ASIA SUMMER PROGRAM 2023
BANGKOK UNIVERSITY, THAILAND

The **Asia Summer Program (ASP)** is an international summer program that spans over a period of three weeks. It is designed to delve into topics that are pertinent to individuals around the world. Since its inception in 2012, ASP has been a powerful tool in fostering a connection between different cultures, promoting creativity and collaboration, and inspiring students and faculty members to explore the nuances of our culture and enhance the interconnectedness of our institutions. The program offers a welcoming and multicultural learning environment, where students from various Asian universities can come together both online and onsite.

During the Asia Summer Program, students have the option to choose two courses per day - one in the morning and the other in the afternoon. The courses primarily focus on liberal arts and humanities topics, although some introductory-level courses in other fields are also offered. All courses are taught exclusively in English by instructors from the participating universities.

Typically, each course offered in the Asia Summer Program amounts to 3 academic credits, which can be applied towards the graduation requirements of the students' home university. However, it is important to note that policies may vary among the participating universities. Therefore, it is strongly advised that students discuss matters pertaining to academic credits with the ASP representative at their home university, and possibly also with their academic advisor.

Program Objectives:
1. To provide flexibility to students who wish to study online
2. To facilitate active learning in various fields through interactive tools and application

ASP 2023: The Connected Classroom offers a study abroad initiative where participating students are able to select from two programs, as follows.

Program A: Powering the Future: How Innovation and Soft Power Drive the World

A 2-week of online learning via Zoom, during July 3-14, 2023, where the participants take 2 courses and earn 6 credits, as described below.
- **Course A: Digital Technology and Innovation in Emerging Industries** explores the ways in which digital technology and innovation are shaping the world we live in, including our learning and views of the world, during July 3-9, 2023
- **Course B: Soft Power and Interconnectedness** explores the ways in which we coexist in our global community. The program provides diverse viewpoints through guest lecturers from partner institutions, during July 10-14, 2023

Program A Fee: 400.00 USD, for the registration of two online courses.

Program B: Innovation and Soft Power, with Immersive Learning in Thailand

Program B is a comprehensive learning opportunity that spans over three weeks. The program is divided into two parts: the first two weeks consist of online learning via Zoom, and the third week involves traveling to Bangkok, Thailand, for an immersive cultural learning experience. Participants will be able to earn a total of 9 credits from Bangkok University upon completion of the program, as detailed below.
- **Course A: Digital Technology and Innovation in Emerging Industries** explores the ways in which digital technology and innovation are shaping the world we live in, including our learning and views of the world, during July 3-9, 2023
- **Course B: Soft Power and Interconnectedness** explores the ways in which we coexist in our global community. The program provides diverse viewpoints through guest lecturers from partner institutions, during July 10-14, 2023
- **Course C: Immersive Learning: A Global Journey in Thailand** offers a one-week activity where participants participate in various activities and explore different cultures, during July 16-23, 2023

Program B Fee: 650.00 USD, inclusive of a 2-week online course registration, 7-night accommodation, excursions, meals, airport pick-up and drop-off service

ASIA SUMMER PROGRAM 2023
BANGKOK UNIVERSITY, THAILAND

Course A (Online via Zoom): Digital Technology and Innovation in Emerging Industries

Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Time/Day	July 2	July 3	July 4	July 5	July 6	July 7	July 8
Morning 08.30 - 09.00 hrs.		Virtual Opening Ceremony of the Asia Summer Program 2023					
Morning 09.00 - 12.00 hrs.	No Class	Session 1: Artificial Intelligences's Impact on Industries	Session 2: Communication Strategy and Ideation	Session 3: Content Creation & How to Be Professional Ready	Session 4: Design Thinking	Session 5: Economics and Investment	No Class
Lunch: 12.00-13.00 hrs.							
Afternoon 13.00 - 16.00 hrs.	No Class	Session 6: English Language, Music and Movies	Session 7: Gaming and Interactive Media	Session 8: Hospitality and Tourism	Session 9: Knowledge and Innovation Management	Session 10: Marketing	No Class
16.00 - 17.00 hrs.	Online Networking Activity						

Course B (Online via Zoom): Soft Power and Interconnectedness

Week 2	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Time/Day	July 9	July 10	July 11	July 12	July 13	July 14	July 15
Morning 09.00 - 12.00 hrs.	No Class	Session 1: Bangladesh	Session 2: China	Session 3: Japan	Session 4: Korea	Session 5: India	No Class
Lunch: 12.00-13.00 hrs.							
Afternoon 13.00 - 16.00 hrs.	No Class	Session 6: Indonesia	Session 7: Malaysia	Session 8: Philippines	Session 9: Thailand	Session 10: Vietnam	No Class
16.00 - 17.00 hrs.	Online Networking Activity					Virtual Closing Ceremony/Flag Handover Ceremony to the Next Host of ASP 2024	No Class

Course C: Immersive Learning: A Global Journey in Thailand (For Participants of Program B)

Week 3	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Time/Day	July 16	July 17	July 18	July 19	July 20	July 21	July 22	July 23
Morning 09.00 - 12.00 hrs.	Program B Participants Arrival Day	A Visit to Ayutthaya, UNESCO World Heritage Sites	Digital Photography Workshop & Community Visit at Saladaeng Village, Pathum Thani	Getting around Thailand in One Day at the Ancient City, Samut Prakarn	Exploring the Rattanakosin Island and the Chao Phraya River	Urban Art and Culture Tour of Bangkok Metropolitan	11.00 - 13.00 hrs. Farewell & Reflection of the ASP 2023 at Bangkok University, Followed by Lunch	Departure Day
Lunch: 12.00-13.00 hrs.								
Afternoon 13.00 - 16.00 hrs.	Program B Participants Arrival Day	Activity Continued	Activity Continued	Activity Continued	Activity Continued	Activity Continued	Free Time	
Dinner								

Remarks: All Information is subject to change.

ASIA SUMMER PROGRAM 2023
BANGKOK UNIVERSITY, THAILAND

Application and Payment Details:
- **ASP 2023 Student Registration Period:** May 1 - June 20, 2023
- **ASP 2023 Program Payment Deadline:** June 20, 2023

How to Apply: Students are required to apply via an application form via **https://forms.gle/ANyqzK9VhQFz3BgL6** or scan the QR code

Payment Method: Program Fee payment must be made in US Dollars, via a bank transfer*

Account Name: Bangkok University
Bank Name: Bangkok Bank Ltd.
Branch: Kluay Nam Tai, Bangkok 10110, Thailand
Account Number: 117-3-02113-8
SWIFT Code: BKKBTHBK

*Remarks: 1. A sender is responsible for a transfer fee.
2. Please submit proof of payment to asp2023@bu.ac.th .

ASP 2023 Contact Details

🌐 asp2023.bu.ac.th

ⓕ Asia Summer Program 2023

📷 ASP2023BU

✉ asp2023@bu.ac.th

📞 +6624073888 Ext. 2536

👤 Contact Person: Dr. Panadda Unyapho

The Asia Summer Program (ASP) is an international summer program that spans over a period of three weeks. It is designed to delve into topics that are pertinent to individuals around the world. Since its inception in 2012, ASP has been a powerful tool in fostering a connection between different cultures, promoting creativity and collaboration, and inspiring students and faculty members to explore the nuances of our culture and enhance the interconnectedness of our institutions. The program offers a welcoming and multicultural learning environment, where students from various Asian universities can come together both online and onsite.

During the Asia Summer Program, students have the option to choose two courses per day - one in the morning and the other in the afternoon. The courses primarily focus on liberal arts and humanities topics, although some introductory-level courses in other fields are also offered. All courses are taught exclusively in English by instructors from the participating universities.

Typically, each course offered in the Asia Summer Program amounts to 3 academic credits, which can be applied towards the graduation requirements of the students' home university. However, it is important to note that policies may vary among the participating universities. Therefore, it is strongly advised that students discuss matters pertaining to academic credits with the ASP representative at their home university, and possibly also with their academic advisor.

Program Objectives:
1. To provide flexibility to students who wish to study online
2. To facilitate active learning in various fields through interactive tools and application

ASP 2023: The Connected Classroom offers a study abroad initiative where participating students are able to select from two programs, as follows.

Program A: Powering the Future: How Innovation and Soft Power Drive the World
A 2-week of online learning via Zoom, during July 3-15, 2023, where the participants take 2 courses and earn 6 credits, as described below.

- Course A: The online learning component of the program lasts for 2 weeks, during which participants can select 2 courses and earn a total of 6 credits. The courseexplores the ways in which digital technology and innovation are shaping the world we live in, including our learning and views of the world.
  Week 1, during July 3-7, 2023

- Course B: Soft Power and Interconnectedness explores the ways in which we coexist in our global community. The program provides diverse viewpoints through guest lecturers from partner institutions.
   Week 2, during July 10-14, 2023

Program A Fee: 400USD

Program B: Immersive Learning: A Global Journey in Thailand

Program B is a comprehensive learning opportunity that spans over three weeks. The program is divided into two parts: the first two weeks consist of online learning, and the third week involves traveling to Bangkok, Thailand, for an immersive cultural learning experience called "Immersive Inbound Learning: A Global Journey in Thailand." Participants will be able to earn a total of 9 credits from Bangkok University upon completion of the program.

- Course A: How Digital Technology and Innovation Drive the World
  Week 1, during July 3-7, 2023

- Course B: Soft Power and Interconnectedness
  Week 2, during July 10-14, 2023

- Course C: Immersive Learning: A Global Journey in Thailand
  Week 3, during July 16-23, 2023

Program B: 650USD

Important Dates:

Monday, July 3, 2023:   Opening Ceremony of the Asia Summer program 2023 (Online)

Saturday, July 14, 2023:   Closing Ceremony/Flag Handover to the Next Host of the Asia Summer Program 2024 (Online)

ASIA SUMMER PROGRAM 2023
BANGKOK UNIVERSITY, THAILAND

Week 1: How Digital Technology and Innovation Drive the World

Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Time/Day	No Class	July 3	July 4	July 5	July 6	July 7	July 8
Morning 8.40-11.00	No Class	Virtual Opening Ceremony of the Asia Summer Program 2023	Course A	Course A	Course A	Course A	Course A
Lunch: 12.00-13.00							
Afternoon 14.30-16.30	No Class	Course A	Course A	Course A	Course A	Course A	No Class

Week 2: Soft Power and Interconnectedness

Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Time/Day	No Class	July 9	July 10	July 11	July 12	July 13	July 14
Morning 8.40-11.00	No Class	Course B	Course B	Course B	Course B	Course B	Closing Ceremony / Flag Handover Ceremony to the Next Host of ASP 2024
Lunch: 12.00-13.00							
Afternoon 14.30-16.30	No Class	Course B	Course B	Course B	Course B	Course B	No Class

ASIA SUMMER PROGRAM 2023
BANGKOK UNIVERSITY, THAILAND

Week 3: Immersive Learning: A Global Journey in Thailand

Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Time/Day	July 16	July 17	July 18	July 19	July 20	July 21	July 22	July 23
Morning 8.40-11.00	Arrival Day	Activity 1	Activity 2	Activity 3	Activity 4	Activity 5	Closing Ceremony/ Flag Handover Ceremony to the Next Host of ASP 2024	Departure Day
Lunch: 12.00-13.00								
Afternoon 14.30-16.30	Arrival day	Activity Continued	Activity Continued	Activity Continued	Activity Continued	Activity Continued	Farewell Lunch	Departure Day
Dinner	Dinner	Dinner	Dinner	Dinner	Dinner	Dinner	Free Time	

Week 3 Activities in Thailand
Activity Day 1: A Historical Trip to Ayutthaya, UNESCO World Heritage
Activity Day 2: Digital Photography Workshop & Community Visit at Saladaeng Village
Activity Day 3: Bike Riding Around Thailand in One Day at Ancient City, Samut Prakarn
Activity Day 4: Exploring the Rattanakosin Island and the Chao Phraya River
Activity Day 5: Urban Art and Culture Tour of Bangkok Metropolitan

Program Application Procedures
How to Apply: Students are invited to apply via the application channel which will be activated
                        during May 11-15, 2023.
Program Fee for Program A: 400USD
Program Fee for Program B: 650USD
ASP 2023 Student Registration Period: May 1-15, 2023
ASP 2023 Program Payment Deadline: May 31, 2023

Remarks: All Information is subject to change.

ASP 2023 Contact Details
🌐 asp2023.bu.ac.th
f Asia Summer Program 2023
✉ asp2023@bu.ac.th
📞 +6624073888 Ext. 2536
Contact Person: Dr. Panadda Unyapho

ASIA SUMMER PROGRAM 2023
BANGKOK UNIVERSITY, THAILAND

Course A (Online via Zoom): Digital Technology and Innovation in Emerging Industries

Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Time/Day	July 2	July 3	July 4	July 5	July 6	July 7	July 8
Morning 08.30 - 09.00 hrs.		Virtual Opening Ceremony of the Asia Summer Program 2023					
Morning 09.00 - 12.00 hrs.	No Class	Session 1: Artificial Intelligences's Impact on Industries	Session 2: Communication Strategy and Ideation	Session 3: Content Creation & How to Be Professional Ready	Session 4: Design Thinking	Session 5: Economics and Investment	No Class
Lunch: 12.00-13.00 hrs.							
Afternoon 13.00 - 16.00 hrs.	No Class	Session 6: English Language, Music and Movies	Session 7: Gaming and Interactive Media	Session 8: Hospitality and Tourism	Session 9: Knowledge and Innovation Management	Session 10: Marketing	No Class
16.00 - 17.00 hrs.	Online Networking Activity						

Course B (Online via Zoom): Soft Power and Interconnectedness

Week 2	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Time/Day	July 9	July 10	July 11	July 12	July 13	July 14	July 15
Morning 09.00 - 12.00 hrs.	No Class	Session 1: Bangladesh	Session 2: China	Session 3: Japan	Session 4: Korea	Session 5: India	9.00 - 10.00 hrs. Virtual Closing Ceremony / Flag Handover Ceremony to the Next Host of ASP 2024
Lunch: 12.00-13.00 hrs.							
Afternoon 13.00 - 16.00 hrs.	No Class	Session 6: Indonesia	Session 7: Myanmar	Session 8: Philippines	Session 9: Thailand	Session 10: Vietnam	No Class
16.00 - 17.00 hrs.	Online Networking Activity						

Course C: Immersive Learning: A Global Journey in Thailand (For Participants of Program B)

Week 3	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Time/Day	July 16	July 17	July 18	July 19	July 20	July 21	July 22	July 23
Morning 09.00 - 12.00 hrs.	Program B Participants Arrival Day	A Visit to Ayutthaya, UNESCO World Heritage Sites	Digital Photography Workshop & Community Visit at Saladaeng Village, Pathum Thani	Getting around Thailand in One Day at the Ancient City, Samut Prakarn	Exploring the Rattanakosin Island and the Chao Phraya River	Urban Art and Culture Tour of Bangkok Metropolitan	11.00 - 13.00 hrs. Farewell & Reflection of the ASP 2023 at Bangkok University, Followed by Lunch	Departure Day
Lunch: 12.00-13.00 hrs.								
Afternoon 13.00 - 16.00 hrs.	Program B Participants Arrival Day	Activity Continued	Activity Continued	Activity Continued	Activity Continued	Activity Continued	Free Time	
Dinner								

Remarks: All Information is subject to change.