



# SUMMER PROGRAM

— in —

## THAILAND

Mahidol University International College

# 3 Course Available



- Course 1** Introduction to Thai Language and Culture
- Course 2** International Trade and Marketing\*
- Course 3** Cultural Study of Contemporary Southeast Asia

DATE	APPLICATION DEADLINE
JUNE 30 – JULY 21, 2019	MAY 31, 2019

\*Junior and Senior Recommended Course

### OVERVIEW

Mahidol University International College (MUIC) has come a long way. It is now recognized as the leading international college in a public university in Thailand, noted for its liberal education and diverse and international environment. MUIC is located in Mahidol University's Salaya Campus in Nakhon Pathom province, in the western outskirts of Bangkok.

With over 12 years of experiences in organizing short-term and tailor-made programs, MUIC will launch its first summer school in July 2019 with three courses available. All courses are conducted in English by international and Thai professors. The well-rounded experiences both inside and outside classroom will prepare participants to be global citizens and to be adaptable in the dynamic world. The MUIC Summer Program is guaranteed to be a once-in-a-lifetime experience for the participants.

### PROGRAM FEE: 56,000 THAI BAHT

- Housing at apartment within walking distance to campus (Twin room with private bathroom)
- One-day trip to the beach
- One Thai cultural activity (Thai Boxing or Thai Dancing)
- Local travel insurance for field trips
- Tuition fee for 1 course
- Welcome and farewell lunch

### REQUIRED DOCUMENTS:

- Copy of passport identity page
- IELTS score of 6.0 or equivalent from non-English speaking country
- Home university unofficial transcript
- MUIC application form
- Passport-style photo
- Proof of insurance

### ELIGIBLE APPLICANTS

- University students from all over the world:
- Complete a year of undergraduate studies
  - Grade Point Average of 2.5 out of 4.0, or equivalent

### APPLY FOR MUIC SUMMER PROGRAM



<https://muic.mahidol.ac.th/eng/study-abroad/short-term-programs/>



[icir@mahidol.ac.th](mailto:icir@mahidol.ac.th)



# Introduction to **THAI** LANGUAGE AND CULTURE

## COURSE DESCRIPTION

This course provides basic knowledge of the Thai language to allow learners to handle basic communicative situations such as asking for and giving directions, ordering food and drinks, asking for prices and bargaining, and buying tickets. Aside from communicative proficiency, this class also provides related detailed information about Thai society and culture, allowing the learner to understand better said topics. Other topics include the importance of rice farming and ceremonies, growing rice and Buddhism in daily life.



## COURSE LEARNING OUTCOMES

After a successful completion of this course, students will be able to:

- Handle basic communicative situations such as providing basic information of oneself, greeting and necessary phrase for survival with related social etiquette for daily life in Thai context
- Use the correct names of places and follow simple directions
- Manage food ordering with special request
- Understand the importance of rice farming and ceremonies involving growing rice and Buddhism in daily life
- Handle basic shopping and bargaining conversation

## CLASS TOPICS

- Greeting, including introducing oneself and introducing a friend
- Important phrases for survival
- Getting around, including asking for and giving directions
- Ordering food, including making special requests
- Shopping and bargaining

## TEACHING METHODS

- Lecture
- Self-study
- Group work and pair work
- Cultural field trips

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## TEACHING MEDIA

- Sanuk Sanan Basics in Thai Language and Culture Course Book
- Power-point presentations
- Handouts
- MOOC

## MEASUREMENT AND EVALUATION OF STUDENT ACHIEVEMENT

- Quizzes
- Class attendance at 80% of total hours to receive a final grade



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# Cultural Study OF CONTEMPORARY SOUTHEAST ASIA

## COURSE DESCRIPTION

This course will expose students to academic discussions on the interrelatedness of contemporary Southeast Asia (SEA) through the lenses of humanities and the arts. Students will be invited to experience the way of life, the society, culture, and worldview of the peoples of SEA countries through related art-media, e.g., music, literature, film, visual arts, performing arts, popular culture, exhibits, cultural center/office and museum visits, etc. Students are also expected to become conversant with the artistic, cultural, religious, social, economic, and political factors affecting contemporary societies in SEA.



## COURSE LEARNING OUTCOMES

After successful completion of this course, students will be able to:

- Demonstrate awareness and a moral approach towards cultural issues
- Show a sense of cross-cultural sensibility and cooperation
- Approach learning in a mature and self-disciplined manner
- Exhibit ethical academic behavior

## CLASS TOPICS

- Introduction to culture and fundamental SEA cultural orientation
- Basic Thai language
- Basic Bahasa Indonesia
- Arts vis-à-vis resistance and social change
- Cultural conflicts in SEA
- Culture and heritage in SEA tourism

## TEACHING METHODS

- Lectures/ guest lectures
- Class discussions; pair/ group projects
- Simple case study presentations
- Situation analyses
- Performance viewing
- Video documentary
- Paper writing; written exams
- Cultural field trips

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## TEACHING MEDIA

- Books
- Power-point presentations
- Multimedia resources

## MEASUREMENT AND EVALUATION OF STUDENT ACHIEVEMENT

- Quizzes
- Presentations
- Video documentary projects





# International TRADE AND MARKETING

## COURSE DESCRIPTION

This course provides an overview of the environment, concepts, basic differences, and practices involved in international trade and marketing. Topics include international trade theory and policy, export and import, global logistics management, digital marketing, global marketing strategies, and global strategic management.



## COURSE LEARNING OUTCOMES

After successful completion of this course, students will be able to:

- Explain current academic theories, regulations, and practices in the fields of international trade, export/import, and global logistics
- Discuss the role of digital marketing for effective business growth
- Demonstrate the implementation strategies practiced in global marketing
- Analyze the strategic business considerations, competitive challenges, and opportunities faced by international firms

## CLASS TOPICS

- Why do nations trade?
- International trade policy
- Fundamental of export/ import
- Marketing in the digital era
- Global marketing strategy
- International growth strategy
- Regional connectivity through logistics system

## TEACHING METHODS

- Interactive lectures
- Self-study
- Workshop
- Business field trips

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## TEACHING MEDIA

- Power-point presentations
- Handouts
- Multimedia resources

## MEASUREMENT AND EVALUATION OF STUDENT ACHIEVEMENT

- Assignments and final project presentations
- Class attendance at 80% of total hours to receive a final grade

