



Schmid Center for International Business *presents*

# Vietnam Travel Course

Building Cross-Cultural Business Competencies

## Bus 696

January 02 – 22, 2008

Noel Murray

Director Schmid Center for International Business



# Benefits

- Free tuition!\* (\$2,300 value) 3 credit course
  - You pay cost of program & airfare
- Strengthen your resume with international focus
- In-depth knowledge of one of Asia's fastest growing economies
- Visits to domestic & foreign invested corporations
- Ho Chi Minh City (Saigon) & Hanoi
- Cultural side trips
- Building business cross-cultural skill set

• \* must have completed half of credits toward the degree



# Program

- **Faculty:** Noel Murray has lead several travel courses to China, Vietnam and Ireland.
- **Overview:** Two weeks of class plus 10 day travel to Vietnam
- **Program Inclusions:**
  - Program fee approx. \$2,400 (contingent on # travelers)
  - Students will depart for Hanoi from LAX Sunday night, Jan 13<sup>th</sup>, 2008
  - Students leave Ho Chi Minh City for LAX Wednesday, Jan 23<sup>rd</sup>, 2008
  - Course schedule: Jan 2,5,7,9,10, 12 (final exam)
  - Double accommodation in hotels (single rooms \$330 extra)
  - Most meals included
  - In-Vietnam ground & air transportation & cultural tours included
  - Vietnam Visa included
- **Exclusions:** Course price does not include airfares.
  - Plane fares approx. \$1,210 (subject to change!)



# Course Schedule

- 01/02 Approaches to the analysis of cultures 7-10p
- 01/05 Culture as a normative distribution 9am-noon  
Lunch
- Culture as meaning 12:30– 3:30pm
- 01/07 Culture and globalization 7-10pm
- 01/09 Reconciling cultural dilemmas 7-10pm
- 01/10 Focus: Vietnamese and Asian business culture 7-10pm
- 01/12 Final exam 9-noon
- 01/13 Depart for Vietnam 11:30pm LAX
- 01/23 Return to U.S.A. (same day) 1pm LAX
- 01/25 Final paper due



# Hypothetical Schedule

- **Tuesday**      **January 15th, 2008**      **day one**
- Afternoon      **arrive Hanoi**      bus transfer to hotel
- Group lunch
- Hanoi: City cultural tour
- Evening      Hanoi welcome dinner      bus/restaurant
  
- **Wednesday**      **January 16th, 2008**      **day two**
- Breakfast at hotel
- Morning      *Overview of Vietnamese Economy*
- **U.S. Department of Commerce**
- Group Lunch restaurant en route
- Afternoon      *Financial & Legal Consulting*
- **KPMG or Ernst & Young**
- Evening      Dinner on own/city exploration



# Hypothetical Schedule

- **Thursday January 17th, 2008** **day three**
- Breakfast at hotel
- Morning *Foreign Direct Investment*
- **Ford or Toyota**
- Group Lunch restaurant en route
- Afternoon *Banking & Financial Services*
- **HSBC or VietcomBank**
- Evening Dinner on own/city exploration
  
- **Friday January 18th, 2008** **day four**
- Breakfast at hotel
- Morn/afternoon *Religion & Culture Immersion*
- **Perfume Pagoda** bus & boat expedition
- Evening Hanoi farewell dinner bus/restaurant



# Hypothetical Schedule

- **Saturday**      **January 19th, 2008**      **day five**
- Breakfast at hotel
- Morning      checkout, transfer to airport
- Flight to HCMC
- Hotel check-in & Group lunch in HCMC
- Afternoon      *Political History Immersion*
- **Independence Palace** trip
- Evening      HCMC welcome dinner
  
- **Sunday**      **January 20th, 2008**      **day six**
- Breakfast at hotel
- Morn/afternoon      *Culture & History Immersion*
- **Cu Chi Tunnels & Caodai Great Temple**
- Evening      Dinner on own/city exploration



# Hypothetical Schedule

- **Monday**      **January 21st, 2008**      **day seven**
- Breakfast at hotel
- Morning      *Information technology & telecommunications*
- **Comvik International** or **FOCAL** (2hr)
- Group Lunch restaurant en route
- Afternoon      *Electronics*
- **Spartronics** or **Samsung** (2hr)
- Evening      **Binh Quoi Village Traditional Vietnamese**  
**Wedding & Cultural Performance**  
w/dinner (3hr)



# Hypothetical Schedule

- **Tuesday January 22nd, 2008** **day eight**
- Breakfast at hotel
- Morning *State Owned Enterprise*  
**Vinamilk or Vietnam Brewery**
- Group Lunch restaurant en route
- Afternoon *Domestic Natural Resources: Furniture manufacturing*  
**Stickley Inc or Theodore Alexander**
- Evening HCMC farewell dinner bus/restaurant
- **Wednesday January 23rd, 2008** **day nine**
- Breakfast at hotel
- Morning check-out, transfer to airport
- Depart for LAX
- Arrive at LAX same day



# How to register

- Step 1: sign name & email on interest list
- Step 2: \$500 non-refundable deposit to Debra Gonda by October 1
- Step 3: Airfare paid by October 22<sup>nd</sup>
- Step 4: Program fee paid by November 15<sup>th</sup>
- Contact Information
  - Debra Gonda [gonda@chapman.edu](mailto:gonda@chapman.edu)
  - Noel Murray [nmurray@chapman.edu](mailto:nmurray@chapman.edu)



# Perfume Pagoda En Route





# Caodai Temple Vietnam





# Hoan Kiem Lake Hanoi





# 4 Star Hotels



Guoman Hotel



Rex Hotel Saigon





# Bus 696 Building Cross-cultural Business Competencies

- One credit course
- Friday & All-day Saturday, Oct 26 & 27
  - 6-10pm, 10am-3pm lunch included
- Sign up with Debra Gonda

