**Program Summary**

The University of Hawaii at Manoa, Shidler College of Business, completed its 30th Annual Asian Field Study themed “Experiencing the Diverse Asian Business Environment”. Twenty DL-EMBA, four PT-MBA, and one MACC student were hosted by various businesses and agencies in *Seoul* (KSA Ltd., American Chamber Korea, Samsung Electronics, and POSCO), *Beijing* (Beijing Dentsu Advertising, NBA China, US Commercial Service, and Beijing Weipass), *Hanoi* (Vinaconex, Viettel, and VEMBA Networking), and *Bangkok* (Thai Container Group, PACIBER Conference, Tomy Thailand, Nava Nakorn Industrial Estate, and Singha Brewery).

Each country and city had a specific focus and theme, *Seoul* on South Korea’s rise as a global player, *Beijing* on China’s strategic shift up the value chain, *Hanoi* on Vietnam’s rapid rise as a developing economy, and *Bangkok* on Thailand’s changing role on attracting foreign direct investment.

**Program Objective**

The objective of the six-credit BUS477/677 program is to enhance student preparation for management in a global business environment. The goal is for students to develop an awareness of the interconnected components of the global economy and be sensitive and be able to adapt to each of the unique cultures and business practices.
A rigorous preparatory course was led by Dr. Jack Suyderhoud, culminating in country reports (Korea, China, Vietnam, and Thailand); and individual reports on a subject of interest (company, industry, or topic). This was supported by eight three-hour pre-trip classes with guest lectures by country experts including Dr. KK Seo, UH Emeritus, on Korea; Dr. Chris McNally, Chaminade and East West Center, on China; David Day, Esq., international attorney, on Overseas Chinese; and Loan Le, international business practitioner, on Vietnam; numerous country specific readings, Harvard case studies, Economist Intelligence Unit country reports, and three three-hour post-trip reflective sessions.

The first Pietsch Scholarship in the amount of $1500 was awarded to a well deserving DL-EMBA student. A few students received GSO scholarships.