

International Asia Business School & Internship Prince of Songkla University – Phuket – Thailand

Day	Time	Program
Sunday (Day 1)		Arrival of participants
Monday (Day 2)	09.00-10.30	Orientation & Welcome Ceremony
	10.30-13.00	Team-Building & Campus Tour & Buffet Lunch
	13.00-14.30	LECTURE 1: Introduction to Business in Asia
	14.30-14.50	Coffee Break
	14.50-16.20	(cont.) Introduction to Business in Asia
Tuesday (Day 3)	09.00-11.00	FIELD STUDY 1: Marketing & Consulting Company
	11.30-13.00	LECTURE 2: Business Strategy in Emerging Markets
	13.00-14.00	Lunch Break
	14.00-15.30	(cont.) Business Strategy in Emerging Markets
Wednesday (Day 4)	09.00-10.30	LECTURE 3: International Trade in the Asia-Pacific: Developments and Dynamics in China and ASEAN
	10.30-10.50	Coffee Break
	10.50-12.20	(cont.) International Trade in the Asia-Pacific: Developments and Dynamics in China and ASEAN
	12.20-13.20	Lunch Break
	13.20-17.00	WORKING GROUPS: Final Research Project – Business Analysis
Thursday (Day 5)	09.00-10.30	LECTURE 4: Contemporary Issues in Chinese and ASEAN Economies
	10.30-10.50	Coffee Break
	10.50-12.20	(cont.) Contemporary Issues in Chinese and ASEAN Economies
	12.20-13.20	Lunch
Friday (Day 6)	09.00-11.00	FIELD STUDY 2: Leading 5-Star International Hotel
	11.30-13.00	LECTURE 5: Principles of Marketing in Asia: How to Market Products and Services in China and ASEAN Countries
	13.00-14.00	Lunch Break
	14.00-15.30	(cont.) Principles of Marketing in Asia: How to Market Products and Services in China and ASEAN Countries

Day	Time	Program
Saturday (Day 7)	09.00-18.00	Full-Day Excursion Around Phuket (including lunch)
Sunday (Day 8)	all day	Individual program / free activities
Monday (Day 9)	08.00-18.00	INTERNSHIP IN A THAI/MULTINATIONAL COMPANY (Activities of the day will depend on the schedule and activities of the senior manager who will act as your mentor and supervisor for the day.)
Tuesday (Day 10)	09.00-10.30	LECTURE 6: Integrated Marketing Communication: The Art of Branding in Emerging Markets
	10.30-10.50	Coffee Break
	10.50-12.20	(cont.) Integrated Marketing Communication: The Art of Branding in Emerging Markets
	12.20-13.20	Lunch
	13.20-15.00	HR WORKSHOP: How to Land a Job in Asia?
Wednesday (Day 11)	09.00-10.30	LECTURE 7: Asian Leadership and Management Style
	10.30-10.50	Coffee Break
	10.50-12.20	(cont.) Asian Leadership and Management Style
	12.20-13.20	Lunch Break
	13.20-15.00	HR WORKSHOP: How to Land a Job in Asia?
Thursday (Day 12)	09.00-10.30	LECTURE 8: Human Resource Management in the Asian Context
	10.30-10.50	Coffee Break
	10.50-12.20	(cont.) Human Resource Management in the Asian Context
	12.20-13.20	Lunch Break
	13.20-17.00	WORKING GROUPS: Final Research Project – Business Analysis
Friday (Day 13)	09.00-10.30	LECTURE 9: Tackling Major Challenges to Economic Development: Politics, Society and Security
	10.30-10.50	Coffee Break
	10.50-12.20	(cont.) Tackling Major Challenges to Economic Development: Politics, Society and Security
	12.20-13.20	Lunch Break
	13.20-17.00	FINAL EXAM: Finalization & Presentation of the Research Project
	18.00-20.00	Farewell Dinner & Diploma 'Graduation' Ceremony
Saturday (Day 14)		Individual program / free activities
		Departure of participants

Note: Minor changes to the program are possible.