

University of Hawaii at Manoa Shidler College of Business Asian Field Study 2011

Program Overview

The 2011 Asian Field Study (AFS) will be designed for students with an interest in international business (IB), with emphasis on entrepreneurship. It will consist of prerequisite preparatory classes; the onsite trip to Seoul, Pearl River Delta or Shanghai, and Indonesia (Surabaya and Jakarta); and post-trip classes. Student may opt for the 6-credit full version (BUS 477 or BUS 677) or the 3-credit partial version (BUS475/476 or BUS 675/676). The course counts toward one or two of the following; the IB elective, IB major elective, entrepreneurship major elective, or management elective for BBA students, and the entrepreneurship certificate for graduate students (consult with your academic advisor for applicability).

Program Objective

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



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

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 personal observation.

Target Participants and Prerequisites

The size of the group has been targeted at 20 students. The 2011 AFS is expected to be comprised of MBA, BBA, and non-business majors, with an estimated half having an interest in entrepreneurship. Selection will be based on criteria contained in the application and meeting the prerequisites.



Lenovo, P.R.C.

- UHM MBA and BBA Students (should have full 1st year core completed)
- UH System-wide Undergraduate and Graduate Students from any Discipline (should have full 1st year major core completed.)
- Overall 3.0 GPA, major 3.0 GPA
- Medical clearance to travel abroad
- Successful completion of the preparatory pre-trip course in order to participate in the onsite trip

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

- Posting of Course Outline & Application (late Dec.)
- Posting of Course Details (late Jan.)
- Deadline for Application/Scholarship (March 19)
- Acceptance Notification and Deposit Due (April 3)
- Payment Due and Passports Collected (late April)

Contact:

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• International Excellence •

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17 Nov 2010

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		6 Credit Version	3 Credit Version
Pre-Trip (3 hour sessions) – Select Wednesdays 6PM-9PM and Saturdays 9AM-4PM during SS I			
Pre-Trip Session 1	Introduction and Asia Region Overview	X	X
Pre-Trip Session 2	Japan Country	X	
Pre-Trip Session 3	Korea Country	X	
Pre-Trip Session 4	China Country	X	X
Pre-Trip Session 5	Entrepreneurship	X	X
Pre-Trip Session 6	Entrepreneurship	X	X
Pre-Trip Session 7	Indonesia Country	X	
Pre-Trip Session 8	Group Country & Entrepreneurship Paper Presentations	X	X
Onsite-Trip (Sample Site Visits)		6/29-7/19	7/4-7/13
Seoul 5 Nights	Entrepreneurship Firm, Hyundai Automotive, Samsung Electronics, Posco Steel Manufacturer. Cultural Visit (Korean Folk Village, Namsan Tower, and Gyeongbok Palace)	X	
Hong Kong/ Shenzhen/ Guangzhou 8 Nights	At least half Entrepreneurship Firms (e.g. - Arranged through PACE), complemented by Service, Govt Agency (e.g. - US Comm Service) or Chamber, Multinational, and Manufacturing. Cultural Visit (Star Ferry, Stanley Market, Victoria Peak).	X	X
Surabaya and Indonesia 6 Nights	Entrepreneurship Firm, Gas Company, Siloam Hospital, Matahari Department Store, First Media, and University of Pelita Harapan. Cultural Visit (Hotel Majapahit, House of Sampoerna, Al-Akbar Mosque)	X	
Post-Trip (3 hour sessions) - One evening and one Saturday during SS II			
Post-Trip Session 1	Trip Reflection	X	X
Post-Trip Session 2	Individual Firm/Industry Presentations	X	X
Post-Trip Session 3	Individual Firm/Industry Presentations	X	

- Plan for at least two hours of homework for each hour of class.
- Dates and locations are subject to change.
- Estimated trip cost is \$5000 for the 6 credit version (19 onsite nights) and \$2500 for the 3 credit version (8 onsite nights)
- Costs include airfare, ground, lodging based on double occupancy, and breakfast

