

**Sutinee Potisuwan**

**Subject:** FW: ขอความร่วมมือประชาสัมพันธ์ให้นักศึกษาที่สนใจเข้าร่วมโครงการ  
Global Study กับนักศึกษาญี่ปุ่น

**Attachments:** [Global Study]Proposal for Spring course(Thai).pdf

กองพัฒนาภาษาและกิจการต่างประเทศ  
มหาวิทยาลัยนครสวรรค์  
**0612**  
รับที่ .....  
25 พ.ย. 2564 เวลา 14:3๕

**From:** Division of International Affairs and Language Development <international@nu.ac.th>  
**Sent:** Wednesday, November 24, 2021 3:12 PM  
**To:** Sutinee Potisuwan <sutineep@nu.ac.th>  
**Subject:** Fwd: ขอความร่วมมือประชาสัมพันธ์ให้นักศึกษาที่สนใจเข้าร่วมโครงการ Global Study กับนักศึกษาญี่ปุ่น

Kind regards,

Division of International Affairs and Language Development (DIALD)  
 Naresuan University, Phitsanulok, Thailand, 65000  
 Tel. & Fax : 0-5596-1640

----- Forwarded message -----

จาก: **Adminnu Bkkoffice** <adm.nubkkoffice@gmail.com>  
 Date: พ. 24 พ.ย. 2021 เวลา 14:56  
 Subject: ขอความร่วมมือประชาสัมพันธ์ให้นักศึกษาที่สนใจเข้าร่วมโครงการ Global Study กับนักศึกษาญี่ปุ่น  
 To: <chakritf@nu.ac.th>  
 Cc: <international@nu.ac.th>

① เรียน ผู้อำนวยการกองพัฒนาภาษาและกิจการต่างประเทศ มหาวิทยาลัยนครสวรรค์

ดิฉันในฐานะ จากสำนักงานมหาวิทยาลัยนาโงย่าประจำกรุงเทพฯ  
 เนื่องจากทางสำนักงาน.นาโงย่าประจำกรุงเทพฯ ได้รับการติดต่อจากหน่วยงาน Business Association of University Cooperatives ซึ่งจะจัดโครงการ  
 Global Study ร่วมกันระหว่างนักศึกษาญี่ปุ่น กับนักศึกษาไทย โดยมีนักศึกษาของม. นาโงย่าและม. กิฟุ เป็นกลุ่มเป้าหมายด้วย  
 จึงอยากขอความร่วมมือสำนักวิชา ช่วยประชาสัมพันธ์ให้นักศึกษาที่สนใจจะเข้าร่วมโครงการ (ไม่เสียค่าใช้จ่าย) โดยมีรายละเอียดตามอีเมลที่แนบมาและไฟล์แนบค่ะ

ขอบคุณค่ะ

ณัฐรา

.....  
 Nattha Phetcharat  
 Administrative Assistant  
 Nagoya University Bangkok Office | 名古屋大学バンコク事務所  
 Room 1111, 11th Fl., Kasem Uttayanin Building  
 Faculty of Political Science, Chulalongkorn University  
 Henri Dunant Rd., Wangmai, Pathumwan, Bangkok 10330  
 Facebook: [www.facebook.com/nubangkokoffice](http://www.facebook.com/nubangkokoffice)  
 Tel and Fax: 02-218-7199

**Mail Title:**  
 Request for help with student recruitment for Global Study

**Main:**  
 To Whom It May Concern:

② เรียน อธิการบดี

ด้วยสำนักงานมหาวิทยาลัยนาโงย่าประจำกรุงเทพได้รับการติดต่อจากองค์กร Business Association of University Co-operatives ประเทศญี่ปุ่น ประชาสัมพันธ์โครงการ Global Study ผ่านระบบออนไลน์ โดยไม่เสียค่าใช้จ่ายในการเข้าร่วม ซึ่งเป็นโครงการที่รวบรวมบริษัทชั้นนำสัญชาติญี่ปุ่นทั้งที่มีสำนักงานในประเทศไทย และที่อยู่ในประเทศญี่ปุ่นมาให้ความรู้และแลกเปลี่ยนกลยุทธ์ทางธุรกิจ ให้แก่นิสิตไทยที่เข้าร่วมและนิสิตชาวญี่ปุ่นจากมหาวิทยาลัยนาโงย่าและมหาวิทยาลัยกิฟุ โดยผู้เข้าร่วมจะได้ใช้ภาษาอังกฤษในการสื่อสารตลอดการเข้าร่วมกิจกรรม ซึ่งมีกิจกรรมต่างๆ อาทิ

- เข้ารับฟังความรู้และเสวนาแลกเปลี่ยนกลยุทธ์ทางธุรกิจกับบริษัทชั้นนำของประเทศญี่ปุ่น
- เสวนาและระดมความคิดร่วมกับเพื่อนชาวญี่ปุ่นในกลุ่ม
- เรียนรู้รูปแบบและทฤษฎีการนำเสนอที่น่าสนใจ การเขียนแผนธุรกิจ และสรุปผลจากการอภิปรายและนำเสนอต่อบริษัท

ทั้งนี้ จะมีการจัดกิจกรรมภายใต้โครงการ Global Study

ใน 4 ช่วง(สามารถเข้าร่วมได้หลายช่วง) ได้แก่

1. Course A ระหว่างวันที่ 6-10 กุมภาพันธ์ 2565 (5วัน)
2. Course B ระหว่างวันที่ 13-16 กุมภาพันธ์ 2565 (4วัน)
3. Course C ระหว่างวันที่ 6-10 มีนาคม 2565 (5วัน)
4. Course D ระหว่างวันที่ 13-17 มีนาคม 2565 (5วัน)

สำหรับผู้สนใจเข้าร่วมสามารถสมัครได้โดยแสกน QR

Code หรือ <https://forms.gle/kC289b2ZC929hiGN7> รายละเอียดเพิ่มเติมดูเอกสารแนบมาพร้อมนี้

จึงเรียนมาเพื่อโปรดพิจารณา เห็นควรเวียนแจ้งคณะ/วิทยาลัย เพื่อประชาสัมพันธ์ผ่านระบบ E-doc เว็บไซต์กองพัฒนา ภาษาและกิจการต่างประเทศ และเฟสบุ๊ก NU scholarships

อธิการบดี  
25 พ.ย. 64

③ ผอ.คณะ/วิเทศสัมพันธ์

KS AM  
26-11-64

25 พฤศจิกายน 2564

ดร.บุญทรัพย์ พานิชการ

รองอธิการบดี ปฏิบัติราชการแทน

อธิการบดีมหาวิทยาลัยนครสวรรค์

Hello. This is Takahiro KUROTSU, who is a member of the Business Association of University Co-operatives in Japan.

I received your contact through Khun Veeraya from Nagoya University Bangkok Office.

I am sorry to have contacted you out of the blue.

In response to the Japanese government's policy of globalizing students, we at the University Co-op have launched and are promoting a program called "Global Study".

Global Study is a program in which Thai students visit Japanese companies in Thailand with Japanese students, listen to the company's overseas strategy, discuss the theme provided by the company in small groups of Thai and Japanese students and give presentation the results of their ideas to the company.

(The details of the program are attached for your reference.

[file: [Global Study]Proposal for Spring course(Thai)])

Global Study is a not only just a language training, but also the opportunity for learning business perspective while interacting with and motivating other students.

The program has been running since 2014, but due to the COVID-19 pandemic, we are running it online.

We have been recruiting Thai students for this program with the cooperation of the Japan Student Services Organization (JASSO) of the Ministry of Foreign Affairs through JASSO's Facebook page for Thai students, but we would like to ask for your cooperation to encourage more students from your university to participate.

We hope that you will consider helping us recruit students.

Thank you very much for your time and consideration.

Sincerely,  
Takahiro Kurotsu

-----  
**Takahiro Kurotsu**

Global Business Division  
**Business Association of University Co-operatives**  
7F Shinkagurazaka building,  
43 Tansumachi, Shinjuku-ku, Tokyo, Japan  
E-mail: [kurotsu@withnavi.org](mailto:kurotsu@withnavi.org)  
Website: [https://campussupport.co.jp/global\\_eng\\_autumn/](https://campussupport.co.jp/global_eng_autumn/)

# **Global Study Online program 2022 Spring**

Business Association of University Cooperatives  
Global Study Online Project Team

# Our Thoughts

What you can expect for Global Study

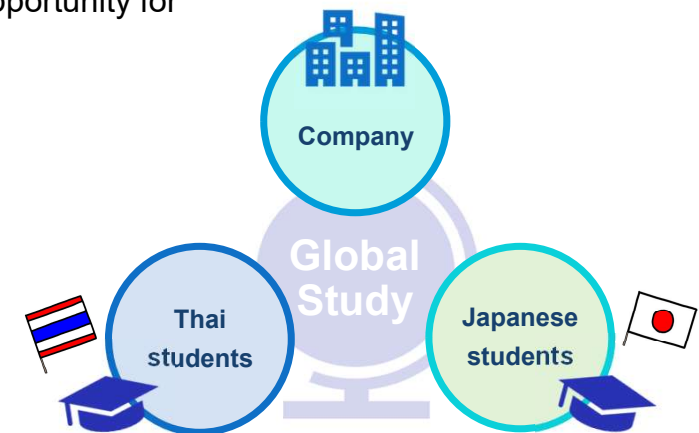
**Are you interested in working abroad or in a global company?  
There are so many people who are studying English very hard.**

However, very few of them actually have the experience of discussing in English and considering business model proposals that are needed in business. Our program, Global Study, was born with the aim of giving students the experience of using English for REAL business.

Because of the covid-19, our life has changed unexpectedly. It brought us "new-normal" such as "e-meet" in even business situation. Global Study is a not only just a language training, but also the opportunity for learning business perspective while interacting with and motivating other students.

You can communicate with friends who are outside your university or who live across the ocean and learn a lot from top companies even though you are in your room!

Why not take up the challenge of "new-normal" learning way?  
We believe that Global Study brings you to Your "new-personal" growth!



# What is Global Study?

What will you do in Global Study?

Step 1



Listen to company explanations and strategies of Top Japanese companies. They will present the 'Discussion theme' they have set.

Step 2



Discuss in English with other students.

Step 3



Draw conclusions from the discussion and give a presentation.



You don't learn English, You learn **in English!**

# The Main contents

What will you do in Global Study?



**Listen to company explanations and strategies of Top Japanese companies.**

## You can learn...

What differentiates them from their competitors?

How they contribute to Thai society?

Position in their industry

**They will present the 'Discussion theme' they have set.**

## Examples

1. What kind of humanity is necessary to succeed in global companies?
2. How to make entertainment that is popular in Japan popular in Thailand?
3. If your team have 100 million baht,  
Think a business plan in Thailand at the Thai-Japanese Youth Joint.

# The Main contents

What will you do in Global Study?



**Discuss in English with other students.**

**You can learn...**

Understanding of other people, industries and cultures

How to collaborate with your group members

How to make a unique and attractive proposal

**Examples**

**Our opinion** 

1. Concept  
Kinoppy, a platform for university students to interact and influence each other.

2. Target  
Japanese and Thai university students that are not interested in e-books.


3. Current situation analysis

- As the percentage of students who go on to graduate school is low in Japan, universities want to promote specialized learning.
- Thai university students rarely use book for references in research.
- Difficulty in sharing materials in online classes.
- Low usage of e-books

4. Content of the plan

- It will have a platform function where people who bought the book can communicate with each other.
- It has a platform function that allows users to post a video explaining the book's interesting features.
- You can see book reviews by university students from all over the country and the world.
- Ranking of books reviewed by college students.
- You can show your original bookshelf to others.
- The same functions as above are available for movies, CDs, DVDs, and stationery.



 Use Google Slides to have discussions

In my opinion, I think 1.Contactless Technology - QR codepayment, NFC etc.  
2.Autonomous Drones - deliver medicine to the doorsteps of those who cannot leave their homes.  
3.More Efficient Municipal Services - paperless municipal services.

私の意見では、  
1.非接触型テクノロジー-QRコード決済、NFCなど。  
2.自律型ドローン-家を出られないホースの玄関口に薬を届けます。  
3.より効率的な地方自治体サービス-ペーパーレスの地方自治体サービス。





# The Main contents

What will you do in Global Study?



**Draw conclusions from the discussion and give a presentation to company.**

**You can learn...**

The structure and theory of an attractive presentation

How to make a proposal in business

Other good point of view through other group's presentation

**Examples**



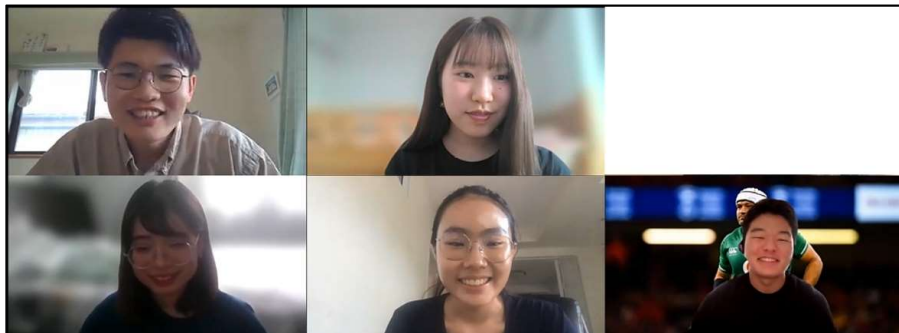
➤➤➤ They have presented the idea of Narobi, which is a combination of [Naraya] and [Obi].

**Company staff gives you a Feedback for your group's proposal from business perspective.**

# The Optional contents

What will you do in Global Study?

The first day of program, we have  
**Self-introduction & meetup day!**



Before the discussion, let's get to know each other and have an ice breaker. You'll get to know each other through free talk before starting the discussion.

The last day of program, we have  
**Farewell party!**



On the last day, the Farewell party is so exciting that you will forget that you are online. You will come away with insights that can only be gained here, and friendships that will last a lifetime!

# Who is waiting for you?

Thai subsidiaries of top Japanese companies

**Japanese Companies** will give you



- ✓ **A briefing on the company and its overseas strategy**
- ✓ **Answering** for your questions
- ✓ **Feedback** on your presentation and discussion

**If the company is available, they will join us at the Farewell Party.  
You might even get to talk to them up close!**

\*The participating companies are currently being adjusted, they will be posted on our website as soon as it is finalized.

# Who had supported?

Over the past 7 years more than 20 companies supported us!

## Organization:

Ministry of Foreign Affairs, Bangkok Japanese Chamber of Commerce

## Manufacturers:

Toray Industries, Inc., Daikin Industries, Ltd., Mitsubishi Electric Corporation, Mitsubishi Heavy Industries, Ltd.,  
Ajinomoto Co., Inc., Panasonic Corporation, Toyota Motor Corporation

## Finance and Insurance:

Mitsui Sumitomo Insurance Company, Limited., Bank of Ayudhya, Sumitomo Mitsui Banking Corporation

## Trading company:

Mitsui & Co., Mitsubishi Corporation, Marubeni Corporation, Sumitomo Corporation

## Transportation:

Japan Airlines Co., Ltd., All Nippon Airways Co., Ltd.

## Service:

Japan Broadcasting Corporation(NHK), Hakuhodo DY Holdings Inc., ADK Holdings Inc.,  
NTT Communications Corporation

# Who is working with you?

Japanese students and also Thai students



## Japanese Students who...

have lost the opportunity to **study abroad**  
are looking for a **cross-cultural experience**  
who want to gain experience that will help them for their **job hunting**

## Thai Students who...

are interested in **Japanese companies**  
want to communicate with **Japanese students** of the same age  
want to improve such skill; **English, collaboration, presentation**

**You can learn business perspectives in English while interacting with  
and motivating highly-conscious Japanese and Thai students.**

# Your Benefits

What will you gain from participating Global Study?



You can learn **the thinking of Japan's top companies** and **talk with them at close distance**.



You can communicate with **Japanese students** and **make lifelong friends** across the sea.



In addition to **English skills**, you can also develop **teamwork, leadership** and **problem-solving skills** that are necessary for members of society.

## Special favor

Students who attend more than a certain number of days\* of the company sessions will receive a certificate after finishing the courses!



\*a certain number of days: Criteria vary by course. (Details on our website)

# Voices from Students

What have past participants experienced?



This program **improves me a lot in the skills of collaboration, communication and oral presentation.**



I really like it! It's a **totally new experience for me** because I have very little to no knowledge about business and strategy but I learned a lot after attending. **Every speakers from the company is nice and informative.**



The program is great, my Japanese friends and I are planning to have zoom session after the program has ended. **This is a nice relationship of us even we have never met in person but we will still do keep in touch.**

# The Courses for Spring Program

We have **4** courses for Spring program as below.

We are more than welcome to you join more than **1** course!

◆ Course **A** ◆ February. 6.2022 - February 10.2022(5days)

◆ Course **B** ◆ February.13.2022 - February 16.2022(4days)

◆ Course **C** ◆ March. 6.2022 - March 10.2022(5days)

◆ Course **D** ◆ March.13.2022 - March 17.2022(5days)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
<b>FEBRUARY 2022</b>							
		1	2	3	4	5	
6	<b>Course A</b>				10	11	12
13	<b>Course B</b>			16	17	18	19
20	21	22	23	24	25	26	
27	28						

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
<b>MARCH 2022</b>							
		1	2	3	4	5	
6	<b>Course C</b>				10	11	12
13	<b>Course D</b>				17	18	19
20	21	22	23	24	25	26	
27	28	29	30	31			



# The schedule of **Whole course** (draft)

Day	Time	Contents
Day 0	5:00pm~6:00pm	Orientation for students
Day 1	1:00pm~4:00pm	Self-presentation & exchange meeting
Day 2	1:00pm~5:30pm	Visit company
Day 3	1:00pm~5:30pm	Visit company
Day 4	1:00pm~5:30pm	Visit company
Day5	2:30pm~4:00pm	Farewell party

\*For Course **B** : Visit company days are only **2days** instead of 3days.

\*All times are given in Thai time.

# The schedule of **Visit company** (draft)

Step	Time	Contents
<b>1</b>	1:00pm~1:30pm	Company explanation and Overseas strategy explanation
<b>2</b>	1:30pm~1:45pm	Question-and-answer session
<b>3</b>	1:45pm~3:15pm	Group discussion
<b>4</b>	3:15pm~3:20pm	Break Time
<b>5</b>	3:20pm~5:20pm	Presentation
<b>6</b>	5:20pm~5:30pm	Awards for the best groups and General comment

\*All times are given in Thai time.

# Participation Requirement

## Minimum Participation \*

- (1) **All days** of a particular course
- or
- (2) **4 days** on **Visit Company** day

(1) is preferred, but if you are unable to attend some days, you can still apply! In this case, (2), please make sure that the total number of Visit Company day is at least 4 from other courses.

\*A person who applies several days and courses will be prioritized.

## Age range

**18-26**  
years

This is because all Japanese participants are undergraduate or postgraduate students.

## English skill

**Beginner-Intermediate**  
or higher

This is because there will be group discussions in English.

**Please join us on as many days as you can!**



# What you need?

It's **FREE** to join our program!

## Only what you need is



### Laptop or Tablet\*

\*You need to open Google slide when discussing, that's why smartphone is not suitable for this program.



### Internet connection



### Headphones or Earphones\*

\*It is recommended to have these, but it's okay to participate without these!

## We will use following Apps



Google  
Slides



Google  
Sheets

Please apply ASAP!

# How to Apply?

The deadline is **2 days before** the start of each course.  
Please note that some courses may fill up before the deadline.

## Apply



Please apply from above QR code or URL

<https://forms.gle/kC289b2ZC929hiGN7>

## LINE Add friend



Please add our LINE account to your LINE friend

## Wait confirmation mail



We will send you "Confirmation mail" to who can participate

## Wait invitation



We will invite you to our LINE group and send more details about our program



Let's grow yourself through  
**Global Study!**

**Get More details!**



[https://campussupport.co.jp/global\\_eng/](https://campussupport.co.jp/global_eng/)

**Contact us!**



Any inquiries are much appreciated!