

University of Hawaii at Manoa Shidler College of Business Asian Field Study 2014

Program Overview

The 2014 Asian Field Study (AFS) is a six-credit program (BUS 477 or BUS 677) designed for students with an interest in international business (IB). It consists of preparatory classes; the onsite trip to **Tokyo, Guangzhou, Hong Kong, Manila, and possibly Ho Chi Minh City**; and post-trip classes. 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 20-25 students. The 2014 AFS is expected to be comprised of EMBA, PT-MBA, MACC, BBA, and non-business majors. Selection will be based on criteria contained in the application and meeting the prerequisites.



- UHM business students (should have full 1st year business 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 Draft Course Details (Late Feb)
- Deadline for Application/Scholarship (March 22)
- Acceptance Notification (March 29)
- Payment Due and Passports Collected (April 20)



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UNIVERSITY OF HAWAII AT MĀNOA
SHIDLER
COLLEGE OF BUSINESS
Pacific Asian Management Institute

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Pre-Trip (3 hour sessions) – Select Tuesdays 6PM-9:30PM and Saturdays 9AM-4PM during Summer Session I	
Pre-Trip #1 & 2	Introduction and Asia Region Overview
Pre-Trip #3	Japan Country
Pre-Trip #4	China Country
Pre-Trip #5	Philippines Country
Pre-Trip #6	Vietnam Country (TBD)
Pre-Trip #7	Group Country Presentations
Pre-Trip #8	Individual Project Presentations
Onsite-Trip (Sample site visits from prior programs.)	
June 27 - Depart HNL Tokyo, Japan June 28 – July 1	Fujitsu, IBM Japan, 7-Eleven Japan, and US Commercial Service. Cultural Tour (Tsukiji Fish Market, Sumida River Cruise, Imperial Palace, Askakusa Kannon Temple).
Guangzhou, P.R.C. July 2-4	Esquel, US Commercial Service, Pearl River Piano, National Sun Yat Sen University. Cultural Tour (Yuexiu Historical Park, Museum of the Nanyue King, Temple of the Six Banyan Trees, Beijing Lu Shopping Arcade, Night River Cruise).
Hong Kong, S.A.R. of P.R.C. July 5-8	American Chamber of Commerce, Feng Tai Footwear, Dentsu Media Palatte, Hong Kong Science and Technology Park. Cultural Tour (Star Ferry, Stanley Market, Victoria Peak)
Manila, Philippines July 9-12 July 13 *	Call Center, Outsource Company, San Miguel Brewery, Entrepreneurship Firm. Cultural Tour (Bahay Nakpil, Plaza Miranda, Quiapo Basilica, Quinta Market, and Ile de Toule, Chinatown, Binondo Church).
Ho Chi Minh City, Vietnam July 13-17 July 17 (Depart SGN, Return HNL July 18)	Sandhill Scientific, Vietnam Brewery, VinaCapital, Ho Chi Minh Stock Exchange, Vietnam EMBA Networking. Cultural Tour (Mekong River, Ben Thanh Market, Reunification Palace, War Remnants Museum)
Post-Trip (3 hour sessions) - One evening and one Saturday during SS II	
Post-Trip #1	Structured Trip Reflection
Post-Trip #2	Individual Project Presentations
Post-Trip #3	Individual Project Presentations

* Possible departure from MNL, Return HNL July 14.

- Dates, locations, site visits, and cultural visits are subject to change.
- Estimated trip cost is \$5500 for the 6-credit version (all five cities) or \$5200 (excluding HCMC). Determination of the five city program or four city program (excluding HCMC) will be determined in late January. Trip cost excludes tuition.
- Trip costs include airfare (Honolulu origin); ground, lodging based on double occupancy in four-star hotels and breakfast while onsite in Asia.
- Plan for at least 2 hours of homework for each hour of class.

