

# TU 233 - Business Opportunities in Thailand

(Summer Program 2023)

## Course description:

Study social and business cultures, business customs, common business situations, and business opportunities in Thailand. Company visits in Thailand are incorporated in the course.

## Course Objectives:

Upon completion of this course, students are expected to be able to:

1. Explain the business environment in Thailand.
2. Identify opportunities and threats of Thai business.
3. Develop a business plan to be executed in Thailand

## Tentative schedule:

**Day 1:** History of Thailand

9.00 AM - 1.00 PM

**Day 2:** Thai Business Landscape

9.00 AM - 1.00 PM

**Day 3:** Thai Consumers

9.00 AM - 1.00 PM

**Day 4:** Thai Business Laws

9.00 AM - 1.00 PM

**Day 5:** Thai Political Environment

9.00 AM - 1.00 PM

**Day 6:** Thai Banking and Financial Systems

9.00 AM - 1.00 PM

**Day 7:** Cross-Cultural Management

9.00 AM - 1.00 PM

**Day 8:** Project Progress Report

9.00 AM - 1.00 PM

**Day 9:** Company Visit

9.00 AM - 1.00 PM

**Day 10:** Project Presentation

9.00 AM - 1.00 PM