



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 2015**

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 and on-line assignments. There is a required 10 day 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 associated with 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 comporment 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 2015**

**Meeting**

02/07	Creating Value from Reconciling Cultural Values I	9-1pm
02/14	Creating Value from Reconciling Cultural Values II	9-1pm
02/21	Creating Value from Reconciling Cultural Values III	9-1pm
02/28	Focus: Vietnam Business Culture & Economic Climate	9-1pm
03/19	Depart for Vietnam	
03/29	Return to U.S.A.	
04/11	Final paper due/Final exam	9-noon

**Vietnam Daily Itinerary (preliminary)**



Monday		March 23, 2015	day three
			<b>introduction</b>
	breakfast		hotel
<b>morning</b>	<b>visit 1: overview of Vietnamese economy and business culture</b> <i>e.g. BIDV- Bank of Investment and Development in Vietnam</i> management presentation, discussion		bus full day
	<b>group lunch</b>		restaurant
<b>afternoon</b>	<b>visit 2: how FDI boosts Vietnam's economic growth</b> <i>e.g. HTM Management</i> management presentation, discussion		
<b>evening</b>	<i>recommendations: Thang Long Ca Tru Theatre, Thang Long Water Puppet Theatre Opera House (Nha Hat Lon)</i>		
Tuesday		March 24, 2015	day four
			<b>key industry &amp; environment</b>
	breakfast		hotel
<b>morning</b>	<b>visit 3: core industry in Vietnam</b> <i>e.g. Zamil Steel</i> management presentation, discussion, tour of facilities		bus full day
	<b>group lunch</b>		restaurant
<b>afternoon</b>	<b>visit 4: global challenges: climate protection &amp; energy efficiency</b> <i>e.g. Ministry of Science and Technology, National Centre for Technology Progress</i> management presentation, discussion		
<b>evening</b>	<b>farewell dinner</b> return to hotel		bus transfer/restaurant bus transfer
Wednesday		March 25, 2015	day five
			<b>transfer</b>
	breakfast		hotel
<b>morning</b>	check-out; transfer to the airport <b>flight to Ho Chi Minh City (duration approx. 3 hrs.)</b> <b>arrive Ho Chi Minh City</b> transfer to the hotel; check-in		bus transfer air bus transfer
	<b>group lunch</b>		restaurant
<b>afternoon</b>	<b>guided tour of Ho Chi Minh City</b> <i>explore Ho Chi Minh City's most impressive architectural monuments: Reunification Palace, Central Post Office and Notre Dame Cathedral. Visit also the Ben Thanh Market, one of the best places to shop and see the local daily life</i>		bus/walk
<b>evening</b>	<i>recommendations: Saigon Opera House, cooking class</i>		

Thursday		March 26, 2015	day six
			<b>core business</b>
<b>morning</b>	breakfast		<i>hotel</i>
	<b>visit 5: garment manufacturing</b>		<i>bus full day</i>
	<i>e.g. Triumph</i>		
	management presentation, discussion, tour of facilities		
<b>afternoon</b>	<b>group lunch</b>		<i>restaurant</i>
	<b>visit 6: consumer goods &amp; market development</b>		
	<i>e.g. Kinh Do Group (bakery)</i>		
	management presentation, discussion, tour of facilities		
<b>evening</b>	<i>recommendations: food market at Tran Hung Dao Street or Nguyen Thi Minh Khai Street</i>		
Friday		March 27, 2015	day seven
			<b>local environment</b>
<b>morning</b>	breakfast		<i>hotel</i>
	<b>visit 7: challenges of operations management: what works, what doesn't</b>		<i>bus full day</i>
	<i>e.g. Samsung</i>		
	management presentation, discussion		
<b>afternoon</b>	<b>group lunch</b>		<i>restaurant</i>
	<b>visit 8: advertising practices in Vietnam</b>		
	<i>e.g. TBWA</i>		
	management presentation, discussion		
<b>early evening</b>	<b>free to relax</b>		
	<b>OR</b>		
	<b>optional cultural event 1: foodie motorbike night tour</b>		<i>sts pay individually</i>
	<i>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 the perfect way to discover some of the lesser known dishes that the locals love to eat!</i>		

Saturday March 28, 2015		day eight
		<b>culture</b>
<b>morning</b>	breakfast <b>cultural event 2: full day trip to Mekong Delta ind. group lunch</b> <i>on this trip, you will encounter the locals' way of life; their homes, transportation, work and traditions. You will also see the fertile and unique rice fields and its huge rice plantations that make up the core of this region's economy</i>	<i>hotel</i> <i>bus/walk</i>
<b>evening</b>	<b>farewell dinner</b> return to hotel	<i>bus transfer/restaurant</i> <i>bus transfer</i>
Sunday March 29, 2015		day nine
		<b>departure for USA</b>
	breakfast check-out, transfer to the airport <b>depart for USA</b>	<i>hotel</i> <i>bus transfer</i> <i>air</i>