



CHAPMAN UNIVERSITY
ARGYROS SCHOOL OF BUSINESS AND ECONOMICS

Walter Schmid Center for International Business

Ranked #5 in International Business By Bloomberg Businessweek Among Top Undergraduate Business Schools By Speciality in 2012

COURSE SYLLABUS

BUS 486

Business Across Cultures - Vietnam

Professor: Noel Murray Ph.D.

Associate Professor of Marketing & International Business

Director, Schmid Center for International Business

Spring 2018

Credits: 3

Prerequisites: Econ 200 & Econ 201 (may be waived with faculty authorization)

Catalog Description:

Students will evaluate how differences in national, corporate, and professional culture can best be orchestrated to maximize firm value. The course will also address the applicability of "Western" management techniques across cultures. The class will feature a series of classroom lectures on the Orange campus before the international travel component to visit local and foreign invested businesses in Vietnam.

Essential facility: Classroom with multimedia projection capabilities.

Goals and Learning Outcomes:

1. Students will build their cross-cultural business competencies
2. Students will gain an in-depth knowledge of the challenges and opportunities of doing business in a specific country - Vietnam.
3. Students will increase their knowledge of the complex relationships between globalization and culture
4. Students will understand how national culture can be a source of competitive advantage and a key input to location and sourcing decisions.

Content:

- Analytical models of culture
- The impact of culture on business
- Culture as meaning
- Intercultural communication
- Challenges for the cross-cultural manager
- Culture and globalization
- Creating value through reconciling cultural dilemmas
- Focus: Economy & business culture of Vietnam.

Reading:

Business Across Cultures. Fons Trompenaars and Peter Woolliams. (2004) Series: Culture for Business Series, 368 p. Publisher: Capstone;

Instructional Strategies:

The course will feature intensive coursework on-campus, followed by a 10 day international residential. The lectures will feature multimedia presentations and discussions of assigned text material. Several movies and documentaries relating to the history and culture of target country may be assigned for student private viewing. Students will maintain a daily journal focusing on learning outcomes and take-a-ways from international residential corporate presentations and facility visits. A final 10 page paper will be assigned to enable students to reflect on and integrate their various international residential experiences

Methods of Evaluation:

Final Exam	50%
Residential Paper	30%
Class & Residential Contributions.....	20%

Final Exam: One exam based on assigned readings and lectures.

Residential Paper: Students will be required to keep a daily journal during the residential, and write a 10 page analytical paper regarding doing business with the business culture of the target country of residential.

Class & Residential Contributions: Assessment of in-class contributions to discussions and professional comportment and contributions during residential corporate on-site visits.

Chapman University Academic Integrity Policy:

Chapman University is a community of scholars which emphasizes the mutual responsibility of all members to seek knowledge honestly and in good faith. Students are responsible for doing their own work, and academic dishonesty of any kind will not be tolerated anywhere in the University.

Students with Disabilities Policy:

In compliance with ADA guidelines, students who have any condition, either permanent or temporary, that might affect their ability to perform in this class are encouraged to inform the instructor at the beginning of the term. The University, through the Center for Academic Success, will work with the appropriate faculty member who is asked to provide the accommodations for a student in determining what accommodations are suitable based on the documentation and the individual student needs. The granting of any accommodation will not retroactivate and cannot jeopardize the academic standards or the integrity of the course.

Course Schedule for Spring 2018

Meeting

02/03	Creating Value from Reconciling Cultural Values I	9-1pm
02/10	Creating Value from Reconciling Cultural Values II	9-1pm
02/17	Focus: Vietnam Business Culture & Economic Climate	9-1pm
02/24	Course wrap-up and final exam	9-1pm
03/16	Depart for Vietnam	
03/25	Return to U.S.A.	
03/30	Final paper due	

Chapman University, Hanoi & Ho Chi Minh City, March 17 - March 25, 2018

Sat, Mar 17, 2018	arrive Hanoi	day 1
	arrive Hanoi	own arrangements
	meet ISP representative at the airport	
	group lunch - traditional Vietnamese Pho	
	transfer to hotel/check-in	bus transfer
afternoon	cultural event: guided tour of Hanoi This tour will take you to explore Hanoi's most attractive sites such as One-Pillar Pagoda and the Temple of Literature - the first university in Vietnam. You will also walk around the Old Quarters, Kiem Lake and Ngoc Son Temple.	bus/walk
	return to the hotel	bus transfer
	welcome dinner	bus transfer/restaurant
	return to hotel	bus transfer

Sun, Mar 18, 2018	Ha Long Bay	day 2
	breakfast	hotel
	cultural event: full-day trip to Ha Long Bay (incl. lunch) Halong Bay is one of the most breathtaking natural landmarks in Vietnam. Travelers visit Halong Bay for an up-close look at its amazing limestone islands, rock formations and caves. Since 2012, Ha Long Bay is officially recognized as one of the new Wonders of Nature. This is definitely a trip not to be missed!	bus transfer/cruise
	rest of the day at leisure	

Mon, Mar 19, 2018	introduction to Vietnam's business environment	day 3
	breakfast	hotel
morning	presentation: first hand reflection on the local economy and VN-US relations <i>e.g. US Embassy Hanoi</i> management presentation, discussion	conference room
	coffee break	
late morning	presentation: specifics of doing business in Vietnam <i>e.g. Vriens & Partners</i> management presentation, discussion	conference room
	group lunch	hotel restaurant
afternoon	free time to explore the city	

Tue, Mar 20, 2018 technology and		day 4
	breakfast	hotel
morning	visit: supply chains of the future - sustainable logistics and profitability go together e.g. <i>Damco</i> management presentation, discussion	bus full day
	group lunch	restaurant
afternoon	visit: challenges for social enterprise to work towards sustainability in Vietnam e.g. <i>KOTO Foundation (Know One Teach One)</i> management presentation, discussion, tour of facilities	
afternoon	farewell dinner in Hanoi	bus transfer /restaurant
	return to hotel	

Wed, Mar 21, 2018 transfer day		day 5
	breakfast	hotel
	check-out/transfer to the airport	bus transfer
morning	flight to Ho Chi Minh City (approx. 2hrs)	air
	arrive Ho Chi Minh City, meet ISP representative at the airport	
	group lunch	restaurant
	transfer to hotel/check-in	bus transfer
afternoon	cultural event: guided tour – Post Office, Reunification Palace, Notre Dame Cathedral, Ben Thanh Market Explore Ho Chi Minh City's most impressive architectural monuments: Reunification Palace, Central Post Office and Notre Dame Cathedral; also visit the Ben Thanh Market, one of the best places to shop and see the local daily life in this beautiful metropolis.	bus/walk
	rest of the day at leisure	

Thu, Mar 22, 2018 Vietnam and innovation		day 6
	breakfast	hotel
morning	visit: introducing marketing practices in Vietnam e.g. <i>Dentsu Vietnam</i> management presentation, discussion	bus full day
	group lunch	restaurant
afternoon	visit: why is Vietnam such an exciting eco-system for start-ups? e.g. <i>Circo</i> management presentation, discussion	
late afternoon	cultural event: War Remnants Museum War Remnants Museum primarily contains exhibits relating to the Vietnam War, but also includes exhibits relating to the first Indochina War involving the French colonialists. Belonging among one of the most popular museums in Vietnam, it attracts approximately half a million visitors every year. Learn about one of the most important events of Vietnamese history through collections of photographs, vehicles, weapons and much more.	bus/walk
	rest of the day at leisure	

Fri, Mar 23, 2018 key players in Vietnamese economy		day 7
	breakfast	hotel
morning	visit: Vietnam as an emerging destination for high-tech investment - how local companies compete in the global market e.g. <i>TMA Solutions</i> management presentation, discussion	bus full day
	group lunch	restaurant
	rest of the day at leisure	
afternoon	visit: Vietnam as Asia's garment manufacturing powerhouse e.g. <i>Esquel Garment Manufacturing</i> management presentation, discussion, tour of facilities	
	rest of the day at leisure OR	
evening	optional cultural event: The Foodie motorbike night tour The Foodie is not just a gastronomic tour, but a great way to see parts of the city that the majority of tourists don't get to see! The Foodie combines the Saigon By Night tour with stops for amazing food. This tour is a fun and perfect way to discover some of the lesser known dishes that the locals love to eat!	sts pay individually

Sat, Mar 24, 2018 Mekong Delta		day 8
	breakfast	hotel
	cultural event: full-day trip to Mekong Delta (incl. lunch) South of Ho Chi Minh city are the flat, verdant planes of the Mekong Delta, where much of Vietnam's rice crop is grown. There are several towns in this region from which you can take boat trips on the many tributaries of the Mekong. On this trip, you will have the chance to see locals' way of life; their homes, transportation, work and traditions. You will also see the fertile and unique rice fields and its huge plantations that make up the core of this region's economy. Explore natural creeks and quiet villages, visit orchards, a bee keeping house, taste honey tea and seasonal fruits then enjoy the traditional music. You will also take a horse cart and see the amazing coconut candy production process.	bus/walk
evening	farewell dinner at rooftop bar	bus transfer/restaurant
	return to hotel	bus transfer

Sun, Mar 25, 2018 depart for US		day 9
	breakfast	hotel
	check-out/transfer to the airport	bus transfer
	depart to the US	own arrangements