

FOREIGN TRADE UNIVERSITY INTERNATIONAL

(ONLINE + OFFLINE)

Summer Program
2022

3 - WEEK PROGRAM
29/8 - 16/9/2022



CONTACT

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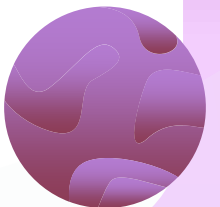
FOREWORDS

As the COVID-19 pandemic has left serious impacts on the international business environment, Vietnam has demonstrated the outstanding capability in terms of public health protection and promoting economic recovery. Being one of the first countries to securely reinforce the business activities through all of the sectors and industries, the nation has gained more attention from potential international investors during the ongoing shift of the global supply chain. **Entrepreneurship has gained enormous consideration and support from the government and society**, especially ones in technology and sustainable industries.

As one of the leading higher education institutions of Vietnam in promoting international integration in economic and educational aspects, Foreign Trade University (FTU) has held various events and programs for international students **to experience the emerging business opportunities of Vietnam, as well as the graceful charm of Vietnamese culture**. Believing that the passion for knowledge and international exchange of students worldwide continues to thrive despite the unique context of travel restrictions, FTU has reintroduced the International Summer Program of 2022 with the **theme “Entrepreneurship and small business in Vietnam”**.

The content of the program will provide students with new insights on **doing business under COVID-19 pandemic, and how businesses can maintain sustainable operations and create potentials out of the uncertainty situation**. International students of different professions can team up to work on practical projects on doing business in various industries, which enhances the learning activities through problem solving and distant teamworking. ISP 2022 is expected to equip students with the knowledge, skills and the flexible mindset necessary for adapting to a constantly changing world.

FTU welcomes students from all over the world to become a part of ISP 2022 and together share the spirit of international and entrepreneur spirit. The program will be delivered in blended format and students can join either in online or offline platform.





ELIGIBILITY

Undergraduate and graduate students with strong interest in business and good communicative English.



ACCOMMODATION

FTU offers accommodations on a twin-room basis at a local hotel in the city centre, surrounded by restaurants that offer a wide range of Asian and Western style menus.



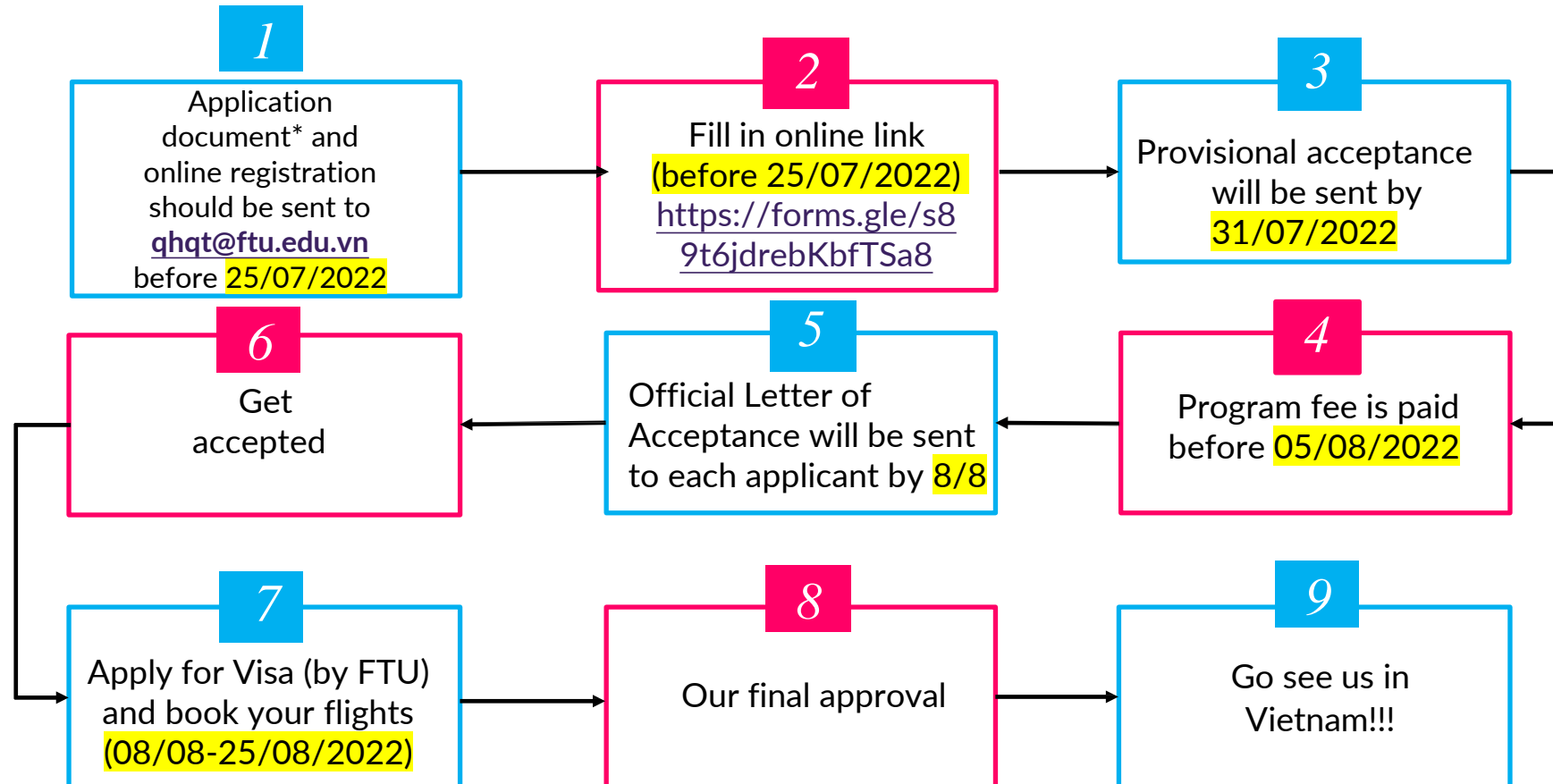
ONLINE PLATFORM

Online via Zoom



Registration for OFFLINE participation

So what steps do you have to take?



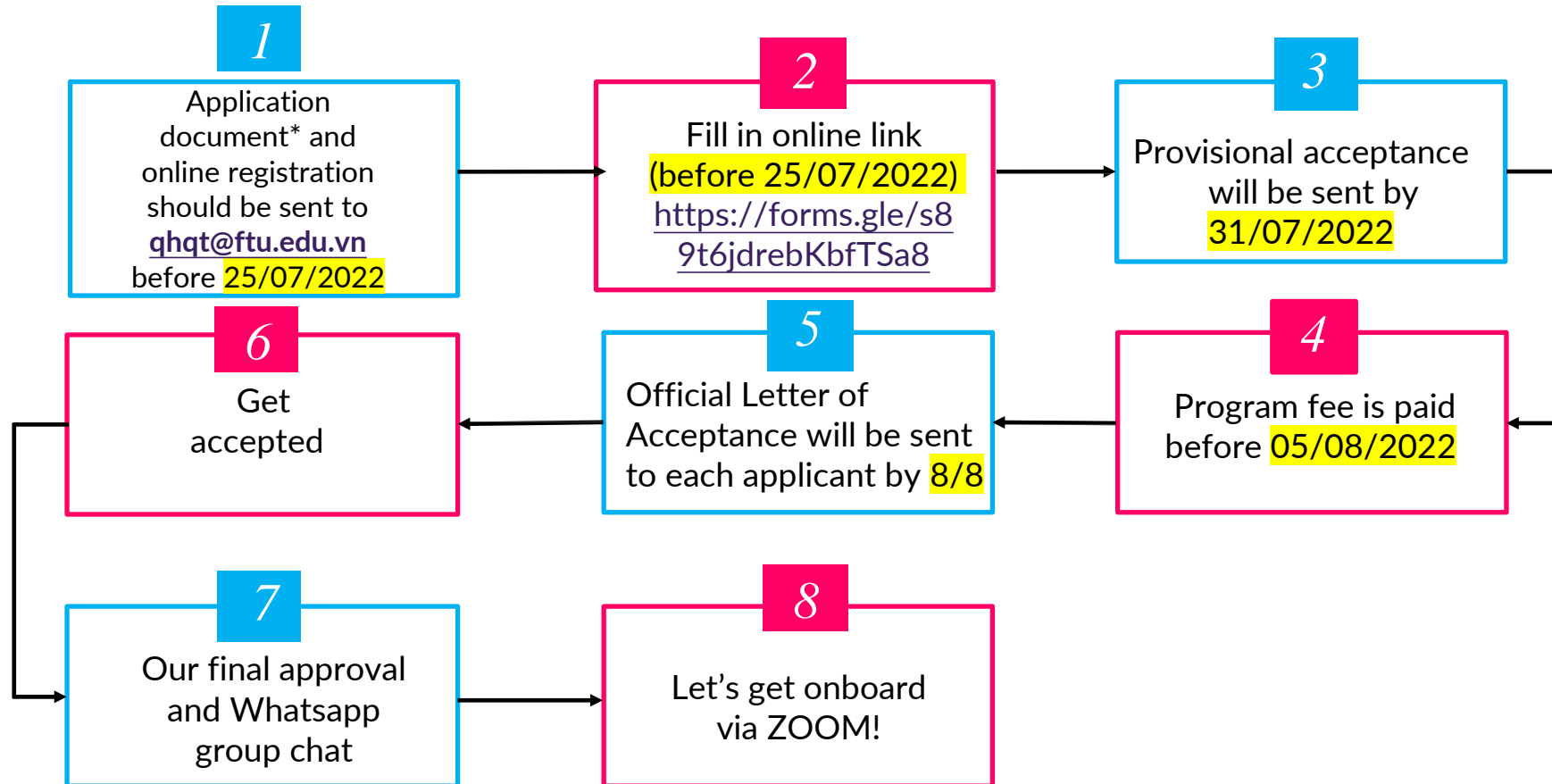
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<https://bit.ly/ApplicationDocument>

Please download and make a copy of your own version.

Registration for ONLINE participation

So what steps do you have to take?



*Application document should follow this format.

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Please download and make a copy of your own version.

Benefit of exchange students



Experience

Experience the educational quality from one of the **leading universities** of Vietnam in economics and business



Diversity

A **program** with the presence of international exchange students and Foreign Trade University students.



Knowledge

Gain and express **valuable knowledge** on Vietnam and its socio-economic developments under comparative and multi-dimensional approach



Environment

Access the gateway to one of the most aspiring and potential **entrepreneurship environment** in the **South-East Asian region**

INTERNATIONAL SUMMER ONLINE PROGRAM 2022

Entrepreneurship and small business in Vietnam Week 1 (Online + Offline)

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Week 1	29/08/2022	30/08/2022	31/08/2022	01/09/2022	02/09/2022	03/09/2022	04/09/2022
08:00 – 11:30	<p>Orientation welcome note and team-up</p> <p>Lecture 01 “Vietnam at a glance” <i>(Group work Announcement-Hybrid)</i></p>	<p>Lecture 02 “Overview of Vietnam economy” (Countries’ comparative advantages and companies competitiveness) <i>(Hybrid)</i></p>	<p>Lecture 03 “Introduction to Entrepreneurship and Innovation” <i>(Hybrid)</i></p>	<p>Lecture 04 “Business Strategy for Small Business” <i>(Hybrid)</i></p>	<p>Lecture 05 “Business Model Innovation” <i>(Hybrid)</i></p>	<p>Group Photo with Vietnamese Traditional Customs <i>(offline participation)</i></p>	<p>Ninh Binh tour <i>(offline participation)</i></p>
13:30 – 17:00	<p>Student exchange session</p> <p>Vietnamese Class01 <i>(Hybrid)</i></p>	<p>Company visit <i>(Hybrid)</i></p>	<p>Vietnamese Class 02 <i>(Hybrid)</i></p>	<p>Talkshow: Doing business in the intercultural environment/ start-up <i>(Hybrid)</i></p>	<p>Practice Vietnamese through Hanoi City tour</p> <p>Enjoy Vietnamese Independence Day</p>	<p>Bat Trang Ceramic Village <i>(offline participation)</i></p>	<p>Ninh Binh tour <i>(offline participation)</i></p>

The program is subject to change.

After the program, student will be conferred 3 ECTS for “Entrepreneurship and small business”

Syllabus and grading system will be provided to all participants for credit transfer

INTERNATIONAL SUMMER ONLINE PROGRAM 2022

Entrepreneurship and small business

Week 2 (Online + Offline)

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Week 2	05/09/2022	06/09/2022	07/09/2022	08/09/2022	09/09/2022	10/09/2022	11/09/2022
08:00 – 11:30	Lecture 06 “Human Resource and operation management” <i>(Hybrid)</i>	Lecture 07: “Legal Business Environment in Vietnam” <i>(Hybrid)</i>	Self-awareness day: Maintain balance at work - Pilate exercise - Aerial Yoga <i>(Hybrid)</i>	Lesson 8: Group Presentation <i>(Hybrid)</i>	Sports day: Traditional Vietnamese Game - Vietnam Ethnic Traditional Museum Tour <i>(offline participation)</i>	Ha Long Bay <i>(offline participation)</i>	Fly to Ho Chi Minh City <i>(offline participation)</i>
13:30 – 16:00	Debate <i>(Hybrid)</i>	Review lessons + Teamwork activities <i>(Hybrid)</i>	Practice: Vietnamese cuisine <i>(Hybrid)</i>	Lesson 9: TEST AND CLOSING OF ONLINE COURSE <i>(Hybrid)</i>	Travel to Quang Ninh Visit and exchange session with FTU Quang Ninh Campus <i>(offline participation)</i>	Sun World Theme Park Visit Tuan Chau Island <i>(offline participation)</i>	Free

The program is subject to change.

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INTERNATIONAL SUMMER ONLINE PROGRAM 2022

Entrepreneurship and small business Week 3 (offline)

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Week 3	12/09/2022	13/09/2022	14/09/2022	15/09/2022	16/09/2022
08:00 – 11:30	Exchanges with FTU Ho Chi Minh City Campus	Government Office	Mekong Delta Tour (Float market) Tropical fruits picking	Group work: Video Clip Competition: My beloved Vietnam	Review + Reflection of offline course Feedback Closing Ceremony
13:30 – 16:00	Ho Chi Minh City Tour	Company visit 2		Shopping in Ho Chi Minh City	Free time / Packaging

The program is subject to change.

After the program, student will be conferred 3 ECTS for “Entrepreneurship and small business”

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Our Support



Culture exploring

Informative sessions with in-depth Vietnamese culture introduction



Engagement

Engage through teamwork activities

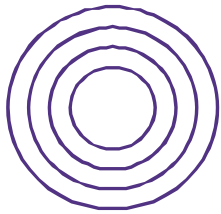


Learning Supporting System

Participating in the course where you receive training on skills and knowledge needed: group work, meetings, presentation guidelines,...



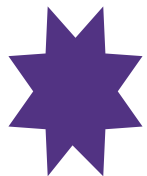
Caring friends from FTU



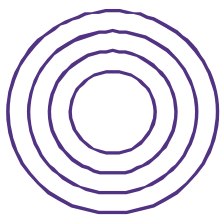
PROGRAM FEE AND POLICIES (Cont)

Package	Price	Description	Notes
Online	300 USD	Participate in online course to earn credits (week 1: 29/8-2/9), (week 2: 5/9-8/9)	Program fee includes <ul style="list-style-type: none">• Tuition fee• Study materials

CUSTOMIZED PROGRAM



International Office also offers **customized programs** to international universities to send groups of students to Vietnam throughout the year. Program can be customized upon your specific requirements and expanded to all FTU campuses in Hanoi, Quang Ninh and Ho Chi Minh City.

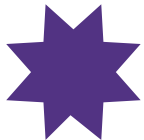


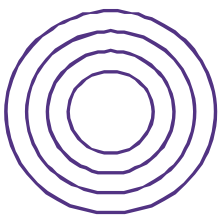
PROGRAM FEE AND POLICIES (Cont)

Package	Price	Description	Notes
Offline	<ul style="list-style-type: none">• USD 1,750/student (twin room)• USD 2,150/student (single room)	3 weeks offline	Program fee includes <ul style="list-style-type: none">• Tuition fee• Study materials• Accommodation• Airport pick-up• Local transportation• Meals on some activities days

Program fee excludes

- Visa fee,
 - International air-ticket,
 - International travel insurance,
 - Meals,
 - Personal expenses
-





PROGRAM FEE AND POLICIES

Package	Price	Description	Notes
Online + Offline	<ul style="list-style-type: none">• USD 1,430/student (double room)• USD 1830/student (single room)	Online from 29/8 to 8/9 and Offline from 9/9 to 16/9	Program fee includes <ul style="list-style-type: none">• Tuition fee• Study materials• Certificate• Accommodation on the offline days• Local transportation on the offline days• Meals on some activities days• Cultural activities on the offline days as in the program

—2022



Program fee excludes

- Visa fee,
- International air-ticket,
- International travel insurance,
- Meals,
- Personal expenses





Any **items** that represents your country (clothes, food, flag,..)



Insurance is mandatory



Semi-formal clothes for working



Any medication needed

WHAT TO BRING TO VIETNAM?

HIGHLIGHT OF THE DESTINATIONS

A. IN HANOI

Hanoi, Vietnam's capital lies in the North of the country and is one of the country's **top tourist hot spots**. It offers French-colonial architecture, a rich food culture and a long history.

So which attractions should you visit when you are in Hanoi?



1.THE OLD QUARTER

Packed with charming colonial architecture, Buddhist temples and pagodas, the Old Quarter, located near Hoan Kiem Lake in Hoan Kiem District, is **Hanoi's major commercial district.**



2. HO CHI MINH MAUSOLEUM

Ho Chi Minh Mausoleum in Ba Dinh Square is **the final resting place of Ho Chi Minh**, the most iconic and popular leader of Vietnam . His body is **preserved** here in a glass case at the Ho Chi Minh Mausoleum in central Hanoi.



3. DISCOVER FOREIGN TRADE UNIVERSITY - HA NOI CAMPUS



B. OUTSIDE HANOI

1. HA LONG BAY





- A beautiful natural wonder in northern Vietnam near the Chinese border.
- Declared a **UNESCO World Heritage Site** in 1994.
- Located in Quang Ninh Province, about 180km from Hanoi.

2. NINH BINH



- Ninh Bình, a mesmerizing area known locally as ‘**Hạ Long Bay on Land**’
- Get a sense of this **UNESCO-protected site** is by taking a paddleboat tour along its shimmering rivers, and climbing to the top of its fabled peaks.

2. HO CHI MINH CITY



Ho Chi Minh City, formerly known as Saigon, is the **economic heart of Vietnam** and the main hub of the southern region. A freewheeling, cosmopolitan metropolis, HCMC's dynamic cityscape draws together old and new Vietnam in the most compact of spaces, representing the city's past as well as its future.

3. MEKONG DELTA



Enjoy peaceful moments when paddling down the stream and admire the stunning landscapes of Mekong River

FREQUENTLY ASKED QUESTIONS

1. What kind of support do I receive?

- We will pick you up from the airport as well as provide departure guideline.
- We will help you prepare for the project as well as give you feedbacks and advice to help you develop yourself.

3. What is the time zone in Vietnam?

- GMT + 7 – the only time zone in Vietnam.

5. What are the costs of living in Hanoi?

Average cost for a meal: 2-3\$

Bus: 0,25\$ - 0,75\$/time

Taxi: 0,75\$ - 1\$/km

For more details, check this out:

<http://bit.ly/LivingCostinHanoi>

2. What happens when I got accepted?

- You will be added to our Whatsapp group to communicate with other international students and FTU International Office Representatives
- Do NOT purchase plane ticket before you can get your visa (for offline participation).

4. What food and places are recommended?

Check out this booklet for details:

<https://bit.ly/VetnamtravelRecommendations>



SEE YOU
SOON