with an opportunity to ask and discuss on the following topics.

- 2.1 Marketing and Sales in Asia
- 2.2 Media Attention and Public Image of the Entrepreneur
- 2.3 Hospitality and Tourism
- 2.4 Energy Drinks
- 2.5 Creative Bangkok
- 2.6 Food & Beverages



## NON-ACADEMIC PROGRAM

The non-academic program in this Summer University augments the understanding gained and skills developed in the academic part by adding hands-on experiences and activities in direct contact with different cultures.

This does not only include one-to-one communication across cultures. It also aims at activities and observations of the many aspects of how things can be done differently, thus widening your perspective and adding some fresh and new views on how you can think and act beyond the limitations of your own culture.

In chronological order, we want to give you an overview of why some elements became integral part of this unique Summer University program.



Pla Tod Sam Rod - a tasty Thai dish

### ① Introduction to Thai Food (10-12 August 2015)

During the first three evenings, we will invite you to different Thai restaurants and eateries in order to make you familiar with Thai dishes. Nothing is more frustrating than standing hungry in front of a food stall but not knowing whether you could eat what you see there. You will taste Central, Northern and Southern Thai dishes and learn how to pronounce the names of those dishes you like best. Certainly, we will also introduce you to Isaan Food, the dishes from the Northeast of Thailand.



Street decoration in Bangkok at HM the Queen's Birthday

### ② Culture Tour Bangkok (12 August 2015)

On 12 August is H.M. The Queen's Birthday, also called Mother's Day in Thailand. Bangkok will be full of events celebrating the birthday of the 'Mother of the Nation', which gives you insights to official Thai culture. Besides, you will visit the Royal Palace and Wat Pho with the Emerald Buddha, you will discover humorous-naïve Buddhist wall paintings, and experience different modes of transportation, such as a tuk-tuk ride, a canal boat taxi, and a Khlong Tour through the hidden canals of Bangkok, once called 'The Venice of the East'. Later, you will visit the famous Khaosan Road for dinner.



### ③ Take a Walk in Ayutthaya (13 August 2015)

On our way to visit one of the most famous Thai companies, we will take the opportunity to walk with you through the famous ruins of the old Thai capital Ayutthaya. That is an activity one should do in the morning

to avoid the biggest heat of the day since there is little shadow - eventually, we are not that far from the equator here.

After the company visit, you will go back to Bangkok on a wooden boat along the shores of Chaophraya River, especially impressive when darkness falls.



Chiang Mai Night Market

#### ④ Chiang Mai Tour (16 to 18 August 2015)

Chiang Mai is on top of the wish list of almost every foreign visitor to Thailand, and so is Chiang Mai's Sunday Market. We fly to Chiang Mai in the morning, thus having time for a guided City Tour in the afternoon, before ending the day on the Sunday Market when the heat of the day is gone. The next day, you will get in touch with elephants big and small, and enjoy the most famous attraction that Northern Thailand has to offer: River Rafting.



Cheerleader training at Bangkok University

#### ⑤ Cheerleading, Aerobic, Tai Chi, and Karaoke (all optional)

Acrobatic Cheerleading is a widely enjoyed sport among Thai students (Bangkok University's team is a World Champion in the sport). Every late afternoon, students exercise in front of the BUSEM building. Why don't you join in to learn some basics and get in touch with Thai students?

Aerobic is the right thing after many hours sitting on a chair. In front of Tesco Lotus Hypermarkets there is an Aerobic event for the public with music and a professional Trainer. Joining in is free, and it sure is fun!

Tai Chi, the old Chinese art of shadow boxing, is practiced at several locations in early morning hours. One of the most famous locations is quite close to our campus and your hotel. Get up an hour earlier and see for yourself, or do it as well.

Karaoke meanwhile is as prominent in Europe as it is for decades now in Asia. If you wish to sing your soul out of your body, just let us know. The next karaoke bar is never far away in Thailand.



Bangkok, Route 66 Club

#### ⑥ Bangkok by Night (22 August 2015)

Clubbing in Bangkok is world-famous. You will start with a drink on a roof-top bar, look through some venues, and likely end up in Route 66 in the RCA complex. You will never forget that club tour, we promise.





Ko Samet

### ⑦ Trip to Ko Samet (23-25 August 2015)

Ko Samet is a small island of stunningly beautiful beaches. In the evening, restaurants and food stalls put their tables to the beach where you can enjoy fresh fish, various meats, and fresh vegetables from the grill. After dinner, enjoy the famous Fire Show presented by local staff until a real Thai beach disco opens.

You can opt for some tanning sessions (take a good high-factor sun protection all the time!), enjoy a Thai Massage, rent a boat for a tour around the island, ride the banana or a jet-ski (all at your own expense). In this fine and white sand, playing beach ball or beach volleyball is sheer fun for those who need some tougher action.

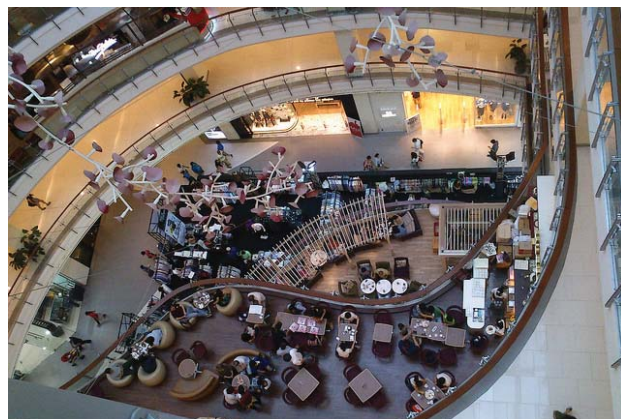


Pattaya at night

### ⑧ Pattaya Night (25 August 2015)

With Ko Samet being only an hour away from Pattaya, we take the opportunity to visit a major hotel in Pattaya in the

afternoon and enjoy the hotel's signature restaurant for a festive dinner afterwards. Later that evening, you may join us for a tour through the famous (infamous) Pattaya nightlife to allow for some first-hand impressions.



Centralworld, Bangkok

### ⑧ Bangkok Shopping (28 August 2015)

Our experience in organizing Summer Universities taught us, that our participants want some free time for shopping at the end of the program. Well, the conditions are great: We are in Bangkok, and there we have some of the best shopping centers in Asia. Enjoy!



Chao Phraya River, Bangkok

### ⑨ Valediction Dinner (28 August 2015)

The closing event for this Summer University comes with a great Dinner Buffet in a setting that you won't forget easily. It serves also as an opportunity to chat with your teachers again who are certainly invited to join this event.

SUMMER UNIVERSITY 2015 IN THAILAND  
ENTREPRENEURSHIP IN ASIA 9. - 29.08.2015  
APPLICATION FORM

Photo  
3 x 4 cm

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): .....

.....

Do you need any medication or medical treatment on a regular basis: .....

.....

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

Home university and faculty: .....

Field of study, specialization: .....

Number of semesters completed: .....

Expected date of graduation: .....



## TERMS & CONDITIONS

- ① It is the participants responsibility to cover insurance of a travel health insurance and to carry the document at all times as there is no time to loose in case of an accident to provide treatment in Thailand. It is requested to proof evidence by sending a copy to BUSEM by email before travelling to Thailand.
- 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. Place of fulfillment and place of jurisdiction is Bangkok.

## 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 and what you expect to get out of the program for yourself
- ③ A copy of your passport (photo page only)
- ④ A recent digital photograph in medium resolution

## APPLICATION PROCESS

Applications including the attachments of the documents mentioned below must be submitted to BUSEM by email or 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 € 1,850 (or of € 1,650 for early birds) is to be paid before 9<sup>th</sup> June 2015

Both payments go to the following Bank Account for 'BUSEM International Summer University 2015' (please make sure that it is **free of any bank charges**).

Name of beneficiary: Bangkok University  
Address of beneficiary: 119 Rama 4, City Campus Kluay Namthai, Khlong Toey, Bangkok 10110  
Bank account no.: 117-3-02113-8  
SWIFT: BKKBTBHK  
Bank Name: Bangkok Bank  
Branch: Kluaynamthai Branch  
Bank Address: Rama 4 Road, Phra Kanong, Bangkok 10110

## ADDRESSES

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

If applying by post, please send your completed application with required documentation to:  
Bangkok University School of Entrepreneurship and Management, 119 Rama 4, Kluay NamThai, KlongToey, Bangkok 10110, Thailand. Please note: The run-time of a letter from another continent to Thailand is unpredictable if send with normal post. We recommend applying by email.

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

Date: .....

Signature: .....

Name: (.....)