

**A Tentative Program**  
**NextGen Business Immersive Camp at CBS 2025**

<b>Date</b>	<b>Time</b>	<b>Activity</b>	<b>Venue</b>
20 July	From 13:00 hrs	Arrival and Check in	CU iHouse
21 July	9:00-10:00	Opening Ceremony & Introduction to Chulalongkorn University and CBS	CBS
	10:00-10:15	Morning Refreshments	
	10:15-11:30	Ice-breaking Activity	
	11:30-13:00	<u>Welcoming Lunch hosted by CBS</u>	
	13:00-15:00	Thai Business Environment and Economy	
	15:15-15:30	Afternoon Refreshments	
	15:30-16:30	CU Campus Tour	
22 July	9:15-9:30	Morning Refreshments	CBS
	9:30-11:30	Business Strategy	
	11:30-13:00	Lunch	Around the campus
	13:00-15:00	Asia – Pacific Business Landscape	CBS
	15:00-15:15	Afternoon Refreshments	
23 July	9:15-9:30	Morning Refreshments	CBS
	9:30-11:30	Global Marketing Experience	
	11:30-13:00	Lunch	Around the campus
	13:00-16:00	Company Visit	Off-site

<b>Date</b>	<b>Time</b>	<b>Activity</b>	<b>Venue</b>
24 July	9:00-12:00	One-day project in a revitalized historic district with emerging businesses	Off-site
	12:00-13:00	Lunch	
	13:00-15:00	Project Continuation	
	15:00-16:00	Project summary	
25 July	9:00-11:00	Cultural Workshops	CBS
	11:00-12:30	<u>Farewell Lunch hosted by CBS</u>	
	13:00-15:00	Project Presentation	
	15:00-16:00	Project Awards & Closing Ceremony; Group Photos	
26 July	10:30	Check-out and Departure	CU iHouse