



FOREIGN TRADE UNIVERSITY

# INTERNATIONAL SUMMER PROGRAM

(3 WEEKS)

(14/08/2023 - 01/09/2023)





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# FOREWORDS

In the wake of the global pandemic, the world has undergone a significant transformation. The unprecedented challenges posed by the Covid-19 outbreak have impacted every aspect of life, including education, economy, politics and national security. The resulting economic downturn, coupled with increasing geopolitical tensions, has created an environment of uncertainty and volatility that demands a new approach to education.

As one of the leading higher education institutions in Vietnam, Foreign Trade University (FTU) plays a vital role in promoting international integration in economic and educational spheres. FTU has organized numerous events and programs for international students, providing them with opportunities to explore the exciting business prospects of Vietnam and immerse themselves in the captivating Vietnamese culture. FTU firmly believes that students worldwide continue to have an insatiable thirst for knowledge and cross-cultural exchange, and hence, the university is delighted to introduce International Summer Program 2023 (ISP 2023), which is centered around the theme of "Doing Business in Vietnam".

The content of the program is designed to provide student with a comprehensive understanding of Vietnam's economic landscape, culture, business etiquette, regulatory environment and legal framework. As Vietnam is becoming a dynamic business landscape, students can gain valuable insights into the challenges and opportunities of doing business in a rapidly changing country through ISP 2023.

FTU believes that ISP 2023 will provide participants with an enriching and transformative experience to understand more about Vietnam. We welcome all students with a passion for learning and a desire to engage with the world to join us for this exciting journey. Let us explore the business potential and cultural richness of Vietnam together, and build lasting connections across borders and cultures.

# Timeline

1

Application form: <https://bit.ly/3pJSi2M>  
should be completed before **23 July 2023**

2

Program fee is paid before **31 July 2023**

3

Apply for Visa (by FTU)  
from **01 August** to **10 August 2023**

7

**Go to see us in Vietnam !**

4

Provisional acceptance will be sent by **24 July 2023**

5

Official Letter of Acceptance will be sent to each  
applicant by **03 August 2023**

6

Receiving visa reference number (to get visa upon  
arrival in Hanoi) from FTU by **11 August 2023**



# Benefits for students



## Experience

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

## Knowledge

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

## Diversity

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

## Environment

Access the gateway to one of the most aspiring and potential developing economics in the South-East Asian region



# Accommodation

## Information

Located in Nguyen Chi Thanh Street, which is one kilometre from FTU, Bao Son International Hotel is well-appointed with modern facilities and amenities. The hotel also offers a wide range of entertainment service to vary your stay at this hotel.

Address: 50 Nguyen Chi Thanh, Dong Da, Ha Noi.





# Week 1

## AGENDA

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Week 1	14/08/2023	15/08/2023	16/08/2023	17/08/2023	18/08/2023	19/08/2023	20/08/2023
<b>09:00 - 11:30</b>	Orientation Lecture 1: “Vietnam at a glance”	Lecture 2: “Overview about Vietnam Economy”	Lecture 3: “Foreign Direct Investment in Vietnam”	Lecture 4: “Legal Business Environment in Vietnam”	Lecture 5: “Doing market research in Vietnam”	Visit Bat Trang Ceramic Village	Ninh Binh Tour
<b>11:45 - 13:30</b>	Welcome Lunch						
<b>14:00 - 16:30</b>	Student exchange session Vietnamese Class 01	Hanoi City Tour	Company Visit	Vietnamese Class 02	Group photo with Vietnamese Traditional Customs	Free shopping	

*The program is subject to change*  
*After the program, student will be conferred 3 ECTS for “Doing business in Vietnam”*  
*Syllabus and grading system will be provided to all participants for credit transfer*

# Week 2

## AGENDA

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Week 2	21/08/2023	22/08/2023	23/08/2023	24/08/2023	25/08/2023	26/08/2023	27/08/2023
<b>09:00 - 11:30</b>	Lecture 6: "Business Model Innovation in Vietnam"	Practice "Vietnamese Cuisine"	Lecture 8: "Presentation Skill"	Group work (Preparation for Presentation)	FTU Quang Ninh Campus Visit	Ha Long Bay Tour	Fly to HCM City
<b>11:45- 13:30</b>		Enjoy Vietnamese food					
<b>14:00 - 16:30</b>	Vietnamese Class 03	Lecture 7: "Doing business in the intercultural environment/ start-up"	Lesson review	Group Presentation Soft Closing at FTU Hanoi (Main Campus)	Company Visit in Quang Ninh		Free

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# Week 3

## AGENDA

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Week 3	28/08/2023	29/08/2023	30/08/2023	31/08/2023	01/09/2023
<b>09:00 - 11:30</b>	FTU Ho Chi Minh Campus Visit	Talk: "Development Prospects of Ho Chi Minh City - the biggest economic city of Vietnam"	Keeping balance in life	Mekong Delta Tour	Closing Ceremony at FTU HCM
<b>11:45- 13:30</b>					Farewell Lunch
<b>14:00 - 16:30</b>	HCM City Tour	Company Visit	Free shopping		Packaging and transferring to airport

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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





# Fee Policy

Package	Price	Description	Notes
<b>Offline</b>	<ul style="list-style-type: none"> <li>Registration before <b>31 July 2023</b>: \$2,000</li> <li>Registration after <b>31 July 2023</b>: \$2,100</li> </ul>	3 weeks offline	<b>Program fee includes</b> <ul style="list-style-type: none"> <li>Tuition fee</li> <li>Study materials</li> <li>Certificate</li> <li>Airport pick-up</li> <li>Local transportation</li> <li>Meals on some activities days (including welcome lunch, farewell party and tour trips)</li> </ul>

## Program fee excludes

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



# Highlight of the Destinations

Northern Vietnam

Central Vietnam

Southern Vietnam





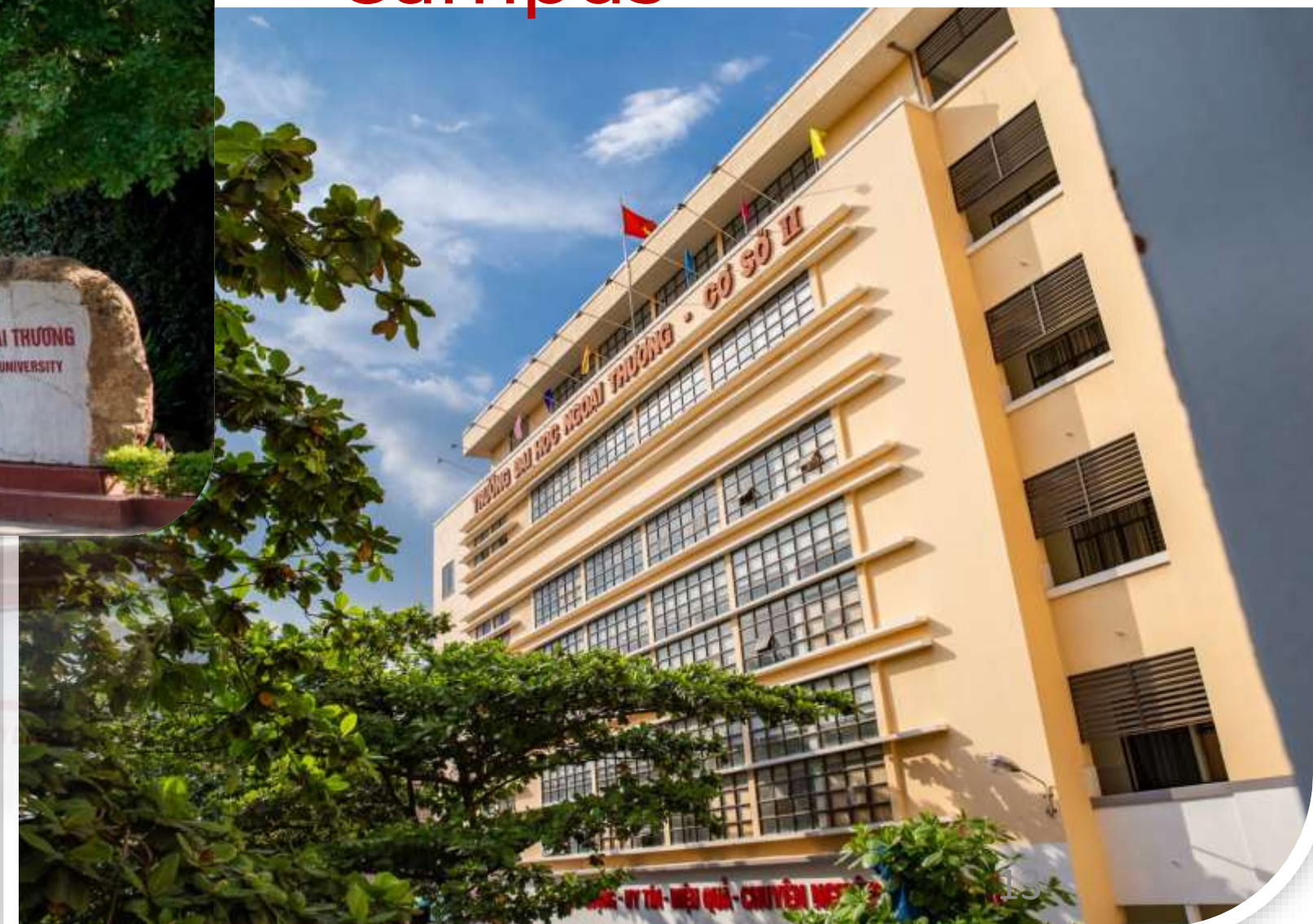
# DISCOVER FOREIGN TRADE UNIVERSITY

#Quang Ninh  
Campus



#Ho Chi Minh  
Campus

#Ha Noi  
Campus





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?*







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.**

HANOI

The old quarters





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.

HANOI

# Ho Chi Minh Mausoleum



- 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.



# Ha Long Bay

NORTHERN VIETNAM



- Ninh Binh, a mesmerizing area known locally as ‘Ha 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.



## Ninh Binh



# Danang

CENTRAL VIETNAM

Da Nang City lies in the Midlands of Viet Nam, from which Ha Noi capital in the North and Ho Chi Minh city in the South are almost equally spaced. Da Nang is also the central point connecting three UNESCO World Heritage sites: Hue Citadel, Hoi An ancient town and My Son Sanctuary.





# Hoi An

CENTRAL VIETNAM

Hoi An is located in Quang Nam Province, Central Vietnam. Peaceful and ancient, Hoi An is one of the most famous tourist destinations in the Central Vietnam that attracts not only domestic tourists but also tourists all over the continents. In 1999, Hoi An was even recognized by UNESCO as World Heritage Site.





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.

## Ho Chi Minh City

SOUTHERN VIETNAM







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



# Mekong Delta

SOUTHERN VIETNAM



# 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.

## 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).

## 3. What is the time zone in Vietnam?

GMT + 7 – the only time zone in Vietnam.

## 4. What food and places are recommended?

Check out this booklet for details:

<https://bit.ly/VietnamtravelRecommendation>  
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## 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>