

## Background

ASEAN has been known as the new emerging economic power in the world. This provides ASEAN member countries' with a number of opportunities and challenges in the global market dynamic. As part of ASEAN region, ASEAN member countries are expected to provide a continuous and significant contribution to global market needs and developments. In this regard, each of ASEAN member countries economic and development agenda must also be able to accommodate these needs for the greater benefits of the ASEAN region. Align with its members supportive efforts, at the regional ASEAN level, significant number of programs has been implemented to strengthen the position of ASEAN in the world including declaring the embodiment of ASEAN Economic Community (AEC) in 2015.

There is no doubt that this ASEAN strategic agenda in broad scope has had a significant impact on its member countries. However, the power of ASEAN itself as one single entity is in a big challenge. Learning from the experience of the Asian financial turmoil at the time, it was clear that the role of ASEAN as one community was not really making. Following Asian financial turmoil, currently, each of ASEAN countries is struggling to regain the momentum of growth and prosperity from the fast changing phase of global market economy as most countries in the region acquired in the past. The predicted declining role of China in the region has strengthened the new formation of ASEAN existing social and economic equilibrium. Further, the fragmentation amongst ASEAN member countries towards the development of regional integration has contributed to the complexity of AEC establishment. The divergence views and frame of reference adopted within ASEAN member countries is reflected on different modes of human capital development through their educational systems.

Departing from the concerns, it is important to note that human capital investment particularly in the form of education development at the higher level is one of the most important aspects to be prepared and nurtured to support the ASEAN agenda in strategically position the region in the world economy. Enhancing human capacity in ASEAN region through academic programs that promotes better understanding to ASEAN business and economy may not only beneficial in reducing the divergence views through opening mental blocked amongst academics within ASEAN member countries, but also in the wider purpose

to invite greater number of the citizen of the world to understand, promote, support, and contribute to ASEAN agendas in becoming one economic community since 2015 and the axis of the global economy. In supporting this vision, Faculty of Economics and Business (FEB) Universitas Gadjah Mada (UGM) as one of ASEAN leading business and economics school and chair for ASEAN University Network Business and Economics (AUN-BE) Network initiates a solid collaboration among ASEAN business and economics schools through organizing the 5th FEB UGM International Week with the topic of “ASEAN Business Environment”. This program is attempted to be able to align the needs for academic and human capacity building in preparing the ASEAN and world's society in taking role for assisting ASEAN as a single economic community.

## Objectives

1. Discussing current issues and updates on ASEAN Business Environment;
2. Meet student interests on the issues surrounding ASEAN Business Environment;\
3. Enriching students’ knowledge and insights on ASEAN current business and economics environment;
4. Increasing international academic experiences of ASEAN business school students;
5. Strengthening academic collaboration between ASEAN business schools;
6. To promote partnership and networking of ASEAN business schools;
7. To promote better ASEAN business environment.

## Topic

“ASEAN Business Environment”

## Details of Program

Name of program : International Week

Period of program : July 23rd to August 3rd 2018

Venue of program : Faculty of Economics and Business, Universitas Gadjah Mada,  
Yogyakarta

Lecturer :

1. FEB UGM Lecturers
2. Visiting Professors

Participants : Undergraduate and graduate students from ASEAN business schools

## Form of Program

This academic program will be conducted in July 23rd to August 5th 2018 for a period of two weeks. As a media to enrich students an international experiences academically and non-academically, the program is designed to accommodate three main academic activities, namely lectures, CEO talk, interactive discussions, and field/case study as well as a number of cultural events that enable cross cultural understanding among participants.

In terms of academic activities, the program is designed to accommodate various academics perspective from both FEB UGM and FEB UGM partner universities' lecturers. Therefore, even though this program specifically promotes the topic of ASEAN Business Environment, however, various insights from different lecturers (i.e. within and outside Indonesia) may enable the program participants' to broaden their knowledge and understanding on ASEAN from the experts.

Departing from this program arrangement, after joining this course, students are expected to be able to demonstrate:

1. Thorough understanding on ASEAN business environment in general;
2. Sufficient understanding on how to do business in ASEAN diverse social, economic, and cultural background;
3. Excellent self-esteem in contributing in international academic environment that is reflected through the International Week.

## Program Schedule

<i>Time</i>	<b>First Session 08.00-10.00</b>	<b>Second Session 10.00-12.00</b>
<i>Monday, 23 July</i>	Opening Ceremony	Formal Lecture Program Orientation
<i>Tuesday, 24 July</i>	Formal Lecture by UGM Lecturer	CEO Talk #1
<i>Wednesday, 25 July</i>	Formal Lecture by UGM Lecturer	CEO Talk #2
<i>Thursday, 26 July</i>	Company Visit #1 to Surakarta	Company Visit #2 to Klaten
<i>Friday, 27 July</i>	Case Study Lecture by AUN-BE	Case Study Lecture by AUN-BE
<i>Saturday, 28 July</i>	Cultural Activity	
<i>Monday, 30 July</i>	Case Study Lecture by AUN-BE	Case Study Lecture by AUN-BE
<i>Tuesday, 31 July</i>	Formal Lecture by Diane Martin	Formal Lecture by Diane Martin
<i>Wednesday, 1 August</i>	Case Study Lecture by AUN-BE	Case Study Lecture by AUN-BE
<i>Thursday, 2 August</i>	Case Study Lecture by AUN-BE	Case Study Lecture by AUN-BE
<i>Friday, 3 August</i>	Final Presentation	Closing Ceremony