

# University of Hawaii at Manoa Shidler College of Business Asian Field Study 2013

## Program Overview

The 2013 Asian Field Study (AFS) is designed for students with an interest in international business (IB). It consists of preparatory classes; the onsite trip to **Seoul, Beijing, Hanoi, and Bangkok**; and post-trip classes. Students 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 may count toward one or two of the following: IB elective, IB major elective, entrepreneurship major elective, upper division elective, or management elective for BBA students, entrepreneurship certificate for graduate students, and PAMI international management certificate (consult with your academic advisor).



## Program Objective

The objective of the 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.

This is accomplished by exposing students to diverse and relevant Asian business environments, utilizing academic theory and business models as a framework for real world experiences, consisting of site visits, case studies, and country level, industry level, and firm level assessments.

Diversity is accomplished by mixing economies at varying stages of development, as well as specific site visits from a variety of industries and firm types. Pre-trip learning is accomplished through a combination of lectures, web-based video lectures, on-line discussions, cases and/or readings. The emphasis is placed on real-time source materials, interviews with experienced executives and experts, and the application of personal observation.

## Target Participants and Prerequisites

The size of the group has been targeted at 20 students. The 2013 AFS is expected to be comprised of MBA, BBA, and non-business majors. Selection will be based on criteria contained in the application and meeting the prerequisites.

- UHM BBA and MBA students (should have full 1<sup>st</sup> year business core completed)
- UH System-wide Undergraduate and Graduate Students from any Discipline (should have full 1<sup>st</sup> 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

## Timeframe - Posted on <http://pami.shidler.hawaii.edu>

- Posting of Course Outline & Application (late Dec.)
- Posting of Course Details (late Jan.)
- Deadline for Application/Scholarship (March 22)
- Acceptance Notification (March 29)
- Payment Due and Passports Collected (April 20)



## Contact:

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14 Jan 2013

UNIVERSITY OF HAWAI'I AT MĀNOA

SHIDLER

COLLEGE OF BUSINESS

Pacific Asian Management Institute

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		6 Credit Version	3 Credit Version
<b>Pre-Trip (3 hour sessions)</b> – Select Wednesdays 6PM-9PM and Saturdays 9AM-4PM during Summer Session I			
Pre-Trip #1	Introduction and Asia Region Overview	X	X
Pre-Trip #2	Japan Country	X	X
Pre-Trip #3	Korea Country	X	X
Pre-Trip #4	China Country	X	X
Pre-Trip #5	Vietnam Country	X	
Pre-Trip #6	Thailand Country	X	
Pre-Trip #7	Group Country Presentations	X	X
Pre-Trip #8	Individual Project Presentations	X	X
<b>Onsite-Trip (Sample Site Visits)</b>			
Seoul, S. Korea 6/14 - Depart HNL 6/15 – 6/18	Hyundai Automotive, Samsung Electronics, and Posco Steel. Cultural Visits (Korean Folk Village, Namsan Tower, and Gyeongbok Palace).	X	X
Beijing, P.R.C. 6/19 – 6/22	Mars Foods, Lenovo, Dentsu Advertising, and U.S. Commercial Service. Cultural Visits (Great Wall, Forbidden City, and Tiananmen Square).	X	X
Hanoi, Vietnam 6/23 – 6/26	State Owned Enterprise, Deloitte Vietnam, and Brick Manufacturer. Cultural Visits (Ho Chi Minh Mausoleum, Water Puppet Show, and Halong Bay).	X	
Bangkok, Thailand 6/27 – 6/30 7/1 – Return to HNL	PACIBER Annual Meeting ( <a href="http://www.paciber.org">www.paciber.org</a> ) for keynote speaker address and regional updates, Singha Brewery, and American Chamber. Cultural Visits (Grand Palace, Chatuchak Market, and Wat Pho Temple).	X	
<b>Post-Trip (3 hour sessions) - One evening and one Saturday during SS II</b>			
Post-Trip #1	Structured Trip Reflection	X	X
Post-Trip #2	Individual Project Presentations	X	X
Post-Trip #3	Individual Project Presentations	X	

- Dates, locations, site visits, and cultural visits are subject to change.
- Estimated trip cost is \$5000 for the 6-credit version (All four cities) and \$3200 for the 3-credit version (Seoul and Beijing). Trip cost excludes tuition.
- Costs include airfare, ground, lodging based on double occupancy, and breakfast.
- 3-credit version requires at least 4 students.
- Plan for at least 2 hours of homework for each hour of class.

