



มหาวิทยาลัยเทคโนโลยี  
**ราชมนฑลพระนคร**  
RAJAMANGALA UNIVERSITY OF TECHNOLOGY PHRA NAKHON



# Intercultural Management Summer School 2024 in Thailand

01.09. – 15.09.2024



## **Intercultural Management Summer School in Thailand**

The Intercultural Management Summer School is a joint academic project between Rajamangala University of Technology Phra Nakhon (RMUTP) and the University of Applied Sciences Wuerzburg-Schweinfurt (FHWS).



International students from Thailand, Bhutan, China and Germany will practice intercultural group work and get an inside view into applied international management practices. Accompanied by lectures and common social events the students learn furthermore how to deal with the different cultures of the participating countries.

### **Academic Part:**

The academic part of the Intercultural Management Summer School corresponds to the module 'Business Management' of the English taught Bachelor Programme International Management at FHWS. It reflects a complete module with 6 ECTS or 3 graduate Thai credits. The credits are fully transferable for Thai and FHWS students. The lectures will be held at Rajamangala University of Technology Phra Nakhon (RMUTP), a partner University of FHWS. Company visits and discussions with professionals are completing the module and help students to transfer theory into practice.

### **Culture Part:**

In the cultural part of the Summer School students collect experience with local culture. Through visits of famous cultural monuments like the Kings Palace, Wat Pho, the old Siamese capital Ayutthaya or preparing Thai food together with local students the German students get an inside view into the local culture. The Thai and international students however will be introduced into German culture, history and the academic system.

As a special add on students have the chance to discover the famous Thai beaches on a field trip to the island Koh Samet. There is time to relax from the lectures or prepare for the upcoming exam.

## Programme:

Date Time	Saturday 31.08.2024	Sunday 01.09.2024	Monday 02.09.2024	Tuesday 03.09.2024	Wednesday 04.09.2024	Thursday 05.09.2024	Friday 06.09.2024	Saturday 07.09.2024
8.00-8.30	Flight		Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
9.00-10.30			Introduction	Culture tour Bangkok	SM	CV Gunkul	Culture tour Ayutthaya	SM
10.45-12.15			ICP/SM		SM	CV Gunkul		Guest Speech,
12.15-13.15			Lunch RMUTP		Lunch RMUTP		Lunch	
13.15-14.45		pick up airport	ICP/SM	Culture tour Bangkok	ICP	CV	Culture tour Ayutthaya	ICP
15.00-16.30		Getting around	Language and culture		ICP	CV		ICP
Evening tba		welcome dinner	Language and culture	Free time	China Town	Free time	Free time	Free time
Location		Bangkok	Bangkok	Bangkok	Bangkok	Bangkok	Bangkok	Bangkok

Date Time	Sunday 08.09.2024	Monday 09.09.2024	Tuesday 10.09.2024	Wednesday 11.09.2024	Thursday 12.09.2024	Friday 13.09.2024	Saturday 14.09.2024	Sunday 15.09.2024
8.00-8.30	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
9.00-10.30	SM	Bus & Boat to Koh Samet	Free time	Free time	ICP	SM	Exam ICP	Individual Departure
10.45-12.15	SM				ICP	SM	Exam SM	
12.15-13.15	Lunch RMUTP				Lunch RMUTP	Lunch RMUTP		
13.15-14.45	ICP	Discover the island (opt)	Free time	Bus & Boat to Bangkok	SM	ICP	Free time	
15.00-16.30	ICP				SM	ICP		
Evening tba	Free time		Free time		Free time	Free time	Farewell dinner	
Location	Bangkok	Koh Samet	Koh Samet	Bangkok	Bangkok	Bangkok	Bangkok	

Academic Program	Culture Program	Meals included	Location	Free Time
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ICP - Prof. Dr. Bialek

SM - Prof. Dr. Wehner

CV - Company Visit

## Services:

Our Thai partner RMUTP mainly administrates the Summer School. Nevertheless, the team from FHWS has an open ear for your questions and wishes. The programme fee includes lectures and company visits as well as the following services:

- Thai language and culture / Thai food
- Excursions, guided tours and field trips
- Entrance fees
- Bus and boat travel fees in Thailand (including Koh Samet and Ayutthaya)
- Accommodations\* (see below)
- “Official” meals (see schedule)

Besides the official part of the Summer School, there is plenty of time to explore the city and the culture on your own.

**Programme fee:** € 1,100

**Registration deadline:** July 1st, 2024

**Minimum Age:** 18

**\*Accommodations:** In Bangkok as well as on Koh Samet students will stay in hotels. 2 students share one bedroom.

Please see the terms and conditions at the end of this document.

**Important note!** Extra costs that result from Covid-19 protection methods, like PCR-Tests, separate rooms or single taxi rides are not included in the programme fee.

## About RMUTP

Rajamangala University of Technology Phra Nakhon or RMUTP was established in 1975. The university is located in the centre of the old city, opposite to the presidential palace and hosts at present more than 13,000 students. RMUTP offers several academic programmes, like Industrial Education, Home Economics Technology, Mass Communication Technology, Business Administration, Science and Technology, Engineering, Applied Arts, Architecture and Design and Textile Industry and Fashion Design at undergraduate and some of them at graduate level.

The research activities of RMUTP are excellent. In May 2019, the team of the faculty of Engineering won the Shell Eco Marathon Asia award for building an extreme ecologic prototype in the ICE category.

The University is also open for students and staff mobility. During the last 10 years, the exchange of students between FHWS and RMUTP grew steadily. Through the establishment of a special double degree agreement between the two institutions as well as a regularly staff exchange the FHWS and RMUTP developed in intense academic cooperation.

## Welcome Message from the President of RMUTP



Dear Participants of the Summer School:

Welcome, all of you to Rajamangala University of Technology Phra Nakhon, Thailand. I am counting down the days to host you and look forward to achieving some goals in this special summer school. This summer school will give an opportunity to simultaneously exchange ideas of international management and collect experience with the local culture that could benefit all participants.

I am so grateful to all of you for joining us and hope you had a fantastic experience in Thailand.

Sincerely,  
Dr. Natworapol Rachsiriratcharabul.  
President of RMUTP

## The Summerschool Team

### Prof. Dr. Rainer Wehner



Prof. Dr. Rainer Wehner is a professor for General Business and Accounting at the Technical University of Applied Sciences Würzburg-Schweinfurt (THWS). As the Director of International Relations at the THWS Business School he is the organizer of the Summer School and leading the faculty's Double Degree programmes. He regularly serves as a guest lecturer at several universities and teaches courses in entrepreneurship, strategic management, diversity management, and intercultural management.

### Prof. Dr. Axel Bialek



Dr. Axel Bialek is Professor for General Management with a particular focus on International Human Resources and Business Development at the Technical University of Applied Sciences Würzburg-Schweinfurt (THWS), Germany. He is also Dean of the THWS Business School. Professor Bialek relies on 20 years of experience in medium-sized companies as well as in globally operating corporate groups in the segments of industrial services, logistics and consumer goods.

### Dr. Rattनावalee Maisak



Dr. Rattनावalee Maisak is Dean of the Faculty of Business Administration at Rajamangala University of Technology Phra Nakhon (RMUTP). As former head of the International Business Department she established new, and intensified existing international relationships with different universities around the globe. She taught as a guest lecturer in Germany and published on different IT-related topics.

### Holger Kieckbusch



Holger Kieckbusch is a lecturer in the International Business Department at RMUTP. As part of the department team he takes care of foreign exchange students and helps them to adjust to the new country and culture.

## Academic Programme:

Module:	International Business Management <ul style="list-style-type: none"><li>• Intercultural Project Management (ICP)</li><li>• Strategic Management (SM)</li></ul>
Module description	Find the module content and the course descriptions in the module descriptions of the programme International Management (Module No. 7) of FHWS  <a href="https://fwiwi.fhws.de/studierende/studiengaenge/bachelor-international-management/spostudienplan/">https://fwiwi.fhws.de/studierende/studiengaenge/bachelor-international-management/spostudienplan/</a>
Teachers:	Prof. Dr. Manfred Kiesel (ICT)  Prof. Dr. Rainer Wehner (SM)
Credits:	6 ECTS credits equals 3 graduate Thai credits  FHWS and RMUTP accept the credits for their academic programs. Students from other Universities need to check if their home University transfers the credits.
Exam:	1,5 hours written exam or other exam
Participation:	Students have to join the lectures and participate actively in the case studies, group works and discussions as well as they should engage themselves in the company visits and field trips. We expect that the students arrive in time and stay in the classroom unless the teacher is making other arrangements. Students who are absent more than 3 times without proper excuse will not pass the course.

## Grading system

The following common accepted grading system is used for the Summer School:

Percentage	Thai	German	Value Comment
100-95	A	1,0	Excellent
94-90	B+	1,3	Very Good
89-85	B	1,7	Good
84-80	B	2,0	Good
79-75	C+	2,3	Good
74-70	C	2,7	Above Average
69-65	C	3,0	Average
64-60	D+	3,3	Below Average
59-55	D	3,7	Below Average
54-50	D	4,0	Poor
<50	F	5,0	Fail

## Recommended Literature:

David, R.D./ Forest, R.D.: Strategic Management: A Competitive Advantage Approach, Concepts and Cases, 2016

Wunder, T.: Essentials of Strategic Management: Effective Formulation and Execution of Strategy, 2016

Porter. M.E.: Competitive Strategy: Techniques for Analyzing Industries and Competitors, 2004

Campbell, A./ Gutierrez, M./Lancelott, M.: Operating Model Canvas: aligning operations and organization with strategy, 2017

Kotler, P./Berger, R./Bickhoff, N.: The Quintessence of Strategic Management, 2<sup>nd</sup> edition, Springer 2016 (online)



## Cultural Programme

The cultural programme of this Summer School aims to widen the perspective of the students by adding experiences and activities in direct contact with different cultures.

This does not only include communication but also activities and observations how things are being done differently compared with the own culture.

### Welcome Dinner

At the first day, right after their arrival the German students are invited into a traditional Thai restaurant to gather their first impressions of Thai kitchen and eating culture. Furthermore, it is the first get together of the whole group and the chance to introduce with the colleagues of the next two weeks.



### Thai Language and Culture:



On the second day after the first lectures the students and teachers of RMUTP invites the international students group to an introduction into Thai Language and Culture. Together with their Thai colleagues, the German students are introduced into basics of the Thai Language to get along during their excursions in the next days. Furthermore, students receive a short introduction into Thai history as an outlook to the cultural programme of the next days.

### Culture Tour Bangkok:

Bangkok began as a small port community at the banks of Chao Phraya River some 500 years ago. Today, while the city is one of the most modern, the grandeur and glory of its illustrious past still remains. The **Grand Palace** was built in 1782 and was for 150 years home of the Thai Kings and the Royal court. His beautiful architecture and intricate details show the art of craftsmanship of the Thais. The Grand Palace hosts the Emerald Buddha, a sacred Buddha image carved from a single block of emerald.



Note: The Grand Palace with the Temple of the Emerald Buddha is Thailand's most sacred site. Visitors must be properly dressed to enter the complex. No short trousers or skirts, no bare shoulders, no bare feet!



**Wat Pho** is a Buddhist temple complex south of the Grand Palace. Known also as the Temple of the Reclining Buddha. The temple is first of the list of six temples in Thailand classed as the highest grade of the first-class royal temples. The temple complex houses the largest collection of Buddha images in Thailand, including a 46 m long reclining Buddha.

Bangkok is home of the world's largest **Chinatown**. Settled in the 1780's by Chinese merchants, **Chinatown** retains a large ethnic Chinese community who still continue their own traditions and religious ceremonies. Famous for its markets and numerous gold shops, the area caters largely to the local population and contains a number of busy, almost frenetic market areas concentrated around a network of roads, alleys and small streets.



## Ayutthaya



The Historic City of **Ayutthaya**, founded in 1350, was the second capital of the Siamese Kingdom. It flourished from the 14th to the 18th centuries, during which time it grew to be one of the world's largest and most cosmopolitan urban areas and a centre of global diplomacy and commerce. Ayutthaya was strategically located on an island *surrounded by three rivers connecting the city to the sea*. This site was chosen because it was located above the tidal bore of the Gulf of Siam as it existed at that time,

thus preventing attack of the city by the sea-going warships of other nations. The location also helped to protect the city from seasonal flooding. The city was attacked and razed by the Burmese army in 1767 who burned the city to the ground and forced the inhabitants to abandon the city. The city was never rebuilt in the same location and remains known today as an extensive archaeological site. Once an important center of global diplomacy and commerce, Ayutthaya is now an archaeological ruin, characterized by the remains of tall *prang* (reliquary towers) and Buddhist monasteries of monumental proportions, which give an idea of the city's past size and the splendor of its architecture.

More information:

<https://whc.unesco.org/en/list/576/video>

<https://whc.unesco.org/en/activities/488>

## Koh Samet

Named after the 'Samet' trees (Thai for cajeput trees), which grow on the island in abundance, **Koh Samet** offers all the essential elements that make up a fun-filled escape – an endless expanse of turquoise blue sea, crescent bays with fine white sand, lots of water sports and a throbbing nightlife. Koh Samet has significantly less rainfall than other Thai destinations but visitors get soaked anyway – in the sea. Only a three-hour drive from Bangkok and about 45 minutes by ferry from Ban Phe Pier on the mainland, the island is an attractive tourist destination at the weekends. The island offers plenty opportunities to retreat from the exhausting lectures. Tanning sessions (take a 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).



## Bangkok at night



**Clubbing** in Bangkok is legendary and yet there's always something new to discover! For every club that closed down, two new venues open up to much fanfare, with ever more elaborate scope and design. There is a growing sophistication to Bangkok, and it is now possible to get the best of the world's electronic music scene right here, right now... and thanks to the swathes of tourists who have no thought for work the next day, every night is party night!

## Free time and shopping

Shopping in Bangkok is an experience to thrill and delight the most discerning of shoppers - whatever it is you're looking for. From the gleaming chrome and towering size of modern, air-conditioned malls, to the hustle and bustle of its famously buzzing **night markets**, Bangkok has all kinds of places where you can find what you are looking for.



## Farewell dinner

The whole group comes together to enjoy a last time delicious Thai food and to review the last two weeks. Students have the chance to give and receive a first feedback and talk to teachers and colleagues.

## Terms & conditions

1. Applicants have to be at least 18 years old
2. There is no right of participation. All applications will be properly examined, and the most qualified applicants will be selected.
3. Every participant has to secure the fulfilment of the Thai immigration regulations. For example: Visa, vaccination, or other regulations. Please check the official information of the Thai Government (website). We are not responsible for any immigration matter.
4. Please make sure that you have a valid travel health insurance to secure medical treatment in Thailand. Carry the document permanently with you because in case of an accident there is no time to lose. Send a scan of the health insurance document to **fbus.summerschool@thws.de** to proof the evidence.
5. Participants declare that they participate in the THWS summerschool, incl. the trip, **at their own risk**. Even if the organizer makes every effort to ensure the health and safety of all participants, neither Dr. Bialek, Dr. Wehner, THWS, RMUTP nor BWT/FBW e.V. can be made responsible for any consequences relating to incidents, which may occur during the summerschool.
6. We reserve the right to alter any detail of the programme.
7. In case that we have to cancel the programme due to an event we have no influence on, like **Covid-19** and it's side effects, e.g. lockdown, the participants will be notified immediately. In such a case, the fees will be returned in full or partly if payments had already been made.
8. We reserve the right to expel any student from the programme concerning the misuse of alcohol, drugs and other non-accurate behaviour, without compensation.
9. Cancellation of participation can only be made in text form. If the cancellation is made more than 30 days before the start of the programme, 50% administrative expenses will be deducted from the course fee. If the cancellation is made later than 30 days before the start of the programme, the course participant is not entitled to any refund of the course fee.
10. We are not responsible for the performance of third party operators. Although they are chosen very carefully, we do not have direct control over our suppliers and their services.
11. In case you opt for single accommodation (instead of shared accommodation), you will be billed additional € 50,- per night.
12. Any disputes and legal matters will be resolved under applicable German law.

## Documents required for application

Please submit the following documents (only copies, as documents will not be returned):

- Curriculum Vitae/Resume inclusive of one digital photo
- A copy of your passport (photo page only)
- A letter of motivation which is stating the reason you wish to participate and what you expect to get out of the program for yourself

## Application process

As the places for the Intercultural Summer School are limited to 20 please apply as soon as possible. The sooner you know that you are accepted, the earlier you can look for a flight ticket.

The application deadline is: **July 1<sup>st</sup>, 2024**

For your successful application please register on the homepage and submit the required documents (CV, Passport, Motivation letter):

<https://fwiwi.thws.de/fbus-summer-school/regulations-registration/registration/>

Accepted applicants will be provided specific instructions on how to transfer the enrolment and course fee. The proof of the payment of the enrolment fee is the confirmation of your 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 € 1,100 is split into two payments:

1. Enrolment fee € 600 (this payment saves your place in the programme), non-refundable
2. Remaining fee of € 500 is to be paid until July 1<sup>st</sup>, 2024