



## NEW FACULTY-LED INTERNATIONAL STUDY PROGRAM

### FULL PROGRAM PROPOSAL

## Global Business in Thailand and Japan

Faculty Sponsor(s): Thaweephan (Duke) Leingpibul & Bret Wagner,	
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Program: ISM and Food and CPG Marketing	
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Address: Dept of Marketing	
Proposed starting date for program: 4/26/2009	
Duration of program: Two weeks with optional third week	
Target enrollment	minimum: 16
	Maximum: 24
Target audience: <i>i.e. number of students potentially interested in proposed program</i> 4000	

Program is a:  new city and/or country destination  
 new city destination in a country where WMU currently has a program  
 program in a city location where WMU currently has a program

Please submit all documents electronically to [brett.berquist@wmich.edu](mailto:brett.berquist@wmich.edu). Send one copy of signed documents, letters to Haenicke Institute for Global Education, B2425 Ellsworth, mailstop 5245.





Please address the following items in your **Full Program Proposal**.

1. Complete **description** of proposed program, including program objectives, day-to-day itinerary, pre-departure orientation program.

*Global Business in Thailand and Japan* will offer students the opportunity to experience being in the “limited English” speaking environment and explore the oriental business culture. In addition, the program also provides better understand how global business in Asian region operate and build their strategic clusters to compete in the global market. The course will include classroom instruction at WMU before departure as well as at the government institution in Thailand to introduce the students how consumers and businesses operate in Thailand. In addition, there will be field trips in which students will observe and interact with different types of retail establishments to better understand how product and service to the consumer differ in these cultures. In addition, there will be site visits to a number of companies operating in Tokyo and Bangkok to understand how global business are established and maintained.

2. **Course objectives**, course credits, required reading/resources (Attach syllabus). This is required for all courses taught on the program, including any courses taught by host institution faculty.

- a. To understand general similarities and differences among Thai, Japanese and American cultures and how they shape business operations.
- b. To comprehend the similarities and differences, through a hand on experiences, among businesses of Thailand, Japan, and the US.
- c. To recognize the different business techniques used in business strategy in Thailand.
- d. To recognize how American products blend with the global landscape (especially, the Disneyland in Tokyo)
- e. To recognize some business opportunities within these countries for American labor force, American consumers, and American suppliers.
- f. To experience the sights and sounds of Thailand and Japan.





**3. Contact hours.** A 3-credit course should contain 37.5 contact hours of instruction. Field trips, if done with a lecturer and closely linked to the academic program through pre-visit lectures, readings, post-visit discussions, etc., may count towards the 37.5 hours at 50%. 2 hours of field trip = 1 hour of formal instruction. This proposal must explicitly calculate the total number of contact hours in formal instruction and in field trips, if applicable. NB: Dept. norms for contact hrs/credit should be followed.

<b>Ov= Overview Lecture (approx 30 min).</b>	
<b>Objective</b>	To provide some background about the site/institution before visit
	To help students develop a check list of what to look for.
<b>Operation</b>	Most overveiw lecture will be given on the day <b>before</b> each site visit (except Mon 27 April & Friday 1 May, the OV lectures will be given on the same day).
	The overview lecture will be prepared and delivered by the assigned student (one student/day) under Dr. Duke's supervision
<b>WU=Key Finding Wrap-Up Lecture (approx 90 min).</b>	
<b>Objective</b>	To discuss about key findings that students experience after the site visit
	To help evaluate student learning objective, which will help improve the study abroad program
<b>Operation</b>	Wrap-up discussion will be hold before dinner on the same day of the site visit (except Thur 30 April).
	The wrapup discussion will be facilitated by the assigned student (one student/day) & Dr. Duke

Date	Activities	Hours	Description	Objective
Friday, March 20, 2009	Pre-departure meeting	2	Greet & Meet, Team assignment, Paper Works, Pre-departure Requirements	A
Friday, April 4, 2009	Culture Awareness Exercise	2	Bafa-Bafa	A
Friday, April 11, 2009	Culture Awareness Exercise	2	Thai & Japanese Language & Culture	A
Sunday, April 26, 2009	Leave AZO 6:10 am			



# WESTERN MICHIGAN UNIVERSITY



Diether H. Haenicke  
Institute for Global Education

Date	Activities	Hours	Description	Objective
Monday, April 27, 2009	Arrive Narita-Tokyo Airport (3:15 pm), Shinjuku Tour	2	(2 hr.) OV/WU on "History of Japan/Modern Japan"	B,D,E,F
Tuesday, April 28, 2009	Tokyo Disney Land	4	(2 hr.) OV/WU on "The East-West Fusion: American Product on Japanese Land"+ Field Trip (4 hr.)	B,C,D,E,F
Wednesday, April 29, 2009	Shibuya, Harajuku, Roppongi, Ginza & business areas	4	(2 hr.) OV/WU on "The myth and fact about Japanese Market/Tokyo Metro Behaviorscape"	B,D,E,F
Thursday, April 30, 2009	Tokyo City, leave NRT at 6.45 pm Arrive BKK 11.50 pm	2	(2 hr.) OV on " The Imperial Palace", and WU of Overall Japan Experience	B,F
Friday, May 01, 2009	Bangkok City Tour, Welcome Dinner	4	(2 hr.) OV/WU on "History of Thailand/Modern Thailand" + Field Trip (4 hr.)	B,D,E,F
Saturday, May 02, 2009	Jatujak Weekend Market , Metro Life Syle Experience	4	(2 hr.) OV/WU on "The Greater Bangkok/Metro Behaviorscape" + Field Trip (4 hr.)	B,D,E,F
Sunday, May 03, 2009	Floating Market, Rural Life Style Experience	4	(2 hr.) OV/WU on "The Traditional Thai/Rural Behaviorscape" + Field Trip (4 hr.)	B,C,E
Monday, May 04, 2009	Nestle Manufacturing Thailand/Distribution Center	4	(2 hr.) OV/WU on "Nestle Thailand & Nestle ASEAN" + Field Trip (4 hr.)	B,C,E
Tuesday, May 05, 2009	Unilever Thailand	4	(2 hr.) OV/WU on "Unilever" + Field Trip (4 hr.)	B,C,E
Wednesday, May 06, 2009	Toyota Thailand	4	(2 hr.) OV/WU on "Toyota" + Field Trip (4 hr.)	B,C,E
Thursday, May 07, 2009	Department of Export	4	(2 hr.) OV/WU on "US-Thai Trade Past/Present/Future" + Field Trip (4 hr.)	B,C,E
Friday, May 08, 2009	7-eleven Distribution Center	4	(2 hr.) OV/WU on "7-11: Not just a retail, but it is a part of life" + Field Trip (4 hr.)	B,C,E



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Date	Activities	Hours	Description	Objective
Friday, May 08, 2009	7-eleven Distribution Center	4	(2 hr.) OV/WU on "7-11: Not just a retail, but it is a part of life" + Field Trip (4 hr.)	B,C,E
Saturday, May 09, 2009	Return to AZO			
Total Contact Hours		<b><u>50</u></b>		

#### 4. Rationale for program (interest, need, from students, faculty, university and community perspectives).

The Haworth College of Business unveiled the Dean's Initiative on Study abroad in 2001. This initiative had a goal of sending at least 10% of its students overseas by the 2003-04 academic year. In announcing this initiative, Dean Schmotter (the Haworth College of Business dean at the time) noted "Any serious business school must encourage its students to take advantage of the opportunity afforded by study abroad to learn about the international marketplace first hand. Study abroad represents active learning, and typically leads to some impressive personal development. And there's no question that students with international experience have a marketplace edge."

The Integrated Supply Management (ISM) program in the Haworth College of Business has set an even more aggressive goal. Because supply chains are global, the ISM program has set a goal of having all students study abroad for a semester. While this is obviously a challenging goal, it sends the message that study abroad is for every student in the program. Short-term study abroad programs are a critical part of developing a culture of studying abroad. Short-term programs often get students interested in studying abroad for a longer period of time.

Study abroad programs sponsored by ISM faculty have expanded the educational opportunities for business students to become more global in their understanding and experience. This helps to fulfill this need. In terms of this specific program, there has been a great interest from students to have a summer program that gives them a better understanding of how business operation/strategy differ in foreign countries. This program will provide a great opportunity for students to experience the more intensive experience in culture differences; for example, comparing the western cultures where students grew up with the oriental cultures in the host countries. In addition, students will increase awareness of how to get their ways in the limited English communication environment. Eventually, these





experiences will help students to learn to appreciate the diversification of the global business and learn how to be a good global citizen.

**5. Overlap/impact** on existing university departments and programs, including comments from academic units, when applicable.

This program has little overlap with other short-term programs. There have been short-term programs that have been based entirely in Japan. This program is not focused on Japan, but is taking advantage of the Tokyo's role as an Asian transport "hub" to experience Japan and its culture before going on to Thailand. By experiencing two dramatically different Asian cultures, students will realize that Asia is a large and multicultural region of the world. This program will also provide the opportunity for other faculty members in the college of business to gain experience in the development and execution of study abroad programs.

**6. Medium of instruction; immersion into the host country culture;** level and type of language and culture instruction. *When possible, we strongly encourage all programs to provide instruction in the local language and culture, both before and during the program.*

Before leaving for the program, students will be participating in a cultural lecture/exercise (e.g. Bafa-Bafa) to understand the role of culture on behavior. In addition, they will be participating in a mandatory lecture on the language and cultural of Thailand and Japan. This process will help prepares students for the realities of the international business world today where executives may be asked to undertake business discussions in a culture they are not familiar with. BaFa BaFa is a great introduction to some basic intercultural concepts that students can begin to apply on this trip.

**7. Assessment plan.** How will you measure expected learning outcomes?

Student learning will be assessed using a variety of methods including 15 minute video, Professionalism, and Pre-trip activities

### Grading

Grades will be determined based on student performance in the following activities:

Pre-trip activities	25 percent
Professionalism	25 percent
15-Minute Video	50 percent





## Pre-Trip Activities

Before leaving for the program, students will be required to participate in a cultural role play (*BaFa BaFa*) to understand the role of culture on behavior. In addition, students must attend a mandatory lecture on the language and culture of Thailand

## Professionalism

Students are expected to actively and professionally participate in lectures, company tours, and cultural activities. Student participation and behavior during these activities will be used to assign a participation grade.

## 15-Minute Video

As part of each activity, students will be expected to reflect on the experience and gather further information on the subject. This reflection and study will be presented in form of video (15-20 min). Students will be required to take picture of anything they consider an eye opening for normal American, at least 10 pictures/day (total 120 pictures). Those pictures will be consolidated in a chronological order to make a video, with musical background and description on each picture. During pre-trip activities, the instructor will help direct the movie production, provide the moviemaker software, and demonstrate how to use the software to create video.

8. Specific description of **housing** and **food services**, academic and student **support**, at the site.

Students will be housed in hotels in Bangkok (Asia Hotel) and Tokyo (Sakura Hotel) .

Students will responsible for their own meals apart from group dinners that will be included in the program cost.

Date	Itinerary	Hr	Dinner	Cost
Friday, March 20, 2009	Pre-departure meeting	2		
Friday, April 4, 2009	Culture (Bafa Bafa)	2		
Friday, April 11, 2009	Culture Awareness	2		
Sunday, April 26, 2009	Leave AZO 6:10 am			
Monday, April 27, 2009	Arrive Narita-Tokyo Airport (3:15 pm), Shinjuku Tour	2	Not Included	
Tuesday, April 28, 2009	Tokyo Disney Land	4	Not Included	
Wednesday, April 29, 2009	Shibuya, Harajuku, Roppongi & Business area	4	Yaki Nikku (BBQ Beef)	\$35
Thursday, April 30, 2009	Tokyo City, leave NRT at 6.45 pm Arrive BKK 11.50 pm	2	Not Included	
Friday, May 01, 2009	Bangkok City Tour, Welcome Dinner	4	River Barge (Thai)	30
Saturday, May 02, 2009	Jatujak Weekend Market , Metro Experience	4	Oishi Grand (Japanese)	20





Sunday, May 03, 2009	Floating Market, Rural Experience	4	Kinlom Chom Sapan (Thai)	20
Monday, May 04, 2009	Nestle Manufacturing Thailand/Distribution Center	4	The Sorabol (Korean)	25
Tuesday, May 05, 2009	Unilever Thailand	4	Tony Roma Steak House (American)	25
Wednesday, May 06, 2009	Toyota Thailand	4	Bua Resturant (Thai)	20
Thursday, May 07, 2009	Department of Export	4	Hong Min (Chinese)	20
Friday, May 08, 2009	7-eleven Distribution Center	4	Le Danang (Vietnamese)+	20
			The Sirocco Moon Bar	25
	Total Contact Hours	50	Total Dinner Cost	\$240

9. Detailed description of program-related **field trips**, including who will lead the trips and how they will be incorporated into the academic content.

There will be field trips in both Thailand and Japan. Company field trips will be lead by a government or company representatives. Local Life style field trips will be coordinated by WMU personnel.

Date	Activities	Hr	Led by
Friday, March 20, 2009	Pre-departure meeting	2	Duke Leingpibul Steve Newell
Friday, April 4, 2009	Culture Awareness Exercise (Bafa-Bafa)	2	Duke Leingpibul Steve Newell
Friday, April 11, 2009	Culture Awareness Exercise	2	Duke Leingpibul Steve Newell
Sunday, April 26, 2009	Leave AZO 6:10 am		
Monday, April 27, 2009	Arrive Narita-Tokyo Airport (3:15 pm), Shinjuku Tour	2	Duke Leingpibul
Tuesday, April 28, 2009	Tokyo Disney Land	4	Duke Leingpibul (Japanese Local Guide)
Wednesday, April 29, 2009	Shibuya, Harajuku, Roppongi, Ginza & business areas	4	Duke Leingpibul (Japanese Local Guide)
Thursday, April 30, 2009	Tokyo City, leave NRT at 6.45 pm Arrive BKK 11.50 pm	2	Duke Leingpibul
Friday, May 01, 2009	Bangkok City Tour, Welcome Dinner	4	Duke Leingpibul (Thai Local Guide)
Saturday, May 02, 2009	Jatujak Weekend Market , Metro Life Sytle Experience	4	Duke Leingpibul (Thai Local Guide)





Date	Activities	Hr	Leaded by
Sunday, May 03, 2009	Floating Market, Rural Life Style Experience	4	Duke Leingpibul (Thai Local Guide)
Monday, May 04, 2009	Nestle Manufacturing Thailand/Distribution Center	4	Executives
Tuesday, May 05, 2009	Unilever Thailand	4	Executives
Wednesday, May 06, 2009	Toyota Thailand	4	Executives
Thursday, May 07, 2009	Department of Export	4	Government Officers
Friday, May 08, 2009	7-eleven Distribution Center	4	Executives
Saturday, May 09, 2009	Return to AZO		
Total Contact Hours		<b>50</b>	

10. **Safety** and **security** provisions and available medical care in-country and at the site.

Standard insurance and procedures used in Study Abroad programs will be in effect.

11. **External feedback** on programs offered by the proposed university/institution (i.e. recommendations from other universities/organizations that have participated in the offering at the proposed site).

*Not applicable.*

12. Full Program **Budget** (Include tuition, airfare, health insurance, books & fees, housing, food, field trips, personal expenses, program fees etc.) excel template available.

*See attached.*

13. Please attach a course (or program) **syllabus**, for each course offered.





## FULL PROGRAM PROPOSAL - SIGNATURES

Please affix this signature page to the end of the proposal and submit one hard copy to HIGE. Proposals will not be reviewed without all appropriate signatures. Also submit text electronically to [brett.berquist@wmich.edu](mailto:brett.berquist@wmich.edu)

	Name	Signature	date
<b>Submitted by:</b>			
Faculty sponsor			
(Co-sponsor)			
<b>Approved by:</b>			
Dept Head			
Dean			

### DEADLINES:

Projected program period	Prospectus for international program development	Final proposal deadline
Spring/Summer	1 March (14 months prior)	1 September (8 months prior to term)
Fall /Winter	1 September (one year prior)	1 March (6 months prior to term)

### OFFICE USE ONLY

	Date received		Date reviewed
	Denied		Full acceptance
			Conditional acceptance

