

University of Hawaii at Manoa Shidler College of Business Asian Field Study 2009

Program Objective

The objective of the program is to prepare students for a professional career involving international business. The goals are for students to develop an awareness of the interconnected components of the global economy and acquire sensitivity and adaptability to each of the unique cultures and business practices.

This is accomplished by exposing students to relevant Asian business environments and utilizing academic theory and business models as a framework for real world experiences - site visits, case studies, and country level, industry level, and firm level assessments. Cross-functional integrated learning is the foundation.

Pre-trip learning is accomplished through a combination of onsite lectures, web-based video lectures, online discussions, cases, and readings. The emphasis is placed on real-time source materials, interviews with experienced executives, and the application of personal observation.

Program Overview

The new format Asian Field Study consists of a 2 credit pre-trip International Business Topics course (BUS 475/675) and a 1 credit International Business Field Experience (BUS 476/676), for a total of 3 credits. The 2009 program is focused on Singapore and Malaysia and will be offered entirely in Summer Session I. The pre-trip classes, onsite trip, and post-trip classes will be complete by the end of Summer Session I, with the final paper due during Summer Session II. For those unable to travel, you may enroll in BUS 475/675 without taking BUS 476/676.

| | BUS 475/675 Pre-trip (2 credit) BUS 476/676 Onsite Trip (1 credit) |
|------------------------|---|
| Focus | Malaysia (Islamic Business) and Singapore (Developed Regional Hub) |
| Pre-trip Class | Six three-hour classes, evenings and Saturdays |
| Onsite Trip | Nine days, one to two cities |
| Post-trip Class | One three-hour class |
| Cost | \$2,700 (inclusive travel costs, excludes course tuition) |

Plan for at least two hours of homework for each hour of class. Dates and locations are subject to change. Travel cost is an approximate and includes airfare, hotel, and ground. Meals and incidentals are excluded.

Target Participants and Prerequisites

The size of the group has been targeted at 20 participants. Students in the past have been BBA, MBA, EMBA, and students from outside the Shidler College of Business. Selection will be based on criteria contained in the application and meeting the following prerequisites.



Auto Rickshaw (Tuk Tuk), India

- UHM MBA and BBA Students (priority given to those who completed their 1st year core)
- UH System-wide Undergraduate and Graduate Students from any Discipline (priority given to those who completed their 1st year major core)
- Overall 3.0 GPA, major 3.0 GPA
- Medical clearance to travel abroad
- Successful completion of BUS 475/675 in order to participate in the onsite trip BUS476/676.

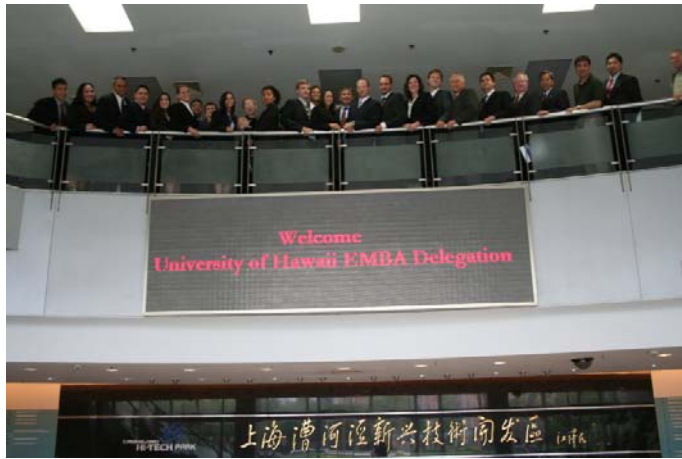


Lenovo, Beijing, P.R.C.

Timeframes (Posted on shidler.hawaii.edu/pami)

- Dec. 2008 - Posting of Course Outline & Application
- Jan. 2009 - Posting of Course Details
- March 19, 2009 - Deadline for Application
- April 3, 2009 - Acceptance & Deposit Due
- Late April 2009 - Payment & Passports Due

2008 Asian Field Study Program Summary



Siemens Nokia, Shanghai, P.R.C.

The University of Hawaii at Manoa, Shidler College of Business, completed its 25th Annual Asian Field Study themed “Experiencing the Diverse Asian Business Environment.”

Nineteen EMBA, three evening MBA, and a senior undergraduate student were hosted by various businesses and agencies in **Tokyo** (Merrill Lynch, Dentsu, and Seiyu (Wal-mart)), **Shanghai** (American Chamber of Commerce, Nokia Siemens, EutroVision, Boeing Shanghai, and Suzhou Industrial Park), **Delhi** (U.S. Embassy in Delhi, Economics Section), **Bangalore** (Infosys, Cisco, Clutch Group, and Volvo), and **Hanoi** (Goldsun and the Pacific Asian Consortium for International Business Education and Research).

Cultural activities included experiencing the Tsukiji Fish Market Auction, a boat ride through the Ancient Water Village of Zhujiyajiao, a journey to the Taj Mahal, and a cruise along picturesque Halong Bay.



Delhi Fort, India

A rigorous preparatory course was led by Dr. Jack Suyderhoud, culminating in **country reports** (Japan, China, India, and Vietnam); **industry reports** (finance, manufacturing, marketing, auditing, technology, retailing, consulting, and legal services), and **company reports**.

This was supported by eight three-hour onsite pre-trip sessions with numerous guest lectures by **country experts** (Amb. Raymond Burghardt, former U.S. Ambassador to Vietnam; Randall Schmitt, Attorney at Law and Indian Business Practitioner; Dr. Thomas Cargill, Finance Professor, University of Nevada, Reno; Miemie Wynn Byrd, Associate Professor of Economics, Asia-Pacific Center for Security Studies; and David Day, Attorney at Law and Vietnam Business Practitioner), **Podcasts** by David Day on “Doing Business in China” and “Doing Business in Vietnam”, numerous country specific readings, case studies, and three three-hour post-trip reflective sessions.



Halong Bay, Hanoi, Vietnam

By the end of the program, each student demonstrated her/his ability to recognize, analyze and develop creative solutions to each of the five diverse Asian business environments.

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SHIDLER
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• International Excellence •

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