

International Business Studies in Asia

May 12-25, 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, Da Nang, Ho Chi Minh City): May 12 to May 21 (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 Elective)
- 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](#) (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 Affinova 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.

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

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

¹ <https://www.worldtravelguide.net/guides/asia/vietnam/>

² <https://www.introducing singapore.com/>

International Business Studies in Asia
Trip: May 12-25, 2024 & Orientation Meeting on May 2, 2024

Date	Day	Start-End City	Time	Activity	Location and Dress code
4/25/24	Thu	USA	10:30AM - Noon	Meeting with Program Director Q&A session for students	Via Zoom
5/2/24	Thu	USA	10:30AM - Noon	Pre-Departure Orientation	Room M220 and via Zoom
5/11/24	Sat	USA		Depart from the US	
5/12/24	Sun	Travel - Hanoi		Arrival in Hanoi Check in Grand Hotel du LAC Hanoi https://grandhoteldulachanoi.com/	<i>You will be picked up at Noi Bai (Hanoi) Int'l Airport – no payment is needed.</i> 18-20 P. Nhà Chung, Hàng Trống, Hoàn Kiếm, Hà Nội 100000, Vietnam. Phone: (+84) 947 201 086. Breakfast included.
5/13/24	Mon	Hanoi	9:00-9:30 AM 10:00-11:30 AM 12:00-1:30 PM 2:30-4:00 PM 4:00 PM 6:00-7:30 PM	Group Orientation at the Hotel Lobby Bus transfer to Samsung R&D Center Visit Samsung R&D Center Vietnam https://www.samsung.com/vn/about-us/business-area/r-and-d-center/ Topic: Doing business in Vietnam, R&D and innovation. Business lunch with American Chamber of Commerce (AmCham) panelists https://www.amchamvietnam.com/ Topic: How political, cultural, and social factors shape business operations in Vietnam and Asian countries. Visit Canon Thang Long Factory https://vn.canon/en/consumer Topic: Business opportunities and advantages of Vietnam as a rising manufacturing destination. Return to Grand Hotel du LAC Hanoi Group Dinner at Hoang Restaurant (authentic	<i>Dress code: Business casual</i> Xuân Đình, Tây Hồ, Hanoi, Vietnam Pan Pacific Hotel, 1 Thanh Nien Road, Hanoi. Phone: +84 24 3823 8888 Thang Long Industrial Park, Lô A1, Đông Anh, Hà Nội, Vietnam. Phone: +84 24 3881 2111 <i>Dress code: Casual</i>

			8:00-9:00 PM 9:00 PM	Vietnamese cuisine) Traditional Water Puppet Show at Thang Long Theatre Return to Grand Hotel du LAC Hanoi	54 Hàng Buồm Street, Phone: 094-981-4805) 57B Đinh Tiên Hoàng Street
5/14/24	Tue	Hanoi	9:00-11:30 AM 12:00-1:30 PM 2:00-4:30 PM 4:30 PM	Leave Hotel for Hanoi City Tour <ul style="list-style-type: none"> - Temple of Literature (Van Mieu), the first Vietnamese University - <i>Ho Chi Minh</i> Mausoleum - <i>Hoan Kiem</i> (Restored Sword) Lake, a symbol of Hanoi's history and culture - 36-Old Streets of Hanoi in the Old Quarter Lunch at Chả Cá (grilled fish) Thăng Long (Infamous Hanoi dish) Visit Bat Trang, a traditional village best known for pottery and ceramic products Return to Grand Hotel du LAC Hanoi Free to explore Hanoi at night and Dinner on your own	<i>Dress code: Casual, no shorts</i> 6B Đường Thành Street (https://guide.michelin.com/us/en/hanoi/hanoi_2974158/restaurant/cha-ca-thang-long)
5/15/24	Wed	Hanoi-Da Nang	9:30 AM 12:10-1:40 PM 2:30 PM 6:00-7:30 PM 8:00-9:30 PM 9:30 PM	Check out. Bus Transfer to Noi Bai International Airport Fly from Noi Bai International Airport to Da Nang. Check into Melia Beach Resort in Da Nang Lunch box provided Afternoon: Enjoy beautiful Non Nuoc beach Group Dinner at Beach Melia Resort Bus Trip to Visit Dragon Bridge, Love Bridge, etc. in Da Nang City center. Free to explore the city at night. Bus Return to Melia Resort	<i>Dress code: Casual</i> Vietnam Airlines flight number VN 0169 (reservation code: EBCWMV) https://www.melia.com/en/hotels/vietnam/da-nang/melia-danang-beach-resort Address: 19 Trường Sa, Hoà Hải, Ngũ Hành Sơn, Đà Nẵng 550000, Vietnam Phone: +84 236 3929 888. Breakfast included.

5/16/24	Thu	Da Nang- Hoi An	<p>9:30-11:00 AM</p> <p>11:30-12:30 PM</p> <p>1:15-2:30 PM</p> <p>2:30-4:30 PM</p> <p>5:00 PM</p> <p>6:30-7:30 PM</p> <p>7:30-8:45 PM</p> <p>9:00 PM</p>	<p>Visit Coca-Cola Vietnam, Da Nang Branch Topic: Fast moving consumer goods (FMCG), market expansion, and brand management in a foreign market.</p> <p>Lunch at Limoncello Italian Restaurant</p> <p>Visit Universal Alloy Corporation Vietnam, US FDI company manufacturing aircraft accessories. Topic: International business and supply chain management.</p> <p>Cultural Tour: Depart for Bay Mau Coconut Forest. Boat will take you to ecological area. Rowing, sailing/basketing into the coconut water forest, listening to stories about the war, receiving souvenirs made from coconut leaves.</p> <p>Depart for Hoi An Old City. Visit Japanese Bridge, the Old Town, and Tan Ky ancient house.</p> <p>Group Dinner in Hoi An</p> <p>Shopping at the night market, Nguyen Hoang, drop candle on the Hoai River (self-paid).</p> <p>Bus Return to Melia Resort</p>	<p><i>Dress code: Business casual</i> 414 Ton Duc Thang Street / Hoa Minh Ward, Lien Chieu District, Danang City 212 Trần Phú, Phước Ninh, Hải Châu, Đà Nẵng Hoà Liên, Hải Châu, Đà Nẵng, Vietnam</p> <p><i>Dress code: Casual</i></p>
5/17/24	Fri	Da Nang	<p>8:30 AM</p> <p>9:30-10:30 AM</p> <p>10:30-11:45 AM</p> <p>12:00-1:00 PM</p>	<p>Bus departs for Ba Na Hills resort. Board 20-minute cable car up the mountain to the resort. Take the Climbing Train to visit Le Jardin d'Amour garden at the top of the mountain. The garden was inspired by the French architecture, harmony in the landscape nature and the climate of Bana Hills.</p> <p>Visit Linh Ung Pagoda 2, Tinh Tam Garden, Golden Bridge.</p> <p>Lunch Buffet at Ba Na Hills Resort Explore Vietnam's Biggest Indoor Park - Fantasy Park</p>	<p><i>Dress code: Casual</i></p>

			1:00-3:30 PM	with Fairy Forest, Dinosaur Park, 5D wild west, 3D mega 360-degree, journey into the underground, Freefall Tower, and Horror House, etc.	
			4:00 PM	<p>Visit French Village and enjoy performance of flamenco musician and Ukrainian dancers.</p> <p>Go down by cable car. Goodbye Ba Na Hills. Bus return to hotel. Relax and swim at the beach.</p> <p>Free to explore Da Nang and Dinner on your own.</p>	
5/18/24	Sat	Da Nang- Ho Chi Minh City	8:00 AM	Check out and Bus Transfer to Da Nang International Airport.	<i>Dress code: Casual</i>
			10:15 AM – 12:15 PM	Fly from Da Nang to Ho Chi Minh City, Vietnam	Airlines flight number VN 0115 (airline reservation code: EBCWMV)
			1 PM	Check into Liberty Central Sai Gon River Hotel https://www.libertycentralsaigonriverside.com/en/	Address: 17 Đ. Tôn Đức Thắng, Bến Nghé, Quận 1, Thành phố Hồ Chí Minh, Vietnam. Phone: +84 28 3827 1717. (breakfast included)
			1:30-2:45 PM	Lunch at The Wagon Wheel (American Comfort Cuisine)	200 Lê Thánh Tôn Street. Phone: +84 93 807 0102
			3:00-6:30 PM	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	
			7:00-8:30 PM	Group dinner at Bornga Korean BBQ Restaurant & rooftop Cafe in Landmark 81 , the highest building in HCMC. Enjoy a panoramic view of Ho Chi Minh City's skyline at night. <i>Meeting Business Leaders.</i>	<i>Dress code: Smart casual</i>
			9:00 PM	Bus return to Liberty Central Sai Gon River Hotel	

5/19/24	Sun	Ho Chi Minh City-Mekong Area	8:00AM-4:45 PM 5:00 PM	<p>Full-day Group Excursion (with lunch)</p> <ul style="list-style-type: none"> - 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). <p>Return to Liberty Central Sai Gon River Hotel</p> <p>Free to explore Ho Chi Minh City at night and Dinner on your own</p>	<i>Dress code: Casual</i>
5/20/24	Mon	Ho Chi Minh	8:00 AM 9:00-11:00 AM 12:30 – 3:30 PM 3:30 PM 6:00-9:30 PM 9:30 PM	<p>Bus transfer to Nestle Vietnam</p> <p>Visit Nestle Vietnam Topic: Vietnam as a potential market and success stories of Nestle.</p> <p>Lunch and Campus Visit Visit the Center for Innovation and Technology Transfer at the International University, Ho Chi Minh City National University. Topic: Innovation incubation, Vietnamese-American Cultural Exchange Activities</p> <p>Bus return to Liberty Central Sai Gon River Hotel</p> <p>Saigon River Cruise and Group Dinner <i>Meeting at the Hotel Lobby; bus leaves at <u>5:30 PM</u></i></p> <p>Bus return to Liberty Central Sai Gon River Hotel</p>	<p><i>Dress code: Business casual</i> Address: 7 Đ. 17A, Khu Công Nghiệp Biên, Thành phố Biên Hòa, Đồng Nai, Vietnam</p> <p>Thủ Đức City, HCMC</p> <p><i>Dress code: Casual</i> Saigon Port, 5 Nguyễn Tất Thành, District 4, HCMC https://www.saigonprincess.com.vn/booking-new/set-menu-2024-new-collection-s37418t2?date=05-20-2024</p>
5/21/24	Tue	Ho Chi Minh - Singapore	6:30 AM 8:55 AM-12:10 PM 12:30-2:00 PM	<p>Check out and Bus transfer to Tan Son Nhat Airport</p> <p>Fly from Tan Son Nhat International Airport to Singapore.</p> <p>Free to explore Singapore’s Jewel, the Best Airport Shopping Mall, and lunch on your own</p>	<i>Dress code: Casual</i> Vietnam Airlines flight number VN 0651 (airline reservation code: EBCWMV)

			2:30 PM	Check into Grand Mercure Singapore Roxy https://www.grandmercuroxy.com.sg/	50 East Coast Road, Marine Parade Rd, Roxy Square, Singapore 428769. Phone: +65 6344 8000. Breakfast included.
			6:00-8:30 PM	Visit Chinatown and Group Dinner	
			9:00 PM	Bus Return to Grand Mercure Singapore Roxy	
5/22/24	Wed	Singapore	8:30 AM	Bus Transfer to Sentosa Golf Club	<i>Dress code: Business casual</i>
			9:00-11:00 AM	Visit Sentosa Golf Club (Andrew Johnston, MSU Alum) Topic: Doing business in Singapore, service marketing and brand management.	27 Bukit Manis Rd, Singapore 099892
			11:30 AM-1PM	Group Lunch at Dallas Restaurant & Bar (Boat Quay)	31 Boat Quay, Singapore 049820
			1:00-5:30 PM	Guided tour of famous landmarks in Singapore <ul style="list-style-type: none"> - Gardens by the Bay - Merlion Fountain - Little India - Sultan Mosque 	<i>Dress code: Casual</i>
			6:00-7:30 PM	Group Dinner at Anatolia Restaurant (Turkish, Lebanese, and Arab cuisine)	58 Arab Street, Singapore 199755
			8:00-8:15 PM	Spectra Light and Water show	Marina Bay Sands
			9:00 PM	Bus Return to Grand Mercure Singapore Roxy	

5/23/24	Thu	Singapore	<p>9:00 AM</p> <p>9:30-11:00 AM</p> <p>11:30 AM-1:00 PM</p> <p>1:30-3:00 PM</p> <p>3:30-5:30 PM</p> <p>5:30 PM</p>	<p>Bus transfer from Hotel to ESC</p> <p>Visit EnviroSolutions and Consulting (ESC) (Eeda Wallbank, MSU Alum) Topic: How environment, safety and sustainability factors are altering the business landscape.</p> <p>Lunch at Les Bouchons (French restaurant)</p> <p>Visit Schneider Electric Singapore</p> <p>Group Tour of the National Museum of Singapore</p> <p>Bus Return to Grand Mercure Singapore Roxy or Free to explore Singapore and Dinner on your own.</p>	<p><i>Dress code: Business casual</i></p> <p>133 Cecil St, #08-01A Keck Seng Tower, Singapore 069535</p> <p>7-9 Club St, Singapore 069403 (walking 450m from ESC; set lunch)</p> <p><i>Dress code: Casual</i> 93 Stamford Rd</p>
5/24/24	Fri	Singapore	<p>10:00 AM</p> <p>11 AM-12:30 PM</p> <p>12:30 PM</p> <p>7:00-9 PM</p> <p>9:30 PM</p>	<p>Bus Transfer from Hotel to Bloomberg</p> <p>Visit Bloomberg (Megan Durisin Albery MSU Alum) Topic: The operation of business media and how technology and customer interest change induce changes in the industry.</p> <p>Bus Return to Hotel or Free to explore Singapore and lunch on your own</p> <p>Executive Group Dinner with MSU alumni in Singapore at RISE Restaurant</p> <p>Bus Return to Grand Mercure Singapore Roxy</p>	<p><i>Dress code: Business casual</i></p> <p>23 Church St, #12/F Capital Square, Singapore 049481</p> <p><i>Dress code: Smart casual</i> 10 Bayfront Avenue, Marina Bay Sands Lobby, Hotel Tower 1</p>
5/25/24	Sat	Singapore -USA	<p>10:00 AM</p>	<p>Bus Transfer to Changi Airport Return to the US or continue traveling.</p>	