

# Schedule

## Bangkok Summer School on International Business and Sustainable Development 2024

*This schedule is subject to change / Version January 2024*



WIRTSCHAFTS  
UNIVERSITÄT  
WIEN VIENNA  
UNIVERSITY OF  
ECONOMICS  
AND BUSINESS



College of Management  
Mahidol University

- Classes for WU students only
- Classes for WU students and CMMU students
- Social & cultural program / company visits

	Week 1							Week 2							Week 3																																																								
	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT																																																		
Date	August 25	August 26	August 27	August 28	August 29	August 30	August 31	September 01	September 02	September 03	September 04	September 05	September 06	September 07	September 08	September 09	September 10	September 11	September 12	September 13	September 14																																																		
08:00	Arrival day																																																																						
08:30																																																																							
09:00																						Welcome & Introduction to Cross-Cultural Management 9:00-12:00		Sustainable Leadership in Thailand 9:00-12:00 <i>Company Visit</i>		International Business Strategy 9:00-12:00		Presentation of Group Work 9:00-12:00		"Weekend" - no class							Optional: Thai Cooking Class 9:00		Optional: Bangkok Cycling Tour 9:00		Sustainability Data: Overview and Application Methods 9:00-12:00		Presentation of Group Work 9:00-12:00																												
09:30																																																																							
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12:00																						Lunch at CMMU		Lunch at CMMU		Lunch at CMMU		Lunch at CMMU									"Weekend" - no class							Lunch at CMMU		Lunch at CMMU		Farewell Lunch 12:00																							
12:30																																																																							
13:00																																																																							
13:30																						UN Global compact (company visit) 13:30 - 16:30		Group Work		Group Work		Group Work																"Weekend" - no class							Group Work		Group Work		Group Work		Visit to Wat Prayong Temple, Buddhist Meditation Center 13:30														
14:00																																																																							
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16:00																																																																							
16:30																						Welcome Dinner 18:00		Introduction Session & Information for the Group Work 18:00-21:00		International-ization Theory Part 1 18:00-21:00		International-ization Theory Part 2 18:00-21:00																							Intercultural Evening 18:00		Visit to Suan Sampran		"Weekend" - no class							Analysis and Assessment of MNEs' International Business Strategy 18:00-21:00		Corporate Social Responsibility in the Context of International Business Strategy 18:00-21:00		Sustainable Development in the Context of International Business Strategy 18:00-21:00		Sustainability strategy & management for business success 18:00-21:00		Business cases for corporate sustainability and links to SDGs 18:00-21:00	
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