



วิทยาลัยเทคโนโลยีสยาม  
Siam Technology College  
International Program

# Graduate International Summer University 2019 in Thailand Entrepreneurship and Cross-Cultural Communication in Asia

11 to 31 August 2019



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.

<https://summeruniversitythailand.org>  
<facebook.com/SummerU2019Thailand>



Graduate International Summer University in Thailand

11 to 31 August 2019

## ENTREPRENEURSHIP AND CROSS-CULTURAL COMMUNICATION 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  
Siam Technology College

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

Included are lectures, company visits, accommodation, most meals, in-country travel, and excursions to Ayutthaya, Chiang Mai, and Ko Samet Island, and of course opportunity for your own excursions in Bangkok and around.

Program fees:     € 1.950  
                          5 % discount for groups of 5 and more people who apply  
                          as a group

Please contact:



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Please find the terms and conditions at the end of this brochure.

Closing date for applications is 31st May 2019.

### 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 if you wish; 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 2019 - PRELIMINARY SCHEDULE

As of 25 July 2018 (the final schedule will not be available before July 2019)

## Summer University 2019 Entrepreneurship in Asia

Preliminary Schedule as of 25 July 2018

	Sunday 11.08.19	Monday 12.08.2019	Tuesday 13.08.2019	Wednesday 14.08.2019	Thursday 15.08.2019	Friday 16.08.2019	Saturday 17.08.2019	Sunday 18.08.2019	Monday 19.08.2019	Tuesday 20.08.2019	Wednesday 21.08.2019
09.00 - 12.00	Airport Pick-up	Breakfast Lecture 1 (3 hours) Mensa Lunch	Breakfast Lecture 3	Breakfast Lecture 5 Mensa Lunch	Breakfast City Tour Ayutthaya Lunch	Breakfast Lecture 7 Mensa Lunch	Breakfast Lecture 9 Mensa Lunch	Breakfast Flight to Chiang Mai Lunch Pack	Breakfast Djungle Tour (opt.) Lunch Pack	Breakfast Flight to Bangkok	Breakfast Company Visit Lunch
13.00 - 16.00	Airport Pick-up	Lecture 2	Lecture 4	Lecture 6	City Tour Ayutthaya Dinner	Lecture 8	Lecture 10	Free Time	Djungle Tour (opt.)	Free Time	Company Visit
Evening	Opening Ceremony	Lunch: Intro Thai Food	Lunch: Intro Thai Food	Khaosan Road (opt.)	By Boat back to Bangkok	Free Time	Free Time	Chiang Mai Sunday Market	Free Time	Free Time	Free Time
Location	Bangkok	Bangkok	Bangkok	Bangkok	Ayutthaya	Bangkok	Bangkok	Chiang Mai	Chiang Mai	Bangkok	Bangkok
	<b>Thursday 22.08.2019</b>	<b>Friday 23.08.2019</b>	<b>Saturday 24.08.2019</b>	<b>Sunday 25.08.2019</b>	<b>Monday 26.08.2019</b>	<b>Tuesday 27.08.2019</b>	<b>Wednesday 28.08.2019</b>	<b>Thursday 29.08.2019</b>	<b>Friday 30.08.2019</b>	<b>Saturday 31.08.2019</b>	
09.00 - 12.00	Breakfast Company Visit Lunch	Breakfast Company Visit Lunch	Breakfast Chatuchak Market	Breakfast Bus & Boat to Ko Samet	Breakfast Beach Ball (optional)	Breakfast Free Time	Breakfast Boat & Bus to Bangkok	Breakfast Lecture 11 Mensa Lunch	Breakfast Shopping Time	Breakfast Farewell Breakfast	
13.00 - 16.00	Company Visit	Company Visit	Chatuchak Market	Island Tour (optional) Dinner	Thai Massage (optional)	Free Time	Free Time	Review Acad. Program	Shopping Time Dinner	Individual Departure	
Evening	Free Time	Free Time	Bangkok by Night	Beach Dinner & Fire Show	Thai Beach Discotheque	Free Time	Free Time	Free Time	Valediction Dinner		
Location	Bangkok	Bangkok	Bangkok	Ko Samet	Ko Samet	Ko Samet	Bangkok	Bangkok	Bangkok	Bangkok	Bangkok
	Academic Program	Culture Program	Culture Program	Activity or Travel	Activity or Travel	Meals included	Meals included	Location	Location	Free Time	With Guides and Options

Please note that this schedule is preliminary. The final schedule depends upon booking confirmations and will be available in July 2019.



## WHAT IS SIAM TECHNOLOGY COLLEGE, AND WHY THIS SUMMER UNIVERSITY?

Siam Technology College is internationally best known for the solar vehicles developed by its students. Since 2015, the solar car teams compete at the World Solar Challenge (WSC) with teams from University of Michigan, MIT, Adelaide University, Cambridge University, Stanford University and others.

As such as technology college, innovation and entrepreneurship are natural elements of education. For our students, we offer an incubator as well. All this is, however, until now limited to our Thai program, i.e. degree programs conducted in the Thai language. We are now preparing an extension of our international program in the area of entrepreneurship, and we thought it a good idea to start this endeavour with a Summer University in which we can show what Asia has to offer in this area.

As Thailand has been progressing towards becoming an industrialized country, it has continuously faced hardships due to a shortage of qualified personnel possessing both knowledge and appropriate skills. Realizing that Thailand was in dire need of people with industrial skills, Dr. Narong Mongkhonvanit took on the responsibility of resolving this shortage. In 1965, he established Thailand's first private vocational institution that could provide students with job-oriented training. He named the new school "Siam Institute of Technology." Over the course of the past several decades, the institution expanded its vision, added a Commercial Department to its curriculum and changed its name to Siam Technical College (SiamTech).

The year 2005 marked the 40th anniversary of the institution, and the time arrived to take yet another new step. Aiming at advancing into a new level of educational development, Siam Technical College (SiamTech) decided to establish a new institution simply called "Siam Technology College (SiamTechno)." Siam Technology College has opened its doors in 2006. The 800+ square meter campus is adjacent to (but distinctly separate from) Siam Technical College (SiamTech). Siam Technology College now features a growing list of degree programs for students interested in pursuing business and technology-related degrees. Enshrined in the college's curriculum are the fundamental principles of equality and continuity, focusing on educating students from all educational backgrounds throughout Thailand and ASEAN.

# WELCOME MESSAGE FROM THE PRESIDENT OF SIAM TECHNOLOGY COLLEGE



Dear Prospective Participants:

Welcome to Thailand and Siam Technology College. We here at STC are passionate about new technology and its practical uses in society. For instance, we have degrees in Green Technology, headed by Dr. Thakrit, who just recently returned from a visit to MIT where he successfully completed a Professional Certificate program.

I am excited about this summer program because it will give all of us an opportunity to share our ideas from the fresh perspectives, especially from many nations and cultures.

I look forward to meeting you all and I hope you enjoy your time with us.

Sincerely,

Pornphisud Mongkonvanit

President, Siam Technology College



## THE SUMMER UNIVERSITY TEAM



**PORNPHISUD MONGKHONVANIT**  
PRESIDENT, SIAM TECHNOLOGY COLLEGE

President Pornphisud received both a B.A. (1993) and an M.S. (1994) in electrical engineering from the University of Michigan. Later, he earned a Masters in Education from Harvard University in 2000 and a Masters in Research in Education from the University of Cambridge (U.K.) in 2003. He is currently a doctoral candidate at Cambridge.

Along with his responsibilities as President of STC, he also plays an active role at both Siam Institute of Technology and Siam University. He serves on several boards, including The Internet Society of Thailand (ISOC), IEEE Thailand Chapter, and ACM Thailand Chapter.



**BRUCE VELDHUISEN, B.Sc., M.B.A., PH.D.**  
DIRECTOR OF INTERNATIONAL COOPERATION, SIAM TECHNOLOGY COLLEGE

Dr. Bruce Veldhuisen brings in decades of experience in training English teachers. He is an entrepreneur and an educational innovator. He is the Founder and Chief Executive Officer of TEFL International and was previously the Course Director of language schools and TESOL courses in Hong Kong and Thailand for eight years before founding the world's largest teacher training institute and becoming a well-known name in the industry.



**ULRICH WERNER, M.B.I., M.B.A.**  
SUMMER UNIVERSITY ORGANIZER, DIRECTOR OF INTERNATIONAL DEVELOPMENT AT STC

Ulrich holds a Master of Business Informatics (01/98) and a Master of Business Administration (08/98) from FOM University (UAS) in Germany, as well as over 20 professional development certificates from top universities around the world. As a seasoned management practitioner, Ulrich moved to Thailand in 2002 to teach in international higher education programs at Ramkhamhaeng University's Institute of International Studies (IIS-RU) until 2018. In addition, he completed teaching and administrative assignments at Asian University, Burapha University, National Institute of Development Administration (NIDA), and Thammasat University. Over the recent years, he also organized or co-organized the Summer Universities at Asian University and Bangkok University.

# ACADEMIC PROGRAM

## COURSE SYLLABUS: ENTREPRENEURSHIP AND CROSS-CULTURAL COMMUNICATION IN ASIA

Academic Supervisor

Dr. Bruce Veldhuisen

Instructors

Experienced entrepreneurship lecturers from various universities and invited Guest Speakers.

Prerequisites:

At least 2 years study in university

Aged 20+

Course Structure: 3 Modules

- (A) Cross-cultural Communication (15 lecture hours)
- (B) Creating Entrepreneurial Mindsets (12 lecture hours)
- (C) Meeting Successful Entrepreneurs in Thought and Action (24 lecture hours)

Final Examination

Individual experience report on experiences made and lessons learned during this Summer University against the background of the individual expectations as expressed in the Motivation Letter that is part of the Application to this program. To be submitted within 7 days after the end of the program in PDF by email to [summeru@siamtechno.ac.th](mailto:summeru@siamtechno.ac.th).

Workload Allocation

3 graduate credits, 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

12 sessions of 3 hours each, totalling at 36 hours, 'meet the entrepreneur' 24 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 these differences 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.
- (D) To apply in-depth knowledge of the key domains in entrepreneurial skills.
- (E) To act consciously in a culture of avoidance, as well as in Asian high-context cultures.
- (F) To identify opportunities that empower young people to create positive change.
- (G) 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.
- (H) To avoid cross-cultural traps that often burden cordial relations and business ties.
- (I) To understand the importance of different concepts when West meets East.
- (J) To get access to the economic situation in Asia and to be aware of the world's shifting economic center .
- (K) To develop leadership skills either as an entrepreneur or as an entrepreneurially thinking employee.

## TEACHING METHODS

The lecture/discussion method will be used in all lectures. 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.

## 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 **Like Father, like Daughter. Like Mother, like Son. (3 hours)**

Operational, financial, legal, family, career and business issues found in family-owned and managed companies or privately-held firms in opportunity driven, necessity driven, urgency driven environments and the understanding of the angle trisection of the "Family Company's Capital", often accumulated over family generations, the "Family Office", and "Individual Related Assets", which includes property management, financial services, day-to-day accounting and payroll activities, and management of legal affairs as well as family governance, financial and investment education, philanthropy coordination, and succession planning and dealing with of non-family members and in-law family members.

The challenge is addressing the "The Elephants in the Rooms", being enabled to the "Mine, Ours, Theirs", The Family Business, the Business Family and the Families in Businesses, and to experience hands-on the tools to be successful, whether as part of a family business, work for one, or want to be a consultant to a family business.

MODULE (B) CREATING ENTREPRENEURIAL MINDSETS

SESSION 2 **The Real Estate Mantra: Location , Location, Location (3 hours)**

Mall Walking in Bangkok. Scavenger Hunt & Geo Catching. Understanding Real Estate and Retail.

MODULE **B** CREATING ENTREPRENEURIAL MINDSETS  
SESSION **3** **The Entrepreneurship Mantra: Cash, Cash, Cash (3 hours)**

A map exercise with competitive groups, an interactive workshop “What would you decide? What would have happened? What happened”, based on two real cases, one as a case of business succession and one as a case of a startup. An entrepreneurial tour d’horizon, a broad survey, from ideation and business creation ready to launch, grow and scale as well as exit strategies and company reconstruction strategies to capitalize on four different situations, in fact opportunity driven, necessity driven, urgency driven and emergency driven situations.

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** **If your Project fails - Do you have an Exit Strategy? (3 hours)**

No entrepreneur really thinks about failing when starting a new venture, but failing is an experience frequently made. Learn from life-long entrepreneurs how they handled failure, and get some insights into developing a promising exit strategy.

MODULE **C** MEET ENTREPRENEURS IN THOUGHT & ACTION  
SESSION **3** **Real World Experience: Visiting & exploring the Start Up Scene in Bangkok (18 hours)**

“To run an efficient team, you only need three people: a Hipster, a Hacker, and a Hustler.” [Rei Inamoto, Chief Creative Officer for AKQA]

Let's explore this credo in practice!

**The Hipster:** Usually working their way into the mix as the designer or creative genius, they'll make sure the final product is cooler than anything else out there. But, not only that, they'll ensure the shade of blue used to

accent the font really brings out the subtle homage to an artist from the '70's you've probably never heard of.

**The Hacker:** The one most likely to sit quietly through a board meeting until uttering the three sentences that answers the all important question of "how?" the new idea or initiative can be brought into reality. Resembling MacGyver with their ability to wield various lines of code or programing languages, you'll get dizzy trying to keep up with their keystrokes.

**The Hustler:** They have the tendency to be the most misunderstood member of this trio. The Hipster is likely to accuse the Hustler of having sold out to the man because of their constant question of "It's cool, but is it something our partners and clients want?" The Hacker is likely to do their best to avoid one on one conversations with the Hustler as a result of jock vs. geek episode back in high school.

Source: <http://www.forbes.com/sites/andyellwood/2012/08/22/the-dream-team-hipster-hacker-and-hustler/>

## 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

### Introduction to Thai Food in the College Canteen

During the first three days, we will invite you to different Thai lunches with Thai students as your guides to help you becoming 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.



Ayutthaya, Wat Phra Si Sanphet

### Get to know each other on a Walk in Ayutthaya

Right at the beginning of the SummerU, on the day of H.M. the Queen's birthday (12.08.), we will take the opportunity to walk with you through the famous ruins of the old Thai capital Ayutthaya, a UNESCO World Heritage Site. This way, you have a good chance to get to know each other. In the afternoon, you will go back to Bangkok on a ship along the shores of Chaophraya River, especially impressive when darkness falls, and enjoy a nice buffet dinner on the river.



Chiang Mai Night and Weekend Markets

### Chiang Mai Tour

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.



Bangkok, Route 66 Club at RCA

### Bangkok by Night

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.



Relax at the beach on Ko Samet

### Ko Samet Island

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 volley ball is sheer fun for those who need some tougher action.



Enjoy the shopping paradise Bangkok!

### Bangkok Shopping

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!



Unforgettable events are coming with this SummerU!

### Welcome and Valediction Dinner

The opening and closing events for this Summer University come 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 who are certainly invited to join this event.

## 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** In case you opt for single accommodation (instead of shared accommodation), you will be billed additional € 25 per night.
- 9** 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)

## APPLICATION PROCESS

Please apply online at <https://summeruniversitythailand.org/application.html> and submit the documents required with the application per email to [summeru@siamtechno.ac.th](mailto:summeru@siamtechno.ac.th).

Accepted 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. Please make sure that the payment is **free of any bank charges for the recipient of your transfer.**

## PAYMENT

The programme fee of € 1,950 is split into two payments:

- 1 Enrollment fee of € 500 (this payment saves your place in the programme), non-refundable
- 2 Remaining fee of € 1,450 is to be paid before 8<sup>th</sup> June 2019

WE ARE LOOKING FORWARD TO WELCOMING YOU TO THIS SUMMER UNIVERSITY!  
YOUR SUMMERU TEAM