

チェンマイ大学研修



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。

11/24
(金)締切

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】2018年2月11日(日)~2月25日(日)

【渡航先】タイ・チェンマイ大学

【対象学生】・全学科2年生以上

・TOEIC600点程度の英語力

【募集定員】10名程度 ※最少催行人数5名

【費用】約25万円~30万円(プログラム費用+宿泊費=約30,000バーツ/渡航費約12万円)

※参加人数で費用が変動。

【奨学金】グローバル奨学金(支給額:5万円)

※申込書の裏面「グローバル奨学金受給申請書」にも記入し、申し込み時にTOEIC800点のスコア証明提出。

【滞在方法】指定の寮(ツインルーム)



＜インターンシップ参加の場合＞

追加費用 約11,000バーツ(約4万円)

【派遣可能性先】

- ・Japan Study Centre
- ・ASEAN Study Centre
- ・De Lanna Hotel and Uniserv Hotel
- ・Institute for Child Development 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

説明会

日時: 11/9(木) 12:20~

場所: グローバルラウンジ



S c h e d u l e

スケジュールおよび内容は、変更の可能性があります。

		Morning Session	Lunch	Afternoon Session	Evening Session
Sun	11 Feb	Arrival and transfer to accommodation			
Mon	12 Feb	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	13.30-16.00 Fieldtrip: General City Tour – tour downtown Chiang Mai plus visiting the famous temples of Phra Singh and Chedi Luang temple as well as the 3 Kings Monument 16.30-18.00 Introduction to Oral Presentation (Group Assignments) – students will learn how structure their presentation at the end of week 1 plus they will be assigned their presentation assignments	18.00-20.00 Welcome Kantoke Dinner and Cultural performances with Thai Buddies
Tues	13 Feb	09.00-12.00 Oral Presentation – this program will aim to provide students with 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	Lunchbox set provided for program participants	14.00-16.00 Company Site Visit – Lanna Products – a joint venture between a Thai and Japanese partner which specializes in food condiment plus Wasabi paste manufacturing	
Wed	14 Feb	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	16.00-18.00 Chiang Mai Culture Tour – students will have the chance to visit 2 of the most famous temples in Chiang Mai – Phra Singh and Chedi Luang temple
Thurs	15 Feb	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 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	
Fri	16 Feb	09.00-12.00 Oral Presentation Workshop – students will prepare for their final week 1 presentations		13.00-16.00 Final Group Presentations – New Product Development and Innovation at Lanna Product Company.	
Sat	17 Feb	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			

		Morning Session	Lunch	Afternoon Session	Evening Session
Sun	18 Feb	Free Day			
Mon	19 Feb	10.00-12.00 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	13.00-14.00 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	20 Feb	10.00 – 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 Tawai Cultural Centres focus on Umbrella, Silk and Wood carving production and techniques in northern Thailand	
Wed	21 Feb	10.00-12.00 Lecture: Eco Tourism – introduction and importance of environmental preservation for tourism and maintaining the local wildlife and ecosystems		13.00-20.00 (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.	
Thurs	22 Feb	Travel back from Mae-Kampong (arrival at LICMU before 12.00pm)		14.00-16.00 Lecture: Impact of Tourism (Pt. 1) – focus on both positive and negative results of increased tourism (case studies)	17.00-20.00 Field Visit – Chiang Mai Night Bazaar Visit – case study
Fri	23 Feb	09.00-12.00 Oral Presentation Workshop – students will prepare for their final week 2 presentations		13.00-15.30 Final Group Oral Presentations – both SWU and CMU will present their findings and conclusion from week 2	17.00-18.00 Certificate Presentation Ceremony 18.00-20.00 Farewell Dinner with program participants
Sat	24 Feb	Check out of accommodation – farewell lunch at certificate presentation to be held at the Empress Hotel before transfer to Chiang Mai International Airport			