**International Business Studies in Asia**

**May 2024**

**Program Introduction**

Welcome to the international business study program in Asia, with a focus on Vietnam and Singapore. Led by a Broad College of Business’ faculty, the program offers a unique opportunity to explore the thriving business landscapes of these dynamic Asian nations and provides invaluable insights into the cultural nuances, economic trends, and managerial practices that shape their international business. Be prepared to immerse yourself in vibrant markets, experience diverse cultures, and develop a global perspective that will propel your career in the dynamic world of international business.

The program aims to achieve the following goals:

* Foster academic development and intellectual growth by providing a comprehensive understanding of the course content. This will be accomplished through a combination of on-site sessions in Asia, including company visits, and online materials accessible through D2L.
* Facilitate personal growth by immersing students in diverse cultures and encouraging interaction with students from various backgrounds, promoting a deeper understanding and appreciation of global perspectives.
* Enhance professional development by providing opportunities for students to engage with business executives in both Vietnam and Singapore. Through interactions with industry leaders, students will gain insights into the unique business practices, challenges, and opportunities in these two distinct countries.

This program is designed to provide students with a truly unique and valuable experience. They will explore vibrant Asian markets, engage with business leaders, and immerse themselves in the rich cultures of Vietnam and Singapore. This summer journey combines the realms of marketing, business, and culture in Asia, offering a comprehensive and immersive experience for the students.

Program locations are in:

* Vietnam (Hanoi, Ha Long Bay, Ho Chi Minh City): May 12 to May 20 (leaving US on May 11)
* Singapore: May 21 to May 25

**Academic Overview**

Students are required to enroll for a minimum of 3 credits and a maximum of 7 credits from the following course options:

* MKT 300 – Managerial Marketing 3 cr.  (Business College core requirement)
* MKT 327 – Introduction to Marketing 3 cr. (Non-Business or Pre-Business)
* IBUS 211 – Business and Culture in Asia 1 cr. (Business College core requirement)
* MKT 410 – Product Innovation and Management 3 cr. (Marketing major elective)

Pre-departure sessions will be conducted on-campus to ensure a smooth transition into the international study program. These sessions will include orientation sessions for the two courses and provide valuable information about Asia and the organizations that will be visited during the program. Attending these pre-departure sessions is mandatory to ensure all participants are well-prepared for this enriching experience.

Course prerequisites may apply; see [Course Descriptions](http://www.reg.msu.edu/Courses/Search.asp) (on the MSU Website) or program leader for details.

NOTE:  Participants will be required to prepare for, participate in, and attend all program meetings and events. As representatives of Michigan State University and the United States of America, students are expected to behave appropriately at all times. Inappropriate behavior and/or inadequate academic preparation either before or during the Program will result in immediate dismissal or disciplinary action.

**Requirements**

Students must be in good academic standing, with a grade point average of at least 2.50 at the time of application.  Meeting this minimum grade point average does not, however, guarantee admission.

This program is open to Eli Broad majors (admitted to the Broad College) and Non-Business majors.

Applicants’ participation may be denied, or their participation approval may be revoked if their conduct before departure raises doubts as to their suitability for program participation.

**Housing**

Student accommodations will be arranged at appropriate hotels.

**Passport**

U.S. and non-U.S. citizens need a valid passport both to enter other countries and to return to the United States. ***To be accepted into this program you must provide a copy of your passport that is valid until at least six months after your return date.*** If you must apply for or renew a passport, APPLY EARLY, since a **minimum of 12 weeks is usually required for processing**. Passport forms are available at many federal and state courts, probate courts, some county/municipal offices and some post offices.

A visa is official permission granted by the authorities of a country where you will study or travel that allows you to enter and remain in that country for a specific purpose. **It is your responsibility to inquire about visa requirements for all countries you plan to visit while abroad; this includes countries that you plan to visit before or after your education abroad program.**

**Faculty Leader**

Dr. Hang Nguyen is an Associate Professor of Marketing and Co-Director of the Marketing Ph.D. program at the Eli Broad College of Business. She earned her Ph.D. degree from the University of Connecticut, where she was honored with the esteemed UConn Hall of Fame Award. Dr. Nguyen's research interests encompass Brand and Product Innovation, Digital Marketing, and Returns on Marketing Investments. Her research contributions have garnered numerous accolades, including the distinguished Emerald Literati Award in 2019 and multiple Best Paper Awards at top-tier American Marketing Conferences. Her scholarly work has been published in premier journals such as the *Journal of Marketing Research*, *Management Science*, *International Journal of Research in Marketing*, and *Journal of Financial and Quantitative Analysis*. Furthermore, Dr. Nguyen has been recognized as an outstanding teacher with multiple Teaching Awards at both the undergraduate and graduate levels. Dr. Nguyen's passion for imparting knowledge and mentoring the next generation of business leaders is evident in her innovative teaching approach and the positive impact she has on her students.

In addition to her academic achievements, Dr. Nguyen brings extensive professional experience to her role. She has spent over a decade excelling in business consulting, investment, and marketing research. Her expertise spans various critical domains, including new product development, brand portfolio management, venture launches, and promoting foreign direct investment in developing countries. Dr. Nguyen played a pivotal role in spearheading two multimillion-dollar projects that successfully attracted U.S. and German investment in Vietnam. Moreover, she has provided invaluable guidance to foreign investors seeking opportunities in Asian markets. Her industry insights were further honed during her tenure at Affinnova Inc., a leading global marketing technology company. Dr. Nguyen's ongoing collaborations with renowned market research firms such as the Kantar Group and Nielsen Corporation testify to her commitment to staying at the forefront of industry advancements.

**Tentative Schedule**

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| **Day Number** | **Date** | **Day** | **Start Location** | **End Location** | **Activity** |
| 1 | 5/11/24 | Sat | USA | Travel | Depart from the USA |
| 2 | 5/12/24 | Sun | Travel | Hanoi | Arrival late in Hanoi and Hotel Check-in; |
| 3 | 5/13/24 | Mon | Hanoi | Hanoi | Morning Group Orientation  Group Sightseeing with Lunch   * Temple of Literature (Van Mieu), the first Vietnamese University * *Ho Chi Minh* Mausoleum * *Hoan Kiem* (Restored Sword) Lake, a symbol of Hanoi’s history and culture * 36-Old Streets of Hanoi in the Old Quarter * Traditional Water Puppet Show   Group Welcome Dinner with Selected Successful Vietnamese Business Executives |
| 4 | 5/14/24 | Tue | Hanoi | Hanoi | Morning Company Visit with Lunch   * Explore FPT Corporation, the largest information technology service company in Vietnam   Optional Afternoon Cultural/Business Exploring Activities (choose 1)   * Traditional Dishes Cooking Class with Market Visit (4-5 hours) * *Bat Trang* Pottery Class in Hanoi Old Quarter (3 hours) |
| 5 | 5/15/24 | Wed | Hanoi | Ha Long | Bus Travel to Hai Phong  Morning Company Visit with Lunch   * VinFast, the largest Electric Vehicle Manufacturing Facility located in Hai Phong   Bus Travel to Ha Long Bay and Hotel Check-in  Group Dinner near the Bay |
| 6 | 5/16/24 | Thu | Ha Long | Ha Long | Explore Ha Long Bay, a UNESCO World Natural Heritage Site (Group Activity)   * Full Day 5-Star Cruise, Buffet Lunch, and Kayaking * Spend the night on the boat, enjoying a delicious seafood dinner under the stars |
| 7 | 5/17/24 | Fri | Ha Long | Ho Chi Minh City | Go to Noi Bai International Airport and take a flight to Ho Chi Minh City and Hotel Check-in  Company visits in the afternoon HDBank or TPBank, the renowned banks known for their dedication to providing extraordinary customer experiences. Group Dinner at a Rooftop Restaurant (Enjoy a Panoramic View of Ho Chi Minh City’s Skyline at Night) |
| 8 | 5/18/24 | Sat | Ho Chi Minh City | Ho Chi Minh City | Campus visits in the afternoon Visit the Center for Innovation and Technology Transfer at the International University Take a half-day city tour of Ho Chi Minh City, exploring its historical landmarks like the War Remnants Museum, Reunification Palace, and Notre Dame Cathedral.  Visit the bustling Ben Thanh Market for souvenir shopping and trying local delicacies in the evening. |
| 9 | 5/19/24 | Sun | Ho Chi Minh City | Mekong Area | Full-day Group Excursion   * *Cu Chi Tunnels*, an Intricate Network of Underground Tunnels Built in the Vietnam War * Mekong Delta Tour (Boat Ride down the Mekong River, visit a Bee House, Coconut Candy Maker, Enjoy Live Local Music) |
| 10 | 5/20/24 | Mon | Ho Chi Minh | Ho Chi Minh City | Company visits in the morning with lunch Vinamilk, the largest dairy company in VietnamSaigon River Cruise with Group Dinner |
| 11 | 5/21/24 | Tue | Ho Chi Minh | Singapore | Air Travel to Singapore;  Visit and have lunch at Singapore’s Jewel, the Best Airport Shopping Mall  Hotel Check-in |
| 12 | 5/22/24 | Wed | Singapore | Singapore | Morning and Afternoon Company Visits with Lunch |
| 13 | 5/23/24 | Thu | Singapore | Singapore | Full-Day Tour to Famous Landmarks in Singapore, including Lunch   * Gardens by the Bay * Merlion Fountain * Little India * Sultan Mosque   Group Dinner in China Town |
| 14 | 5/24/24 | Fri | Singapore | Singapore | Morning Company Visit with Lunch  Afternoon Group Tour to National Museum of Singapore  Cruise or Bay Area Group Dinner |
| 15 | 5/25/24 | Sat | Singapore | USA | Return to the USA or Continue Traveling |

**Costs**

**Program Fee: $3,299**

Program fee includes 4–5-star hotel accommodations, a 5-star overnight cruise in Vietnam and Singapore, all breakfasts, some lunches and dinners, domestic transportation, and a flight from Vietnam to Singapore, as well as some group sightseeing.

**Estimated Additional Out-of-Pocket Costs to Students: $2,000**

Additional meals: $250

Airfare to and from Asia: $1,500

Miscellaneous: $250

**Tuition**

Regular MSU tuition for 3-7 credits.

**Information about Destinations**

***Vietnam***

Welcome to Vietnam, a land of captivating beauty and rich cultural heritage. From vibrant Hanoi to stunning Halong Bay, Vietnam offers an extraordinary tapestry of experiences. Step back in time as you explore the ancient temples of Hoi An or embark on an exhilarating trek through Sapa's lush terraced rice fields, where you'll encounter ethnic hill tribes along the way. Indulge your taste buds with the vibrant flavors of Vietnamese cuisine, from savoring a steaming bowl of pho to relishing the delicate freshness of spring rolls. Discover the historical significance of Hue's Imperial City and unwind on Nha Trang or Phu Quoc's pristine beaches. In bustling Ho Chi Minh City, immerse yourself in vibrant city life, where modernity meets tradition. Vietnam will leave an indelible mark on your heart. Beyond its allure for tourists, Vietnam also offers an inviting environment for businesses. With a rapidly growing economy and a thriving entrepreneurial spirit, Vietnam presents numerous opportunities for investment and expansion. The country's strategic location in Southeast Asia, coupled with its young and dynamic workforce, make it an attractive destination for international businesses seeking new markets. From manufacturing and technology to tourism and services, Vietnam's diverse industries offer a wealth of possibilities.[[1]](#footnote-1)

***Singapore***

Situated along an ancient trade route, Singapore achieved independence from the federation of Malaysia in 1965. Renowned as a city-state, it serves as a remarkable and prosperous model. With its dynamic spirit and contemporary allure, Singapore has become a magnet for global investors and businesses, symbolizing prosperity in Southeast Asia. Despite its reputation as one of the world's most expensive capitals, the city's captivating blend of modernity and tradition prevails. As you wander through the streets, remnants of the past can still be found, from the vibrant Arab Street to the stunning Marina, from bustling Bugis to the cultural enclave of Little India. Singapore, often dubbed the 'garden city,' boasts an abundance of parks and green spaces that occupy nearly half of its total area. Museums, bars, and restaurants adorn its landscape, showcasing the city's diversity and refinement. Every aspect of Singapore beckons with allure. Yet, no exploration would be complete without indulging in the city's renowned cuisine, a culinary tapestry that artfully weaves together flavors and traditions from its diverse cultures. As a hub for innovation, Singapore provides an advantageous environment for businesses. Its strategic location, robust infrastructure, and pro-business policies make it an attractive destination for international companies seeking growth and expansion.[[2]](#footnote-2)

1. <https://www.worldtravelguide.net/guides/asia/vietnam/> [↑](#footnote-ref-1)
2. <https://www.introducingsingapore.com/> [↑](#footnote-ref-2)