

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 |

