

University of Hawaii at Manoa Shidler College of Business Asian Field Study 2016

Program Overview

The 2016 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, Hong Kong, Guangzhou and Hanoi**; 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 students. The 2016 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 18)
- Acceptance Notification (March 25)
- Payment Due and Passports Collected (April 15)



Contact:

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11 January 2016

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. Usually mid May to mid June, below are tentative dates.	
Pre-Trip #1 May 17 (Tues)	Introduction, Program Overview, Group Formation
Pre-Trip #2 & #3 May 21 (Sat)	Japan and China Overview
Pre-Trip #4 May 24 (Tues)	Hong Kong Overview
Pre-Trip #5 May 31 (Tues)	Vietnam Overview
Pre-Trip #6 June 7 (Tues)	Group Country Presentations
Pre-Trip #7 & #8 June 11 (Sat)	Individual Project Presentations
Pre-Trip #9 June 14 (Tues)	If necessary
Onsite Trip (Sample site visits from prior programs. Usually 18-20 days from mid June to early July, below are tentative dates.)	
Depart HNL - June 17 (Fri) Tokyo, Japan – June 18 (Sat) to June 21 (Tues)	Fujitsu, IBM Japan, 7-Eleven Japan, US Commercial Service, and Nissan. Cultural Tour (Tsukiji Fish Market, Sumida River Cruise, Imperial Palace, Askakusa Kannon Temple).
Hong Kong, S.A.R. of P.R.C. – June 22 (Wed) to June 25 (Sat) (note HKG/CAN order may be changed)	US Commercial Service, Feng Tai Footwear, Esquel, Dentsu Media Palatte, Hong Kong Science and Technology Park. Cultural Tour (Star Ferry, Stanley Market, Victoria Peak)
Guangzhou, P.R.C. – June 26 (Sun) to June 28 (Tues) (note HKG/CAN order may be changed)	Esquel, American Chamber of Commerce, 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).
Hanoi, Vietnam – June 29 (Wed) to July 3 (Sun) Return to HNL July 4/5 (Mon/Tues) AM	State Owned Enterprise, Deloitte Vietnam, Viettel, GM, OPEC Plastics, and VINACONEX Water Treatment Plant. Cultural Visits (Ho Chi Minh Mausoleum, Water Puppet Show, and Halong Bay).
Post-Trip (3 hour sessions) - One evening and one Saturday during SS II. Usually mid July, 7-10 days following return from the onsite trip, below are tentative dates.	
Post-Trip #1 July 12 (Tues) *	Structured Trip Reflection
Post-Trip #2 & #3 July 16 (Sat) *	Individual Project Presentations

Classes to be held in BusAd A301 or G102.

- 5-15 Scholarships covering between \$1,500 and the estimated trip cost of \$5,200 have been generously donated from the following sources. Complete the applicable questions in the online application to be eligible for these scholarships.
 - Freeman Foundation
 - Ralph S. Inouye Co., Ltd.
 - David T. Pietsch
 - Ulrike and Toufiq Siddiqi
- Estimated trip cost is \$5,200
- Trip cost excludes tuition. Trip costs include airfare (Honolulu origin, neighbor islands and other origin cities are extra); ground, lodging based on double occupancy in four-star hotels and breakfast while onsite in Asia.
- Dates, locations, site visits, and cultural visits are subject to change.
- Plan for at least 2 hours of homework for each hour of class.