

# Social Entrepreneurship In Southeast Asia

3 to 6 Credit Hours

3 to 6 Weeks

Chiang Mai, Thailand

Summer 2014, May 19 - June 30

# Engaging the World Through Social Entrepreneurship



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Participants in this Southeast Asia work-study program will engage in real-world social entrepreneurship, collaborating with local government and business leaders to rejuvenate commerce and preserve the cultural identities of local villages.

The Summer 2014 project involves a comprehensive 5C Analysis of Baan Tawai - a village of woodcarvers and artisans in Chiang Mai, Thailand. Examples of activities include:

- Archiving information about master artisans and seminal works of art.
- Conducting audits of existing products, manufacturers, resellers, and distributors.
- Analyzing customer needs, attitudes and behaviors.
- Analyzing tourist opinions and behaviors.
- Segmenting markets and profiling key market segments.
- Analyzing and mapping competitive landscapes.
- Developing marketing programs and materials to stimulate economic growth.
- Developing marketing strategies to create a global market presence.

Project participants will work with local business, government and village leaders, as well as students from Northern Chiang Mai University (Chiang Mai, Thailand). This work-study program is supervised by the course instructor, Professor Chad Allred.

Three week (Mod I): <http://www.studyabroad.purdue.edu/programs/flyer.cfm?flyer=1121>

Three week (Mod II): <http://www.studyabroad.purdue.edu/programs/flyer.cfm?flyer=1122>

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# Social Entrepreneurship in Southeast Asia



**Course ID:** MGMT 49000 (Three Week Program)  
**Course Description:** Social Entrepreneurship in Southeast Asia  
**Primary Location:** Chiang Mai, Thailand  
**Dates in Country:** Module I: May 19 – June 9  
Module II: June 9 – June 30

**Program Fee:** \$3,000 per Module  
\$5,000 for both Modules (\$1,000 Scholarship)

**Included:** 3 University Credit Hours per Module  
Housing (Triple Occupancy Room in Private Villa)  
Breakfast and Dinner Meals  
Airport and Local Transportation  
Laundry and Housekeeping

**Not Included:** Roundtrip Air to Bangkok/Chiang Mai \$1400  
Boarder Run (between Modules) \$400  
Purdue Study Abroad Fee per Module \$310  
Emergency Medical Insurance  
Passport and Other Travel Documents  
Weekend Excursions

**Application Deadline:** March 15, 2014

**Required Deposit:** \$500 non-refundable (Due at time of Application)

**Available Scholarships:** \$1,000 scholarship (1 Module) Purdue Study Abroad Office  
\$2,000 scholarship (2 Modules) Purdue Study Abroad Office  
\$1,000 scholarship (2 Modules) Study Abroad Program

## Excursions

Field-work occurs Monday – Thursday. Participants may accompany Dr. Allred and family on weekend excursions or plan own excursions. Extended excursions might include short trips to Japan, China, Hong Kong, Myanmar, Laos, Viet Nam, Cambodia, Malaysia, and Singapore. Local excursions might include Jungle Elephant Trekking or visits to the Golden Triangle, Tiger Kingdom, Orchid Farms, Chiang Mai Night Market, Night Safari, White Temple in Chiang Rai, Jungle Markets, Hill Tribes, Bangkok, and so forth.

\* This program accommodates only 12 participants per module

# Proposed Program Schedule

ModI	ModII	Day	Activity
May 19	June 09	Monday	Arrive in Chiang Mai, Thailand
May 20	June 10	Tuesday	Orientation
May 21	June 11	Wednesday	Project Meetings at North Chiang Mai University
May 22	June 12	Thursday	Baan Tawai Village Visit and Introductions
May 23	June 13	Friday	Free Time and Excursions
May 24	June 14	Saturday	Free Time and Excursions
May 25	June 15	Sunday	Free Time and Excursions
May 26	June 16	Monday	Woodcarving Workshop (w/ Village Artisans)
May 27	June 17	Tuesday	Field Work in Baan Tawai and Evening Reviews
May 28	June 18	Wednesday	Field Work in Baan Tawai and Evening Reviews
May 29	June 19	Thursday	Field Work in Baan Tawai and Evening Reviews
May 30	June 20	Friday	Free Time and Excursions
May 31	June 21	Saturday	Free Time and Excursions
June 01	June 22	Sunday	Free Time and Excursions
June 02	June 23	Monday	Field Work in Baan Tawai and Evening Reviews
June 03	June 24	Tuesday	Field Work in Baan Tawai and Evening Reviews
June 04	June 25	Wednesday	Field Work in Baan Tawai and Evening Reviews
June 05	June 26	Thursday	Field Work in Baan Tawai and Evening Reviews
June 06	June 27	Friday	Free Time and Excursions or Visa Boarder Run
June 07	June 28	Saturday	Free Time and Excursions or Visa Boarder Run
June 08	June 29	Sunday	Free Time and Excursions or Visa Boarder Run

