

APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

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Collaborating for sustainable impact: partnerships across the Asia Pacific

APAIE Perth 4 - 8 March 2024



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Session 8F: Weds 6th March, 10:30 – 11:15

**Real International Marketing COIL Program Through 4
Universities Collaboration**

Hiroyuki Ishizaki
Shibaura Institute of Technology, Japan

Indah Fajarwat
Telkom University, Indonesia

Chair
Hiroyuki Ishizaki
Shibaura Institute of Technology, Japan

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Real International Marketing COIL Program Through 4 Universities Collaboration

Session 8F

Wednesday, Mar 6, 2024 10:30 - 11:15

1. Self-Introductions



Hiro Ishizaki

Visiting Professor

Shibaura Institute of Technology (SIT) Japan



Indah Fajarwati

Telkom University (TelU) Indonesia

2. Objective of this Round Table

1) COIL Program Implementation Strategy

- contents design
- foreign partner development,
- staff organizing and management,
- lecture delivery and assessment,
- Learning Management System (LMS),
- credit transfer scheme,
- collaborative research and publication.

2) Discussion with the staff of this course for sharing “Teaching is learning” experiences.

3) Interactions with universities interested in similar COIL program.

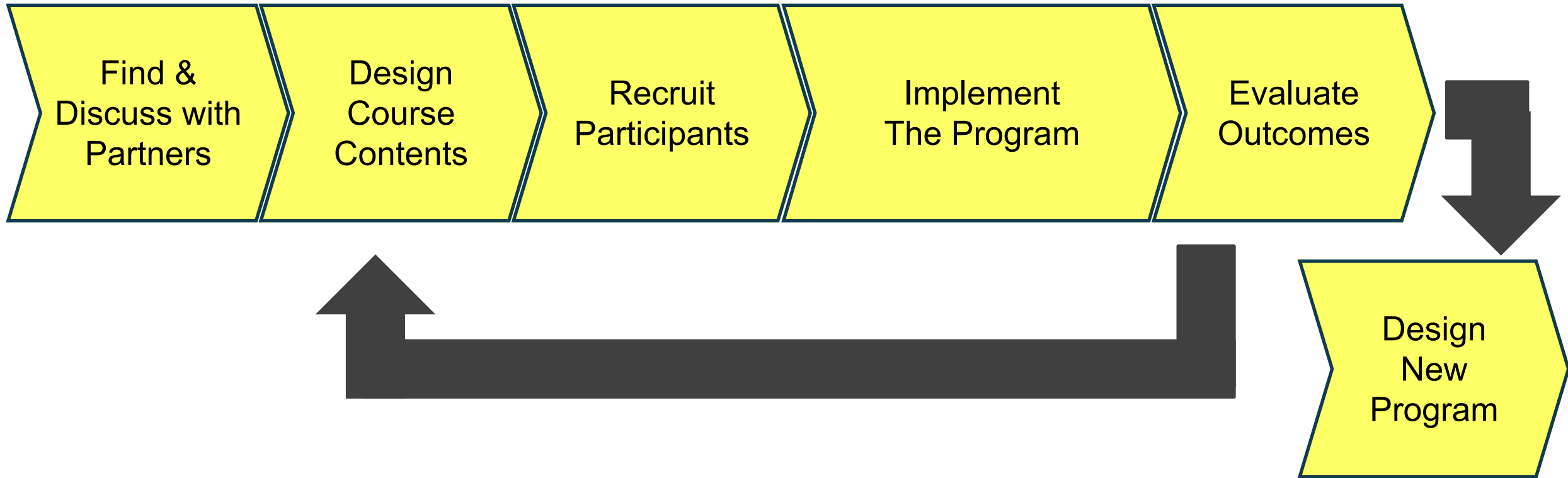
3. Participants' Self-Introduction

- Profile
- Your COIL practice



4. Outline: COIL Implementation Process

How to?



4. Outline: ATU-Net COIL Series

Entrepreneurship I

ASIA TECHNOLOGY UNIVERSITY NETWORK

4th September – 11th December 2021

08:00-10:00 (Indonesia/Thailand)
09:00-11:00 (Malaysia/Philippines)
10:00-12:00 (Japan)

BENEFITS

1. Certificate of Attendance: Participants with 60% attendance will receive a certificate of attendance from ATU-Net regarding the completion of assignments and final presentation.
2. Certificate of Completion and Transcript: Participants with more than 60% attendance and satisfaction of all assessment methods will receive a certificate of completion and transcript from ATU-Net. An evaluation of each host university whether it will be transferred to their own website or not.

ENTREPRENEURSHIP ONLINE MOBILITY PROGRAM

Link For Registration: <http://bit.ly/reg-ATUNET>

WEEKLY SCHEDULE

DATE	TOPIC	HOST UNIVERSITY
04/09/2021	1. Introduction to Entrepreneurship and Business Environment	UTM (Malaysia)
11/09/2021	2. UTM (Malaysia) Ideation and Business Model Canvas	UTM (Malaysia)
18/09/2021	3. Telkom University (Indonesia) Forms of Business Ownership	Telkom University (Indonesia)
25/09/2021	4. UiTM (Malaysia) Marketing Planning for Business Start-ups - Part 1	UiTM (Malaysia)
02/10/2021	5. UTM (Malaysia) Marketing Planning and Business Start-ups - Part 2	UTM (Malaysia)
09/10/2021	6. Telkom University (Indonesia) Forms of Business Ownership	Telkom University (Indonesia)
16/10/2021	7. SIT (Japan) Project management for digital entrepreneurship	SIT (Japan)
30/10/2021	8. Telkom University (Indonesia) Operational Management for business start-ups	Telkom University (Indonesia)
06/11/2021	9. Telkom University (Indonesia) Financial Planning for business start-ups	Telkom University (Indonesia)
13/11/2021	10. UiTM (Malaysia) Financial Planning for business start-ups	UiTM (Malaysia)
20/11/2021	11. CTU (Philippines) Sources of Financing: Equity and Debt	CTU (Philippines)
27/11/2021	12. CTU (Philippines) Choosing the Right Location	CTU (Philippines)
04/12/2021	13. SIT (Japan) Global aspects of entrepreneurship	SIT (Japan)
11/12/2021	14. (Together) Presentation	(Together)

CONTACT FOR TEACHING TEAM

NAME	EMAIL	CONTACT NO.
1. Dr. Adiah Binti Sulhan (UTM)	1. adiah@utem.edu.my	1. +63-14-2757548
2. Dr. Rozzana Binti Mohd Said	2. rozana@uttm.edu.my	
3. Miss Indah Fauzani	3. indah@telkomuniversity.ac.id	
4. Professor Dr. Ichiraki Hiroyuki	4. ichiraki.hiroyuki.n3@sic.shibaura-it.ac.jp	
5. Dr. Gloria Gascon	5. internationalization@ctu.edu.ph	

CONTACT FOR PROGRAM INFORMATION:
Assoc. Prof. Dr. CHEW Boon Cheong (Program Leader)
boonche@telkom.edu.my

Entrepreneurship II

Telkom University 芝浦工業大学 SHIBURA INSTITUTE OF TECHNOLOGY

ATU-Net

ENTREPRENEURSHIP ONLINE MOBILITY PROGRAM 2022

16 APR - 30 JUL 2022

- 8-10 AM (Indonesia/Thailand)
- 9-11 AM (Malaysia/Philippines)
- 10-12 AM (Japan)

Schedule:

1. Introduction to Entrepreneurship and Business Environment, 16/4/22 (UniMAP)
2. Ideation and Business Model Canvas, 23/4/22 (UniMAP)
3. Forms of Business Ownership, 14/5/22 (Tel-U)
4. Marketing Planning for Business Start-Ups Part 1, 21/5/22 (UiTM)
5. Marketing Planning for Business Start-Ups Part 1, 28/5/22 (UniMAP)
6. Organizational Management for Business Start-Ups, 4/6/22 (Tel-U)
7. Operational Management for Business Start-Ups, 11/6/22 (Tel-U)
8. International Business Start-Up, 18/6/22 (SIT)
9. Financial Planning for Business Start-Ups, 25/6/22 (Tel-U)
10. Financial Planning for Business Start-Ups, 2/7/22 (UiTM)
11. Sources of Financing: Equity and Debt, 9/7/22 (CTU)
12. Choosing the Right Location, 16/7/22 (CTU)
13. Global Aspects of Entrepreneurship, 23/7/22 (SIT)
14. Presentation, 30/7/22, (All Universities)

Apply Here:

or Use This Link: <https://bit.ly/ATUNetEntrepreneurship22>
(Free of Charge for ATU-Net member institutions)

Application Deadline: 12/04/2022

Benefit:

- E-Certificate of Attendance (for participant with 60% attendance)
- E-Certificate of Completion and Transcript (for full course participant)

International Marketing

Telkom University 芝浦工業大学 SHIBURA INSTITUTE OF TECHNOLOGY UNIVERSITI TEKNOLOGI MARA

COIL

COLLABORATIVE ONLINE INTERNATIONAL LEARNING

Marketing Management
Industrial 4.0

20 Sept 23-17 Jan 24

Registration Period: 9-18 Agustus 2023
Apply here: <https://bit.ly/regCOIL2023>

QR Code

4. Outline: TelU's Proposal to ATU-Net Members

JOINT SHORT COURSE THEME

Faculty	Themes	Duration	Activities	Assessment	Lecturer
<ul style="list-style-type: none"> Faculty of Industrial Engineering 	<ul style="list-style-type: none"> Marketing Management in Industry 4.0 	<ul style="list-style-type: none"> 16 Meetings 	<ul style="list-style-type: none"> 14 Classes 2 Assessment 	<ul style="list-style-type: none"> Quiz Assignment Presentation 	<ul style="list-style-type: none"> 1 Lecturer from Amsterdam University 1 Lecture from Telkom University Lecture from University partner

Topic			
M1 : Defining the new reality of marketing	M5 : Developing brand positioning	M9:Defining product strategy	M13:Managing integrated marketing communication channels
M2 : Managing the Modern Marketing Information System	M6 : Mapping the competition based on the company's position in the industry	M10:Creating brand equity	M14:Managing integrated marketing communication channels
M3 : Analyzing the consumer market	M7 : Managing Product Life-Cycle Marketing Strategies	M11:Developing Pricing Strategies and Programs	M15:Designing and managing Services
M4 : Identifying market segments and select target markets	M8 : Assessment	M12:Designing and managing integrated marketing channels	M16:Assessment

INTERNATIONAL OFFICE | TELKOM UNIVERSITY

COIL

COLLABORATIVE ONLINE INTERNATIONAL LEARNING

Marketing Management Industrial 4.0

20 Sept 23-17 Jan 24

Registration Period: 9-18 Agustus 2023
Apply here: <https://bit.ly/regCOIL2023>

4. Outline: COIL Marketing Management in Industrial 4.0

This course aims to provide an understanding of the marketing function in companies, especially in identifying opportunities, determining target markets, formulating marketing strategies and programs and being able to control & develop other marketing efforts

Duration:

1 Semester
20 September – 17 January 2024

Participants:

Student from TELU, SIT, UiTM and DNSC

Lecturers:

Lecturer from TELU, SIT, UiTM and DNSC

Content

1. Understanding Marketing Management
2. Marketing Information System
3. Consumer Behaviour Study
4. Identifying Market Segment & Target
5. Determining Market Target & Positioning
6. Competitive Strategy for Market
7. Product Life Cycle Marketing Strategies
8. Setting Product Strategy
9. Developing Branding Strategy
10. Developing Pricing Strategies & Programs
11. Designing & Managing Integrated Marketing Channels
12. Managing Integrated Marketing Communication
13. Managing Digital Communications
14. Group Presentation

Assessment Method:

1. Quiz
2. Assignment
3. Group presentation

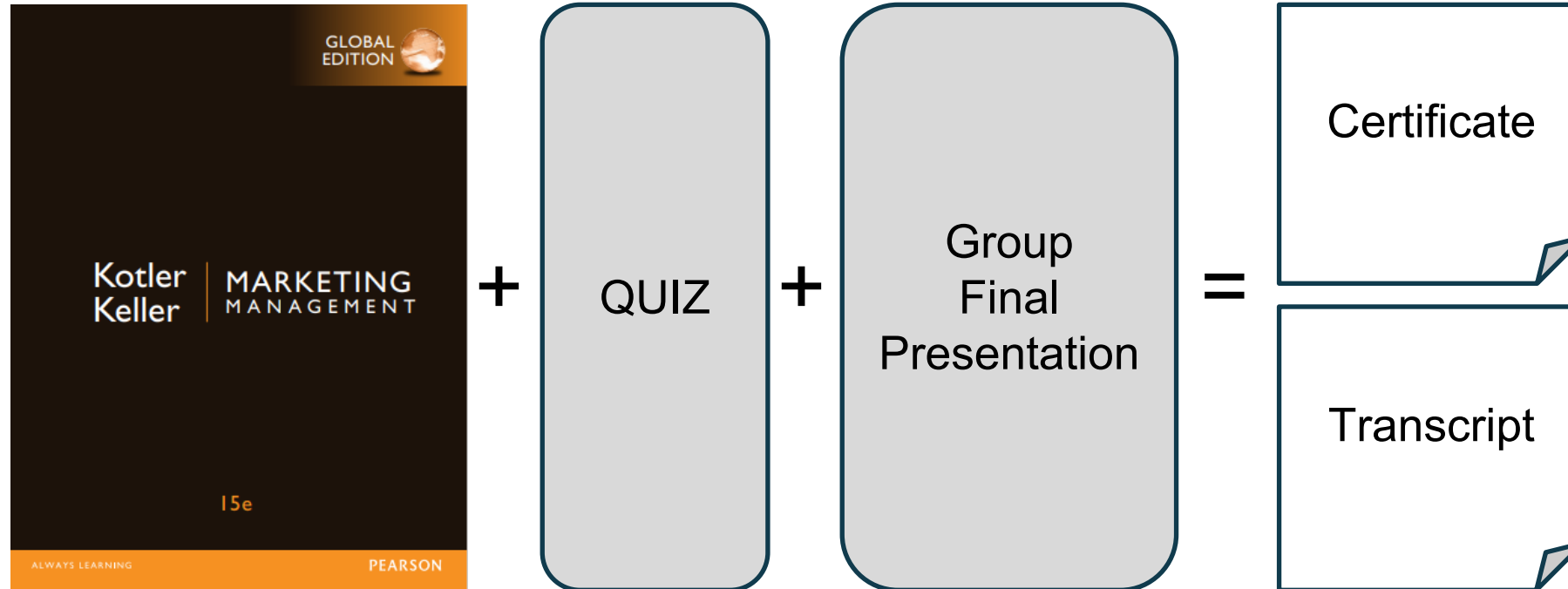
Teaching Methodology:

1. Lecture and tutorials
2. Individual and group assignments
3. Group presentation and slides

4. Outline: Course Materials

Lecture Text:

Philip Kotler, Kevin Lane Keller
"Marketing Management
Global Edition 15e"

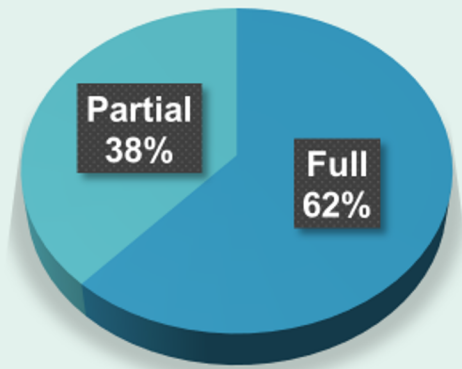


Learning Management System (LMS): TelU Online learning Platform (CELOE)

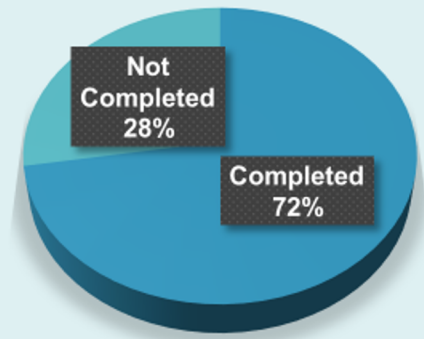
4. Outline: COIL Marketing Management in Industrial 4.0

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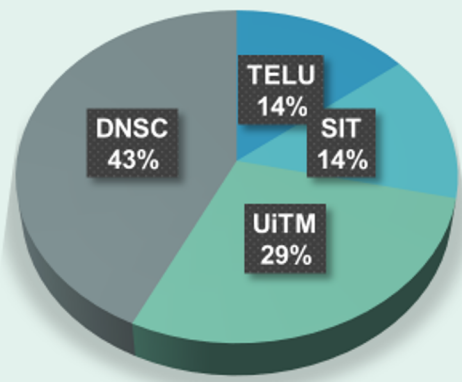
Participants



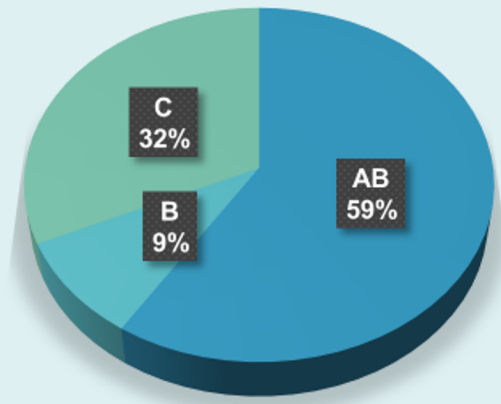
Completion



Lectures



Grades



5. Case study: Challenges

- Student attendance: average 67%
- Communication barrier – different accent
- Passive participation (camera-off, quiet, no question...)
- Evaluation of learning study outcomes
- Uneven lecturing skills
- Workload concentrations
- Incentives

5. Case study: Benefits

- Easy to join, equitable education
- Almost no cost/transportation
- Diverse participants/lecturers
- Truly international, borderless
- Suitable for business subjects
- Practical group work
- Collaboration among staff
- LMS can be Google Classroom

6. Discussion: Benefits & Limitations of COIL

Benefits

✓ Anything else?

Limitations

✓ Anything else?

7. Brainstorming: Designing new COIL programs

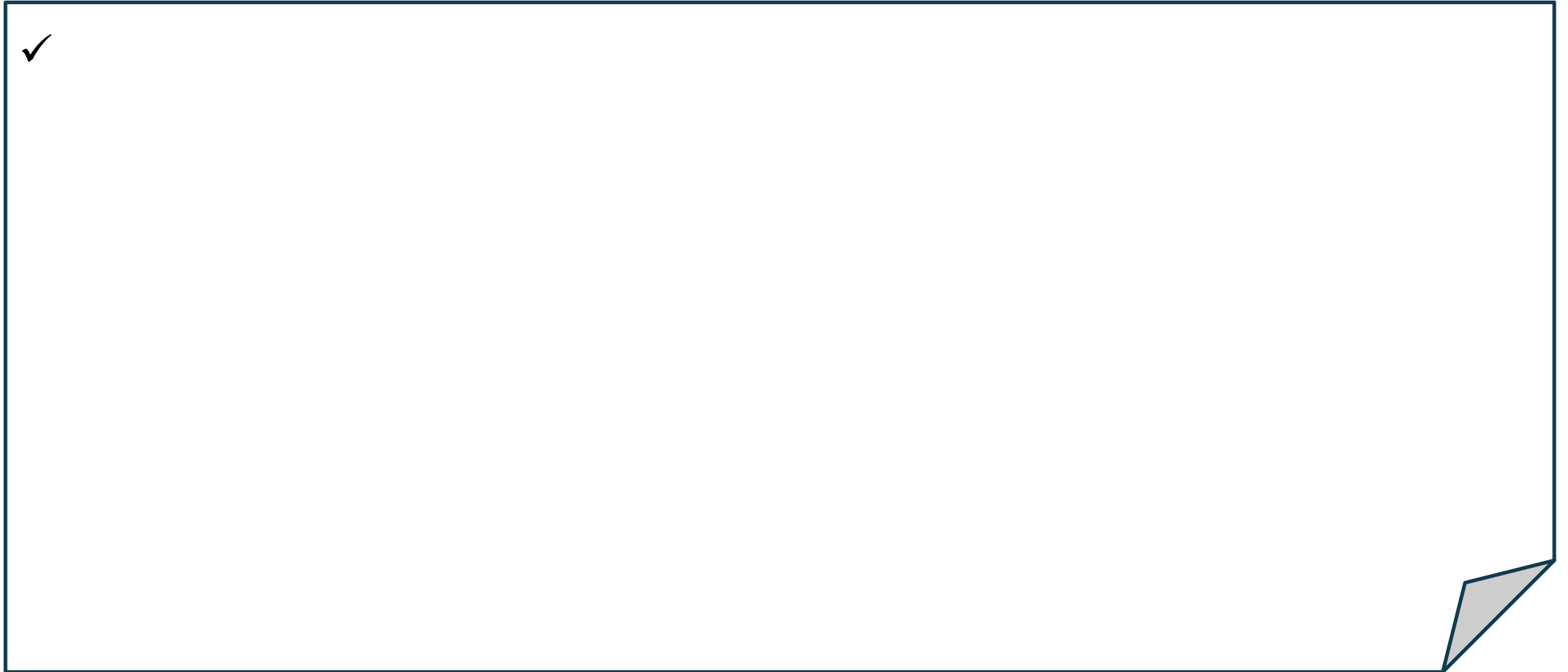
Subjects
Course Desing

Participants
Recruiting

Core Staff

Official certificate &
transcript

8. Summary of the session



9. Post-session survey



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