

ERASMUS+

HIGHER EDUCATION – INTERNATIONAL CAPACITY BUILDING PROGRAM

Participatory and Integrative Support for Agricultural
Initiative

Module 1

Value Chain Management



Module 1 – Value Chain Management

1. Scope: The module aims to introduce students the fundamentals of scientific work applied on the issue of value chain management. The skills gathered during the course will empower participants to succeed in most of university-level scientific projects or professional field. The students will participate on rigorous academic research (including data collection process in the field), they will train to express their ideas and opinions clearly and they will learn how to publish a research results in form of conference poster and presentation. If there is enough enthusiasm and diligence among the participants, all the knowledge, experience and data collected may culminate into an academic research paper.

2. Team:

Leader: Chiang Mai University (CMU)

Member: Czech University of Life Sciences Prague (CULS)

3. Period:

August 7 - 27, 2019 (arrival of the participants on August 6, departure August 28)

4. General Learning Objectives

- 1) Understand of the broad concepts of value chain management
- 2) Get to know principles of marketing of agricultural products
- 3) Experience own research including picking the problem, posing research question, setting up the methodology, collecting and processing the data, data analyses.
- 4) Experience the multiple ways of publication of scientific result – poster, presentation, report paper manuscript)
- 5) Make effective use of oral, written, and visual means to comment, assess, critique and communicate.

Arrival date of participants: August 6, 2019

Overview of the sessions:

Date	Time	Topics	Resource persons
Wednesday 7 August	9:30 -10:30 coffee break 10:30 - 12:00 13:00 - 14:30 coffee break 14:45 - 16:30	Registration of participants Official opening, introducing the Module objectives, PISAI project and Introducing the participants Presentation about CULS and the Czech Republic, CMU and Thailand Each student will introduce themselves and their background (maximum 10 mins/person with ppt) Ice breaking: games for teambuilding A guided trip CMU	CMU Dean of the Faculty, Chutima, Pornsiri Students presentation about the Czech Republic, CULS, each participant Students presentation about Thailand, CMU, each participant CMU organize
Thursday 8 August	8:45 -10:15 coffee break 10:30 - 12:00 13.00-16.30	Agricultural Economics and marketing Market orientation of Thailand markets Local market visit	Pornsiri and CMU staff CMU organize
Friday 9 August	8:45 -10:15 coffee break 10:30 - 12:00 13:00 - 16:30	Value chain management Group task assignment – literature review of selected product (longan, sticky rice, mango, lichi, tea) Visit of the cooperative/farm	Pornsiri and CMU staff CMU organize

Saturday 10 August	Preparation of literature review – group task		
Sunday 11 August		Day off	
Monday 12 August	Planting of rice - activity at CMU, starting at 6 o'clock in the morning		CMU organise
Tuesday 13 August	8:45 -10:15 coffee break	Logistic management	Pornsiri and CMU staff
	10:30 - 12:00	Statistical analysis (basic statistics)	
	13:00 – 16.30	Visit of distribution centre	CMU organise
Wednesday 14 August	8:45 -10:15 coffee break	Presentation of literature review task – team ppt	Petra and Olga CULS
	10:30 - 12:00	Literature search, problem formulation Methods and tools (sampling)	Olga CULS
	13:00 - 14:30	Marketing research methods (consumer behaviour)	
	coffee break 14:45 - 16:30	Preparation of the planning of data collection for the first round of interviews (interview guide) and team work during the survey (e.g. how to work with an interpreter and how to interpret, how to conduct interviews as a group (e.g. task distribution among different group members), how to tackle cultural differences within the groups. Preparation for field research	Petra CULS
Thursday 15 August	8:45 -10:15 coffee break 10:30 - 12:00 13:00-16:30	Discussion of prepared questionnaires and focus group discussions Icebreaking game: African village Visit of farms	Team work: data collection from consumers

Friday 16 August	whole day	Field research: students in teams visit different markets and collect data with consumers	Team work: data collection from consumers
Saturday 17 August	whole day	Field research: students in teams visit different markets and collect data with consumers	Team work: data collection from consumers
Sunday 18 August			Day off
Monday 19 August	whole day	Visit of farms	Team work: data collection interviews with farmers
Tuesday 20 August	8:45 -10:15 coffee break 10:30 - 12:00 13:00 - 14:30 coffee break 14:45 - 16:30	Reflection from field research - feedback from data collection by teams Scientific writing - poster, ppt presentation Icebreaking game: Marshmallow challenge Poster preparation by teams	Petra CULS Olga CULS Team work: poster preparation
Wednesday 21 August	8:45 -10:15 coffee break 10:30 - 12:00 13:00 - 14:30 coffee break 14:45 - 16:30	Poster presentation by teams Scientific writing - how to write an article/thesis Instructions for preparation for the final report (manuscript including introduction, materials and methods, results, discussions and conclusions) Team work	Petra and Olga CULS Team work: poster, ppt and final report presentation
Thursday 22 August	Whole day	Preparation for the final report (manuscript including introduction, materials and methods, results, discussions and conclusions)	Team work: final report preparation

<p>Friday 23 August</p>	<p>8:45 -10:15 coffee break 10:30 - 12:00 13:00 - 14:30 coffee break 14:45 - 16:30</p>	<p>Presentation of the results by students' teams - evaluation by staff</p> <p>Evaluation of the module, closure of the module with award certification ceremony</p>	<p>Petra and Olga CULS, Pornsiri CMU</p> <p>Pornsiri CMU, Chutima and Petra and Olga CULS</p>
<p>Saturday 24 August</p>			<p>Day off</p>
<p>Sunday 25 August</p>			<p>Day off</p>
<p>Monday 26 August</p>	<p>whole day</p>	<p>Field trip to the Royal Project Station : Intanon station</p>	<p>CMU</p>
<p>Tuesday 27 August</p>	<p>whole day</p>	<p>Field trip to the Royal Project Station: Pangda station</p>	<p>CMU</p>